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.