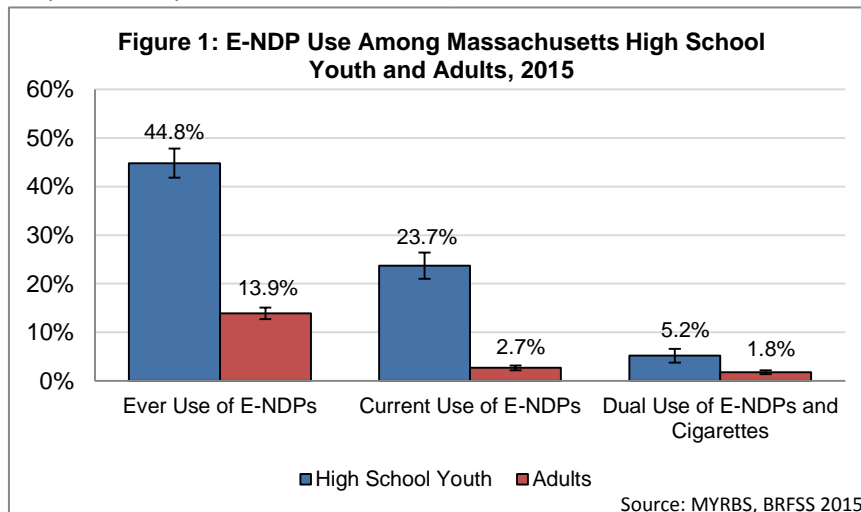




Electronic Nicotine Delivery Products (E-NDPs) are battery-operated products that deliver aerosolized flavorings and chemicals, namely nicotine, inhaled by the user.ⁱ E-NDPs include e-cigarettes, e-hookah, and vape pens, and their use among youth has increased dramatically commensurate with their wide availability, attractive flavors and pervasive marketing.ⁱⁱ

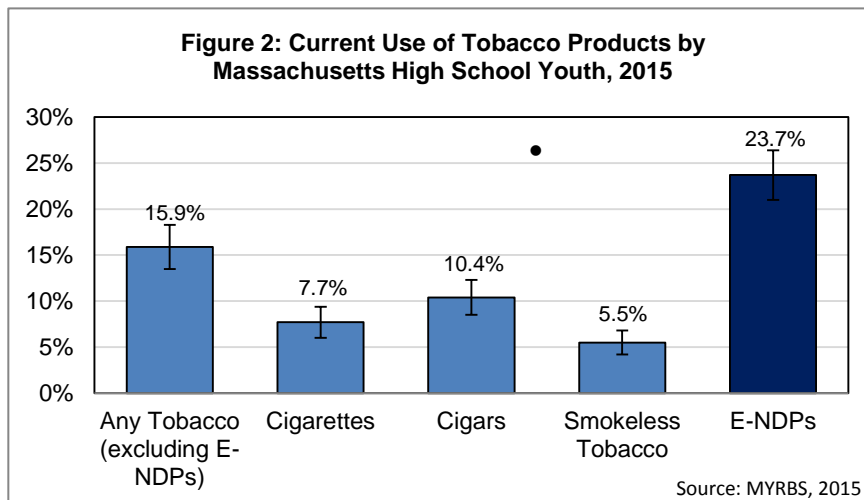
Youth Use of E-NDPs Far Exceeds Adult Use (Figure 1)¹

High school youth reported a much higher rate of E-NDP use than adults. While the current youth cigarette use rate in Massachusetts is just half of the adult use rate (7.7% versus 14%), the current youth E-NDP use rate is more than 9 times higher than the adult use rate (23.7% versus 2.6%). Additionally, more youths than adults are dual users of both E-NDP and cigarettes. (5.2% of youth compared to 1.8% of adults).



Youth Use of E-NDPs Far Exceeds Use of Other Tobacco Products in 2015

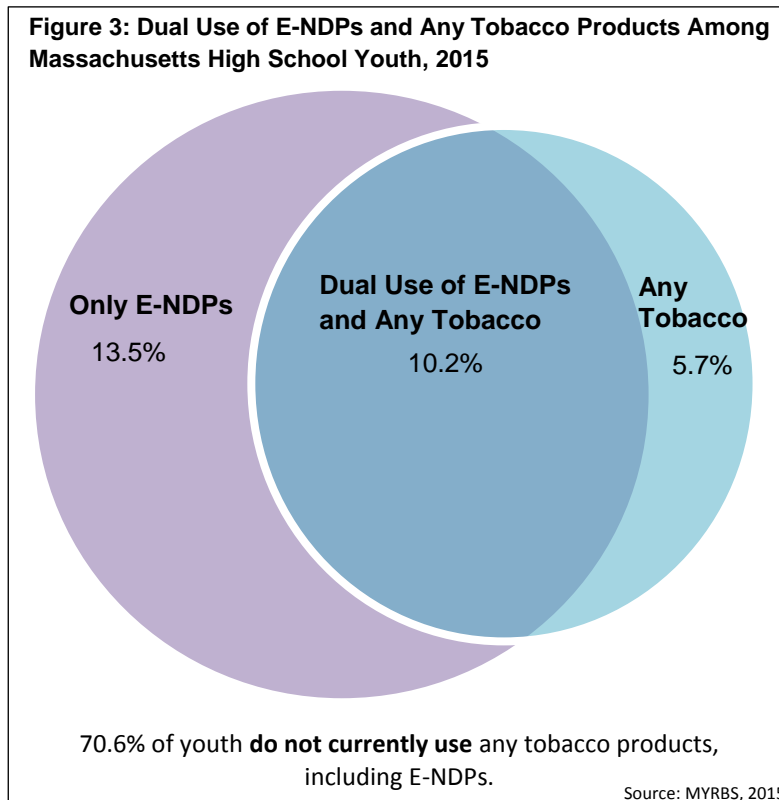
- High school youth currently use E-NDPs at a higher rate than all other tobacco productsⁱⁱⁱ (23.7% compared to 15.9%). (Figure 2).
- Nearly 1 in 2 high school students (44.8%) have ever tried E-NDPs compared to 27.8% of high school students who have ever tried smoking a cigarette (data not shown).
- Youth use of all other tobacco products has steadily declined since 2009, while use of E-NDPs has increased (data not shown).





Dual Use of Tobacco and E-NDPs Common Among Youth:

Nearly 1 in 3 high school students (29.4%) currently use either E-NDPs or traditional tobacco products or both (Figure 3). Nearly half (45.9%) of these students (or 13.5% of all high school students) use **only** E-NDPs and do not use other tobacco products. More than a third (34.7%) of these students (or 10.2% of all high school students) use **both** E-NDPs and other tobacco products.



Sources/Notes:

ⁱ U.S. Food and Drug Administration. *Vaporizers, E-Cigarettes, and other Electronic Nicotine Delivery Systems (ENDS)*. 2016.

ⁱⁱ Campaign for Tobacco Free Kids, *Electronic Cigarettes and Youth* (2015) available at: <https://www.tobaccofreekids.org/research/factsheets/pdf/0382.pdf>

ⁱⁱⁱ Traditional tobacco or any tobacco is defined as cigarettes, cigars (including little cigars and cigarillos), and smokeless tobacco (such as chewing tobacco, snuff or dip).

