

Trends in smoking and vaping among young people

FINDINGS FROM THE ITC YOUTH & YOUNG ADULT TOBACCO AND VAPING SURVEY, 2017–2025

DAVID HAMMOND, JESSICA L. REID, ROBIN BURKHALTER, VICKI RYNARD,
ON BEHALF OF THE ITC YOUTH TOBACCO AND VAPING SURVEY TEAM

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ETHICS CLEARANCE

THE PROJECT HAS BEEN REVIEWED BY AND RECEIVED ETHICS CLEARANCE THROUGH THE UNIVERSITY OF WATERLOO RESEARCH ETHICS BOARD (ORE#21847/31017) AND THE UNIVERSITY OF OTAGO HUMAN ETHICS COMMITTEE (REFERENCE NUMBER 23/065). THIS STUDY ALSO ADHERES TO THE GUIDELINES OF THE ETHICAL REVIEW PROCESS OF THE UNIVERSITY OF QUEENSLAND AND THE NATIONAL STATEMENT ON ETHICAL CONDUCT IN HUMAN RESEARCH (2023/HE002406).

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CONTACT

DAVID HAMMOND PhD
PROFESSOR
SCHOOL OF PUBLIC HEALTH SCIENCES
UNIVERSITY OF WATERLOO
DHAMMOND@UWATERLOO.CA
519 888 4567 EXT. 46462
WWW.DAVIDHAMMOND.CA/



Foreword

The International Tobacco Control Policy Evaluation Project (ITC) Youth Tobacco and Vaping Survey examines use of tobacco and vaping products among youth in countries with differing policy environments. The first national surveys in Canada, England and the United States were conducted in 2017, with annual waves in subsequent years (and additional semi-annual waves in 2020 and 2021). New Zealand was added in 2023, and Australia in 2024.

The current report summarizes findings among youth respondents aged 16–19 in the five countries, including trends between 2017 and 2025 where possible. Additional details are available upon request.

Visit the study website for more information:
<https://davidhammond.ca/projects/tobacco-vaping/itc-youth-tobacco-ecig/>



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Methods

OVERVIEW

The ITC Youth & Young Adult Tobacco and Vaping Survey is a repeat cross-sectional survey conducted annually since 2017 (and semi-annually in 2020 and 2021) in Canada, England, and the United States (US), and beginning in 2023 in New Zealand (NZ) and 2024 in Australia, to examine trends in tobacco use and vaping. This report summarizes key indicators from the youth surveys, with a focus on 2025.

SAMPLE

Respondents included youth aged 16–19 years in all waves, as well as young adults aged 20–29 years in some waves/countries, recruited through the Nielsen Consumer Insights Global Panel in Canada, England, US, and Australia, and Dynata and TGM in NZ. The Nielsen panel in each country is recruited using both probability and non-probability sampling methods. Recruitment targets at each wave included 4,500 respondents aged 16–19 and 1000 respondents aged 20–29 in each of Canada, US, and England, with variable targets in Australia and NZ. Respondents received remuneration in accordance with their panel's incentive structure. The current report summarizes findings from youth surveys over eleven waves between 2017 and 2025.

SURVEY

All data was collected via self-completed online surveys. The survey covers the following content areas:

- prevalence and patterns of smoking and vaping;

- specific products and brands;
- sources and purchasing of cigarettes and vaping products;
- perceptions of risk and social norms around smoking and vaping;
- exposure to health warnings and public education campaigns;
- exposure to e-cigarette marketing;
- awareness and use of other tobacco products;
- substance use and other risk behaviours; and
- socio-demographics and socio-economic status.

DATA ANALYSIS

Post-stratification survey weights were created based on age, sex, and region (also ethnicity in US; ethnicity instead of region in NZ), and calibrated to first wave proportions for student status in all countries and school grades (except in NZ), as well as past 30-day smoking from national benchmark surveys in all countries except England. All estimates in the current report are weighted and rescaled to the original sample size within each country. Estimates are provided with 95% confidence intervals where feasible. Data are summarized within countries over time, as well as across countries within survey waves.

TECHNICAL REPORTS

The surveys and technical reports are available at: <https://davidhammond.ca/projects/tobacco-vaping/itc-youth-tobacco-ecig/>. The technical reports include detailed information on methodology and survey weighting.

Sample

Weighted estimates	Canada n=46,367	England n=45,247	US n=49,327	NZ n=2,503	Australia n=4,646	Total n=149,090
Age						
16 years	22.7%	22.0%	23.1%	25.8%	25.7%	22.8%
17 years	25.3%	27.4%	26.6%	25.0%	24.4%	26.4%
18 years	29.4%	31.4%	30.0%	24.8%	24.5%	30.0%
19 years	22.6%	19.2%	20.4%	24.4%	25.3%	20.9%
Sex						
Female	48.8%	48.6%	48.9%	48.6%	51.6%	51.3%
Male	51.2%	51.4%	51.1%	51.4%	48.4%	48.7%
Race/ethnicity						
White (only)	54.7%	73.2%	71.5%	--	70.3%	66.7%
Any other/not stated	45.3%	26.8%	28.5%	--	29.7%	33.3%
Current student	93.0%	91.7%	91.1%	78.7%	86.2%	91.5%
Family financial status*						
Not meeting basic expenses	3.7%	3.3%	5.0%	4.5%	4.1%	4.1%
Just meeting basic expenses	22.3%	24.0%	25.0%	31.6%	24.5%	24.0%
Meeting needs with a little left	34.7%	34.9%	31.9%	32.8%	31.2%	33.7%
Living comfortably	34.6%	33.1%	33.6%	26.3%	36.1%	33.7%
Not stated	4.7%	4.7%	4.5%	4.7%	4.2%	4.6%
Survey wave						
W1 – 2017 July/Aug	8.7%	8.8%	8.3%	--	--	8.2%
W2 – 2018 Aug/Sept	8.3%	8.6%	8.2%	--	--	7.9%
W3 – 2019 Aug/Sept	8.9%	7.7%	8.1%	--	--	7.8%
W3.5 – 2020 Feb/Mar	9.1%	9.4%	10.4%	--	--	9.2%
W4 – 2020 Aug	9.2%	9.5%	12.1%	--	--	9.8%
W4.5 – 2021 Feb/Mar	9.9%	9.5%	10.7%	--	--	9.6%
W5 – 2021 Aug/Sept	9.9%	9.5%	9.9%	--	--	9.3%
W6 – 2022 Aug/Sept	9.5%	9.5%	8.4%	--	--	8.7%
W7 – 2023 Aug/Sept	9.1%	9.5%	8.5%	40.8%	--	9.3%
W8 – 2024 Aug/Sept	9.0%	9.3%	8.2%	34.0%	58.0%	10.8%
W9 – 2025 Aug/Sept	8.3%	8.7%	7.3%	25.2%	40.2%	9.4%

*NOT INCLUDED ON WAVE 1 SURVEY

NOTE: ADDITIONAL SAMPLE INFORMATION FOR EACH WAVE, INCLUDING COUNTRY-SPECIFIC CATEGORIES FOR RACE/ETHNICITY, AVAILABLE IN THE TECHNICAL REPORTS

Smoking – ‘Ever’

Before 2025, the majority of youth aged 16–19 in all countries reported never having smoked a cigarette. Prevalence of ever smoking was greatest in England, where half of youth reported having ever smoked in 2025.

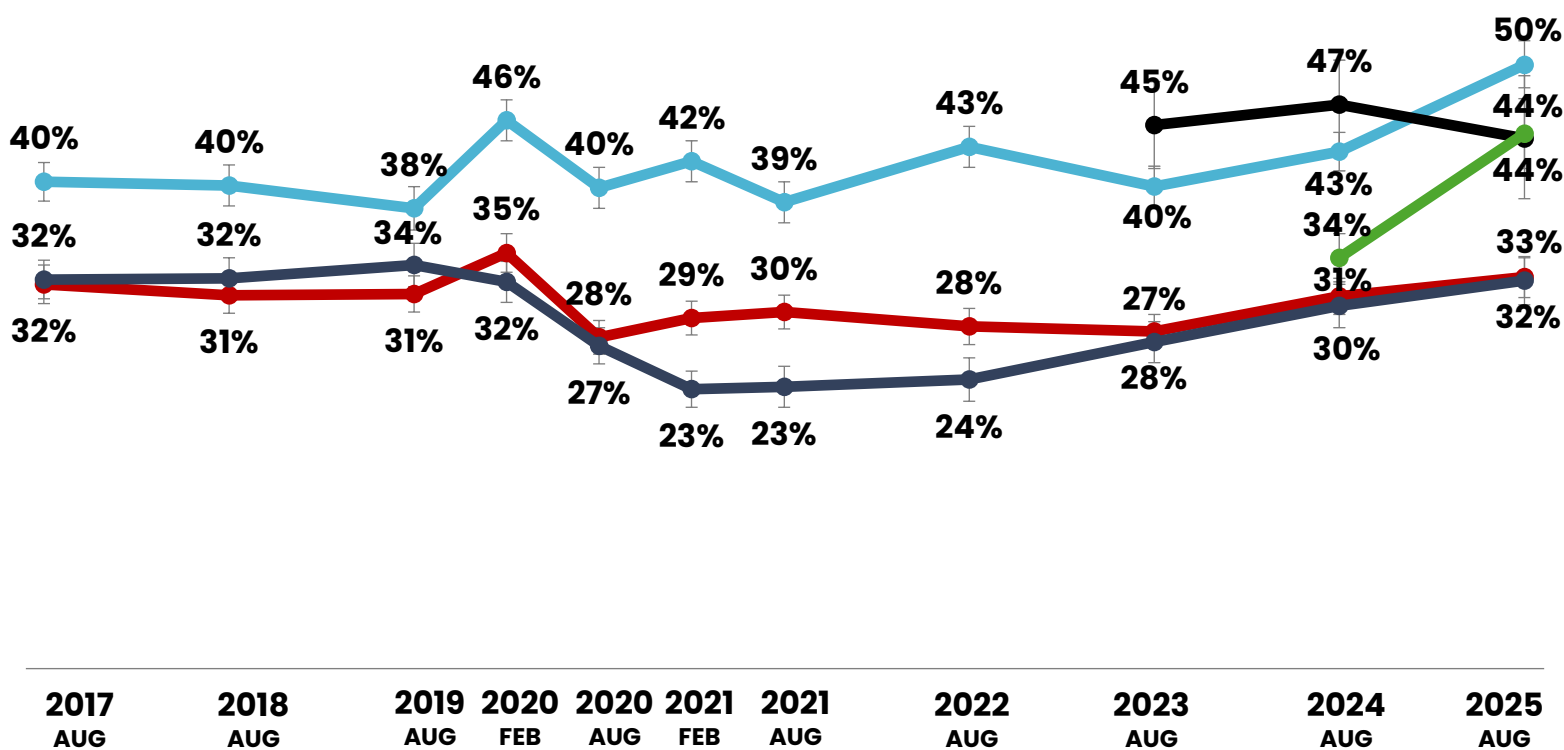
Caution should be used when interpreting time trends in smoking, since survey weights have been calibrated to national surveillance survey estimates for trends in past 30-day smoking in Canada, the US, NZ, and Australia.

Prevalence of ever smoking cigarettes

ALL RESPONDENTS AGED 16–19, 2017–2025

CA: N=46,367; EN: N=45,247; US: N=49,327; NZ: N=2,503; AU: N=4,646

Canada England US New Zealand Australia



NOTE: YOUTH SURVEY WEIGHTS ARE SCALED TO THE PAST 30-DAY SMOKING TREND IN CANADA (CSTADS), US (NYTS), NZ (NZHS), AND AUSTRALIA (NDSHS); AUSTRALIA'S PAST 30-DAY SMOKING ESTIMATE IN THE FIRST WAVE (2024) WAS ALSO CALIBRATED TO THE NATIONAL ESTIMATE (NDSHS)

Smoking – Past 12 months

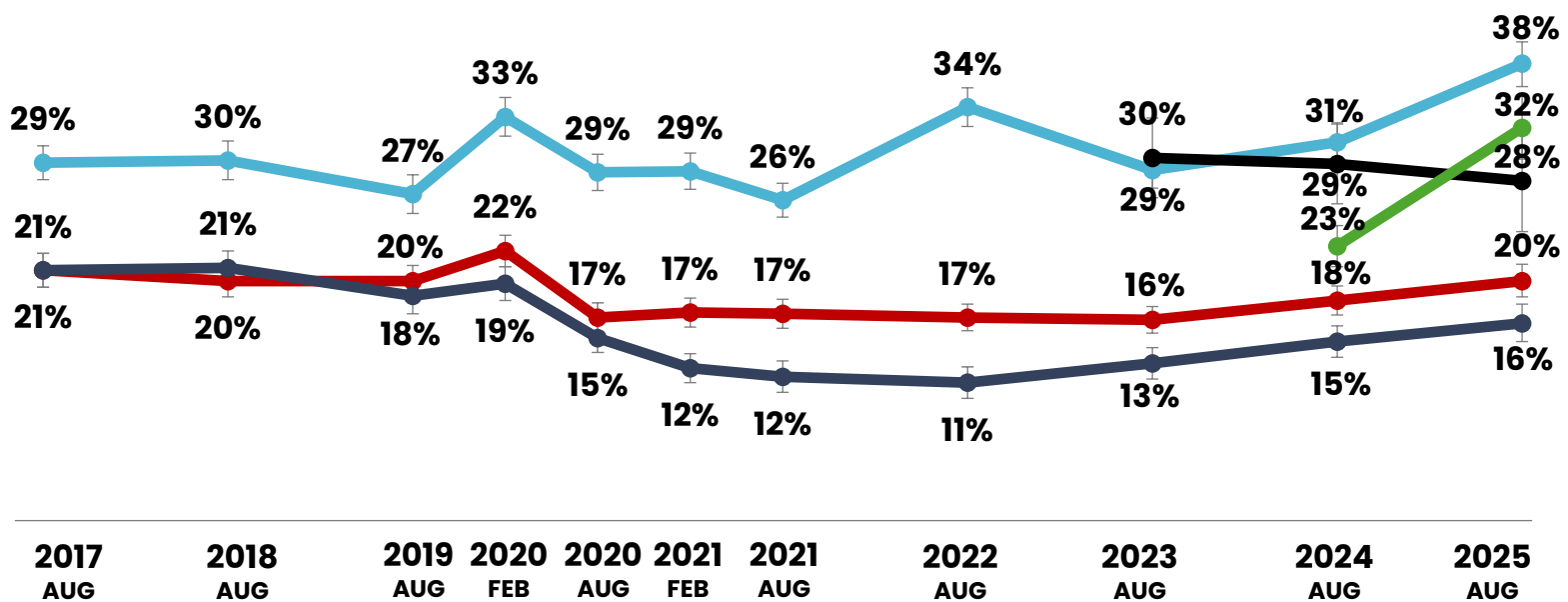
As with ever smoking, prevalence of smoking in the past 12 months was greatest in England in most years, though estimates in New Zealand and Australia approached those in England in years with available data. Over time, little net change was observed in England, despite wave-to-wave fluctuations, until an apparent increase in 2025. In Canada and the US, past 12-month smoking prevalence appeared to decrease in 2020 and then remain fairly stable, although the most recent estimates suggest an increase.

Prevalence of smoking in the past 12 months

ALL RESPONDENTS AGED 16–19, 2017–2025

CA: N=46,367; EN: N=45,247; US: N=49,327; NZ: N=2,503; AU: N=4,646

—●— Canada —●— England —●— US —●— New Zealand —●— Australia



NOTE: YOUTH SURVEY WEIGHTS ARE SCALED TO THE PAST 30-DAY SMOKING TREND IN CANADA (CSTADS), US (NYTS), NZ (NZHS), AND AUSTRALIA (NDSHS); AUSTRALIA'S PAST 30-DAY SMOKING ESTIMATE IN THE FIRST WAVE (2024) WAS ALSO CALIBRATED TO THE NATIONAL ESTIMATE (NDSHS)

Smoking – Past 30 days

Since 2017, past 30-day smoking prevalence has declined slowly in Canada. A more pronounced decline was observed in the US prior to 2021 before levelling off. In England, prevalence remained around 15% in most years, but appears to have increased recently. Past 30-day prevalence in New Zealand decreased moderately from 2023 to 2025. Australian estimates were similar to Canada.

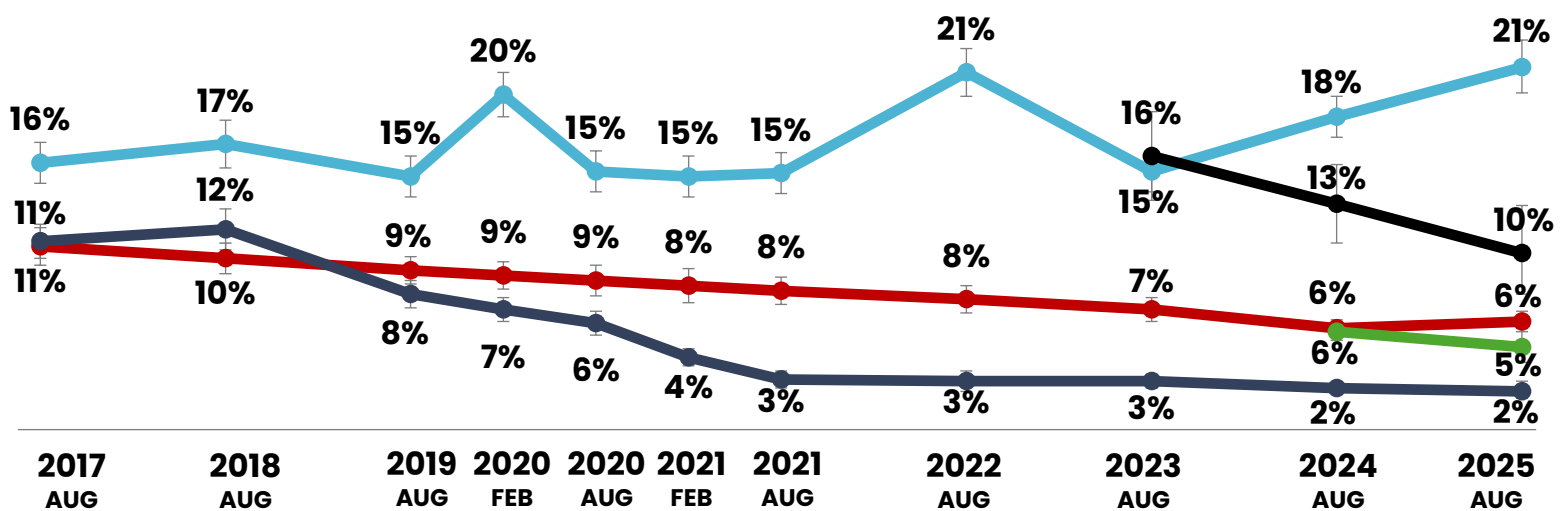
As previously noted, survey weights in most countries have been calibrated to the past 30-day smoking trends observed in national surveys of youth.

Prevalence of smoking in the past 30 days

ALL RESPONDENTS AGED 16-19, 2017-2025

CA: N=46,367; EN: N=45,247; US: N=49,327; NZ: N=2,503; AU: N=4,646

Canada England US New Zealand Australia



NOTE: YOUTH SURVEY WEIGHTS ARE SCALED TO THE PAST 30-DAY SMOKING TREND IN CANADA (CSTADS), US (NYTS), NZ (NZHS), AND AUSTRALIA (NDSHS); AUSTRALIA'S PAST 30-DAY SMOKING ESTIMATE IN THE FIRST WAVE (2024) WAS ALSO CALIBRATED TO THE NATIONAL ESTIMATE (NDSHS)

Smoking – 20+ days per month

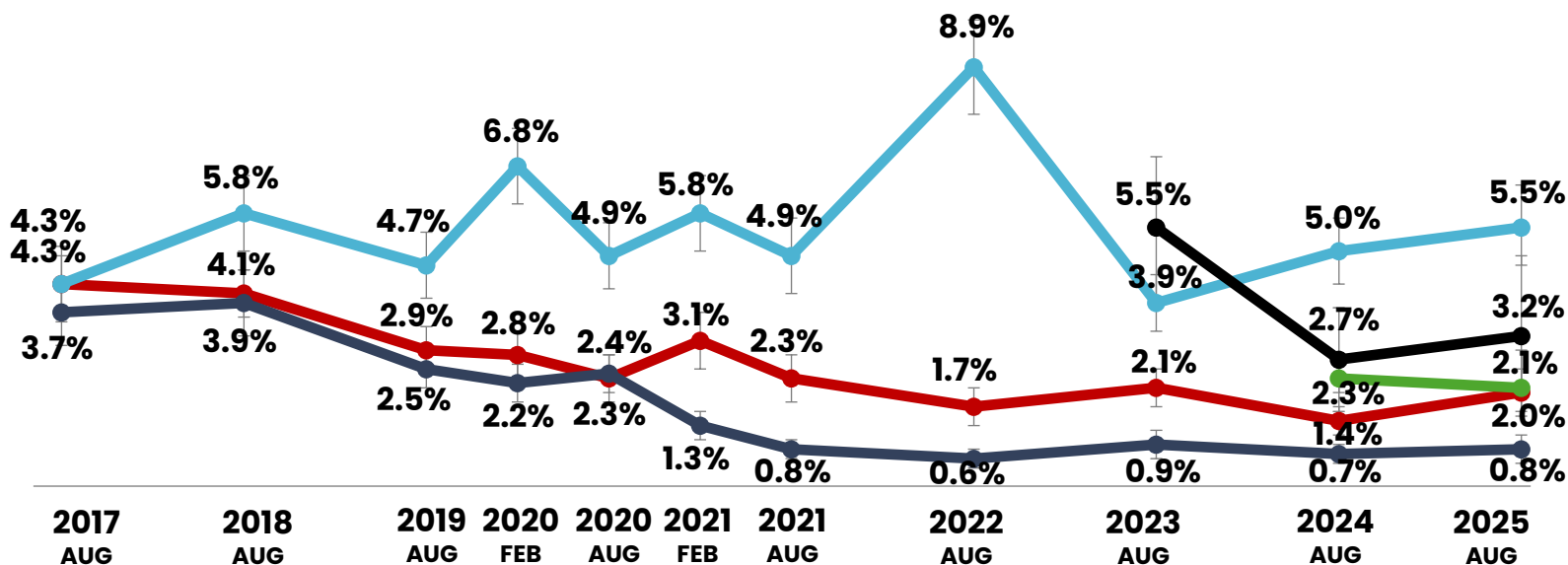
A small and generally declining proportion of youth aged 16–19 in Canada and the US reported smoking on 20 or more of the past 30 days, though little change has been observed since 2021. In England, while 2017 prevalence was similar to Canada and the US, it has remained above this level for most subsequent waves. In 2024 and 2025, estimates for New Zealand and Australia were lower than England but higher than Canada and the US.

Prevalence of smoking ≥ 20 days in the past 30 days

ALL RESPONDENTS AGED 16–19, 2017–2025

CA: N=46,367; EN: N=45,247; US: N=49,327; NZ: N=2,503; AU: N=4,646

Canada England US New Zealand Australia



NOTE: YOUTH SURVEY WEIGHTS ARE SCALED TO THE PAST 30-DAY SMOKING TREND IN CANADA (CSTADS), US (NYTS), NZ (NZHS), AND AUSTRALIA (NDSHS); AUSTRALIA'S PAST 30-DAY SMOKING ESTIMATE IN THE FIRST WAVE (2024) WAS ALSO CALIBRATED TO THE NATIONAL ESTIMATE (NDSHS)

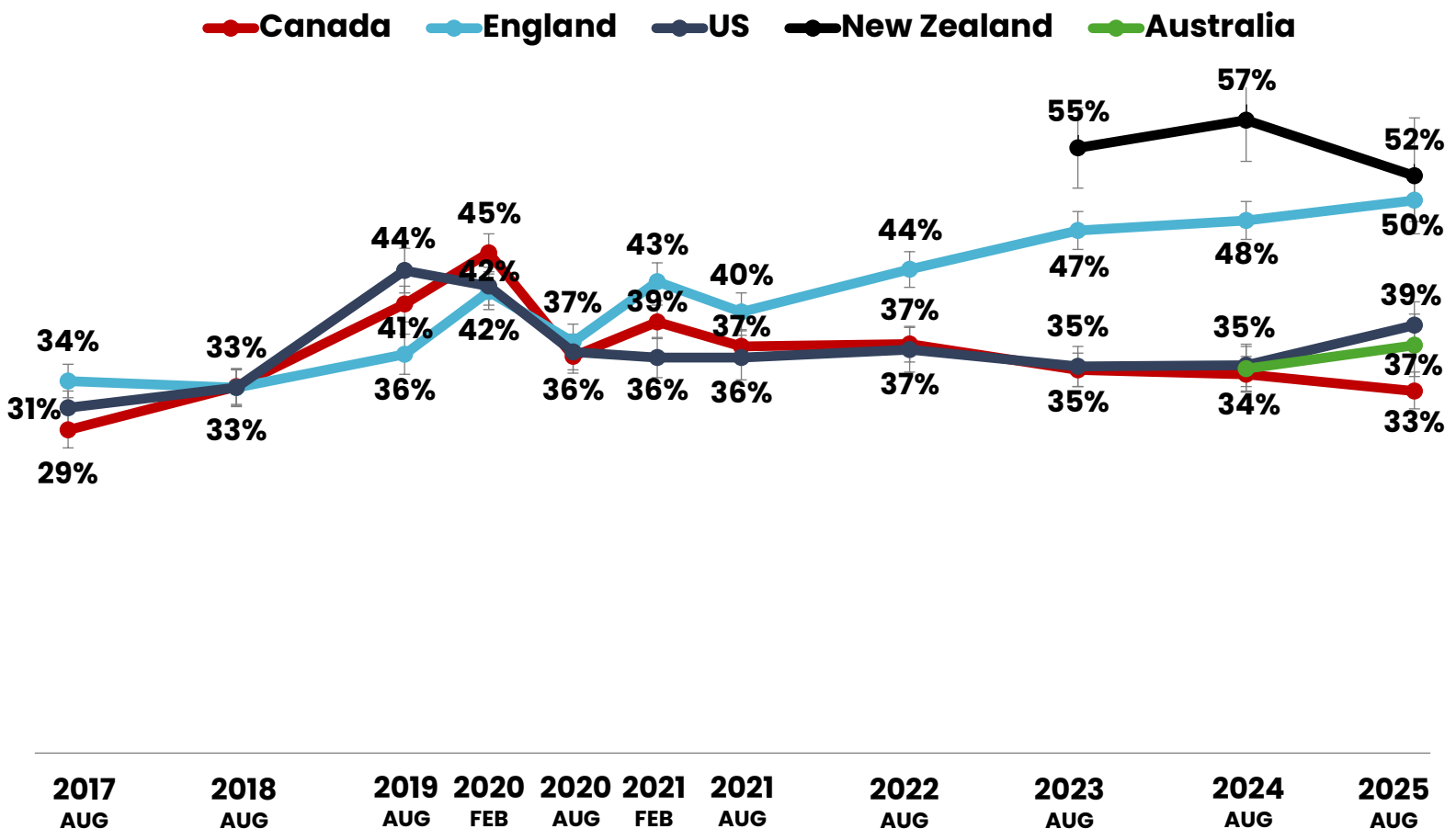
Vaping – ‘Ever’

As with smoking, the majority of youth aged 16–19 in Canada, England, the US, and Australia reported they had never vaped. However, over half of youth in New Zealand reported ever vaping. Over time, prevalence varied by wave and country. Ever vaping appeared to increase to a peak in the US in 2019 and in Canada in early 2020, before dropping and remaining fairly stable. In England, ever vaping continues to increase, reaching half in 2025.

Prevalence of ever vaping

ALL RESPONDENTS AGED 16–19, 2017–2025

CA: N=46,367; EN: N=45,247; US: N=49,327; NZ: N=2,503; AU: N=4,646



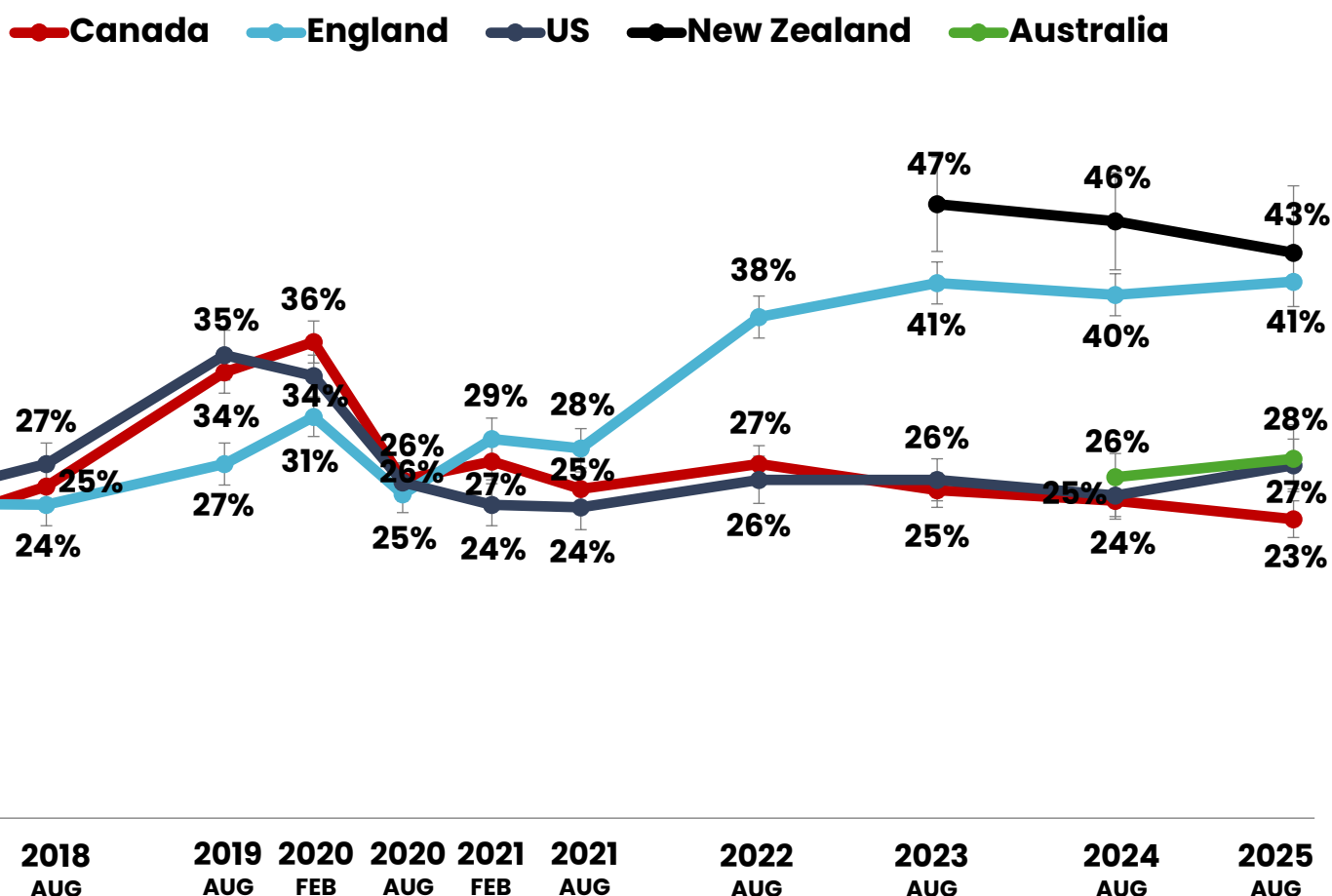
Vaping – Past 12 months

Past 12-month vaping prevalence among youth aged 16–19 was similar across countries in earlier waves, but diverged after 2021; while prevalence remained stable in Canada and the US, it increased substantially in England. In recent years, nearly half of youth in New Zealand reported vaping in the past 12 months, while prevalence in Australia was similar to Canada and the US.

Prevalence of vaping in the past 12 months

ALL RESPONDENTS AGED 16–19, 2017–2025

CA: N=46,367; EN: N=45,247; US: N=49,327; NZ: N=2,503; AU: N=4,646



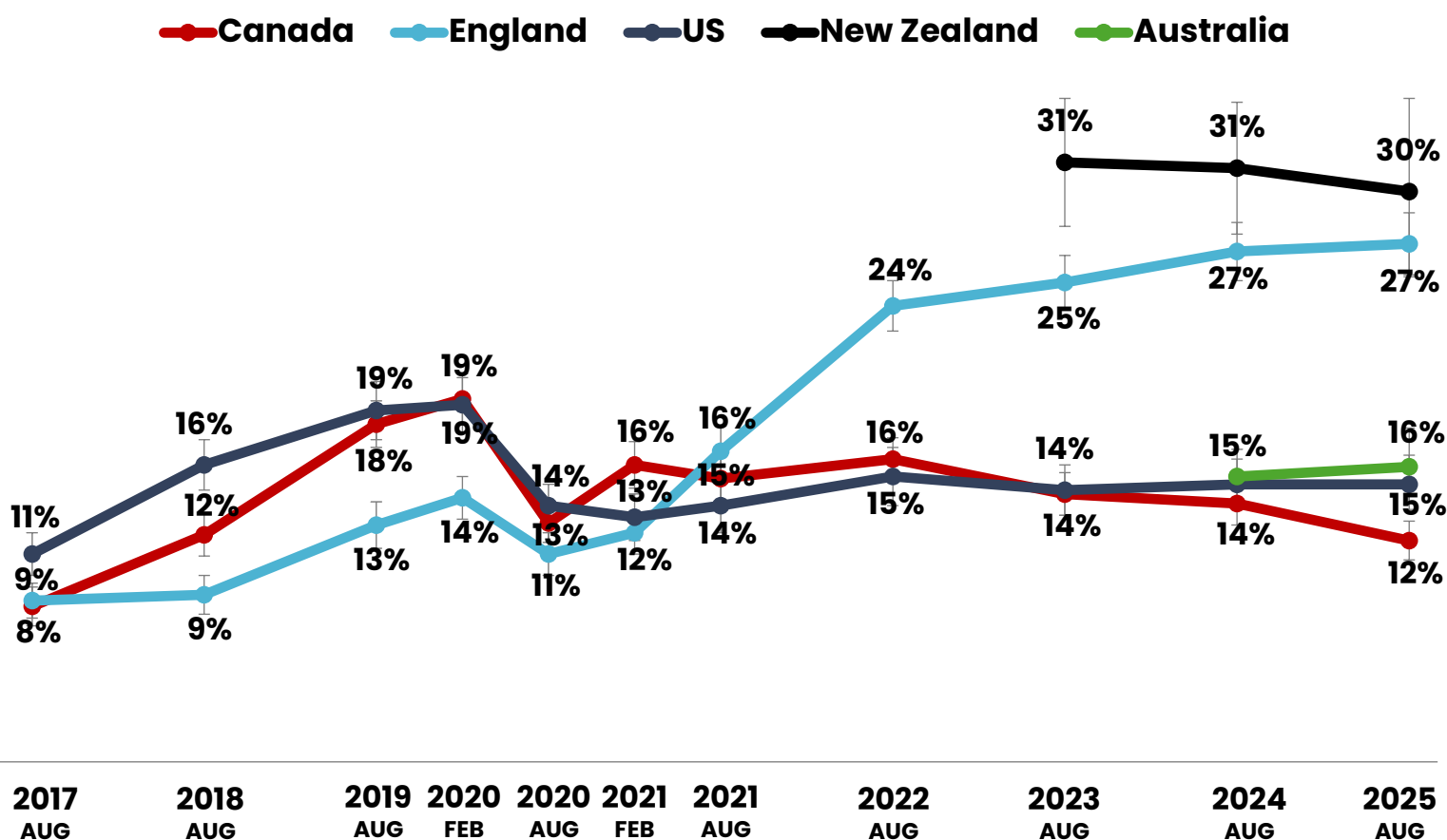
Vaping – Past 30 days

Patterns of past 30-day vaping prevalence among youth aged 16–19 were similar in Canada and the US: increasing from 2017 to a peak in early 2020, subsequently dropping in 2020 before somewhat rebounding and then remaining stable or slightly decreasing (in Canada). In England, past 30-day vaping prevalence generally increased more slowly between 2017 and 2020, then dipped briefly before rebounding and then increasing sharply in 2022 and remaining high. Prevalence was highest in New Zealand in recent years. In 2024 and 2025, prevalence in Australia was similar to the US.

Prevalence of vaping in the past 30 days

ALL RESPONDENTS AGED 16–19, 2017–2025

CA: N=46,367; EN: N=45,247; US: N=49,327; NZ: N=2,503; AU: N=4,646



Vaping – 20+ days per month

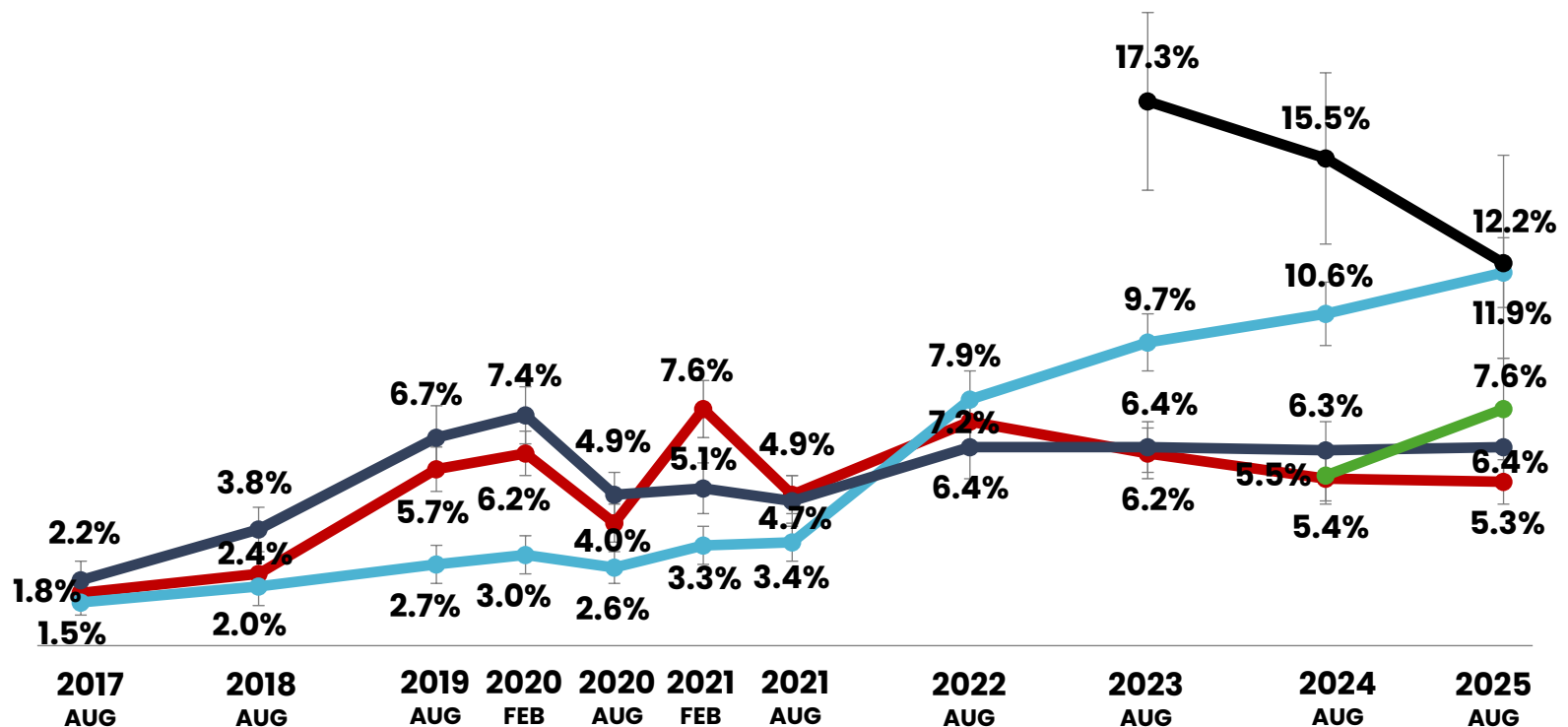
In 2017, very few youth aged 16–19 (~2%) reported vaping on 20 or more of the past 30 days. In 2025, estimates had risen to over 5% in Canada and the US, and over 10% in England. Patterns within each country in the intervening years varied: in England, increases were very slow until 2022, while more rapid increases until early 2020 were observed in the US and Canada, with less change in recent years. Prevalence in recent years was greatest in New Zealand; Australia was similar to Canada and the US.

Prevalence of vaping ≥20 days in the past 30 days

ALL RESPONDENTS AGED 16–19, 2017–2025

CA: N=46,367; EN: N=45,247; US: N=49,327; NZ: N=2,503; AU: N=4,646

Canada England US New Zealand Australia



Use of other tobacco products

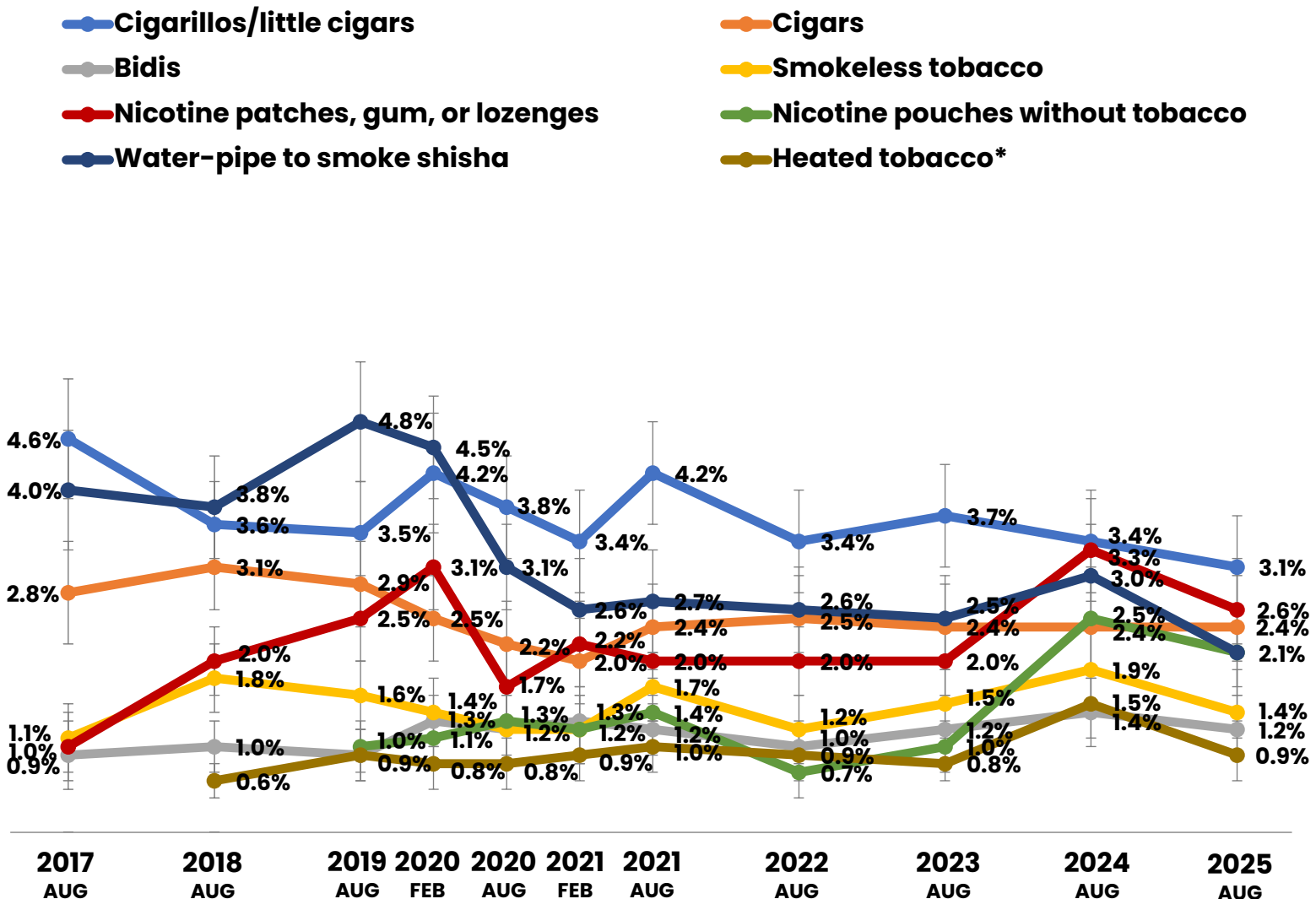
Canada

In Canada, fewer than 5% of youth aged 16–19 reported use of each non-cigarette tobacco or nicotine product in the past 30 days. The most popular product in most years since 2017 was cigarillos/little cigars, although waterpipe was comparable or greater until early 2020. Use of nicotine pouches appeared to have risen in the most recent waves.



Past 30-day use of other tobacco/nicotine products

ALL RESPONDENTS AGED 16–19, 2017–2025, CANADA, N=46,367



*SURVEY WAVES FROM 2018–2020 ASKED ABOUT IQOS SPECIFICALLY, WHILE WAVES FROM 2021 ON ASKED ABOUT HEATED TOBACCO PRODUCTS GENERALLY

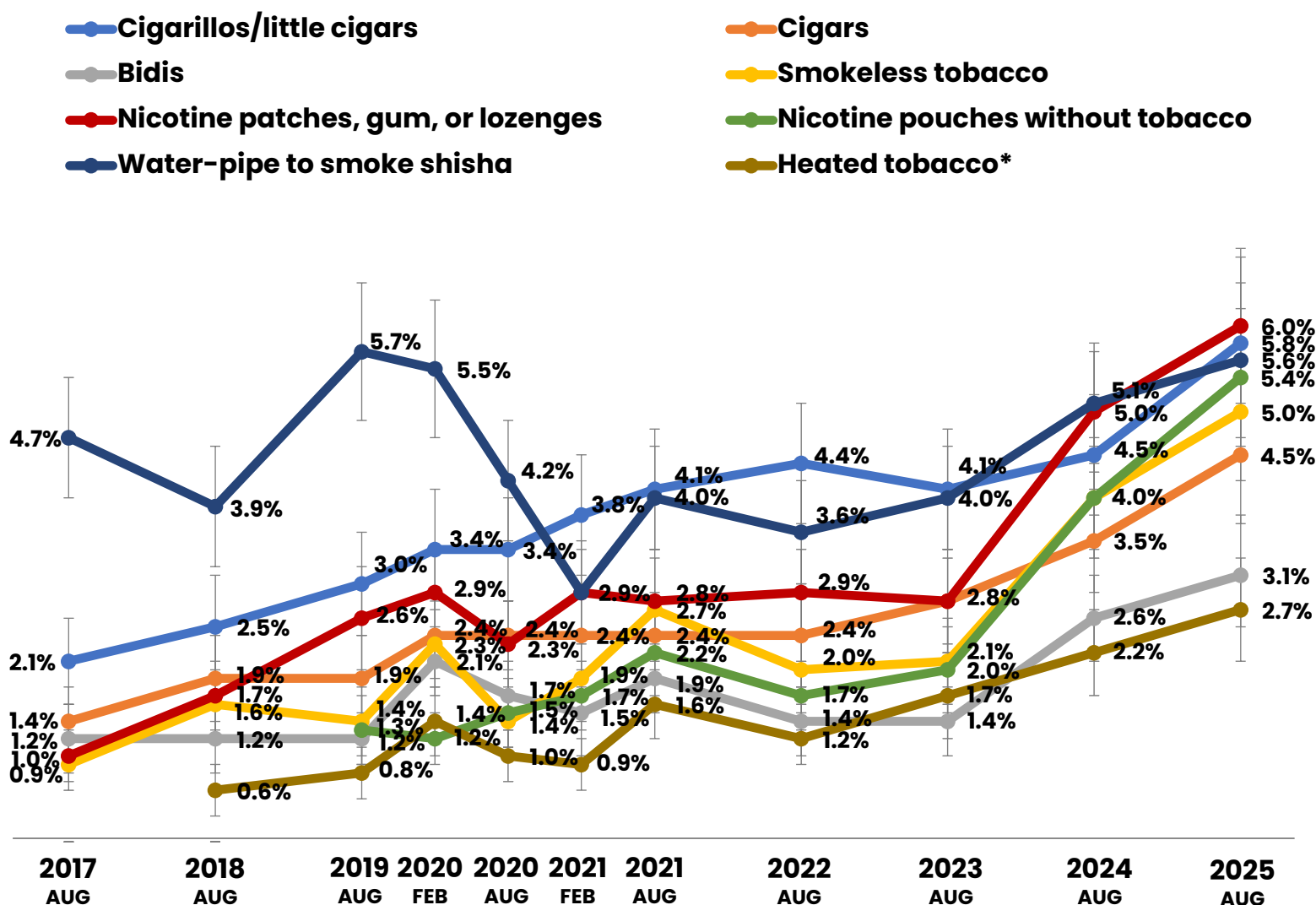
Use of other tobacco products England

In England, 4–6% of youth aged 16–19 reported use of waterpipe in the past 30 days in most years. Cigarillo/little cigar use was 2% in 2017 but increased steadily, reaching nearly 6% in 2025. Use of nicotine patches, gum or lozenges, and smokeless tobacco all appeared to increase steeply after 2023, reaching 5–6% in 2025. Use of other products was less common, but most had increased from 2017, particularly in recent waves.



Past 30-day use of other tobacco/nicotine products

ALL RESPONDENTS AGED 16–19, 2017–2025, ENGLAND, N=45,247



*SURVEY WAVES FROM 2018–2020 ASKED ABOUT IQOS SPECIFICALLY, WHILE WAVES FROM 2021 ON ASKED ABOUT HEATED TOBACCO PRODUCTS GENERALLY

Use of other tobacco products

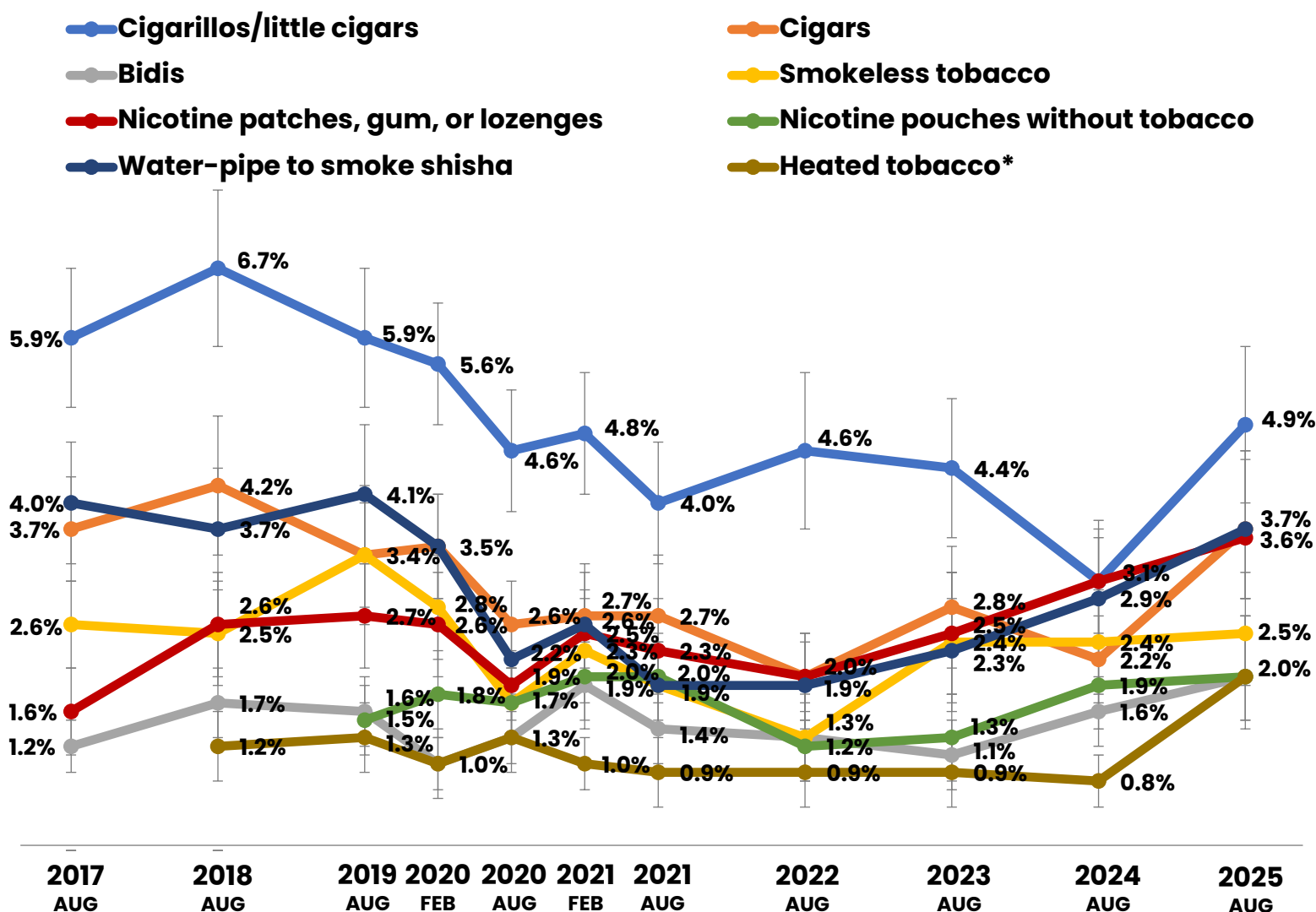
United States

In the US, cigarillos/little cigars were the most prevalent product reported by youth aged 16-19 in all years, though their use in the past 30 days has declined since 2017 and was equaled by use of nicotine patches, gum or lozenges in 2024. Use of most other non-cigarette tobacco or nicotine products also appeared to decrease over time, though several rebounded in recent years.



Past 30-day use of other tobacco/nicotine products

ALL RESPONDENTS AGED 16-19, 2017-2025, US, N=49,327



*SURVEY WAVES FROM 2018-2020 ASKED ABOUT IQOS SPECIFICALLY, WHILE WAVES FROM 2021 ON ASKED ABOUT HEATED TOBACCO PRODUCTS GENERALLY

Use of other tobacco products

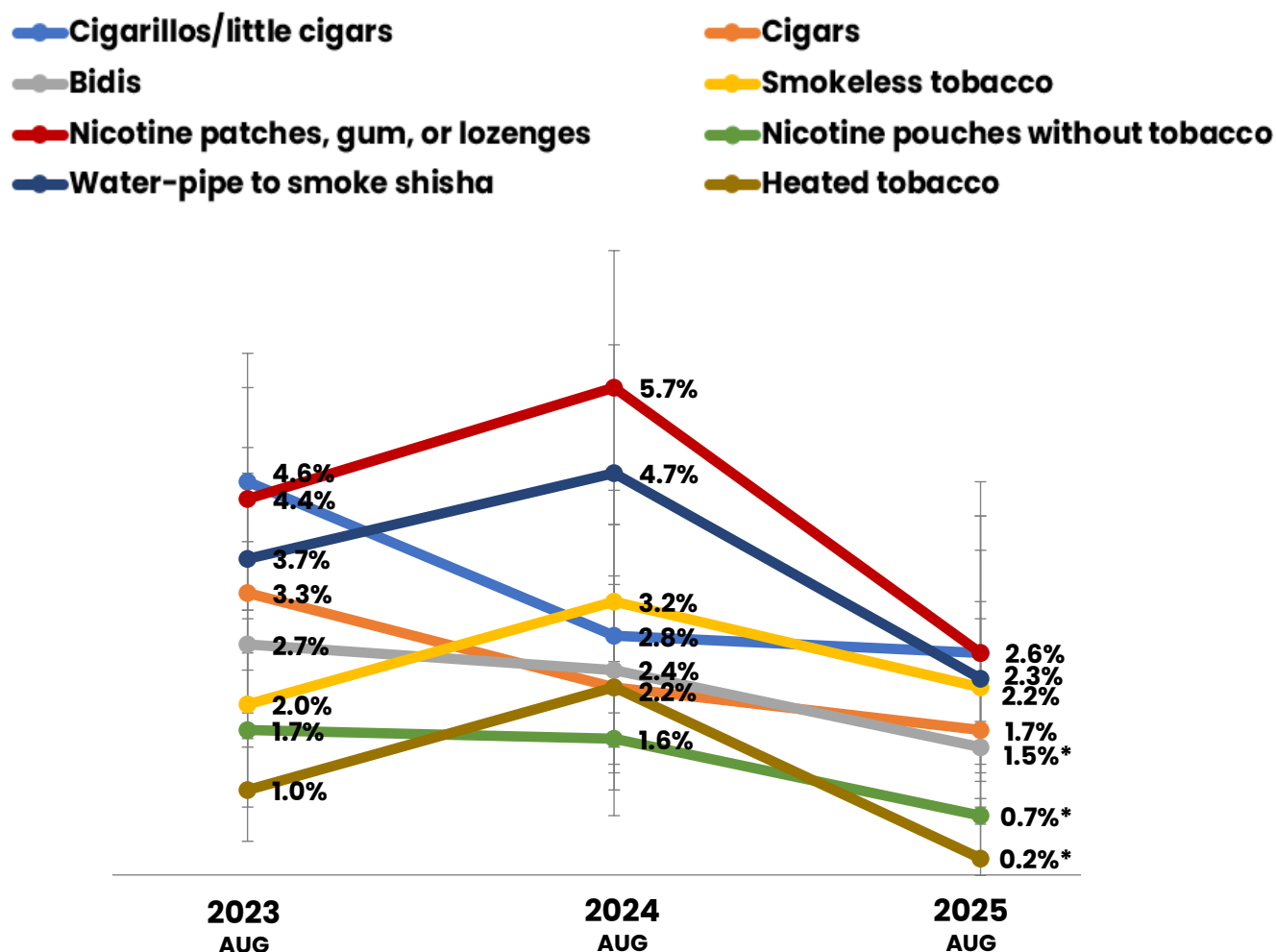
New Zealand

In New Zealand, cigarillos/little cigars and nicotine patches, gum or lozenges were the most prevalent non-cigarette tobacco or nicotine products reported by youth aged 16–19 in both 2023 and 2025, though estimates varied and were considerably lower in 2025. Prevalence of using a waterpipe followed closely.



Past 30-day use of other tobacco/nicotine products

ALL RESPONDENTS AGED 16–19, 2023–2025, NZ, N=2,503



Use of other tobacco products

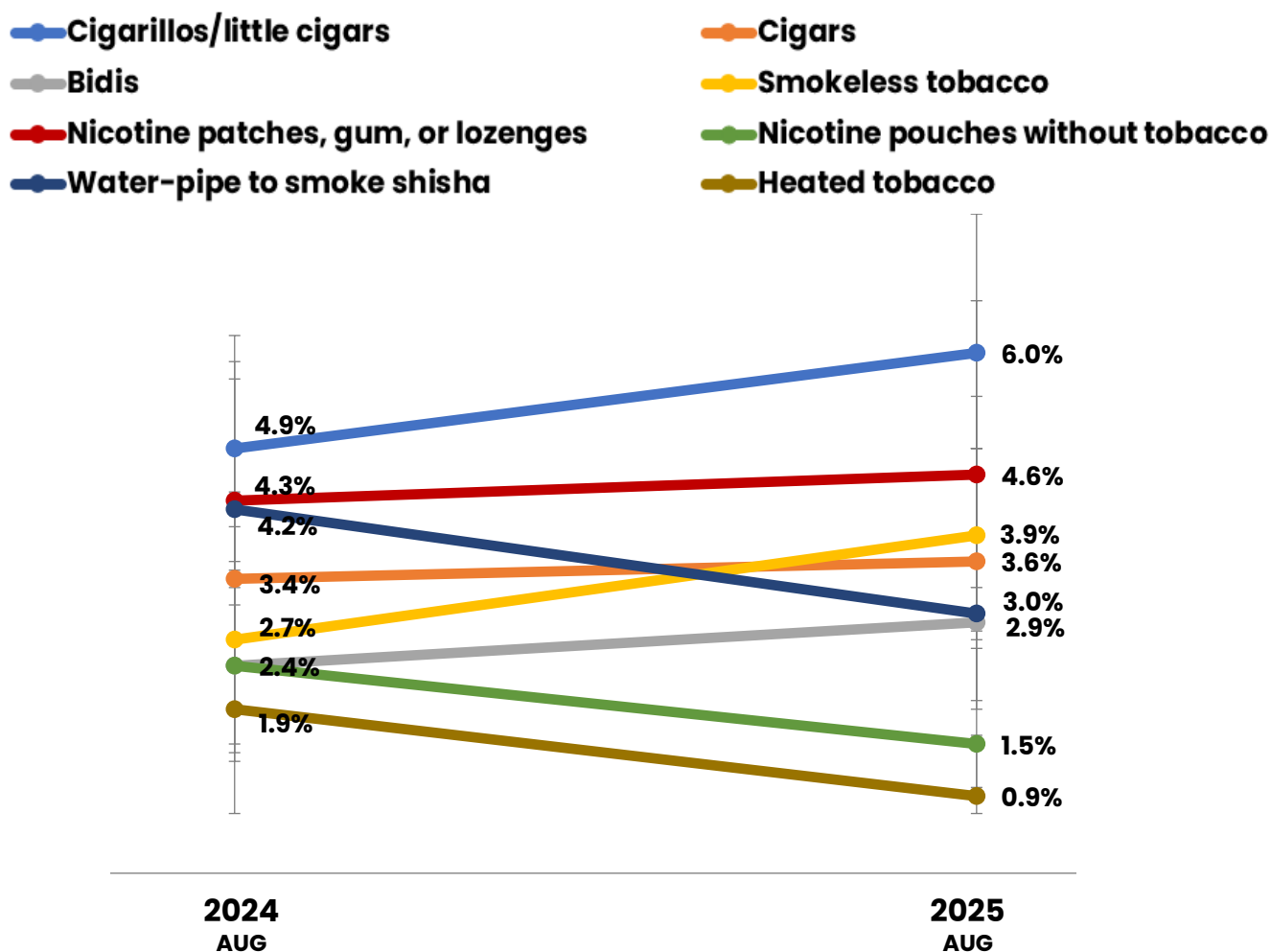
Australia

In Australia in 2025, cigarillos/little cigars were the most prevalent non-cigarette tobacco or nicotine product, reported by 6% of youth aged 16-19, similar to 2024 where nearly 5% reported past-30-day use. Prevalence of nicotine patches, gum or lozenges was nearly as high in both years.



