Youth are exposed to e-cigarette advertisements from multiple sources.

Sources of e-cigarette advertisement exposure

- **14.4 MILLION** youth are exposed at retail stores
- **10.5 MILLION** youth are exposed through the Internet
- **9.6 MILLION** youth are exposed through TV/movies
- **8 MILLION** youth are exposed through magazines/newspapers

US students exposed to e-cigarette advertisements, by school type and number of sources of exposure

- **Overall**: 69% with all 4 sources, 14% with 3 sources, 17% with 2 sources, 17% with 1 source, 22% with any source
- **Middle School**: 66% with all 4 sources, 14% with 3 sources, 17% with 2 sources, 17% with 1 source, 23% with any source
- **High School**: 71% with all 4 sources, 15% with 3 sources, 17% with 2 sources, 17% with 1 source, 21% with any source

*Percentages may not add up exactly to any source due to rounding.*