

2024 South Carolina Youth Tobacco Survey Results

Tobacco Prevention and Control Section
South Carolina Department of Public Health



2024 South Carolina Youth Tobacco Survey Preface

South Carolina, and the United States overall, has seen large shifts in tobacco use over the past decade. The following report highlights overall decreased rates of smoking among youth; however, data still shows concerning rates of youth e-cigarette/vape use. While many of the same indicators are available for past iterations of the SC YTS, there are a number of tables that are either omitted or updated from this 2024 report due to the decreased prevalence of combustible tobacco use among youth in the state. In an effort to continue monitoring tobacco use in its most relevant forms there are new tables reported here, such as those reflecting e-cigarette quit attempts and intentions.

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Table HS-1: Percentage of high school students who report ever¹ using tobacco products by gender, race/ethnicity and grade – Results from 2024 South Carolina Youth Tobacco Survey.

Characteristic	Any Tobacco ²		Cigarette		Smokeless Tobacco		Cigar		Pipe		e-Cigarette	
	%	MOE ³	%	MOE	%	MOE	%	MOE	%	MOE	%	MOE
Gender												
Female	24.7	5.2	9.4	3.6	1.6	1.3	4.2	2.0	1.7	1.3	22.2	4.8
Male	24.0	4.0	11.6	3.6	4.3	2.7	9.6	2.4	1.2	1.0	17.7	3.6
Race/Ethnicity												
White	24.6	5.2	12.3	3.1	5.1	2.8	7.9	3.4	1.4	1.3	20.5	4.5
Black	25.2	4.5	6.6	3.3	1.4	1.2	7.2	2.5	1.0	1.0	19.4	5.5
Hispanic	20.5	4.4	12.4	5.2	1.8	1.9	5.3	2.3	1.8	2.0	17.3	4.8
Grade												
9	20.4	6.4	8.0	3.3	2.7	2.0	4.4	2.3	2.7	1.3	17.8	5.6
10	27.2	5.0	12.4	4.0	2.9	2.8	8.1	3.6	1.3	1.7	21.6	6.0
11	24.1	4.2	6.9	3.6	3.5	3.5	7.1	3.4	1.3	1.5	21.0	3.2
12	27.6	6.0	17.0	6.6	3.9	2.5	10.1	4.5	1.1	1.0	19.9	6.0
Total	24.6	2.9	10.9	2.8	3.2	1.9	7.3	2.1	1.7	1.1	20.0	2.7

1 - To determine the ever use of tobacco, students were asked “Have you ever tried cigarette smoking, even one or two puffs?” “Have you ever used chewing tobacco, snuff, or dip, such as Redman, Levi Garrett, Beechnut, Skoal, Bandits, or Copenhagen, even just a small amount?”, “Have you ever tried smoking cigars, cigarillos, or little cigars, even one or two puffs?”, “Have you ever tried smoking tobacco in a pipe, even one or two puffs?”, “Have you ever tried smoking tobacco in a hookah or waterpipe, even one or two puffs?”, “Have you ever used an e-cigarette, even once or twice?”

2 - Any tobacco includes cigarettes, cigars, smokeless tobacco, pipe, e-cigarettes, or hookah.

3 - Margin of error (MOE), the half width of the 95% percent confidence interval.

Table HS-2: Percentage of high school students who report current use¹ of tobacco products by gender, race/ethnicity and grade – Results from 2024 South Carolina Youth Tobacco Survey.