Past 30-day use of other tobacco/nicotine products

ALL RESPONDENTS AGED 16-19, 2024-2025, AUSTRALIA, N=4,646



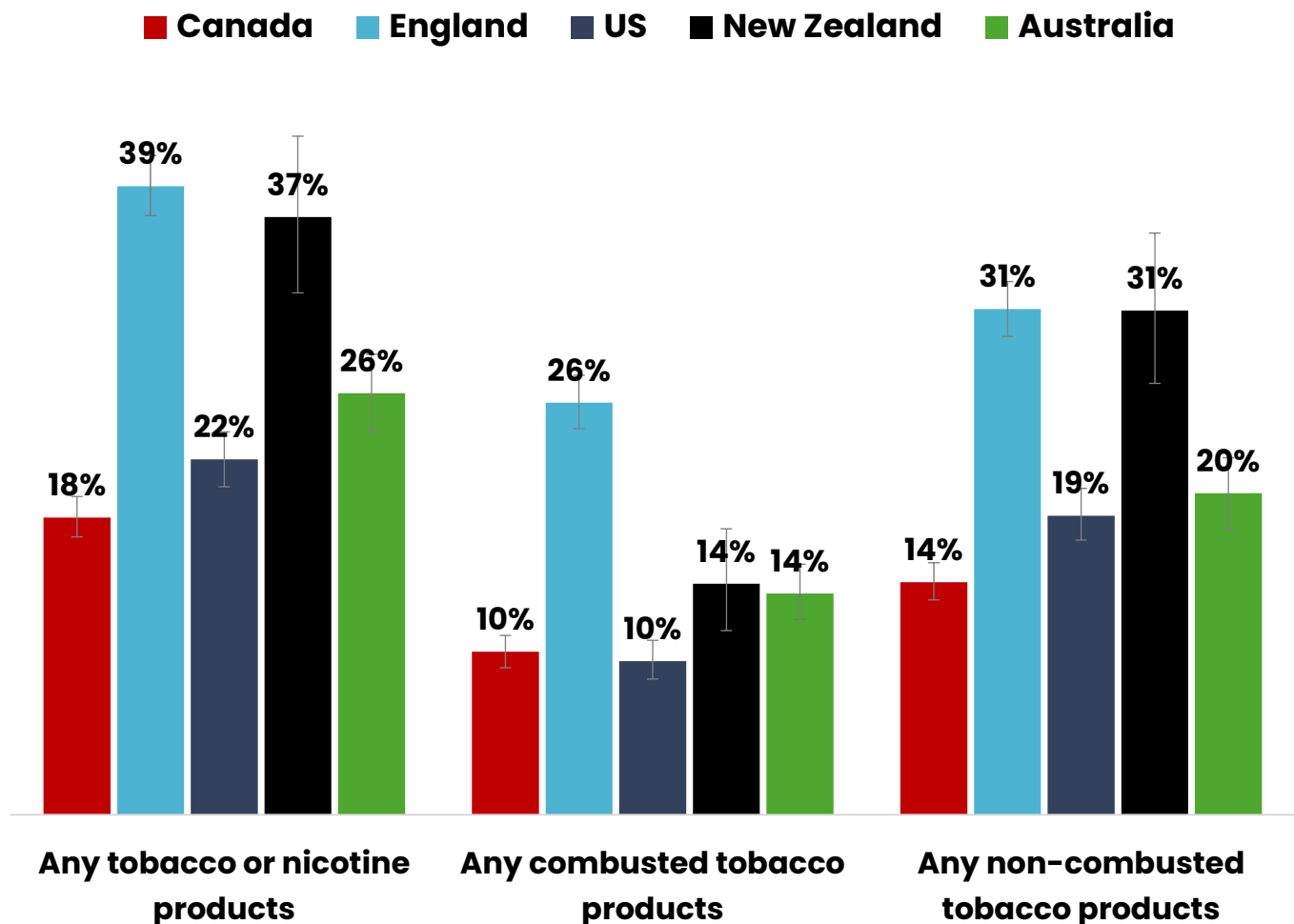
Use of any tobacco/nicotine products

In 2025, nearly four in ten youth aged 16–19 in England and New Zealand reported use of any tobacco or nicotine products in the past 30 days, compared to one-quarter of youth in Australia and approximately one in five in Canada and the US. Prevalence of using any combusted products was greatest among youth in England, more than double that of youth Canada and the US. Use of non-combusted products was greatest among youth in England and New Zealand.

Past 30-day use of any tobacco or nicotine products

ALL RESPONDENTS AGED 16–19, 2025

CA: N=3,868; EN: N=3,920; US: N=3,578; NZ: N=630; AU: N=1,868



NOTE: YOUTH SURVEY WEIGHTS ARE SCALED TO THE PAST 30-DAY SMOKING TREND IN CANADA (CSTADS), US (NYTS), NZ (NZHS), AND AUSTRALIA (NDSHS).

ANY COMBUSTED INCLUDES CIGARETTES, CIGARS, CIGARILLOS/LITTLE CIGARS, BIDIS, AND/OR WATERPIPE; **ANY NON-COMBUSTED** INCLUDES E-CIGARETTES, SMOKELESS TOBACCO, HEATED TOBACCO, NRT, AND/OR NICOTINE POUCHES; **ANY TOBACCO/NICOTINE PRODUCT** INCLUDES ANY PRODUCTS

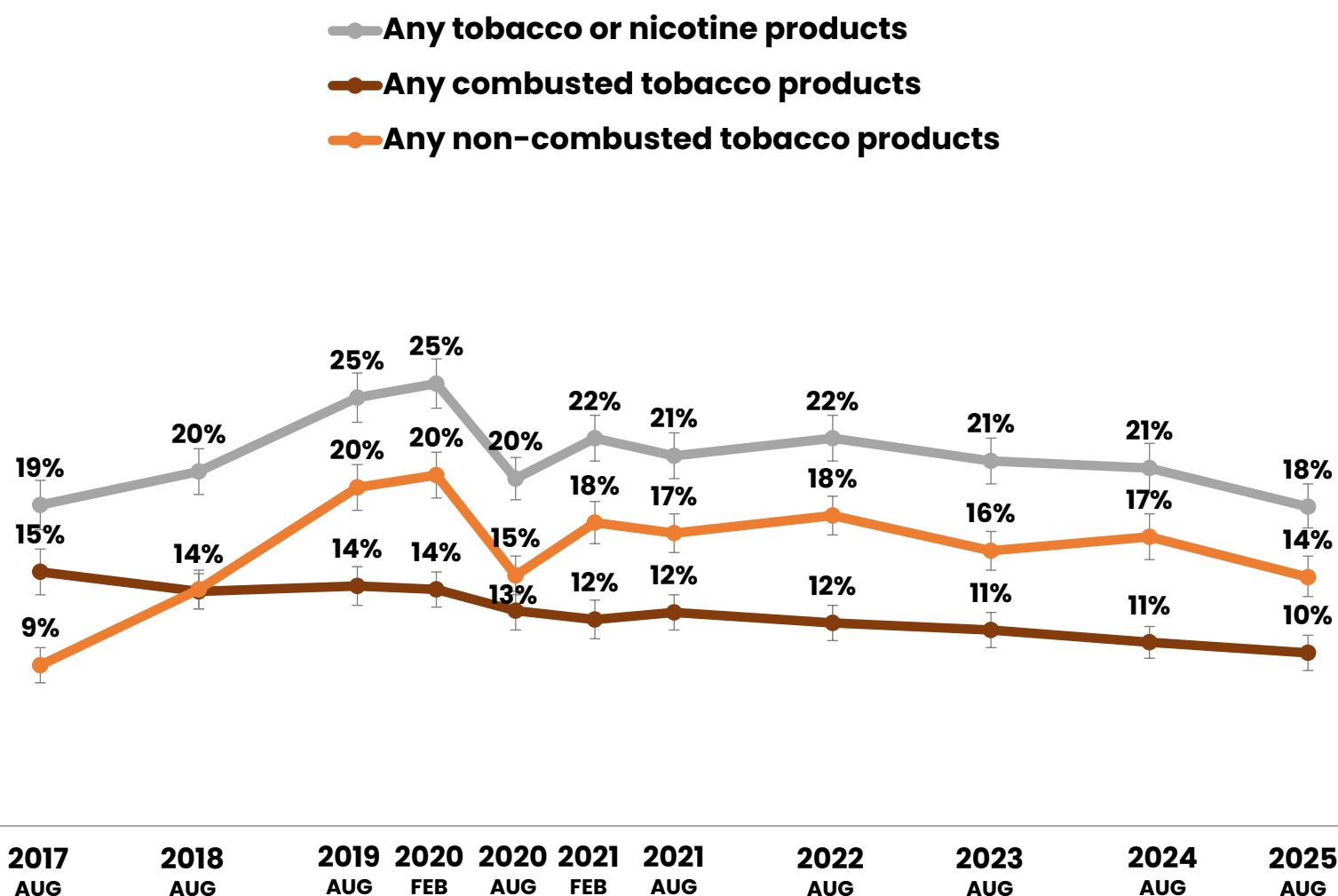
Use of any tobacco/nicotine products Canada

In Canada, prevalence of using combusted tobacco products remained fairly stable over time, decreasing slightly, while use of any tobacco or nicotine products appeared to vary with the use of non-combusted products. The use of non-combusted products doubled between 2017 and 2019 before dipping in late 2020 and then rebounding and remaining relatively stable in subsequent waves.



Past 30-day use of any tobacco or nicotine products

ALL RESPONDENTS AGED 16-19, 2017-2025, CANADA, N=46,367



NOTE: YOUTH SURVEY WEIGHTS ARE SCALED TO THE PAST 30-DAY SMOKING TREND IN CANADA (CSTADS)

ANY COMBUSTED INCLUDES CIGARETTES, CIGARS, CIGARILLOS/LITTLE CIGARS, BIDIS, AND/OR WATERPIPE; **ANY NON-COMBUSTED** INCLUDES E-CIGARETTES, SMOKELESS TOBACCO, HEATED TOBACCO, NRT, AND/OR NICOTINE POUCHES; **ANY TOBACCO/NICOTINE PRODUCT** INCLUDES ANY PRODUCTS

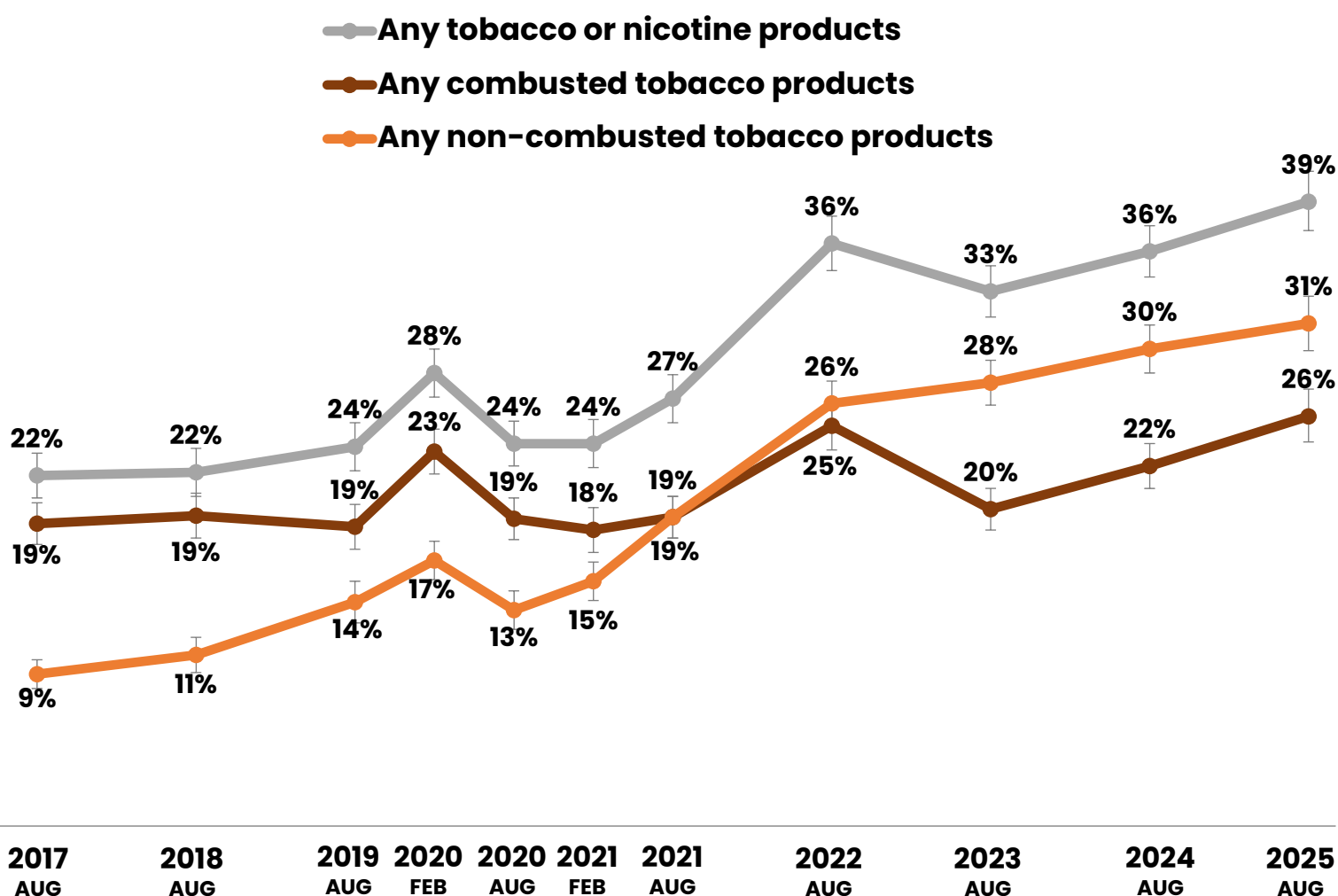
Use of any tobacco/nicotine products England

In England, use of non-combusted tobacco products has tripled since 2017, with particularly steep increases in 2021 and 2022, while use of combusted products remained near one in five in most years before increasing recently. While use of combusted tobacco products accounted for most of the total tobacco prevalence before 2021, non-combusted product prevalence has since surpassed that of combusted products.



Past 30-day use of any tobacco or nicotine products

ALL RESPONDENTS AGED 16-19, 2017-2025, ENGLAND, N=45,247



ANY COMBUSTED INCLUDES CIGARETTES, CIGARS, CIGARILLOS/LITTLE CIGARS, BIDIS, AND/OR WATERPIPE; **ANY NON-COMBUSTED** INCLUDES E-CIGARETTES, SMOKELESS TOBACCO, HEATED TOBACCO, NRT, AND/OR NICOTINE POUCHES; **ANY TOBACCO/NICOTINE PRODUCT** INCLUDES ANY PRODUCTS

Use of any tobacco/nicotine products

United States

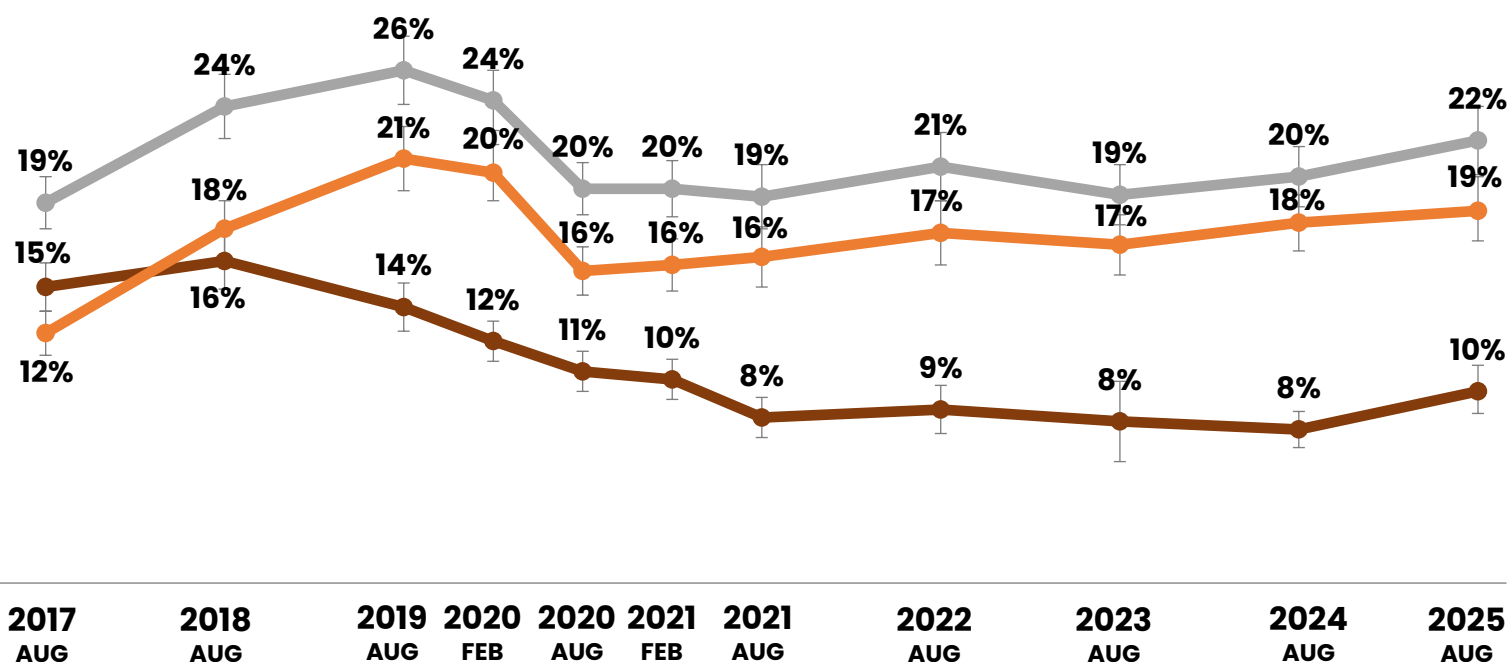
In the US, prevalence of using combusted tobacco products decreased steadily until 2021 and has remained stable since, while use of any tobacco or nicotine products appeared to vary with the use of non-combusted products. Use of non-combusted products increased rapidly from 2017 to 2019 before dropping in 2020 and then remaining fairly steady and then slightly rising.



Past 30-day use of any tobacco or nicotine products

ALL RESPONDENTS AGED 16-19, 2017-2025, US, N=49,327

- Any tobacco or nicotine products
- Any combusted tobacco products
- Any non-combusted tobacco products



NOTE: YOUTH SURVEY WEIGHTS ARE SCALED TO THE PAST 30-DAY SMOKING TREND IN THE US (NYTS).

ANY COMBUSTED INCLUDES CIGARETTES, CIGARS, CIGARILLOS/LITTLE CIGARS, BIDIS, AND/OR WATERPIPE; **ANY NON-COMBUSTED** INCLUDES E-CIGARETTES, SMOKELESS TOBACCO, HEATED TOBACCO, NRT, AND/OR NICOTINE POUCHES; **ANY TOBACCO/NICOTINE PRODUCT** INCLUDES ANY PRODUCTS

Use of any tobacco/nicotine products

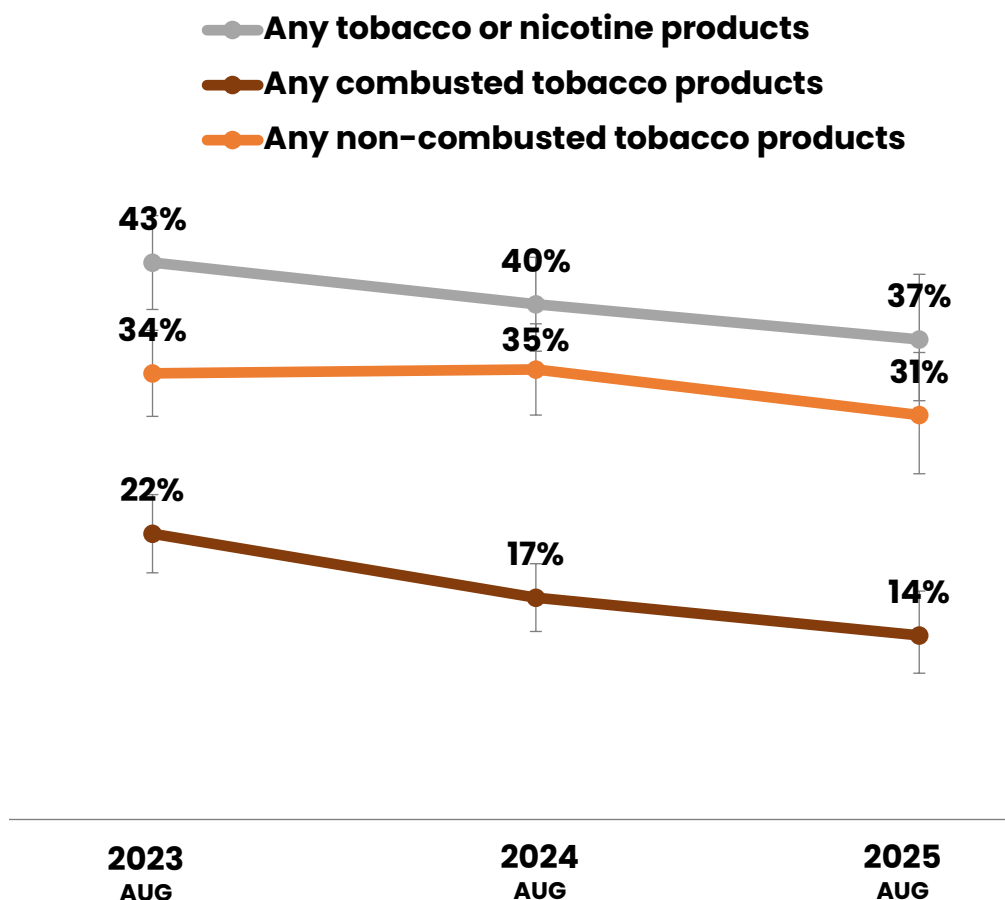
New Zealand

In 2025, 37% of youth aged 16–19 in New Zealand reported using any tobacco or nicotine products, continuing a slight decline since 2023. Fewer than one-third reported use of non-combusted products, slightly lower than in previous years. Use of combusted tobacco products was much less prevalent than non-combusted products, also appearing to decline since 2023.



Past 30-day use of any tobacco or nicotine products

ALL RESPONDENTS AGED 16–19, 2023–2025, NZ, N=2,503



NOTE: YOUTH SURVEY WEIGHTS ARE SCALED TO THE PAST 30-DAY SMOKING TREND IN NZ (NZHS).

ANY COMBUSTED INCLUDES CIGARETTES, CIGARS, CIGARILLOS/LITTLE CIGARS, BIDIS, AND/OR WATERPIPE; **ANY NON-COMBUSTED** INCLUDES E-CIGARETTES, SMOKELESS TOBACCO, HEATED TOBACCO, NRT, AND/OR NICOTINE POUCHES; **ANY TOBACCO/NICOTINE PRODUCT** INCLUDES ANY PRODUCTS

Use of any tobacco/nicotine products

Australia

In 2025, approximately one-quarter of youth aged 16–19 in Australia reported using any tobacco or nicotine products, little change from 2024. One in five reported use of non-combusted products, while fewer reported use of combusted tobacco products, similar to 2023 estimates.



Past 30-day use of any tobacco or nicotine products

ALL RESPONDENTS AGED 16–19, 2024–2025, AUSTRALIA, N=4,646

- Any tobacco or nicotine products
- Any combusted tobacco products
- Any non-combusted tobacco products



NOTE: YOUTH SURVEY WEIGHTS ARE SCALED TO THE PAST 30-DAY SMOKING TREND IN AUSTRALIA (NDSHS). THE PAST 30-DAY SMOKING ESTIMATE IN THE FIRST WAVE (2024) WAS ALSO CALIBRATED TO THE NATIONAL ESTIMATE (NDSHS)

ANY COMBUSTED INCLUDES CIGARETTES, CIGARS, CIGARILLOS/LITTLE CIGARS, BIDIS, AND/OR WATERPIPE; **ANY NON-COMBUSTED** INCLUDES E-CIGARETTES, SMOKELESS TOBACCO, HEATED TOBACCO, NRT, AND/OR NICOTINE POUCHES; **ANY TOBACCO/NICOTINE PRODUCT** INCLUDES ANY PRODUCTS

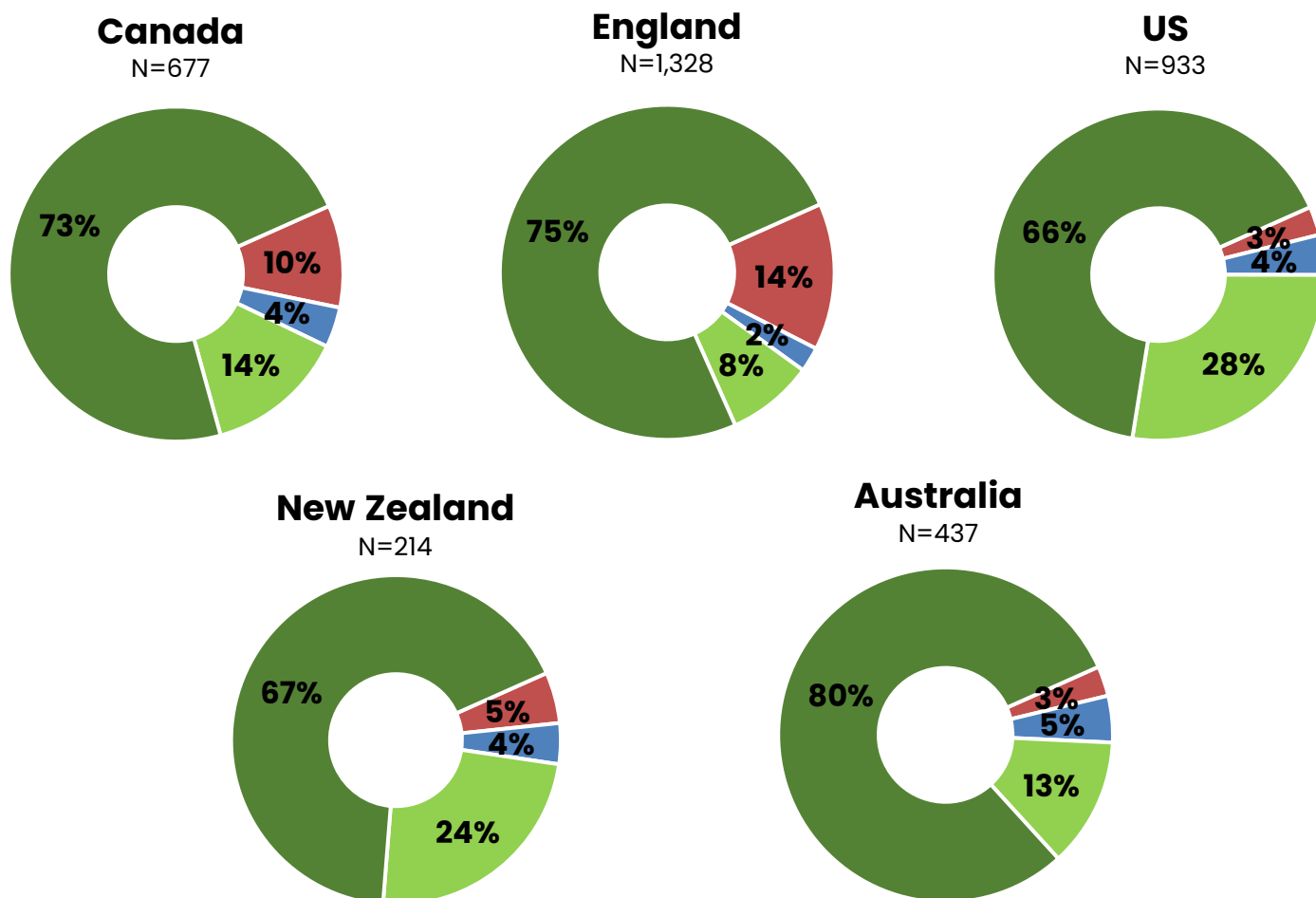
Vaping and smoking status

In 2025, in each country, the majority of youth who vaped in the past 30 days also reported 'experimental' smoking. The proportion of youth who vaped in the past 30 days who also reported currently smoking varied widely, from 3% in the US and Australia to 14% in England; very few (2–5%) reported formerly smoking. Around one-quarter of youth who vaped in the past 30 days in the US and New Zealand reported never smoking cigarettes, compared to 13–14% in Australia and Canada, and only 8% in England.

Smoking status among youth who vaped in the past 30 days

YOUTH AGED 16–19 WHO VAPED IN PAST 30 DAYS, 2025

— **Currently smoke**
— **Formerly smoked**
— **Never smoked**
— **Experimentally smoke(d)**



*HIGH VARIABILITY OF ESTIMATE (CV>0.33)

CURRENTLY SMOKE: SMOKED 100+ CIGARETTES IN LIFETIME AND SMOKED IN PAST 30 DAYS; **FORMERLY SMOKED:** SMOKED 100+ CIGARETTES IN LIFETIME BUT DID NOT SMOKE IN PAST 30 DAYS; **NEVER SMOKED:** NEVER TRIED CIGARETTE SMOKING; **EXPERIMENTALLY SMOKE(D):** EVER TRIED CIGARETTE SMOKING BUT DID NOT SMOKE 100+ CIGARETTES IN LIFETIME; NOT CLASSIFIED SMOKING STATUS EXCLUDED FROM DENOMINATOR

Vaping and smoking status

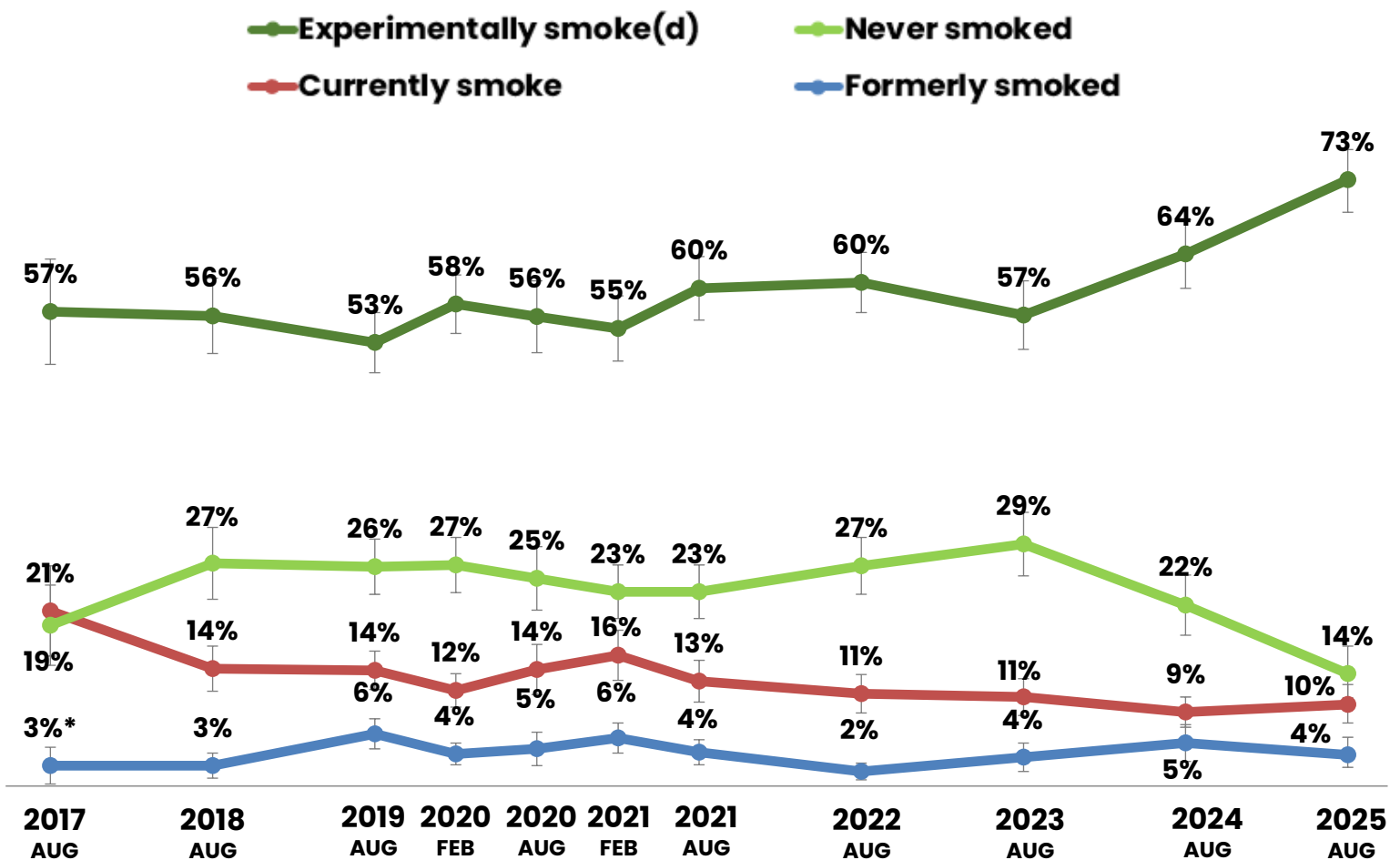
Canada

In Canada, between 2017 and 2025, the proportion of youth who vaped in the past 30 days who also reported currently smoking was halved. In all years, the majority of youth who vaped in the past 30 days also reported experimental smoking, increasing in the most recent waves. Those who formerly smoked comprised a small proportion in all years.



Smoking status among youth who vaped in the past 30 days

YOUTH AGED 16-19 WHO VAPED IN PAST 30 DAYS, 2017-2025, CANADA, N=7,859



*HIGH VARIABILITY OF ESTIMATE (CV>0.33)

CURRENTLY SMOKE: SMOKED 100+ CIGARETTES IN LIFETIME AND SMOKED IN PAST 30 DAYS; **FORMERLY SMOKED:** SMOKED 100+ CIGARETTES IN LIFETIME BUT DID NOT SMOKE IN PAST 30 DAYS; **NEVER SMOKED:** NEVER TRIED CIGARETTE SMOKING; **EXPERIMENTALLY SMOKE(D):** EVER TRIED CIGARETTE SMOKING BUT DID NOT SMOKE 100+ CIGARETTES IN LIFETIME; NOT CLASSIFIED SMOKING STATUS EXCLUDED FROM DENOMINATOR

Vaping and smoking status

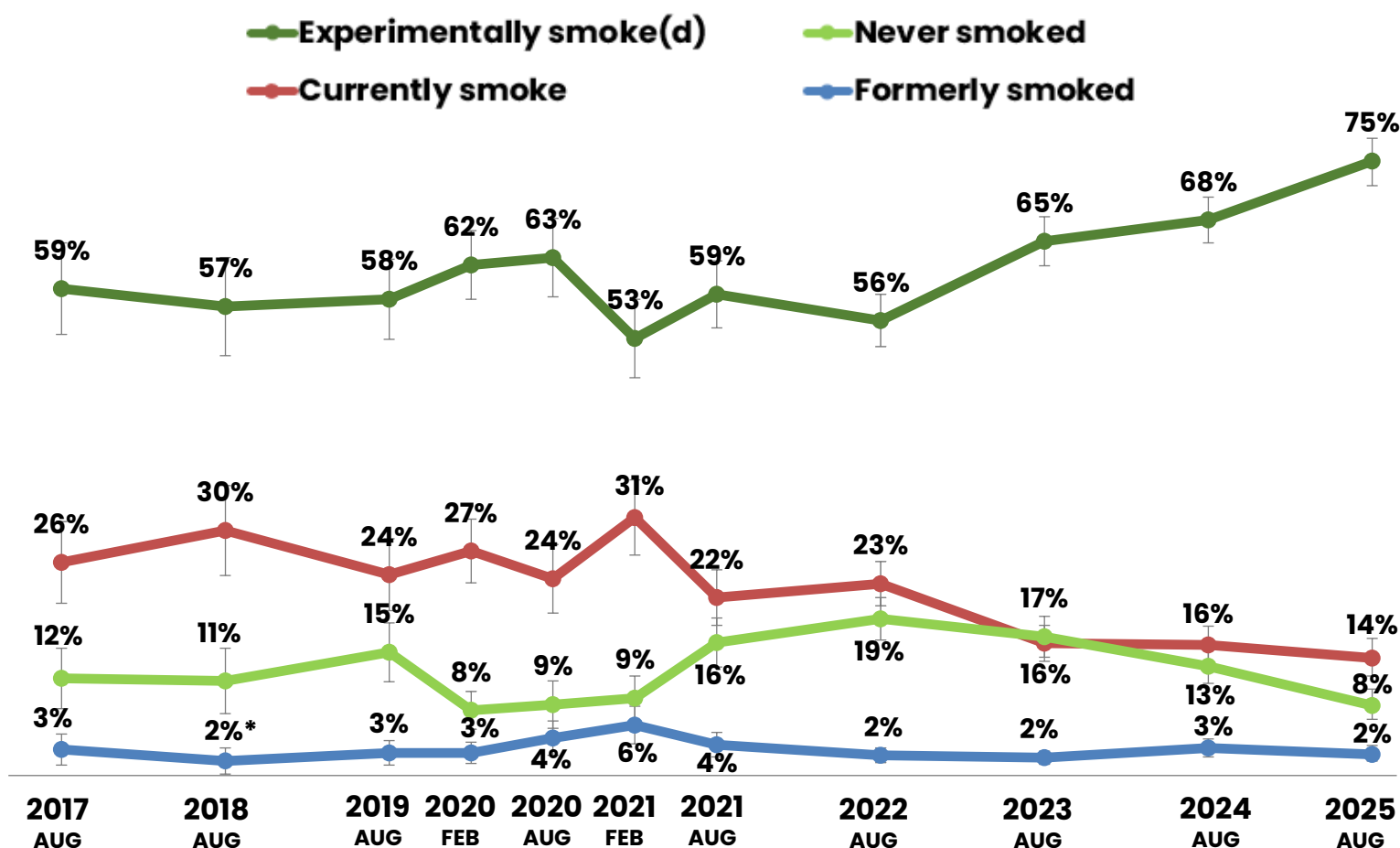
England

In England, between 2017 and 2025 the proportion of youth who vaped in the past 30 days who also currently smoked generally decreased. The proportion who experimentally smoked fluctuated somewhat but appeared to increase in recent years. Those who formerly smoked comprised a small proportion in all years.



Smoking status among youth who vaped in the past 30 days

YOUTH AGED 16-19 WHO VAPED IN PAST 30 DAYS, 2017-2025, ENGLAND, N=8,650



*HIGH VARIABILITY OF ESTIMATE (CV>0.33)

CURRENTLY SMOKE: SMOKED 100+ CIGARETTES IN LIFETIME AND SMOKED IN PAST 30 DAYS; **FORMERLY SMOKED:** SMOKED 100+ CIGARETTES IN LIFETIME BUT DID NOT SMOKE IN PAST 30 DAYS; **NEVER SMOKED:** NEVER TRIED CIGARETTE SMOKING; **EXPERIMENTALLY SMOKE(D):** EVER TRIED CIGARETTE SMOKING BUT DID NOT SMOKE 100+ CIGARETTES IN LIFETIME; NOT CLASSIFIED SMOKING STATUS EXCLUDED FROM DENOMINATOR

Vaping and smoking status

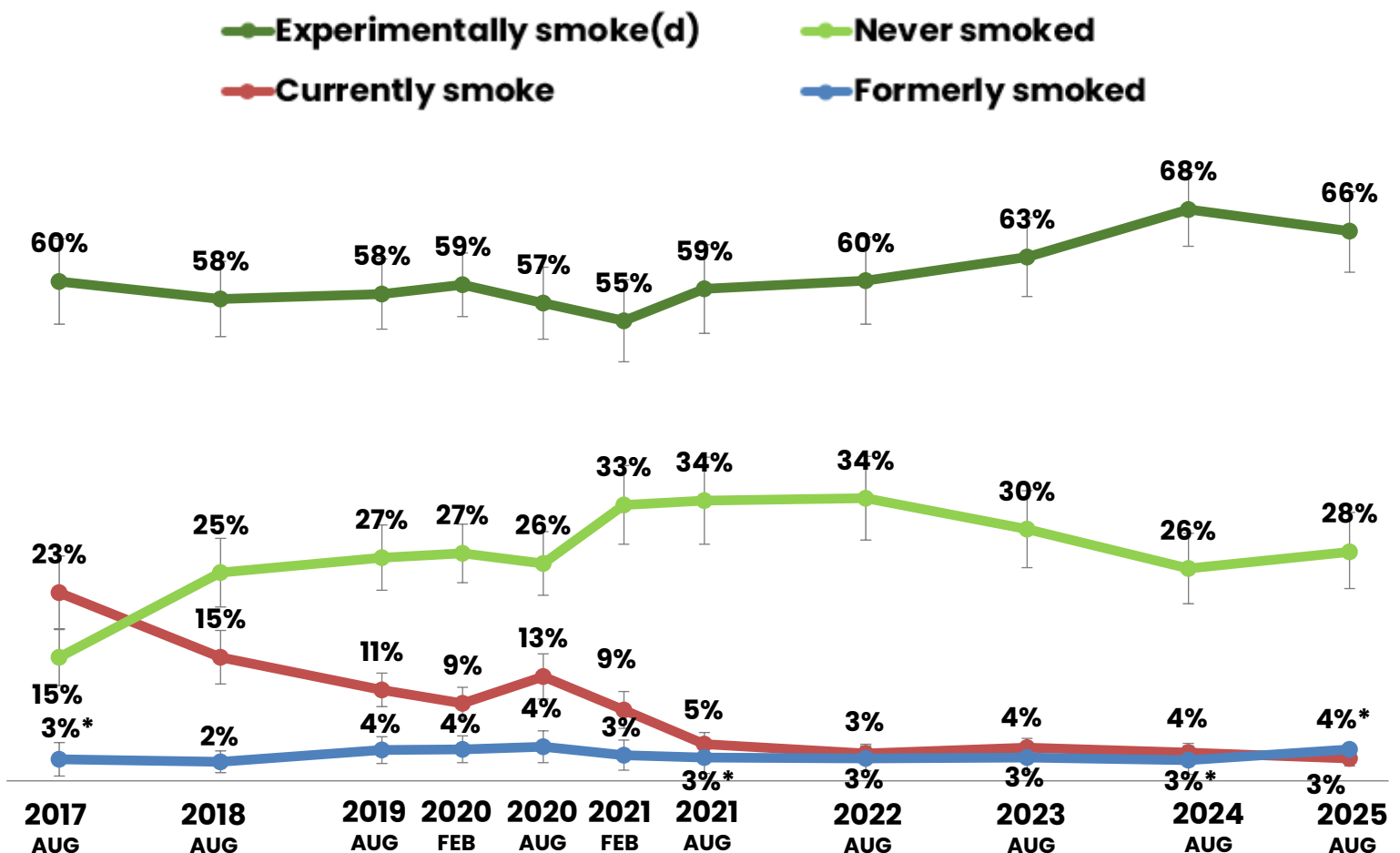
United States

In the US, between 2017 and 2025, the proportion of youth who vaped in the past 30 days who also currently smoked decreased drastically (from 23% to 3%), while the proportion who experimentally smoked remained relatively stable before appearing to increase in recent years to around two-thirds. The proportion who formerly smoked remained very low and stable.



Smoking status among youth who vaped in the past 30 days

YOUTH AGED 16-19 WHO VAPED IN PAST 30 DAYS, 2017-2025, US, N=8,650



*HIGH VARIABILITY OF ESTIMATE (CV>0.33)

CURRENTLY SMOKE: SMOKED 100+ CIGARETTES IN LIFETIME AND SMOKED IN PAST 30 DAYS; **FORMERLY SMOKED:** SMOKED 100+ CIGARETTES IN LIFETIME BUT DID NOT SMOKE IN PAST 30 DAYS; **NEVER SMOKED:** NEVER TRIED CIGARETTE SMOKING; **EXPERIMENTALLY SMOKE(D):** EVER TRIED CIGARETTE SMOKING BUT DID NOT SMOKE 100+ CIGARETTES IN LIFETIME; NOT CLASSIFIED SMOKING STATUS EXCLUDED FROM DENOMINATOR

Vaping and smoking status

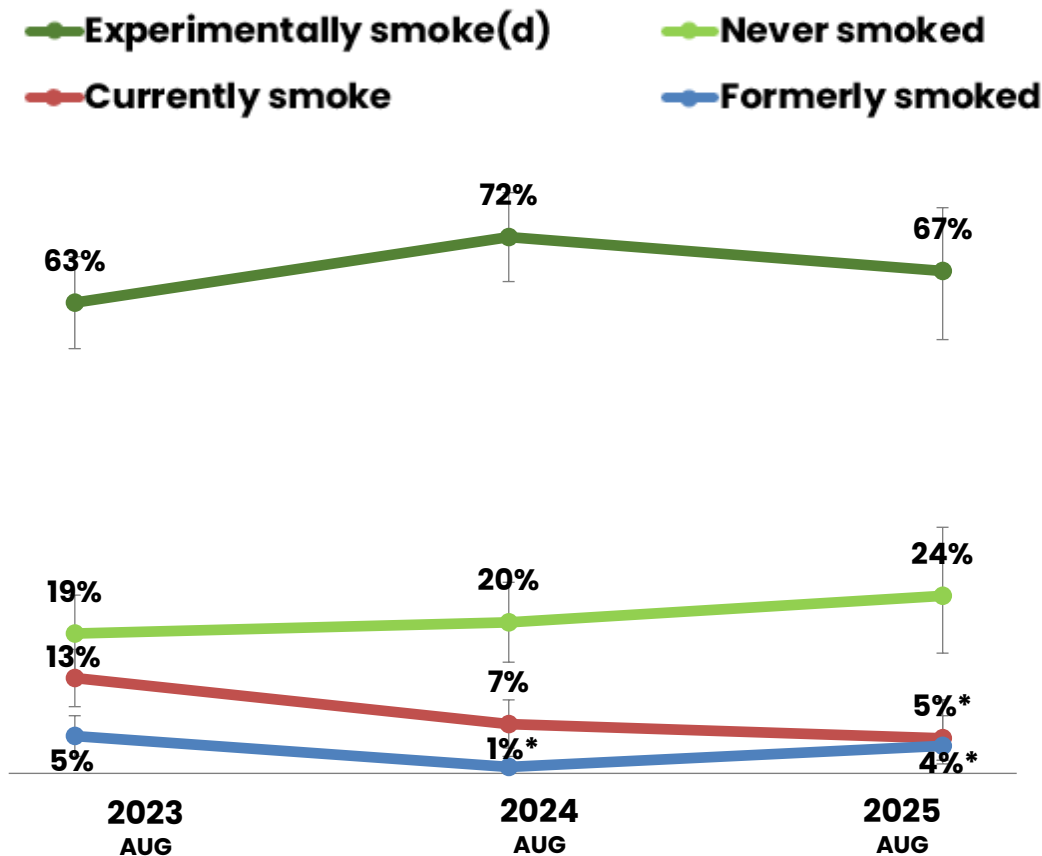
New Zealand

In New Zealand, the proportion of youth who vaped in the past 30 days who also currently smoked appeared to decrease between 2023 and 2025, while the proportion who had never smoked went from approximately one in five to one in four. Two-thirds of youth who vaped had experimentally smoked. Few youth who vaped also formerly smoked.



Smoking status among youth who vaped in the past 30 days

YOUTH AGED 16-19 WHO VAPED IN PAST 30 DAYS, 2023-2025, NZ, N=858



*HIGH VARIABILITY OF ESTIMATE (CV>0.33)

CURRENTLY SMOKE: SMOKED 100+ CIGARETTES IN LIFETIME AND SMOKED IN PAST 30 DAYS; **FORMERLY SMOKED:** SMOKED 100+ CIGARETTES IN LIFETIME BUT DID NOT SMOKE IN PAST 30 DAYS; **NEVER SMOKED:** NEVER TRIED CIGARETTE SMOKING; **EXPERIMENTALLY SMOKE(D):** EVER TRIED CIGARETTE SMOKING BUT DID NOT SMOKE 100+ CIGARETTES IN LIFETIME; NOT CLASSIFIED SMOKING STATUS EXCLUDED FROM DENOMINATOR

Vaping and smoking status

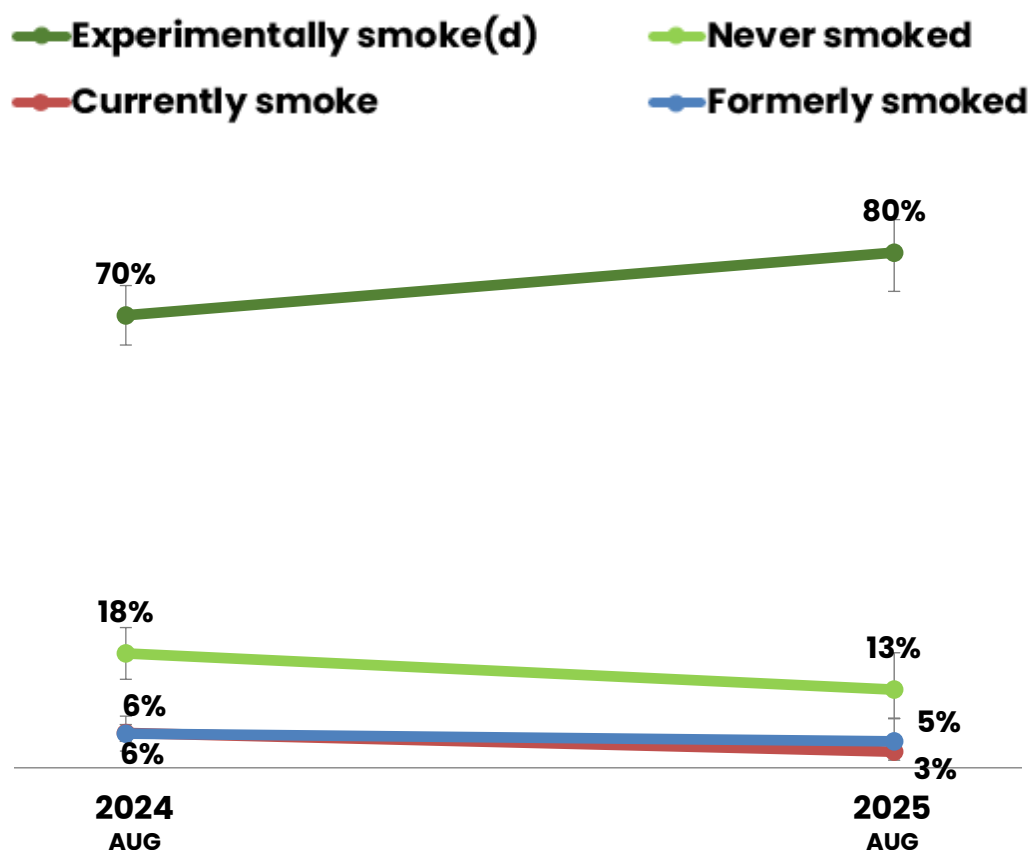
Australia

In Australia, the proportion of youth who vaped in the past 30 days who also experimentally smoked increased from 70% to 80% between 2024 and 2025, while the proportion who had never smoked appeared to decrease. Few youth who vaped also currently or formerly smoked, with little change between waves.



Smoking status among youth who vaped in the past 30 days

YOUTH AGED 16-19 WHO VAPED IN PAST 30 DAYS, 2024-2025, AUSTRALIA, N=1,048



*HIGH VARIABILITY OF ESTIMATE (CV>0.33)

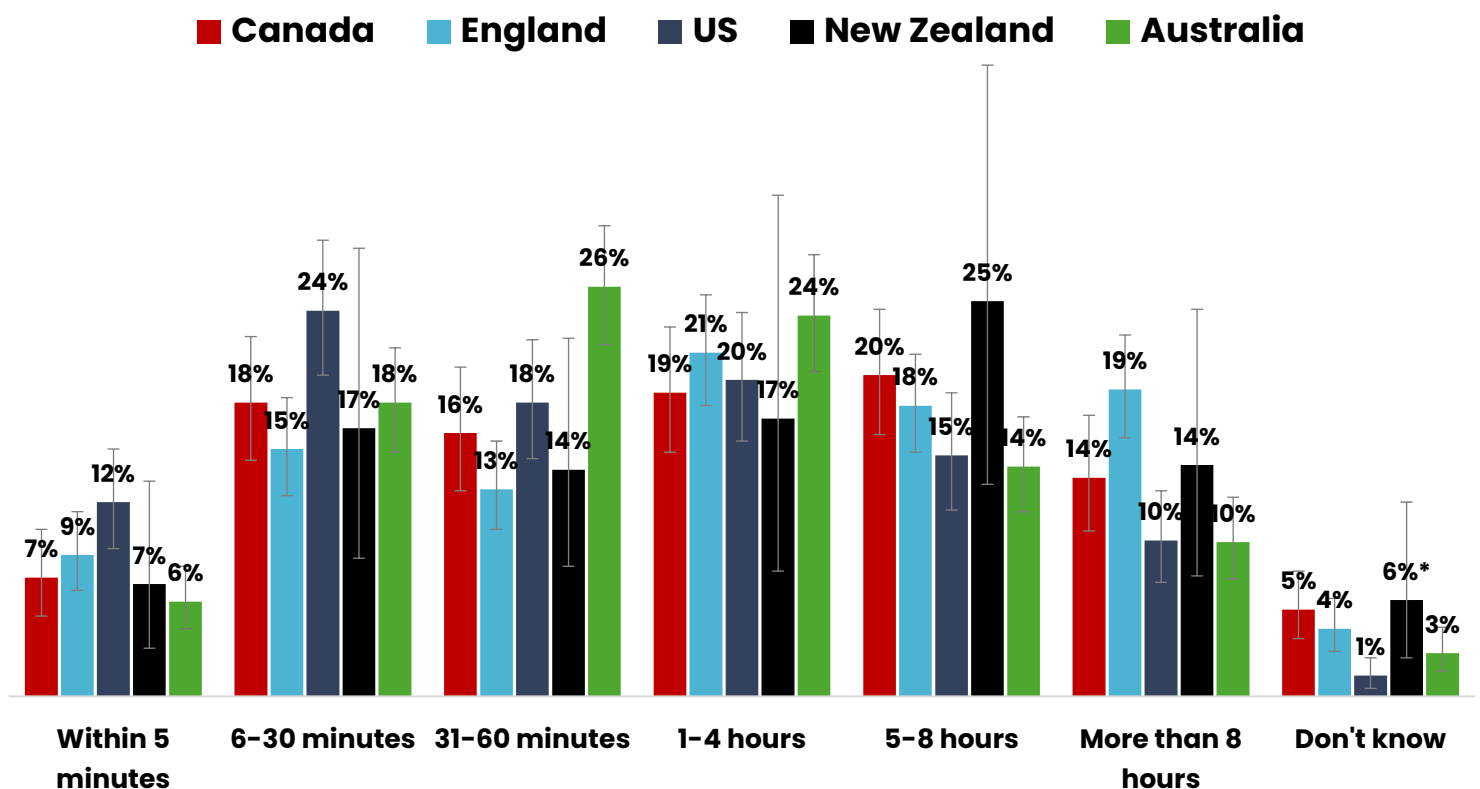
CURRENTLY SMOKE: SMOKED 100+ CIGARETTES IN LIFETIME AND SMOKED IN PAST 30 DAYS; **FORMERLY SMOKED:** SMOKED 100+ CIGARETTES IN LIFETIME BUT DID NOT SMOKE IN PAST 30 DAYS; **NEVER SMOKED:** NEVER TRIED CIGARETTE SMOKING; **EXPERIMENTALLY SMOKE(D):** EVER TRIED CIGARETTE SMOKING BUT DID NOT SMOKE 100+ CIGARETTES IN LIFETIME; NOT CLASSIFIED SMOKING STATUS EXCLUDED FROM DENOMINATOR

Time to first use – Smoking

Among youth who smoked in the past 30 days, the figure below shows how soon after waking youth reported smoking their first cigarette, in 2025. Between one-third and half reported smoking within 60 minutes of waking. Generally similar patterns were observed across countries, though the precision of estimates limits comparison.

How soon after waking do you smoke your first cigarette?

YOUTH AGED 16-19 WHO SMOKED IN PAST 30 DAYS, 2025
CA: N=492; EN: N=916; US: N=641; NZ: N=111; AU: N=638



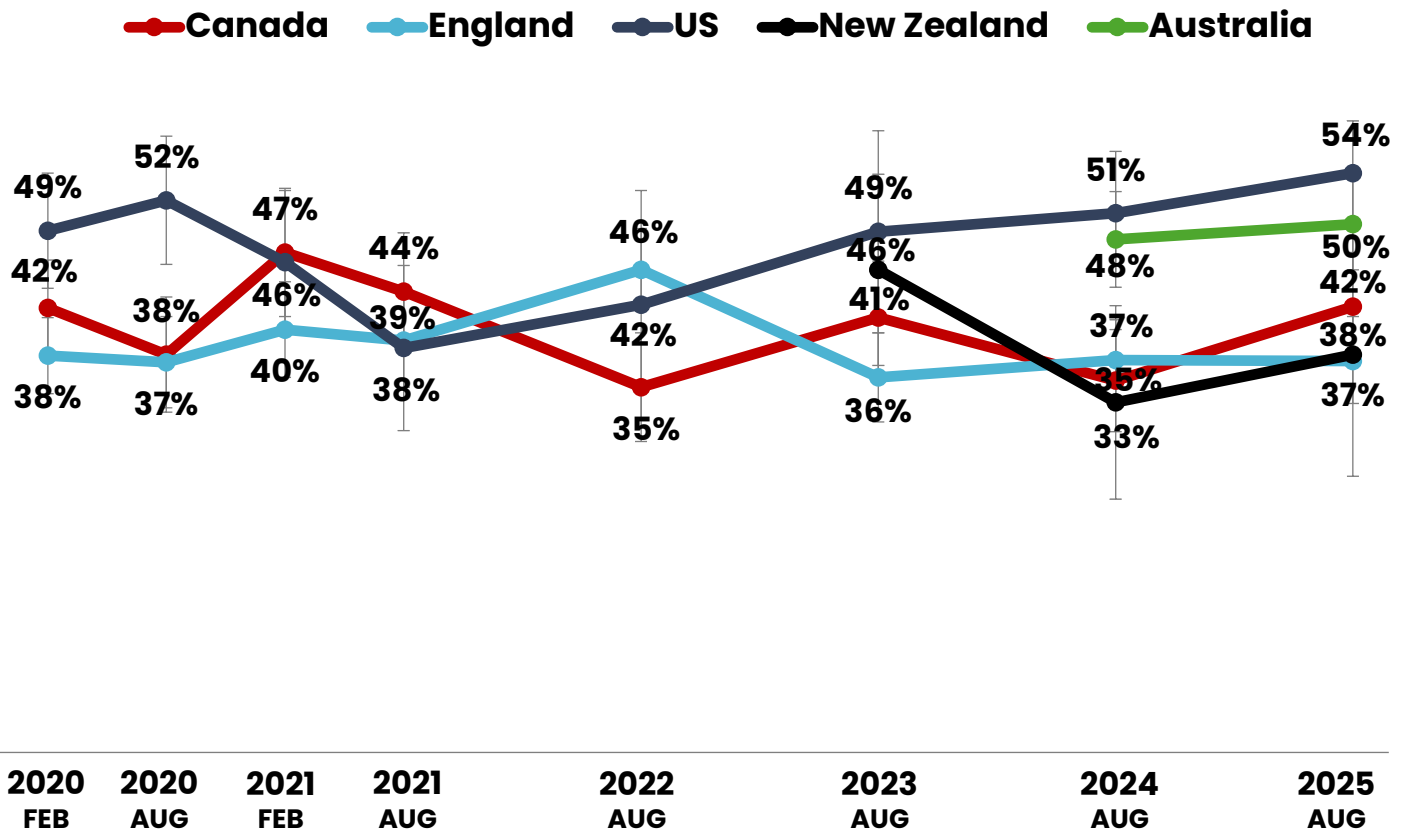
Time to first use - Smoking

Between early 2020 and 2025, among youth who smoked in the past 30 days, the proportion who reported smoking their first cigarette within 60 minutes of waking varied somewhat by survey wave, but showed little net change over this time in any of the countries (where data was available).

Percentage who smoke within 60 minutes after waking

YOUTH AGED 16-19 WHO SMOKED IN PAST 30 DAYS, 2020-2025

CA: N=3,481; EN: N=6,351; US: N=3,793; NZ: N=413; AU: N=1,239



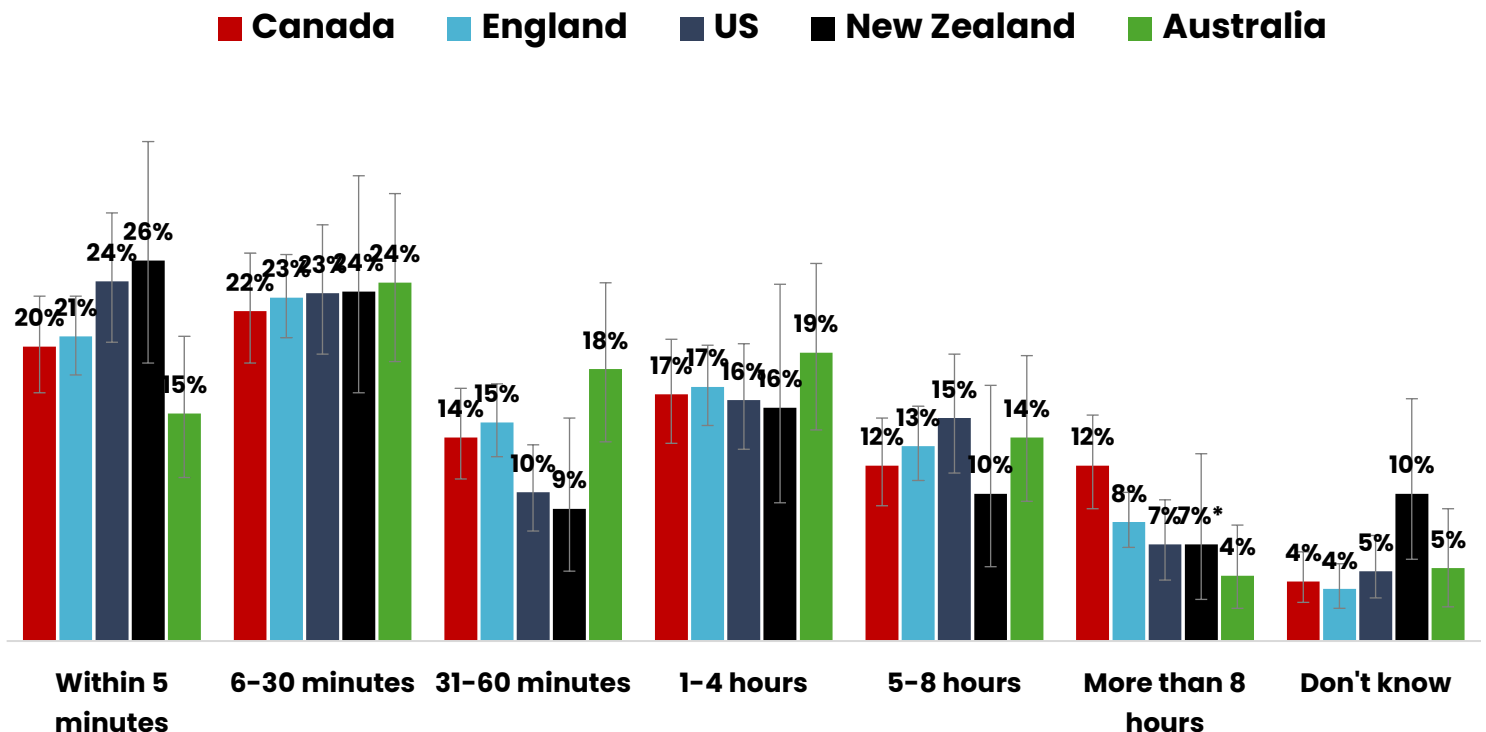
Time to first use – Vaping

Among youth who vaped in the past 30 days, the figure below shows how soon after waking youth reported first vaping, in 2025. In most countries, vaping within 5 minutes or 6–30 minutes after waking were the most common responses. Approximately 40–50% reported vaping within 30 minutes of waking.

