

# Data Highlights from the 2017 Minnesota Youth Tobacco Survey

## Any Tobacco Use

- **26.4%** of high school students used any tobacco product in the past 30 days, up 7% from 2014

## E-Cigarette Use

- **19.2%** of high school students used or tried e-cigarettes in the past 30 days, up 49% from 2014
- **37.7%** of high school students have ever tried e-cigarettes, up 33% from 2014.
- **63.6%** of students who currently use e-cigarettes reported using menthol or other flavored e-cigarettes in the past 30 days
- **21.5%** of current e-cigarette users have never tried any conventional tobacco product.
- Recent evidence suggests that, compared to youth who have never used them, youth who have tried e-cigarettes are twice as likely to start smoking in the future.<sup>1</sup>

## E-cigarettes and Recreational Marijuana Use

- **34.7%** of high school students and **15.8%** of middle school students who currently use e-cigarettes have used an e-cigarette for recreational marijuana, THC or hash oil, or THC wax at least once in their lifetime.

## E-cigarette Advertising

- **88.4%** of students had seen ads promoting e-cigarettes in the past 30 days, down slightly from 90.1 percent in 2014.
  - **50.9%** had seen ads in convenience stores and other stores in the past 30 days, up from 47.5 percent in 2014.
  - **39.6%** of students had seen ads on the internet, **38.6%** on TV, **18.6%** in magazines, **14.5%** on billboards, and **6.8%** had heard ads on the radio
  - **29.9%** of high school students who encountered ads in 5 or more locations in the past 30 days were current e-cigarette users

## Cigarette Use

- **9.6%** of high school students smoked cigarettes in past 30 days, down 9% from 2014.

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<sup>1</sup> Watkins, S.L., S.A. Glantz, and B.W. Chaffee, *Association of Noncigarette Tobacco Product Use With Future Cigarette Smoking Among Youth in the Population Assessment of Tobacco and Health (PATH) Study, 2013-2015*. JAMA Pediatr, 2018.

## Cigar and Cigarillo Use

- **10.6%** of high school students used cigars or cigarillos in the past 30 days, up 29% from 2014.

## Menthol Cigarette Use

- **34.1%** of smokers usually smoke menthol cigarettes, down 22% from 2014.
- Adolescent smokers are more likely to smoke menthol cigarettes than are adult smokers.
  - 25.1% of adult smokers usually smoke menthol cigarettes. (MATS 2014)

## Youth Access

- **62.4%** of high school and **57.4%** of middle school e-cigarette users got their e-cigarettes from friends.
- **32.2%** of underage high school students who use e-cigarettes got or bought their e-cigarettes from retail outlets. The most common retail outlet reported was vape shops (**18.4%**).
- **19.0%** of underage high school students who are current smokers bought their own cigarettes.

## Secondhand Smoke

**46.2%** of non-smokers had been exposed to secondhand smoke in the past 7 days.

**Learn more at [www.health.mn.gov/tobacco](http://www.health.mn.gov/tobacco).**

Minnesota Department of Health  
PO Box 64882  
St. Paul, MN 55164-0882  
651-201-3535  
tobacco@state.mn.us  
[www.health.mn.gov/tobacco](http://www.health.mn.gov/tobacco)

2/15/2018

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