

# Youth Nicotine Use and E-Cigarette Tax



## YOUTH USE E-CIGARETTES AT HIGHER RATES THAN ADULTS



Nicotine use during adolescence can disrupt brain development and affect attention, learning, and susceptibility to addiction.

**2X**

Use of electronic cigarettes in Utah nearly doubled from 5.8% in 2013 to 10.5% in 2015 and remained high at 11.1% in 2017.



Tobacco tax increases are one of the most effective ways to reduce smoking and other tobacco use, especially among kids. Nationally, every 10% increase in cigarette prices reduces youth smoking by about seven percent and total cigarette consumption by about four percent.\*



E-cigarette use has become an epidemic among our nation's young people.



Utah students are significantly more likely to use electronic cigarettes or vape products than any other tobacco product.



E-cigarettes entered the U.S. marketplace around 2007, and since 2014, they have been the most commonly used tobacco product among U.S. youth.



E-cigarettes are designed to deliver nicotine, flavorings, and other additives to the user via an inhaled aerosol.



**600%**

One of the most commonly sold USB flash drive shaped e-cigarettes is JUUL, which experienced a 600% surge in sales during 2016-2017, giving it the greatest market share of any e-cigarette in the U.S. by the end of 2017.

### Sources:

\*<https://www.tobaccofreekids.org/what-we-do/us/state-tobacco-taxes>

EIGHTEENTH ANNUAL REPORT, NOVEMBER 2018 UTAH DEPARTMENT OF HEALTH TOBACCO PREVENTION AND CONTROL PROGRAM

<https://e-cigarettes.surgeongeneral.gov/documents/surgeon-generals-advisory-on-e-cigarette-use-among-youth-2018.pdf>

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