How soon after waking do you first use an e-cigarette/vape?

YOUTH AGED 16–19 WHO VAPED IN PAST 30 DAYS, 2025

CA: N=671; EN: N=1,326; US: N=930; NZ: N=216; AU: N=436



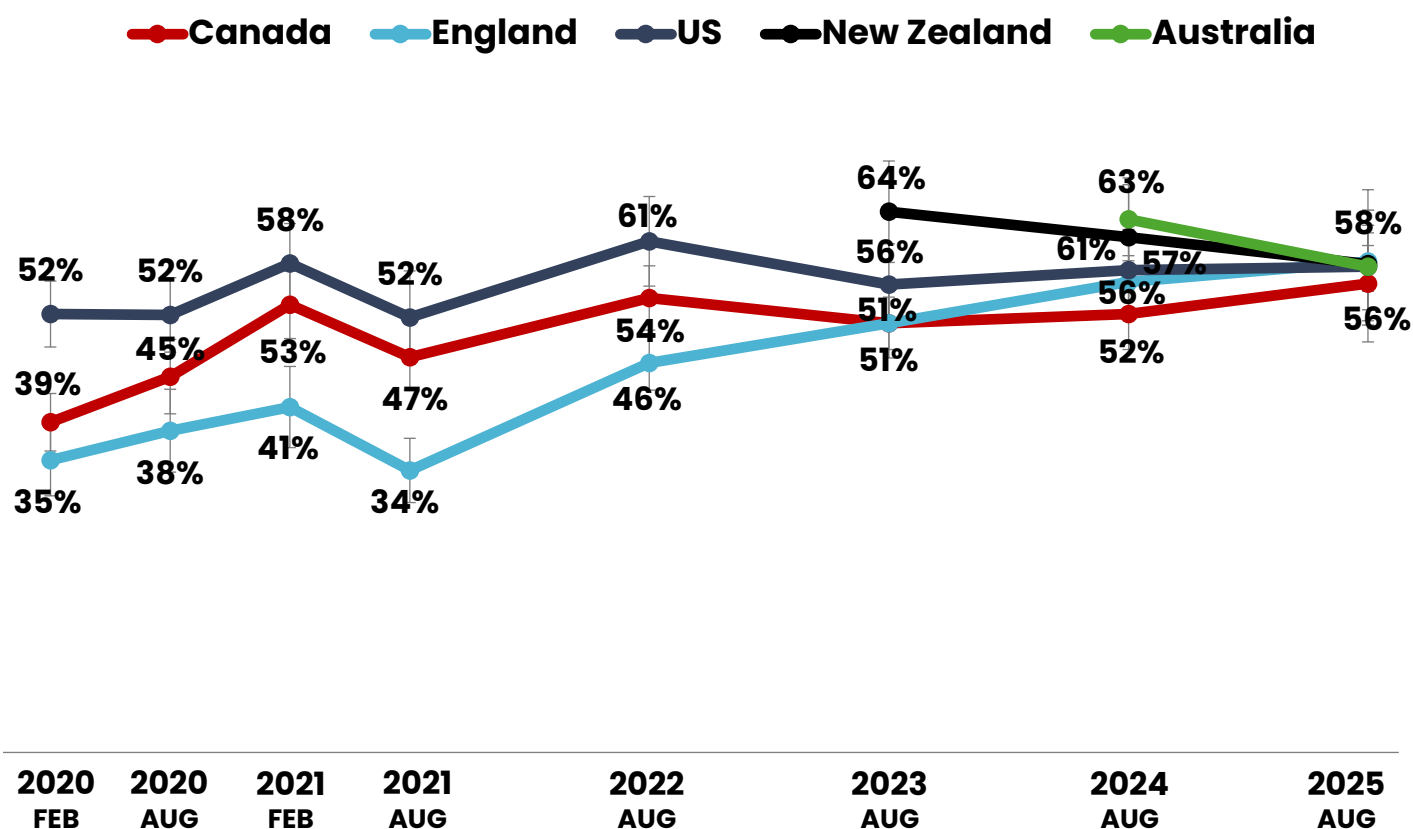
Time to first use – Vaping

Among youth who vaped in the past 30 days, the proportion who reported first vaping within 60 minutes of waking was over half in all countries by 2023, continuing to 2025. While this proportion appeared to generally increase over time since 2020 in countries with available data, there was some variation, with a notable increase in England and little net change in the US.

Percentage who vape within 60 minutes after waking

YOUTH AGED 16-19 WHO VAPED IN PAST 30 DAYS, 2020-2025

CA: N=6,046; EN: N=7,505; US: N=6,894; NZ: N=850; AU: N=1,046

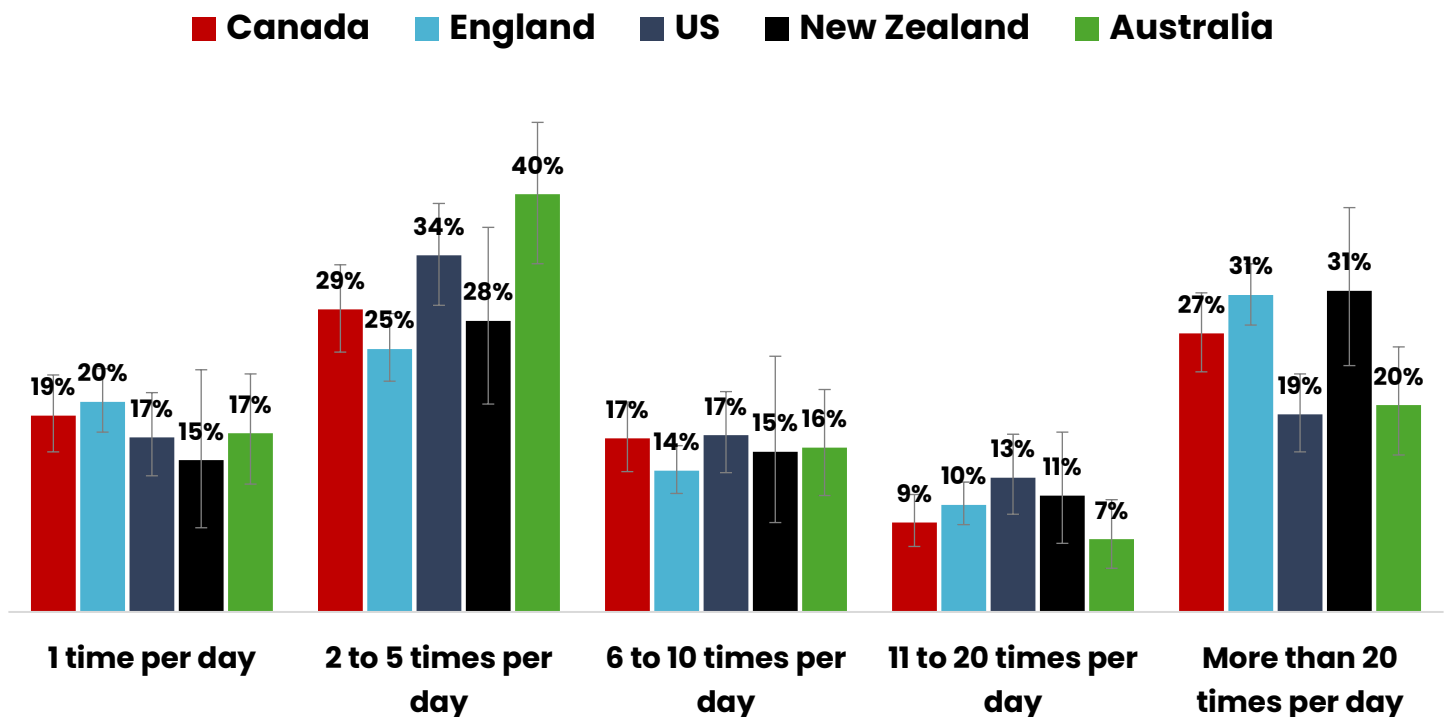


Times used per day – Vaping

The figure below shows the number of times vaping per day reported by youth who vaped in the past 30 days, in 2025. Most reported vaping more than once on the days that they vaped. Approximately one-third reported vaping more than 20 times per day in England and New Zealand, slightly fewer in Canada, and approximately one in five in the US and Australia.

Times vaped per day

YOUTH AGED 16-19 WHO VAPED IN PAST 30 DAYS, 2025
CA: N=658; EN: N=1,297; US: N=915; NZ: N=205; AU: N=429



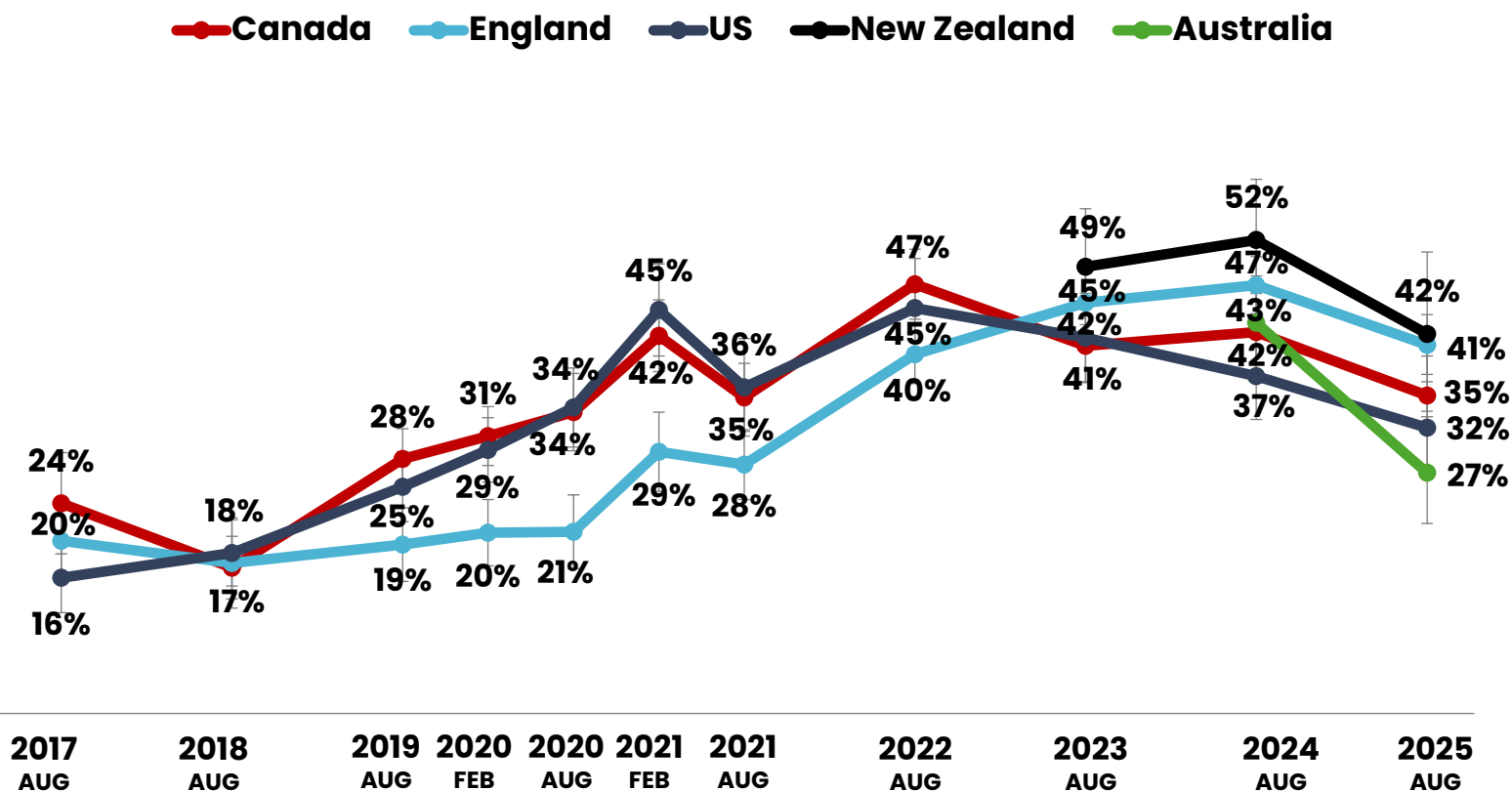
Times used per day – Vaping

Between 2017 and 2025, among youth who vaped in the past 30 days, the proportion who reported vaping more than 10 times per day increased in each of the three countries with available data. In Canada and the US, the largest increase appears to have occurred between 2018 and early 2021, while in England the largest increase appears to have occurred between 2020 and 2022. In years with available data, New Zealand had the highest proportion of youth vaping more than 10 times per day. Australia's estimate was comparable to other countries 2024, decreasing in 2025.

Percentage who vape more than 10 times per day

YOUTH AGED 16–19 WHO VAPED IN PAST 30 DAYS, 2017–2025

CA: N=7,631; EN: N=8,423; US: N=8,646; NZ: N=824; AU: N=1,029



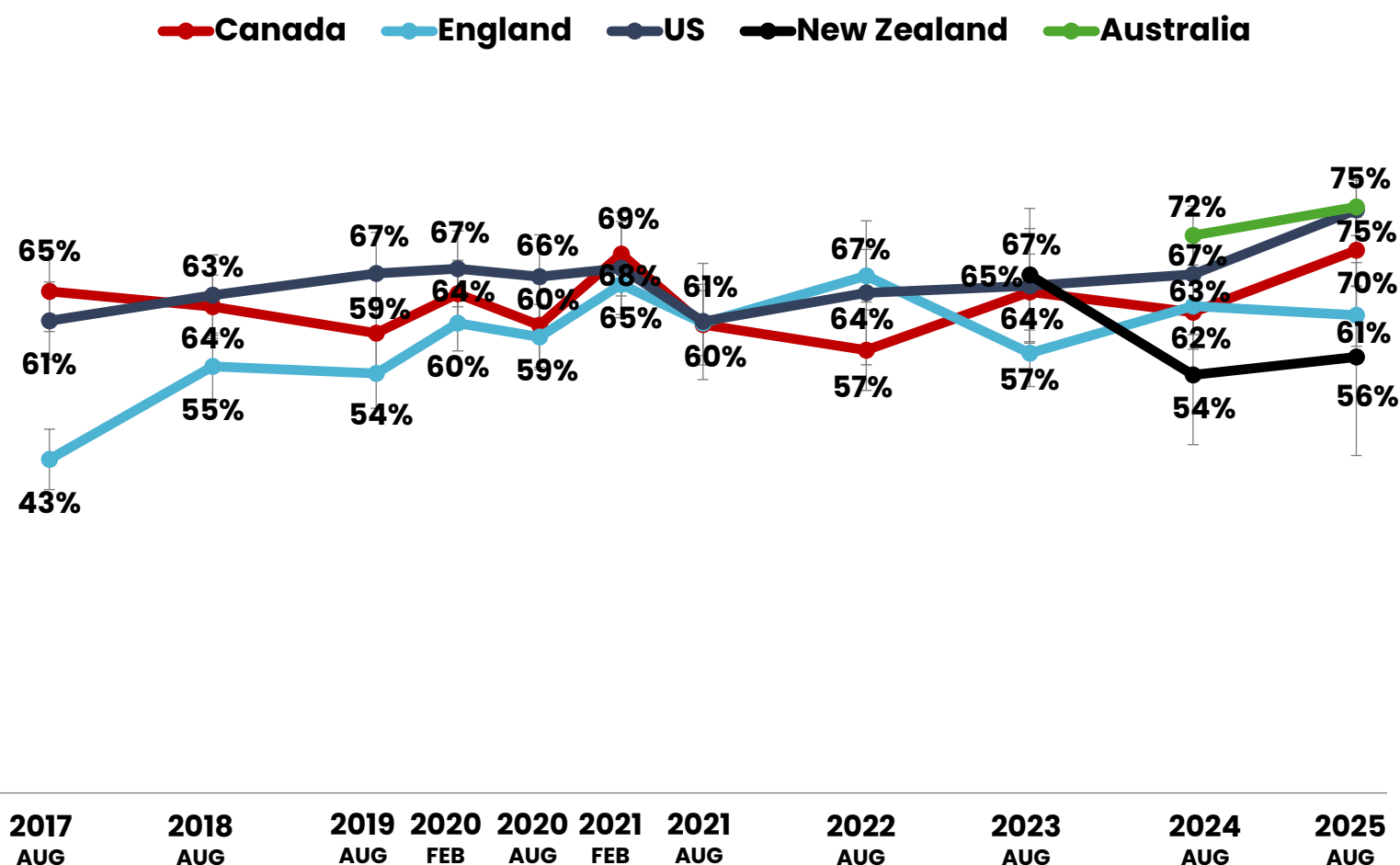
"IN THE PAST 30 DAYS, ON THE DAYS YOU USED AN E-CIGARETTE/VAPED, HOW MANY TIMES DID YOU USE IT EACH DAY?", AMONG YOUTH WHO VAPED IN THE PAST 30 DAYS, % WHO SELECTED AN OPTION MORE THAN 10 TIMES PER DAY; REFUSED EXCLUDED FROM DENOMINATOR

Perceived addiction to smoking

In nearly every wave, among youth who smoked in the past 30 days, the majority in all countries reported that they were 'a little' or 'very' addicted to cigarettes. Between 2017 and 2025, this proportion appears to have increased in England, but showed little net change among youth in other countries despite year-to-year variation.

Percentage reporting they were 'a little' or 'very' addicted to cigarettes

YOUTH AGED 16-19 WHO SMOKED IN PAST 30 DAYS, 2017-2025
CA: N=5,120; EN: N=8,357; US: N=5,311; NZ: N=430; AU: N=1,262



Perceived addiction to smoking

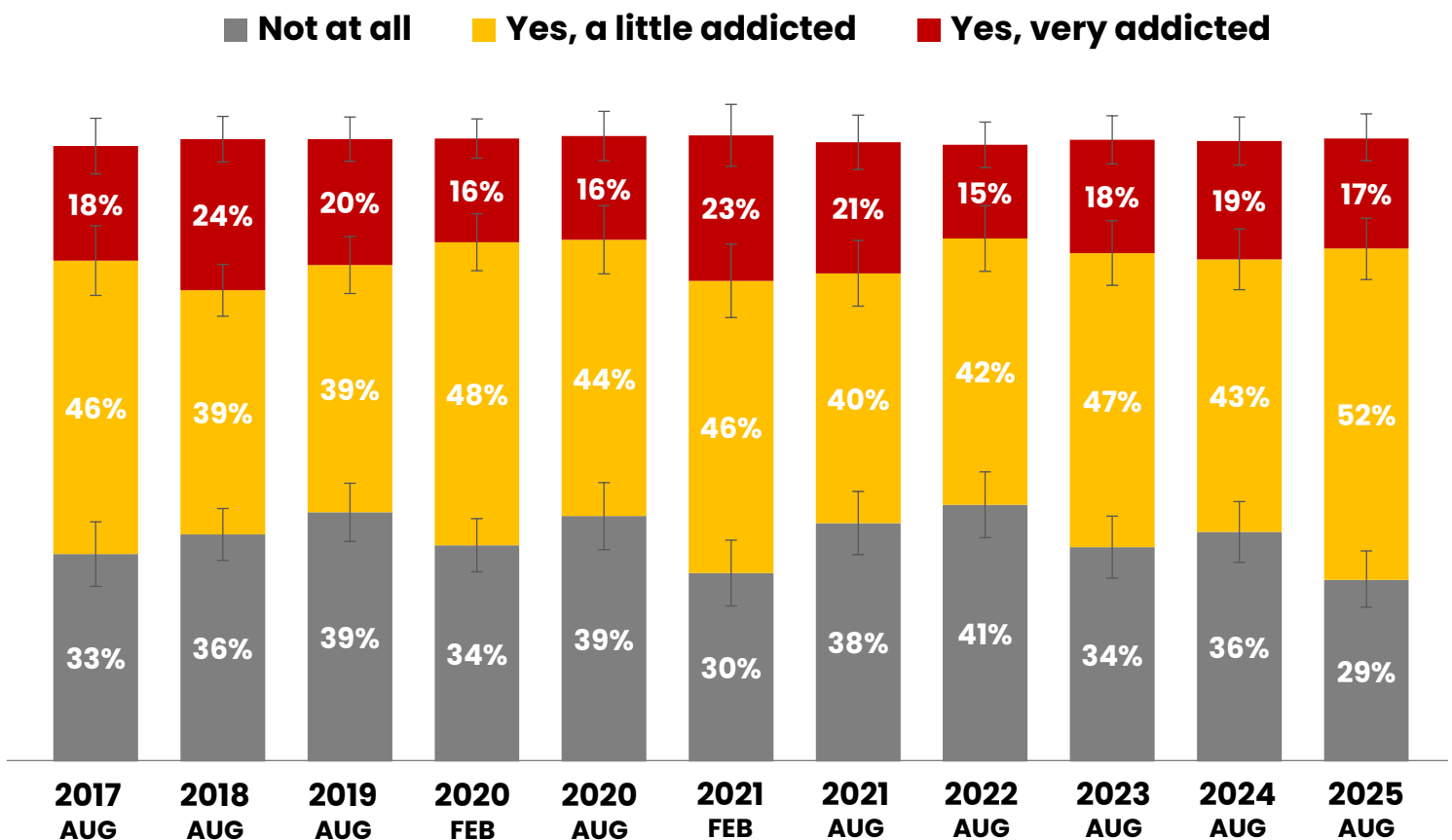
Canada

In Canada, while proportions varied across years, the majority of youth who smoked reported being addicted ('a little' or 'very') to cigarettes. No clear pattern was observed over time.



Do you consider yourself addicted to cigarettes?

YOUTH AGED 16-19 WHO SMOKED IN PAST 30 DAYS, 2017-2025, CANADA N=5,120



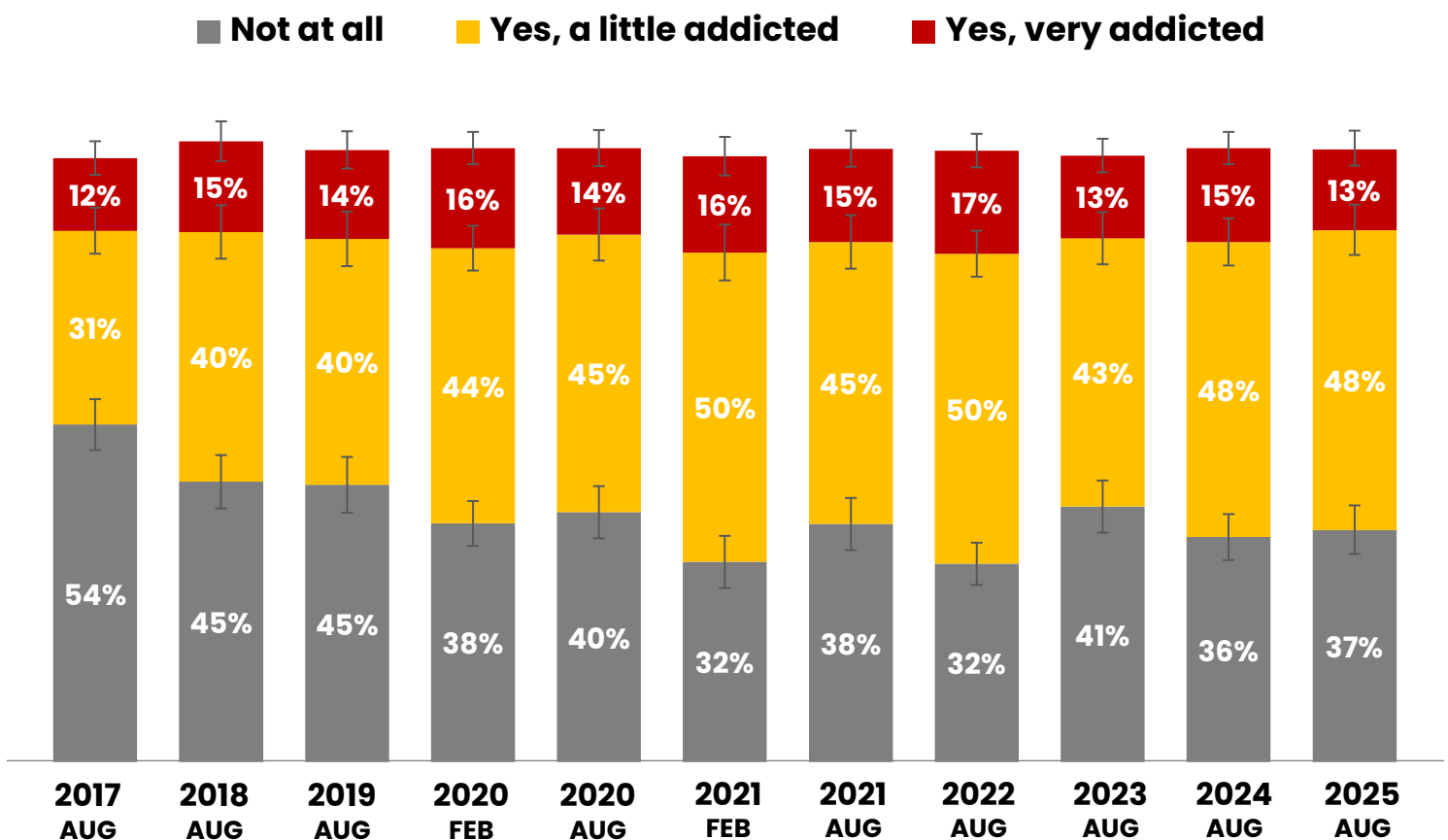
Perceived addiction to smoking England

In England, the proportion of youth who smoked that reported being addicted ('a little' or 'very') to cigarettes generally increased over time, from less than half in 2017, up to more than 60% in most recent survey waves.



Do you consider yourself addicted to cigarettes?

YOUTH AGED 16-19 WHO SMOKED IN PAST 30 DAYS, 2017-2025, ENGLAND N=8,357



Perceived addiction to smoking

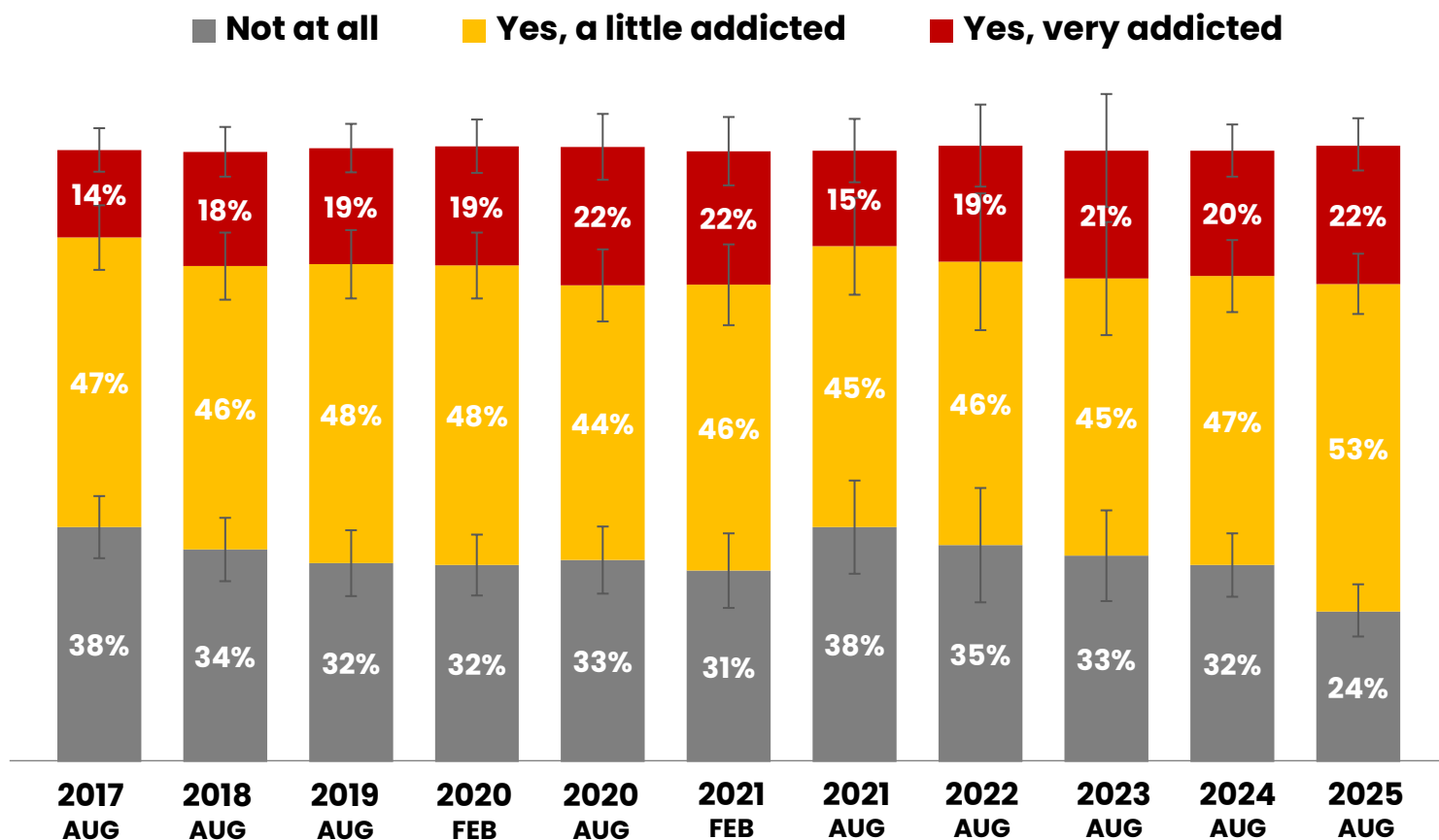
United States

In the US, approximately two-thirds of youth who smoked reported being addicted ('a little' or 'very') to cigarettes. This proportion was fairly stable across years, with minor fluctuation.



Do you consider yourself addicted to cigarettes?

YOUTH AGED 16-19 WHO SMOKED IN PAST 30 DAYS, 2017-2025, US N=5,311



Perceived addiction to smoking

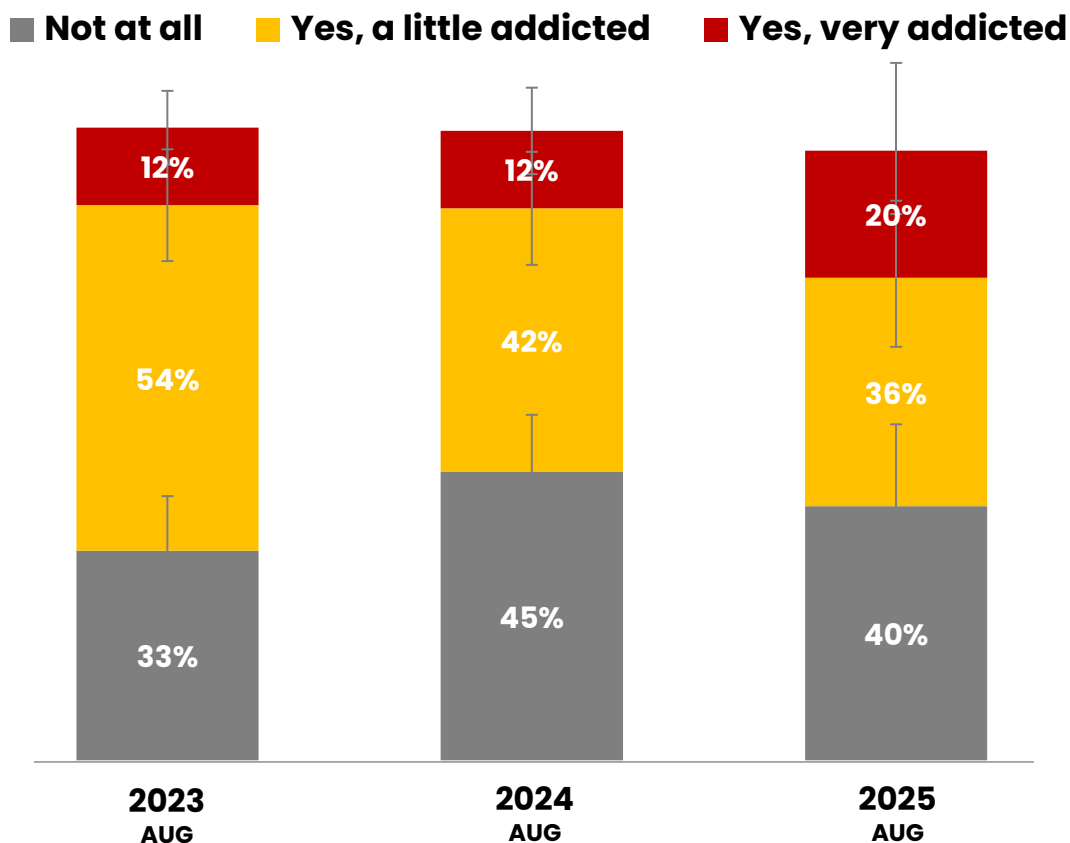
New Zealand

In 2025, over half of youth who smoked in New Zealand reported being addicted to cigarettes, either 'a little' or 'very', compared to approximately two-thirds in 2023.



Do you consider yourself addicted to cigarettes?

YOUTH AGED 16-19 WHO SMOKED IN PAST 30 DAYS, 2023-2025, NZ, N=430



Perceived addiction to smoking

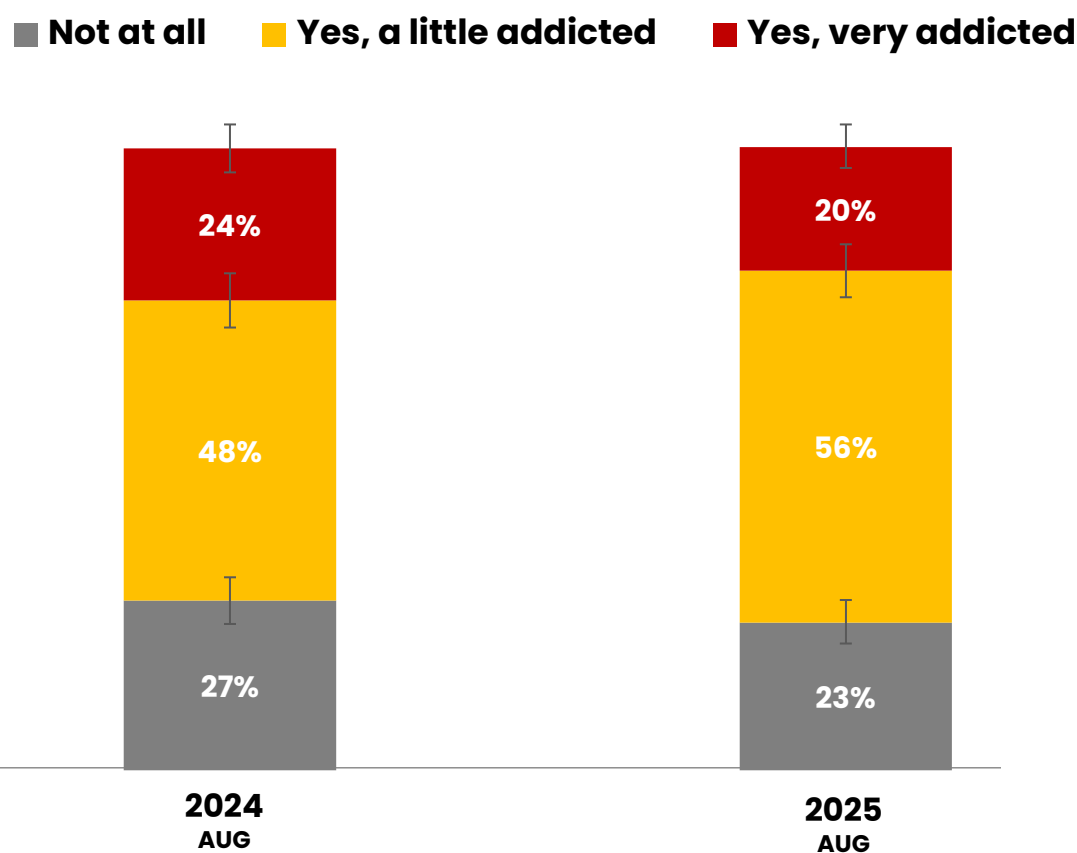
Australia

In 2025, three-quarters of youth who smoked in Australia reported being addicted to cigarettes, either 'a little' or 'very' – similar to 2024.



Do you consider yourself addicted to cigarettes?

YOUTH AGED 16-19 WHO SMOKED IN PAST 30 DAYS, 2024-2025, AUSTRALIA, N=1,262



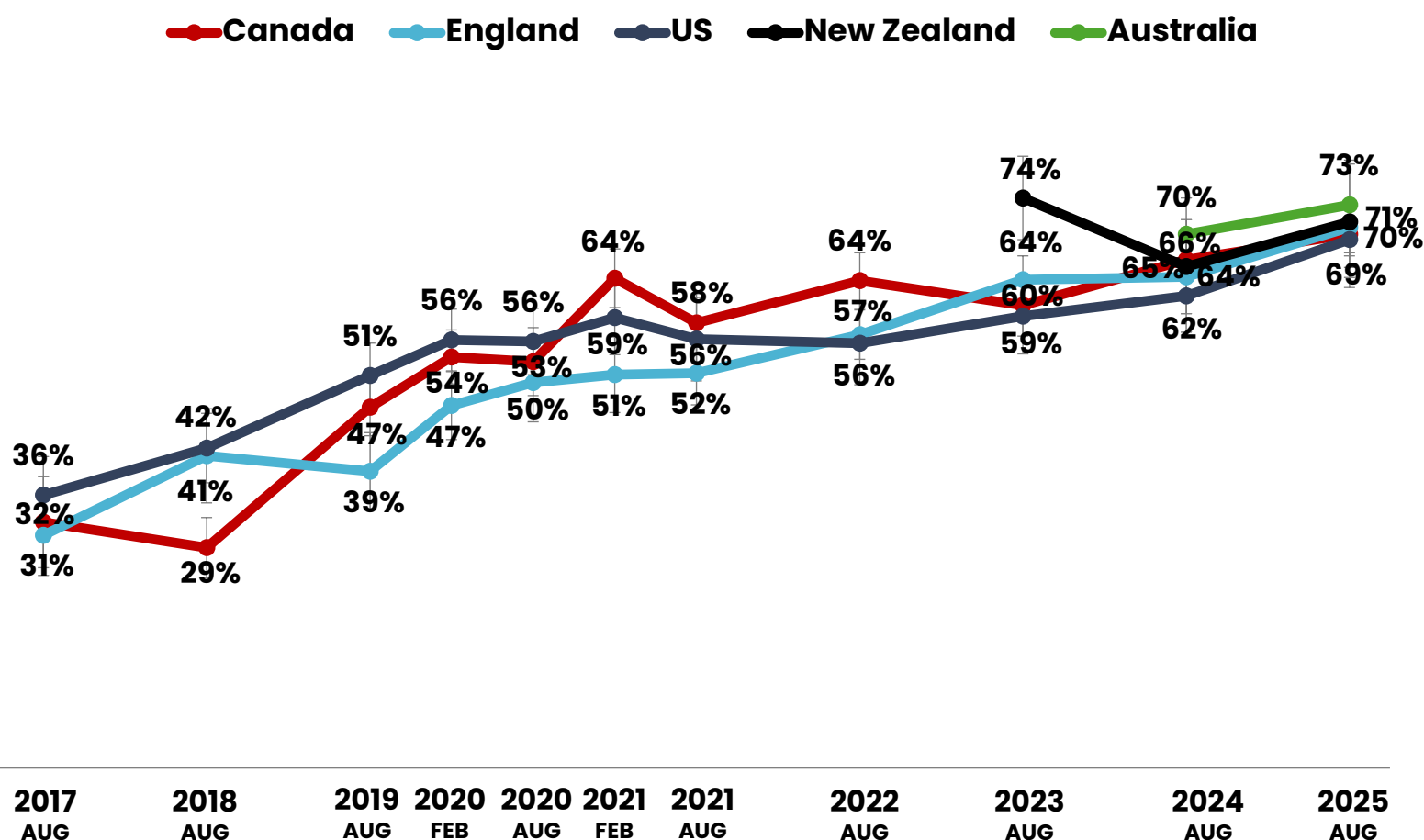
Perceived addiction to vaping

Between 2017 and 2025, the proportion of youth who vaped that reported being 'a little' or 'very' addicted to vaping increased substantially in all three countries, from approximately one-third in 2017 to a majority in 2020 and onward. In 2025, more than two-thirds of youth who vaped reported being addicted.

Percentage reporting they were 'a little' or 'very' addicted to vaping

YOUTH AGED 16-19 WHO VAPED IN PAST 30 DAYS, 2017-2025

CA: N=7,857; EN: N=8,684; US: N=8,893; NZ: N=861; AU: N=1,044



"DO YOU CONSIDER YOURSELF ADDICTED TO USING E-CIGARETTES/VAPING?", AMONG YOUTH WHO VAPED IN THE PAST 30 DAYS, % WHO RESPONDED "YES, A LITTLE ADDICTED" OR "YES, VERY ADDICTED"; REFUSED EXCLUDED FROM DENOMINATOR

Perceived addiction to vaping

Canada

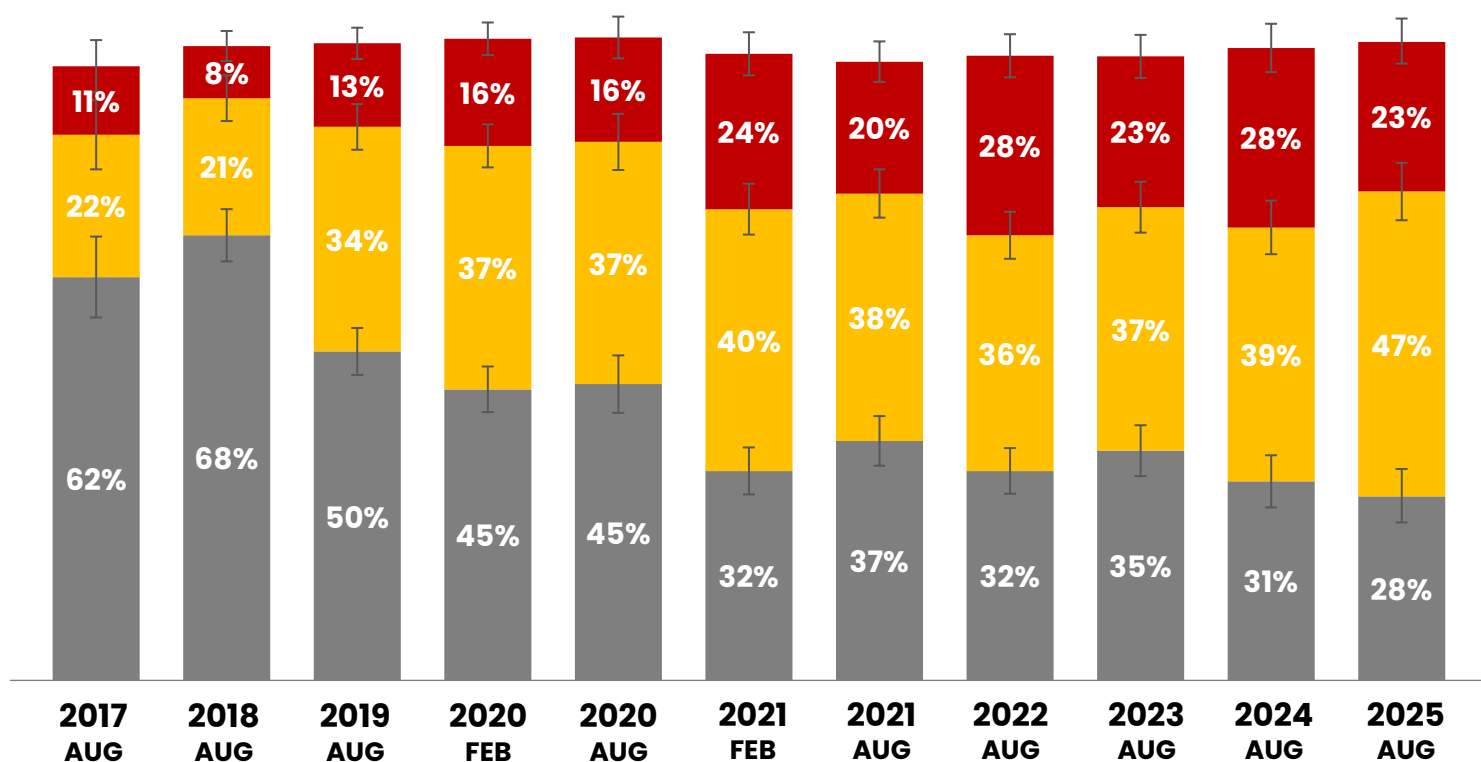
In Canada, the proportion of youth who vaped that reported being addicted ('a little' or 'very') to vaping increased greatly over time: in 2017, fewer than one-third said they were addicted, whereas since 2021 a similar proportion said they were NOT addicted. In 2025, nearly one-quarter reported being 'very addicted' to vaping.



Do you consider yourself addicted to e-cigarettes/vaping?

YOUTH AGED 16-19 WHO VAPED IN PAST 30 DAYS, 2017-2025, CANADA, N=7,857

■ Not at all ■ Yes, a little addicted ■ Yes, very addicted



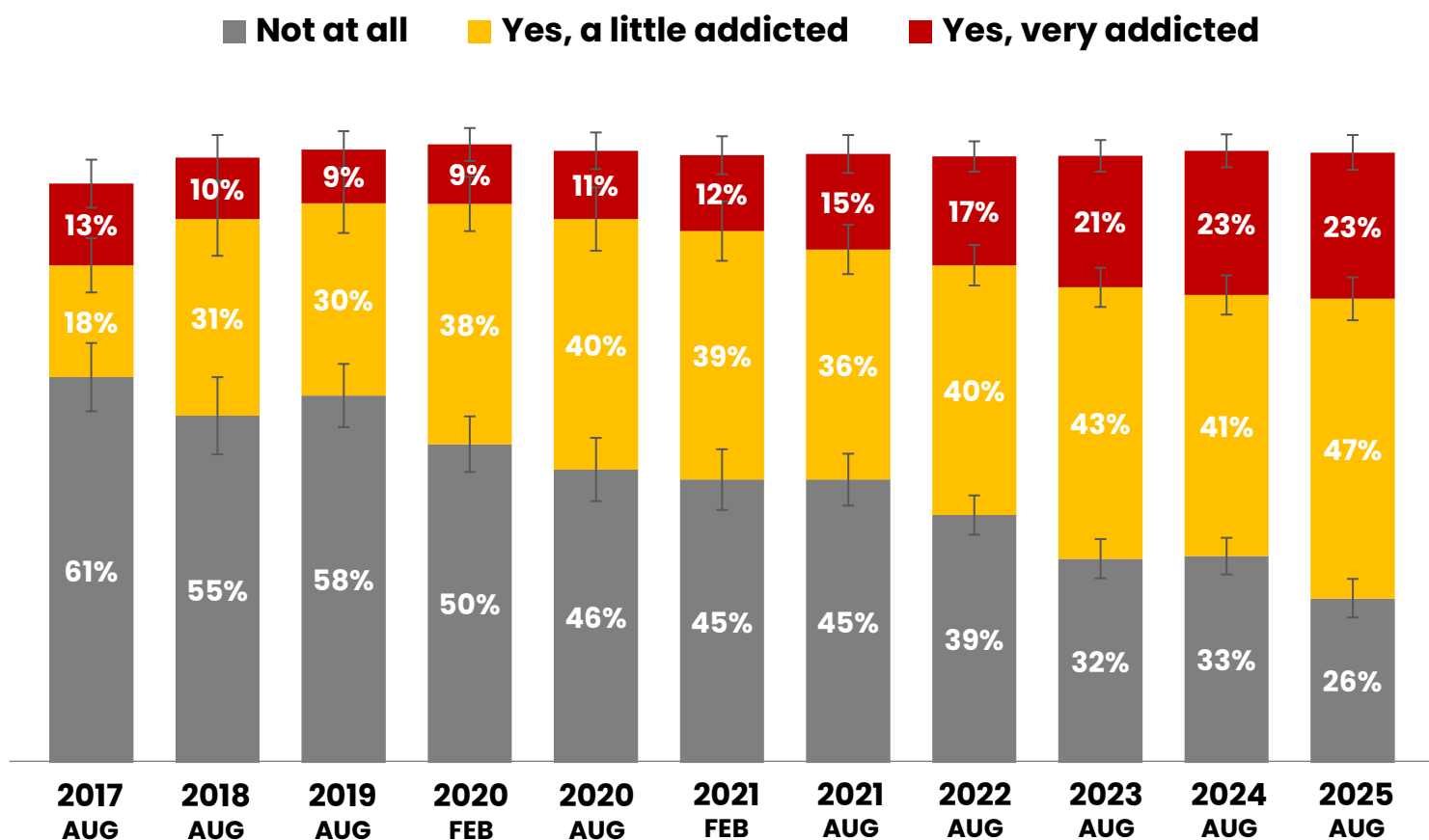
Perceived addiction to vaping England

In England, a similar pattern was observed. In 2017, three in ten youth who vaped reported being addicted ('a little' or 'very') to vaping, while a similar proportion said they were NOT addicted in 2025. The proportion who reported being 'very addicted' to vaping appears to have increased substantially in recent years.



Do you consider yourself addicted to e-cigarettes/vaping?

YOUTH AGED 16-19 WHO VAPED IN PAST 30 DAYS, 2017-2025, ENGLAND, N=8,684



Perceived addiction to vaping

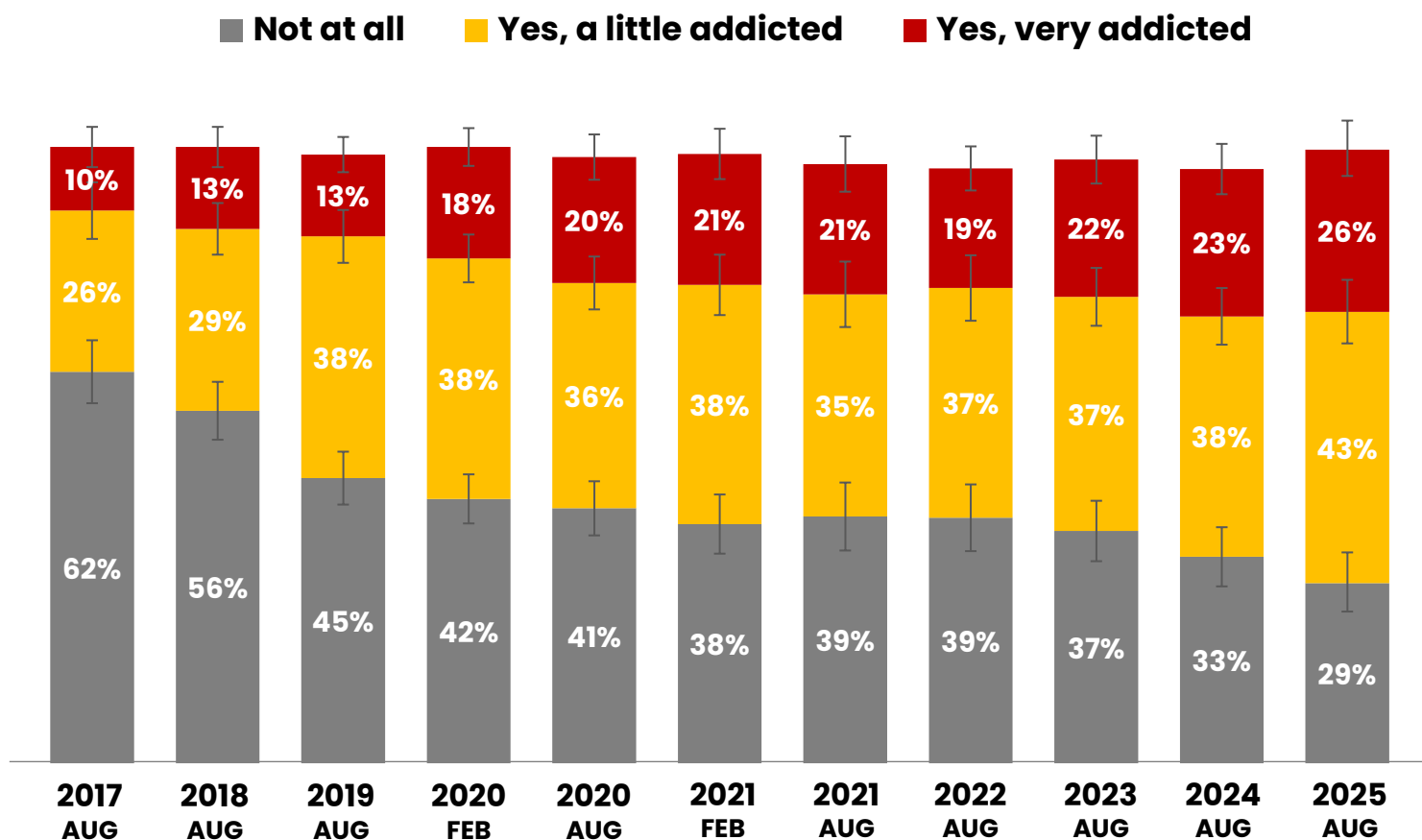
United States

In the US, the proportion of youth who vaped that reported being addicted ('a little' or 'very') to vaping increased between 2017 and 2020, but has remained fairly stable since then. The proportion who reported being 'very addicted' to vaping more than doubled, from one in ten in 2017 to one in four in 2025.



Do you consider yourself addicted to e-cigarettes/vaping?

YOUTH AGED 16-19 WHO VAPED IN PAST 30 DAYS, 2017-2025, US, N=8,893



Perceived addiction to vaping

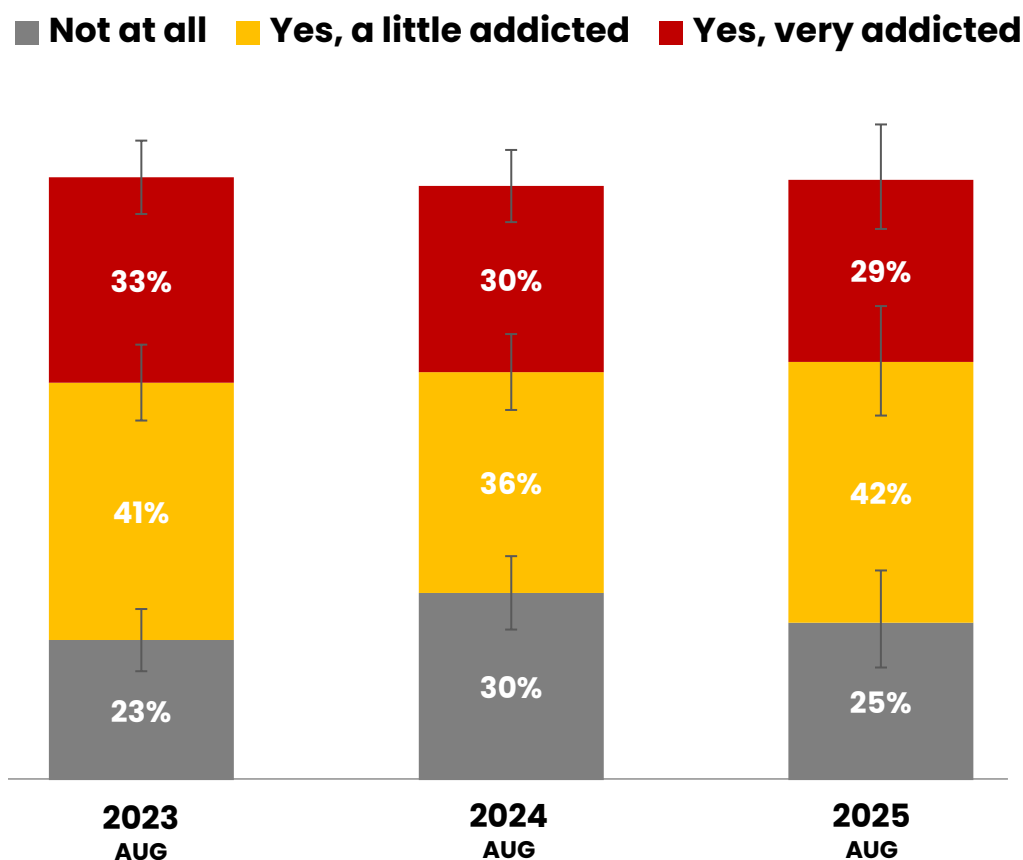
New Zealand

In 2025, seven out of ten youth who vaped in New Zealand reported being addicted to vaping, either 'a little' or 'very'. This proportion has varied little from 2023. In all years, nearly one-third reported being 'very addicted' to vaping.



Do you consider yourself addicted to e-cigarettes/vaping?

YOUTH AGED 16-19 WHO VAPED IN PAST 30 DAYS, 2023-2025, NZ, N=861



Perceived addiction to vaping

Australia

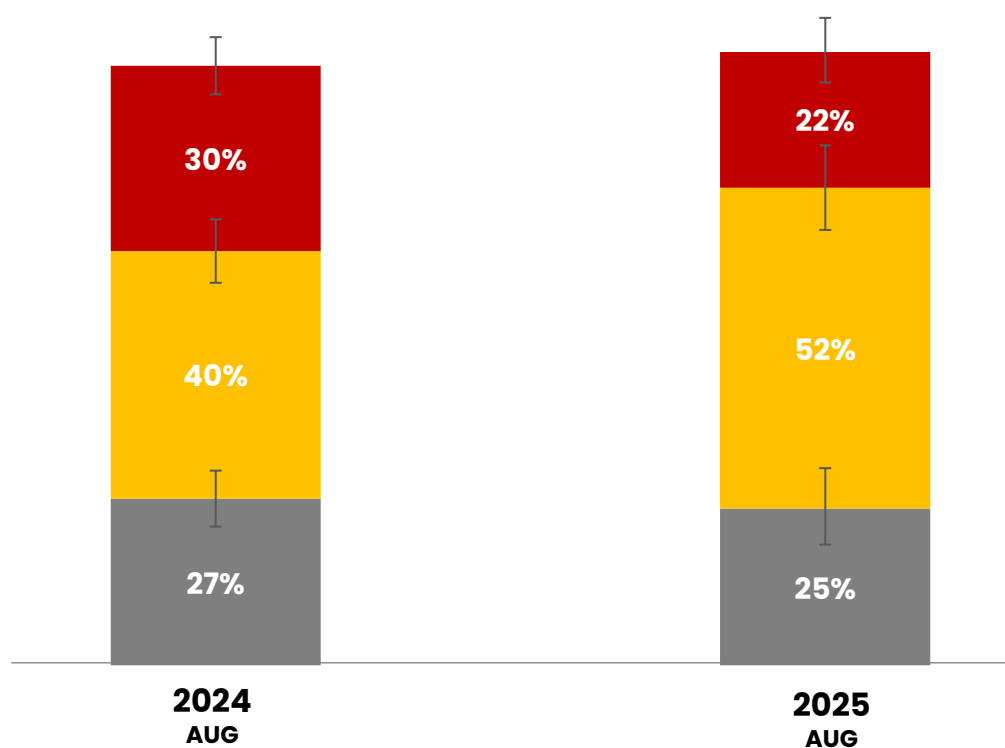
In Australia, three-quarters of youth who vaped reported being addicted to vaping ('a little' or 'very') in 2025. This represented little overall change from 2024, although the proportions of those responding 'a little' or 'very' addicted varied.



Do you consider yourself addicted to e-cigarettes/vaping?

