

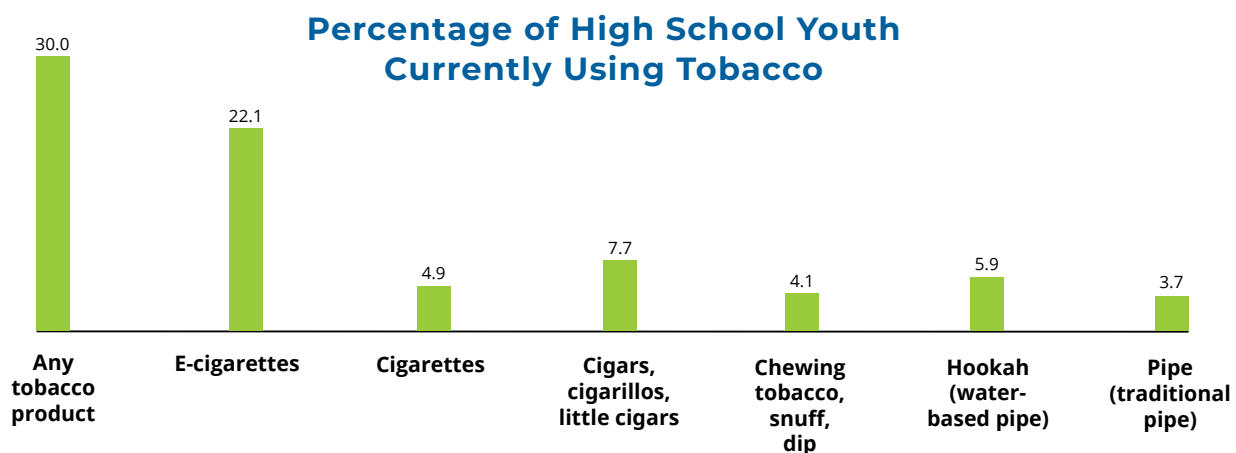
# 2019 South Carolina Youth Tobacco Survey



The South Carolina Youth Tobacco Survey (SCYTS) is a comprehensive survey designed to evaluate prevalence of tobacco use, age of initiation and access to tobacco products. SCYTS monitors key behaviors and attitudes toward tobacco among SC teens and helps SC Department of Health and Environmental Control (DHEC) Division of Tobacco Prevention and Control (DTPC) recognize groups at risk and identify areas to strengthen DTPC activities and strategies. In 2019, the middle school response rate fell short of the established epidemiologically valid threshold; therefore, 2019 middle school data is not represented in this fact sheet.

## Current Tobacco Use

In 2019 30% of SC high school students reported current (past 30 days) use of any kind of tobacco product. E-cigarettes or vapes were the most commonly used tobacco product among SC youth, followed by cigars, cigarettes, and smokeless tobacco (chewing tobacco, snuff, or dip). Current tobacco use was fairly comparable among SC youth and youth nationwide in 2019.



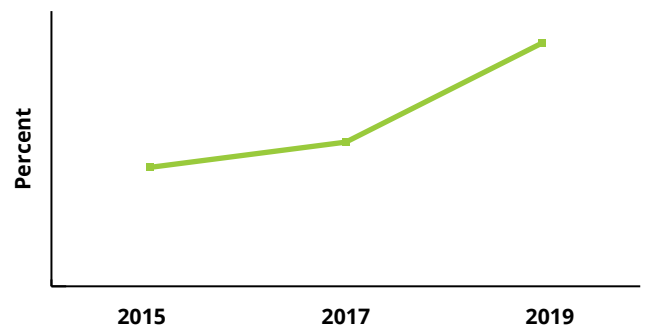
## E-cigarettes

Use of e-cigarettes or vapes nearly doubled among SC high school youth from 2015-2019. E-cigarettes remain the most commonly used tobacco product among SC youth and youth nationwide.

## JUUL

In 2019 1 in 4 (23.2%) SC high school students reported ever trying JUUL. High school students reported using JUUL more than any other e-cigarette or vape product.

### E-Cigarette Use among SC High School Youth, 2015-2019



## Flavored Tobacco

Among e-cigarette users, 5.7% (12,400) of high school students reported using e-cigarette products because of the flavors. Among high school cigarette smokers, nearly 40% used menthol flavored cigarettes. Current flavored cigar use was 4.2% (9,185) among high school students.

## Exposure to Tobacco Marketing

Exposure to tobacco marketing increases the likelihood that youth will use tobacco products. Out of the \$9.4 billion the tobacco industry expends annually in nationwide marketing, an estimated \$202 million is spent each year in SC .



- Approximately 26.1% of SC high school youth were exposed to tobacco ads in convenience stores, gas stations, or supermarkets.



- More than 40% of SC high school youth were exposed to tobacco ads on the internet.



- About 23% of SC high school youth were exposed to tobacco ads in newspapers or magazines.



- More than 36% of SC high school youth reported seeing actors using tobacco on TV and/or in movies.

## Exposure to Secondhand Smoke

Secondhand smoke contains more than 7,000 toxic chemicals, many of which are linked to cancer. Secondhand smoke can trigger severe asthma attacks in youth that require hospitalization.

**Percentage of High School Youth Currently Exposed to Secondhand Smoke, SCYTS 2019**