Characteristic	Any Tobacco ²		Cigarette		Smokeless Tobacco		Cigars		Pipes		e-Cigarette	
	%	MOE ³	%	MOE	%	MOE	%	MOE	%	MOE	%	MOE
Gender												
Female	9.9	2.6	0.5	0.6	0.5	0.7	1.4	1.1	1.0	0.9	9.1	2.7
Male	10.2	2.3	1.9	1.5	1.8	1.6	3.8	1.8	1.0	1.0	9.1	2.4
Race/Ethnicity												
White	10.4	3.5	1.6	1.3	2.2	1.8	2.3	1.8	1.1	1.3	9.6	3.2
Black	9.9	3.0	0.9	1.1	0.2	0.5	3.5	2.4	0.7	0.7	8.5	3.5
Hispanic	9.3	3.6	2.1	2.4	1.6	1.9	3.2	1.8	1.3	1.8	8.5	3.5
Grade												
9	7.7	2.9	1.1	1.3	1.0	1.1	1.5	1.4	1.7	1.3	7.2	2.9
10	10.7	2.3	0.9	1.4	1.3	1.5	3.1	1.6	0.9	1.2	9.6	2.8
11	9.3	4.1	1.6	2.0	1.4	2.1	3.2	2.3	1.0	1.4	8.0	3.5
12	13.5	4.1	2.6	1.8	2.2	1.8	3.9	3.3	1.1	1.0	12.1	4.1
Total	10.1	2.1	1.5	1.1	1.4	1.1	2.8	1.2	1.2	0.9	9.1	2.2

1 - Current use is defined as having used the product on one or more days in the past 30 days preceding the survey.
 2 - Any tobacco includes cigarettes, cigars, smokeless tobacco, pipe, e-cigarettes, or hookah
 3 - Margin of error (MOE), the half width of the 95% percent confidence interval

Table HS-3: Percentage of high school students¹ who report ever-use and current use of emerging tobacco products – Results from 2024 South Carolina Youth Tobacco Survey.

Characteristic	Ever use		Current use	
	%²	MOE³	%	MOE
Roll-Your-Own Cigarette	1.6	0.8	0.8	0.5
Flavored Cigars/cigarillos	4.3	1.8	1.8	1.1
Snus	1.6	1.0	0.8	0.6
Heat-not-burn products	0.8	0.5	0.6	0.6
Oral nicotine pouches/lozenges	2.8	1.3	1.5	0.6
Dissolvable tobacco products	1.0	0.6	0.9	0.5
Bidis	1.5	0.6	0.8	0.6
Hookah	2.7	1.0	2.7	1.0
Other new product	2.4	0.9	2.4	0.9
HS students using at least one of the above products	11.0	2.3	7.6	1.9

1 - This table was presented among current smokers in the 2017 detailed tables. However, due to the significant decline in smoking use among high school students, the above indicators represent use among all respondents.

2 - Students had an option to choose more than one emerging tobacco product; hence the total could be more than 100%.

3 - Margin of error (MOE), the half width of the 95% percent confidence interval.

Table HS-4: Percentage of high school current vapers who report their usual source of cigarettes by commercial sources, social sources and other sources – Results from 2024 South Carolina Youth Tobacco Survey.

Characteristic	Current Vapers	
	%¹	MOE²
<i>Commercial Sources</i>		
Bought them in a gas station or convenience store	10.2	6.1
Bought them from a vape shop	26.0	8.4
Bought them from another store type ³	13.8	8.2
<i>Social Sources</i>		
Family	17.4	6.4
Friends	48.4	8.8
Some other person	17.1	6.8
Other sources such as Internet	8.7	5.5

1 - Students had an option to choose more than one source; hence the total could be more than 100%.

2 - Margin of error (MOE), the half width of the 95% percent confidence interval.

3 - Includes grocery store, drugstore, or mall kiosk

Table HS-5: Percentage of high school students¹ who report quit intentions, quit attempts and length of last quit attempt by gender, race/ethnicity and grade – Results from 2024 South Carolina Youth Tobacco Survey.