YOUTH AGED 16-19 WHO VAPED IN PAST 30 DAYS, 2024-2025, AUSTRALIA, N=1,044

■ Not at all ■ Yes, a little addicted ■ Yes, very addicted



Roll-your-own tobacco

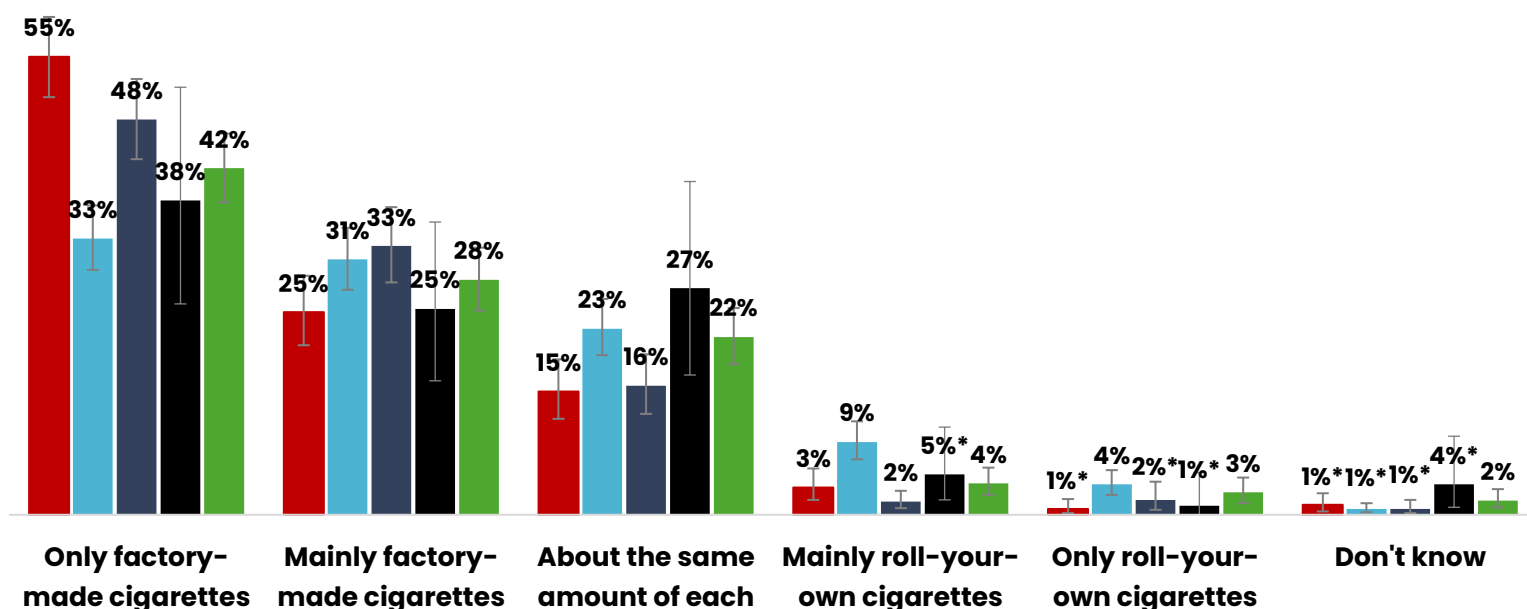
Among youth who smoked in the past 30 days, the majority mainly or only used factory-made cigarettes; this was most common in Canada and the US, at around four out of five youth who smoked. Roll-your-own tobacco was most popular in England, with 13% of youth who smoked reporting they mainly or only used roll-your-own. In England, New Zealand, and Australia, approximately one-quarter reported using about the same amount of each.

Do you smoke factory-made cigarettes, roll-your-own cigarettes, or both?

YOUTH AGED 16-19 WHO SMOKED IN PAST 30 DAYS, 2025

CA: N=504; EN: N=931; US: N=644; NZ: N=115; AU: N=643

■ Canada ■ England ■ US ■ New Zealand ■ Australia



*HIGH VARIABILITY OF ESTIMATE (CV>0.33)

Use of menthol-flavoured cigarettes

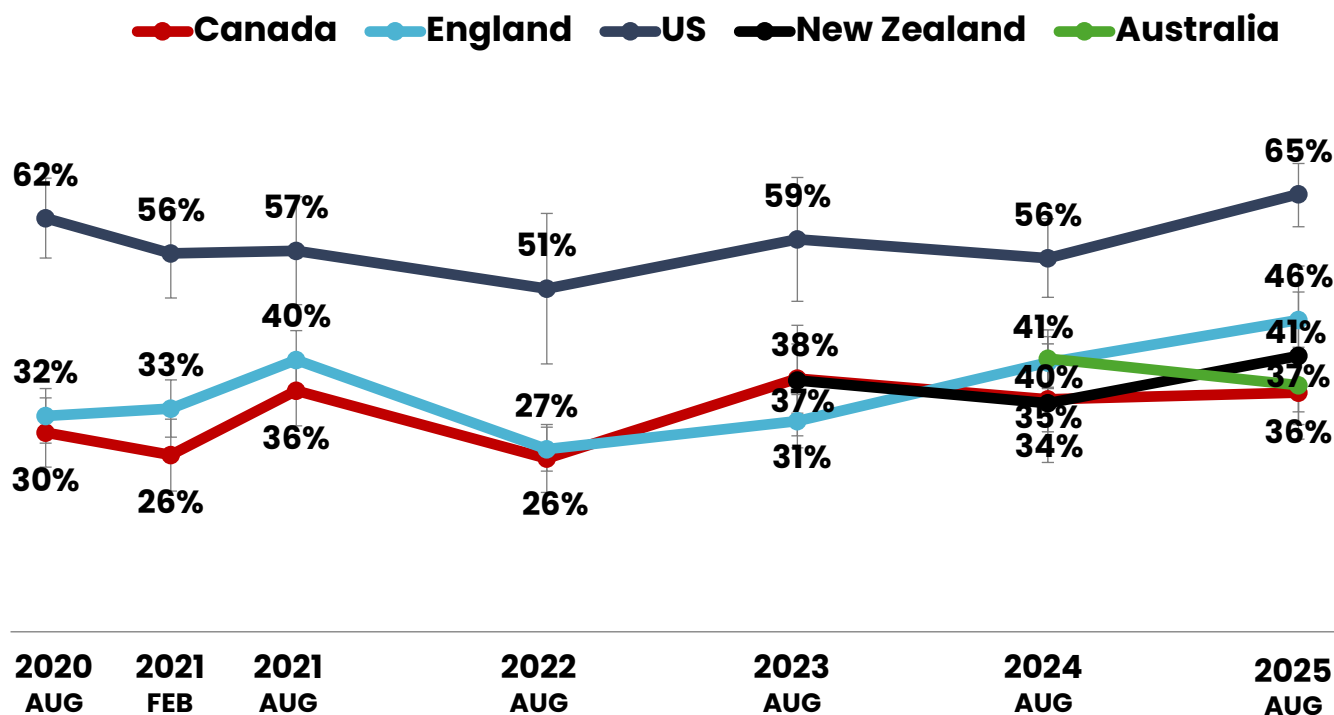
In 2025, nearly two-thirds of youth who smoked in the US reported usually smoking a menthol brand, much greater than the proportions in other countries. Menthol cigarettes have been prohibited in Canada since 2017 and England since 2020, and Australia implemented a ban in mid-2025.

'Menthol' cigarettes include factory-made or roll-your-own cigarettes (including from illicit or alternate sources), may be flavoured using menthol accessories (such as flavour cards, filters, capsules), or may be 'alternative' brands perceived as menthol.

Is the variety of cigarettes or roll-your-own tobacco you currently smoke most often flavoured to taste like menthol or mint?

% 'YES', YOUTH AGED 16-19 WHO SMOKED IN PAST 30 DAYS, 2020-2025

CA: N=2,797; EN: N=5,313; US: N=3,095; NZ: N=411; AU: N=1,228

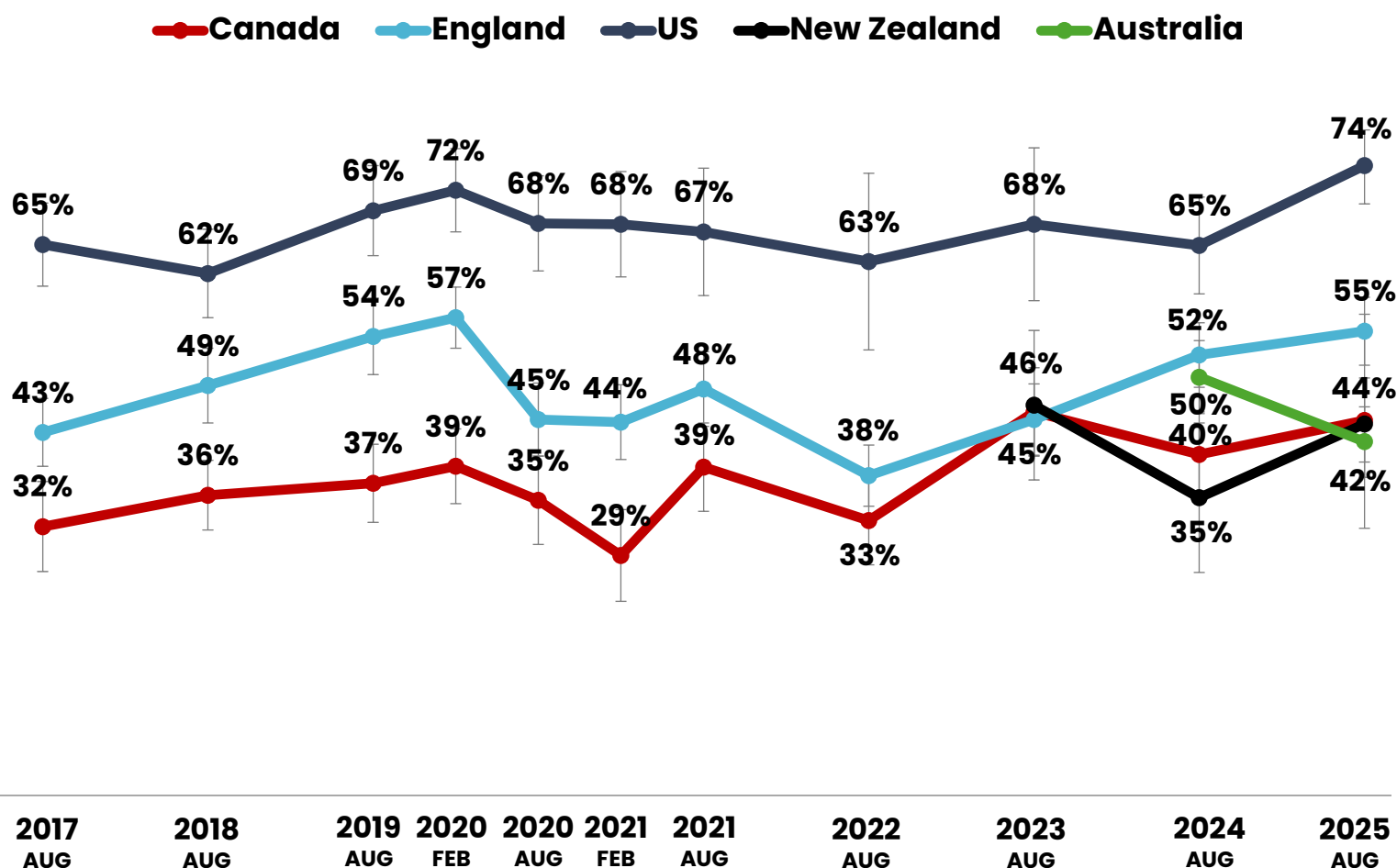


Use of menthol-flavoured cigarettes

Youth who smoked were also asked if any of the cigarettes they had smoked in the past 30 days were flavoured to taste like menthol or mint, or had a filter with a flavour capsule. In 2025, three-quarters of youth who smoked in the past 30 days in the US reported having smoked menthol or flavour capsule cigarettes, compared to around half or less in each of the other countries.

Smoked any menthol or capsule cigarettes in past 30 days

% 'YES', YOUTH AGED 16-19 WHO SMOKED IN PAST 30 DAYS, 2017-2025
CA: N=5,056; EN: N=8,276; US: N=5,266; NZ: N=426; AU: N=1,250



'YES' TO EITHER "IN THE PAST 30 DAYS, WERE ANY OF THE CIGARETTES YOU SMOKED FLAVOURED TO TASTE LIKE MENTHOL OR MINT?" OR "IN THE PAST 30 DAYS, DID ANY OF THE CIGARETTES YOU SMOKED HAVE A FILTER THAT YOU SQUEEZE OR CRUSH FOR FLAVOUR?"; 'DON'T KNOW' AND 'REFUSED' RESPONSES ARE EXCLUDED FROM DENOMINATOR

Use of flavoured e-cigarettes

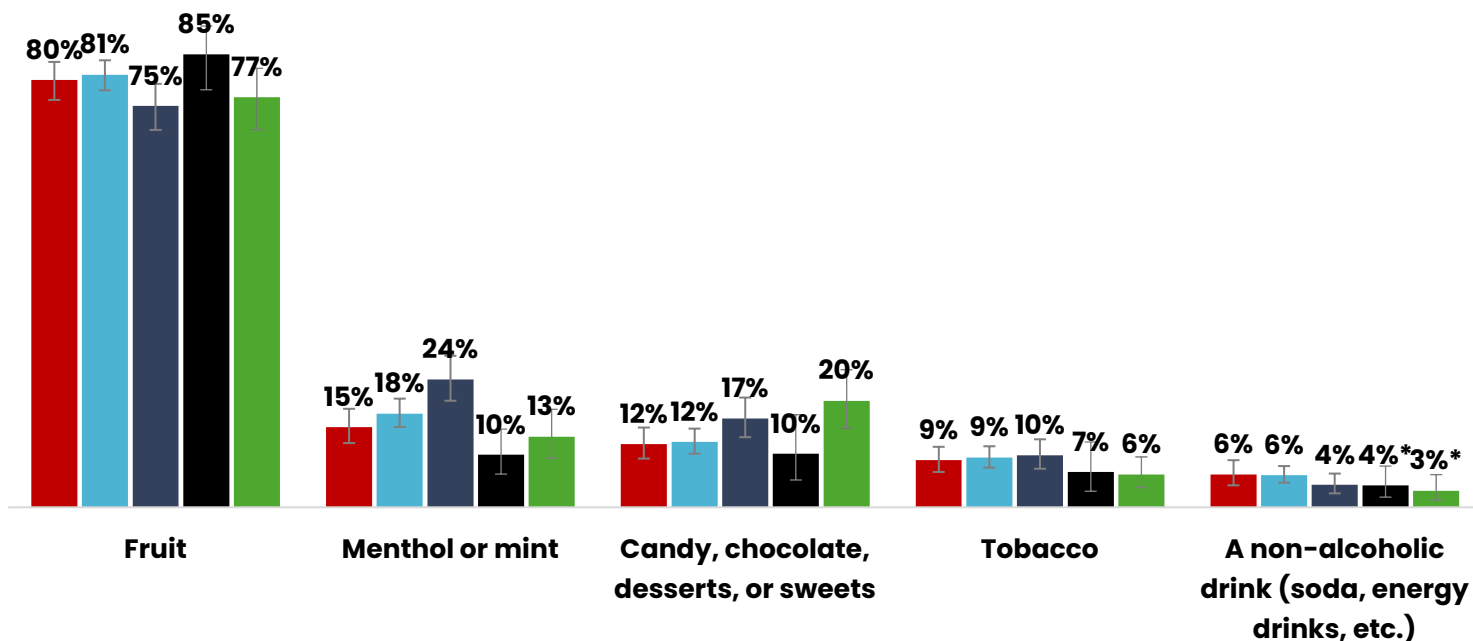
In 2025, fruit was the most popular usual flavour of e-cigarettes, used by more than three-quarters of youth who vaped in each country. Menthol or mint flavours were used most often by more than one-quarter of youth who vaped in the US, but were less prevalent in other countries. Sweet flavours were used most often by 10–20% of youth who vaped in all countries, and other flavour categories were each used by 10% or less.

Flavours used ‘most often’ in the past 30 days

YOUTH AGED 16–19 WHO VAPED IN PAST 30 DAYS, 2025

CA: N=679; EN: N=1,337; US: N=934; NZ: N=216; AU: N=437

■ Canada ■ England ■ US ■ New Zealand ■ Australia



“IN THE LAST 30 DAYS, WHICH OF THESE FLAVOURS DID YOU USE MOST OFTEN?” [SELECT ALL THAT APPLY], AMONG YOUTH WHO VAPED IN THE PAST 30 DAYS; REFUSED EXCLUDED FROM DENOMINATOR

Use of flavoured e-cigarettes

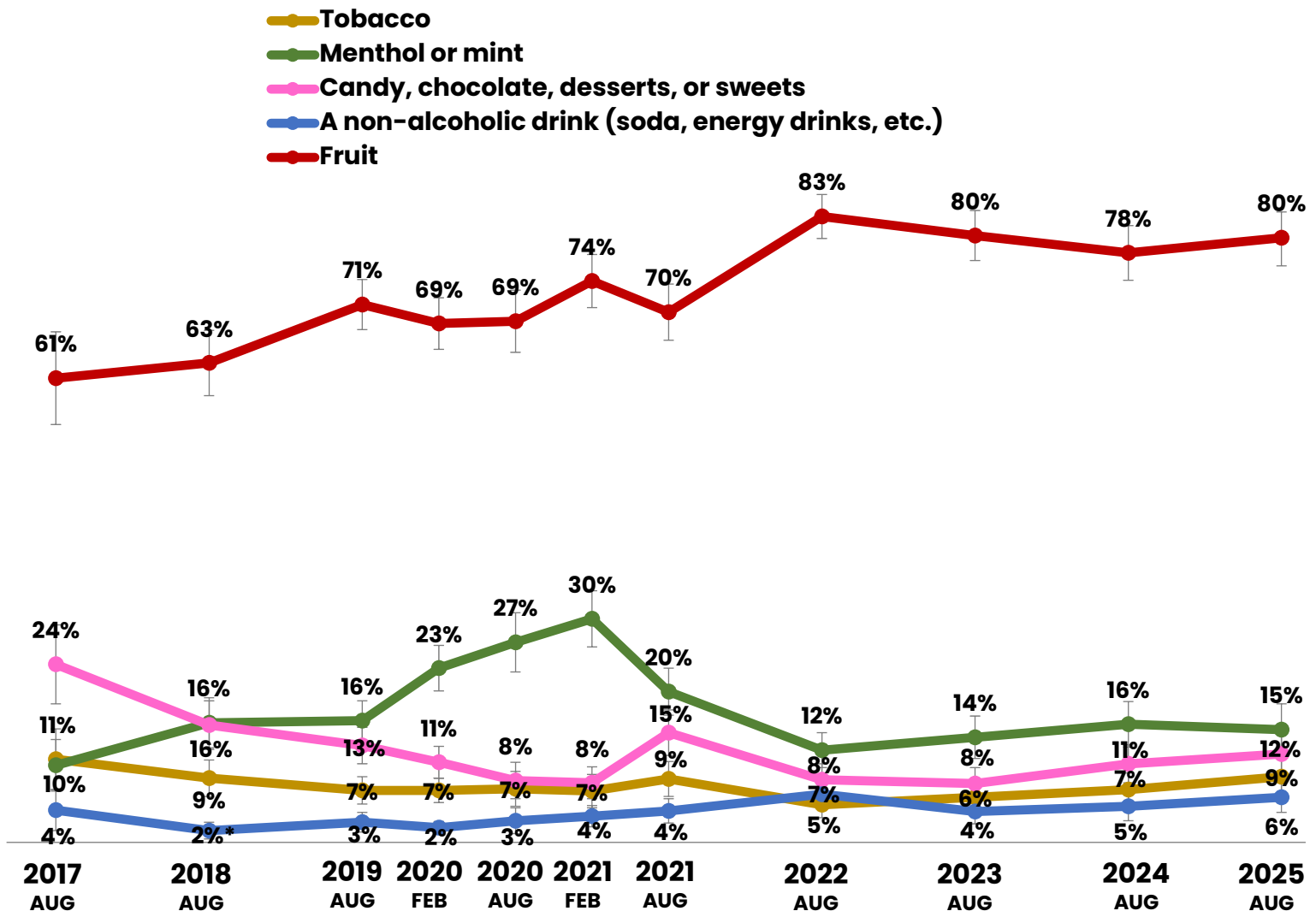
Canada

In Canada, fruit was the most popular usual flavour of e-cigarettes among youth who vaped in all years, and generally increased over time. Menthol or mint was the next most popular, peaking in 2021 before declining to previous levels. Usual use of tobacco flavour was rare.



Flavours used 'most often' in the past 30 days

YOUTH AGED 16-19 WHO VAPED IN PAST 30 DAYS, 2017-2025, CANADA N=7,883



*HIGH VARIABILITY OF ESTIMATE (CV>0.33)

"IN THE LAST 30 DAYS, WHICH OF THESE FLAVOURS DID YOU USE MOST OFTEN?" [SELECT ALL THAT APPLY], AMONG YOUTH WHO VAPED IN THE PAST 30 DAYS; REFUSED EXCLUDED FROM DENOMINATOR

Use of flavoured e-cigarettes

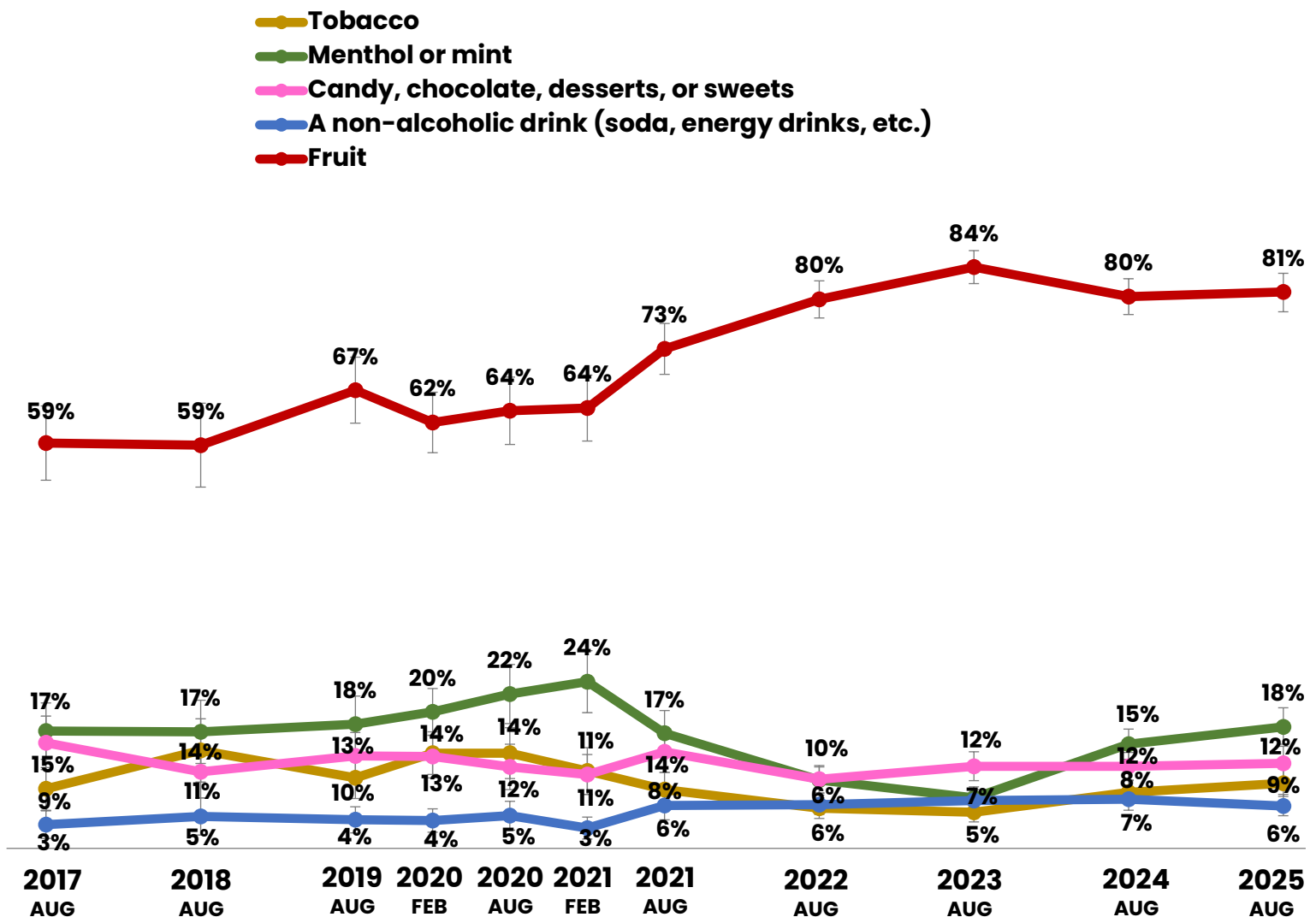
England

In England, fruit was the most popular usual flavour of e-cigarettes among youth who vaped in all years, increasing over time to 80% or more in recent years. In 2025, menthol or mint was the next most popular category, after peaking in 2021 and then dipping in 2022 and 2023.



Flavours used 'most often' in the past 30 days

YOUTH AGED 16-19 WHO VAPED IN PAST 30 DAYS, 2017-2025, ENGLAND N=8,721



"IN THE LAST 30 DAYS, WHICH OF THESE FLAVOURS DID YOU USE MOST OFTEN?" [SELECT ALL THAT APPLY], AMONG YOUTH WHO VAPED IN THE PAST 30 DAYS; REFUSED EXCLUDED FROM DENOMINATOR

Use of flavoured e-cigarettes

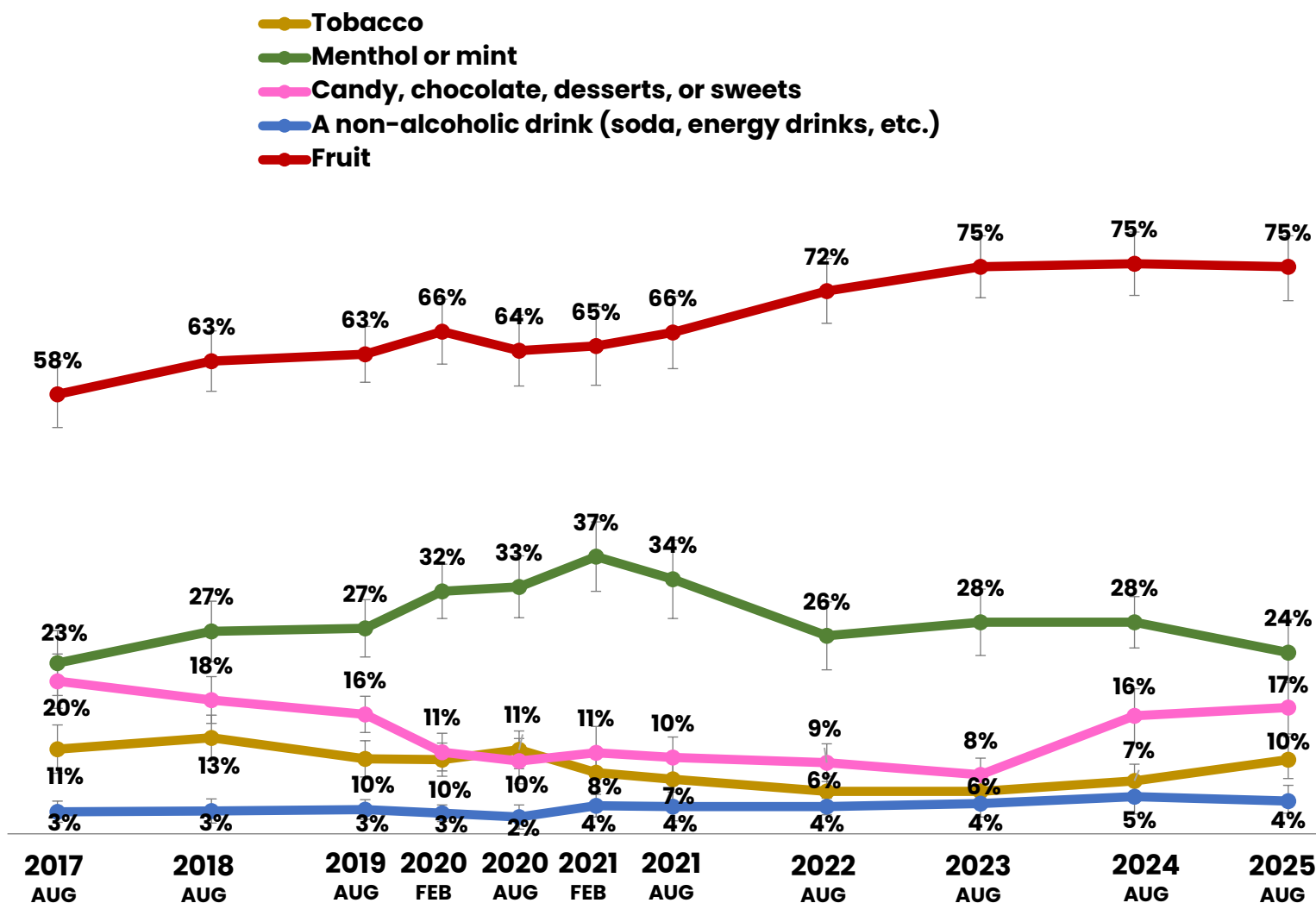
United States

In the US, fruit was the most popular usual flavour of e-cigarettes among youth who vaped in all years. Menthol or mint was used most often by approximately one in four youth who vaped in both 2017 and the most recent waves, but use peaked in early 2021 at 37%. Use of sweet flavours declined over time before ticking up in 2024 and 2025. Other flavour categories were uncommon.



Flavours used 'most often' in the past 30 days

YOUTH AGED 16-19 WHO VAPED IN PAST 30 DAYS, 2017-2025, US N=8,925



"IN THE LAST 30 DAYS, WHICH OF THESE FLAVOURS DID YOU USE MOST OFTEN?" [SELECT ALL THAT APPLY], AMONG YOUTH WHO VAPED IN THE PAST 30 DAYS; REFUSED EXCLUDED FROM DENOMINATOR

Use of flavoured e-cigarettes

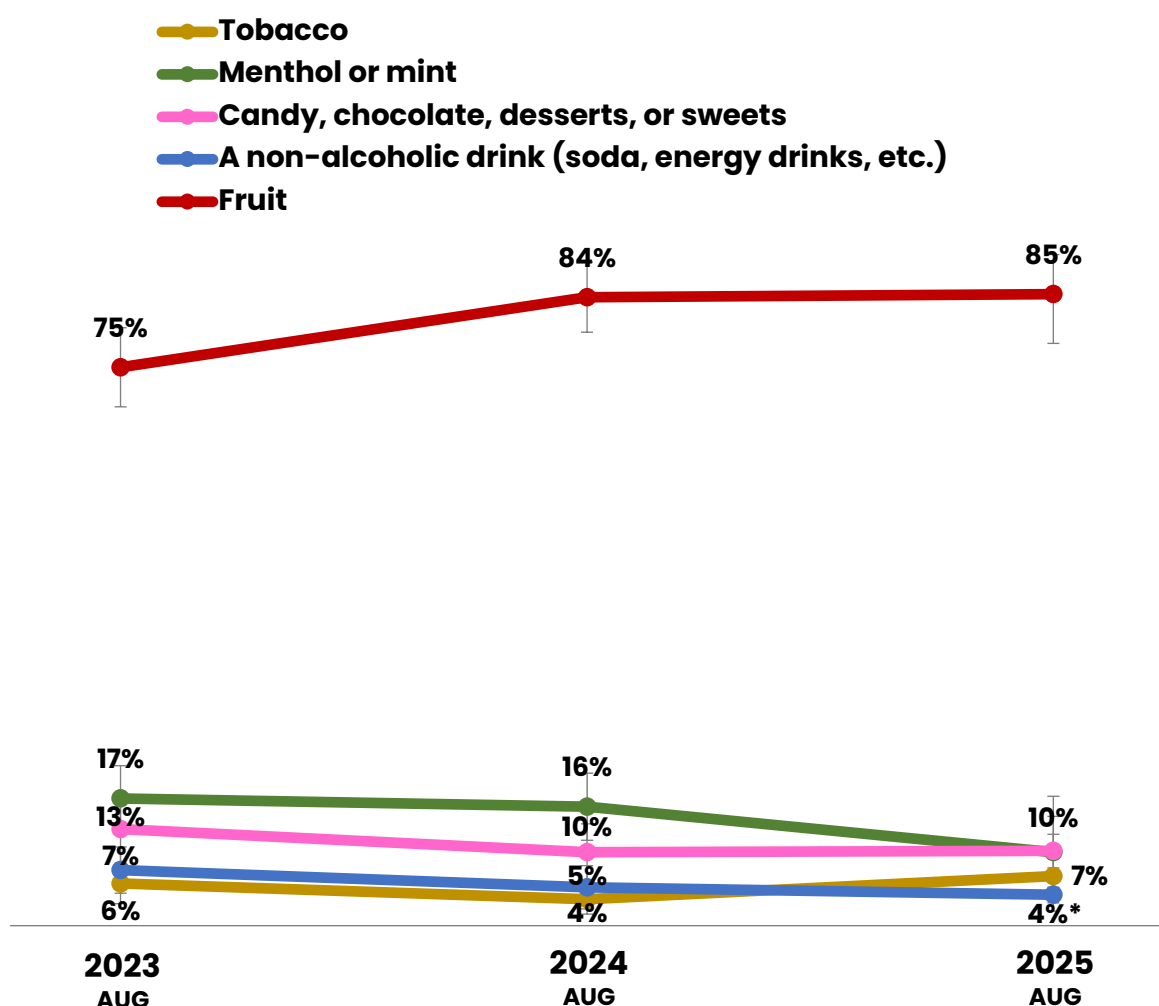
New Zealand

In New Zealand, fruit was by far the most popular usual flavour of e-cigarettes, used by 85% of youth who vaped in 2025. Menthol or mint and sweet flavours were the next most common categories, each used most often by one in ten youth who vaped. Other flavour categories were uncommon.



Flavours used 'most often' in the past 30 days

YOUTH AGED 16-19 WHO VAPED IN PAST 30 DAYS, 2023-2025, NZ N=862



"IN THE LAST 30 DAYS, WHICH OF THESE FLAVOURS DID YOU USE MOST OFTEN?" [SELECT ALL THAT APPLY], AMONG YOUTH WHO VAPED IN THE PAST 30 DAYS; REFUSED EXCLUDED FROM DENOMINATOR

Use of flavoured e-cigarettes

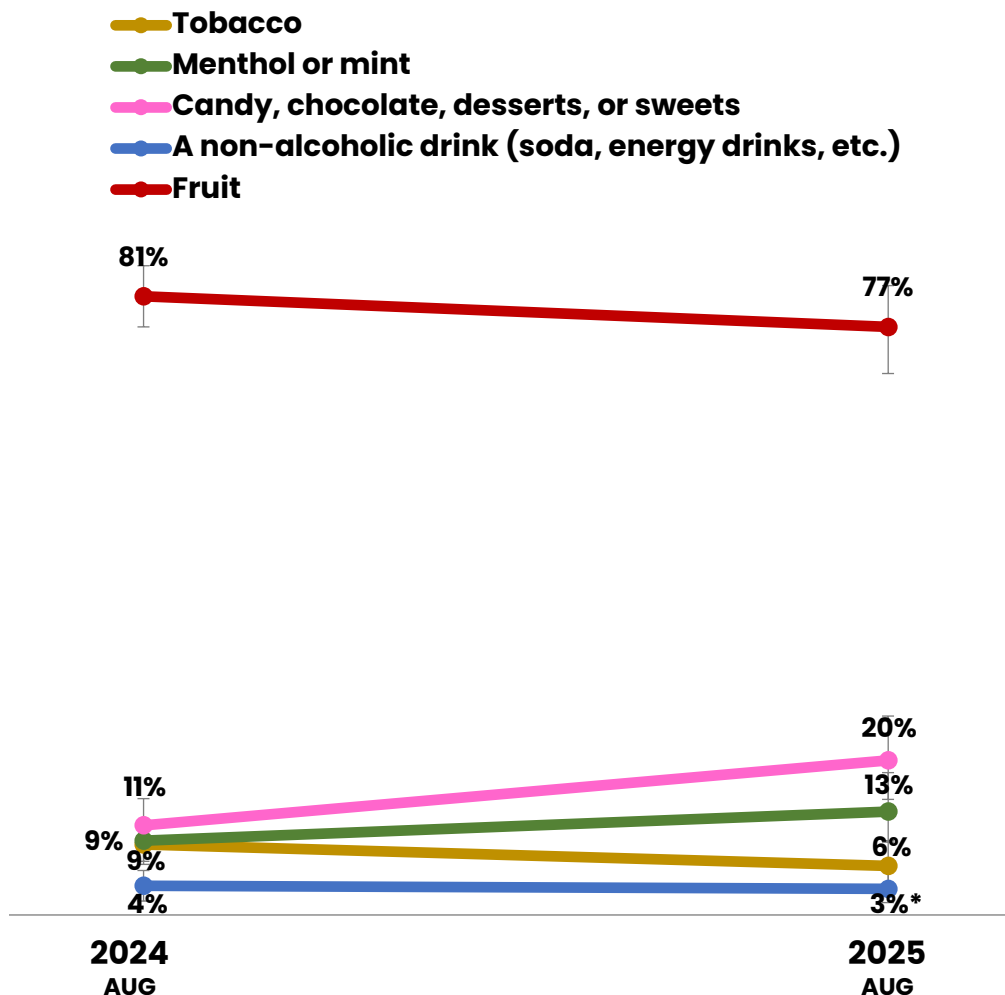
Australia

In Australia, fruit was the most popular usual flavour of e-cigarettes, used by more than three-quarters of youth who vaped in 2025. Sweet flavours were the next most common category at one in five youth who vaped in 2025, followed by menthol or mint. Other flavour categories were uncommon.



Flavours used 'most often' in the past 30 days

YOUTH AGED 16-19 WHO VAPED IN PAST 30 DAYS, 2024-2025, AUSTRALIA, N=1,047



"IN THE LAST 30 DAYS, WHICH OF THESE FLAVOURS DID YOU USE MOST OFTEN?" [SELECT ALL THAT APPLY], AMONG YOUTH WHO VAPED IN THE PAST 30 DAYS; REFUSED EXCLUDED FROM DENOMINATOR

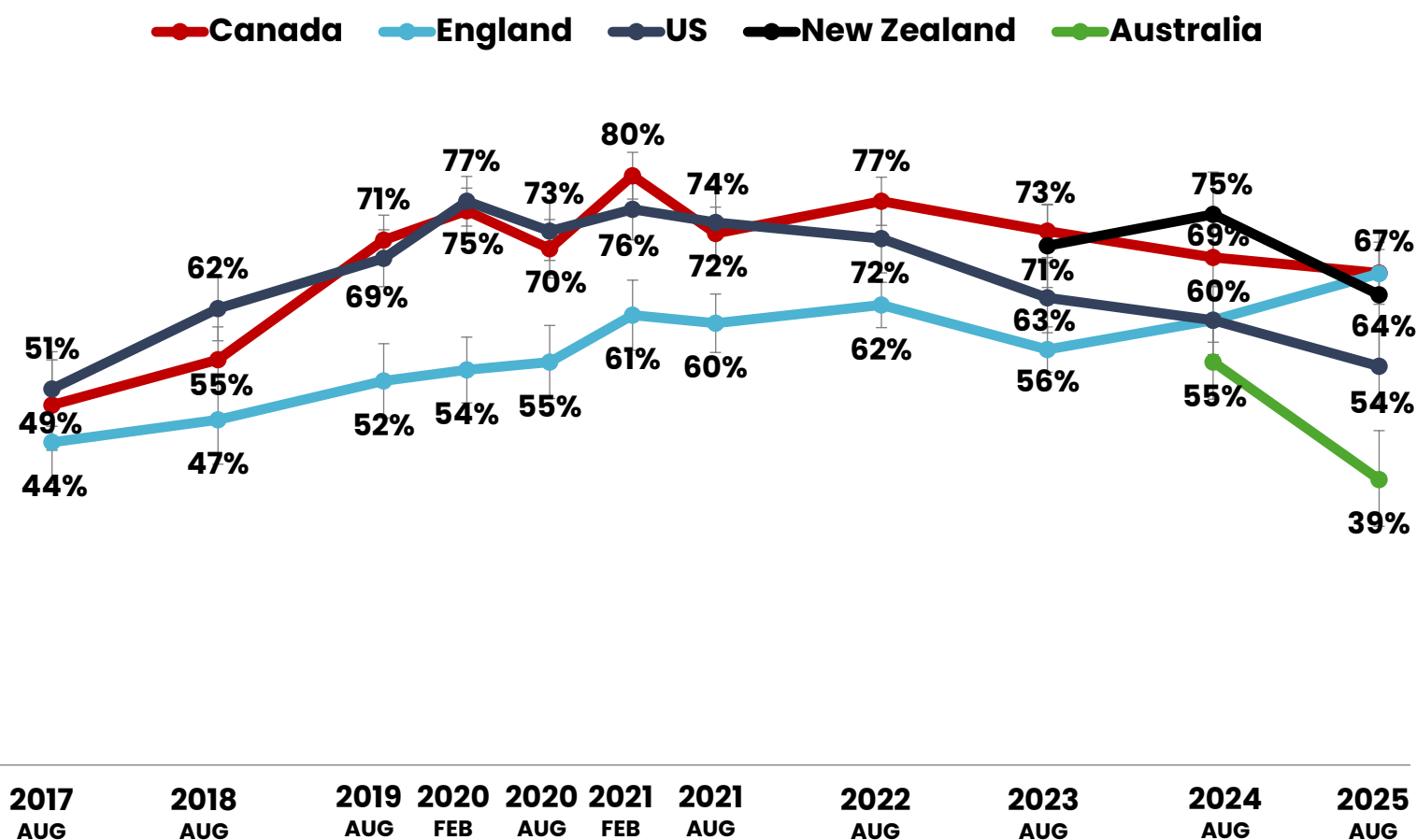
Nicotine in vaping products

Among youth who had vaped in the past 30 days, the proportion reporting that they currently used e-cigarettes that contained nicotine increased in Canada and the US between 2017 and early 2020, then leveled off before appearing to decrease in recent years. In England, the proportion reporting that they currently used nicotine e-cigarettes increased gradually from 2017 to early 2021, remaining at a similar level thereafter. In 2025, the majority of youth who vaped reported using e-cigarettes that contained nicotine in all countries except Australia.

Current use of nicotine among youth who vaped in the past 30 days

% 'YES' OR 'SOME', YOUTH AGED 16-19 WHO VAPED IN PAST 30 DAYS, 2017-2025

CA: N=7,121; EN: N=7,311; US: N=7,940; NZ: N=641; AU: N=609



"DO THE E-CIGARETTES, CARTRIDGES, PODS, OR E-LIQUIDS YOU CURRENTLY USE CONTAIN NICOTINE?" [YES; NO; SOME HAVE NICOTINE, SOME DO NOT; I DON'T KNOW; REFUSED], ASKED OF YOUTH WHO VAPED IN THE PAST 30 DAYS AND WHO EVER USED NICOTINE; % 'YES' OR 'SOME' REPORTED AMONG ALL YOUTH WHO VAPED IN THE PAST 30 DAYS [INCLUDING THOSE WHO HAD NEVER USED NICOTINE (OR DID NOT KNOW)]; REFUSED EXCLUDED FROM DENOMINATOR

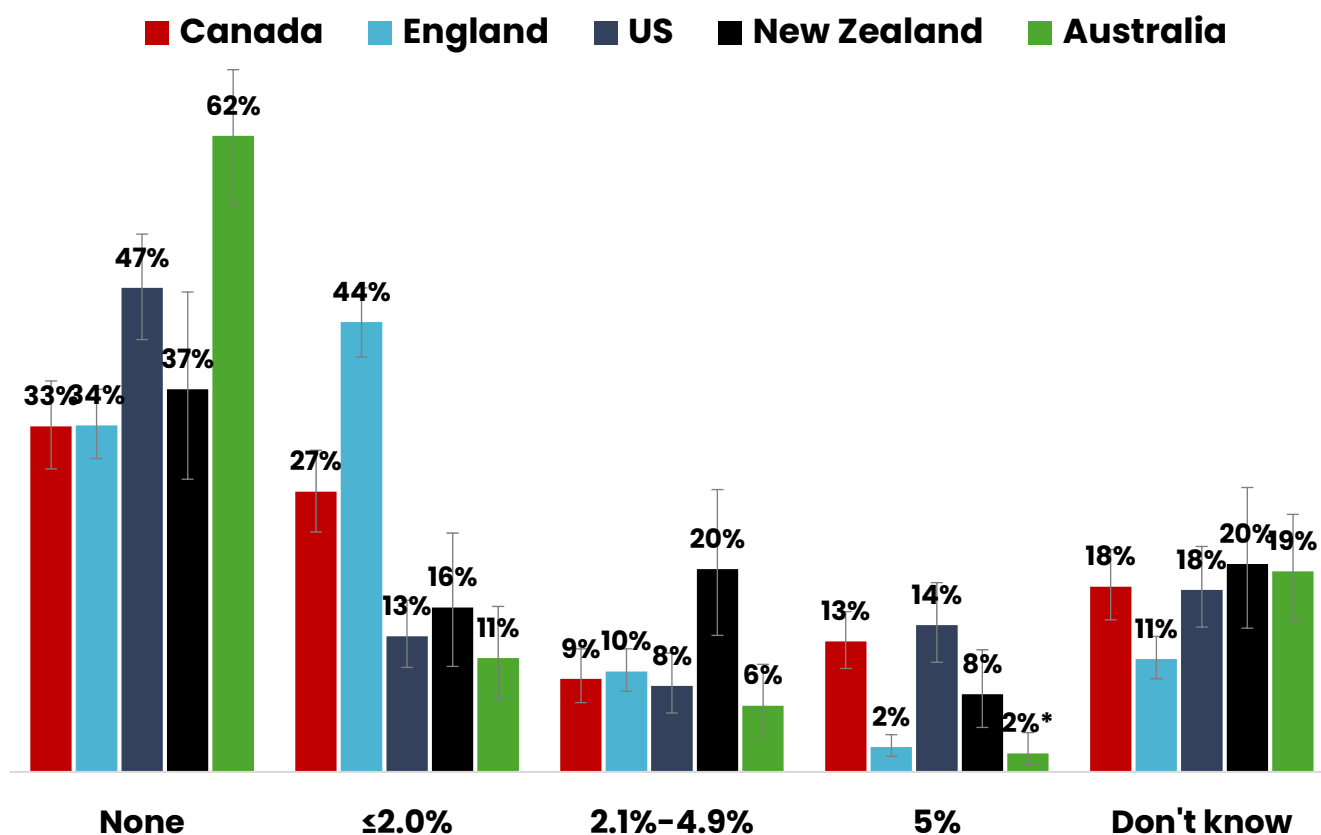
Nicotine in vaping products

In 2025, among youth who had vaped in the past 30 days, the proportion who reported using products with no nicotine varied by country, from one-third in Canada and England and nearly half in the US to over 60% in Australia. Use of products with a nicotine concentration of 2.0% or less was more common in England (at 44%) and Canada (at 27%) than other countries. Products with over 2.0% nicotine were more popular in New Zealand (at 20%) than other countries (10% or less). Nearly one in five youth who vaped did not know the nicotine concentration of the product(s) they used.

Nicotine concentration among youth who vaped in the past 30 days

YOUTH AGED 16–19 WHO VAPED IN PAST 30 DAYS, 2025

CA: N=674; EN: N=1,334; US: N=923; NZ: N=215; AU: N=437



"HOW MUCH NICOTINE DO THE E-CIGARETTES, CARTRIDGES, PODS, OR E-LIQUIDS YOU CURRENTLY USE CONTAIN?"
[RESPONSE RANGES IN MG/ML OR %; I DON'T KNOW; REFUSED], ASKED OF YOUTH WHO VAPED IN THE PAST 30 DAYS AND WHO USUALLY USED NICOTINE; CONCENTRATION REPORTED AMONG ALL YOUTH WHO VAPED IN THE PAST 30 DAYS [INCLUDING THOSE WHO DID NOT USE NICOTINE (OR DID NOT KNOW)]; REFUSED EXCLUDED FROM DENOMINATOR

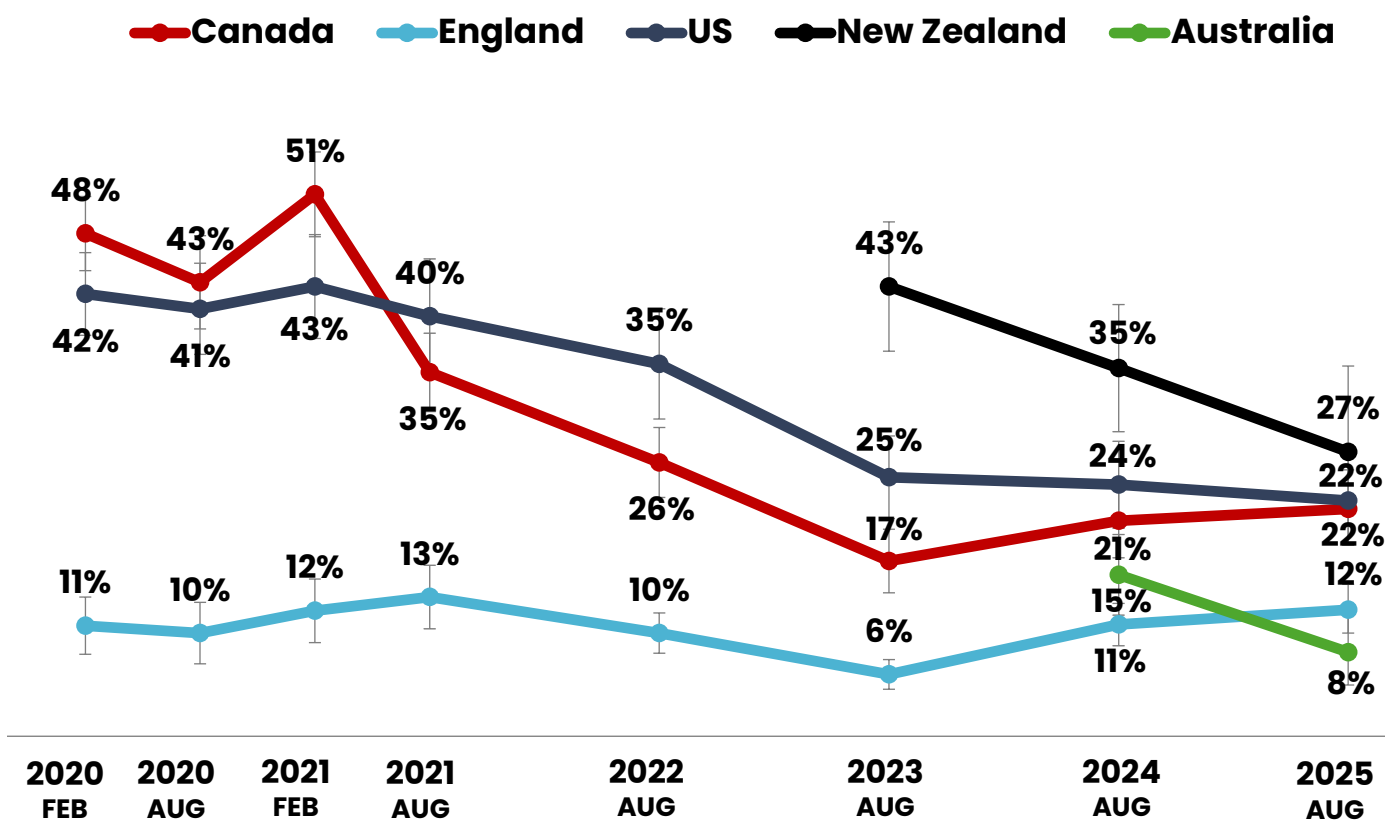
Nicotine in vaping products

In Canada, the proportion of youth who vaped that reported using products with a nicotine concentration higher than 20mg/mL was near half prior to the July 2021 implementation of the federal *Nicotine Concentration in Vaping Products Regulations*, which set a maximum nicotine concentration of 20 mg/mL. After the limit was implemented, this proportion decreased immediately to approximately one-third, and has since declined further. England, which also limits nicotine concentration to 20 mg/mL, had consistently low prevalence of use (~10%) above this level. In the US, there was little change until a decrease in 2023 that has been maintained. New Zealand had the greatest proportion using higher-nicotine products in 2025, at more than one-quarter, despite decreasing in recent years.

Nicotine concentration >2% / 20mg/mL

YOUTH AGED 16-19 WHO VAPED IN PAST 30 DAYS, 2020-2025

CA: N=6,055; EN: N=7,531; US: N=6,910; NZ: N=856; AU: N=1,045



"HOW MUCH NICOTINE DO THE E-CIGARETTES, CARTRIDGES, PODS, OR E-LIQUIDS YOU CURRENTLY USE CONTAIN?"
[RESPONSE RANGES IN MG/ML OR %; I DON'T KNOW; REFUSED], ASKED OF YOUTH WHO VAPED IN THE PAST 30 DAYS
AND WHO USUALLY USED NICOTINE; CONCENTRATION REPORTED AMONG ALL YOUTH WHO VAPED IN THE PAST 30 DAYS
[INCLUDING THOSE WHO DID NOT USE NICOTINE (OR DID NOT KNOW)]; REFUSED EXCLUDED FROM DENOMINATOR

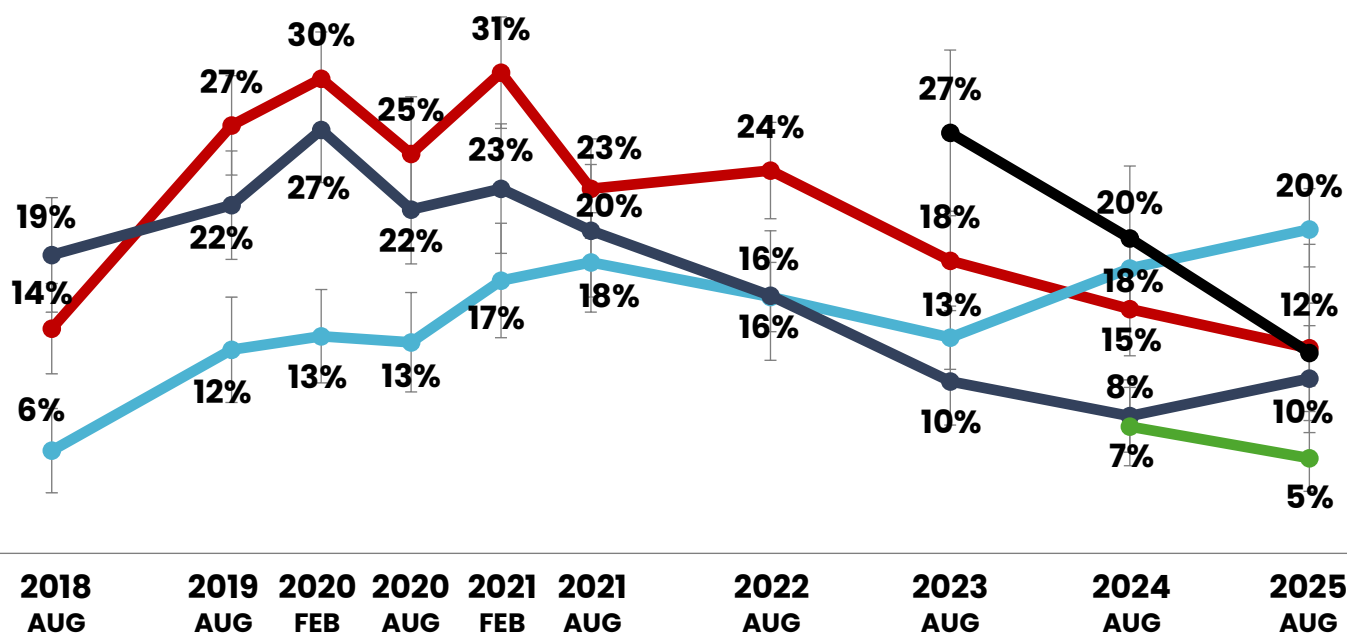
Nicotine in vaping products

Among youth who vaped in the past 30 days, the proportion who reported currently using a product that contained nicotine salts increased in Canada and the US between 2018 and early 2020, and since then decreased somewhat in Canada and more so in the US. In England, fewer youth who vaped reported using nicotine salts in 2018, but this proportion increased steadily until 2021 before levelling off and then increasing further in recent waves to one in five. In New Zealand, a substantial but decreasing proportion of youth who vaped used nicotine salt products, in years with available data. Few youth Australia reported using a nicotine salt vaping product.

Use of a nicotine salt vaping product

% 'YES', YOUTH AGED 16-19 WHO VAPED IN PAST 30 DAYS, 2018-2025
CA: N=7,545; EN: N=8,366; US: N=8,445; NZ: N=863; AU: N=1,047

—●— Canada —●— England —●— US —●— New Zealand —●— Australia



"DO THE E-CIGARETTES, CARTRIDGES, PODS, OR E-LIQUIDS YOU CURRENTLY USE CONTAIN NICOTINE SALTS?" [YES; NO; I DON'T KNOW IF THEY CONTAIN NICOTINE SALT OR NOT; REFUSED], ASKED OF YOUTH WHO VAPED IN THE PAST 30 DAYS AND WHO USUALLY USED NICOTINE AND HAD HEARD OF NICOTINE SALTS; REPORTED AMONG ALL YOUTH WHO VAPED IN THE PAST 30 DAYS [INCLUDING THOSE WHO DID NOT USE NICOTINE (OR DID NOT KNOW) AND THOSE WHO HAD NOT HEARD OF NICOTINE SALTS (OR DID NOT KNOW)]; REFUSED EXCLUDED FROM DENOMINATOR

E-cigarette brands

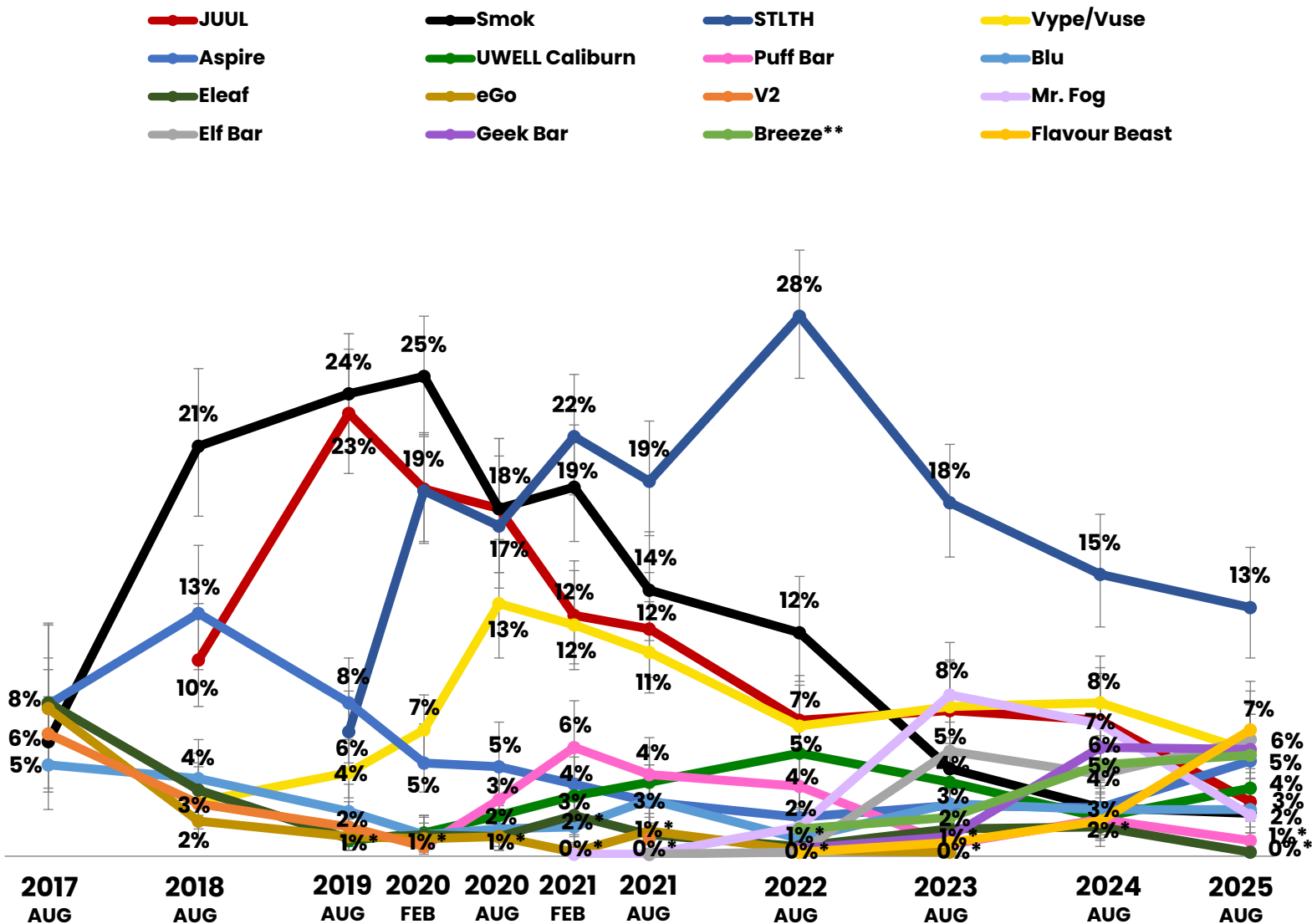
Canada

In Canada, among youth who vaped in the past 30 days, usual use of popular brands Smok and JUUL declined after 2020, while STLTH increased to become the most popular brand from 2021 onward. However, STLTH has also decreased in recent waves as other brands have entered the market.



