



Youth Tobacco Survey Highlights

By Minneapolis Youth Congress Tobacco Group

Minneapolis Youth Congress tobacco group surveyed 76 youth across the city to find out the what, why and how of youth tobacco use. All surveyed participants were under 18 and used tobacco.

Who is using tobacco?

| How old were you when you first tried a tobacco product? n=76 | |
|---|---------------------------|
| Age range | As percent of respondents |
| 8-10 | 12% |
| 11-13 | 30% |
| 14-16 | 49% |
| 17 | 9% |

Over 40% of youth surveyed initiated tobacco use before age 14.

Research shows the earlier a kid first tries smoking, the higher the chances of ultimately becoming a regular smoker, and the less likely he or she is to quit.¹

What's Popular?

Tobacco products like cigarillos, shisha and electronic cigarettes are just as popular as traditional cigarettes.

73% of youth using e-cigs also smoke cigarettes.

| Which tobacco products have you used? n=76 | |
|--|---------------------------|
| Tobacco Product | As percent of respondents |
| Cigarette | 63% |
| Cigarillos little cigar | 55% |
| Shisha (hookah) | 43% |
| Electronic-cigarette | 53% |

¹ Campaign for Tobacco Free Kids, *The Path to Tobacco Addiction Starts at Very Young Age*. Retrieved from <http://www.tobaccofreekids.org/research/factsheets/pdf/0127.pdf>

The Lure of Flavor

27% of respondents said the taste or flavor, when asked what they like about their tobacco product.

| What do you like about the tobacco product you use most often? n=45 | |
|---|---------------------------|
| Top 3 Reasons | As percent of respondents |
| Calming/relieves stress | 37% |
| Flavor/tasty | 27% |
| Buzz/high/ gives a rush | 18% |

More than Menthol

Cigarillos, shisha, and e-cigs come in flavors like cherry, chocolate, and wine.

48% of youth who use cigarettes are choosing menthol flavored cigarettes.

(Menthol is the only flavored cigarette allowed by the FDA.)

Where Do Youth Get It?

| How do you get your tobacco most often? n=75 | |
|--|----------------------------|
| Response | As percent of respondents* |
| Someone you know buys it for you | 60% |
| Buy it or bum it from someone | 30% |
| Buy it yourself from a store | 18% |
| *respondents selected more than one response | |

18% is too high

It is illegal for stores to sell tobacco to youth under 18.

Almost 20% of under-age youth report buying directly from a store as the most common way they get tobacco.

Most commonly cited types of stores were corner stores and gas stations.

63% of youth surveyed know a place that sells single or loose cigarettes.

| In the area where you live, do you know of any places that sell single or loose cigarettes? n=76 | |
|--|---------------------------|
| Response | As percent of respondents |
| Yes | 63% |
| No | 37% |

Minimum Pack Size for Cigarettes

It is illegal for stores to sell single "loose" cigarettes. Selling single cigarettes reduces the price and makes it easier for youth to purchase.