2025 South Carolina Youth Tobacco Survey Results

Tobacco Prevention and Control Unit

South Carolina Department of Public Health

2025 South Carolina Youth Tobacco Survey Preface

South Carolina, and the United States overall, has seen large shifts in tobacco use over the past decade. One of the more promising of these trends is the sharp decrease in youth tobacco use, indicating the effectiveness of current tobacco control efforts around the prevention of youth initiatiation. The following report highlights many of the same indicators that are available for past iterations of the SC YTS, however due to an ever-shrinking prevalence of combustible tobacco use among youth in the state there are a number of tables that are either omitted or updated from this 2025 report. 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 ever[1] using tobacco products by gender, race/ethnicity and grade – Results from 2025 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	23.9	4.2	9.9	1.9	1.2	0.6	3.5	1.5	1.4	0.7	21.4	3.9
Male	21.7	2.0	11.2	2.1	3.9	1.1	7.3	1.8	1.7	0.8	17.9	2.0
Race/Ethnicity												
White	21.6	3.4	12.1	1.4	3.2	1.1	5.9	1.8	1.4	0.9	18.3	3.3
Black	25.4	4.2	7.3	2.9	0.9	0.5	4.4	1.3	1.8	0.8	22.4	3.7
Hispanic	19.9	4.6	12.2	4.6	3.0	1.0	5.1	3.0	1.8	1.3	16.5	4.3
Grade												
9	20.1	4.5	9.2	2.1	2.4	1.1	4.2	1.6	1.5	0.7	16.6	4.9
10	20.9	4.2	8.3	2.4	3.0	1.5	6.4	2.5	1.4	1.0	17.7	3.7
11	21.7	4.8	11.7	3.9	2.0	1.2	6.3	2.4	0.7	0.7	18.7	4.6
12	29.5	6.6	14.1	3.6	3.1	1.6	5.9	1.9	3.1	2.0	26.1	5.7
Total	22.9	2.4	10.7	1.5	2.6	0.7	5.7	0.9	1.6	0.6	19.5	2.4

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 use[1] of tobacco products by gender, race/ethnicity and grade – Results from 2025 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	10.0	1.8	1.2	0.7	0.5	0.5	1.4	0.9	0.5	0.4	9.4	1.7
Male	11.5	2.3	3.2	1.4	2.1	0.6	3.0	1.3	1.0	0.6	9.4	1.6
Race/Ethnicity												
White	11.3	1.6	2.8	1.3	1.9	0.9	2.0	1.0	0.8	0.5	10.2	1.7
Black	11.3	2.6	1.4	0.9	0.4	0.6	2.1	1.0	0.8	0.6	9.7	2.4
Hispanic	7.0	2.9	3.0	2.5	1.8	1.2	2.1	1.9	1.2	1.2	5.2	2.4
Grade												
9	8.7	2.1	2.2	1.1	1.2	0.8	1.5	0.6	0.9	0.5	7.4	2.5
10	9.6	3.1	2.5	1.2	1.8	1.0	2.6	1.7	1.0	0.9	7.7	2.0
11	10.0	3.0	2.6	0.9	0.9	0.9	2.5	1.3	0.5	0.6	9.4	3.0
12	15.9	4.8	2.6	2.0	1.7	1.9	2.7	1.9	1.2	1.3	13.9	3.8
Total	10.9	1.2	2.4	0.8	1.4	0.5	2.3	0.8	0.9	0.4	9.4	1.1

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 students[1] who report ever-use and current use of emerging tobacco products – Results from 2025 South Carolina Youth Tobacco Survey.

Characteristic	Ever use		Current use	
	%[2]	MOE[3]	%	MOE
Roll-Your-Own Cigarette	2.0	0.8	1.0	0.3
Flavored Cigars/cigarillos	3.5	0.8	1.5	0.4
Snus	1.3	0.4	0.7	0.4
Heat-not-burn products	0.8	0.4	0.7	0.3
Oral nicotine pouches/lozenges	4.3	0.7	1.6	0.6
Dissolvable tobacco products	1.6	0.5	0.8	0.3
Bidis	0.8	0.3	0.8	0.4
Hookah	2.9	0.6	2.9	0.6
Other new product	2.8	0.7	2.8	0.7
HS students using at least one of the above products	11.2	1.0	7.9	1.1

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 users who report where they acquire their usual source of cigarettes* by commercial sources, social sources and other sources – Results from 2025 South Carolina Youth Tobacco Survey.

Characteristic	Current Vapers	
	%[1]	MOE[2]
Commercial Sources		
Bought them in a gas station or convenience store	8.7	4.3
Bought them from a vape shop	24.2	4.5
Bought them from another store type[3]	15.6	4.1
Social Sources		
Family	15.2	4.2
Friends	36.2	7.6
Some other person	15.5	5.0
Other sources such as Internet	6.6	3.2

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
*- Current use is defined as having used the product on one or more days in the past 30 days preceding the survey.

