

Data Highlights from the 2018 Minnesota Adult Tobacco Survey

Any Tobacco Use

- 21.3% use some type of tobacco product.

Cigarette Use

- Smoking fell to 13.8% (approximately 574,000 adults), down from 14.4% in 2014. Not Statistically Significant.

Among 18-24 year olds

- Smoking dropped in half from 15.3% in 2014 to 8% in 2018.

E-cigarette Use

- Overall e-cigarette use (used at least once in the past 30 days) among has not increased significantly since 2014 (5.9% in 2014 compared to 6.0% in 2018).
- 44.0% of e-cigarette users report they have never smoked cigarettes, up from 22.5% in 2014.
- Most adult e-cigarette users use flavored (80.2%).
- The percent of adult e-cigarette users of all ages who are also current smokers declined significantly, from 65.8% in 2014 to 37.0% in 2018.

Among 18-24 year olds

- E-cigarette use nearly doubled from 2014 (12.8%) to 2018 (21.9%) and exceeds cigarette use for this age group.
- Most e-cigarette users (3 in 4) never smoked, an almost 150% increase since 2014 (72.6% in 2018 from 30.4% in 2014.)
- Almost all of e-cigarette users (96.7%) report their usual e-cigarette is flavored.

Menthol Tobacco Use

- 27.5% report menthol cigarettes as their usual product

Quitting Tobacco

- 45.7%, or 260,000 adult smokers, reported making a quit attempt in the past 12 months. This was down significantly from 53.4% in 2014.

Smokeless Tobacco Use

- 3.2% of adults use smokeless, down from 3.6% in 2014

Learn more at www.health.mn.gov/tobacco.

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