Over half (58%) of high school students in Montana have tried e-cigarettes

Facts and Statistics on Teen E-Cigarette Use

In 2019, almost one-third (30%) of Montana high school students reported currently using e-cigarettes.

Percent of Montana high school students who reported currently using e-cigarettes by grade, 2019 MT YRBS

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>9th</td>
<td>21%</td>
</tr>
<tr>
<td>10th</td>
<td>30%</td>
</tr>
<tr>
<td>11th</td>
<td>30%</td>
</tr>
<tr>
<td>12th</td>
<td>42%</td>
</tr>
</tbody>
</table>

Annual tobacco industry marketing expenditures in Montana totaled $31 Million in 2016. Nation-wide, the tobacco industry spent $9 billion.

More than 80% of youth who have tried e-cigarettes started with a flavored product.

Currently, there are over 15,000 distinct e-cigarette flavors.

99% of e-cigarettes sold in U.S. convenience stores contain nicotine.

Youth use of nicotine in any form is unsafe. Nicotine is highly addictive and can harm the developing brain.

Scientist are still learning about the long-term health effects of e-cigarettes. The chemicals contained in the aerosol have not been deemed safe for inhalation.

Data sources:
1. Montana Office of Public Instruction, Montana Youth Risk Behavior Survey, 2019