

QUIT^{SD}

South Dakota

2025

YOUTH TOBACCO SURVEY



April 2026



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This report is available at: <http://doh.sd.gov/statistics>

ACKNOWLEDGMENTS

The South Dakota Department of Health supported the Youth Tobacco Survey planning, implementation, data collection, and reporting processes. Guidance was offered by the Tobacco Control Program Director, Sierra Phelps; Tobacco Control Program Coordinator, Hilary Larsen; and the Chronic Disease Epidemiologist, Laura Gudgeon.

Thank you to the school district administrators and staff who assisted with the administration of the Youth Tobacco Survey. We would also like to thank the South Dakota middle school students who took the survey, and shared information on personal behavior and perceptions.

Suggested Citation

Kerkvliet, J. & He, T. (2026). *2025 South Dakota Youth Tobacco Survey Report* [Surveillance Report]. Prepared by the Population Health Evaluation Center, South Dakota State University for the South Dakota Department of Health Tobacco Control Program.

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SECTION ONE: BACKGROUND

The landscape of youth tobacco use is ever changing. Combustible product use, such as cigarettes, pipes, and cigars, has declined among United States (U.S.) youth in the past two decades. The use of alternative tobacco products, including electronic cigarettes (e-cigarettes), nicotine pouches, and heated tobacco products became more prevalent in the 2010s. Data from the 2024 National Youth Tobacco Survey shows a downward trend among high school students in ever use of any tobacco product from 12.6% to 10.1%, and a decrease in e-cigarettes use from 10.0% to 7.8%.¹ Middle school student ever use of any tobacco product was unchanged at 12.9%, and use of e-cigarettes was also unchanged at 8.5%.¹

Overall, in 2024, 8.1% of middle school students nationally reported current use of a tobacco product, and 3.0% reported current use of two or more tobacco products in the past 30 days.¹ Poly-tobacco use in youth has been shown to increase symptoms of nicotine dependence, increasing the likelihood nicotine use will continue into adulthood.² Initiation of tobacco use during adolescence is a primary indicator for adult smoking status, as nearly 90% of cigarette smokers report having first tried smoking by age 18.³⁻⁴ Various factors within an adolescents' social and physical environment, biological and genetics factors, mental health, personal perceptions, and other influences are associated with the initiation and maintenance of tobacco use among youth.⁴

The Youth Tobacco Survey (YTS) began in 1997 to assess the prevalence of tobacco use and examine factors that contribute to tobacco use among school-age youth. Data from the YTS serves to enhance the capacity of state agencies and organizations to design, implement, and evaluate tobacco prevention and control programs. South Dakota (SD) began statewide youth tobacco surveillance in 2003 using the South Dakota Youth Tobacco Survey (SD YTS). The SD YTS is an adaptation of the national YTS and includes state-added questions specific to programming and youth tobacco use trends in SD. After the 2003 baseline survey, the SD YTS has been repeated bi-annually from 2005 to 2025, providing valuable data to track tobacco use trends among youth.

This section (section one) outlines the sampling, data collection and data weighting procedures, along with a description of the 2025 SD middle school survey population. Sections two through six of this report summarize current tobacco use patterns among SD youth and provides trend data from previous SD YTS administrations, as well as comparison with national trends.

Sample Selection and Weighting Procedures

Description of the South Dakota Sample

All regular public, private, and tribal schools in SD offering grades 6, 7, or 8 were included in the sampling frame. Nineteen schools with 10 or fewer students in grades 6 through 8 were removed from the sampling frame before sample selection. The advantage of removing small schools is to increase the precision of the estimates. The disadvantage is a small amount of coverage error, which was calculated to be less than 1%. The total student number in the 19 excluded schools was 103 (out of 34,066 students, leaving 33,963 students in 213 schools in the sample selection pool.

Stratified sampling is a survey sampling method frequently utilized in surveillance to enhance the representativeness of samples drawn from diverse populations. This technique, outlined by Cochran in 1977, involves partitioning the population into mutually exclusive subgroups or strata based on specific characteristics such as age, gender, income, or geographic location.⁵ By stratifying the population, we aim to ensure that each subgroup is adequately represented in the sample, thus minimizing the risk of bias and improving the accuracy of estimates. This approach is particularly advantageous when dealing with populations with varying characteristics or when certain subgroups are underrepresented in the population. Stratified sampling facilitates more precise estimations by accounting for variability within different strata, thereby yielding more reliable outcomes.⁶

For the 2025 SD YTS, as in past years, we used two strata classified by the percent of students in the school with American Indian (AI) as reported race: (1) Less than 25% of student body in the school reported American Indian race (low American Indian density) and (2) 25% or more of the student body in the school reported American Indian race (high American Indian density), a definition obtained from the National Center for Education Statistics.⁶ Fall 2024 school enrollment data was obtained from the SD Department of Education for use in the 2025 SD YTS.⁷ The high American Indian density schools were over-sampled, increasing the size of the target sub-population and improving the reliability of the data in a small population. The student population of the schools with low American Indian density was between 22 to 1,133 students with a mean of 218 students. The student population of the schools with high American Indian density was between 25 to 542 students with a mean of 145 students.

The 2021 and 2023 SD YTS surveys sampled by school size (small, medium and large) to assess any differences in tobacco use or perceptions by size of school. The 2025 SD YTS survey sampled by geographic population size of the county where the school is located to assess any differences in tobacco use or perceptions by population size. Schools were classified into the three population groups using the county-level classifications from the United States Census Bureau: metropolitan (urban), micropolitan (rural), and noncore (frontier).⁸ Urban schools (n=60) had student enrollment between 46 and 1,133, with an average of 335 students. Rural schools (n=46) had student enrollment between 28 and 780, with an average of 218 students. Frontier schools (n=107) had student enrollment between 22 and 542, with an average of 120 students.

The sample size calculation within each stratum, h , was calculated as

$$n_{h_i} = \frac{N_h}{N} \times \frac{Z^2 \times P_i (1 - P_i)}{E^2},$$

where n_{h_i} is the sample size needed within stratum $h=1,2,3$, and $i=1,2$ is the strata, N_h is the total number of schools in stratum h , N is the total number of schools in the population, Z is the Z-score corresponding to the desired confidence level, P_i is the estimated proportion of the characteristic of interest within strata i based on school-level statistics, and E is the desired margin of error or precision. It is important to note that in this two-stage sampling approach, the calculated sample sizes, n_{h_i} , for each stratum might not be whole numbers (since they are based on schools), so we rounded up to the next whole number to ensure that we have a feasible sample size. In this study, $P_1 = 0.107$ and $P_2 = 0.304$, Z was chosen to be 2.0537 which is the 0.98 quantile of the standard normal distribution, and $E = 0.015$. The total sample size was chosen to be the sample size for each stratum divided by 0.55.

The total sample size was 4,230 in 47 schools, with 10 high American Indian density and 37 low American Indian density. There were 18 frontier, 12 rural, and 17 urban schools.

	Frontier	Rural	Urban
Low American Indian density	10	11	16
High American Indian density	8	1	1

A three-stage cluster sample design was used to produce a representative sample of students in grades 6-8. A sample was drawn using a three-stage cluster sample design:

- 1) Within each stratum, schools were selected with probability proportional to school enrollment size using a systematic selection procedure. (School Level)
- 2) Classes within schools were selected randomly, also using a systematic selection procedure, so that the overall probability of selection of each student is equal. Every eligible student in schools on the sampling frame has a chance of being selected. (Class Level)
- 3) All students were selected in each selected class. (Student Level)

Overall Response Rates

Schools - 78.72% 37 of the 47 sampled schools participated.

Students - 86.21% 2,794 of the 3,241 sampled students completed usable questionnaires.

Overall response rate - $78.72\% \times 86.21\% = 67.86\%$

Weighting and Final Data Preparation

After collecting the survey data, we performed the weighting of the survey responses to correct for discrepancies between the sampled and the target population. This technique involved assigning numerical values or weights to individual survey responses based on predetermined criteria. These criteria often reflect the probability of selection for each respondent, as well as adjustments for non-response or oversampling in specific groups. Applying appropriate weights ensures that the survey results accurately reflect the characteristics of the target population, even if certain groups are underrepresented or overrepresented in the sample. Weighting also helps mitigate biases that may arise due to sampling methods or survey design, thereby enhancing the validity and generalizability of findings. Overall, weighting is a fundamental practice in public health surveillance, used to draw meaningful insights and make informed decisions based on representative data.⁹

Following the procedures outlined for the National Youth Tobacco Survey, a weight was associated with each sample unit to reflect the likelihood of sampling each student and reduce the potential bias by compensating for differing patterns of non-response.¹⁰ The weight used for estimation is given by:

$$W = W1 * W2 * f1 * f2 * f3 * f4.$$

W1 (school selection weight) = the inverse of the probability of selecting the school

W2 (class selection weight) = the inverse of the probability of selecting a classroom within the selected school

f1 = a school-level non-response adjustment factor calculated by population group of the school (frontier, rural, urban).

f2 = a non-response class adjustment factor calculated by school

f3 = a student-level non-response adjustment factor calculated by class

f4 = a post-stratification adjustment factor calculated by grade—OR—adjustment factor calculated by grade and race

A non-response adjustment factor for a unit is the inverse of the estimated probability of the unit's response.

To properly weight the survey data, we calculated weights that adjust for the differences in the population sizes of the subgroups. The probabilities of schools being in the sample for each subgroup had already been calculated in the sampling process. The inverse of these probabilities were used as weights. The school selection weight (W1) is the inverse of the school sampling probability. The school sampling probability for each stratum h is calculated as the total number of students in that school divided by the total number of students in that stratum. Then the sampling was done using a proportional random sampling based on the probability. The W1 is the reverse of this probability. The class selection weight (W2) is the inverse of the class sampling rate. All classes in each school are equally likely to be chosen in the sample.

