Factors associated with youth tobacco product use include the following: Social and physical environments The way mass media show tobacco product use as a normal activity can make young people want to try these products. High school athletes are more likely to use smokeless tobacco than those of the same age who are not athletes. Biological and genetic factors There is evidence that youth may be sensitive to nicotine and that teens can feel dependent on nicotine sooner than adults. Youth are more likely to use tobacco products if they see people their age using these products. Young people may be more likely to use tobacco products if a parent uses these products.