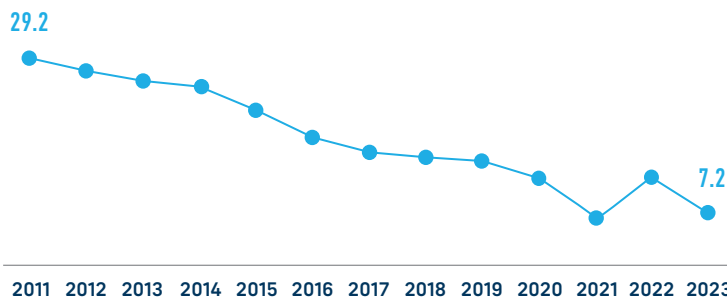


Tobacco Use Among Young Adults in Maine

Cigarette smoking rates have declined significantly among Maine young adults ages 18-24 since 2011.

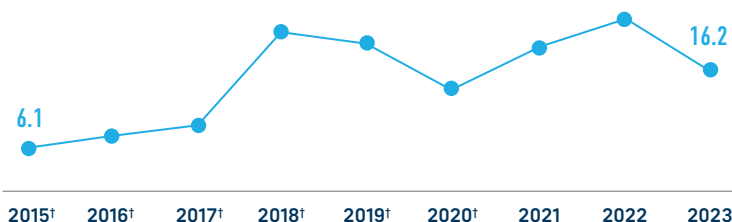
CIGARETTE USE AMONG MAINE YOUNG ADULTS (%)¹



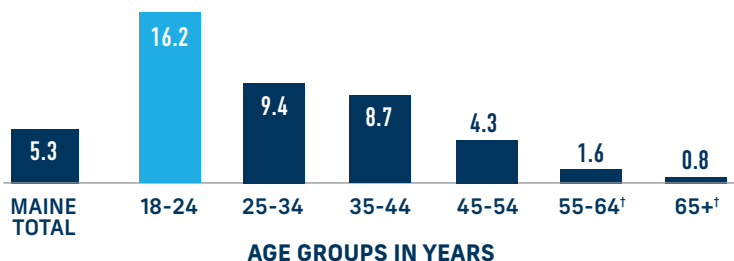
93% of Maine adults who have smoked first tried smoking before age 21.¹

However, e-cigarette use has rapidly increased among young adults in recent years (16.2% in 2023) and remains higher than the state rate (5%) and all other age groups.

E-CIGARETTE USE AMONG MAINE YOUNG ADULTS (%)¹



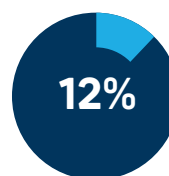
E-CIGARETTE USE AMONG MAINE ADULTS, 2023 (%)¹



¹Data Source: Maine Behavioral Risk Factor Surveillance System (BRFSS).

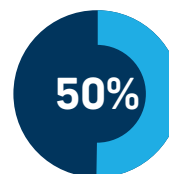
[†]Estimate based on unweighted denominator less than 50; interpret with caution.

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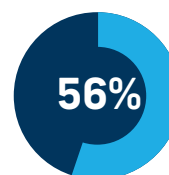
Young adults in Maine are more likely to be **exposed to secondhand smoke at work** than their older counterparts (12.2%).

Data Source: BRFSS, 2018-2019, 2021-2023.



Half (50.6%) of Maine young adults who smoke indicated they'd **like to quit** – 16% indicated they'd like to quit in the next 30 days.

Data Source: BRFSS, 2018-2019, 2021-2023.

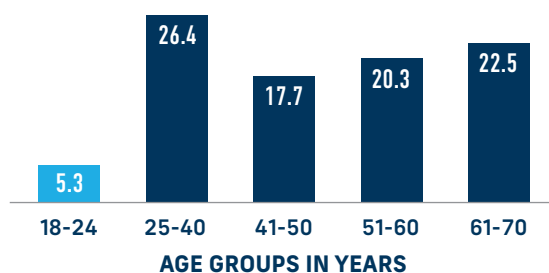


Over half (55.7%) of Maine young adults who smoke **attempted to quit** at least once in the past year.

Data Source: BRFSS, 2019-2023.

However, only 5.3% of all Maine QuitLink users are young adults.

MAINE QUITLINK USERS (%)



Data Source: Maine QuitLink, FY24.

What Can You Do?

- Talk to young adults about the dangers of using tobacco and nicotine products
- Encourage young adults to quit using tobacco and nicotine products through the Maine QuitLink (mainequitlink.com)



Maine Tobacco Prevention and Control Program

www.maine.gov/dhhs/mecdc/population-health/hmp/ptm/index.html