Characteristic	Students who want to stop smoking cigarettes		Students who tried to quit at least once in the past 12 months		Students who stayed off cigarettes for less than 30 days during their quit attempt	
	%	MOE²	%	MOE	%	MOE
Gender						
Female	27.7	13.6	70.3	23.7	38.5	6.9
Male	19.5	7.0	65.3	14.1	28.1	17.0
Race/Ethnicity						
White	25.6	14.1	85.1	7.2	34.9	8.8
Black	16.8	5.9	73.1	7.6	30.7	27.6
Hispanic	21.1	12.3	22.8	19.3	47.4	23.4
Grade						
9	34.0	14.0	78.0	21.0	51.3	16.0
10	20.8	10.0	86.0	14.0	14.4	17.3
11	14.9	11.2	60.3	53.6	16.6	19.5
12	16.7	15.8	56.5	20.3	43.9	22.3
Total	22.8	6.8	69.8	11.5	34.5	7.8

1 - This table was presented among current smokers in the 2017 detailed tables. However, due to the significant decline in smoking use among high school students, the above indicators represent intentions to quit smoking among all respondents.

2 - Margin of error (MOE), the half width of the 95% percent confidence interval.

Table HS-6: Percentage of high school students who report *e-cigarette* quit intentions, quit attempts and length of last quit attempt by gender, race/ethnicity and grade – Results from 2024 South Carolina Youth Tobacco Survey.

Characteristic	Students who want to stop smoking e-cigarettes		Students who tried to quit e-cigarettes at least once in the past 12 months		Students who stayed off e-cigarettes for less than 30 days during their quit attempt	
	%	MOE ¹	%	MOE	%	MOE
Gender						
Female	19.9	9.9	70.2	10.6	39.7	7.5
Male	15.8	6.9	70.8	13.6	41.6	9.5
Race/Ethnicity						
White	21.3	11.2	66.7	13.5	42.1	10.8
Black	11.0	3.9	75.7	15.5	32.8	9.2
Hispanic	16.5	11.9	83.2	18.7	48.4	15.5
Grade						
9	29.9	13.4	74.1	10.9	38.7	9.2
10	11.1	9.1	79.2	9.5	35.0	6.1
11	13.3	11.1	71.8	17.4	48.9	16.8
12	14.2	15.1	60.2	15.3	46.2	17.6
Total	17.5	5.7	71.0	7.9	41.1	4.8

1 - Margin of error (MOE), the half width of the 95% percent confidence interval.

Table HS-7: Percentage of high school students¹ who report living in houses or riding in vehicles with strict no-smoking rules (smoking never allowed) by gender, race/ethnicity and grade – Results from 2024 South Carolina Youth Tobacco Survey.

Characteristic	Home smoke-free rules		Vehicle Smoke-free rules	
	%	MOE²	%	MOE
Gender				
Female	93.9	2.3	89.6	3.0
Male	93.1	2.4	88.5	9.5
Race/Ethnicity				
White	93.6	2.3	85.5	10.9
Black	91.8	2.4	92.8	3.7
Hispanic	95.2	4.5	94.3	2.8
Grade				
9	93.2	3.0	81.7	15.9
10	93.6	3.5	93.3	4.5
11	94.0	3.5	92.2	3.0
12	92.8	3.4	91.1	6.4
Total	93.4	2.0	89.2	4.8

1 - This table was presented among current smokers in 2017. However, due to the significant decline in smoking use among high school students, the above indicators represent no-smoking rules among all respondents.

2 - Margin of error (MOE), the half width of the 95% percent confidence interval.

Table HS-8: Percentage of high school students who report living in the same home or riding in the same car with someone who was smoking cigarettes in the past thirty days by gender, race/ethnicity, grade and smoking status – Results from 2024 South Carolina Youth Tobacco Survey.

