

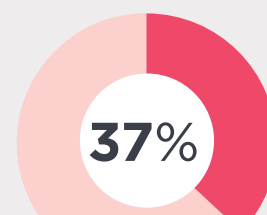
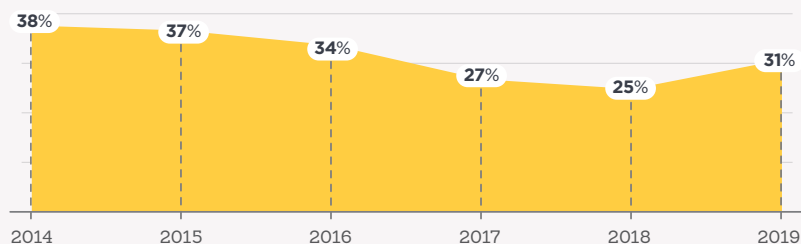
At a Glance:

Tobacco and Nicotine Use

This “At a Glance” will examine the tobacco and nicotine use among Missouri college students. While tobacco/nicotine use was declining steadily until 2019, with the addition of ‘JUUL’ as a response on our survey, tobacco/nicotine use rose for the first time in recent years.

Tobacco and Nicotine Use

Any use in the past year



of students who use tobacco/nicotine products have tried to quit since entering college

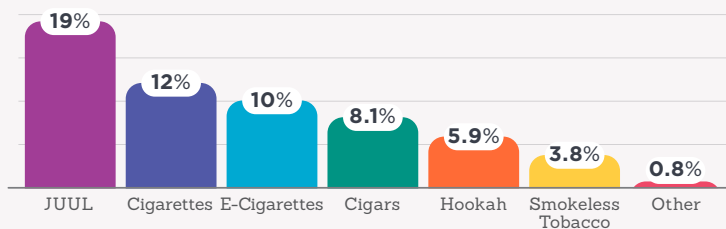
Most Commonly Used Types

3 most commonly used tobacco or nicotine products (used in the past year)

19% JUUL

12% Cigarettes

10% E-Cigarettes



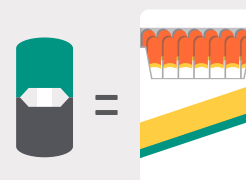
Electronic Nicotine Delivery Systems

26% of students who use JUUL and

24% of students who use e-cigarettes report that they use every day

The maker of JUUL claims its nicotine salt formulation increases the rate and amount of nicotine delivered into the blood, compared with other formulations. The company has claimed the product delivers nicotine up to 2.7 times faster than other e-cigarettes.¹

One JUUL pod has as much nicotine as an entire pack of cigarettes.



1. The Truth Initiative, 2019.