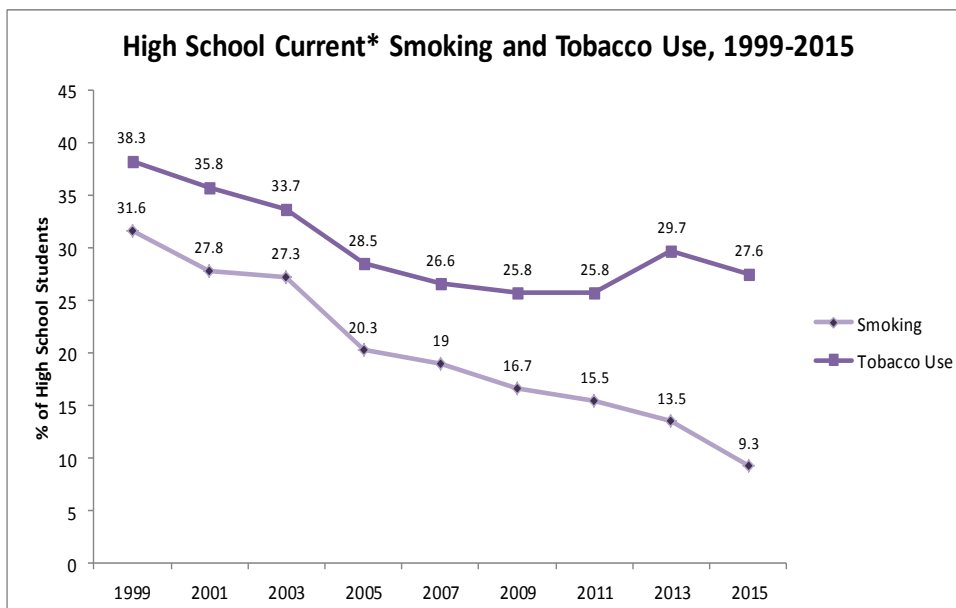


N.C. YOUTH TOBACCO SURVEY 2015 FACTS

N.C. TOBACCO PREVENTION & CONTROL BRANCH

E-CIGARETTE USE INCREASES AMONG N.C. HIGH SCHOOL AND MIDDLE SCHOOL STUDENTS; CIGARETTE SMOKING DROPS

- Overall **tobacco use among North Carolina high school students increased** from 25.8 percent to 27.5 percent from 2011 to 2015.
- Use of **electronic cigarettes by North Carolina high school students increased 888%** between 2011 and 2015, from 1.7 percent to 16.8 percent.
- Use of **electronic cigarettes by North Carolina middle school students increased 600%** between 2011 and 2015, from one percent to 6.99 percent.
- In 2015, 27.7 percent of North Carolina high school students said they were **considering using electronic cigarettes in the next year**.
- Between 2011 and 2015 **high school student cigarette smoking dropped 40 percent** from 15.5 percent to 9.3 percent.



*Current use is defined as using on one or more of the past 30 days. **In 2011, N.C. YTS began tracking use of emerging tobacco products, including electronic cigarettes, clove cigars, dissolvable tobacco products, flavored cigarettes, flavored little cigars, hookahs or waterpipes, roll-your-own cigarettes, and snus. Data on emerging tobacco product use prior to 2011 are not available.

State of North Carolina • Department of Health and Human Services • Division of Public Health

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