

The American Public's Opinion of Big Tobacco

8 in 10 adults are concerned about the use of flavors to attract youth to vaping, including most current and former e-cigarette users

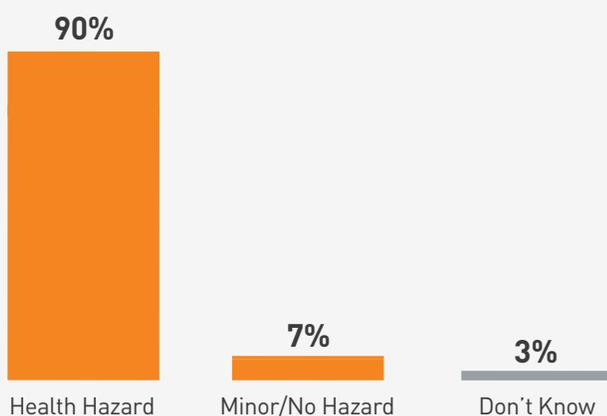
The overwhelming majority of adults are concerned about the dangers of vaping and the role flavors play in attracting youth, including a majority of current and former vapers, according to a 2020 Truth Initiative survey of nearly 1,600 voters ages 18 and older.

Ninety percent of adult respondents view teen vaping as hazardous to health, a significant issue since nearly 1 in 5 high school students currently vape, according to the [National Youth Tobacco Survey](#).

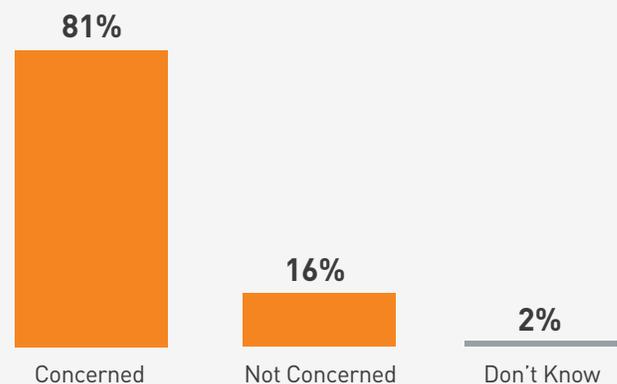
A large majority of adults surveyed — 81% — are concerned that tobacco companies may be using flavors to hook youth to nicotine, including **more than half** of current vapers (55%) and **two-thirds of former vapers** (68%). Previous research shows that more than 80% of youth who have used tobacco report that they **began with a flavored product** and 97% of youth who vape use flavors.

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90% of adults view teen vaping as hazardous to health



81% of adults are concerned about tobacco companies using flavors to attract minors



The tobacco industry has a track record of marketing flavored tobacco products to young people. E-cigarettes come in many sweet and fruity flavors, which companies market through platforms that are popular with young people, including social media and event promotion. For example:

- E-cigarettes offer candy, dessert, fruity and minty flavors, including cotton candy, gummy bear, banana ice, blue razz, mango, cool mint, lemon tart, orange soda, unicorn milk ice, vanilla ice cream, and many more. The Food and Drug Administration only prohibits flavors — with an exemption for the popular flavor menthol — in products that use closed-system e-liquid cartridges and does not restrict flavors for liquid nicotine used in disposables and refillable cartridges.
- Rolling Stone magazine and Vuse, a fast-growing vaping brand that has sold its products in many fruit and mint flavors, and is owned by tobacco giant Reynolds American, promoted a rooftop concert series livestreamed from New York City.
- After claiming to stop online sales in 2020, Puff Bar launched new flavored products in 2021 using a claim of “tobacco-free” nicotine, an apparent attempt to skirt future regulation of flavored tobacco products.

For more info on industry tactics to target youth and public opinion about those efforts, read our full reports on how young people are [Seeing Through Big Tobacco’s Spin](#) and [How Big Tobacco is trying to sell a do-gooder image and what Americans think about it](#).

Methodology: In partnership with Campaign for Tobacco Free Kids, Truth Initiative conducted a national survey of registered voters between the ages of 18 and older about their views of the tobacco industry and tobacco use from October 17-28, 2020. A total of 1,583 voters – including 400 African American voters and 400 voters ages 18-24 – were surveyed by cell, landline, and text-to-online. The margin of error was +/- 3.1% (4.9% in the 18-24 sample).



E-cigarettes come in many sweet and fruity flavors, which companies market through platforms that are popular with young people, including social media platforms like Instagram, and event promotions like music festivals.