

E-Cigarette Use Among Youth And Young Adults



E-cigarettes (also known as vapes) are the most commonly used tobacco product among youth and young adults in the United States. No tobacco products, including e-cigarettes, are safe to use, especially for children, teens and young adults.

Most e-cigarettes contain the chemical nicotine, which is highly addictive. Nicotine can also harm areas of an adolescent's brain that control mood, learning, attention and impulse control. This is especially concerning because this damage can become permanent, as their brains are not yet fully developed.

- E-cigarette use among young people has been on the decline.
- The most common type of e-cigarettes used are flavored ones.
- Young people have many reasons for why they vape, such as the variety of flavored products and social influences.
- Quitting vaping can be difficult, but there are resources available that can help.

2024 Annual National Youth Tobacco Survey Findings

- There was a decline in youth tobacco product use in 2024, largely driven by a decrease in e-cigarette usage.
 - The number of youth who used e-cigarettes dropped from 2.1 million in 2023 to 1.6 million in 2024.
- E-cigarettes remained the most commonly used tobacco product among youth, with 5.9% reporting e-cigarette use.
- More than 1 in 4 (26.3%) of current youth e-cigarette users used an e-cigarette product daily.
- The majority (87.6%) of e-cigarettes used by youth were flavored, with the most popular flavors being fruit, candy and mint.
- Youth tobacco product use in 2024 dropped to its lowest level in the past 25 years.

Despite this decline, the levels of youth tobacco use are still a concern, and preventing access to tobacco products remains a top priority.

Why Do Youth and Young Adults Vape?

There are various reasons why young people vape. E-cigarette marketing and advertising, the availability of appealing flavors, social influences, and the effects of nicotine all play a role in why youth start or continue to vape.

Social Influences

The most common reason youth and young adults try e-cigarettes is that a friend uses them. Some also report curiosity after seeing a family member use them.

They often obtain e-cigarettes from their friends or family members.

Availability of Flavored Products

Most vapes come in a variety of flavors, including fruit, vanilla, coffee and menthol.

The easy availability of these products and their wide range of flavors are among the top reasons young people try e-cigarettes.



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Tobacco Advertising

Widespread advertising for e-cigarettes is a major contributor to e-cigarette use among youth and young adults. The same advertising tactics and themes that have been shown to increase youth initiation for cigarettes are now being used by e-cigarette companies.

Additionally, e-cigarettes are far more visible to this age group, as they can appear on television and other media formats where traditional tobacco products, like cigarettes, are restricted. Youth have reported seeing advertisements for e-cigarettes on the internet, television, streaming services, and in print media.

Some e-cigarettes cost less than regular cigarettes, which may also contribute to youth vaping.

Nicotine

Nicotine, the addictive component in tobacco products, poses significant risks to the developing brain. Repeated use can lead to addiction. This can cause anxiety, stress, and depression.

Many young people continue using tobacco products to manage these symptoms.

Cannabis

Cannabis and tobacco products are two of the most commonly used drugs by youth and young adults. Those who frequently use cannabis are at a greater risk of being exposed to tobacco and vice versa.

It has also become more common for young people to co-use both cannabis and tobacco than to use the substances by themselves.

How to Quit Vaping

People who vape can become addicted to nicotine. This can make it hard to quit, but it does not have to be done alone. Consider doing one or more of the following:

- Make a quit plan.
- Learn strategies to manage nicotine withdrawal.
- Consider using counseling and medication together.
- Call a quit line to talk with trained quit coaches.
- Get tips and tools online:
 - [CDC.gov/QUIT](https://www.cdc.gov/QUIT)
 - [Smokefree.gov](https://www.smokefree.gov)
 - [Truthinitiative.org](https://www.truthinitiative.org)

Connecticut Resources

CT Department of Mental Health and Addiction Services
www.ct.gov/DMHAS

Know Ur Vape
drugfreect.org/know-ur-vape/

Vape Free CT
vapefreect.org
1-800-QUIT-NOW

24/7 Access Line
1.800.563.4086

National Resources

Smoke Free Teen
teen.smokefree.gov

The Truth Initiative
truthinitiative.gov

American Lung Association
lung.org

Substance Abuse and Mental Health Services Administration
www.samhsa.gov

Protecting Youth From the Harms of Vaping

Individuals and organizations play a critical role in helping youth reject or quit vaping and other tobacco products. Working together is essential to ensure all youth live healthy, tobacco-free lives.

Parents, caregivers, educators, healthcare providers, as well as states, territories, communities, and tribes, all have an important part to play in protecting young people from the harms of vaping.

