KEY FINDINGS

**Tobacco Use Behavior**

- Nearly **1 in 3** Mariposa County students (32.9%) report that they have used an e-cigarette (aka: vaping) at least once.
- Vaping is the most popular method of tobacco use. **18.5%** of students reported using an e-cigarette in the past 30 days. This is considered to be “current use”.
- Current use of all other tobacco products was relatively low, with cigarettes at 4.4% and smokeless tobacco at 3.1%.
- **Over half** of current users in grades 11 & 12 report using two or more tobacco products.
- More than half of e-cigarette users (52.8%) reported taking 1 to 2 puffs per use, while 15.9% reported puffing 11+ times.

**Use of Flavored Tobacco; Use of Marijuana**

- **9 of 10** of students who use e-cigarettes report using flavored products. Fruit or sweet flavors are most common.
- For smokeless tobacco users, mint is the most popular flavor at 83.3%.
- 1 in 5 student surveyed (22.8%) report using marijuana at least once; while 10.9% of students report current marijuana use.

**Access and Acquisition**

- **64% of current users** (n=73) reported obtaining e-cigarettes from social sources, without paying for them.
- Purchases of e-cigarettes from a store or someone else was reported by **35.5%** of students, while **19.2% purchased from the internet**.
- A high percentage of students (18.9%) declined to state how they bought e-cigarettes.
- Of all students surveyed, **38.8% reported being offered a tobacco product** in the past month.

Over 140 California cities and counties have addressed the problem of tobacco proliferation and underage youth access by adopting a strong Tobacco Retail License.

The value of a local Tobacco Retail License is that the community decides what provisions to include. For example: minimum pack size, minimum price requirement, no tobacco sales in pharmacies, and restrictions on flavored tobacco products.

Learn more at [www.FLAVORSHOOKKIDS.org](http://www.FLAVORSHOOKKIDS.org)

**Reference:**