An adjustment was made for school non-response, class non-response, and student non-response. The purpose of the non-response adjustments is to refine the weights to adjust for bias from non-response.

Schools were placed into three categories (frontier, rural, and urban) using the population level assigned created in the sampling phase of the analysis. For each group, a school non-response adjustment (SNA) factor (f1) was calculated as follows:

$$SNA = \frac{\sum_{\text{selected schools in group}} \text{school selection weight} \times \text{school enrollment}}{\sum_{\text{participating schools in group}} \text{school selection weight} \times \text{school enrollment'}}$$

Since all the classes that were chosen for the survey had participated in the analysis, we did not need to adjust for class non-response adjustment (f2). Within each class, a student-level adjustment is made for students who are non-respondents (f3). The adjustment is computed by doing the following:

$$SAF = \frac{\sum_{\text{eligible students}} \text{student weight}}{\sum_{\text{completed the Survey}} \text{student weight'}}$$

For the post-stratification, the sample data was adjusted to match the school population data using statewide grade, gender, and race data from the SD Department of Education.⁷ The post-stratification was done by grade-race-gender. For students who had missing data on grade, race or gender the values were imputed in the following manner:¹⁰

For respondents missing gender, the respondent is randomly assigned as a ‘male’ or ‘female’ value based on a uniform distribution of random numbers. For respondents missing grades, the respondent is assigned a grade value based on the average grade (rounded) of the student’s school. For respondents missing race, randomly assign the respondent a race value (White, American Indian, Hispanic, or Other) based on the empirical distribution of the data. For example, if the respondents were 60% white, 60% of the respondents who are missing race will be randomly classified as white. Note that the values are only imputed for weighting purposes. The imputed values are not retained in the final data set.

After calculating the inclusion weights and non-response rates and adjusting for the post-stratification, we normalized the weights for each sample using:

$$\text{Normalized Weight}_i = \frac{\text{Weight}_i}{\sum_i \text{Weight}_i} \times N,$$

where N is the total population size.

The weighted results from this project can be used to make important inferences concerning tobacco use risk behaviors of public and nonpublic middle school students in grades six through eight in South Dakota.

Additional Methodology Notes

Data Collection

The SD YTS was conducted online in 2025 through a custom, web-based application. The application generated a unique survey link for each selected classroom. Identified school staff administered the survey in each selected classroom and provided the unique classroom link to each student to complete the survey during the specified class period. No IP address information was collected. The data file exported from the survey system contained survey question responses, school code, and classroom code. No personal identification information was included.

2025 SD Survey Questions

The SD YTS questions included topics of tobacco use prevalence, access to tobacco, knowledge and attitudes about tobacco, cessation, advertisements, exposure to secondhand tobacco smoke and vapor, and experiences at home and school. New questions added in 2025 addressed new tobacco products (e.g., nicotine salts, oral nicotine products), perception of synthetic nicotine, and additional demographic information including academic grades and truancy. Race and ethnicity were combined into a single question. The 2025 YTS survey had a total of 93 survey questions. A full list of the 2025 YTS questions is available by submitting a request to the South Dakota Department of Health Tobacco Control Program.

Key Data Definitions

Categorization of Race/Ethnicity

The classification of students by race/ethnicity was conducted using modified methodology from the National Youth Tobacco Survey.¹⁰ If only one selection was made for the race/ethnicity question, students were classified into that race/ethnicity. If a student selected multiple selections on the race/ethnicity question, they were categorized using a minority prioritization hierarchy reflective of the minority populations of South Dakota: American Indian/Alaskan Native, Hispanic, Black, Asian, Native Hawaiian/Pacific Islander, and White. This prioritization order is different from the National Youth Tobacco Survey: Hispanic, White, Black, Asian, American Indian/Alaskan Native, and Native Hawaiian/Pacific Islander.¹⁰ Comparisons by race to national data should consider the differences in prioritization.

To reflect the population demographics of South Dakota, a four-level race/ethnicity categorization (“White”, “American Indian”, “Hispanic” and “All other races”) was created by merging Black, Asian, and Native Hawaiian and other Pacific Islander into a single category. Throughout the report, race/ethnicity that does not fall within the “White” or “American Indian” or “Hispanic” categorization is referred to as “other races”.

Categorization of Any Tobacco Product

When specified throughout the report, the various tobacco products are at times combined to form a single dichotomous category, “any tobacco”. This category was created using the National Youth Tobacco Survey methodology.¹ Any tobacco use was defined as use of e-cigarettes/vapes, nicotine pouches, cigarettes, cigars (cigars, cigarillos, and little cigars), smokeless tobacco (chewing

tobacco, snuff, dip, or snus,), other oral nicotine products, hookahs, pipe tobacco, bidis (small brown cigarettes wrapped in a leaf), and heated tobacco products.

Categorization of Ever and Current Tobacco Use

Tobacco product use among middle school students was classified as either 'ever tobacco use' or 'current tobacco use'. Ever tobacco use is defined as use of a tobacco product, in any amount, on one occasion or more at any point in the past. Ever tobacco use is an indicator of the level of tobacco product experimentation among youth. Current tobacco use is defined as the use of a tobacco product on one or more days in the past 30 days. Current tobacco use is an indicator of the presence of recent use, which may indicate regular or ongoing use of tobacco products.

Data Analysis

To account for the complex survey design, weighted prevalence estimates and 95% confidence intervals were computed for all measures. Statistical analyses were conducted using SAS version 9.4. We performed significance tests at the $p < 0.05$ level. In addition, results with unweighted denominator less than 35 or a relative standard error (RSE) $> 30\%$ were noted as potentially unreliable throughout the report. Those with a raw number of responses at less than 10 in the specific category are noted as not reported.

Student write-in responses are included throughout the report. Write-in responses were not analyzed for re-classification into the existing response categories; responses were provided as the student provided, with edits only to spelling, punctuation, and to exclude profanity or specific persons/locations.

Historical South Dakota Youth Tobacco Survey Data

Throughout this report, historical data is provided from past survey years, biannually from 2013 to 2025. Except where noted, all this data is drawn from printed or electronic reports.¹¹ The actual data was not reanalyzed, so the authors rely on the accuracy of previous reports for this information.

Description of the Middle School Population

The 2025 SD YTS was administered to 3,241 middle school students (grades 6-8) in 37 schools during the fall/winter of 2025, with 2,794 students completing valid questionnaires, for an overall response rate of 67.9%.

Demographic information collected in the 2025 SD YTS included gender, race/ethnicity, and grade level, presented in Table 1. The SD YTS is conducted only with middle school students; therefore, 98.9% of the sample was between the ages of 11 and 14. Findings of the 2025 SD YTS were weighted to represent all sixth through eighth grade public, non-public, and tribal school students in SD.

SD middle school students were asked about language spoke at home, with 16.2% of the population reporting a language other than English. Students were also asked about academic performance with 50.6% of students reporting they received mostly A grades during the past 30 days, 38.3% reported mostly B or C grades, and only 3.9% reported mostly D or lower grades (Figure 1). Truancy was assessed using a question about number of days at least one class period was missed in the past 30 days because the student skipped, with 81.4% of students reported no truancy, 15.9% reported missing 1 to 5 days, and 2.7% reported missing 6 or more days (Figure 2).

Table 1. Demographic Characteristics of the Weighted Middle School Sample, 2025

	Respondents %
Gender	
Male	51.9%
Female	48.1%
Race/Ethnicity	
White	63.4%
American Indian	17.8%
Hispanic	7.7%
Other	11.1%
Grade	
6th	34.0%
7th	31.6%
8th	34.4%
Population	
Urban	52.4%
Rural	22.6%
Frontier	25.0%

Figure 1. Academic Performance

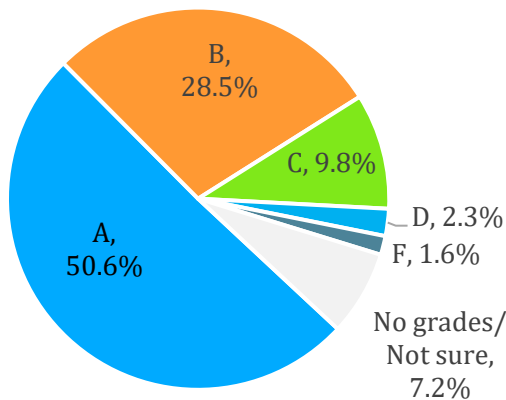
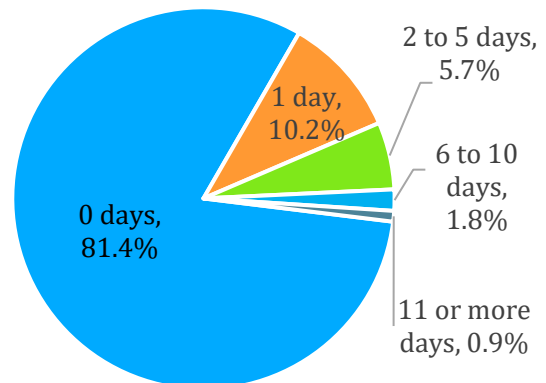


