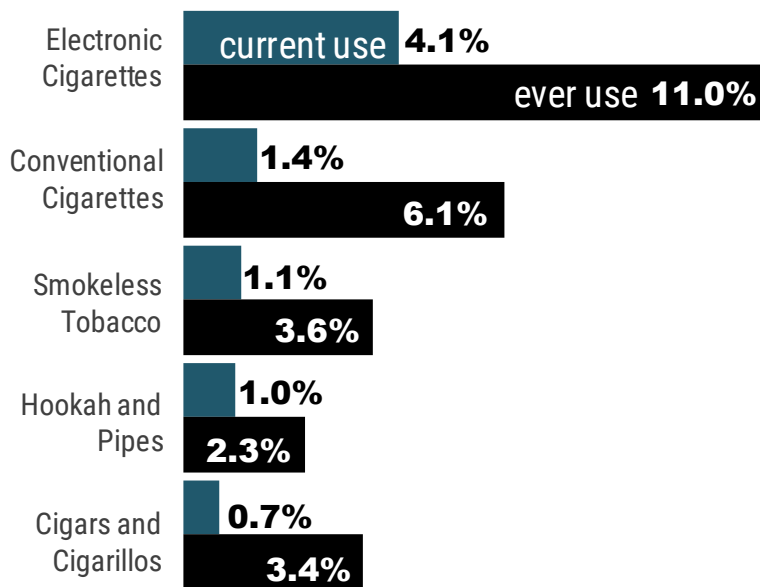
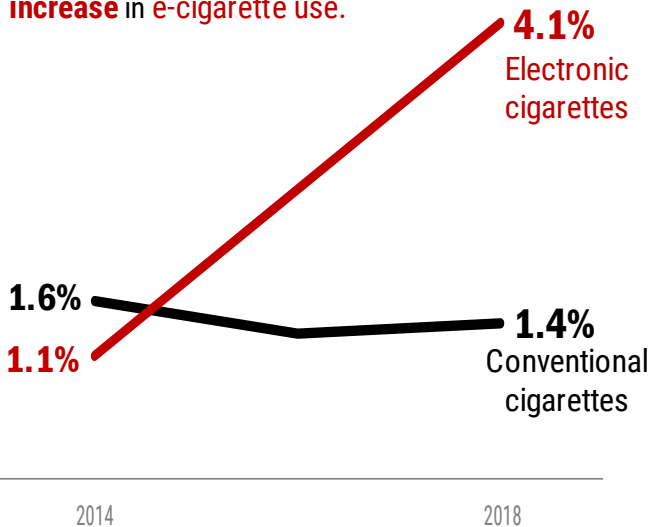


# Middle School Snapshot

Youth Tobacco Survey 2018

As conventional cigarette use has declined, e-cigarette use is rising.

From 2014 to 2018, there was a **272% increase** in e-cigarette use.



**1 in 9** Wisconsin middle schoolers have ever tried e-cigarettes.

**96%** of those who have ever used e-cigarettes first tried an e-cigarette before age 13.

**47%** of those who have ever used e-cigarettes tried e-cigarettes before any other product.

**95%** would not use unflavored tobacco products.

**93%** think smoking does not make you look cool.



**19%** live in homes where others smoke.

**20%** rode in vehicles where others smoked in the last week.



**41%** of middle schoolers said it is easy to get tobacco products.

**93%** of middle schoolers agree secondhand smoke is dangerous.

**90%** of middle schoolers agree all tobacco products are dangerous.

**72%** of middle schoolers think kids are targeted by tobacco companies.