Characteristic	Secondhand Smoke Exposure in Vehicles						Secondhand Smoke Exposure in Homes					
	All Respondents		Current Smokers		Never Smokers		All Respondents		Current Smokers		Never Smokers	
	%	MOE ¹	%	MOE	%	MOE	%	MOE	%	MOE	%	MOE
Gender												
Female	29.2	3.1	-- ²	--	25.1	1.5	24.9	4.5	-- ²	--	20.9	2.3
Male	28.9	7.0	--	--	22.3	4.7	22.1	4.3	--	--	15.3	2.2
Race/Ethnicity												
White	34.5	9.3	--	--	30.0	5.3	25.6	3.1	--	--	20.3	1.5
Black	22.2	4.2	--	--	16.9	2.6	20.8	4.9	--	--	15.1	3.0
Hispanic	20.5	5.2	--	--	12.1	2.9	14.5	5.5	--	--	8.4	1.7
Grade												
9	34.6	12.0	--	--	30.7	7.1	23.3	4.7	--	--	19.4	2.0
10	25.2	3.6	--	--	20.9	1.9	25.8	3.7	--	--	21.6	1.7
11	23.5	4.6	--	--	19.5	3.2	19.3	5.6	--	--	14.8	3.6
12	33.0	9.4	--	--	21.9	5.1	26.3	7.3	--	--	16.1	3.8
Total	29.2	4.0	83.7	8.4	23.7	2.3	23.7	2.8	72.5	9.9	18.2	1.2

1 - Margin of error (MOE), the half width of the 95% percent confidence interval.

2 - Unreliable estimates are not presented.

Table HS-9: Percentage of high school students who report smokers have more friends and vapers have more friends by gender, race/ethnicity, grade and smoking status – Results from 2024 South Carolina Youth Tobacco Survey.

Characteristic	Smokers have more friends						Vapers have more friends					
	All Respondents		Current Smokers		Never Smokers		All Respondents		Current Vapers		Never Vapers	
	%	MOE ¹	%	MOE	%	MOE	%	MOE	%	MOE	%	MOE
Gender												
Female	23.2	7.8	-- ²	--	24.6	4.4	33.5	7.4	36.2	5.2	33.1	4.1
Male	21.3	5.5	--	--	19.8	3.4	27.0	5.3	37.6	6.3	24.4	3.2
Race/Ethnicity												
White	16.9	3.4	--	--	15.5	1.8	24.9	3.4	36.3	6.6	22.7	2.1
Black	28.8	9.3	--	--	29.0	5.3	34.2	9.6	38.9	9.1	32.2	5.5
Hispanic	31.3	8.9	--	--	35.5	5.3	41.1	6.7	50.0	15.0	40.7	3.6
Grade												
9	19.9	4.4	--	--	18.9	2.2	29.7	5.9	51.5	9.9	25.1	2.7
10	23.9	8.7	--	--	25.2	5.6	32.8	7.6	31.0	8.4	31.9	5.1
11	20.4	5.6	--	--	20.0	3.3	26.8	4.9	38.0	13.9	23.8	3.0
12	26.4	7.3	--	--	27.5	5.7	32.7	7.2	35.5	10.8	34.9	4.6
Total	22.5	4.2	--	--	22.5	2.7	30.5	3.5	38.4	4.9	28.7	2.2

1 - Margin of error (MOE), the half width of the 95% percent confidence interval.

2 - Unreliable estimates are not presented

Table HS-10: Percentage of high school students who believe smoking is cool by gender, race/ethnicity, grade and smoking status – Results from 2024 South Carolina Youth Tobacco Survey.

Characteristic	Believe smoking is cool					
	All Respondents		Current Smokers		Never Smokers	
	%	MOE ¹	%	MOE	%	MOE
Gender						
Female	8.2	2.0	-- ²	--	6.7	1.0
Male	10.7	2.2	--	--	7.7	1.1
Race/Ethnicity						
White	8.5	2.6	--	--	5.7	1.2
Black	10.8	4.1	--	--	9.3	1.9
Hispanic	10.7	5.2	--	--	7.1	3.0
Grade						
9	5.9	2.2	--	--	3.8	1.0
10	9.8	3.4	--	--	8.7	1.5
11	8.8	3.2	--	--	7.0	1.7
12	15.3	5.0	--	--	11.2	2.1
Total	9.7	1.2	--	--	7.3	0.6

1 - Margin of error (MOE), the half width of the 95% percent confidence interval.

2 - Unreliable estimates are not presented