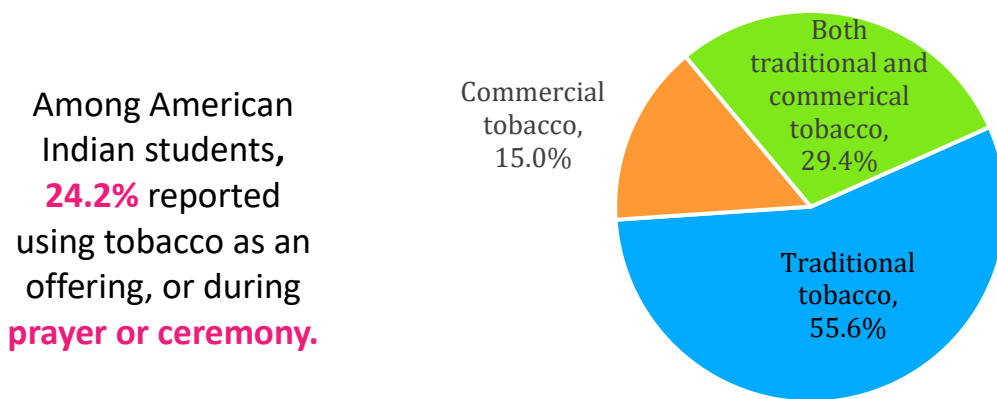
Figure 2. Days Truant in Past 30 days



Ceremonial Use of Tobacco

Two questions on the 2025 SD YTS assessed the use of tobacco as an offering or during prayer or ceremony, asked of American Indian students. The purpose of these questions was two-fold. The first was to explicitly outline that use of commercial tobacco for ceremonial purposes should not be included when responding to the survey questions. Students indicating the use of tobacco for ceremony were shown a pop-up message within the online survey explaining this. The second purpose was to gather information on the portion of American Indian students using traditional or commercial tobacco for ceremonial purposes. As shown in Figure 3, among students reporting use of tobacco during ceremony, 15.0% reported using only commercial tobacco.

Figure 3. Type of Tobacco used among American Indian Students Reporting Ceremonial Use, SD YTS 2025



SECTION TWO: PREVALENCE AND TRENDS IN TOBACCO USE

E-cigarette/Vape Use among Middle School Students

Electronic cigarettes (e-cigarettes) were the most commonly used tobacco product in the 2024 National Youth Tobacco Survey.¹ These battery-powered devices heat “juice” to an aerosol that is then inhaled. E-cigarettes are considered harmful to youth since most products contain nicotine, which is highly addictive, and often other toxic substances.¹² Nicotine use in adolescence has been shown to negatively impact brain development, and damage areas of the brain important for attention and learning.¹²

Key Findings

- One in 15 middle school students (6.6%) reported ever using an e-cigarette/vape.
- Current (past 30-day) use of e-cigarettes/vapes was reported by 3.1% of middle school students.
- Most current e-cigarettes users reported using flavored products (80.6%).
- Disparities in use by race remain, with racial minority students more than twice as likely to report ever use of e-cigarettes/vapes than White students.

Rate of E-Cigarette/Vape Use

Middle school students were asked if they had ever tried using an e-cigarette/vape on at least one occasion. Trends in ever e-cigarette/vape use from 2013 to 2025 are presented in Figure 4. Overall, 6.6% of middle school students reported use of an e-cigarette/vape on at least one occasion in 2025, a decrease from 2025 SD YTS data (8.1%), and lower than the national middle school ever e-cigarette/vape use rate at 8.5%.¹

Current use is defined as having used the tobacco product one or more days in the last 30 days. Overall, 3.1% of middle school students reported current use of e-cigarettes/vapes in 2025, a decrease from 3.4% in 2023 as shown in Figure 4. National data showed a decrease in current e-cigarettes/vape use among middle school students, from 4.6% in 2023 to 3.5% in 2025.¹

Figure 4. Trends in Ever and Current E-cigarettes Use among SD Middle School Students, SD YTS, 2013-2025

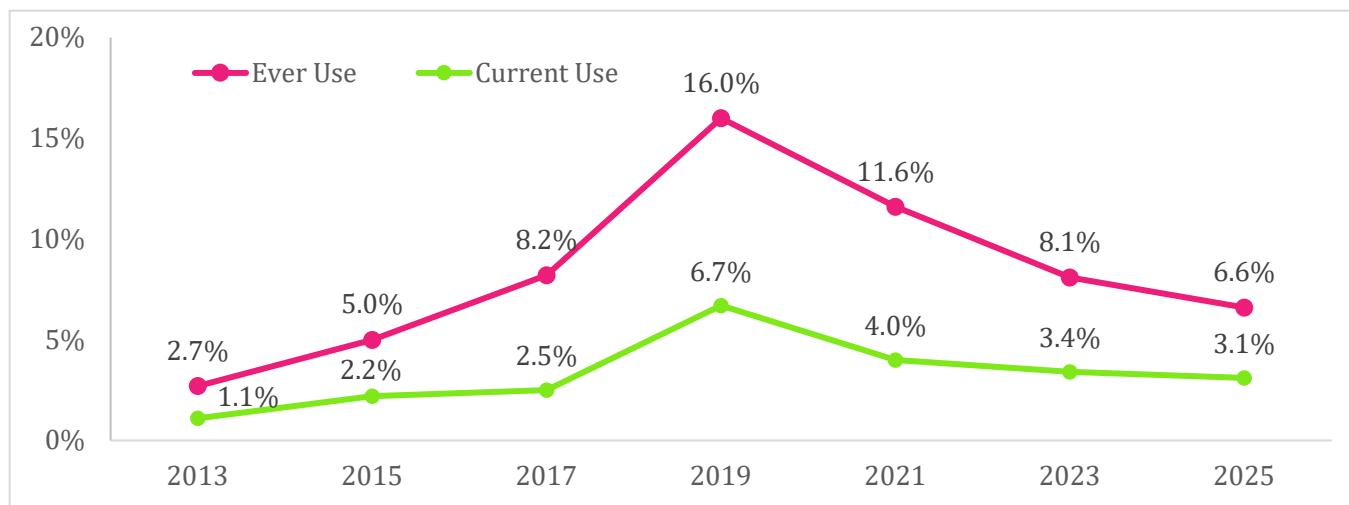


Table 2 shows rates of ever e-cigarette/vape use by gender, race/ethnicity, and grade. Both ever and current use of e-cigarettes/vapes were statistically higher among American Indian students than White students ($p<0.001$). Nearly one in five American Indian students report ever using an e-cigarette/vape. The prevalence of ever and current e-cigarette/vape use was also significantly higher among students residing in frontier areas when compared to youth in urban or rural areas ($p<0.001$).

Table 2. Ever and Current Use of E-cigarettes/Vapes by Gender, Race/Ethnicity, and Grade, SD YTS 2025

	Ever Use % (95% CI)	Current Use % (95% CI)
Gender		
Male	5.7 (4.1-7.4)	2.5 (1.3-3.8) [^]
Female	7.6 (5.1-10.2)	3.9 (1.8-6.1) [^]
Race/Ethnicity		
White	4.2 (2.9-5.4) **	1.0 (0.5-1.5) [^] **
American Indian	14.8 (10.2-19.4) **	9.9 (5.2-14.7) [^] **
Hispanic	6.6 (0.7-12.5) [^] **	--
Other	7.7 (3.5-11.9) [^] **	2.5 (0.1-4.8) [^] ***
Grade		
6th	4.9 (3.0-6.8)	2.8 (1.3-4.4) [^]
7th	6.3 (3.6-9.0)	3.1 (0.4-5.8) [^]
8th	8.4 (5.4-11.5)	3.4 (1.3-5.6) [^]
Population		
Urban	4.7 (2.8-6.6) **	1.5 (0.8-2.2) [^] ***
Rural	5.7 (3.6-7.7) **	2.5 (1.1-3.9) [^] ***
Frontier	11.4 (7.8-14.9) **	7.2 (3.3-11.0) [^] ***
Overall	6.6 (5.1-8.1)	3.1 (1.9-4.3)

** $p<0.001$ based on Rao-Scott chi-square test. CI = confidence interval

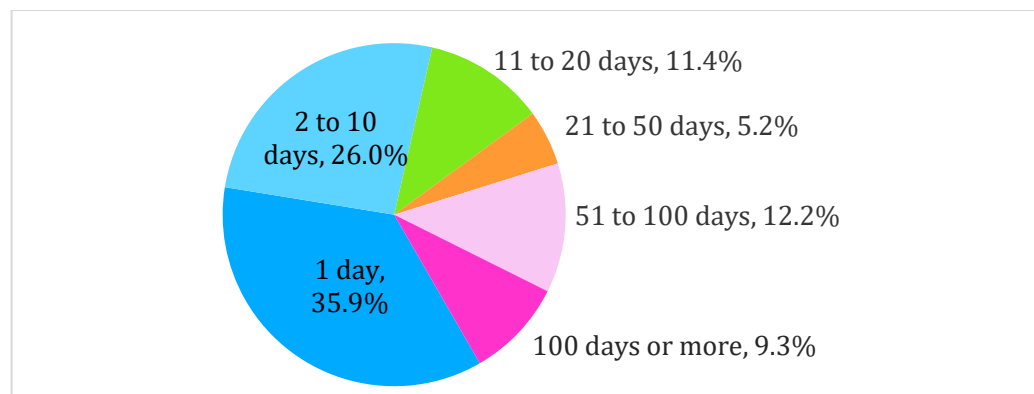
[^]Rates should be interpreted with caution due to small number of raw responses per subgroup (<35).

-- Not reported as fewer than 10 raw responses in the subgroup.

Frequency of E-Cigarette/Vape Use

Among students who ever used an e-cigarette/vape, the majority (73.3%) reported 20 or fewer days of use. Nearly one in 10 ever e-cigarette/vape users in middle school reported vaping for 100 days or more in their lifetime (Figure 5).