E-cigarette brand used 'most often'

TOP 5 BRANDS IN EACH WAVE REPORTED BY YOUTH AGED 16-19 WHO VAPED IN PAST 30 DAYS, 2017-2025, CANADA, N=7,866



*HIGH VARIABILITY OF ESTIMATE (CV>0.33)

"WHAT SPECIFIC BRAND OF E-CIGARETTE/VAPING DEVICE DO YOU CURRENTLY USE MOST OFTEN?" SELECT FROM COUNTRY-SPECIFIC PRE-CODED LIST, INCLUDING OPTIONS FOR 'OTHER', 'NO USUAL BRAND', 'DON'T KNOW' AND 'REFUSED'; REFUSALS EXCLUDED FROM THE DENOMINATOR

E-cigarette brands

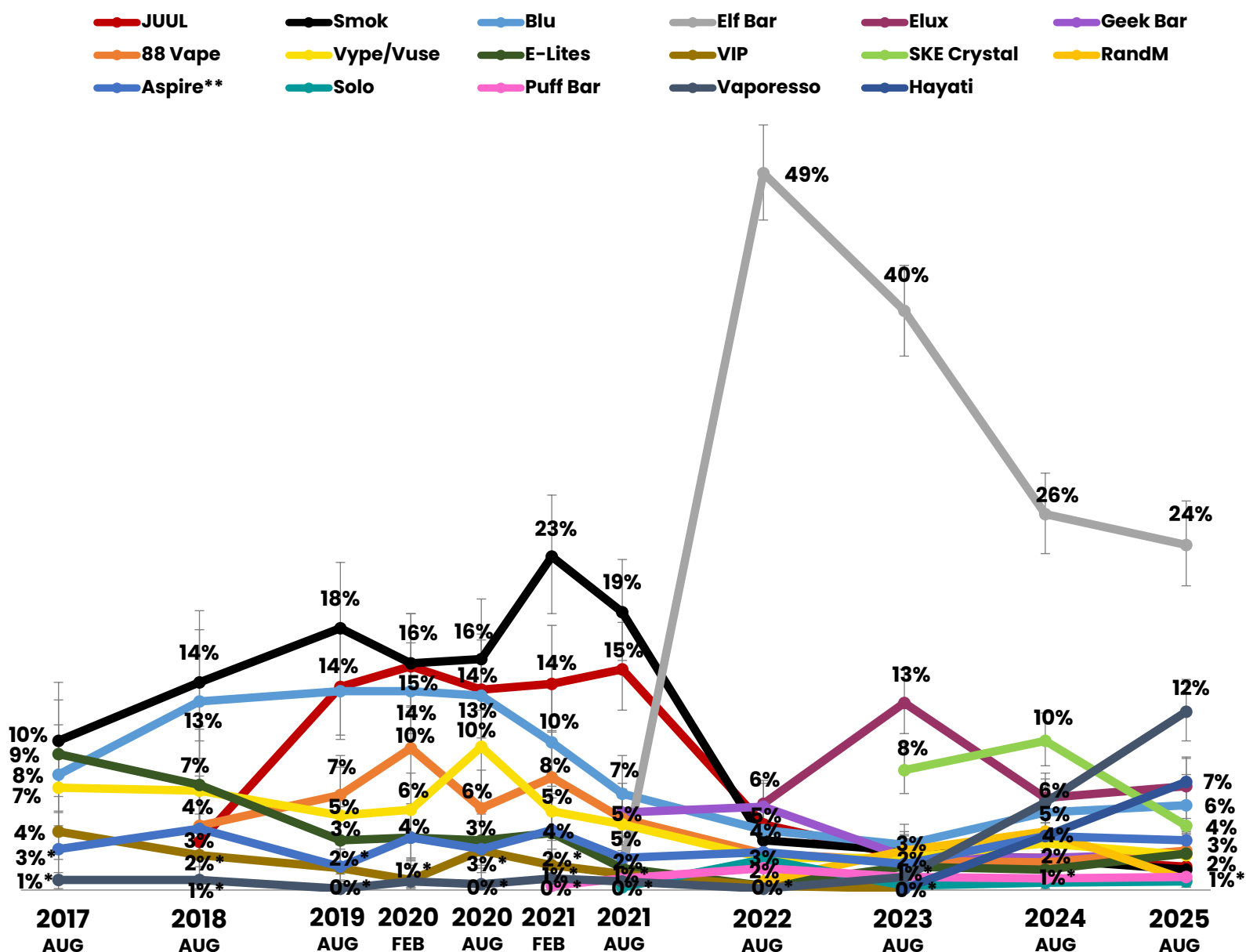
England

In England, Smok, JUUL, and blu were the brands used most often in many earlier waves, but their use decreased sharply after 2021, while Elf Bar increased exponentially to nearly half of youth who vaped in 2022-23, falling to one-quarter in 2024-25.



E-cigarette brand used 'most often'

TOP 5 BRANDS IN EACH WAVE REPORTED BY YOUTH AGED 16-19 WHO VAPED IN PAST 30 DAYS, 2017-2025, ENGLAND, N=8,708



**Including Breeze for Waves 3 to 5

*HIGH VARIABILITY OF ESTIMATE (CV>0.33)

"WHAT SPECIFIC BRAND OF E-CIGARETTE/VAPING DEVICE DO YOU CURRENTLY USE MOST OFTEN?" SELECT FROM COUNTRY-SPECIFIC PRE-CODED LIST, INCLUDING OPTIONS FOR 'OTHER', 'NO USUAL BRAND', 'DON'T KNOW' AND 'REFUSED'; REFUSALS EXCLUDED FROM THE DENOMINATOR

E-cigarette brands

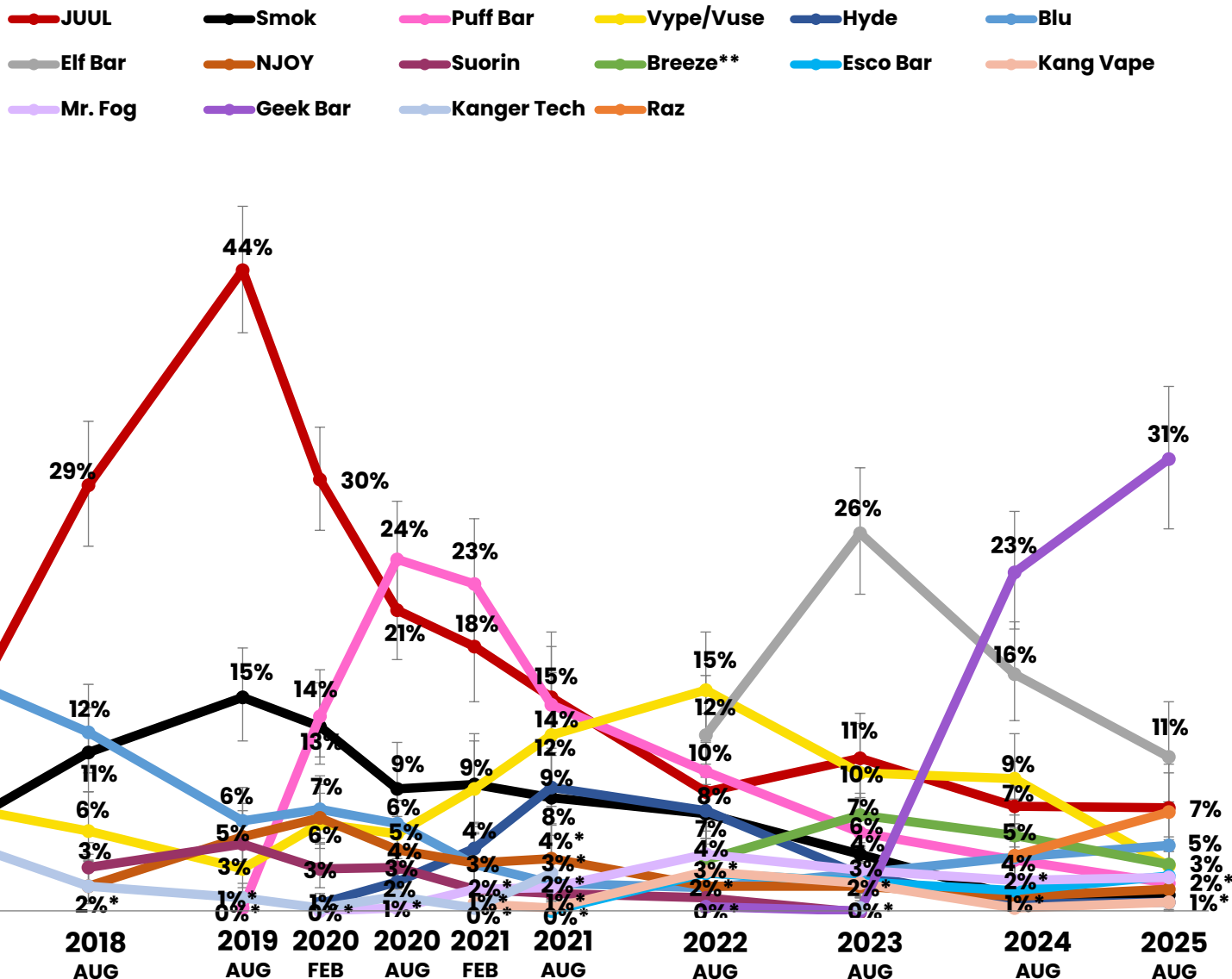
United States

Since 2017, several brands have followed the pattern of rapidly gaining popularity to a peak before dropping off. The first was JUUL, which peaked in 2019 as the brand used most often by nearly half of youth who vaped, followed by Puff Bar reaching one-quarter in late 2020. Elf Bar became the most popular brand in 2023, and Geek Bar emerged as the most common in 2024, with further gains in 2025.



E-cigarette brand used 'most often'

TOP 5 BRANDS IN EACH WAVE REPORTED BY YOUTH AGED 16-19 WHO VAPED IN PAST 30 DAYS, 2017-2025, US, N=8,906



**Including Breeze Pro or Breeze Plus

*HIGH VARIABILITY OF ESTIMATE (CV>0.33)

"WHAT SPECIFIC BRAND OF E-CIGARETTE/VAPING DEVICE DO YOU CURRENTLY USE MOST OFTEN?" SELECT FROM COUNTRY-SPECIFIC PRE-CODED LIST, INCLUDING OPTIONS FOR 'OTHER', 'NO USUAL BRAND', 'DON'T KNOW' AND 'REFUSED'; REFUSALS EXCLUDED FROM THE DENOMINATOR

E-cigarette brands

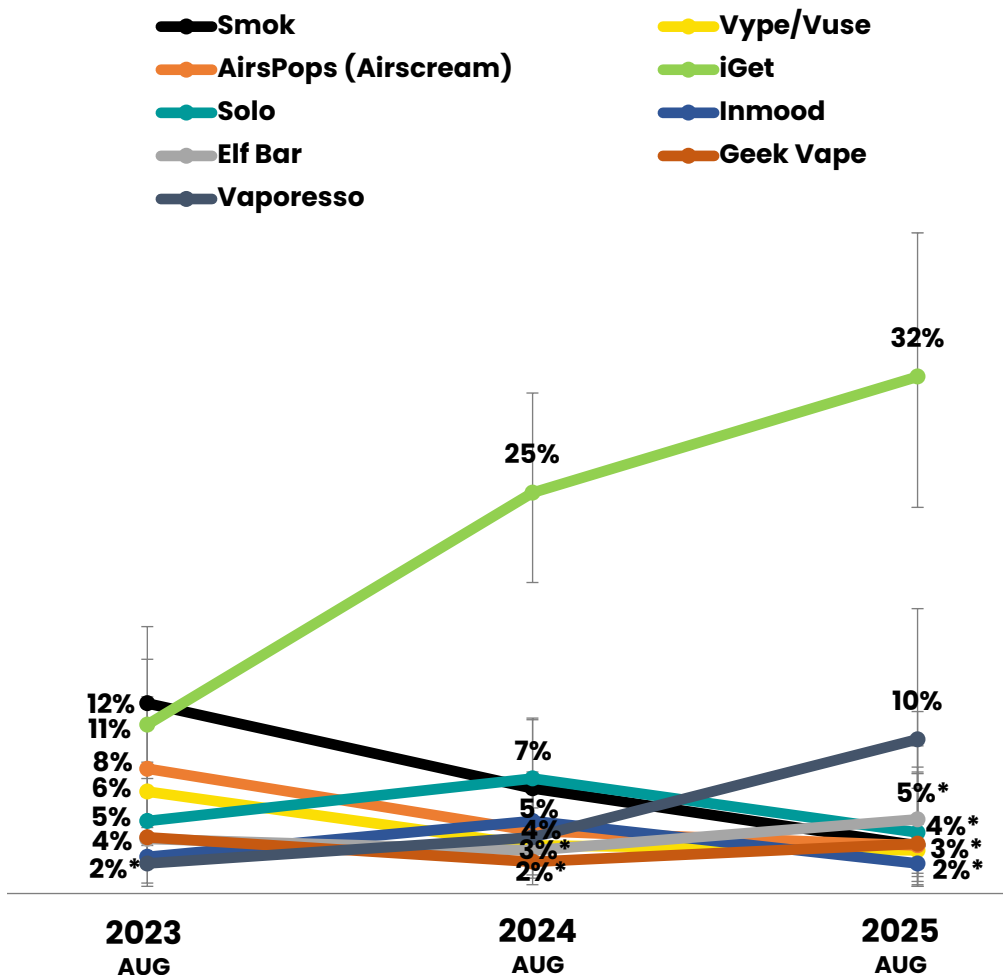
New Zealand

In 2025, one-third of youth who vaped in the past 30 days in New Zealand reported using the brand Iget 'most often', nearly triple the proportion observed in 2023. Vaporesso was selected by one in ten youth who vaped in 2025, while all other brands were chosen by 5% or fewer.



E-cigarette brand used 'most often'

TOP BRANDS IN EACH WAVE REPORTED BY YOUTH AGED 16-19 WHO VAPED IN PAST 30, 2023-2025, NZ, N=860



*HIGH VARIABILITY OF ESTIMATE (CV>0.33)

"WHAT SPECIFIC BRAND OF E-CIGARETTE/VAPING DEVICE DO YOU CURRENTLY USE MOST OFTEN?"
SELECT FROM COUNTRY-SPECIFIC PRE-CODED LIST, INCLUDING OPTIONS FOR 'OTHER', 'NO USUAL BRAND', 'DON'T KNOW' AND 'REFUSED'; REFUSALS EXCLUDED FROM THE DENOMINATOR

E-cigarette brands

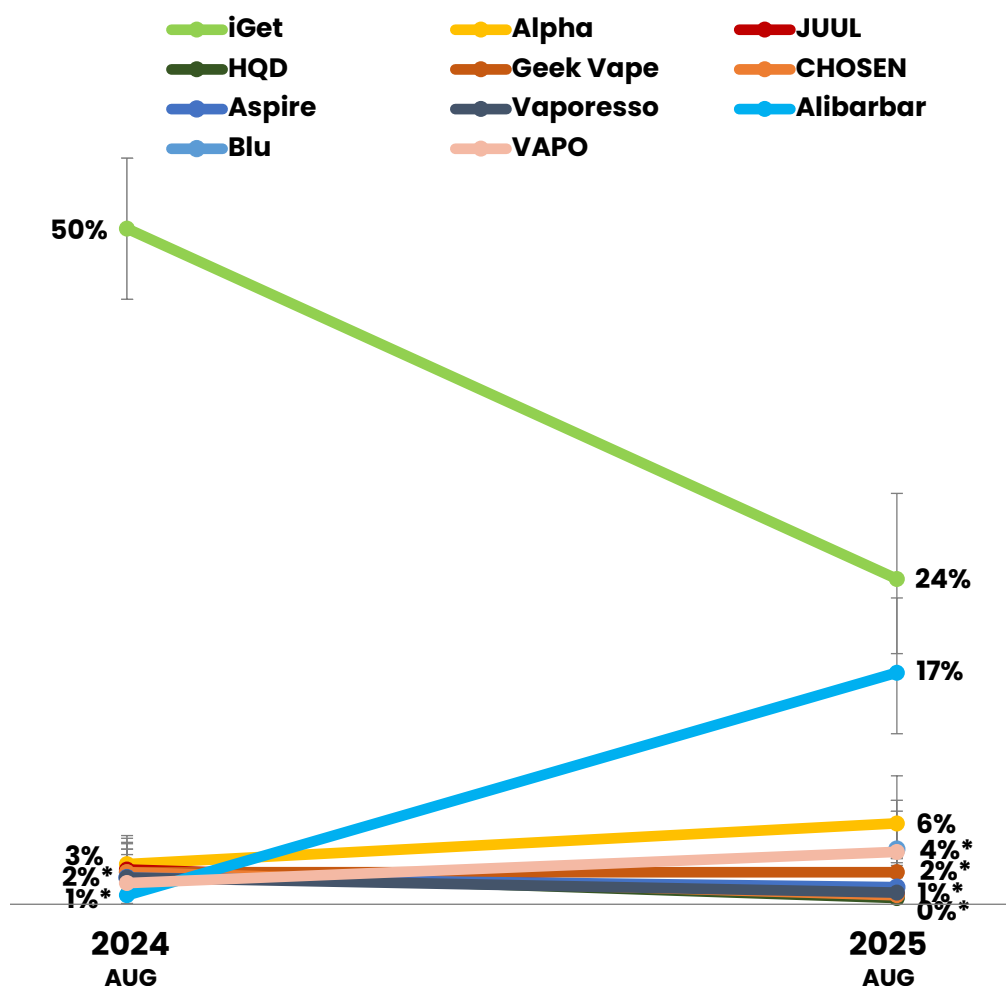
Australia

In 2025, one-quarter of youth who vaped in the past 30 days in Australia reported Iget as the brand they used 'most often', down from half in 2024. Alibarbar was selected by nearly one in five in 2025, after being rarely cited in 2024. No other brands were frequently chosen in either year.



E-cigarette brand used 'most often'

TOP BRANDS IN EACH WAVE REPORTED BY YOUTH AGED 16-19 WHO VAPED IN PAST 30 DAYS, 2024-2025, AUSTRALIA, N=1,050



*HIGH VARIABILITY OF ESTIMATE (CV>0.33)

"WHAT SPECIFIC BRAND OF E-CIGARETTE/VAPING DEVICE DO YOU CURRENTLY USE MOST OFTEN?"
SELECT FROM COUNTRY-SPECIFIC PRE-CODED LIST, INCLUDING OPTIONS FOR 'OTHER', 'NO USUAL BRAND', 'DON'T KNOW' AND 'REFUSED'; REFUSALS EXCLUDED FROM THE DENOMINATOR

E-cigarette devices

Canada

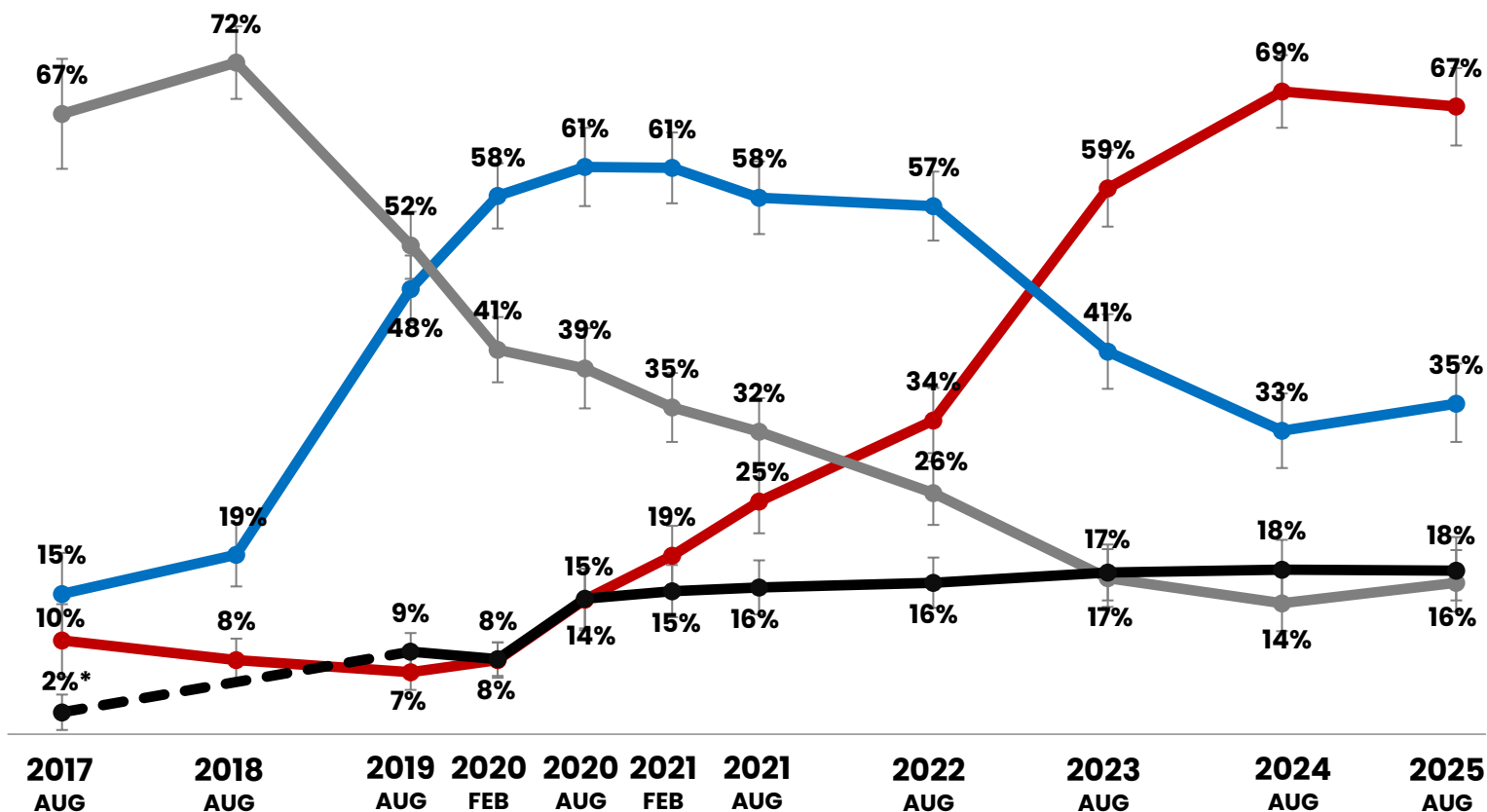
In Canada, refillable tank devices were used 'most often' by the majority of youth who vaped in 2017 and 2018, declining over time to become the least popular device type since 2022. Cartridge/pod devices increased drastically to become the most popular device type from 2020 to 2022 but have decreased in recent waves as disposables have rapidly increased to become the most popular device type since 2023.



Type of vaping device used most often

YOUTH AGED 16-19 WHO VAPED IN PAST 30 DAYS, 2017-2025, CANADA N=7,853

— Disposable — Cartridge/pod — Refillable tank — Multiple products



*HIGH VARIABILITY OF ESTIMATE (CV>0.33).

"WHICH OF THE FOLLOWING TYPES OF E-CIGARETTES/ VAPING DEVICES DO YOU CURRENTLY USE MOST OFTEN?" [DISPOSABLE (NOT RECHARGEABLE) E-CIGARETTE/VAPING DEVICE; E-CIGARETTE/VAPING DEVICE WITH REPLACEABLE PRE-FILLED CARTRIDGES OR PODS; E-CIGARETTE/VAPING DEVICE WITH A TANK THAT YOU FILL WITH LIQUID; DON'T KNOW; REFUSED]; RESPONDENTS COULD SELECT MORE THAN ONE RESPONSE, EXCEPT IN WAVE 2 (2018); PERCENTAGES WITHIN COUNTRY MAY NOT ADD TO 100. THOSE WHO SELECTED MORE THAN ONE TYPE ARE INCLUDED IN MORE THAN ONE GROUP.

E-cigarette devices

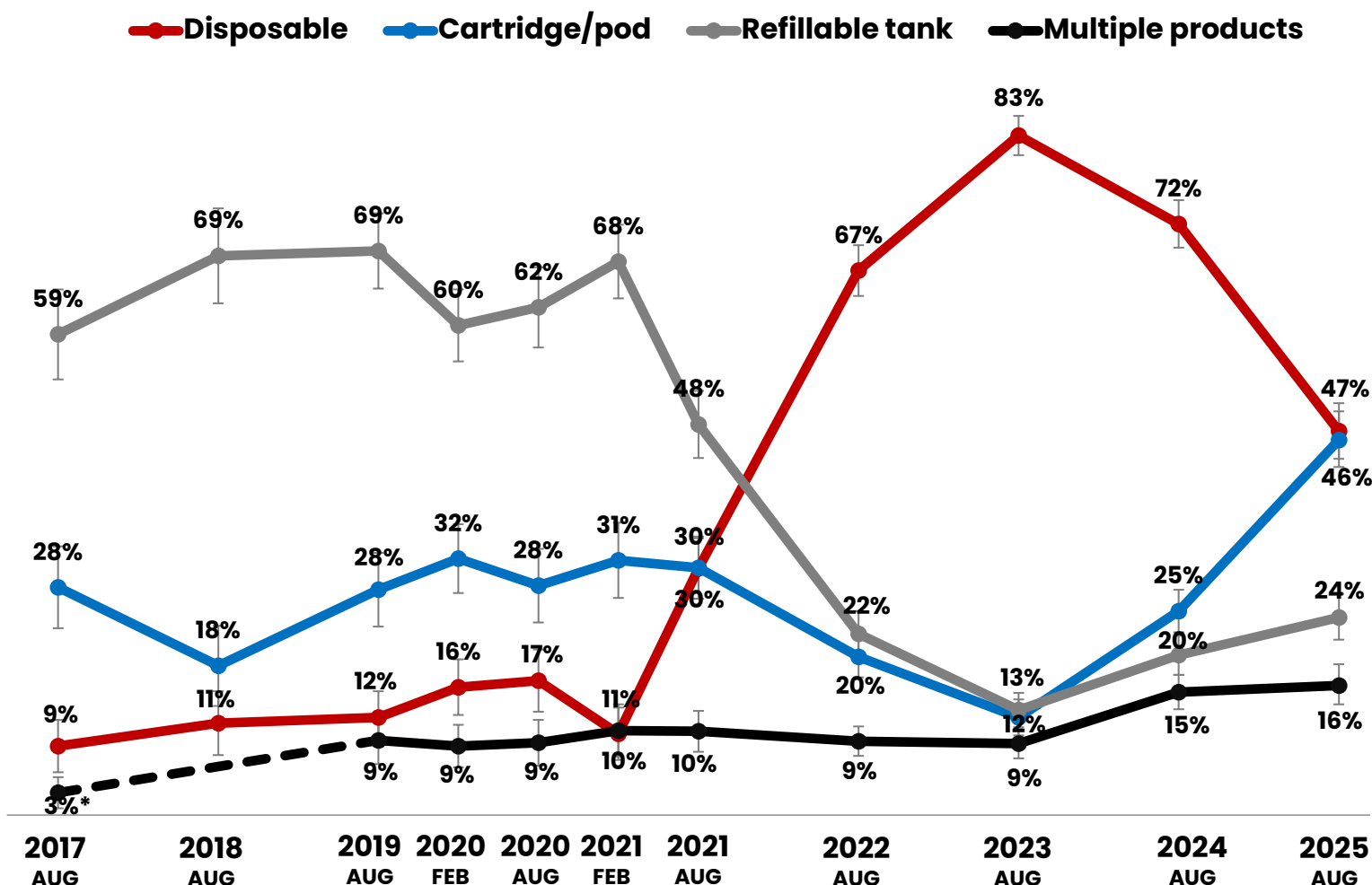
England

In England, refillable tanks were used by the majority of youth who vaped until early 2021, after which their use fell sharply. Conversely, usual use of disposable devices was low until early 2021, and then increased drastically to be used by most youth who vaped from 2022 through 2024, but dropped to near half in 2025. Cartridge/pod devices were generally less variable over time, but increased in 2025 to be used 'most often' by nearly half of youth who vaped.



Type of vaping device used most often

YOUTH AGED 16-19 WHO VAPED IN PAST 30 DAYS, 2017-2025, ENGLAND N=8,707



*HIGH VARIABILITY OF ESTIMATE (CV>0.33).

"WHICH OF THE FOLLOWING TYPES OF E-CIGARETTES/ VAPING DEVICES DO YOU CURRENTLY USE MOST OFTEN?" [DISPOSABLE (NOT REFILLABLE OR RECHARGEABLE) E-CIGARETTE/VAPING DEVICE; E-CIGARETTE/VAPING DEVICE WITH REPLACEABLE PRE-FILLED CARTRIDGES OR PODS; E-CIGARETTE/VAPING DEVICE WITH A TANK THAT YOU FILL WITH LIQUID; DON'T KNOW; REFUSED]; RESPONDENTS COULD SELECT MORE THAN ONE RESPONSE, EXCEPT IN WAVE 2 (2018); PERCENTAGES WITHIN COUNTRY MAY NOT ADD TO 100. THOSE WHO SELECTED MORE THAN ONE TYPE ARE INCLUDED IN MORE THAN ONE GROUP.

E-cigarette devices

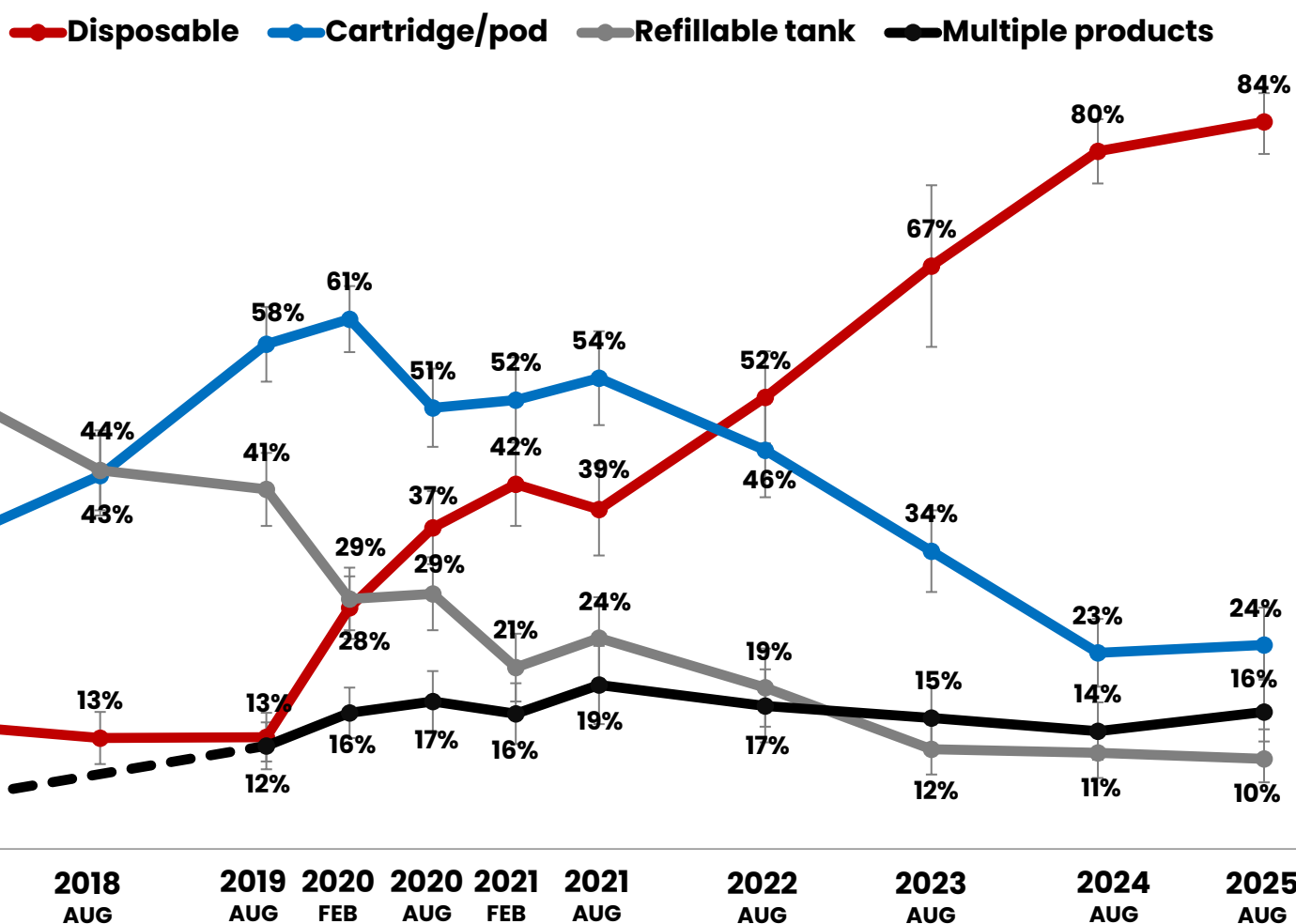
United States

In the US, cartridge/pod devices increased to become the most popular device type in 2019, used by over half of youth who vaped until 2022, when their popularity was overtaken by disposable devices, which have increased steadily since 2019. Refillable tanks were used 'most often' by the majority of youth who vaped in 2017, but declined steadily over time to be used by just one in ten in the most recent waves.



Type of vaping device used most often

YOUTH AGED 16-19 WHO VAPED IN PAST 30 DAYS, 2017-2025, US N=8,903



"WHICH OF THE FOLLOWING TYPES OF E-CIGARETTES/ VAPING DEVICES DO YOU CURRENTLY USE MOST OFTEN?"
 [DISPOSABLE (NOT REFIILLABLE OR RECHARGEABLE) E-CIGARETTE/VAPING DEVICE; E-CIGARETTE/VAPING DEVICE WITH REPLACEABLE PRE-FILLED CARTRIDGES OR PODS; E-CIGARETTE/VAPING DEVICE WITH A TANK THAT YOU FILL WITH LIQUID; DON'T KNOW; REFUSED]; RESPONDENTS COULD SELECT MORE THAN ONE RESPONSE, EXCEPT IN WAVE 2 (2018); PERCENTAGES WITHIN COUNTRY MAY NOT ADD TO 100. THOSE WHO SELECTED MORE THAN ONE TYPE ARE INCLUDED IN MORE THAN ONE GROUP.

E-cigarette devices

New Zealand

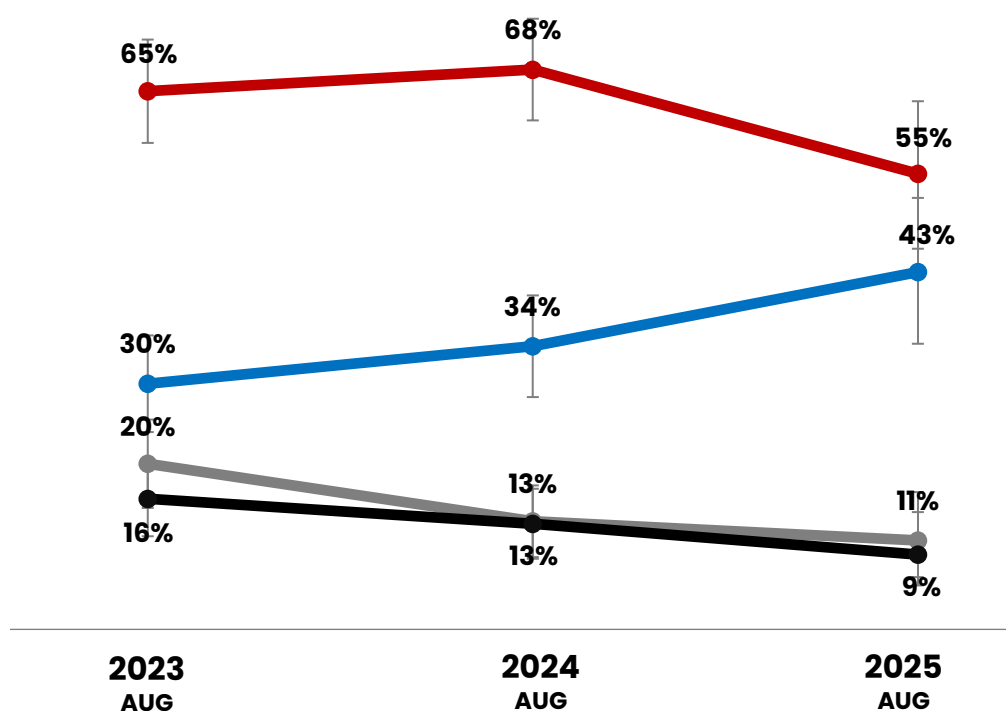
In 2025, disposable devices were used 'most often' by over half of youth who vaped in the past 30 days in New Zealand, compared to approximately two-thirds in 2023 and 2024. Cartridge/pod devices were used by 43% in 2025, compared to approximately one-third in previous waves. Refillable tanks were less popular, appearing to steadily decline to one in ten youth who vaped in 2025.



Type of vaping device used most often

YOUTH AGED 16-19 WHO VAPED IN PAST 30 DAYS, 2023-2025, NZ N=861

— Disposable — Cartridge/pod — Refillable tank — Multiple products



"WHICH OF THE FOLLOWING TYPES OF E-CIGARETTES/ VAPING DEVICES DO YOU CURRENTLY USE MOST OFTEN?"
[DISPOSABLE (NOT REFIILLABLE OR RECHARGEABLE) E-CIGARETTE/VAPING DEVICE; E-CIGARETTE/VAPING DEVICE WITH REPLACEABLE PRE-FILLED CARTRIDGES OR PODS; E-CIGARETTE/VAPING DEVICE WITH A TANK THAT YOU FILL WITH LIQUID; DON'T KNOW; REFUSED]; RESPONDENTS COULD SELECT MORE THAN ONE RESPONSE; PERCENTAGES WITHIN COUNTRY MAY NOT ADD TO 100. THOSE WHO SELECTED MORE THAN ONE TYPE ARE INCLUDED IN MORE THAN ONE GROUP.

E-cigarette devices

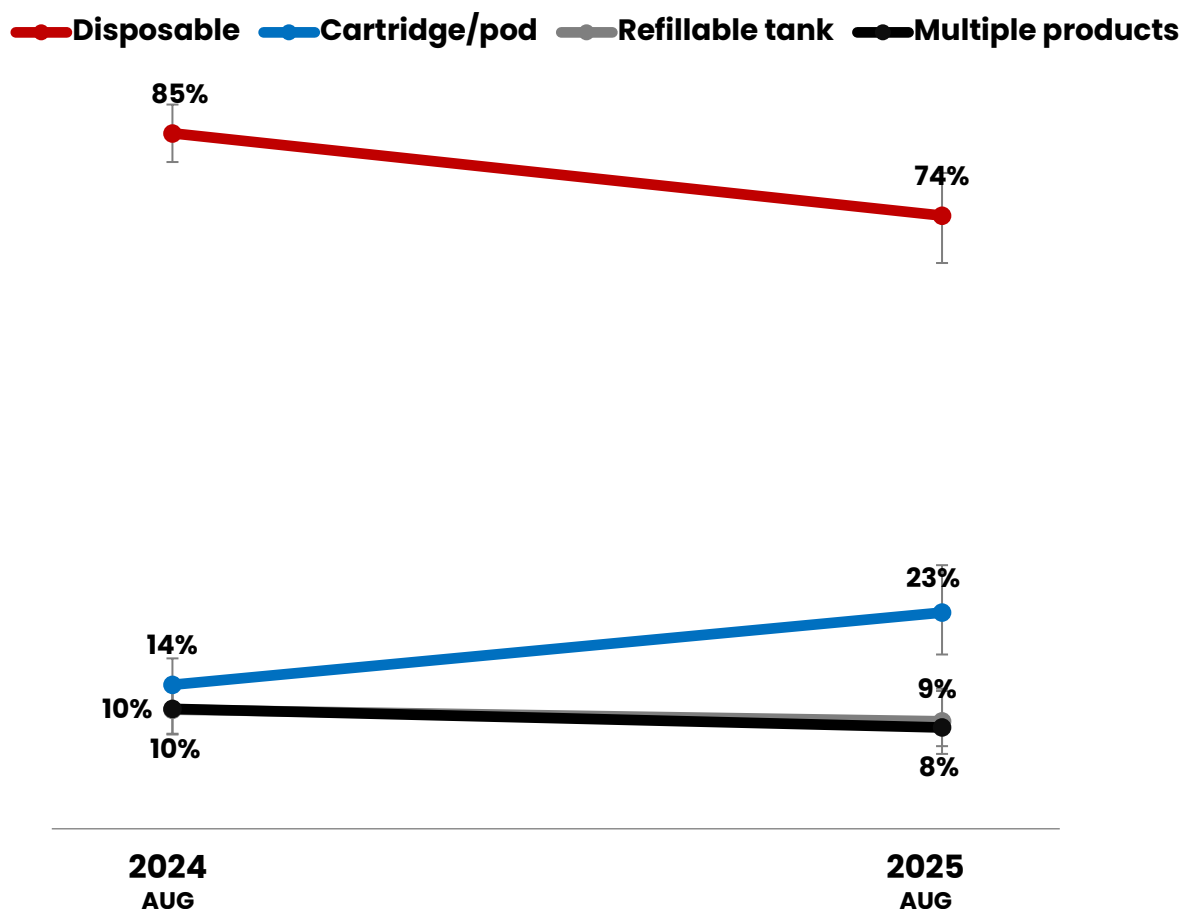
Australia

In 2025, disposable devices were used 'most often' by three-quarters of youth who vaped in the past 30 days in Australia, down slightly from 2024. Cartridge/pod devices were used by nearly one-quarter in 2025, up from 14% in 2024. Refillable tanks were used by approximately one in ten in both waves. Approximately one in ten youth who vaped reporting using more than one device type 'most often'.



Type of vaping device used most often

YOUTH AGED 16-19 WHO VAPED IN PAST 30 DAYS, 2024-2025,
AUSTRALIA, N=1049



"WHICH OF THE FOLLOWING TYPES OF E-CIGARETTES/ VAPING DEVICES DO YOU CURRENTLY USE MOST OFTEN?"
[DISPOSABLE (NOT REFILLABLE OR RECHARGEABLE) E-CIGARETTE/VAPING DEVICE; E-CIGARETTE/VAPING DEVICE WITH REPLACEABLE PRE-FILLED CARTRIDGES OR PODS; E-CIGARETTE/VAPING DEVICE WITH A TANK THAT YOU FILL WITH LIQUID; DON'T KNOW; REFUSED]; RESPONDENTS COULD SELECT MORE THAN ONE RESPONSE; PERCENTAGES WITHIN COUNTRY MAY NOT ADD TO 100. THOSE WHO SELECTED MORE THAN ONE TYPE ARE INCLUDED IN MORE THAN ONE GROUP.

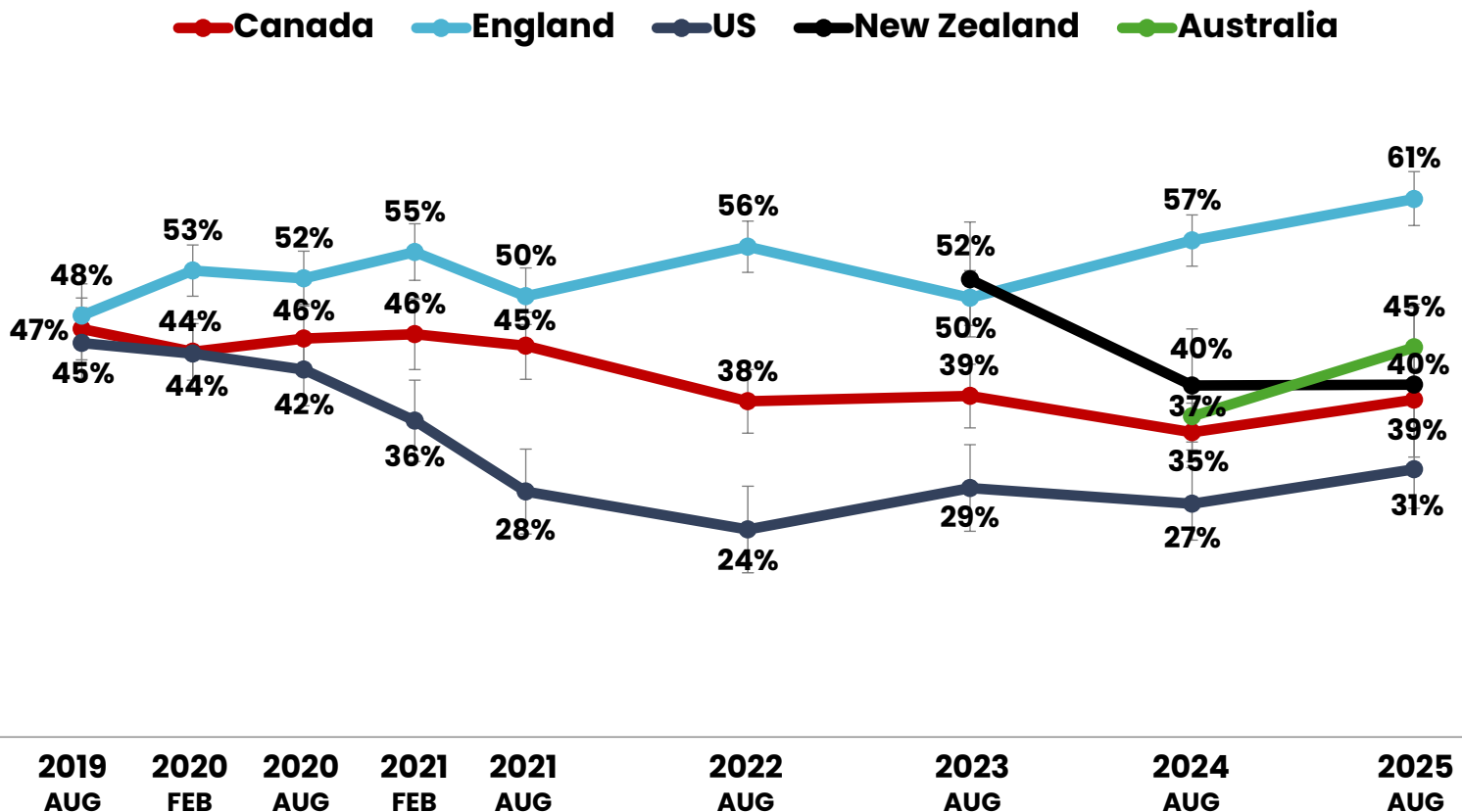
Purchasing cigarettes

Among youth who smoked in the past 12 months, more than half in England reported purchasing cigarettes in the past 12 months in most years, reaching over 60% in 2025. In 2025, other countries ranged from 31% (US) to 45% (Australia). The proportion of youth who smoked that reporting purchasing cigarettes decreased in the US after 2020, but less so in Canada, and was more stable in England.

Have you bought cigarettes in the past 12 months?

% 'YES', YOUTH AGED 16-19 WHO SMOKED IN PAST 12 MONTHS, 2019-2025

CA: N=8,079; EN: N=12,178; US: N=8,118; NZ: N=825; AU: N=2,001



Purchasing cigarettes – refusal

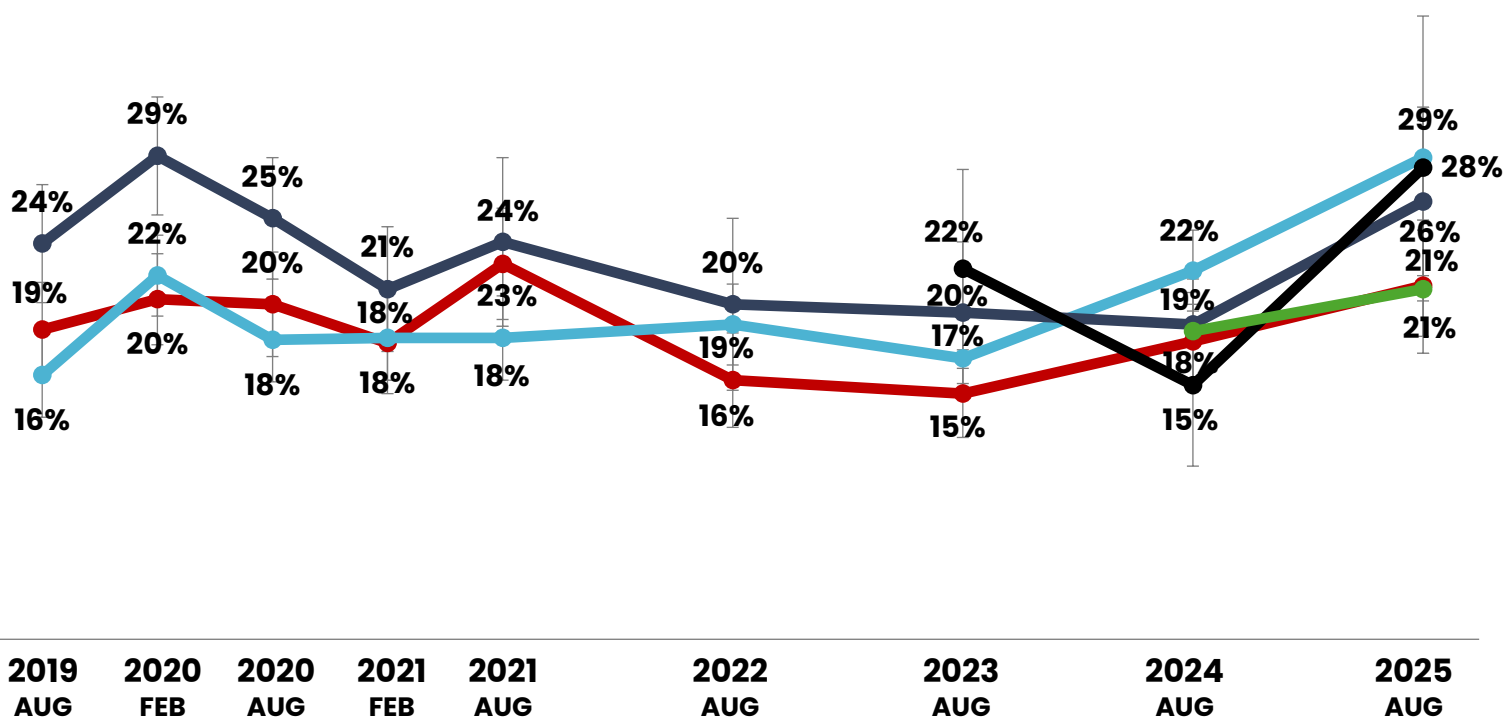
In 2025, among youth who smoked in the past 12 months, approximately one-quarter reported that someone had refused to sell them cigarettes in the past 12 months. This appears to be an increase in the most recent wave(s) for most countries.

In the past 12 months, did anyone refuse to sell you cigarettes because of your age?

% 'YES', YOUTH AGED 16-19 WHO SMOKED IN PAST 12 MONTHS, 2019-2025

CA: N=7,908; EN: N=12,099; US: N=7,943; NZ: N=819; AU: N=1,981

Canada England US New Zealand Australia



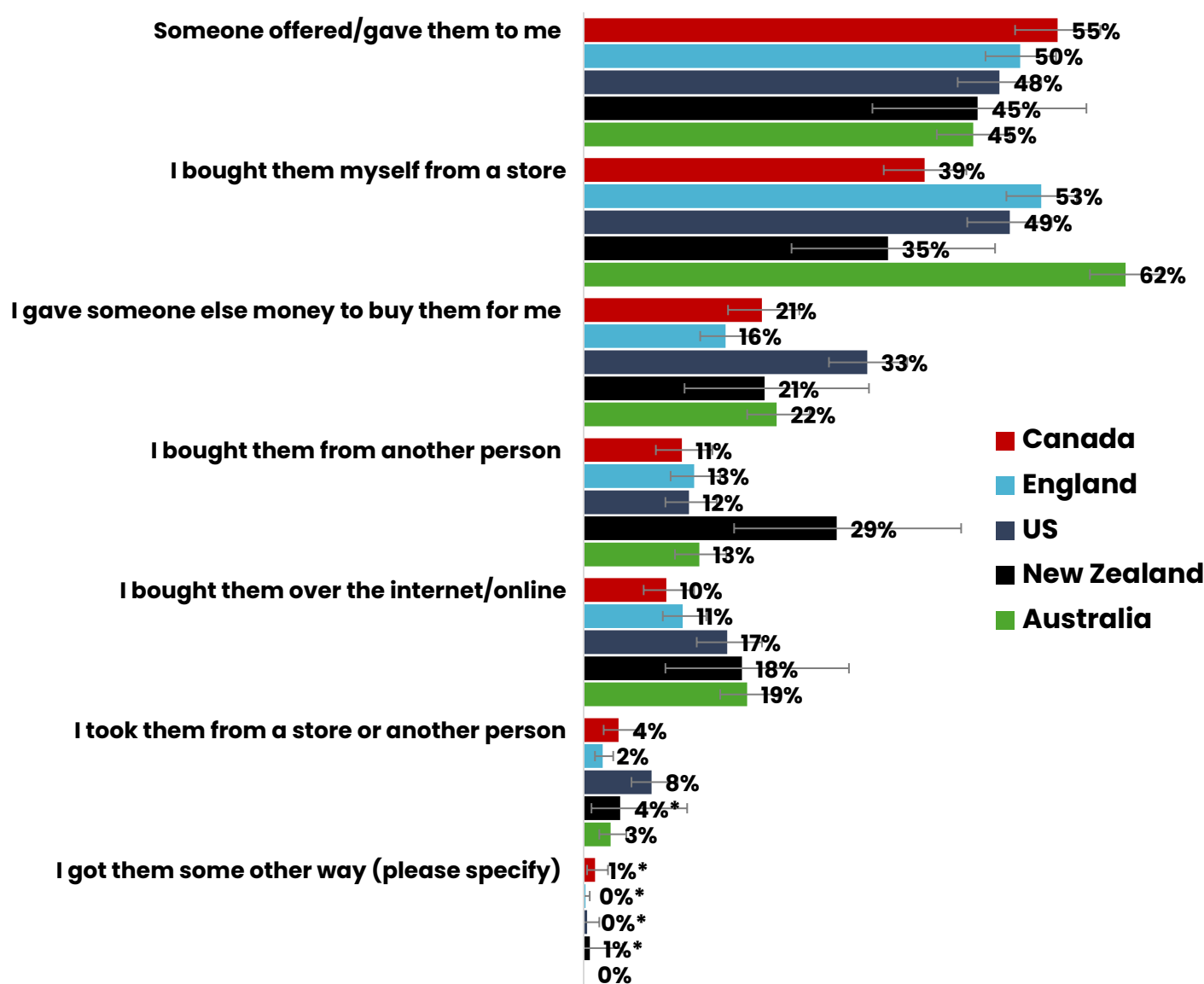
Sources of cigarettes

In 2025, among youth who smoked in the past 30 days, approximately half reported being given/offered cigarettes by another person. Purchasing from a store was reported by half or more in Australia, England and the US, and was the second-most selected source in Canada and New Zealand. Proxy purchasing was more common in the US than other countries, while buying from another person was more common in New Zealand.

In the past 30 days, how did you get the cigarettes you smoked?

YOUTH AGED 16-19 WHO SMOKED IN PAST 30 DAYS, 2025

CA: N=504; EN: N=935; US: N=642; NZ: N=115; AU: N=637



*HIGH VARIABILITY OF ESTIMATE (CV>0.33)

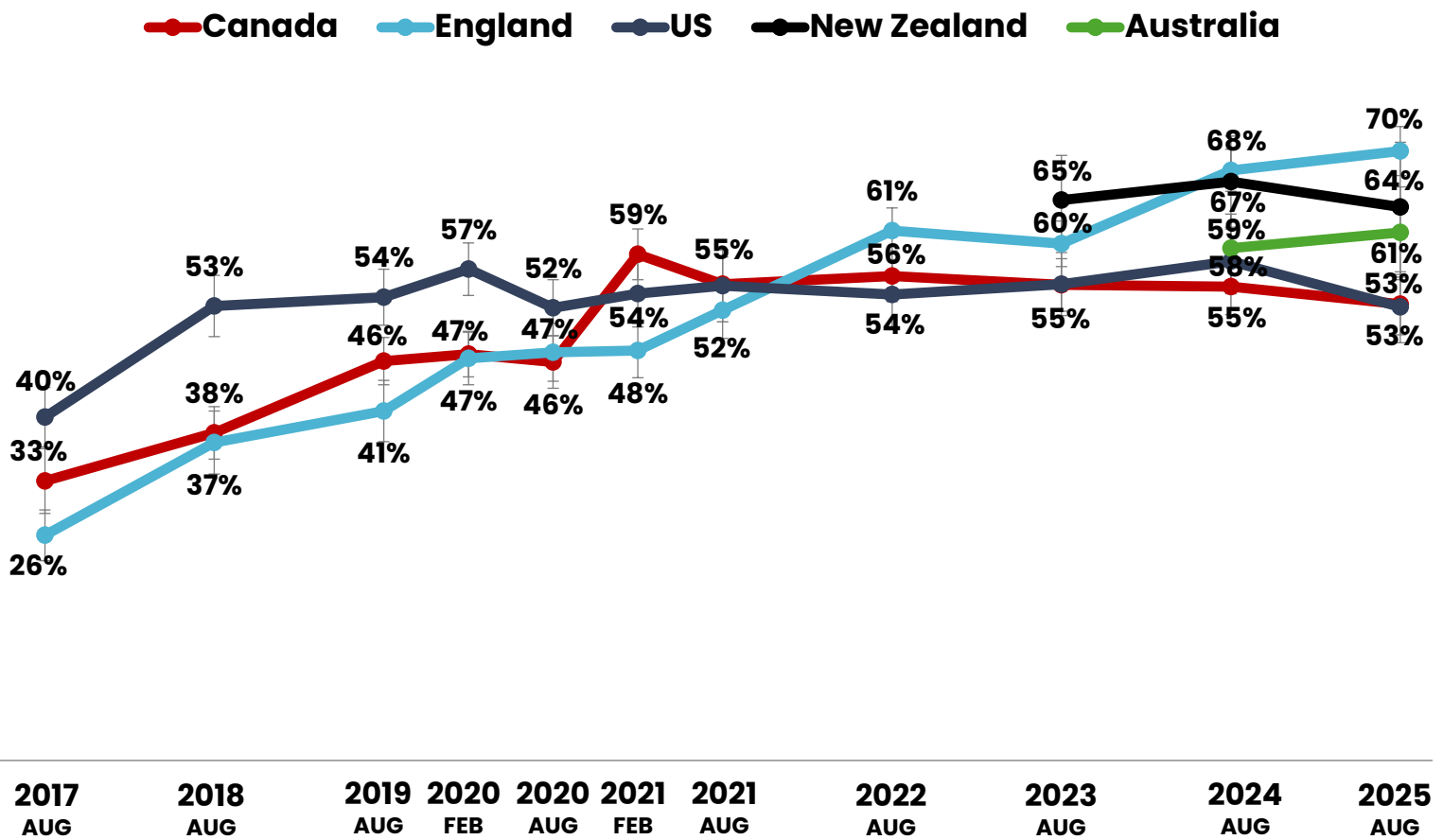
"IN THE PAST 30 DAYS, HOW DID YOU GET THE CIGARETTES YOU SMOKED?" (SELECT ALL THAT APPLY);
DON'T KNOW AND REFUSED EXCLUDED FROM DENOMINATOR

Purchasing e-cigarettes

In 2025, among youth who vaped in the past 12 months, the majority in each country reported purchasing e-cigarettes in the past 12 months. Over time, the proportion of youth who vaped in the past 12 months reporting purchasing e-cigarette products appeared to increase steadily in England, while it plateaued at just over half in Canada after 2021 and in the US after 2018.

Have you bought an e-cigarette/vaping device, cartridge or pod, or e-liquid in the past 12 months?

% 'YES', YOUTH AGED 16-19 WHO VAPED IN PAST 12 MONTHS, 2017-2025
CA: N=14,011; EN: N=15,489; US: N=15,153; NZ: N=1,210; AU: N=1,607

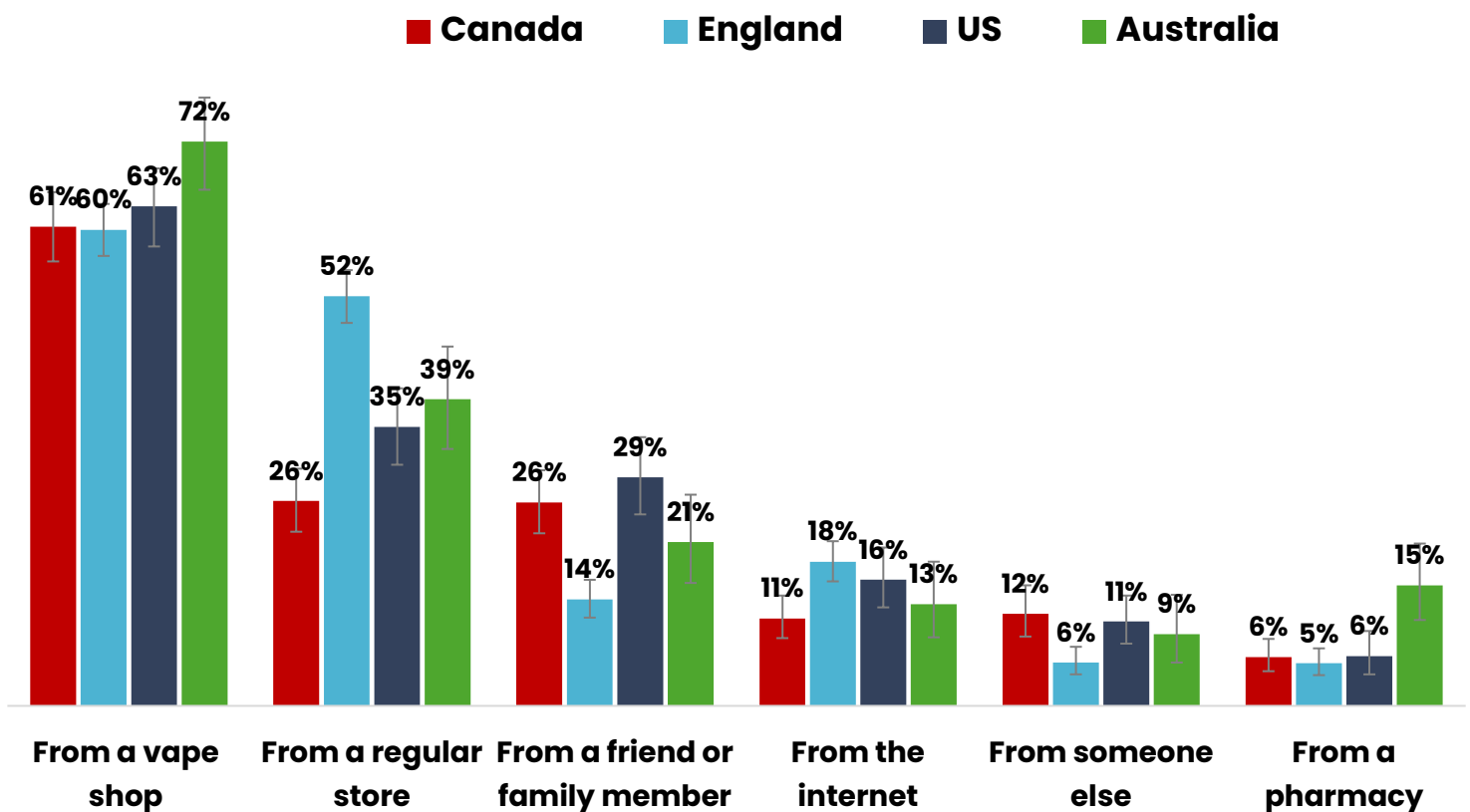


E-cigarette purchase location

Among youth who vaped in the past 12 months and who reported purchasing e-cigarette products in the past 12 months, the majority in each country selected vape shops as a purchase location in 2025. Regular stores (convenience stores, gas stations, supermarkets, etc.) were more common in England, selected by more than half of respondents, compared to one-quarter in Canada, and over one-third in the US and Australia. Social sources of purchase were more common in the US. Pharmacy sales were most common in Australia.

Where have you bought an e-cigarette/vaping device, cartridge, pod, or e-liquid in the past 12 months?