Table HS-5: Percentage of high school students[1] who report quit intentions, quit attempts and length of last quit attempt by gender, race/ethnicity and grade – Results from 2025 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	
	%	MOE[2]	%	MOE	%	MOE
Gender						
Female	32.6	13.6	72.3	12.3	19.2	10.2
Male	26.6	7.1	82.6	9.4	45.1	12.7
Race/Ethnicity						
White	32.9	11.4	78.4	9.9	34.8	14.2
Black	20.7	13.2	83.7	20.1	26.7	19.9
Hispanic	34.3	15.6	65.3	25.1	33.8	17.0
Grade						
9	27.7	9.7	83.9	15.0	37.7	16.6
10	34.1	10.1	75.8	7.9	24.6	18.4
11	26.1	11.5	83.3	15.1	39.3	23.8
12	25.0	14.7	70.7	14.4	34.5	22.2
Total	28.2	6.0	78.7	6.5	35.0	11.2

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 2025 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	19.2	8.3	69.2	7.5	38.7	7.7
Male	17.6	6.0	80.7	6.6	47.3	5.9
Race/Ethnicity						
White	21.3	7.2	70.9	6.4	42.3	6.7
Black	13.3	9.5	81.5	5.6	41.9	7.8
Hispanic	15.2	10.2	71.6	14.5	43.5	15.4
Grade						
9	18.4	7.9	73.4	10.8	41.1	8.8
10	21.6	6.4	74.2	7.8	47.0	9.7
11	19.4	7.8	73.9	9.4	44.2	12.8
12	12.1	8.1	76.5	7.3	39.5	10.7
Total	18.1	4.6	74.6	4.1	42.7	5.0

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

Table HS-7: Percentage of high school students[1] 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 2025 South Carolina Youth Tobacco Survey.

Characteristic	Home smoke-free rules		Vehicle Smoke-free rules	
	%	MOE[2]	%	MOE
Gender				
Female	95.3	1.2	92.0	2.0
Male	94.5	1.6	93.4	1.4
Race/Ethnicity				
White	93.8	2.1	90.5	2.0
Black	96.1	1.8	94.3	1.4
Hispanic	96.3	2.3	95.9	3.0
Grade				
9	93.9	2.3	92.5	2.5
10	94.6	1.9	92.5	1.5
11	94.9	1.5	92.1	2.6
12	95.7	1.9	92.8	2.8
Total	94.7	0.9	92.5	1.2

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 2025 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	27.3	3.0	84.6	11.0	22.5	1.6	23.5	4.0	62.8	13.5	18.5	2.0
Male	24.0	2.1	70.4	8.9	18.4	1.1	21.8	2.9	56.2	10.4	17.0	1.5
Race/Ethnicity												
White	27.2	3.2	74.0	12.9	20.4	1.8	24.1	4.7	56.3	9.5	17.9	2.6
Black	26.0	3.2	66.0	12.2	24.0	1.8	23.4	3.6	66.3	16.6	20.2	1.8
Hispanic	18.3	2.7	80.4	17.3	12.3	1.7	15.1	3.7	35.5	17.0	11.9	2.0
Grade												
9	23.8	3.5	70.8	10.0	18.8	1.9	24.4	4.8	67.3	14.4	18.2	2.6
10	26.6	3.5	80.8	12.6	22.2	2.3	21.2	4.6	59.7	12.1	17.6	2.6
11	25.7	4.1	92.6	7.6	20.6	1.9	22.2	3.5	45.1	15.4	17.8	2.5
12	28.2	4.5	61.6	15.5	20.6	2.4	24.2	5.4	61.6	15.5	18.0	2.6
Total	26.0	1.4	76.7	7.8	20.5	1.0	23.0	2.6	58.5	7.6	17.9	1.5

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

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 2025 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	21.2	3.1	45.5	14.5	18.3	2.0	30.8	3.9	41.1	3.8	26.6	2.1
Male	19.7	2.2	41.3	10.1	18.1	0.9	25.0	2.6	42.5	5.5	21.1	1.4
Race/Ethnicity												
White	16.8	2.1	40.3	11.3	13.5	1.1	21.6	2.9	43.7	5.0	16.7	1.2
Black	24.9	2.8	66.5	10.9	23.9	1.6	35.8	3.3	40.4	7.6	32.4	1.8
Hispanic	21.3	3.0	35.5	17.0	20.1	1.8	29.6	5.1	30.9	12.6	27.2	2.5
Grade												
9	21.6	2.4	26.8	10.9	19.2	1.6	29.0	4.2	48.4	8.7	24.7	1.9
10	20.8	4.7	49.0	12.2	19.4	2.8	27.8	5.0	38.0	4.9	25.0	2.6
11	21.3	3.5	58.9	13.2	17.3	1.4	27.5	4.1	49.8	7.4	22.7	2.1
12	17.8	4.0	28.1	17.8	16.4	2.6	27.0	4.3	33.7	5.2	22.2	2.7
Total	20.5	2.0	40.8	7.5	18.2	1.1	27.8	2.6	41.7	3.3	23.8	1.4

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

Table HS-10: Percentage of high school students who believe smoking is cool by gender, race/ethnicity, grade and smoking status – Results from 2025 South Carolina Youth Tobacco Survey.

Characteristic	Believe smoking is cool					
	All Respondents		Current Smokers		Never Smokers	
	%	MOE[1]	%	MOE	%	MOE
Gender						
Female	8.9	1.8	18.9	10.8	8.2	1.0
Male	11.8	1.9	26.5	8.5	9.9	1.0
Race/Ethnicity						
White	9.6	3.3	20.2	8.8	9.0	2.0
Black	11.1	2.4	21.1	13.9	10.1	1.1
Hispanic	10.8	4.2	25.0	16.3	6.9	1.4
Grade						
9	11.9	1.8	18.3	11.6	10.0	1.2
10	10.3	2.9	25.5	15.3	9.5	1.5
11	10.1	2.9	34.4	14.4	8.1	1.7
12	9.8	3.7	17.5	13.8	8.9	2.3
Total	10.6	1.6	24.0	6.5	9.2	0.9

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