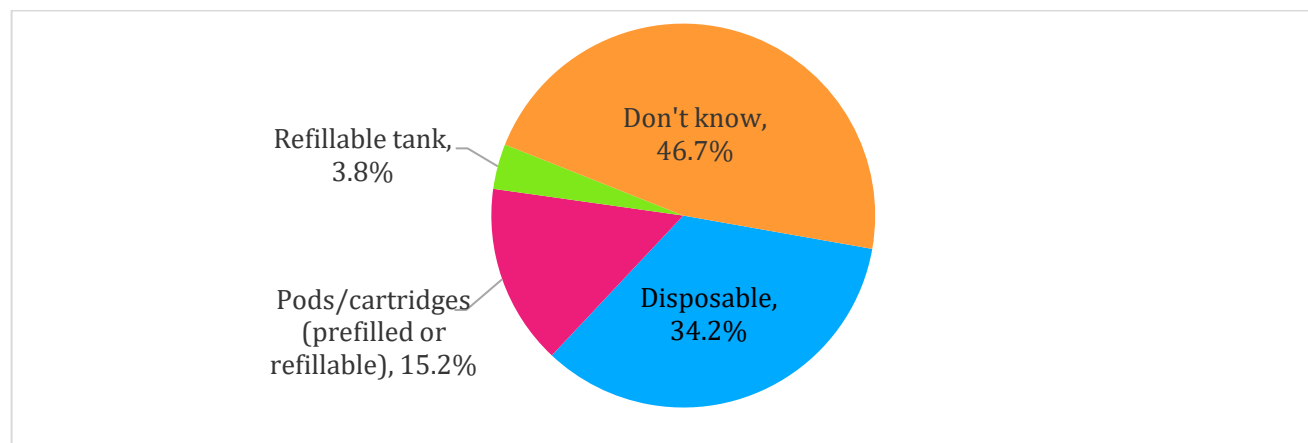
Figure 5. Number of Days Using E-cigarette/Vape, among Ever E-Cigarette Users, SD Middle School Students, SD YTS 2025



Type of E-Cigarette/Vape Use

Among students who ever used an e-cigarette/vape, 34.2% of students reported using a disposable product (Figure 6). Refillable tanks and pods were less commonly used. Nearly half reported they did not know what type of e-cigarette/vape they had used.

Figure 6. Type of E-cigarette/Vape Used by SD Middle School Students, SD YTS 2025



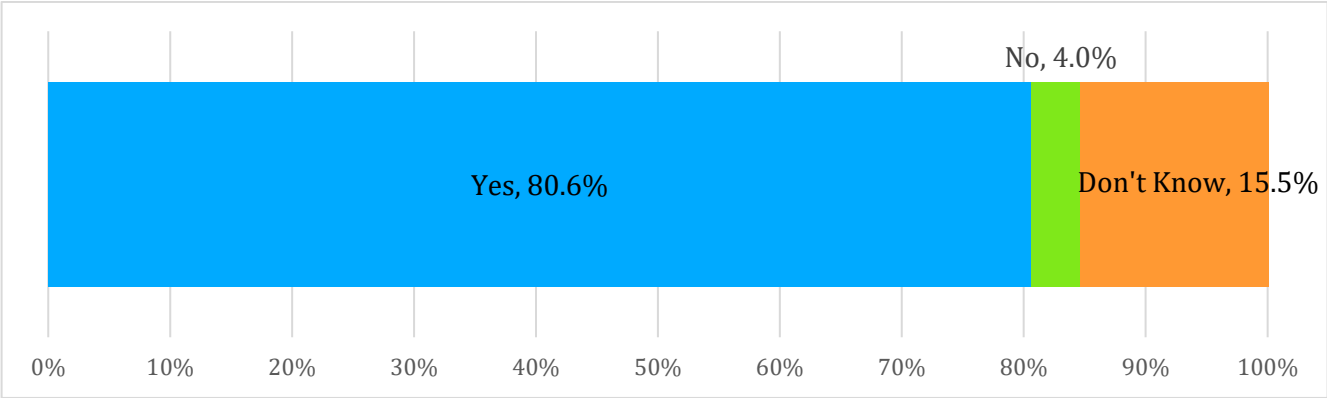
E-cigarettes Containing Nicotine Salts

Among ever e-cigarette users, 71.3% reported not knowing whether the e-cigarettes they used contained nicotine salts, 6.2% reported using e-cigarettes containing nicotine salts, and 22.5% reported using e-cigarettes that did not contain nicotine salts.

Use of Flavored E-Cigarettes/Vapes

Of middle school students who ever used e-cigarettes/vapes, most (80.6%) reported using flavored products. Fifteen percent reported ‘don’t know’ when asked if the e-cigarettes/vapes used were flavored (Figure 7).

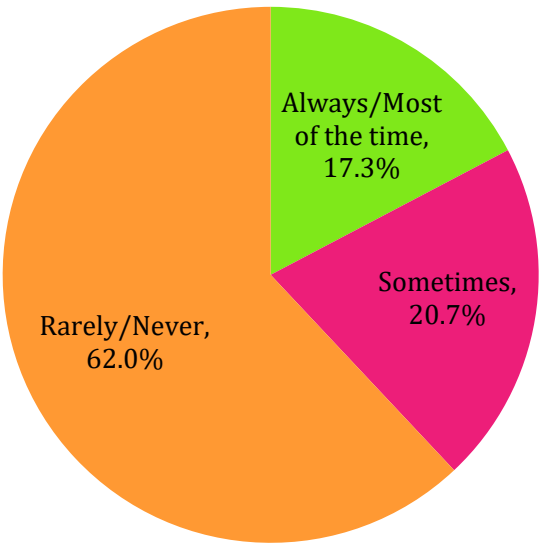
Figure 7. Ever E-cigarette/Vape Users who Reported Use of Flavored Products, SD YTS 2025



Use of Another Person’s E-cigarette/Vape Device

Among middle school students who reported current use of e-cigarettes/vapes, 62.0% reported rarely or never using someone else's e-cigarette device (Figure 8). One in six reported frequently sharing devices.

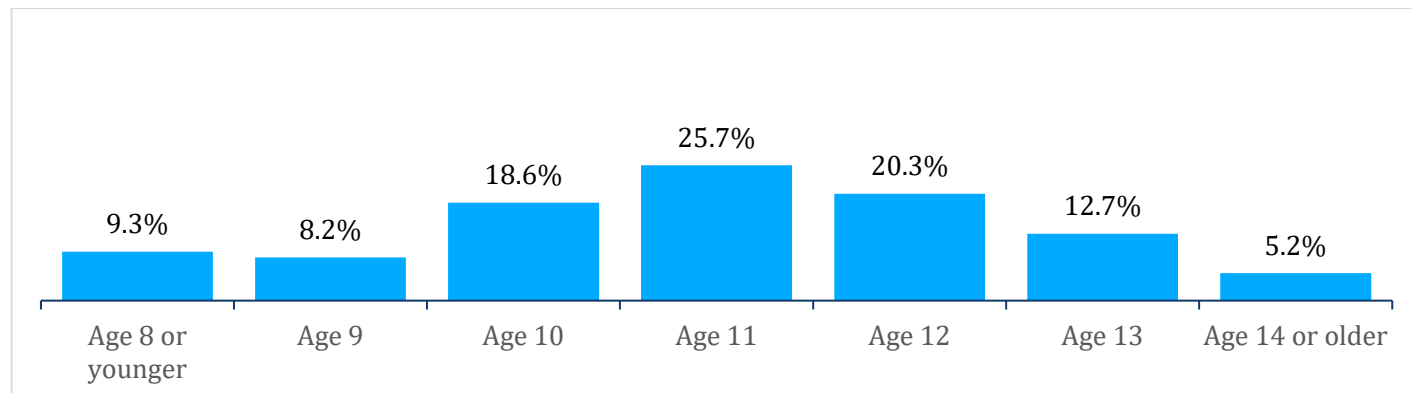
Figure 8. Frequency of Using Another Person’s E-cigarette Device among Current E-cigarette/Vape Users, SD YTS 2025



Age of First Use of E-Cigarettes/Vapes

The most common age of first use among middle school students who had ever used e-cigarettes/vapes was age 11 (25.7%), with 61.8% reporting first use before age 12 (Figure 9).

Figure 9. Age of First Use among Ever E-cigarette/Vape Users, SD YTS 2025*

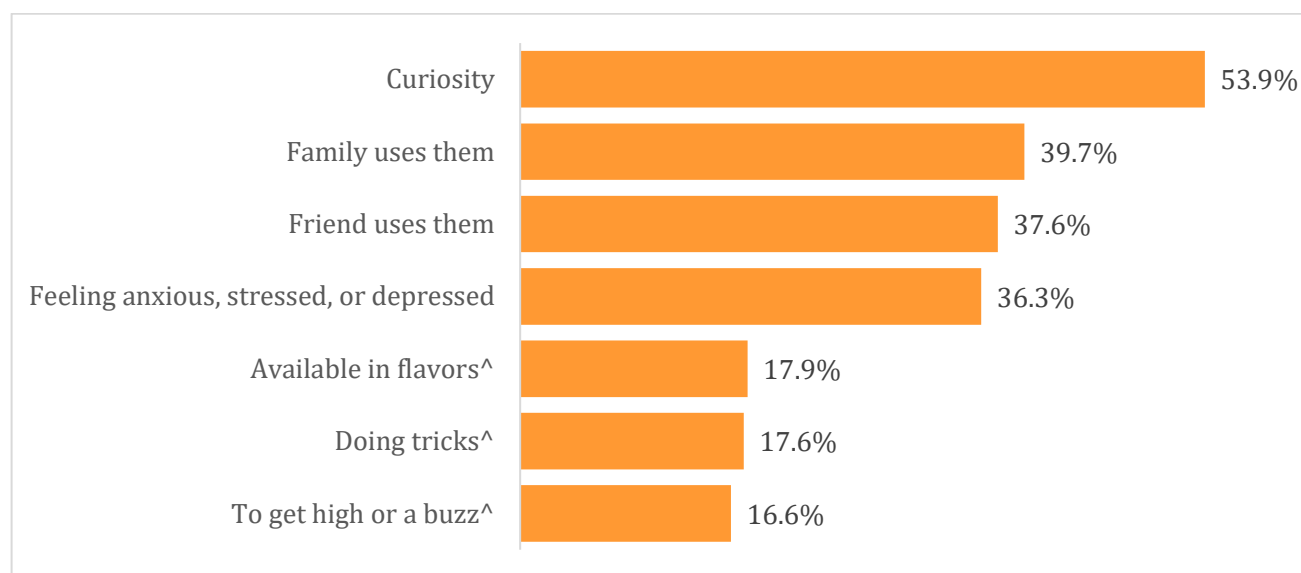


*Age of the sample at the time of the survey was predominantly age 11 to 14.

