

# Tobacco Use Initiation & Access Among Young People

The Monitoring E-Cigarette Among Youth Survey was conducted on behalf of the National Foundation for the Centers for Disease Control and Prevention in collaboration with the North Carolina Department of Health and Human Services.

The survey was conducted online using probability and non-probability sample sources. The target population consisted of youth (age 13-17) and young adults (age 18-24) residing in North Carolina. There were 882 survey respondents. Data was collected from March to April 2021.

**24%** of young people age 13-24 who have never tried an e-cigarette are open to trying one in the next year

Almost half of all young people, and three quarters of Black young people, who have ever used a cigarette started with menthol



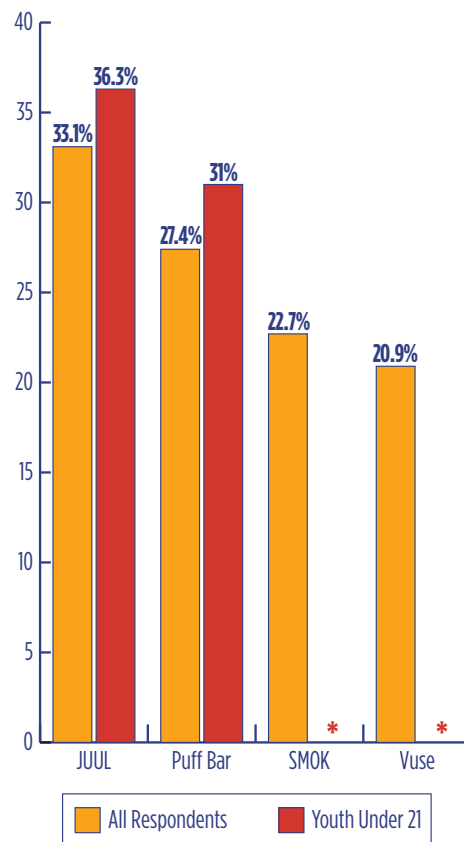
Menthol Cigarette Initiation among ever cigarette users	Percentage
All Respondents	46.9%
Youth (13-17)	58.8%
Young Adults (18-24)	41.4%
White, non-Hispanic	40.8%
Black, non-Hispanic	72.4%

Most young people first used a fruit flavored e-cigarette

First e-cigarette flavor ever used among ever e-cigarette users	All Respondents
Fruit (such as mango)	40.4%
Mint	19.1%
Tobacco	13.3%
Menthol	12.4%
Candy, desserts, or other sweets	7.5%

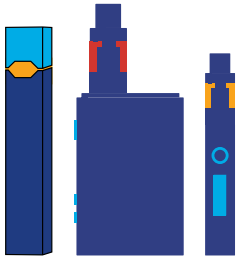


JUUL is the most popular e-cigarette brand used by young people



\* Estimates with fewer than 25 responses not reported

## Young people use e-cigarettes for social reasons and because they come in flavors




What are the reasons you have used e-cigarettes? Select all answers that apply. Among ever e-cigarette users.	All Respondents
I used them in social situations with friends, such as at parties or sporting events	45.5%
Friend or family member used them	45.2%
They are available in flavors, such as mint, candy, fruit, or chocolate	33.1%
They can be used in areas where other tobacco products, such as cigarettes, are not allowed	24.3%
They are less harmful than other forms of tobacco, such as cigarettes	21.9%
They are popular on social media sites, such as Instagram, Facebook, Twitter, YouTube, Pinterest, Snapchat or TikTok	16.1%
To try to quit using other tobacco products, such as cigarettes	14.2%
They are easier to get than other tobacco products, such as cigarettes	13.4%
They cost less than other tobacco products, such as cigarettes	10.1%
They are often used in TV shows or movies	8.3%
I used them for some other reason	5.8%

## Young people primarily get their e-cigarettes from retail locations and vape shops

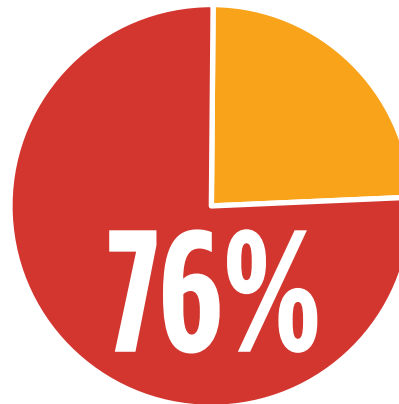
In the past 30 days, where did you get or buy the e-cigarettes that you have used? Select all answers that apply.	All Respondents	Youth Under 21	Youth 21 and Over
Retail (gas station, grocery store, drugstore, mall/shopping center)	54.3%	59.2%	43.5%
Vape Shops	40.7%	35.2%	53%
Social Sources (family member, friend, some other person)	28.6%	32.7%	*
Internet	13.7%	*	*

\* Estimates with fewer than 25 responses not reported



**43.6%** 

The most common source of e-cigarettes among youth aged 13-17 is from a friend



**76%** of young people under 21 who got their e-cigarettes from social sources got them from someone **UNDER 21**



1-800-QUIT-NOW  
1-800-784-8669

ES 1-855-Déjelo-Ya  
1-855-335-3569

www.quitlinenc.com

Text READY to 200-400  
to enroll via text

@QuitlineNC



NC Department of Health and Human Services • Division of Public Health • Tobacco Prevention & Control Branch • [www.tobaccopreventionandcontrol.ncdhhs.gov](http://www.tobaccopreventionandcontrol.ncdhhs.gov) • NCDHHS is an equal opportunity employer and provider. • 8/2021