

The commercial tobacco industry manipulates language to target specific demographics.

In 2023, Tobacco-Free Alliance asked 500+ middle and high school students about their attitudes towards the words "vape," "e-cigarette" and "cigarette." Here's what we found:

“Vape”

Top responses from MN teens show positive associations compared to other commercial tobacco products.

School
bathrooms

Vape tricks

Teens and
kids

Internet
culture

Sweet and
fruity flavors

“E-cigarette”

Even though "e-cigarette" and "vape" mean the same thing, most teens think they're different and associate them with adults.

What's an
e-cigarette?

Old people

Is it the same as
a vape?

“Cigarette”

Consensus: Teens overwhelmingly disapprove of cigarettes.

Old
people

Nasty,
gross and
uncool

Respiratory
harms

Cancer

Disgusting
smell

Decaying
teeth and
bad breath

Here's what teens are thinking:

Teens view the word “cigarette” negatively and the word “vape” more positively. Many teens don’t know that e-cigarettes and vapes are the same product. Still, all three are commercial tobacco products containing harmful chemicals and high nicotine levels.

The tobacco industry strategically uses different words to target certain demographics, including youth. Public health initiatives must adapt to changing attitudes and concerns around commercial tobacco products.

The tobacco industry spends a lot of time and money creating colorful packaging and enticing flavored products to appeal to young customers. Flavors mask the harsh taste of tobacco.

Nearly 90% of youth who vape use flavored products, and there are more than 15,000 flavors on the market. Flavored commercial tobacco products are driving the youth vaping epidemic.

**Scan to learn more about the harms
of flavored commercial tobacco:**



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