YOUTH AGED 16-19 WHO VAPED IN PAST 12 MONTHS AND WHO PURCHASED ECIGS IN PAST 12 MONTHS, 2025, CA: N=667; EN: N=1,414; US: N=888; AU: N=446



E-cigarette purchase location

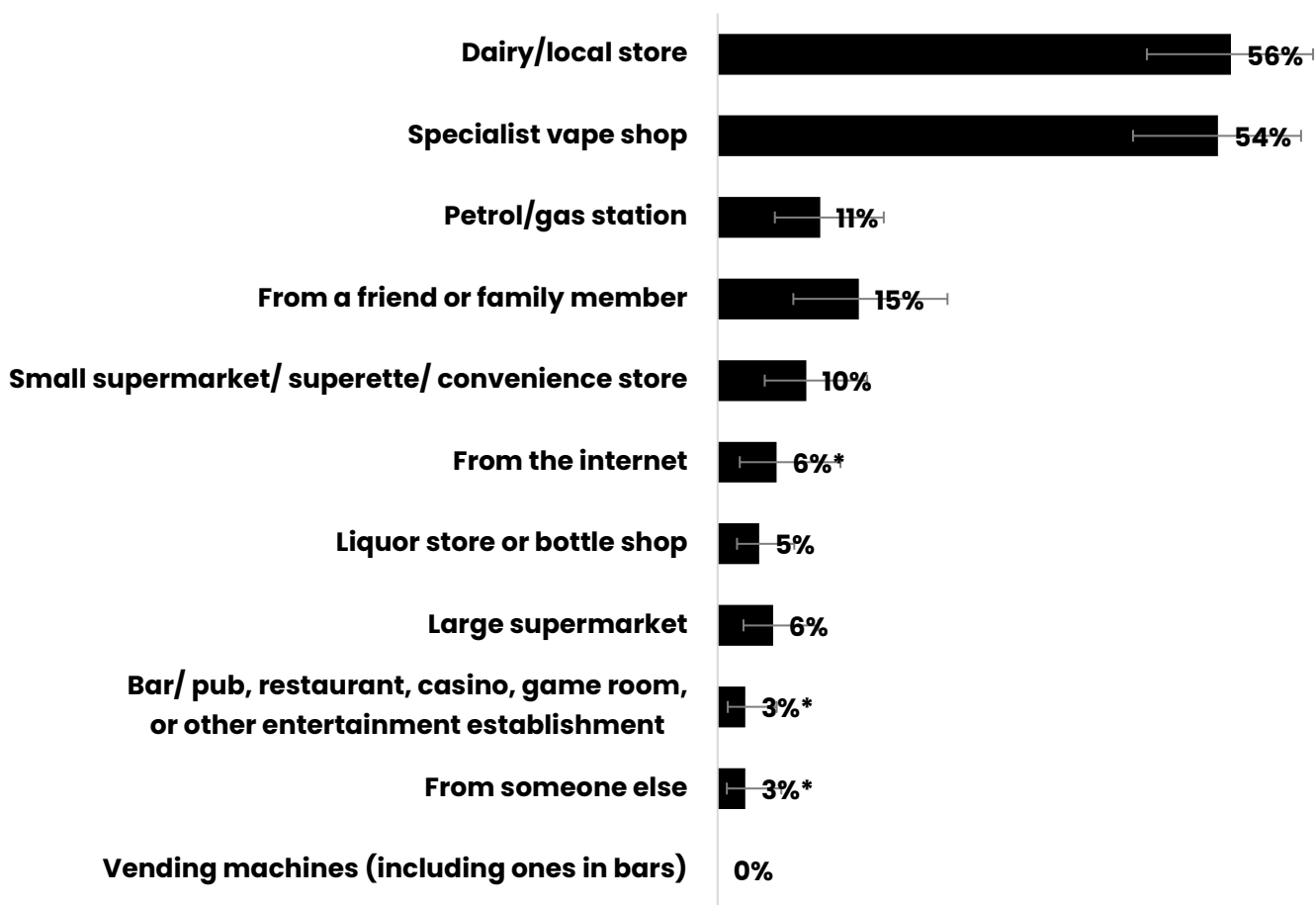
New Zealand

In New Zealand in 2025, among youth who vaped in the past 12 months and who reported purchasing e-cigarette products in that time, more than half selected dairies/local stores and specialist vape shops as a purchase location. Social sources were the next most common purchase location, followed by gas stations. Other sources of purchase were less common, selected by fewer than one in ten.



Where have you bought an e-cigarette/vaping device, cartridge, pod, or e-liquid in the past 12 months?

YOUTH AGED 16-19 WHO VAPED IN PAST 12 MONTHS AND WHO PURCHASED ECIGS IN PAST 12 MONTHS, 2025, NZ, N=207



*HIGH VARIABILITY OF ESTIMATE (CV>0.33).

"WHERE HAVE YOU BOUGHT AN E-CIGARETTE/VAPING DEVICE, CARTRIDGE, POD, OR E-LIQUID IN THE PAST 12 MONTHS?" (SELECT ALL THAT APPLY), WITH RESPONSE OPTIONS SPECIFIC TO NEW ZEALAND; REFUSED EXCLUDED FROM DENOMINATOR; OTHER NOT SHOWN

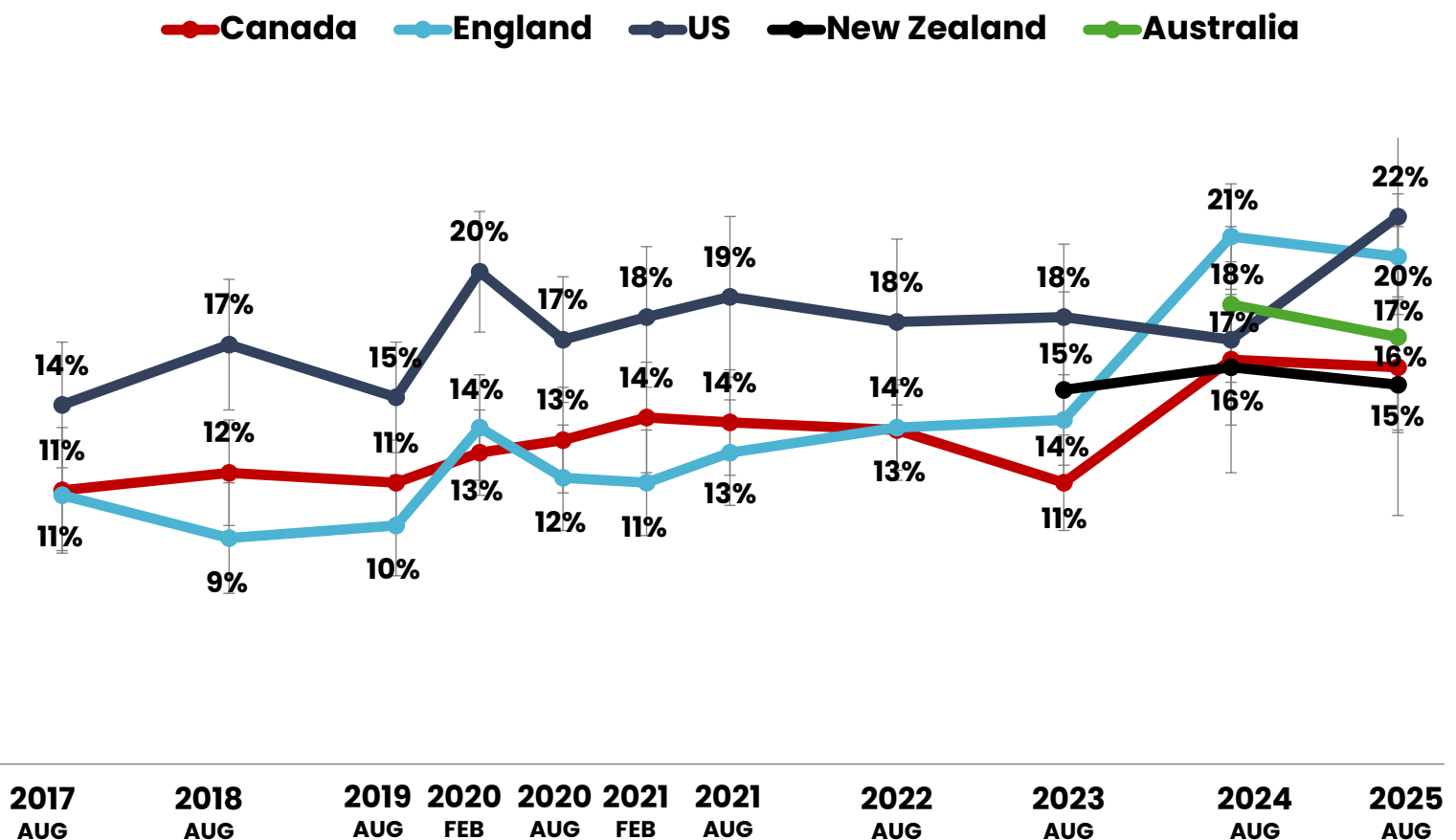
Purchasing e-cigarettes - refusal

Among youth aged 16-19 who vaped in the past 12 months, the proportion who reported being refused when attempting to purchase e-cigarettes in the past 12 months was fairly similar across countries in 2025. Since 2017, in countries with available data, this proportion was fairly stable over time until an increase in the most recent wave(s), particularly in England. In most years, estimates were slightly higher in the US than other countries.

In the past 12 months, did anyone refuse to sell you an e-cigarette/ vaping device, cartridge, pod, or e-liquid because of your age?

% 'YES', YOUTH AGED 16-19 WHO VAPED IN PAST 12 MONTHS, 2017-2025

CA: N=13,501; EN: N=15,155; US: N=14,661; NZ: N=1,175; AU: N=1,579



"IN THE PAST 12 MONTHS, DID ANYONE REFUSE TO SELL YOU AN E-CIGARETTE/VAPING DEVICE, CARTRIDGE, POD, OR E-LIQUID BECAUSE OF YOUR AGE?"; DON'T KNOW AND REFUSED EXCLUDED FROM DENOMINATOR

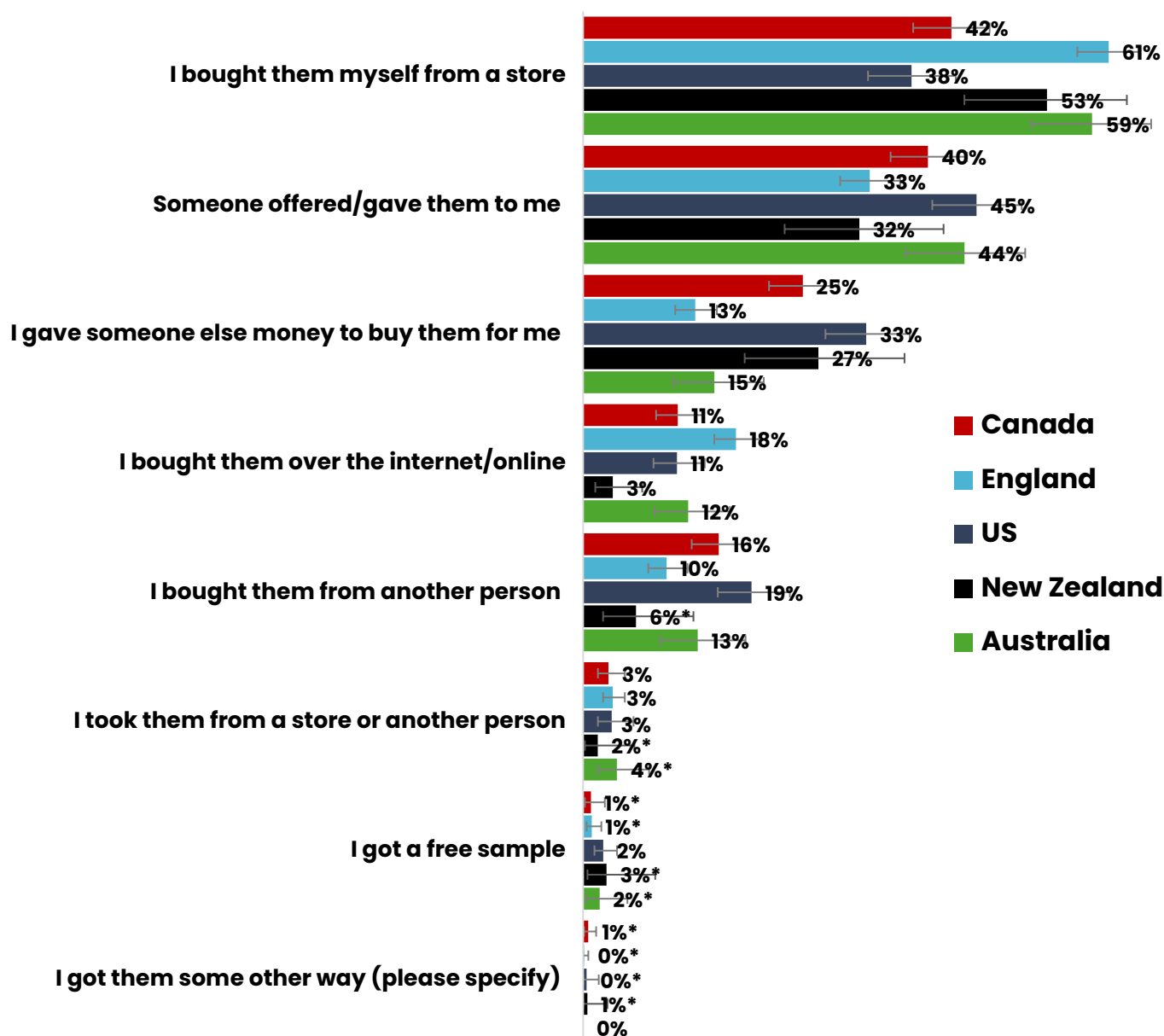
Sources of e-cigarettes

In 2025, among youth who vaped in the past 30 days, purchasing from a store was the most commonly selected source of e-cigarettes among respondents in England, New Zealand, and Australia, while comparable proportions reported store purchases and being given e-cigarettes in Canada, and more were given e-cigarettes in the US. Various social sources were common, particularly in the US.

How did you get the e-cigarettes you used in the past 30 days?

YOUTH AGED 16-19 WHO VAPED IN PAST 30 DAYS, 2025

CA: N=652; EN: N=1,275; US: N=896; NZ: N=205; AU: N=424



*HIGH VARIABILITY OF ESTIMATE (CV>0.33)

"IN THE PAST 30 DAYS, HOW DID YOU GET THE ECIGARETTE(S)/VAPING DEVICE(S), CARTRIDGE(S), POD(S), OR ELIQUID(S) THAT YOU USED FOR VAPING?" (SELECT ALL THAT APPLY); DON'T KNOW AND REFUSED EXCLUDED FROM DENOMINATOR

Sources of e-cigarettes

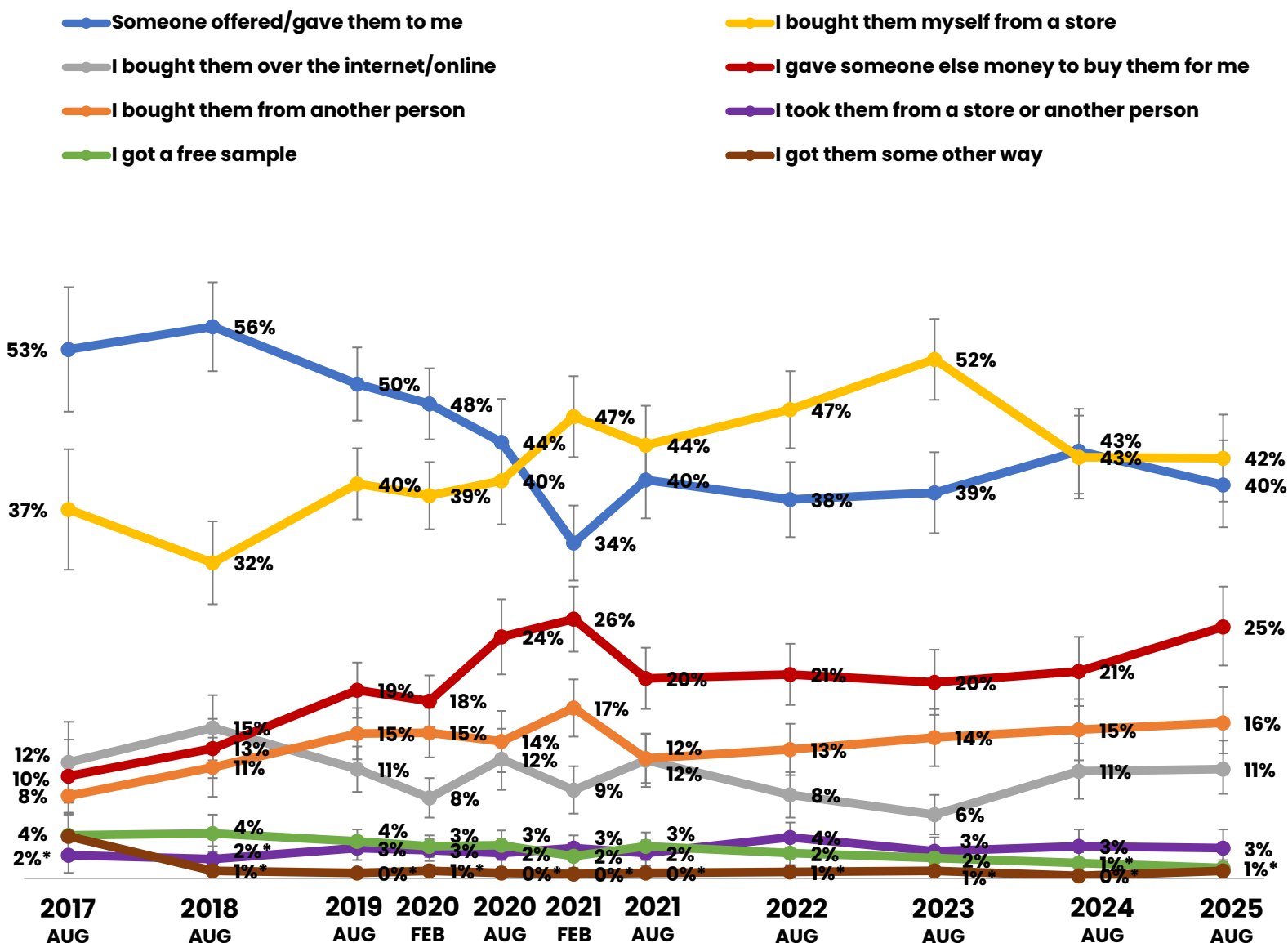
Canada

In Canada, “someone offered/gave them to me” was most common in 2017 but decreased over time until 2021, while “bought myself from a store” increased to become the most frequently selected source of e-cigarettes among youth who vaped in the past 30 days from 2021 to 2023; in recent waves, estimates were similar for both sources.



How did you get the e-cigarettes you used in the past 30 days?

YOUTH AGED 16-19 WHO VAPED IN PAST 30 DAYS, 2017-2025, CANADA, N=7,527



*HIGH VARIABILITY OF ESTIMATE (CV>0.33)

"IN THE PAST 30 DAYS, HOW DID YOU GET THE ECIGARETTE(S)/VAPING DEVICE(S), CARTRIDGE(S), POD(S), OR ELIQUID(S) THAT YOU USED FOR VAPING?" [SELECT ALL THAT APPLY]; DON'T KNOW AND REFUSED EXCLUDED FROM DENOMINATOR

Sources of e-cigarettes

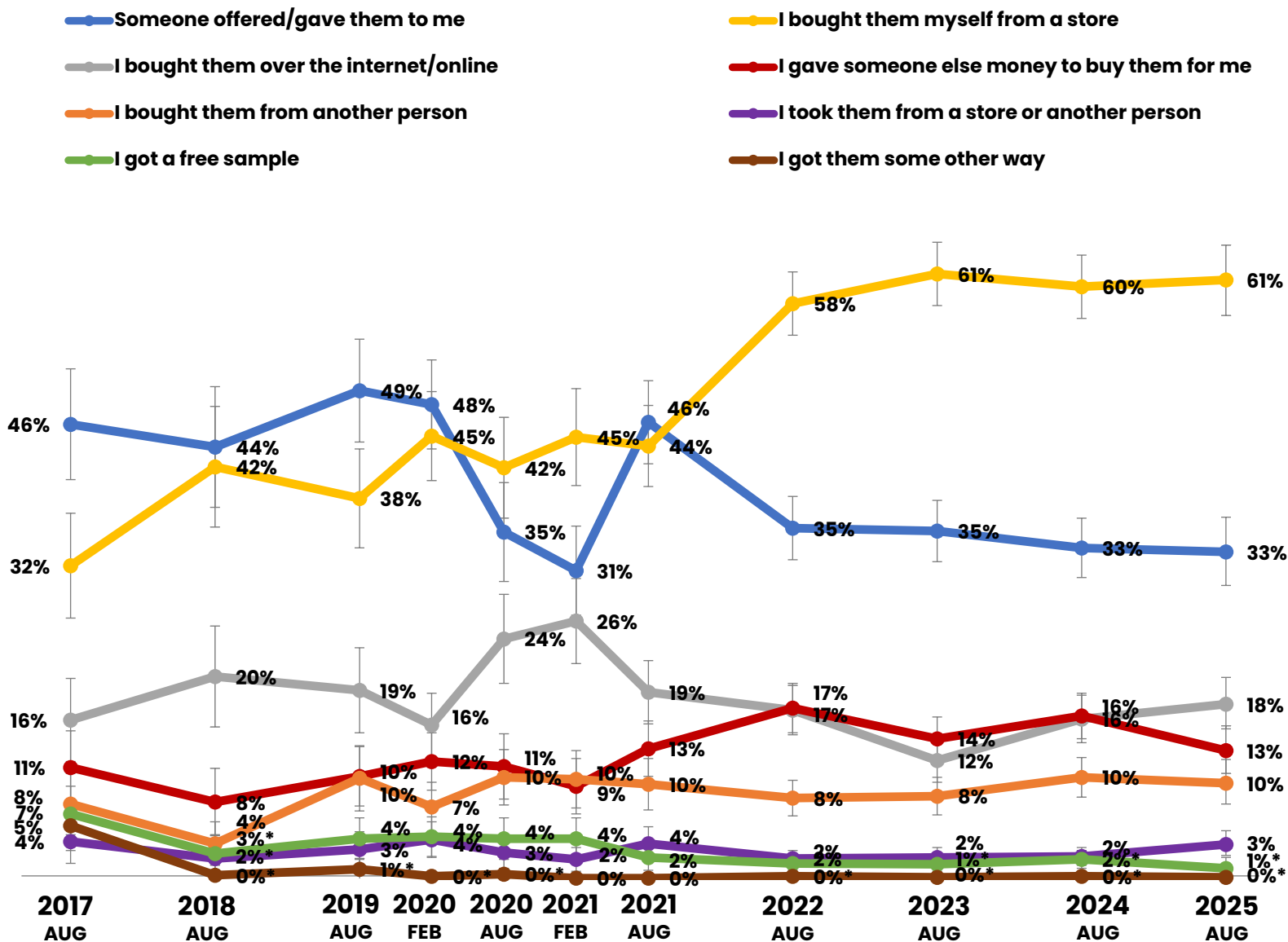
England

In England, among youth who vaped in the past 30 days, the two most frequently selected sources since 2017 were “someone offered/ gave them to me” and “bought myself from a store”; however, purchasing from a store increased to become the dominant source in the most recent waves, reported by the majority of youth who vaped since 2022.



How did you get the e-cigarettes you used in the past 30 days?

YOUTH AGED 16-19 WHO VAPED IN PAST 30 DAYS, 2017-2025, ENGLAND, N=8,362



*HIGH VARIABILITY OF ESTIMATE (CV>0.33)

"IN THE PAST 30 DAYS, HOW DID YOU GET THE ECIGARETTE(S)/VAPING DEVICE(S), CARTRIDGE(S), POD(S), OR ELIQUID(S) THAT YOU USED FOR VAPING?" [SELECT ALL THAT APPLY]; DON'T KNOW AND REFUSED EXCLUDED FROM DENOMINATOR

Sources of e-cigarettes

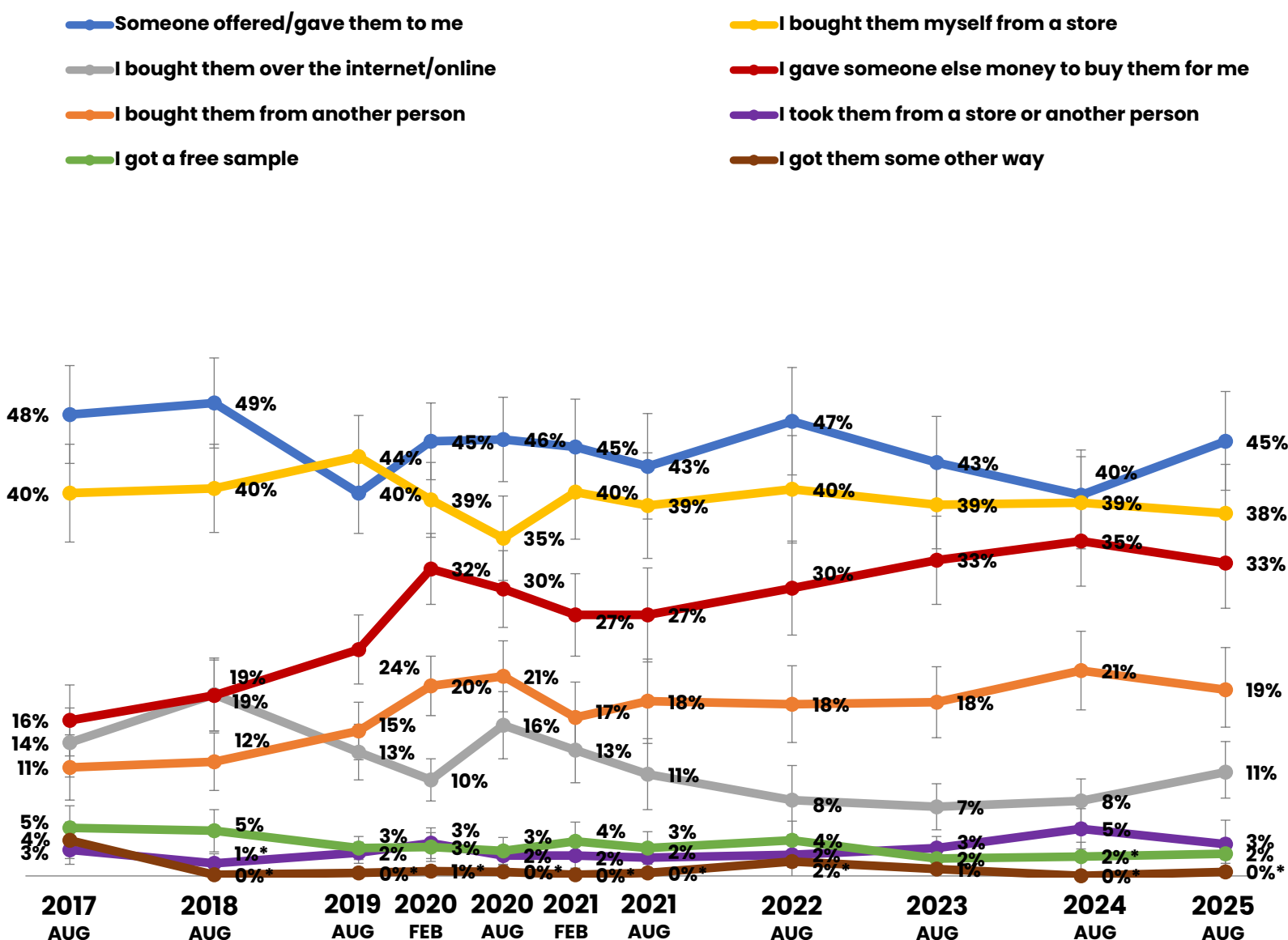
United States

In the US, among youth who vaped in the past 30 days, the most frequently selected sources of e-cigarettes since 2017 were "someone offered/gave them to me" and "bought myself from a store". Purchasing through a proxy increased in 2020 and has remained near one-third since.



How did you get the e-cigarettes you used in the past 30 days?

YOUTH AGED 16-19 WHO VAPED IN PAST 30 DAYS, 2017-2025, US, N=8,557



*HIGH VARIABILITY OF ESTIMATE (CV>0.33)

"IN THE PAST 30 DAYS, HOW DID YOU GET THE ECIGARETTE(S)/VAPING DEVICE(S), CARTRIDGE(S), POD(S), OR ELIQUID(S) THAT YOU USED FOR VAPING?" [SELECT ALL THAT APPLY]; DON'T KNOW AND REFUSED EXCLUDED FROM DENOMINATOR

Sources of e-cigarettes

New Zealand

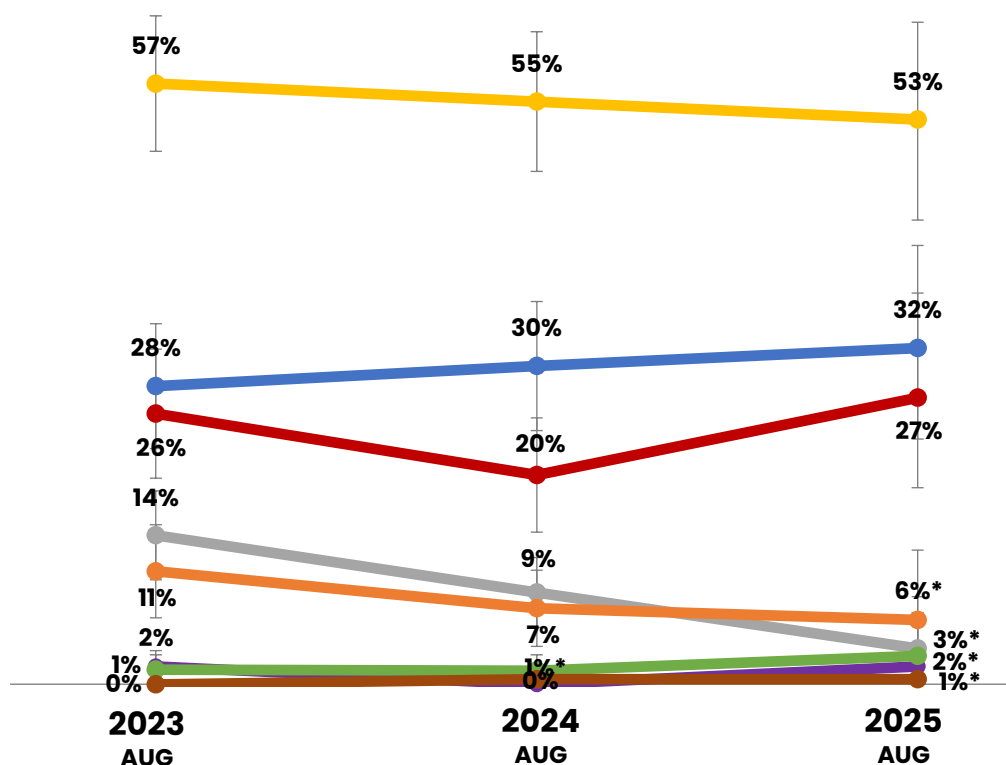
In New Zealand, from 2023 to 2025, more than half of youth who vaped in the past 30 days reported buying e-cigarettes themselves from a store. The next most common source, at nearly one-third, was “someone offered/gave them to me”, followed closely by “gave someone else money to buy them for me”. Other sources were much less common.



How did you get the e-cigarettes you used in the past 30 days?

YOUTH AGED 16-19 WHO VAPED IN PAST 30 DAYS, 2023-2025, NZ, N=829

- Someone offered/gave them to me
- I bought them over the internet/online
- I bought them from another person
- I got a free sample
- I bought them myself from a store
- I gave someone else money to buy them for me
- I took them from a store or another person
- I got them some other way



*HIGH VARIABILITY OF ESTIMATE (CV>0.33)

"IN THE PAST 30 DAYS, HOW DID YOU GET THE ECIGARETTE(S)/VAPING DEVICE(S), CARTRIDGE(S), POD(S), OR ELIQUID(S) THAT YOU USED FOR VAPING?" [SELECT ALL THAT APPLY]; DON'T KNOW AND REFUSED EXCLUDED FROM DENOMINATOR

Sources of e-cigarettes

Australia

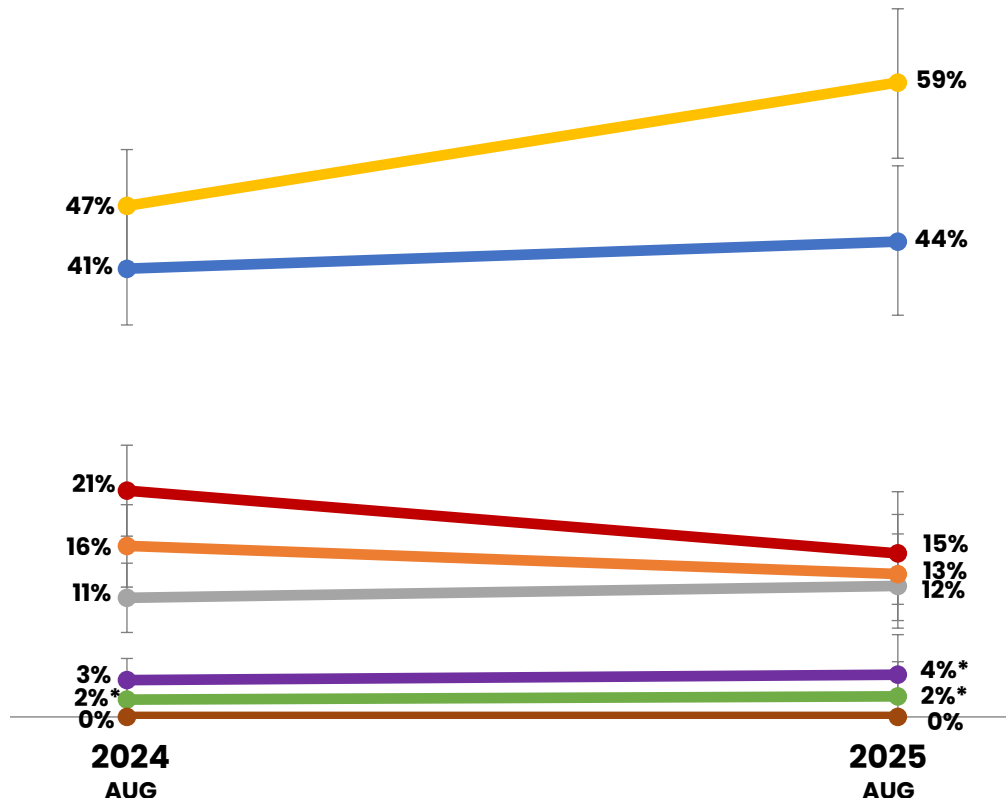
In Australia, more than half of youth who vaped in the past 30 days reported buying e-cigarettes themselves from a store in 2025, up slightly from 2024. In both waves, the second most commonly selected source was “someone offered/gave them to me”. Other sources were less common, and appeared stable over time.



How did you get the e-cigarettes you used in the past 30 days?

YOUTH AGED 16-19 WHO VAPED IN PAST 30 DAYS, 2024-2025, AUSTRALIA, N=1,017

- Someone offered/gave them to me
- I bought them over the internet/online
- I bought them from another person
- I got a free sample
- I bought them myself from a store
- I gave someone else money to buy them for me
- I took them from a store or another person
- I got them some other way



*HIGH VARIABILITY OF ESTIMATE (CV>0.33)

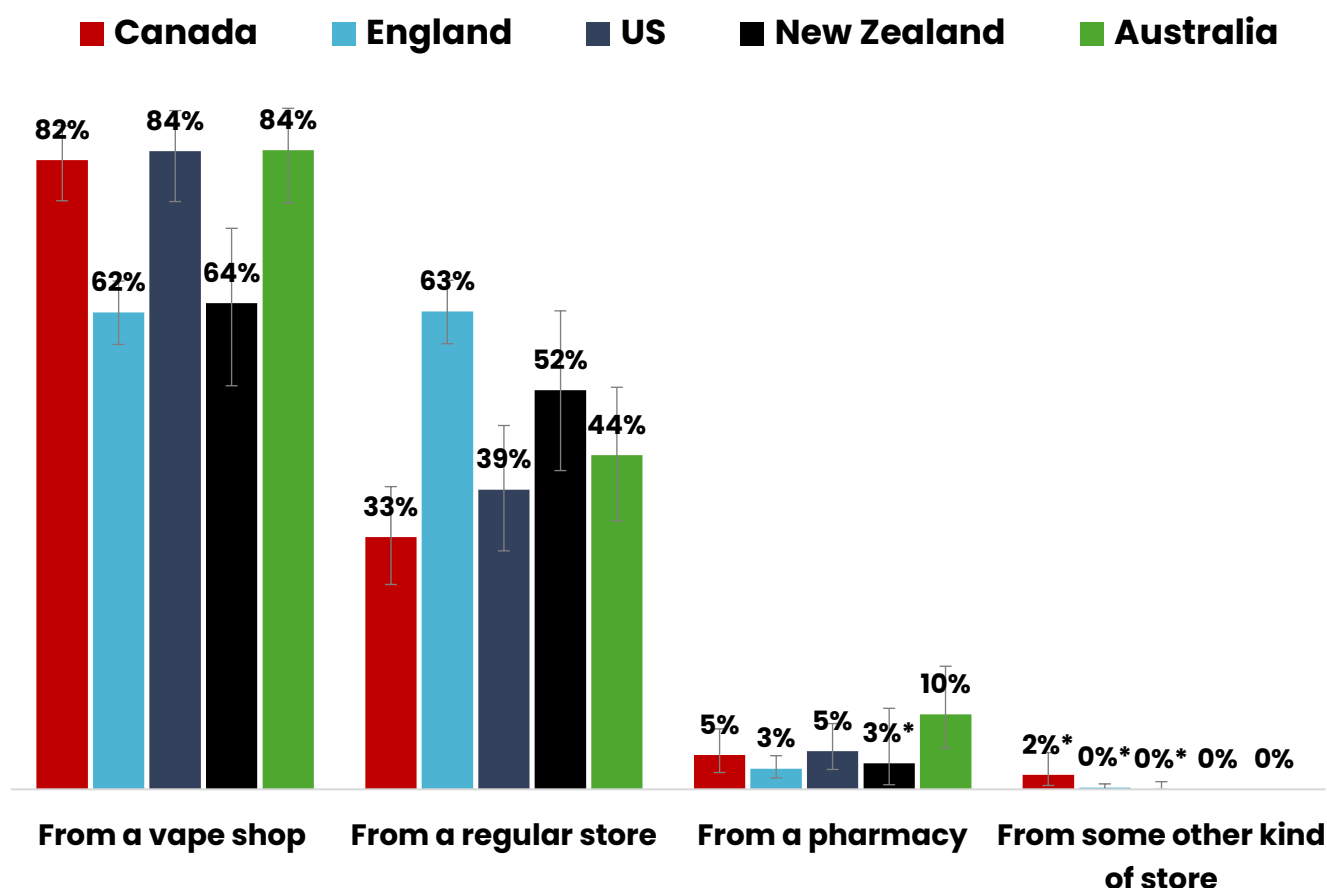
"IN THE PAST 30 DAYS, HOW DID YOU GET THE ECIGARETTE(S)/VAPING DEVICE(S), CARTRIDGE(S), POD(S), OR ELIQUID(S) THAT YOU USED FOR VAPING?" [SELECT ALL THAT APPLY]; DON'T KNOW AND REFUSED EXCLUDED FROM DENOMINATOR

Sources of e-cigarettes – stores

Youth who reported both vaping and buying e-cigarettes themselves from a store in the past 30 days were asked what kind of store they bought e-cigarettes from. In 2025, vape shops were the most commonly selected type of store in all countries except England, where a comparable proportion selected regular stores/shops (convenience store, gas/petrol station, supermarket, etc.). Buying e-cigarettes from a pharmacy was uncommon, but selected more often in Australia than other countries. Very few purchased from other kinds of stores.

What kind of store(s) did you buy e-cigarettes from?

YOUTH AGED 16–19 WHO VAPED IN PAST 30 DAYS AND WHO SELECTED 'I BOUGHT THEM MYSELF FROM A STORE' AS A PAST 30-DAY SOURCE, 2025
CA: N=296; EN: N=876; US: N=399; NZ N=135; AU: N=253



*HIGH VARIABILITY OF ESTIMATE (CV>0.33)

"YOU SAID YOU BOUGHT E-CIGARETTE(S)/VAPING DEVICE(S), CARTRIDGE(S), POD(S), OR E-LIQUID(S) YOURSELF FROM A STORE IN THE PAST 30 DAYS. WHAT KIND OF STORE(S) DID YOU BUY FROM?" [SELECT ALL THAT APPLY]; DON'T KNOW AND REFUSED EXCLUDED FROM DENOMINATOR

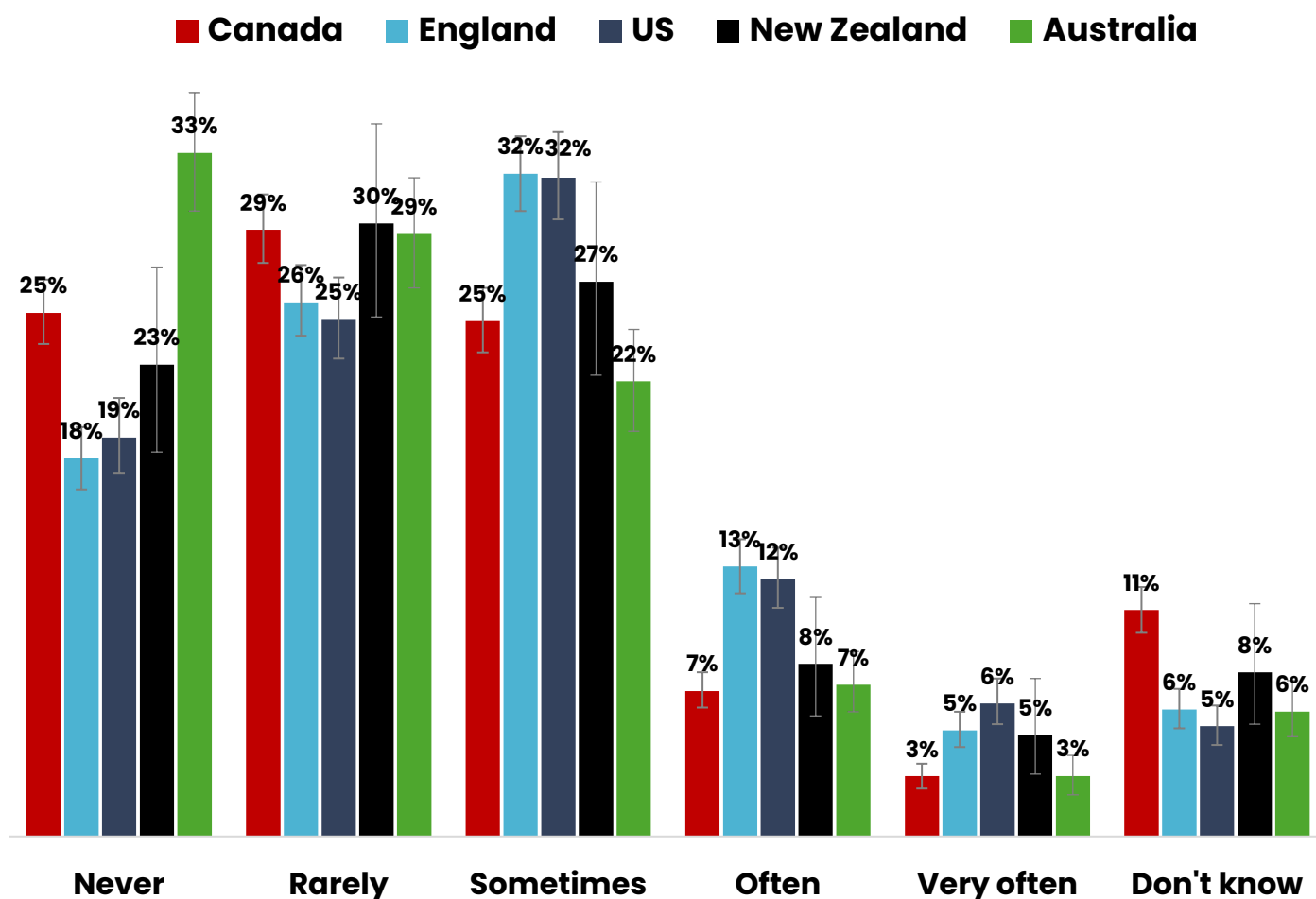
Noticing e-cigarette marketing

In 2025, the majority of youth aged 16–19 reported noticing things that promote e-cigarettes or vaping in the past 30 days, though fewer in Canada and Australia compared to England, the US, and New Zealand. While most reported noticing these ‘rarely’ or ‘sometimes’, approximately 10% in Canada and Australia, 13% in New Zealand, and 18% in England and the US reported seeing e-cigarette promotion ‘often’ or ‘very often’.

Frequency of noticing e-cigarette ads in the past 30 days

YOUTH AGED 16–19, 2025

CA: N=3,856; EN: N=3,911; US: N=3,570; NZ: N=629; AU: N=1,863



"IN THE LAST 30 DAYS, HOW OFTEN HAVE YOU NOTICED THINGS THAT PROMOTE E-CIGARETTES/VAPING?"
[1. NEVER 2. RARELY 3. SOMETIMES 4. OFTEN 5. VERY OFTEN]; REFUSED EXCLUDED FROM DENOMINATOR

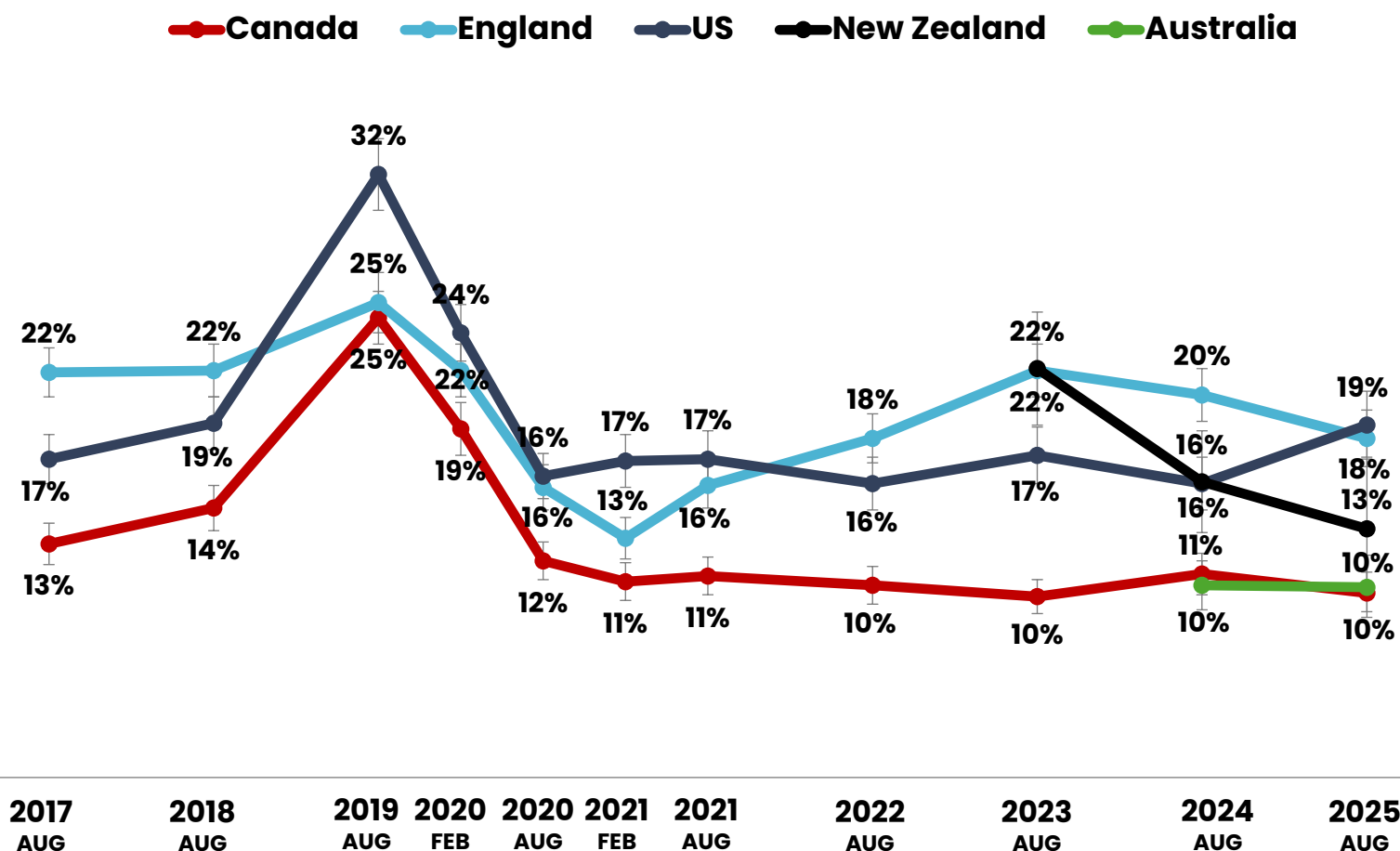
Noticing e-cigarette marketing

In 2025, relatively few (less than one in five) youth aged 16-19 reported noticing things that promote e-cigarettes or vaping either 'often' or 'very often', and this proportion was lowest in Canada and Australia, at one in ten. Over time, frequent noticing of e-cigarette marketing appears to have peaked in 2019 before declining through 2020 and remaining low in Canada and the US, with some increase in England, maintained in recent waves.

Frequency of noticing e-cigarette ads 'often' or 'very often' in the past 30 days

YOUTH AGED 16-19, 2017-2025

CA: N=46,258; EN: N=45,153; US: N=49,204; NZ: N=2,500; AU: N=4,633



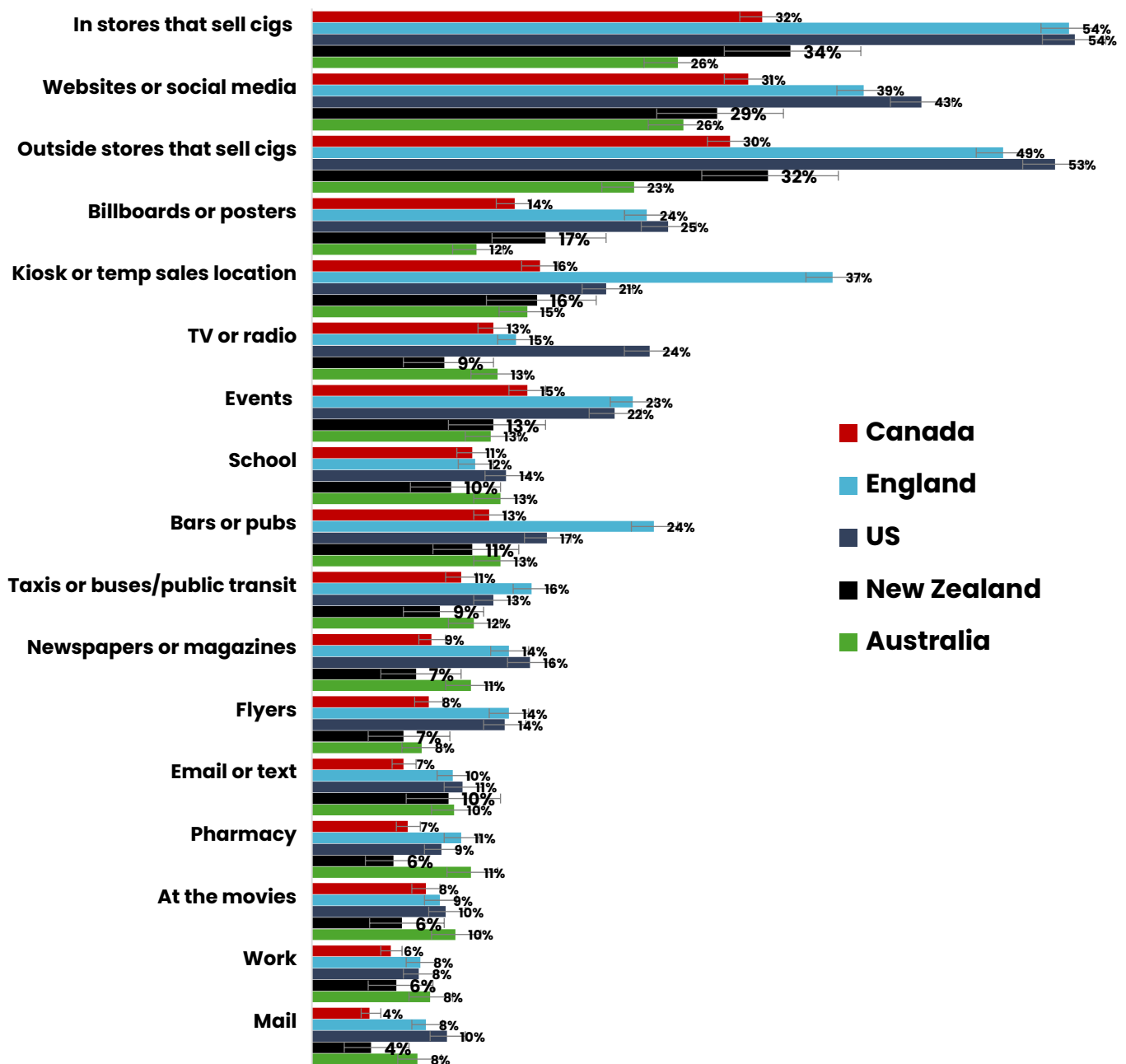
"IN THE LAST 30 DAYS, HOW OFTEN HAVE YOU NOTICED THINGS THAT PROMOTE E-CIGARETTES/VAPING?"
[1. NEVER 2. RARELY 3. SOMETIMES 4. OFTEN 5. VERY OFTEN]; REFUSED EXCLUDED FROM DENOMINATOR

Noticing e-cigarette marketing

Among those who noticed any marketing in the past 30 days, around half of youth aged 16-19 in England and the US reported noticing e-cigarette marketing inside and outside stores that sell e-cigarettes; this was also common in other countries, but comparable proportions noticed ads on websites or social media in Canada, New Zealand and Australia. Ads in most sources were more common in England and the US than other countries, particularly temporary sales locations and pubs in England.

Noticed e-cigarette ads in the past 30 days – by source

% 'YES', YOUTH AGED 16-19, 2025, CA: N=3,844; EN: N=3,901; US: N=3,561; NZ: N=625; AU: N=1,854



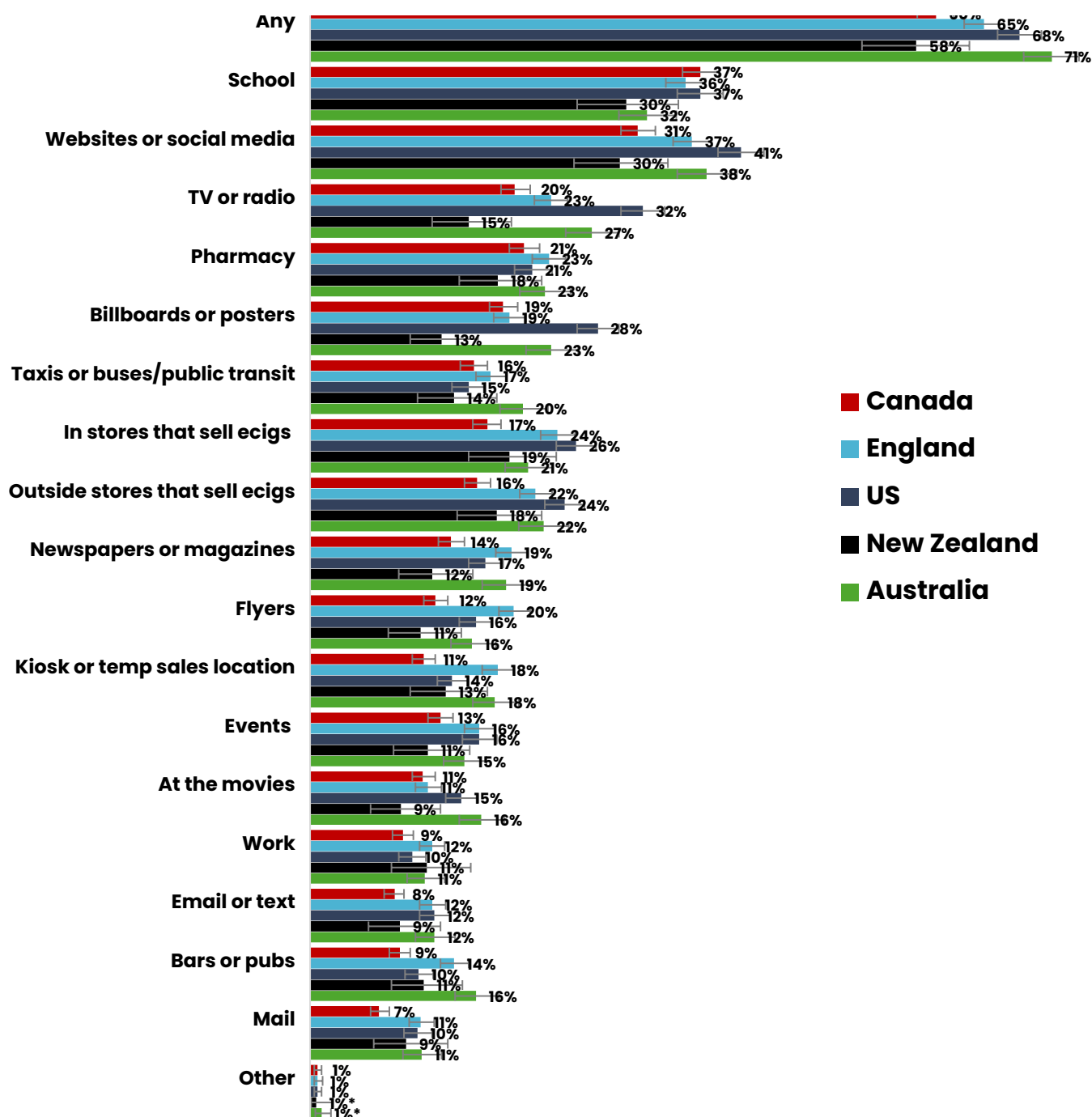
"IN THE LAST 30 DAYS, HAVE YOU NOTICED ECIGARETTES/VAPING DEVICES OR E-LIQUID BEING ADVERTISED IN ANY OF THE FOLLOWING PLACES" [YES/NO/DON'T KNOW/REFUSED FOR EACH SOURCE], AMONG RESPONDENTS WHO NOTICED ADVERTISING AT LEAST "RARELY" (72% OF ALL RESPONDENTS); REFUSED EXCLUDED FROM DENOMINATOR

E-cigarette education – sources

When youth were asked about noticing education campaigns or messages about vaping in the past 12 months, school and websites or social media were the most common sources in all countries. Noticing messages online, as well as on TV or radio, or billboards or posters, was more common in the US and Australia than other countries.

Noticing education or health messages about vaping

% 'YES' IN PAST 12 MONTHS, YOUTH AGED 16-19, 2025, N=13,843



*HIGH VARIABILITY OF ESTIMATE (CV>0.33)

"IN THE PAST 12 MONTHS, HAVE YOU NOTICED EDUCATION CAMPAIGNS OR PUBLIC HEALTH MESSAGES ABOUT E-CIGARETTES/ VAPING IN ANY OF THE FOLLOWING PLACES?" [YES/NO FOR EACH SOURCE]; REFUSED EXCLUDED FROM DENOMINATOR

E-cigarette education – sources

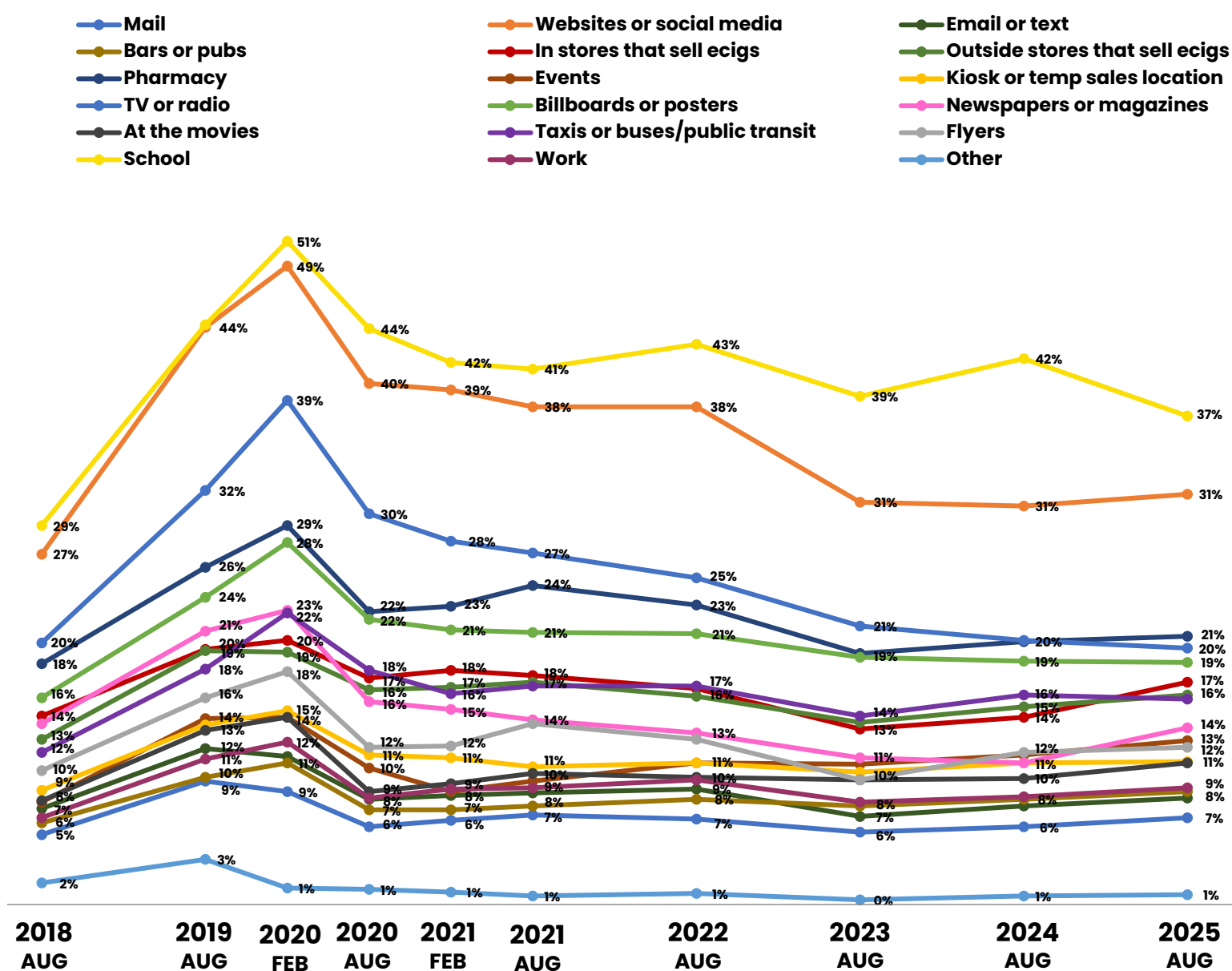
Canada

Since 2018, school and websites/social media have been the most commonly reported places that Canadian youth noticed education campaigns or messages about vaping; after peaking in early 2020, prevalence of noticing in these sources has been fairly stable, though fewer noticed messages online in the most recent waves.