Reasons for E-cigarette/Vape Use

Middle school students who reported ever using e-cigarettes/vapes, were asked to share their reasons for using. The top reasons are shown in Figure 10, with the most commonly reported as curiosity (53.9%), family member (39.7%) or friend (37.6%) use, and feelings of anxiety, stress, or depression (36.3%). Write-in responses for 'other reasons' included: "with my mom and dad to see what it felt like", "photos", "peer pressure" (n=4), "just to try it", "I was younger and nor did it look like one", "I was dared", "I used it twice. Once when I was curious and dad d", "I used it because it helps with my problem", "family member pressured me to do it", and "bored".

Figure 10. Top Reasons for E-cigarette/Vape Use among Ever Users, SD YTS 2025*



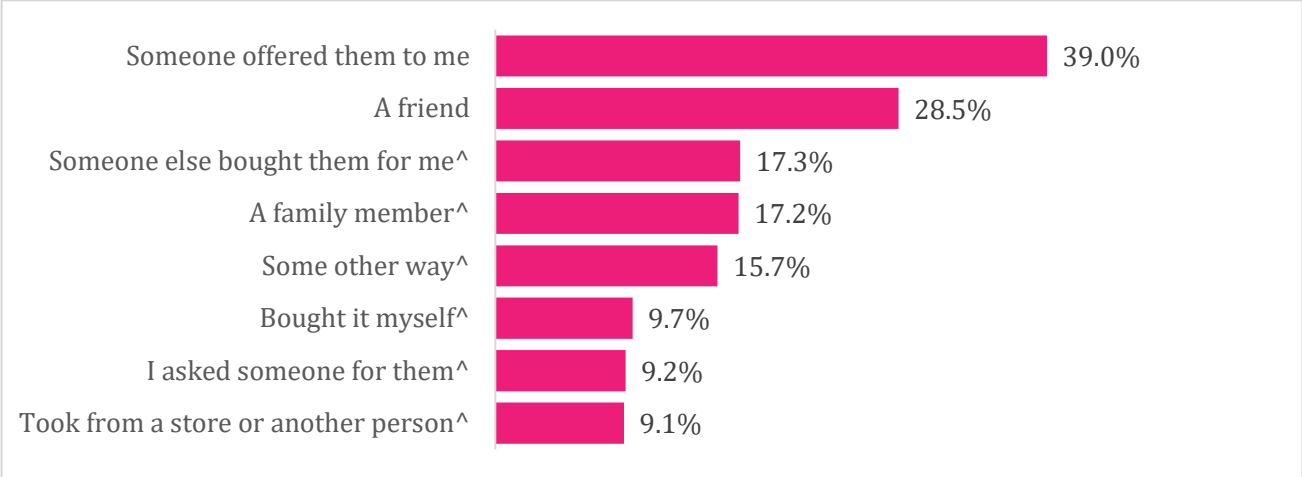
*Not equal to 100% as student could select more than one. ^Rates should be interpreted with caution due to small raw number of respondents (<35).

Obtaining E-cigarettes/Vapes

Current middle school e-cigarette/vape users were asked to indicate how they got the e-cigarette/ vape or refills (Figure 8). Over one-third reported they obtained the product from someone else offering (39.0%), followed by from a friend (28.5%) and asking someone else buy for me (17.3%). Write-in responses on other ways of obtaining e-cigarettes/vapes included:

- When my sister buys them from some that sells them
 - My friend made me use it then took it back
 - My friend had one
 - I found it on the ground
 - I found it laying on the floor
 - From the trash
 - Found them
 - Found it unused in the box
 - Found it lying somewhere
- Found it (n=3)
 - Stole one from my family member, not given
 - Stole from my mom
 - My parents have some
 - It was there one my dad’s desk
 - I took it from my mom
 - I stole it from my brother
 - I got it from my mom to feel what it felt like
- I found it in my house
 - Found it in a family member’s car
 - Was given it
 - Not specifying
 - It was just there
 - I just took one hit from someone’s
 - I found one on the counter
 - I didn’t
 - I borrowed it

Figure 11. Path of Accessing E-cigarettes/Vapes for Current Users, SD YTS 2025*



*Not equal to 100% as student could select more than one. ^Rates should be interpreted with caution due to small raw number of respondents (<35).

When asked directly about purchasing e-cigarettes/vapes, nearly one in three (29.5%) ever e-cigarette/vape users in middle school reported purchasing the products themselves. The most common way to buy e-cigarettes/vapes was from another person, at 64.0% of students who purchased e-cigarettes. No further information is reported as rates of vape/tobacco shop, store, Internet, vending machine, delivery service, and some other place had fewer than 10 raw responses for the item.

Ever e-cigarette/vape users were also asked if they had purchased an e-cigarette/vape device (including disposable devices), pod, cartridge, single hit, or e-liquid refill while at school or on school property. In 2025, 5.0% reported purchasing at school, which is a decrease over 7.8% of students in 2023.

Cigarette Use among Middle School Students

In the 2024 National Youth Tobacco Survey, cigarettes were the second most commonly ever and currently used tobacco product, following e-cigarettes/vapes. Among middle school students nationally, 3.6% reported ever use of cigarettes and 1.1% reported current use of cigarettes.¹ In 2025 SD YTS, middle school students were asked if they had ever smoked a cigarette, even one or two puffs, and asked how many days they smoked cigarettes during the past 30 days.

Key Findings

- Ever use of cigarettes was unchanged from 2023 at 4.3%.
- Current (past 30-day) use of cigarettes was also unchanged at 1.4% in 2023.
- American Indian students had higher rates of ever cigarette use at 12.3% than White students at 2.3%.
- Over half of middle school students who report ever smoking first used a cigarette at age 11 or younger.

Rate of Cigarette Use

Overall, 4.3% of middle school students reported ever smoking a cigarette, showing no change over 2023 (Figure 12). Current (past 30-day use) of cigarettes among middle school students was 1.4%, also unchanged from 2023.

Figure 12. Trends in Ever and Current Cigarette Use, SD YTS 2013-2025

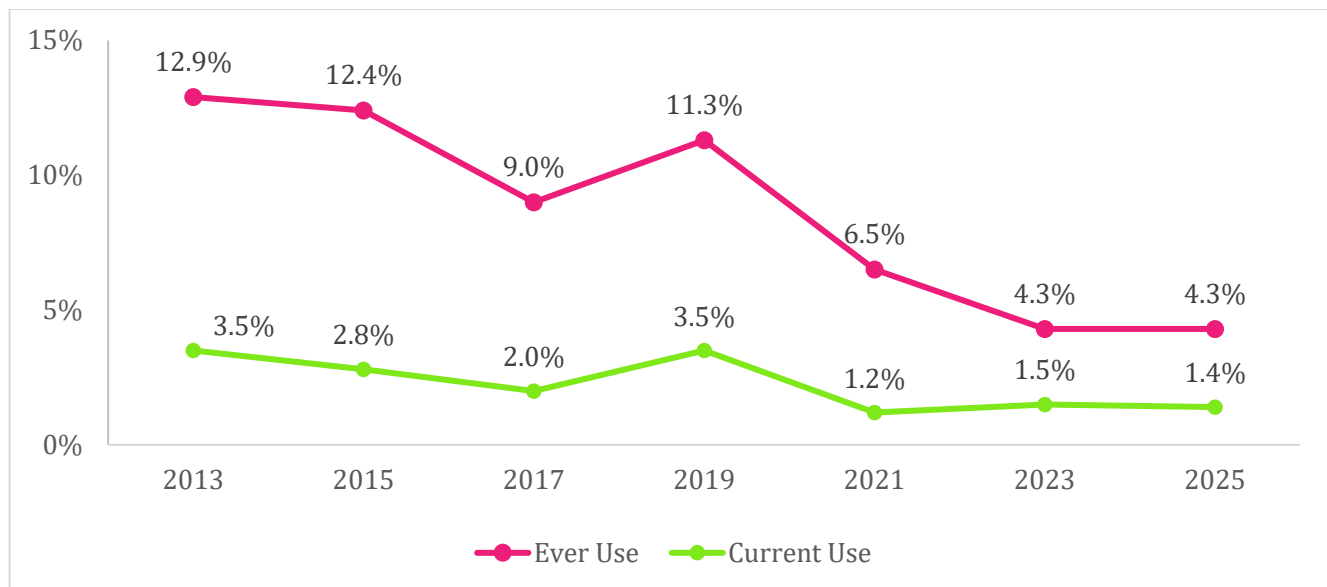


Table 3 shows rates of ever and current cigarette use by gender, race/ethnicity, grade, and population. American Indian students were more likely to report ever use of cigarettes than students of other races ($p < 0.001$). Frontier students showed higher rates of cigarette use.

