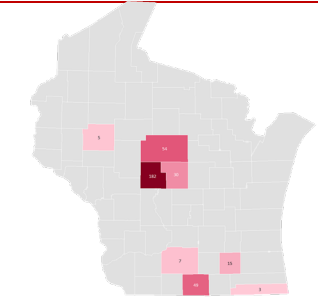


Youth Tobacco Product Monitoring Project Wisconsin

Overview

Description: We received 22 photos of 366 products collected between the 2022-2025 school years. The majority (345) were nicotine or tobacco products, with remaining products cannabis or accessories. Submissions originated from 8 counties, pictured at right, with darker shading representing a greater number of products.



Examples of Photos Submitted in 2024-2025

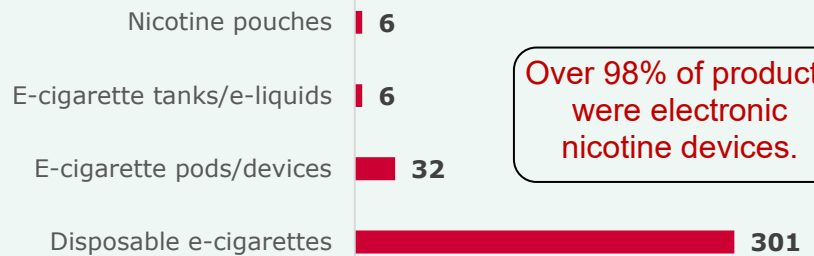


Products and Brands

Top Brands

Over 175 distinct brands identified:
Geek Bar (40.0%), RAZ (8.4%), Vuse (7.5%), ElfBar (6.1%), Hyde (3.8%), Breeze (2.9%), North (2.6%), Posh (2.3%), Lost Mary (2.0%), Digiflavor (1.4%), Mr. Fog (1.4%), and Pillow Talk (1.4%).

Number of Nicotine Products in Photos (N=345)

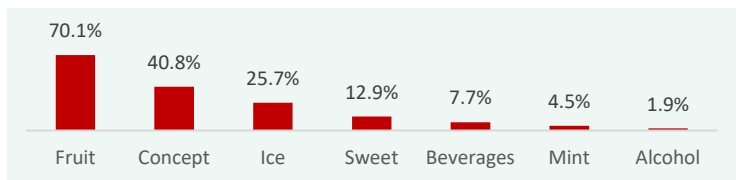


Over 98% of products were electronic nicotine devices.

Appealing & Novel Features

Flavors

Among products with an identifiable flavor, 100% were a non-tobacco flavor. Fruit flavors were most common.



Healthy Vapes

One "healthy vape" was submitted from the 2024-2025 school year.



More photos to share?
Submit them at the survey
link here!

Check out more images in
the CRST Image Library

