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.¹

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.

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.