Table 3. Ever and Current Cigarette Use by Demographic Characteristics, SD YTS 2025

	Ever Use % (95% CI)	Current Use % (95% CI)
Gender		
Male	4.3 (3.0-5.7)	1.7 (0.7-2.8)^
Female	4.6 (2.2-6.9)	1.1 (0.4-1.9)^
Race/Ethnicity		
White	2.3 (1.5-3.1) **	0.6 (0.3-0.9)^**
American Indian	12.3 (7.7-17.0) **	3.9 (0.9-6.8)^**
Hispanic	--	--
Other	--	--
Grade		
6 th	4.8 (2.3-7.4)^	2.4 (0.6-4.1)^*
7 th	4.2 (1.4-6.9)^	0.9 (0.3-1.6)^*
8 th	4.0 (2.4-5.6)^	0.9(0.2-1.6)^*
Population		
Urban	1.9 (1.0-2.8)^**	--
Rural	5.0 (3.2-6.8)**	1.8 (0.9-2.7)^**
Frontier	8.9 (4.9-12.9)^**	3.0 (0.7-5.4)^**
Overall	4.3 (3.0-5.7)	1.4 (0.7-2.1)

*p<0.05, **p<0.001 based on Rao-Scott chi-square test.

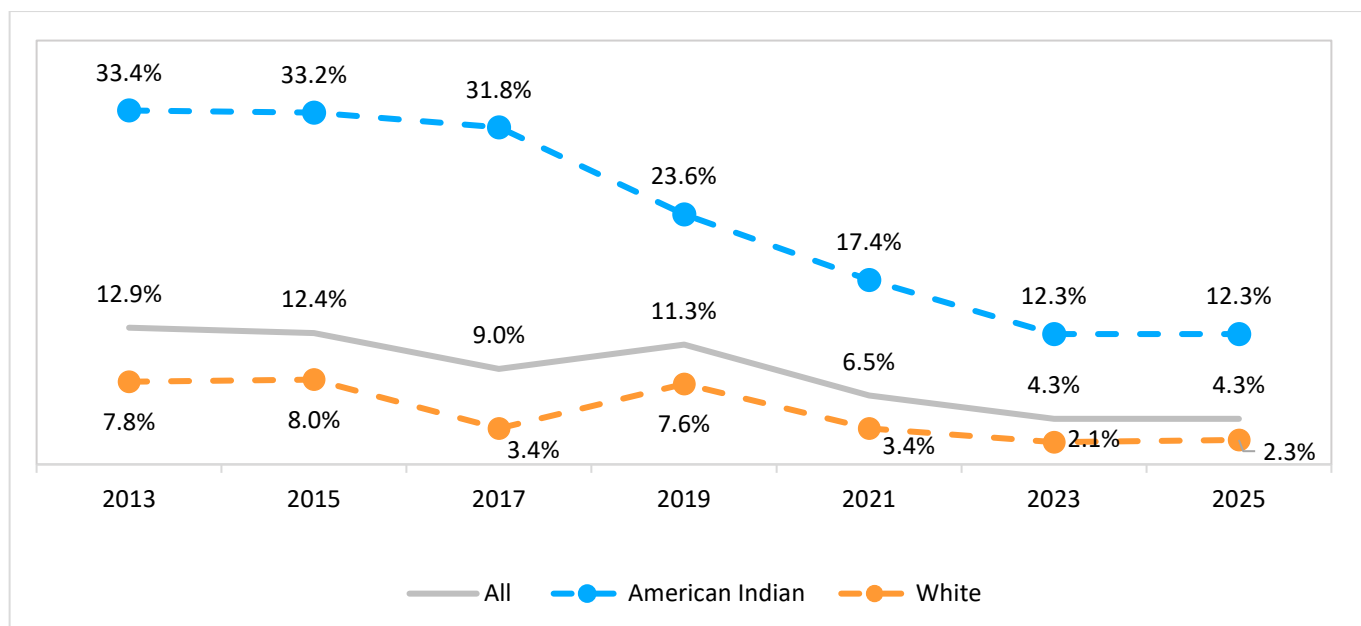
CI=confidence interval

^Rates should be interpreted with caution due to small number of raw responses per subgroup (<35).

-- Not reported as fewer than 10 raw responses in the subgroup.

Significant differences in rate of ever cigarette use were found by race, with White students having the lowest rate and American Indian students having the highest rates of ever cigarette use (p<0.001). Figure 13 shows the trend in rate of ever cigarette use by race. Rate of cigarette use among American Indian students is unchanged from 2023 to 2025 at 12.3%.

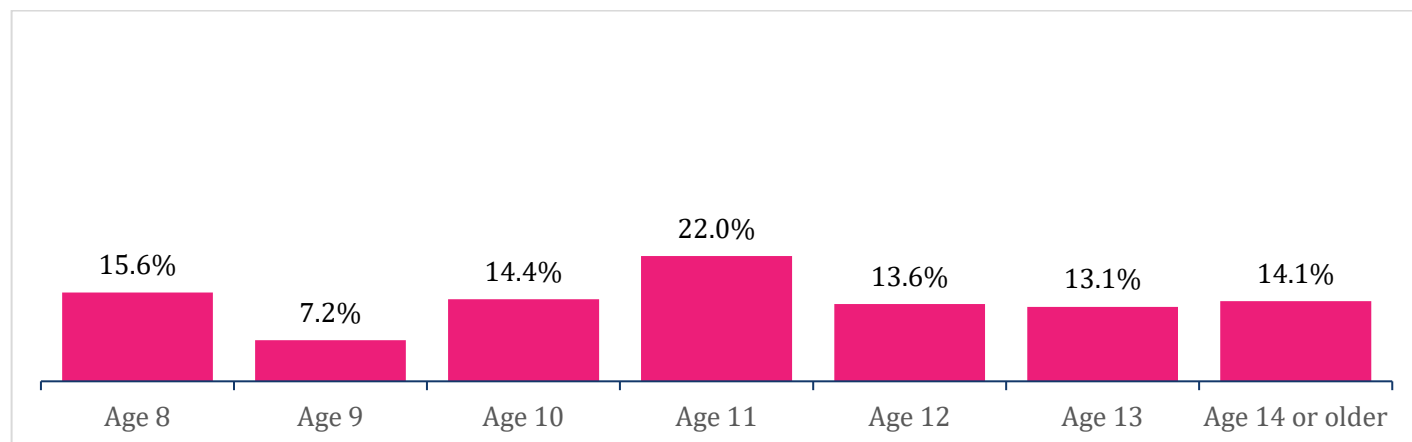
Figure 13. Trends in Ever Cigarette Use by Race, SD YTS 2013-2025



Age of First Use of Cigarettes

Figure 14 shows that over half of ever cigarette users reported first use at age 11 or younger (59.2%). Students using cigarettes reported a younger age of first use when compared to students reporting use of e-cigarettes/vapes who report starting most commonly at ages 11 to 12.

Figure 14. Age of First Use among Ever Cigarette Users, SD YTS 2025*

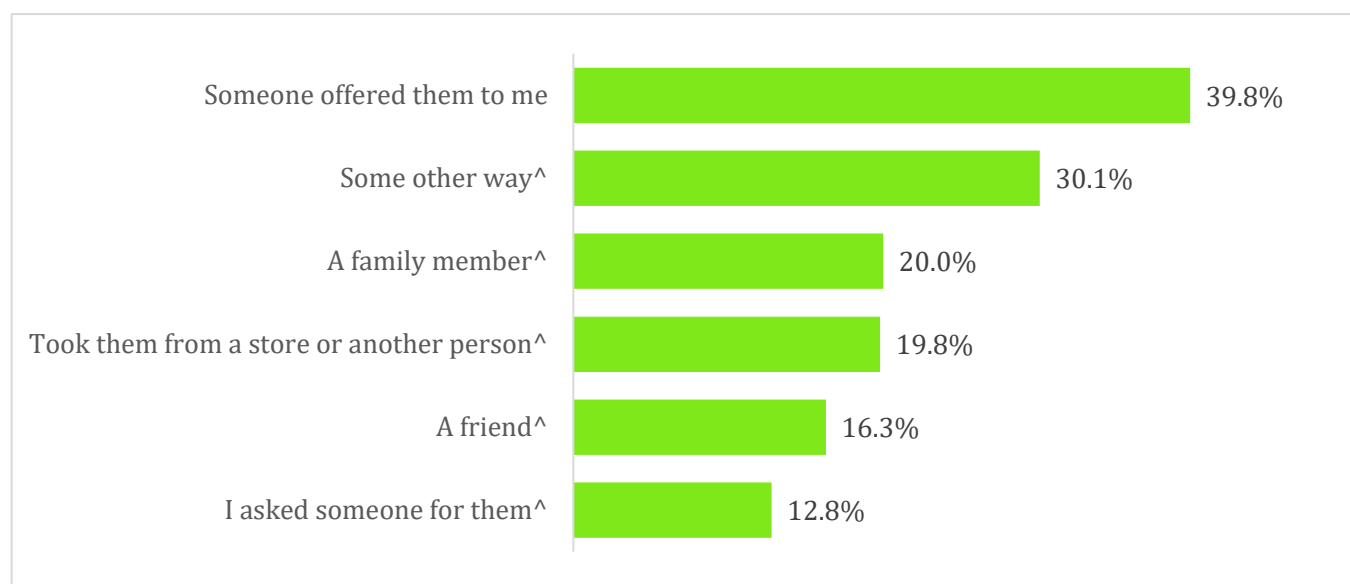


*Age of the sample was predominantly age 11 to 14.

