

Tobacco Use Among Youth



Overall Tobacco Use

- 8.1% (2.25 million) of middle and high school students reported current use of any tobacco product (cigarettes, electronic cigarettes, cigars, smokeless tobacco, hookah, nicotine pouches, heated tobacco products, pipe tobacco, and/or bidis).¹
- 10.1% (1.58 million) of high school students reported current use of any tobacco product (cigarettes, electronic cigarettes, cigars, smokeless tobacco, hookah, nicotine pouches, heated tobacco products, pipe tobacco, and/or bidis).²

E-Cigarette Use Among Youth

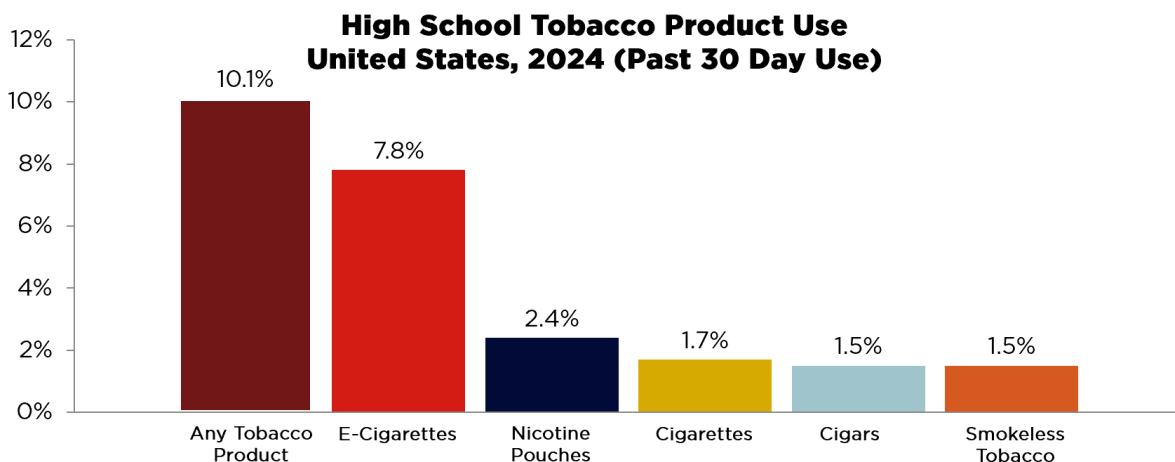
- E-cigarettes are the most popular tobacco product among youth. 7.8% (1.21 million) of high school students report current e-cigarette use. In total, 5.9% (1.63 million) of middle and high school students reported current use of e-cigarettes.³
- In 2024, 42.1% of high school e-cigarette users reported vaping on 20 or more days/month, and 29.7% reported daily use. In total, 430,000 middle and high school students are vaping every single day.⁴

Nicotine Pouch and Smokeless Tobacco Use Among Youth

- Nicotine pouches are the second most popular tobacco product among youth. 2.4% (360,000) of high school students report current nicotine pouch use.⁵
- In 2024, 29.8% of high school nicotine pouch users reported pouch use on 20 or more days/month, and 22.9% reported daily use. In total, 100,000 middle and high school students are using nicotine pouches every single day.⁶
- 2.3% of high school boys report current smokeless tobacco use.⁷

Combustible Tobacco Use Among Youth

- 3.3% (510,000) of high school students are current combustible tobacco users (cigarette, cigar, hookah, pipe tobacco, and/or bidis), including 4.0% of high school boys and 2.6% of high school girls.⁸
- 1.7% (250,000) of all high school students are current smokers (2.2% of males and 1.1% of females).⁹
- 2.1% of high school boys report current cigar use.¹⁰
- Nearly 90% of adult smokers began smoking at or before age 18. Two-thirds of adult smokers became everyday smokers at or before age 18.¹¹
- Each day, over 1,100 kids in the United States try their first cigarette; and there are approximately 35,000 new daily smokers under the age of 18 in this country each year — and roughly one-third of them will eventually die prematurely from smoking-caused disease.¹²
- 69.1% of youth (12-17) smokers prefer Marlboro, Camel, and Natural American Spirit – three heavily advertised brands.¹³



Source: 2024 National Youth Tobacco Survey

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- ¹ Jamal, A., et al. "Tobacco Product Use Among Middle and High School Students — National Youth Tobacco Survey, United States, 2024." *MMWR* 73(41):917–924, October 17, 2024, <https://www.cdc.gov/mmwr/volumes/73/wr/mm7341a2.htm>. (National Youth Tobacco Survey 2024)
- ² National Youth Tobacco Survey, 2024.
- ³ Lee E., et al., "Notes from the Field: E-Cigarette and Nicotine Pouch Use Among Middle and High School Students — United States, 2024," *MMWR* 73(35):774–778, September 5, 2024, <https://www.cdc.gov/mmwr/volumes/73/wr/pdfs/mm7335a3-H.pdf>. (National Youth Tobacco Survey 2024).
- ⁴ National Youth Tobacco Survey 2024.
- ⁵ National Youth Tobacco Survey 2024.
- ⁶ National Youth Tobacco Survey 2024.
- ⁷ National Youth Tobacco Survey 2024. Smokeless tobacco includes chewing tobacco, snuff, dip, or snus, but not nicotine pouches.
- ⁸ National Youth Tobacco Survey 2024.
- ⁹ National Youth Tobacco Survey 2024.
- ¹⁰ National Youth Tobacco Survey 2024.
- ¹¹ Calculated based on data from the Substance Abuse and Mental Health Services Administration (SAMHSA)'s public online data analysis system (PDAS), National Survey on Drug Use and Health, 2016, <https://pdas.samhsa.gov/#/survey/NSDUH-2016-DS0001>.
- ¹² Substance Abuse and Mental Health Administration (SAMHSA), HHS, *Results from the 2024 National Survey on Drug Use and Health, NSDUH: Detailed Tables*, Table 4.10A, <https://www.samhsa.gov/data/report/2024-nsduh-detailed-tables>.
- ¹³ 2021 NSDUH brand analysis, Substance Abuse and Mental Health Services Administration (SAMHSA)'s public online data analysis system (PDAS). Analysis run May 12, 2023.