Exposure to education or health messages about vaping

% 'YES' IN PAST 12 MONTHS, YOUTH AGED 16-19, 2018-2025, CANADA, N=42,225



"IN THE PAST 12 MONTHS, HAVE YOU NOTICED EDUCATION CAMPAIGNS OR PUBLIC HEALTH MESSAGES ABOUT E-CIGARETTES/ VAPING IN ANY OF THE FOLLOWING PLACES?" [YES/NO FOR EACH SOURCE]; REFUSED EXCLUDED FROM DENOMINATOR

E-cigarette education – sources

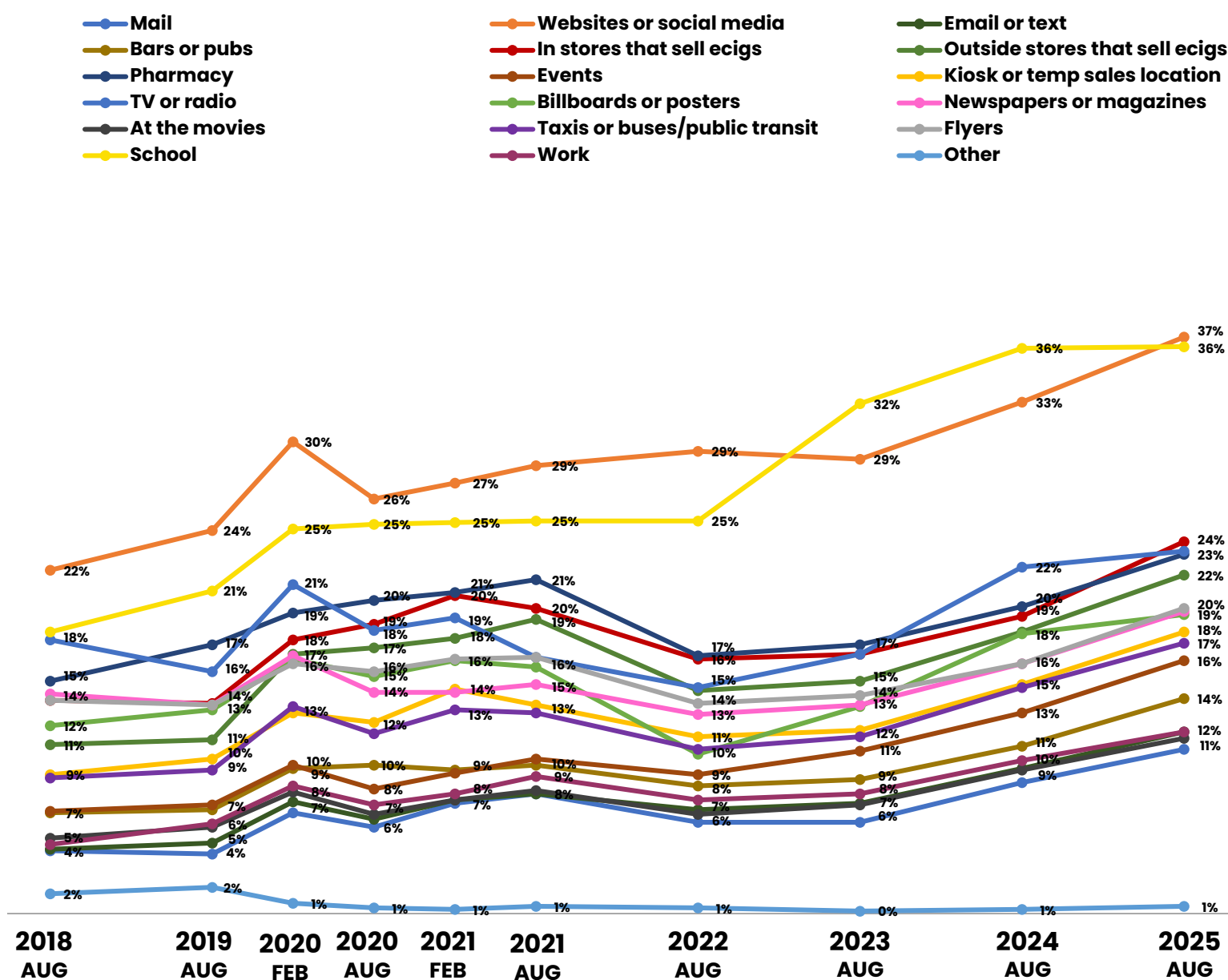
England

School and websites/social media were also the most commonly reported places that youth in England noticed education campaigns or messages about vaping, steadily increasing over time. For many other sources, there was little net change over time until some indication of recent increases.



Exposure to education or health messages about vaping

% 'YES' IN PAST 12 MONTHS, YOUTH AGED 16-19, 2018-2025, ENGLAND, N=41,186



"IN THE PAST 12 MONTHS, HAVE YOU NOTICED EDUCATION CAMPAIGNS OR PUBLIC HEALTH MESSAGES ABOUT E-CIGARETTES/ VAPING IN ANY OF THE FOLLOWING PLACES?" [YES/NO FOR EACH SOURCE]; REFUSED EXCLUDED FROM DENOMINATOR

E-cigarette education - sources

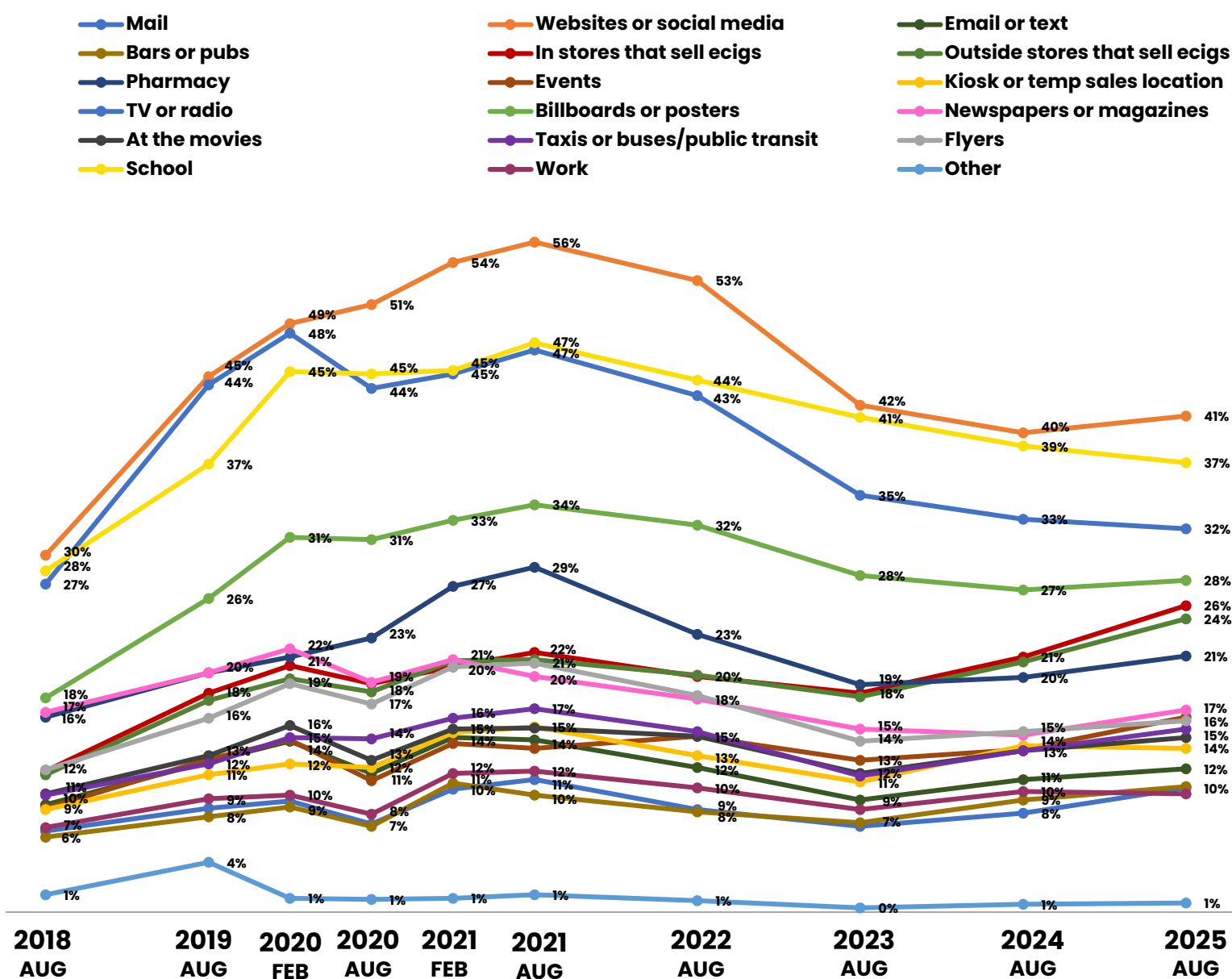
United States

In the US, websites/social media, school, and TV or radio have been the most commonly reported places that youth noticed education campaigns or messages about vaping since 2018; noticing in these sources increased steeply (especially online) and remained high, but all have decreased since 2021.



Exposure to education or health messages about vaping

% 'YES' IN PAST 12 MONTHS, YOUTH AGED 16-19, 2018-2025, US, N=45,095



"IN THE PAST 12 MONTHS, HAVE YOU NOTICED EDUCATION CAMPAIGNS OR PUBLIC HEALTH MESSAGES ABOUT E-CIGARETTES/ VAPING IN ANY OF THE FOLLOWING PLACES?" [YES/NO FOR EACH SOURCE]; REFUSED EXCLUDED FROM DENOMINATOR

E-cigarette education – sources

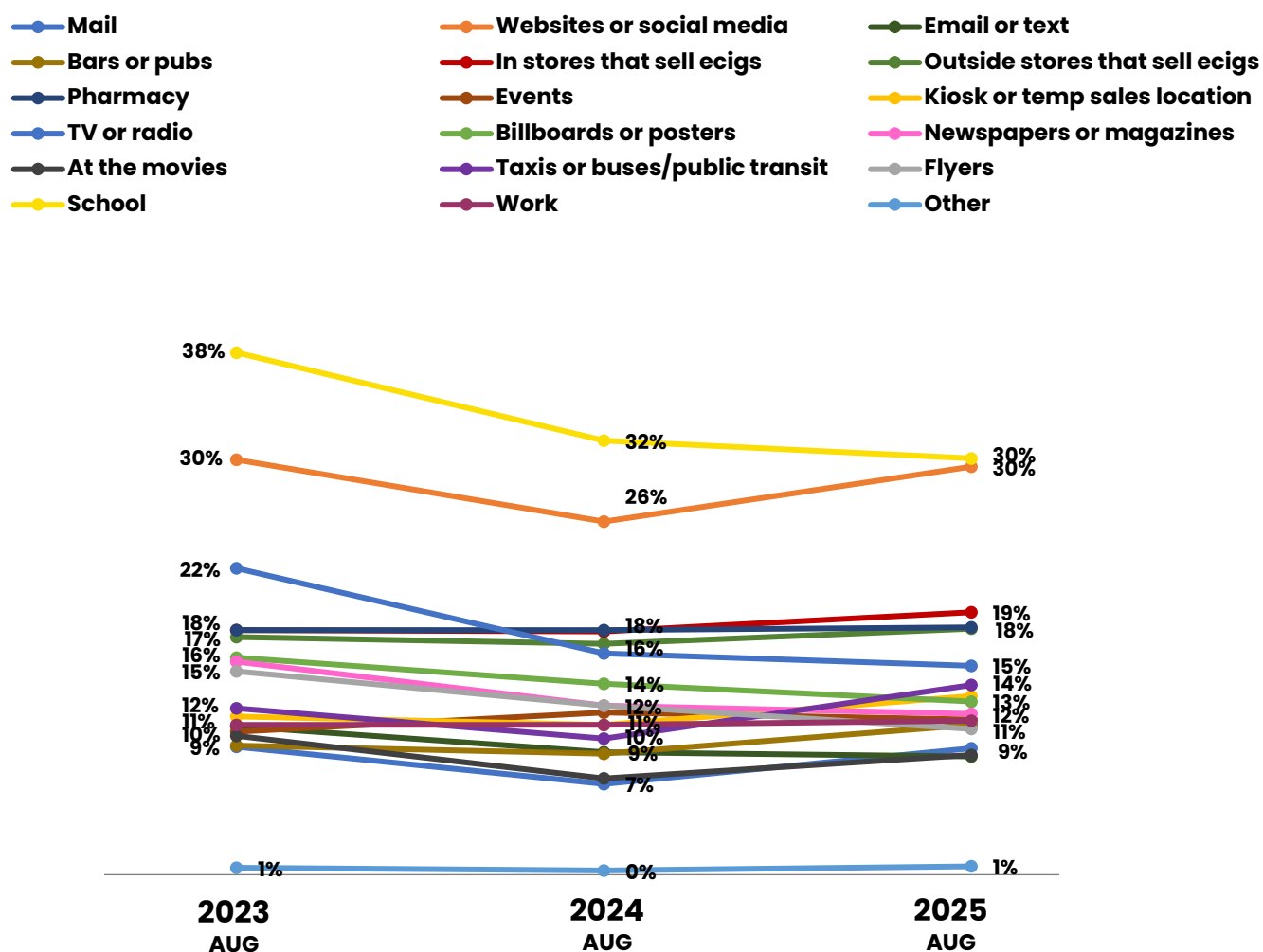
New Zealand

In New Zealand, from 2023 to 2025, school and websites/social media were the most common places that youth noticed education campaigns or messages about vaping, each reported by around one-third. There was little change over time in noticing through most sources.



Exposure to education or health messages about vaping

% 'YES' IN PAST 12 MONTHS, YOUTH AGED 16-19, 2023-2025, NZ, N=2,497



E-cigarette education – sources

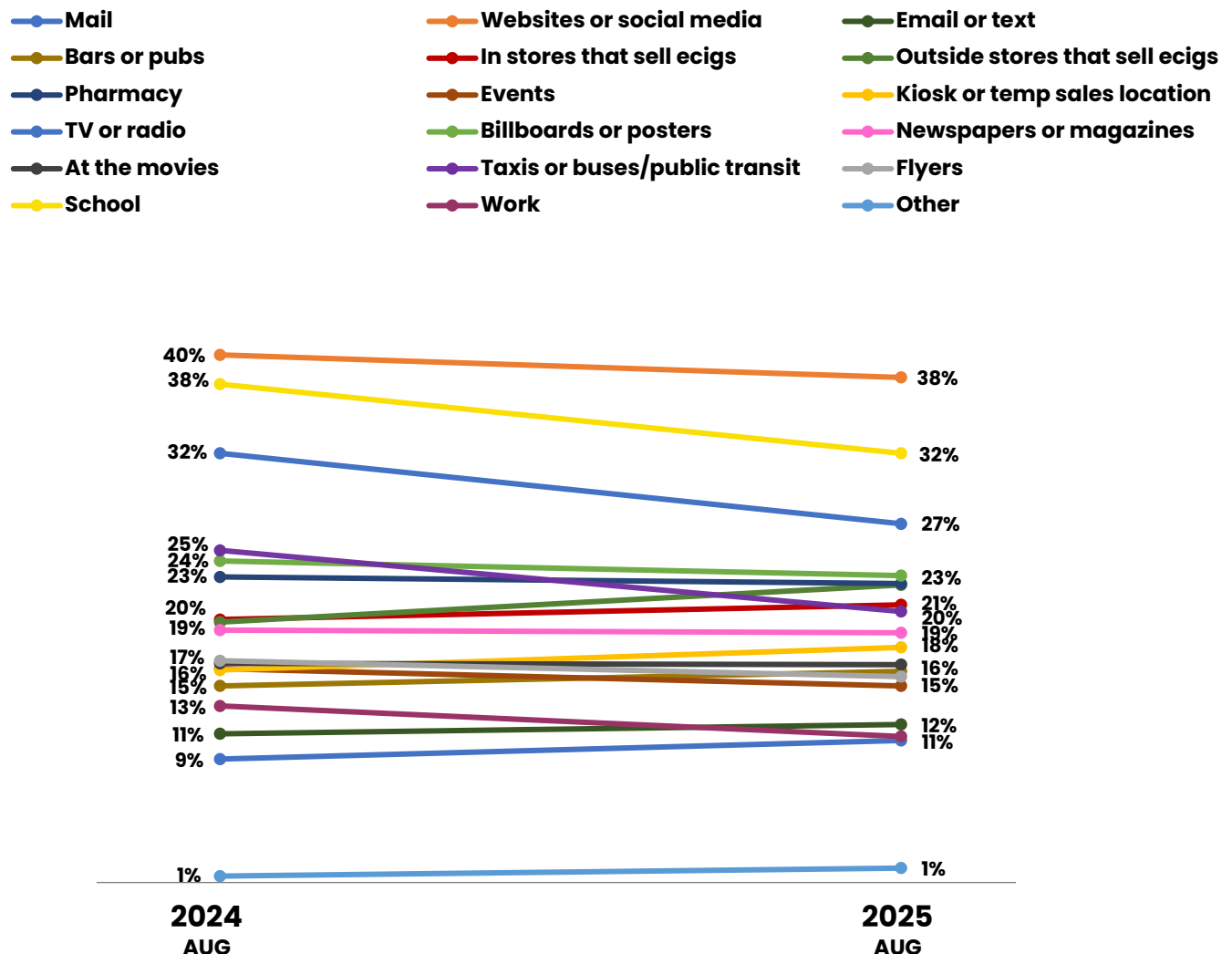
Australia

In Australia, in both 2024 and 2025, websites/social media was the most commonly reported place that youth noticed education campaigns or messages about vaping, followed school and then TV or radio. There was little change between waves in noticing through most sources.



Exposure to education or health messages about vaping

% 'YES' IN PAST 12 MONTHS, YOUTH AGED 16-19, 2024-2025, AUSTRALIA, N=1,868



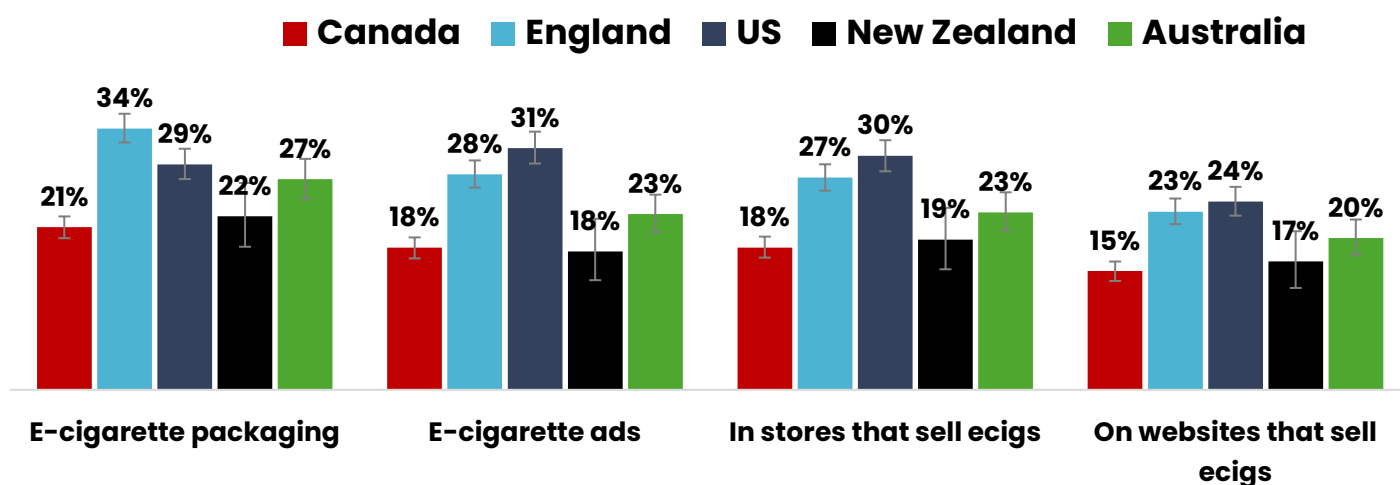
"IN THE PAST 12 MONTHS, HAVE YOU NOTICED EDUCATION CAMPAIGNS OR PUBLIC HEALTH MESSAGES ABOUT E-CIGARETTES/ VAPING IN ANY OF THE FOLLOWING PLACES?" [YES/NO FOR EACH SOURCE]; REFUSED EXCLUDED FROM DENOMINATOR

Noticing e-cigarette warnings

In 2025, among all respondents, more youth in England reported noticing health warnings on e-cigarette packaging, and more youth in the US reported seeing them on advertisements, in stores and on websites that sell e-cigarettes. Fewer youth in Canada and New Zealand reported noticing warnings in all sources. Among youth who vaped in the past 30 days, proportions noticing in each source were greater; more in the US reported noticing warnings.

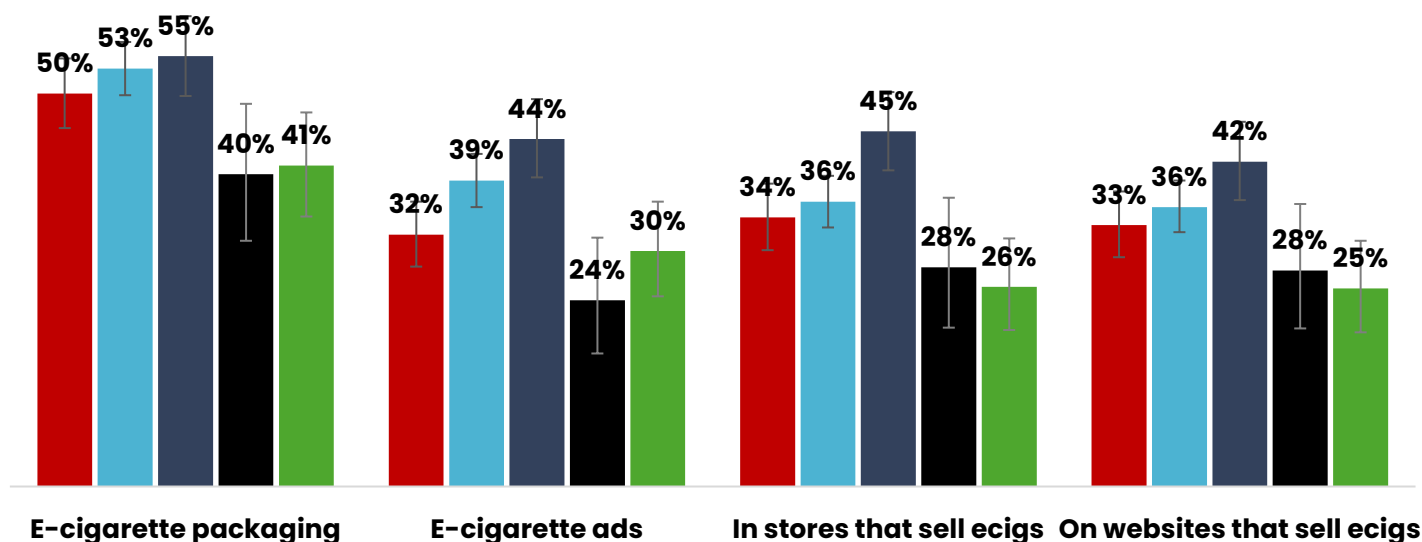
Noticing e-cigarette health warnings in the past 30 days

ALL YOUTH AGED 16-19, 2025, N=13,801



Noticing e-cigarette health warnings in the past 30 days

YOUTH AGED 16-19 WHO VAPED IN PAST 30 DAYS, 2025, N=3,586



"IN THE LAST 30 DAYS, HAVE YOU NOTICED ANY HEALTH WARNINGS FOR E-CIGARETTES/VAPING DEVICES, CARTRIDGES, PODS, OR E-LIQUIDS IN THE FOLLOWING PLACES?..."; REFUSED EXCLUDED FROM DENOMINATOR

Noticing e-cigarette warnings

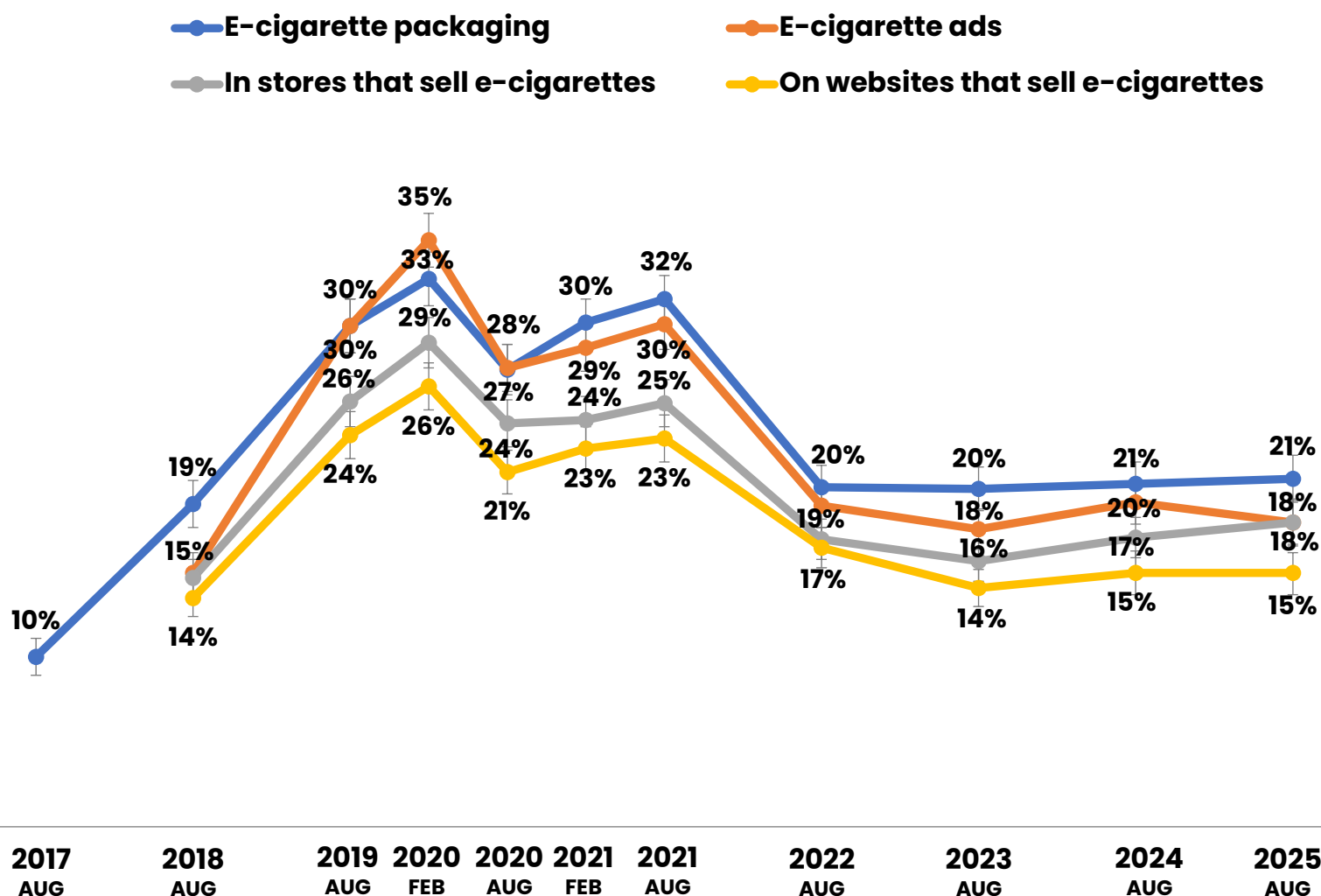
Canada

The proportion of youth in Canada who reported noticing health warnings for e-cigarettes varied, but all sources generally peaked in 2019–2021 before dropping to approximately one in five or fewer in recent waves. Noticing on packaging and on e-cigarette advertisements were the most prevalent sources in all years.



Noticing e-cigarette health warnings in the past 30 days

YOUTH AGED 16–19, 2017–2025, CANADA, N=46,083



WAVE 1: "IN THE LAST 30 DAYS, HAVE YOU NOTICED ANY HEALTH WARNINGS ON THE PACKAGING OF E-CIGARETTES/VAPING DEVICES, CARTRIDGES OR E-LIQUIDS?"; WAVE 2 ON: "IN THE LAST 30 DAYS, HAVE YOU NOTICED ANY HEALTH WARNINGS FOR E-CIGARETTES/VAPING DEVICES, CARTRIDGES, PODS, OR E-LIQUIDS IN THE FOLLOWING PLACES?...." [YES/NO/DON'T KNOW/ REFUSED FOR EACH]; REFUSED EXCLUDED FROM DENOMINATOR

Noticing e-cigarette warnings

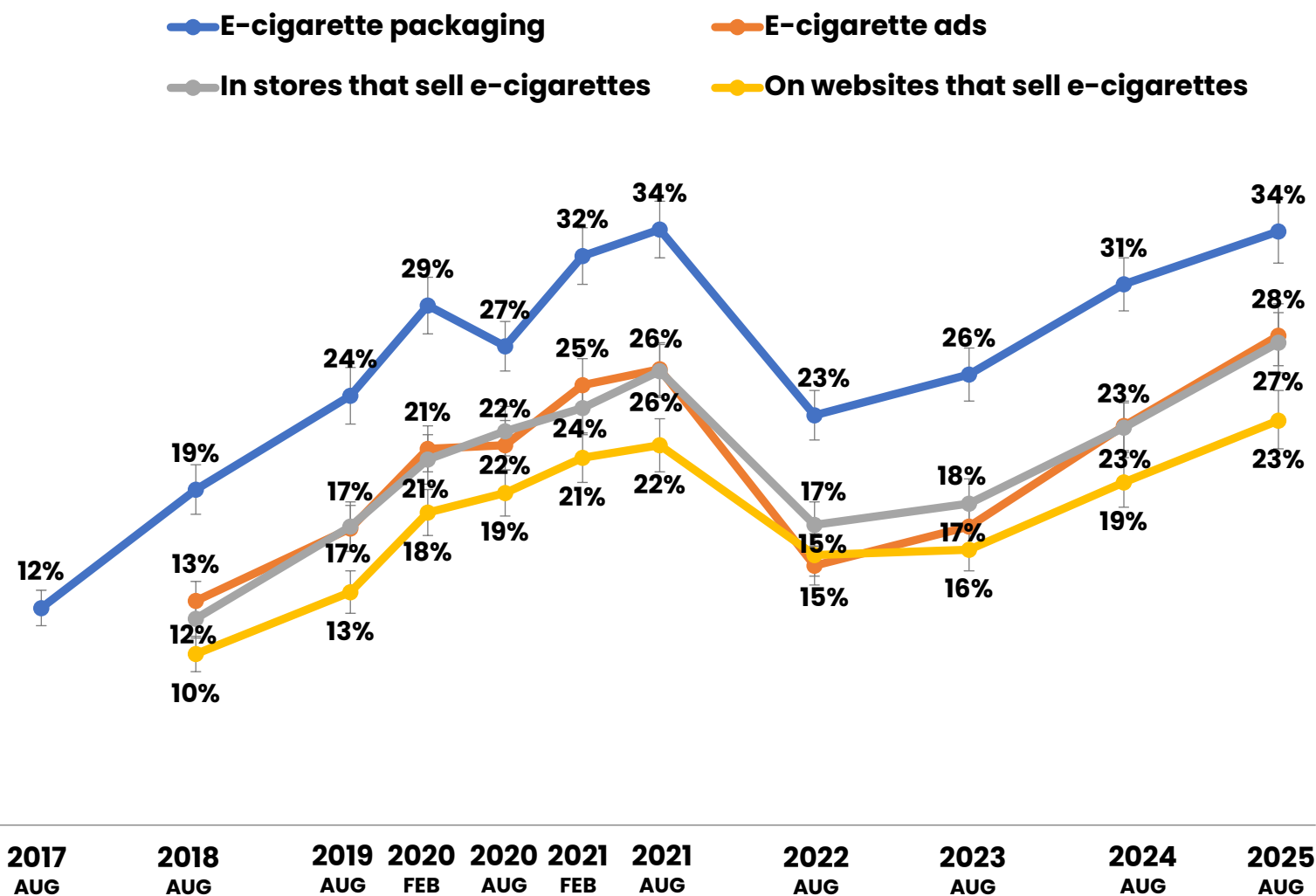
England

In England, noticing health warnings for e-cigarettes on their packaging was the most prevalent in all years. Noticing in all sources appears to have increased steadily over time until 2021, before falling sharply in 2022 and then rebounding in the most recent waves.



Noticing e-cigarette health warnings in the past 30 days

YOUTH AGED 16-19, 2017-2025, ENGLAND, N=45,005



WAVE 1: "IN THE LAST 30 DAYS, HAVE YOU NOTICED ANY HEALTH WARNINGS ON THE PACKAGING OF E-CIGARETTES/VAPING DEVICES, CARTRIDGES OR E-LIQUIDS?"; WAVE 2 ON: "IN THE LAST 30 DAYS, HAVE YOU NOTICED ANY HEALTH WARNINGS FOR E-CIGARETTES/VAPING DEVICES, CARTRIDGES, PODS, OR E-LIQUIDS IN THE FOLLOWING PLACES?...." [YES/NO/DON'T KNOW/ REFUSED FOR EACH]; REFUSED EXCLUDED FROM DENOMINATOR

Noticing e-cigarette warnings

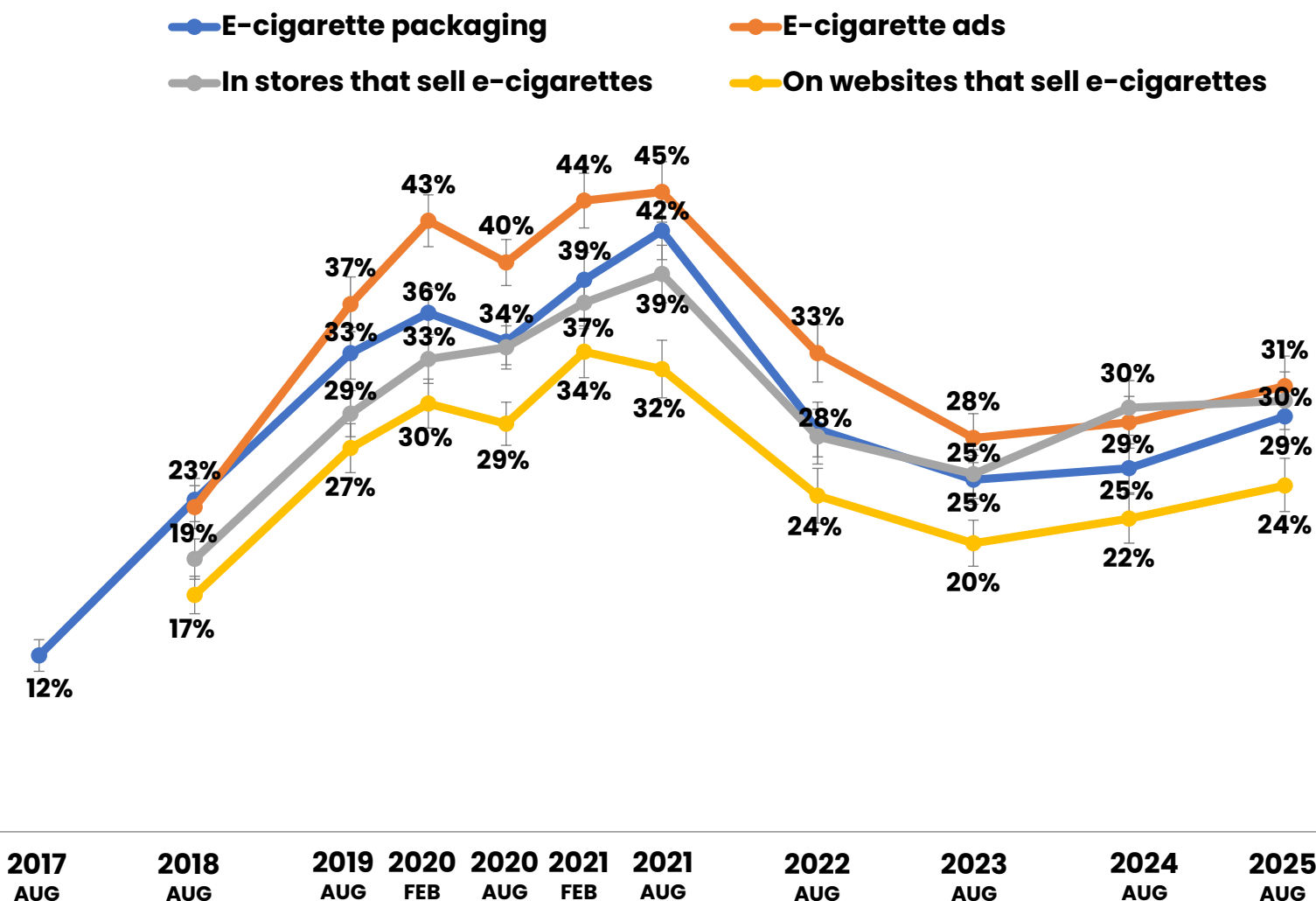
United States

In the US, the proportion of youth who reported noticing health warnings for e-cigarettes in all sources generally increased over time until 2021, before dropping in 2022 and stabilizing in the most recent waves. Noticing on e-cigarette advertisements was the most prevalent in most years.



Noticing e-cigarette health warnings in the past 30 days

YOUTH AGED 16-19, 2017-2025, US, N=48,952



WAVE 1: "IN THE LAST 30 DAYS, HAVE YOU NOTICED ANY HEALTH WARNINGS ON THE PACKAGING OF E-CIGARETTES/VAPING DEVICES, CARTRIDGES OR E-LIQUIDS?"; WAVE 2 ON: "IN THE LAST 30 DAYS, HAVE YOU NOTICED ANY HEALTH WARNINGS FOR E-CIGARETTES/VAPING DEVICES, CARTRIDGES, PODS, OR E-LIQUIDS IN THE FOLLOWING PLACES?...." [YES/NO/DON'T KNOW/ REFUSED FOR EACH]; REFUSED EXCLUDED FROM DENOMINATOR

Noticing e-cigarette warnings

New Zealand

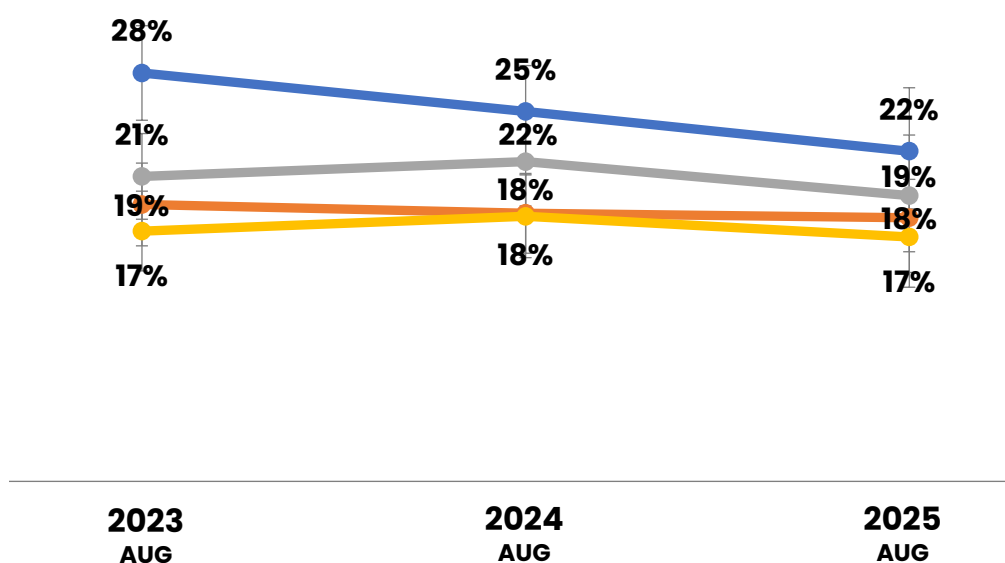
In New Zealand in 2025, 22% of youth reported noticing health warnings on e-cigarette packaging, followed closely by noticing warnings in stores that sell e-cigarettes, on advertisements, and on websites that sell e-cigarettes. Between 2023 and 2025, noticing warnings on e-cigarette packaging appears to have decreased slightly, while others showed little change.



Noticing e-cigarette health warnings in the past 30 days

YOUTH AGED 16-19, 2023-2025, NZ, N=2,486

- E-cigarette packaging
- E-cigarette ads
- In stores that sell e-cigarettes
- On websites that sell e-cigarettes



"IN THE LAST 30 DAYS, HAVE YOU NOTICED ANY HEALTH WARNINGS FOR E-CIGARETTES/VAPING DEVICES, CARTRIDGES, PODS, OR E-LIQUIDS IN THE FOLLOWING PLACES?...." [YES/NO/DON'T KNOW/ REFUSED FOR EACH]; REFUSED EXCLUDED FROM DENOMINATOR

Noticing e-cigarette warnings

Australia

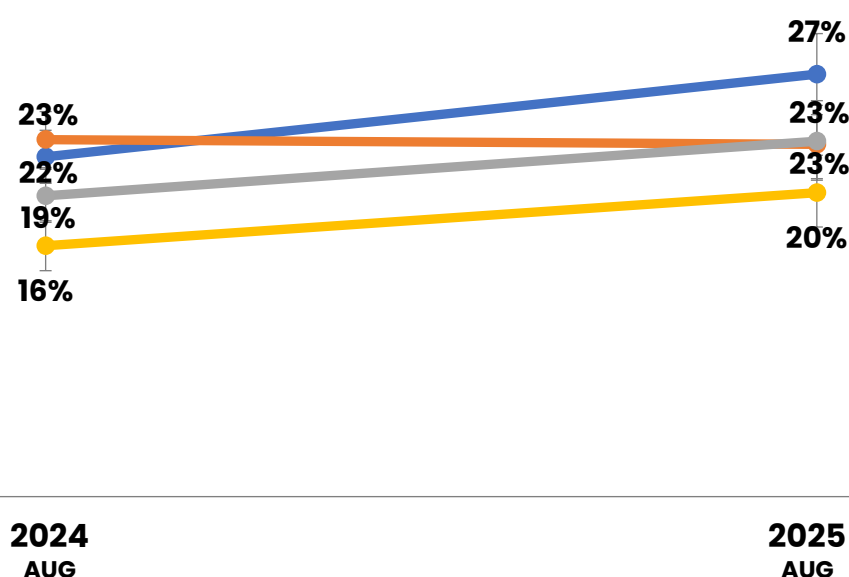
In Australia, over one in four youth reported noticing health warnings on e-cigarette packaging, and nearly one-quarter reported noticing warnings on e-cigarette advertisements and in stores that sell e-cigarettes. The proportion noticing and websites was only slightly lower. Between 2024 and 2025, noticing in most sources appeared to increase slightly.



Noticing e-cigarette health warnings in the past 30 days

YOUTH AGED 16-19, 2023-2025, AUSTRALIA, N=4,622

- E-cigarette packaging
- E-cigarette ads
- In stores that sell e-cigarettes
- On websites that sell e-cigarettes



"IN THE LAST 30 DAYS, HAVE YOU NOTICED ANY HEALTH WARNINGS FOR E-CIGARETTES/VAPING DEVICES, CARTRIDGES, PODS, OR E-LIQUIDS IN THE FOLLOWING PLACES?...." [YES/NO/DON'T KNOW/ REFUSED FOR EACH]; REFUSED EXCLUDED FROM DENOMINATOR

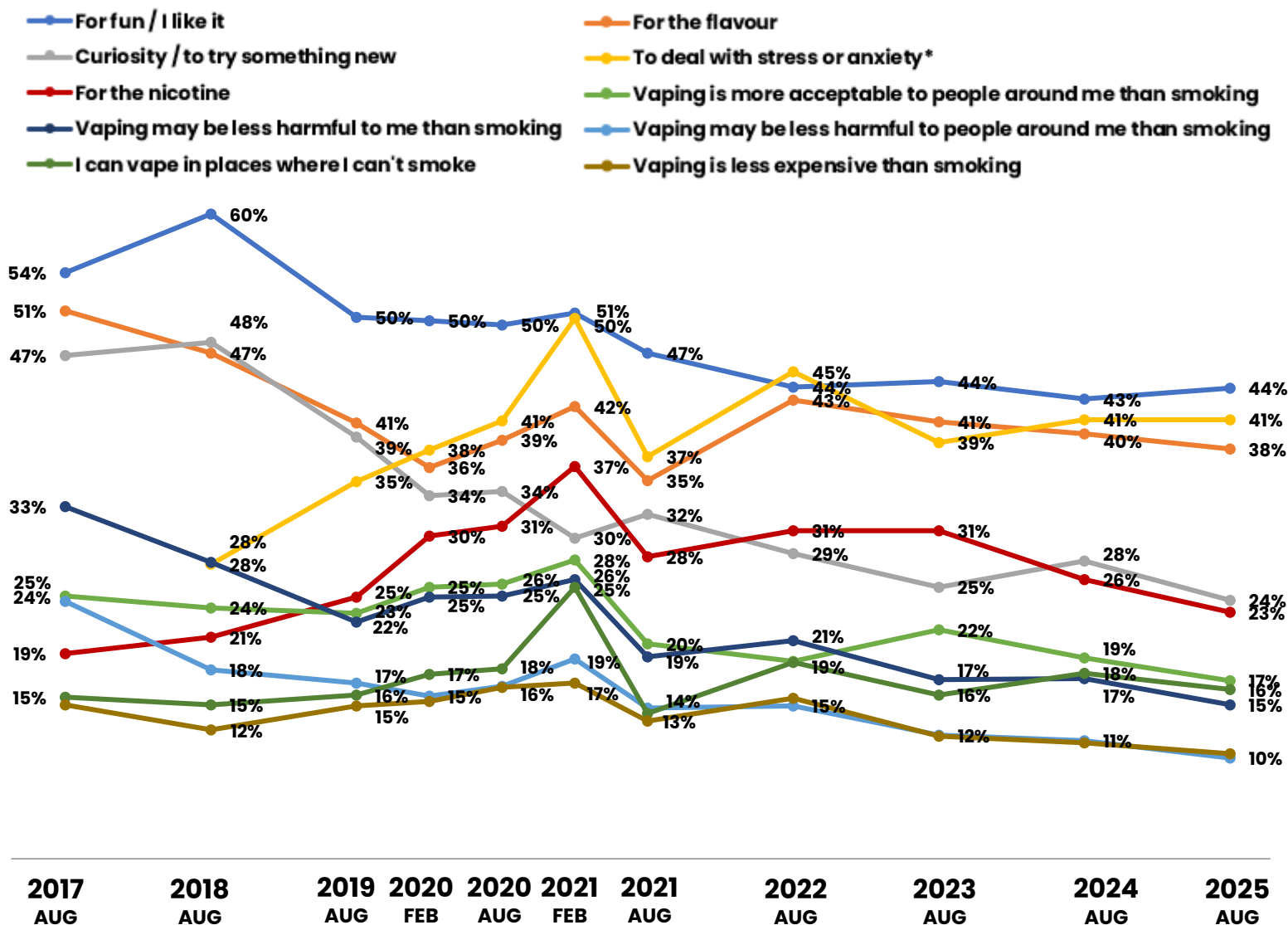
Reasons for vaping Canada

In Canada, among youth who vaped in the past 30 days, the top reason for vaping was 'for fun' in most years, though reasons of flavour and dealing with stress or anxiety have been nearly as high in most waves since 2021. Vaping 'for the nicotine' increased until 2021. Curiosity and less harm than smoking decreased over time.



Reasons for using e-cigarettes/vaping

TOP 10 REASONS, YOUTH AGED 16-19 WHO VAPED IN PAST 30 DAYS, 2017-2025, CANADA, N=7,848



*NOT ASKED IN WAVE 1

"HAVE YOU USED E-CIGARETTES/VAPED FOR ANY OF THE FOLLOWING REASONS?" [SELECT ALL THAT APPLY]; FULL LIST INCLUDES 15 REASONS, TOP 10 SHOWN; REFUSED RESPONSES EXCLUDED FROM DENOMINATOR

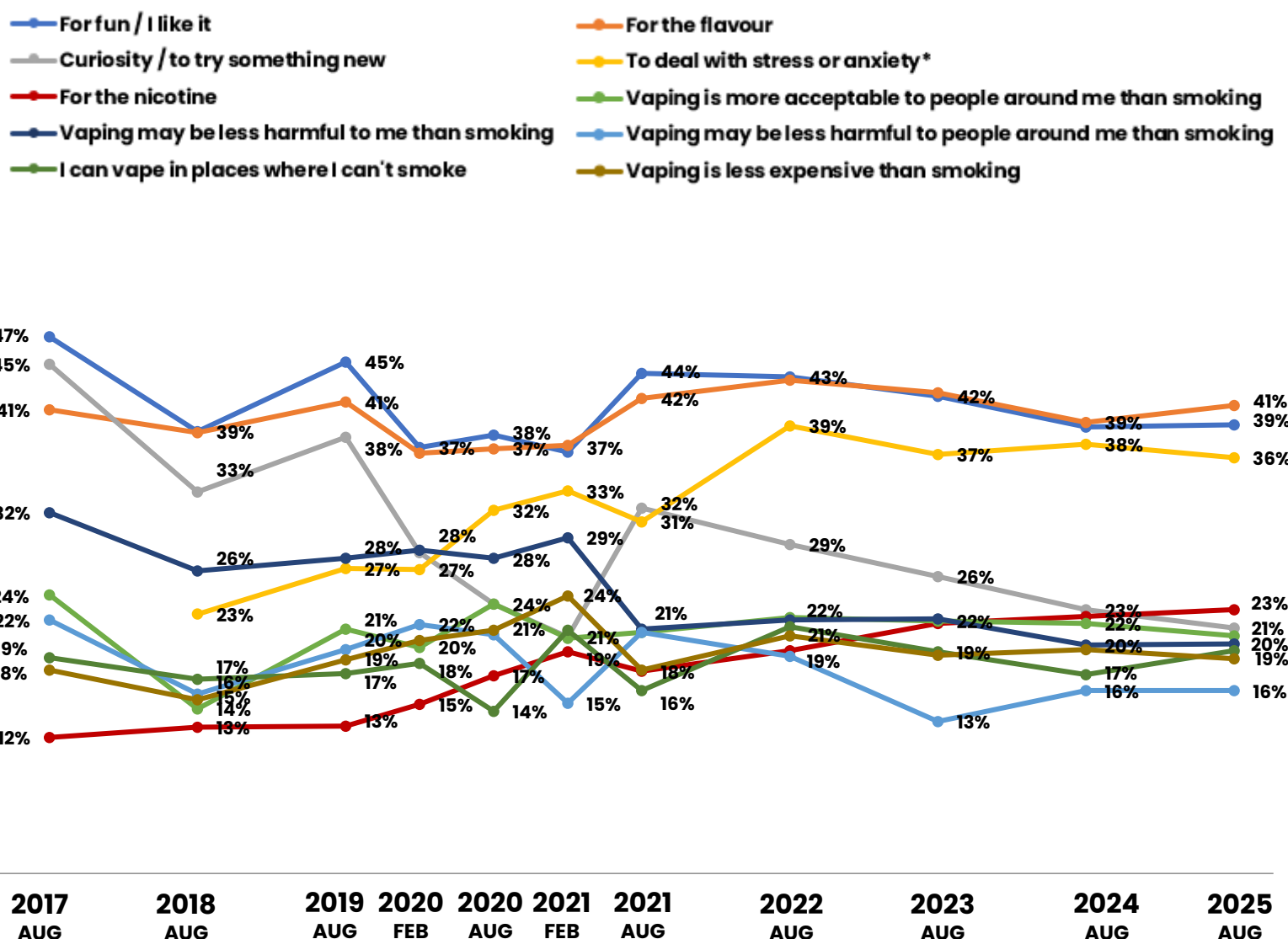
Reasons for vaping England

In England, among youth who vaped in the past 30 days, the top reasons for vaping in most years were 'for fun' and 'for the flavour', though dealing with stress or anxiety increased over time to approach a similar level in recent years. The reasons curiosity and less harm than smoking generally decreased over time.



Reasons for using e-cigarettes/vaping

TOP 10 REASONS, YOUTH AGED 16-19 WHO VAPED IN PAST 30 DAYS, 2017-2025, ENGLAND, N=8,697



*NOT ASKED IN WAVE 1

"HAVE YOU USED E-CIGARETTES/VAPED FOR ANY OF THE FOLLOWING REASONS?" [SELECT ALL THAT APPLY]; FULL LIST INCLUDES 15 REASONS, TOP 10 SHOWN; REFUSED RESPONSES EXCLUDED FROM DENOMINATOR

Reasons for vaping

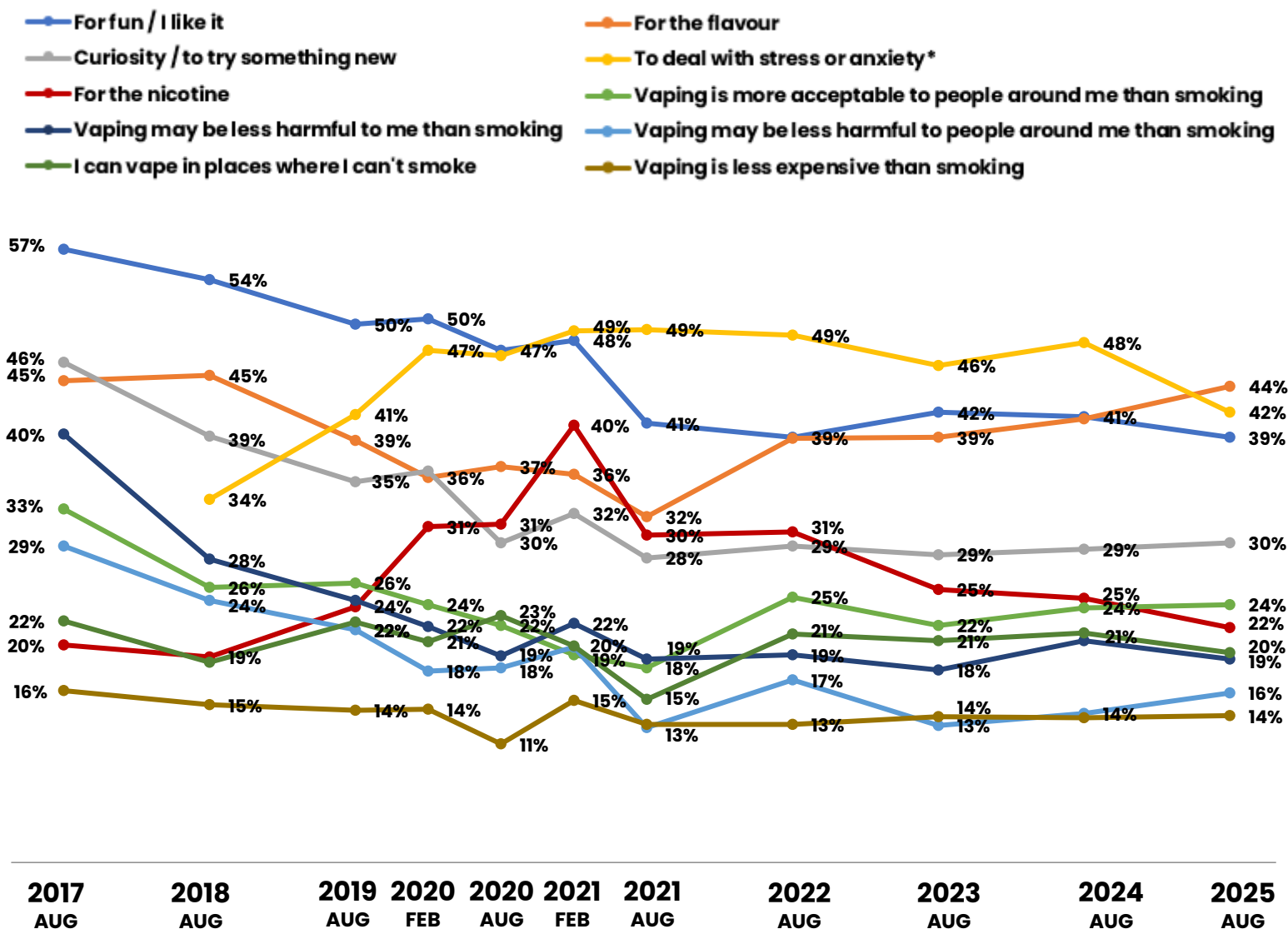
United States

In the US, among youth who vaped in the past 30 days, the top reason for vaping was 'for fun/I like it' until 2020, 'to deal with stress or anxiety' from 2021 until 2024, and 'for the flavour' in 2025. Reasons of fun, curiosity, and less harmful than smoking have decreased over time. Vaping 'for the nicotine' doubled between 2017 and 2021, but has since decreased steadily.



Reasons for using e-cigarettes/vaping

TOP 10 REASONS, YOUTH AGED 16-19 WHO VAPED IN PAST 30 DAYS, 2017-2025, US, N=8,893



*NOT ASKED IN WAVE 1

"HAVE YOU USED E-CIGARETTES/VAPED FOR ANY OF THE FOLLOWING REASONS?" [SELECT ALL THAT APPLY]; FULL LIST INCLUDES 15 REASONS, TOP 10 SHOWN; REFUSED RESPONSES EXCLUDED FROM DENOMINATOR

Reasons for vaping

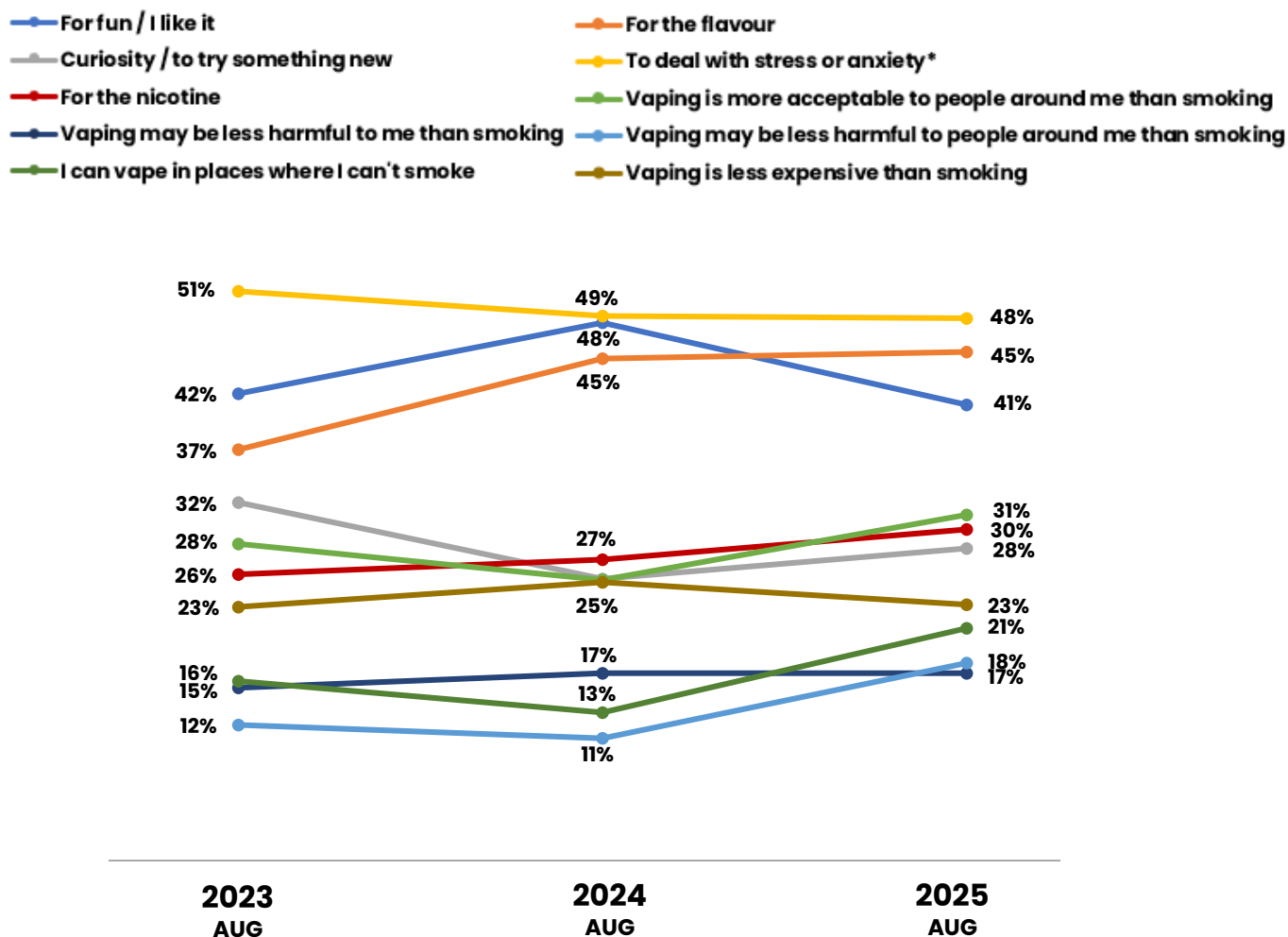
New Zealand

In New Zealand, among youth who vaped in the past 30 days, nearly half of youth reported 'to deal with stress or anxiety' or 'for the flavour' as a reason for vaping in 2025, followed closely by 'for fun'. These were the top three reasons in all waves since 2023. Relatively few youth who vaped cited reasons concerning harm reduction compared to smoking.