Obtaining Cigarettes

Current cigarette users were also asked to indicate how they got their cigarettes (Figure 15). The main paths reported were someone offered cigarettes (39.8%), some other way (30.1%), and a family member (20.0%).

Figure 15. Paths of Accessing Cigarettes among Ever Cigarette Smokers, SD YTS 2025*^



*Not equal to 100% as students could select more than one. ^Rates should be interpreted with caution due to small number of raw responses per item (<35). Rates of 'bought them myself' and 'someone else bought for me' are not reported as fewer than 10 raw responses for the item.

Other ways of obtaining, a write-in response, included:

- When I was younger I found some on the ground
- Took from the floor next to a gas station
- They were old ones
- The ground
- Someone offered me one
- Someone offered me a hit
- Significant other gave to me
- On my deck there was a cigarette and it was lit
- My step sibling pressured me to smoke with her.
- My babysitter, when I was younger, gave me one
- It was on the floor.
- It was just there
- I stole them from my mom and dad
- I stole them
- I got them from my big sister
- I found them in a package
- I found one that was only half smoked and smoked
- I found one and was curious.
- I found one and someone offered
- Found them on the floor and smoked them
- found them
- Found it

Ever cigarette users also reported where they bought cigarettes, with 79.3% reporting they did not buy them themselves. Due to small numbers per response option, no further categorization of cigarette purchase location is reported.

Smokeless Tobacco Use among Middle School Students

In the 2024 National Youth Tobacco Survey, 2.3% of middle school students reported ever use of smokeless tobacco.¹ Current use of smokeless tobacco was reported by 0.8% of middle school students nationally.¹ In the 2025 SD YTS, middle school students were asked if they had ever used chewing tobacco, snuff, or dip, even just a small amount, and asked how many days they used chewing tobacco, snuff, or dip during the past 30 days.

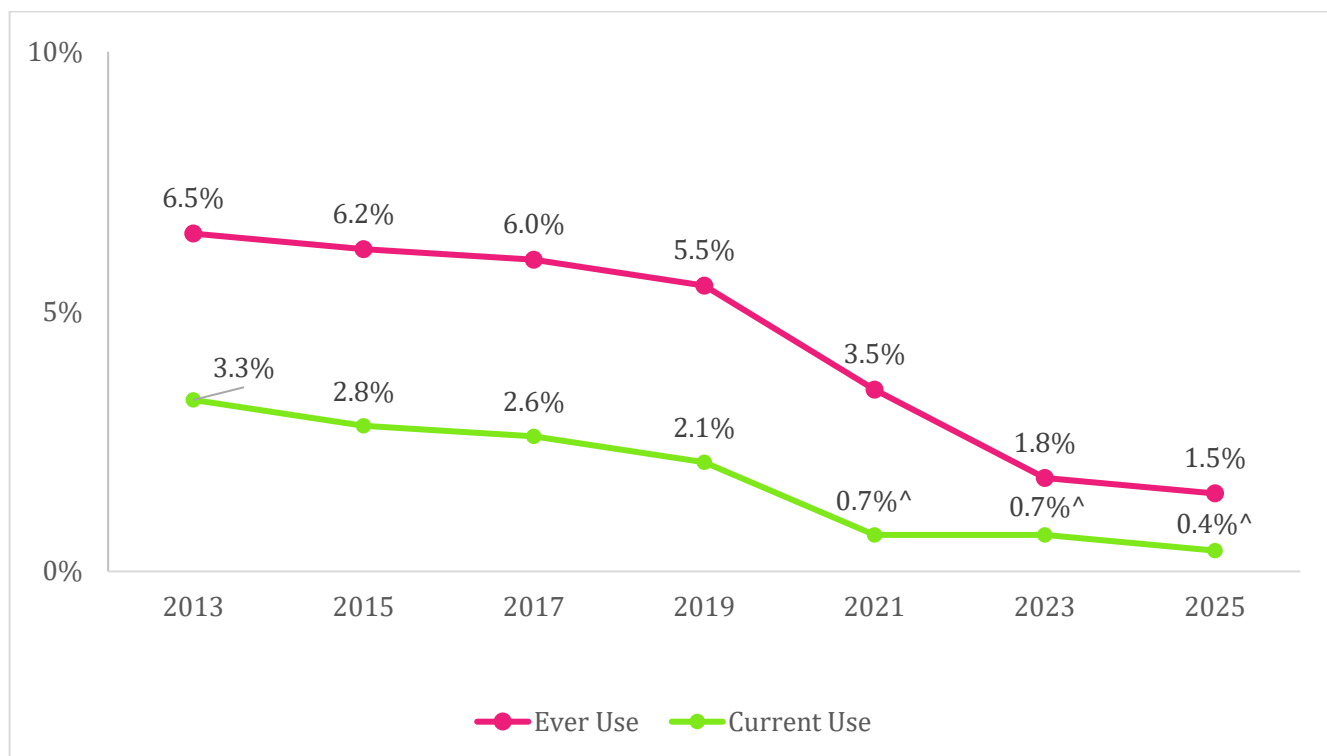
Key Finding

The prevalence of smokeless tobacco ever use among middle school students declined from 1.8% in 2023 to 1.5% in 2025.

Rate of Smokeless Tobacco Use

Overall, 1.5% of middle school students report ever using smokeless tobacco, a decrease from 2023 findings at 1.8%. A downward trend in ever use of smokeless tobacco among middle school students continued in 2025 (Figure 16).

Figure 16. Trends in Ever and Current Smokeless Tobacco Use, SD YTS 2013-2025[^]

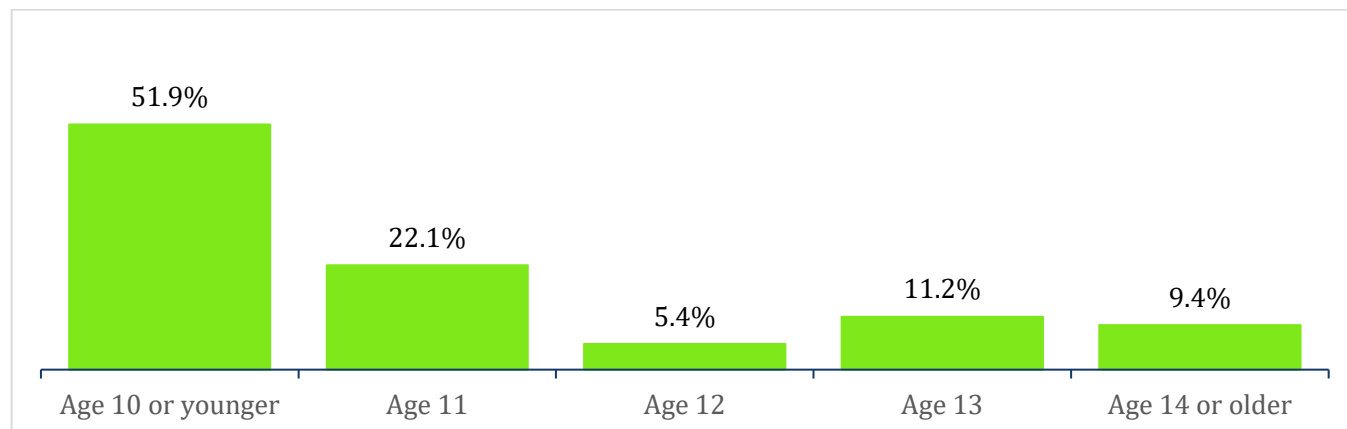


[^]Rates should be interpreted with caution due to small number of raw responses per group (<35).

Age of First Use of Smokeless Tobacco

Of the 1.5% of SD middle school students who had ever tried smokeless tobacco, 51.9% reported they did so before age 11 (Figure 17), an decrease from 58.4% in 2023. Similar to cigarette use, students who report ever use of smokeless tobacco tend to first use at very young ages.

Figure 17. Age of First Use among Ever Smokeless Tobacco Users, SD YTS 2025*



*Age of the sample was predominantly age 11 to 14.

Other Tobacco Product Use among Middle School Students

To assess awareness of new and emerging tobacco products, the SD YTS also included questions on heated tobacco products and nicotine pouches. Both are relatively new products to the market.

Heated Tobacco Products

Similar to e-cigarettes/vapes, heated tobacco products use heat to produce vapor, but use tobacco sticks instead of a liquid. Brand names of heated tobacco products include iQOS and Eclipse. Figure 18 shows that 17.0% of middle school students were aware of heated tobacco products. Students were also asked if they have used a heated tobacco product, with 1.3% reporting ever use, and less than one percent reporting use in the past 30 days.

