



TOBACCO USE AMONG YOUTH

- **12.6% (1,970,000) 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).**
Source: 2023 National Youth Tobacco Survey
- **E-cigarettes are the most popular tobacco product among youth. 10.0% (1,560,000) of high school students report current e-cigarette use.**
Source: 2023 National Youth Tobacco Survey
- **3.9% (600,000) of all high school students are current combustible tobacco users (cigarette, cigar, hookah, pipe tobacco, and/or bidis), including 4.3 percent of high school boys and 3.6 percent of high school girls.**
Source: 2023 National Youth Tobacco Survey
- **1.9% of all high school students are current smokers (2.3% of males and 1.5% of females).**
Source: 2023 National Youth Tobacco Survey.
- **290,000 high school students are current smokers.**
Source: Birdsey J., et al. "Tobacco Product Use Among U.S. Middle and High School Students — National Youth Tobacco Survey, 2023." *MMWR* 72(44):1173–1182, November 3, 2023, <https://www.cdc.gov/mmwr/volumes/72/wr/pdfs/mm7244a1-H.pdf> (2023 National Youth Tobacco Survey).
- **2.3% of high school boys report current cigar use. 2.1% of high school boys report current smokeless tobacco use.**
Source: 2023 National Youth Tobacco Survey
- **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.**
Source: 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>.
- **69.1% of youth (12-17) smokers prefer Marlboro, Camel, and Natural American Spirit – three heavily advertised brands.**
Source: 2021 NSDUH brand analysis, Substance Abuse and Mental Health Services Administration (SAMHSA)'s public online data analysis system (PDAS). Analysis run May 12, 2023.
- **11.5% (28,300,000) of adults (13.1% of men and 10.1% of women) are current smokers.**
Source: CDC, "Tobacco product Use Among Adults – United States, 2021," *MMWR* 72(18): 475-483, May 5, 2023, <https://www.cdc.gov/mmwr/volumes/72/wr/pdfs/mm7218a1-H.pdf>.

Percentage of 8th, 10th and 12th Grade Students Who Report Past Month Cigarette Use

	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
8th Grade																					
Total:	19.4	19.1	17.5	14.6	12.2	10.7	10.2	9.2	9.3	8.7	7.1	6.8	6.5	7.1	6.1	4.9	4.5	4.0	3.6	2.6	1.9
Sex:																					
Male	19.1	18.0	16.7	14.3	12.2	11.0	9.6	8.3	8.7	8.1	7.5	6.7	6.7	7.4	6.2	4.6	4.0	3.5	3.3	2.5	1.8
Female	19.5	19.8	17.7	14.7	12.0	10.4	10.6	9.9	9.7	8.9	6.4	6.7	6.0	6.8	5.7	4.9	4.7	4.2	3.7	2.6	1.9
10th Grade																					
Total:	29.8	27.6	25.7	23.9	21.3	17.7	16.7	16.0	14.9	14.5	14.0	12.3	13.1	13.6	11.8	10.8	9.1	7.2	6.3	4.9	5.0
Sex:																					
Male	28.2	26.2	25.2	23.8	20.9	16.7	16.2	16.2	14.5	13.4	14.6	12.7	13.7	15.0	13.4	12.0	10.5	7.7	6.1	5.0	5.0
Female	31.1	29.1	25.8	23.6	21.5	18.6	17.0	15.7	15.1	15.5	13.3	11.9	12.5	12.1	10.0	9.6	7.5	6.6	6.3	4.4	4.9
12th Grade																					
Total:	36.5	35.1	34.6	31.4	29.5	26.7	24.4	25.0	23.2	21.6	21.6	20.4	20.1	19.2	18.7	17.1	16.3	13.6	11.4	10.5	9.7
Sex:																					
Male	37.3	36.3	35.4	32.8	29.7	27.4	26.2	25.3	24.8	22.4	23.1	21.5	22.1	21.9	21.5	19.3	18.4	15.2	13.0	12.7	10.6
Female	35.2	33.3	33.5	29.7	28.7	25.5	22.1	24.1	20.7	20.1	19.6	19.1	17.6	15.7	15.1	14.5	13.2	11.6	9.1	8.1	8.3

	2018	2019	2020 ¹	2021	2022	2023
8th Grade						
Total:	2.2	2.3	2.2	1.1	0.8	1.1
Sex:						
Male	2.1	1.7		0.9	0.6	
Female	2.0	2.8		1.1	0.6	
10th Grade						
Total:	4.2	3.4	3.2	1.8	1.7	2.3
Sex:						
Male	4.4	3.9		1.7	1.5	
Female	3.7	2.9		1.2	1.4	
12th Grade						
Total:	7.6	5.7	7.5	4.1	4.0	2.9
Sex:						
Male	8.4	6.9		3.3	4.9	
Female	5.9	4.0		4.5	2.6	

Data Source: The chart on this page and several facts on the previous page are based on the University of Michigan's *Monitoring the Future Study* – an annual survey of 8th, 10th, and 12th graders on tobacco and other drug use. Several facts on the previous page also come from U.S. Department of Health and Human Services' National Youth Tobacco Survey. Although the two sources present slightly different prevalence results in some cases, the overall trends are the same and both data sources are endorsed and used by the U.S. Centers for Disease Control and Prevention.

Campaign for Tobacco-Free Kids, December 14, 2023 / Hope Neuling

¹ Insufficient data for 2020 sex estimates