Reasons for using e-cigarettes/vaping

TOP 10 REASONS, YOUTH AGED 16-19 WHO VAPED IN PAST 30 DAYS, 2023-2025, NZ, N=860



Reasons for vaping

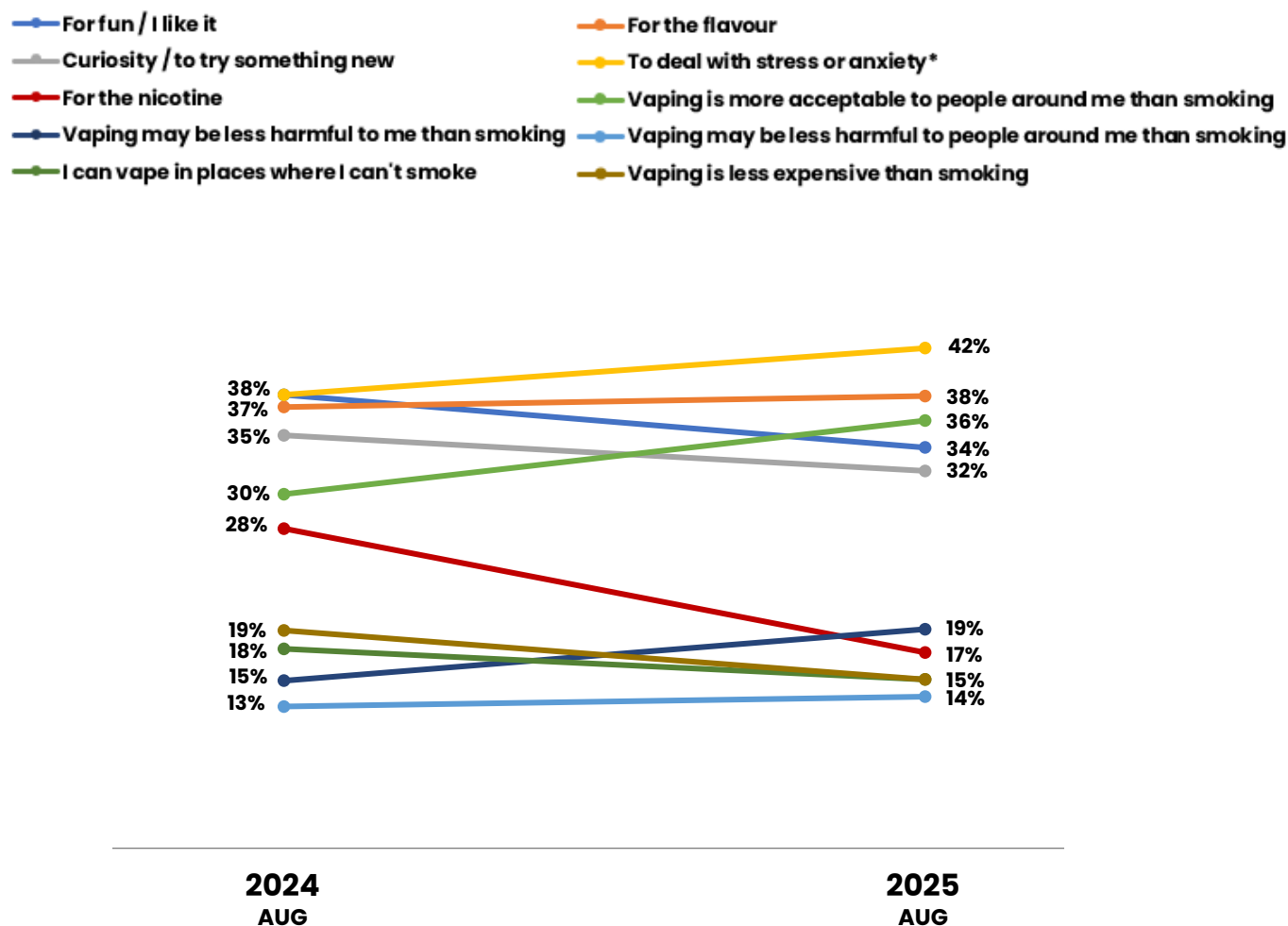
Australia

In Australia, among youth who vaped in the past 30 days, over 40% reported 'to deal with stress or anxiety' as a reason for vaping in 2025, also a top reason in 2024. Other frequently cited reasons included 'for the flavour', greater acceptability compared to smoking, 'for fun' and curiosity. The proportion citing 'for the nicotine' as a reason for vaping appears to have decreased between 2024 and 2025.



Reasons for using e-cigarettes/vaping

TOP 10 REASONS, YOUTH AGED 16-19 WHO VAPED IN PAST 30 DAYS, 2025, AU, N=1,041



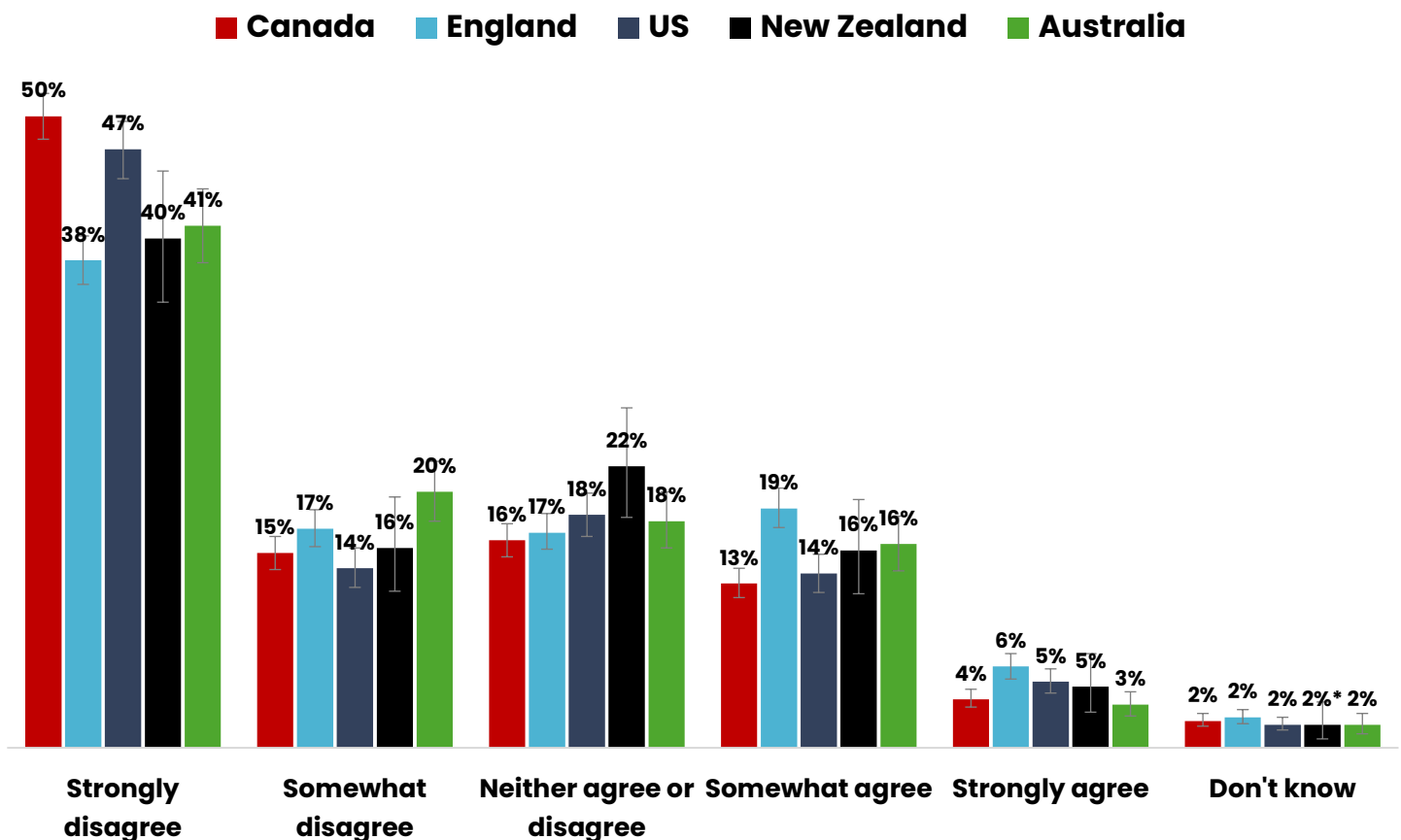
E-cigarette perceptions

All respondents were asked about their perceptions of e-cigarettes. In 2025, approximately half of respondents in Canada and the US strongly disagreed that they look cool, compared to around 40% in other countries. One-quarter of youth in England agreed ('somewhat' or 'strongly') that e-cigarettes look cool, compared to one in five or fewer in other countries. Around one in five neither agreed nor disagreed.

E-cigarettes/vapes look COOL.

YOUTH AGED 16-19, 2025

CA: N=3,862; EN: N=3,911; US: N=3,571; NZ: N=629; AU: N=1,861



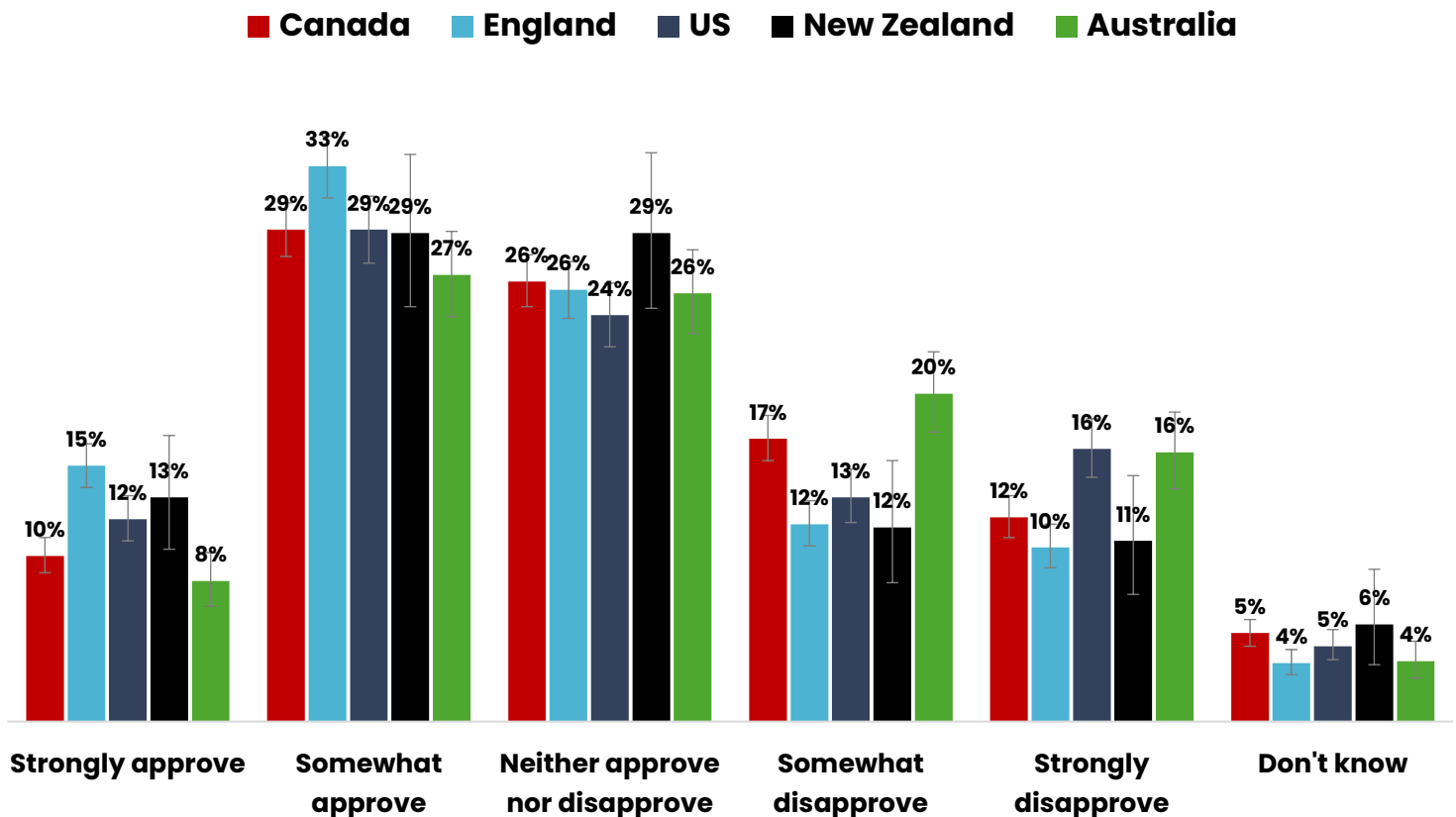
E-cigarette perceptions

Approximately four in ten respondents reported that people their age approved ('somewhat' or 'strongly') of e-cigarettes/vaping, ranging from just over one-third in Australia to nearly half in England. Smaller proportions of youth in England and New Zealand, and a greater proportion in Australia, said people their age disapproved of vaping, compared to other countries. Around one-quarter said people their age neither approved nor disapproved.

Do people your age approve or disapprove of using e-cigarettes/vaping?

YOUTH AGED 16-19, 2025

CA: N=3,863; EN: N=3,913; US: N=3,572; NZ: N=628; AU: N=1,863



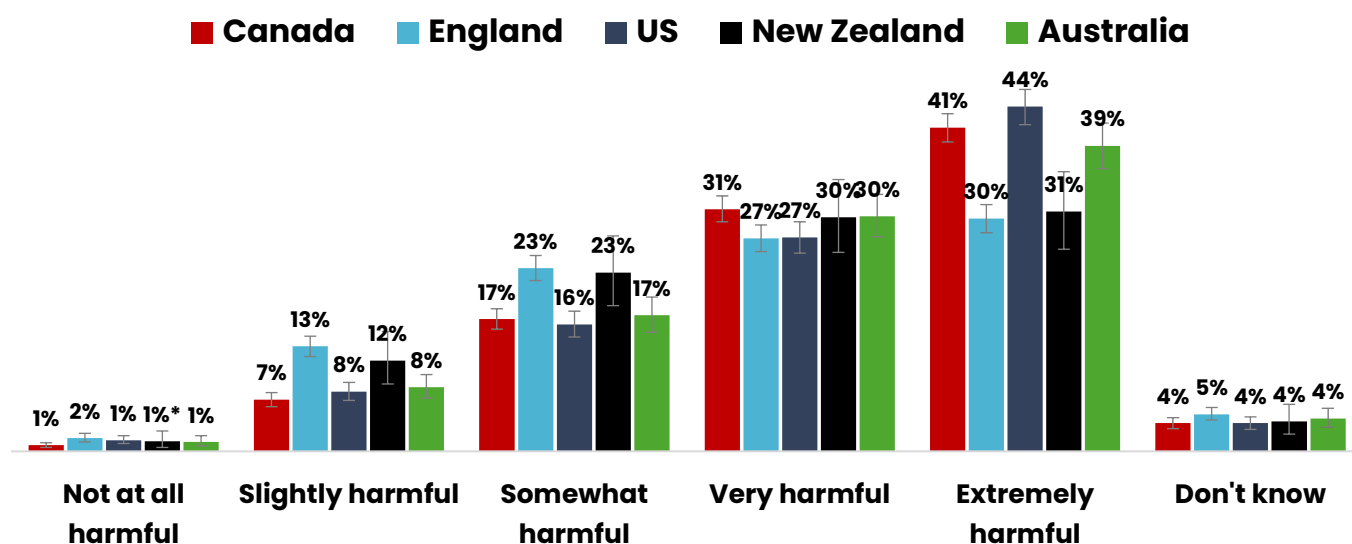
Perceptions of risk

Perceptions of the harmfulness of daily vaping varied by country: close to 40% of respondents in Canada, the US and Australia, and 30% in England and New Zealand, indicated that vaping was 'extremely' harmful. Around 30% of respondents in each country selected 'very harmful'; more respondents in England and New Zealand selected 'somewhat' or 'slightly harmful'. Vaping some days was viewed as somewhat less harmful than every day.

How harmful is it to vape every day?

YOUTH AGED 16-19, 2025

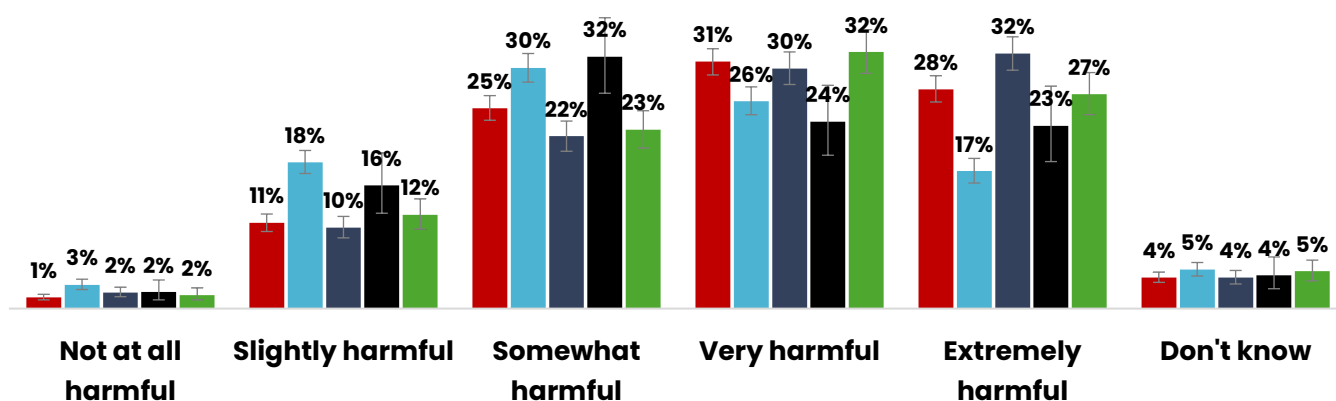
CA: N=3,860; EN: N=3,912; US: N=3,572; NZ: N=629; AU: N=1,865



How harmful is it to vape some days but not every day?

YOUTH AGED 16-19, 2025

CA: N=3,860; EN: N=3,914; US: N=3,572; NZ: N=629; AU: N=1,865



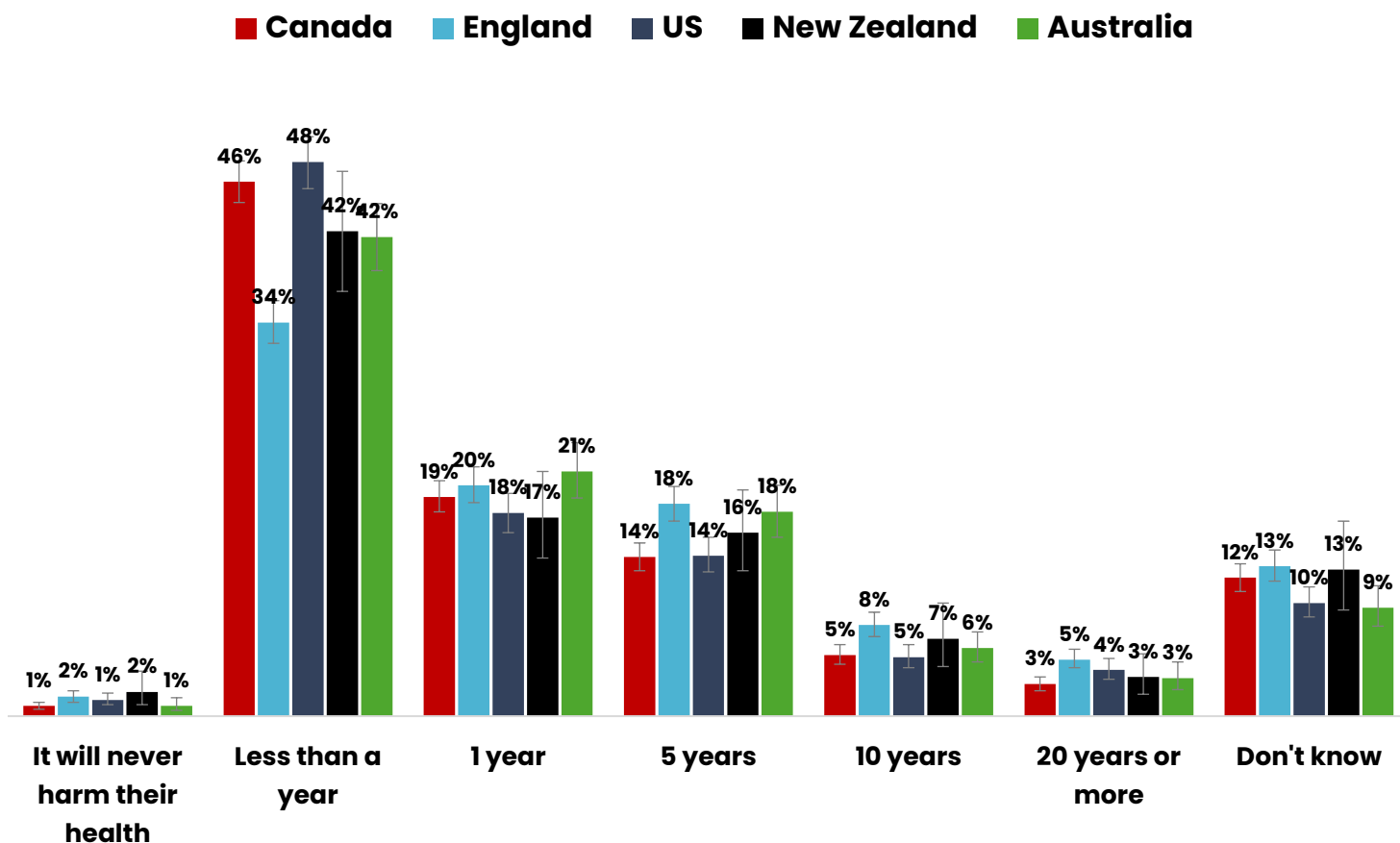
Perceptions of risk

When respondents were asked how long someone had to use e-cigarettes before it harmed their health, the majority in each country indicated a timeframe of either 1 year or less; however, the proportion who said it would take less than a year was greater in Canada and the US, and lower in England. Very few indicated that it would take 20 or more years or that it would never harm their health. A considerable proportion in each country (9%–13%) selected ‘don’t know’.

How long do you think someone has to use e-cigarettes/vape before it harms their health?

YOUTH AGED 16–19, 2025

CA: N=3,862; EN: N=3,913; US: N=3,568; NZ: N=629; AU: N=1,866



Perceptions of risk

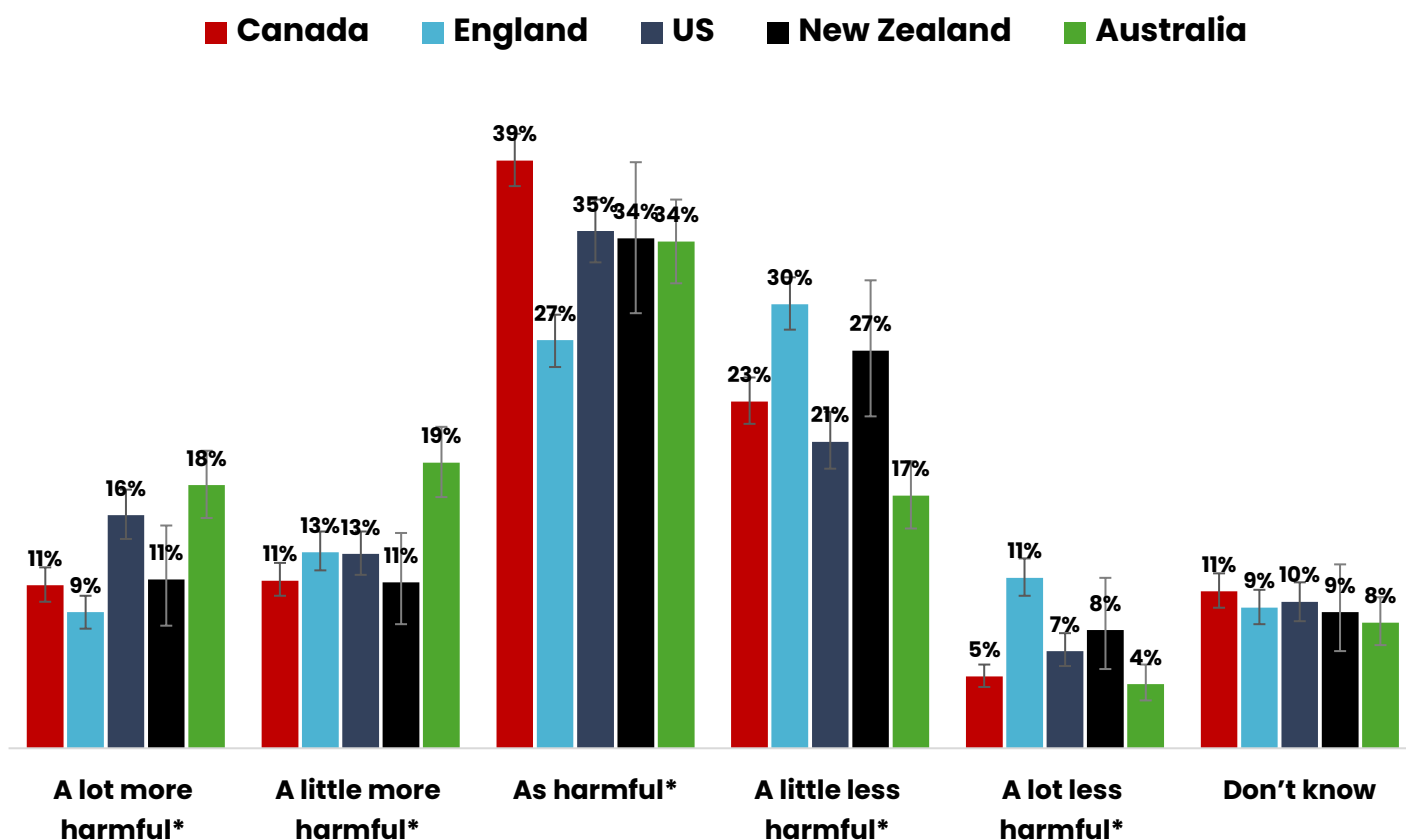
Harm relative to cigarettes

When respondents were asked about the relative harm of e-cigarettes compared with “regular” tobacco cigarettes, the proportion of youth who correctly responded that e-cigarettes were less harmful ranged from one in five in Australia to over 40% in England. One-third or more in most countries (slightly fewer in England) thought they were ‘as harmful’. One-quarter or less in most countries, but more than one-third in Australia, thought that e-cigarettes were more harmful than smoking cigarettes.

Is using e-cigarettes/vaping less harmful, about the same, or more harmful than smoking cigarettes?

YOUTH AGED 16–19, 2025

CA: N=3,860; EN: N=3,910; US: N=3,570; NZ: N=629; AU: N=1,864



*than ‘regular’ tobacco cigarettes

Perceptions of risk

Addictiveness relative to cigarettes

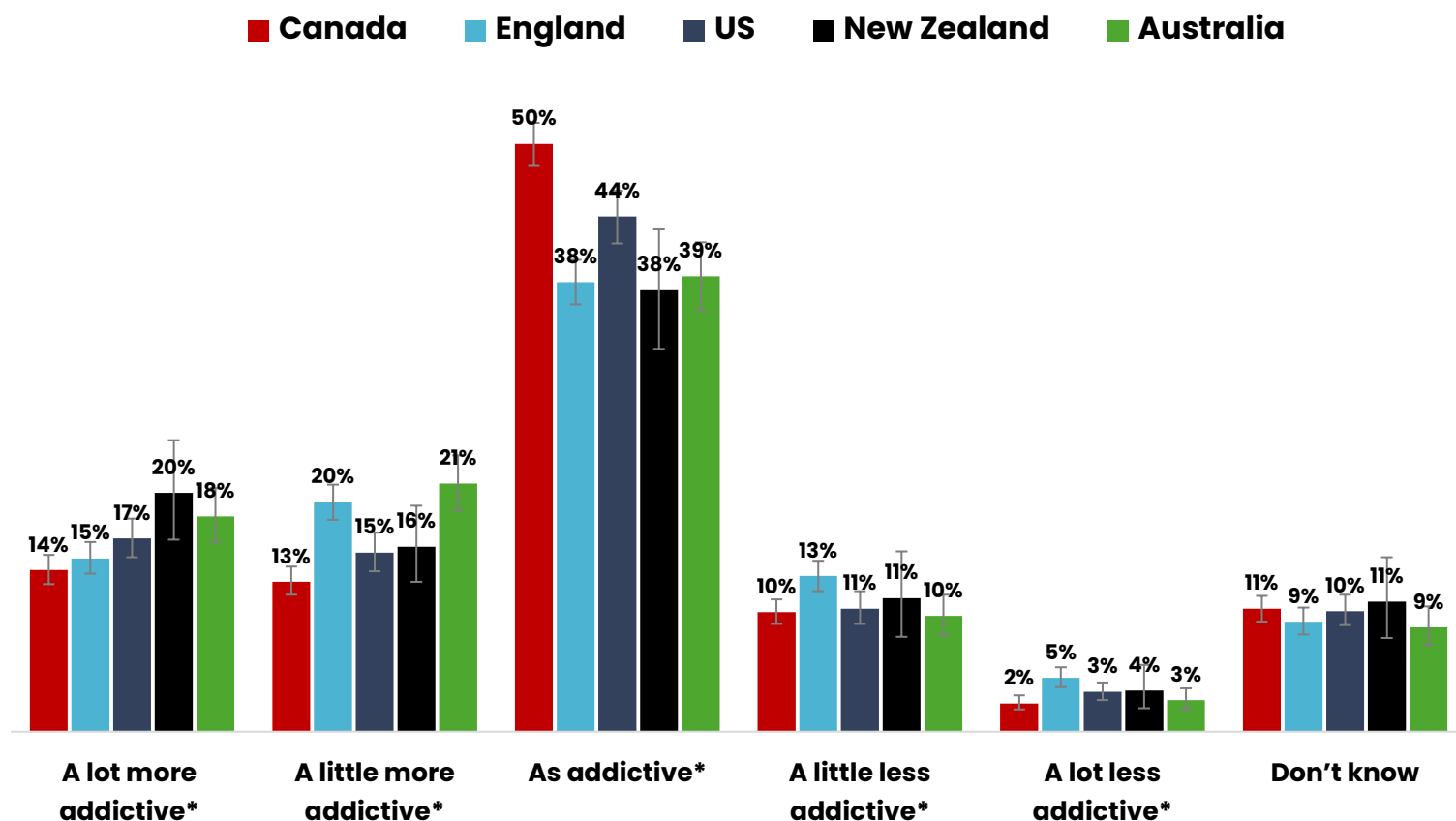
When respondents were asked about the relative addictiveness of e-cigarettes compared with “regular” tobacco cigarettes, the most common response in each country was ‘as addictive’.

Slightly more youth in England than in other countries responded that e-cigarettes were *less* addictive, whereas slightly more youth in Australia said they were *more* addictive, but country differences were generally not pronounced.

Is using e-cigarettes/vaping less addictive, about the same, or more addictive than smoking cigarettes?

YOUTH AGED 16-19, 2025

CA: N=3,858; EN: N=3,912; US: N=3,570; NZ: N=627; AU: N=1,865



*than 'regular' tobacco cigarettes

Perceptions of risk

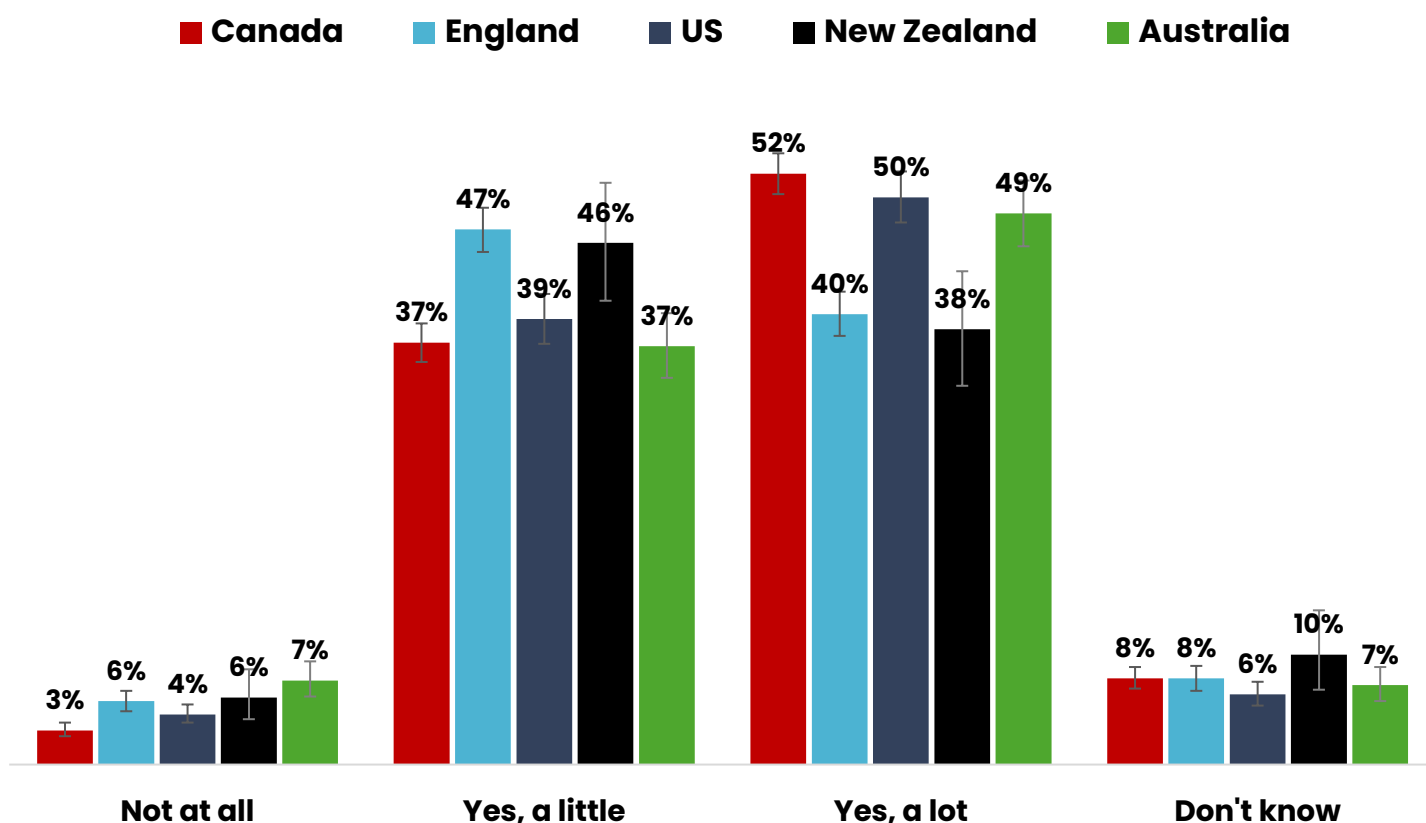
Harm of addiction

When respondents were asked about their perceptions of addiction to vaping, most thought that addiction was harmful on its own, even if it doesn't cause physical health problems. More youth in Canada, the US and Australia selected 'yes, a lot', while more youth in England and New Zealand selected 'yes, a little'.

Do you think addiction to e-cigarettes/vaping is harmful on its own, even if it doesn't cause physical health problems?

YOUTH AGED 16-19, 2025

CA: N=3,857; EN: N=3,906; US: N=3,570; NZ: N=628; AU: N=1,866



Health effects of vaping

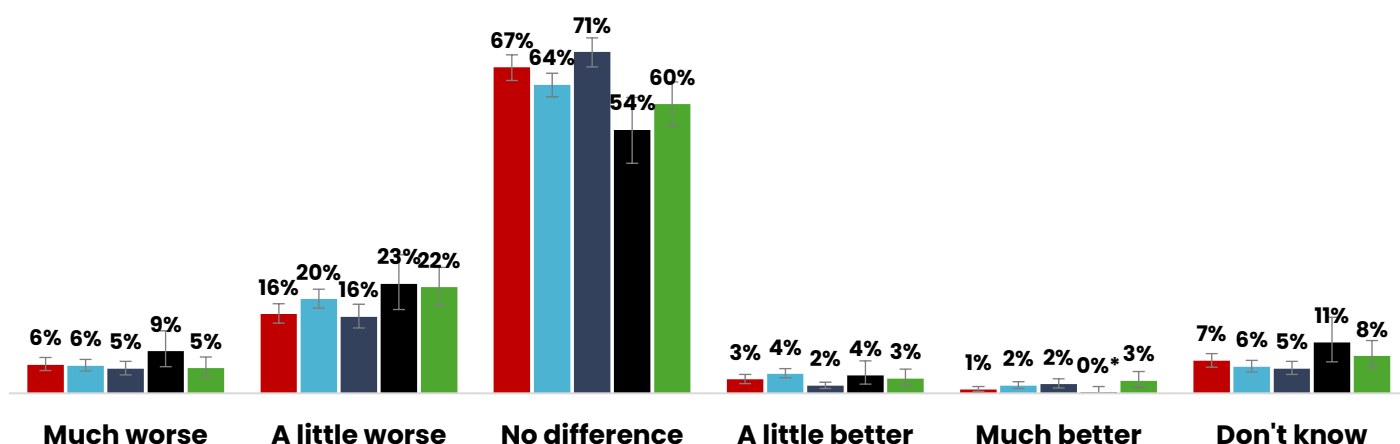
When youth who reported ever vaping were asked effects on their physical and mental health, responses were similar across countries. While most youth reported no impact, a greater proportion reported negative effects on their physical health, while similar proportions reported positive and negative effects on mental health.

Has vaping affected your physical health?

YOUTH AGED 16-19 WHO EVER VAPED, 2025

CA: N=677; EN: N=1,334; US: N=931; NZ: N=216; AU: N=437

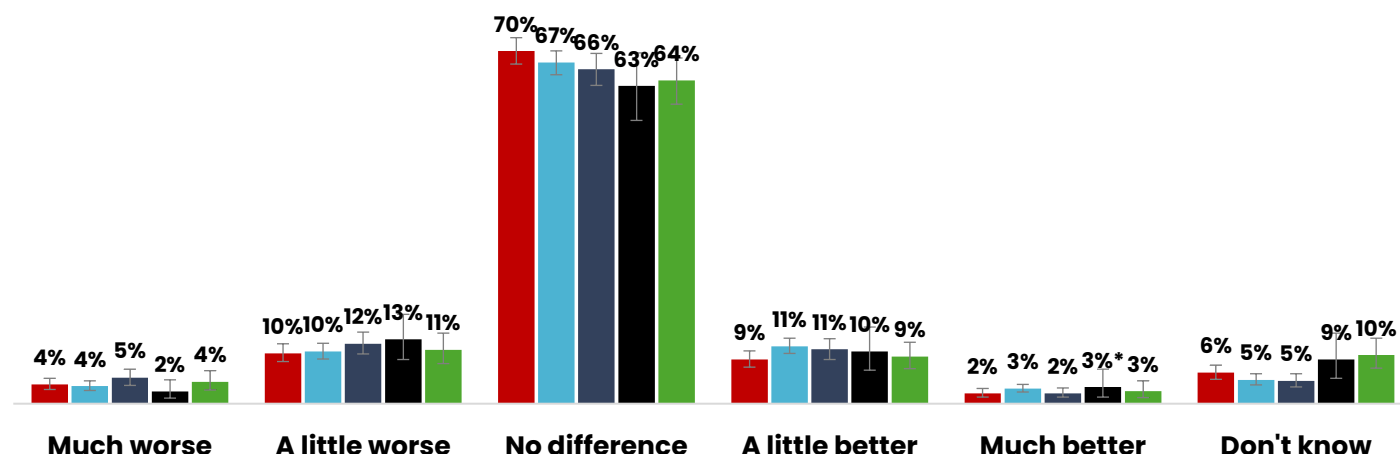
■ Canada ■ England ■ US ■ New Zealand ■ Australia



Has vaping affected your mental health?

YOUTH AGED 16-19 WHO EVER VAPED, 2025

CA: N=677; EN: N=1,332; US: N=931; NZ: N=215; AU: N=436



*HIGH VARIABILITY OF ESTIMATE (CV>0.33).
REFUSED EXCLUDED FROM DENOMINATOR

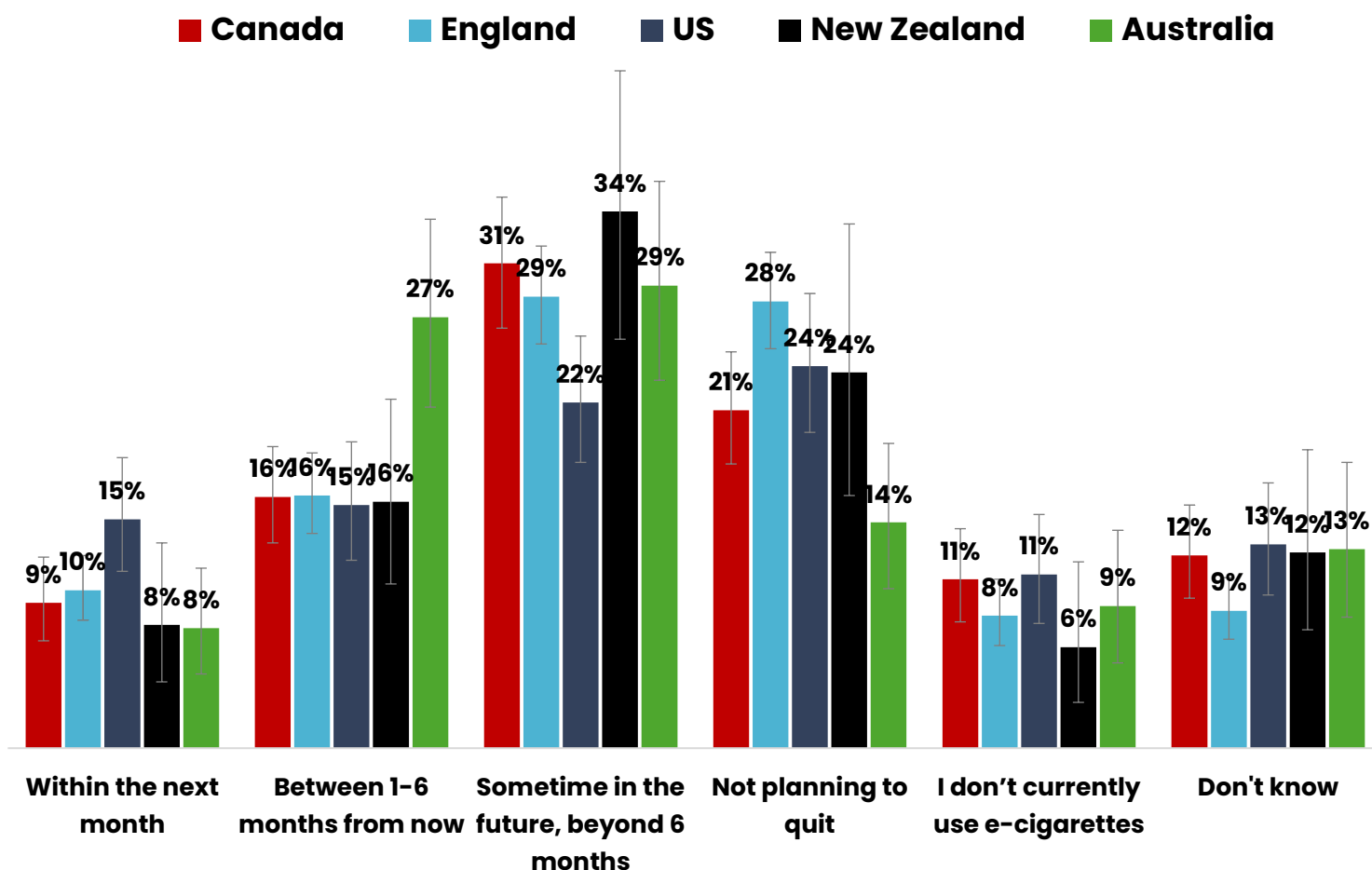
Intentions to quit e-cigarettes

Youth who had vaped in the past 30 days were asked about their plans to quit. In 2025, one-quarter to one-third of youth who vaped reported planning to quit within the next 6 months. Around one-quarter in most countries, and fewer in Australia, indicated that they had no plans to quit vaping.

Are you planning to quit using e-cigarettes/vaping...

YOUTH AGED 16-19 WHO VAPED IN PAST 30 DAYS, 2025

CA: N=677; EN: N=1,329; US: N=930; NZ: N=214; AU: N=434



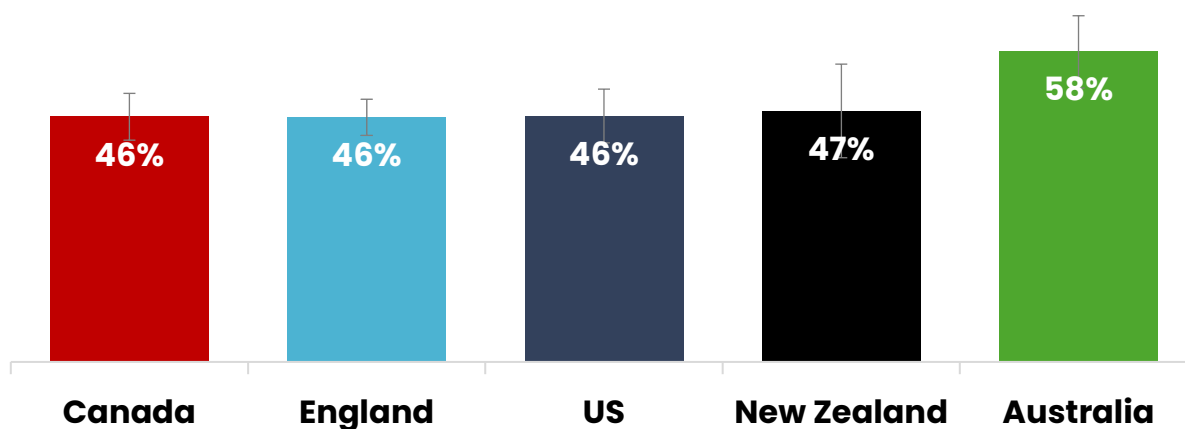
Attempts to quit e-cigarettes

Nearly half of youth who had vaped in the past 30 days in Canada, England, the US and New Zealand, and more than half in Australia, reported ever trying to quit vaping. Within each country, the proportion who reported trying to quit in the past year was only slightly lower, indicating that most of those who had ever tried to quit had attempted to do so recently.

Have you ever tried to completely stop vaping?

% 'YES', YOUTH AGED 16-19 WHO VAPED IN PAST 30 DAYS, 2025

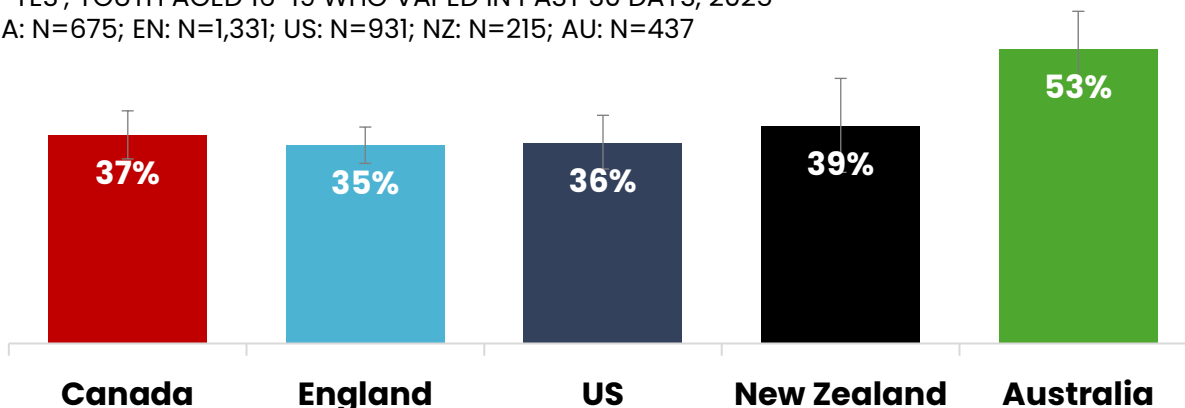
CA: N=674; EN: N=1,328; US: N=929; NZ: N=215; AU: N=433



Have you tried to completely stop vaping in the last 12 months?

% 'YES', YOUTH AGED 16-19 WHO VAPED IN PAST 30 DAYS, 2025

CA: N=675; EN: N=1,331; US: N=931; NZ: N=215; AU: N=437

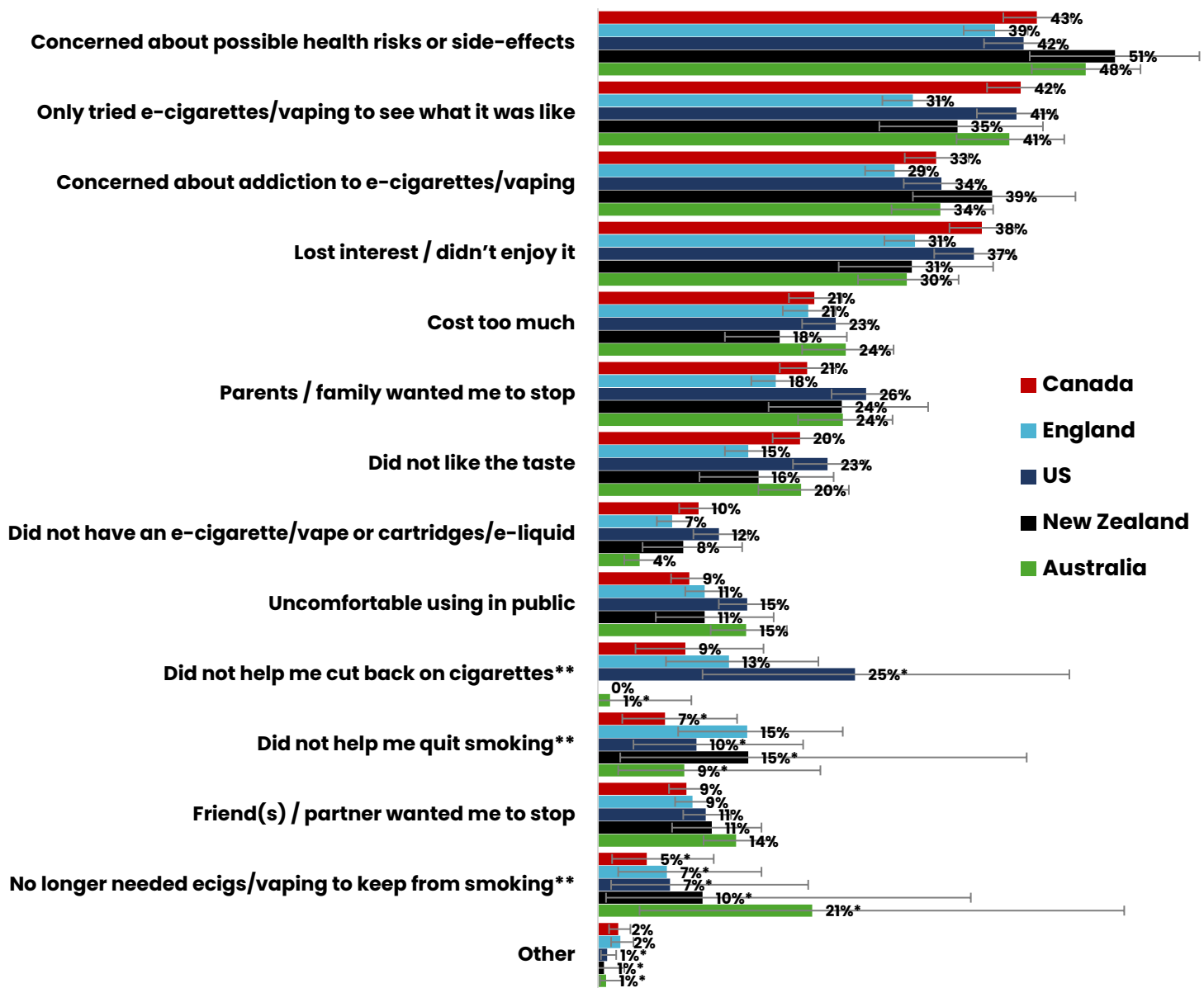


Reasons for quitting e-cigarettes

In 2025, the most common reason for quitting vaping, trying to quit, or stopping vaping was concern about health risks, followed by 'just trying', concern about addiction, and 'lost interest/didn't enjoy it'. Among the least common reasons were those related to vaping for the purpose of stopping or reducing smoking.

Reasons for stopping/trying to stop/not continuing to use e-cigarettes

AMONG YOUTH AGED 16-19 WHO STOPPED VAPING IN THE PAST YEAR, VAPED IN THE PAST 30 DAYS AND TRIED TO QUIT IN THE PAST YEAR, OR FORMERLY VAPED, 2025, N=4,524



*HIGH VARIABILITY OF ESTIMATE (CV>0.33)

**ASKED AND REPORTED ONLY AMONG YOUTH WHO CURRENTLY OR FORMERLY SMOKED (N=401)

"WHICH OF THE FOLLOWING ARE REASONS YOU [TRIED TO STOP USING/STOPPED USING/DID NOT CONTINUE] USING E-CIGARETTES/VAPING [IN THE LAST 12 MONTHS]?", WORDING DEPENDS ON VAPING STATUS; 'TRY IN LAST 12 MONTHS' ASKED OF YOUTH WHO VAPED IN PAST 30 DAYS AND WHO TRIED TO QUIT IN PAST 12 MONTHS, 'STOPPED IN PAST 12 MONTHS' AMONG YOUTH WHO VAPED IN PAST 12 MONTHS BUT DID NOT USE IN PAST 30 DAYS, 'DID NOT CONTINUE' AMONG YOUTH WHO EVER VAPED BUT DID NOT USE IN PAST 12 MONTHS; REFUSED EXCLUDED FROM DENOMINATOR

Alcohol use

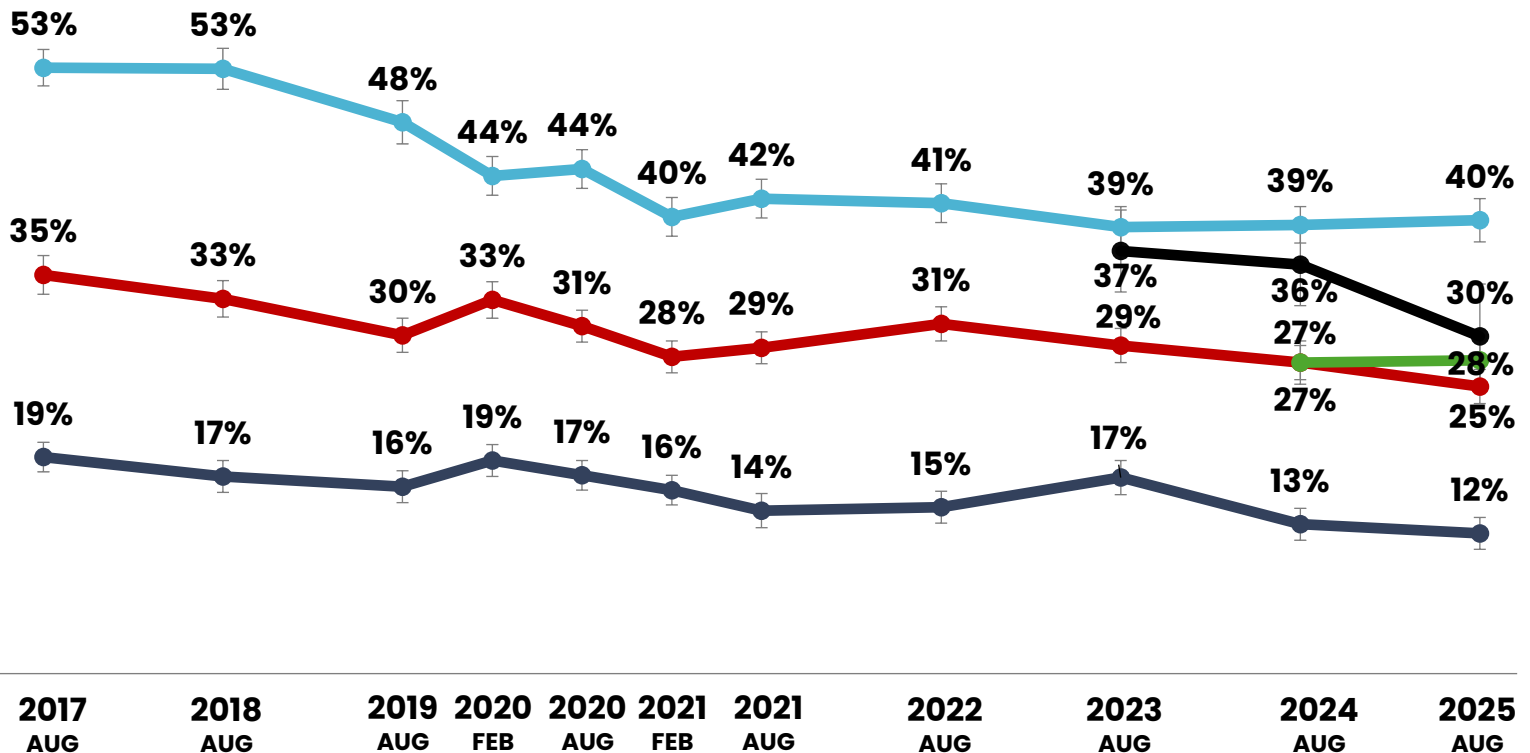
The proportion of youth who reported drinking alcohol at least monthly in the past 12 months varied substantially by country. Prevalence was highest in England, where over half of youth reported drinking monthly in 2017, declining to around 40% and remaining steady since 2021. Prevalence was nearly as high in New Zealand in years with available data. In Canada, monthly drinking was reported by one-quarter of youth in 2025 (similar to Australia), down somewhat from 2017. Prevalence was much lower in the US, below 20% in all years.

Alcohol use – monthly in the past 12 months

YOUTH AGED 16-19, 2017-2025

CA: N=44,675; EN: N=40,835; US: N=47,096; NZ: N=2,412; AU: N=4,486

—●— Canada —●— England —●— US —●— New Zealand —●— Australia



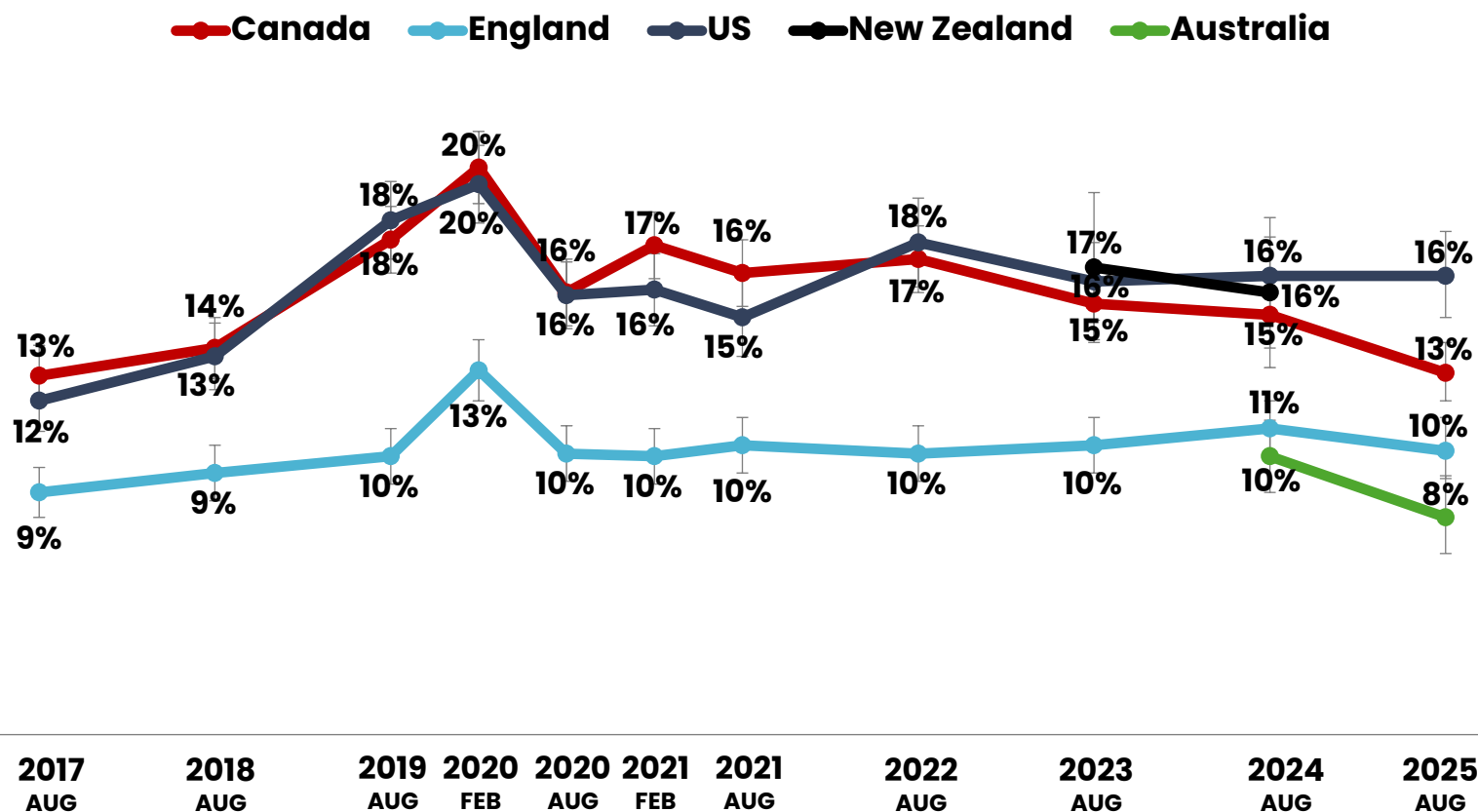
Cannabis use

Among youth aged 16–19, fewer youth in England and Australia reported using cannabis in the past 30 days than in other countries. Cannabis prevalence was similar in Canada and the US (and New Zealand, where data was available) over time: past 30-day use increased from 2017 to early 2020, then dropped slightly in 2020 and remained fairly stable. Prevalence in England was steady over time at about one in ten youth, except for a small bump in early 2020. Prevalence was also around one in ten in Australia, where data was available.

Cannabis use – past 30 days

YOUTH AGED 16–19, 2017–2025

CA: N=45,320; EN: N=43,894; US: N=47,940; NZ: N=1,805; AU: N=4,535



DON'T KNOW AND REFUSED EXCLUDED FROM DENOMINATOR

NOTE: CANNABIS QUESTIONS WERE NOT ASKED IN NZ IN 2025

CONTACT

DAVID HAMMOND PhD
PROFESSOR
SCHOOL OF PUBLIC HEALTH SCIENCES
UNIVERSITY OF WATERLOO
ONTARIO, CANADA
DHAMMOND@UWATERLOO.CA



UNIVERSITY OF
WATERLOO

School of Public
Health Sciences