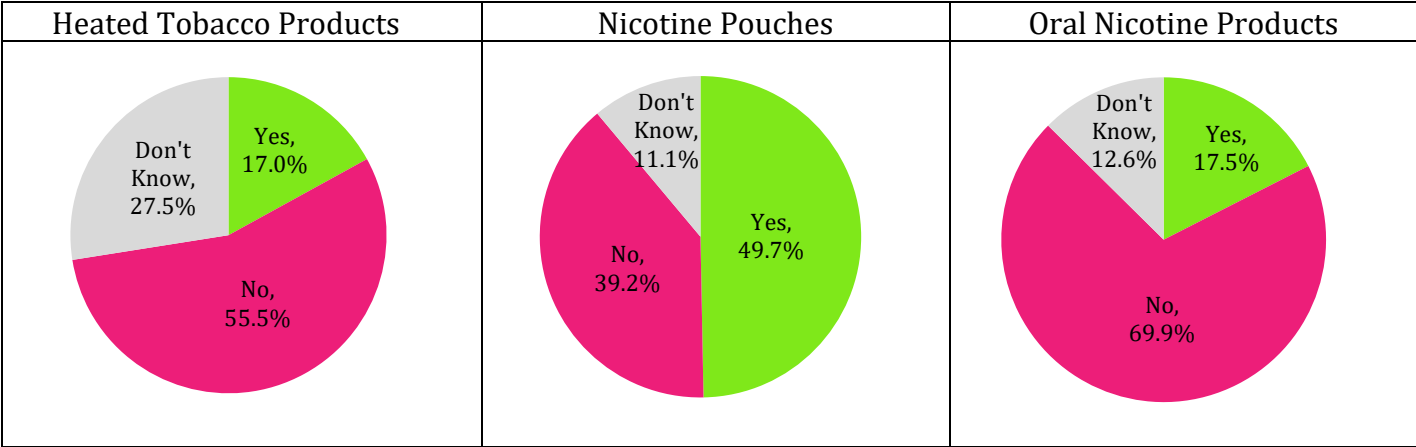
Nicotine Pouches

Nicotine pouches are small pouches used similar to snus, but do not contain any nicotine leaf. These products do contain nicotine derived from tobacco, but no part of the leaf itself. Brand names of nicotine pouches include ZYN, on!, VELO, or Rogue. Figure 18 shows that half of students reported they had heard of the product, an increase over 2023 where only one-third were aware of nicotine pouches. Students were also asked if they have used nicotine pouches, with 2.2% reporting ever use, and 1.0% reporting use in the past 30 days.

Oral Nicotine Products

Oral nicotine products come in a variety of shapes and types, such as lozenges, discs, tablets, gums, dissolvable tobacco products, and other products. Examples of these products include Velo Nicotine Lozenges, Rogue Lozenges, Rogue Tablets, Verve discs, or Stonewall. Most oral nicotine products dissolve in your mouth and do not require spitting. Figure 18 shows that 17.5% of students reported they had heard of the product. Students were also asked if they have used oral nicotine products, with less than one percent reporting ever use.

Figure 18. Middle School Students’ Awareness of Other Types of Tobacco, SD YTS 2025



Other Tobacco Products

Cigars, cigarillos, or little cigars were the most reported other tobacco products ever used by SD middle school students, with 1.8% reporting ever use, an increase from 0.9% in 2023 (Table 4).

Table 4. Ever and Current Prevalence of Other Tobacco Product Use, SD YTS 2025

	Ever Use % (95% CI)	Current use % (95% CI)
Cigars, cigarillos, or little cigars	1.8 (1.2-2.5)	0.8 (0.2-1.4)^
Pipes filled with tobacco (not hookah, waterpipe, or traditional American Indian pipe)	1.5 (0.7-2.3)	0.9 (0.2-1.6)^
Roll-your-own cigarettes	1.1 (0.5-1.7)^	0.7 (0.1-1.2)^
Hookah or waterpipe	1.1 (0.3-1.8)^	0.7 (0.0-1.5)^
Snus, such as Camel Snus, Marlboro Snus, or General Snus	0.8 (0.3-1.3)^	0.4 (0.0-0.9)^
Bidis (small brown cigarettes wrapped in a leaf)	0.9 (0.3-1.4)^	0.6 (0.1-1.2)^

CI =confidence interval
 ^Rates should be interpreted with caution due to small number of raw responses per group (<35).

Any Tobacco Product Use among Middle School Students

The 2024 National Youth Tobacco Survey defined ‘any tobacco use’ as use of e-cigarettes/vapes, nicotine pouches, cigarettes, cigars (cigars, cigarillos, and little cigars), smokeless tobacco (chewing tobacco, snuff, dip, or snus,), other oral nicotine products, hookahs, pipe tobacco, bidis (small brown cigarettes wrapped in a leaf), and heated tobacco products, at least on one occasion (ever) and in the past 30 days (current).¹ Any tobacco use, therefore, assesses the extent of tobacco use among middle school students, accounting for youth that are multi-product users. The 2025 SD YTS uses the national definition. Definitions of any tobacco use have varied, see footnote presented in Figure 19, to be inclusive of new products marketed to youth, and is considered reflective of product availability rather than a change in measure.

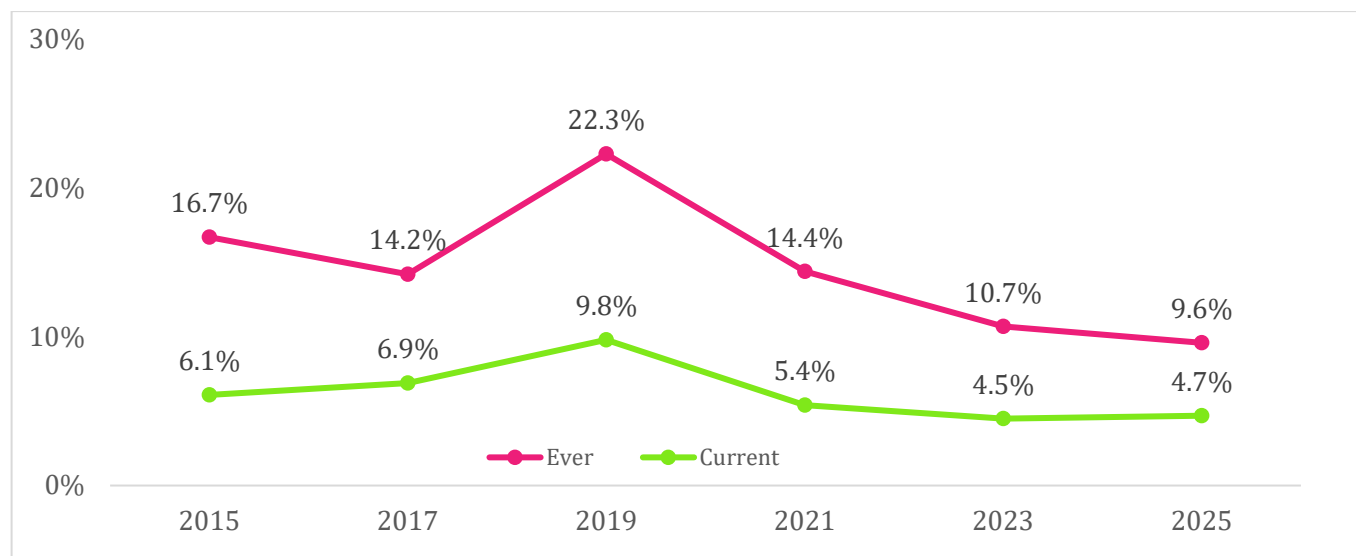
Key Findings

- Current use of any tobacco among middle school students increased to 4.7% in 2025, from 4.5% in 2023.
- American Indian students showed significantly higher rates of ever any tobacco use at 19.4% compared to White students at 6.9%.

Rate of Any Tobacco Use

Overall, 9.6% of middle school students in 2025 reported ever using any type of tobacco product on at least one occasion, a decrease from 10.7% in 2023. Current use increased from 4.5% among SD middle school youth in 2023 to 4.7% in 2025 (Figure 19). Middle school student ever use of tobacco products in SD is at the lowest rate in the past 10 years.

Figure 19. Trends in Ever and Current Any Tobacco Use, SD YTS 2015-2025



- a. 2015: Any tobacco use defined as use of cigarettes, smokeless tobacco, cigars, pipe, bidis, and kreteks on at least one occasion past 30 days.
- b. 2017 & 2019: Any tobacco use defined as use of cigarettes (including roll-your-own), cigars, smokeless tobacco (including chewing tobacco, snuff, dip, snus, and dissolvable tobacco), tobacco pipes, bidis, hookah, and electronic cigarettes on at least one occasion past 30 days.
- c. 2021 & 2023: Any tobacco use was defined as use of electronic cigarettes (e-cigarettes), cigarettes, cigars (cigars, cigarillos, and little cigars), smokeless tobacco (chewing tobacco, snuff, dip, snus, and dissolvable tobacco products), hookahs, pipe tobacco, bidis (small brown cigarettes wrapped in a leaf), heated tobacco products (HTPs), and nicotine pouches on at least one occasion past 30 days.
- d. 2025: Any tobacco use was defined as use of e-cigarettes/vapes, nicotine pouches, cigarettes, cigars (cigars, cigarillos, and little cigars), smokeless tobacco (chewing tobacco, snuff, dip, or snus,), other oral nicotine products, hookahs, pipe tobacco, bidis (small brown cigarettes wrapped in a leaf), and heated tobacco products, on at least one occasion (ever) past 30 days (current).

Table 5 shows rates of any tobacco use by gender, race/ethnicity, grade, and population. White students had the lowest rate of ever use of any tobacco product, and American Indian students had the highest rate of ever use ($p<0.001$). Students in frontier areas of the state also had significantly higher tobacco use rates than those in rural or urban areas ($p<0.001$).

Table 5. Prevalence of Ever and Current Use of Any Tobacco Product by Demographic Characteristics, SD YTS 2025

	Ever Use % (95% CI)	Current Use % (95% CI)
Gender		
Male	9.3 (7.4-11.2)	4.5 (3.1-6.0)
Female	10.1 (7.5-12.8)	5.0 (2.7-7.2)
Race/Ethnicity		
White	6.9 (5.4-8.4) **	1.9 (1.3-2.5) **
American Indian	19.4 (15.4-23.4) **	14.8 (10.6-19.1) **
Hispanic	9.4 (3.1-15.7) ^**	--
Other	9.9 (5.4-14.4) ^**	3.3 (0.7-6.0) ^**
Grade		
6th	9.3 (6.5-12.0)	4.9 (2.7-7.2)
7th	8.7 (6.0-11.5)	4.6 (1.9-7.3) ^
8th	10.8 (7.6-13.9)	4.4 (2.2-6.7)
Population		
Urban	6.7 (4.7-8.8) **	2.1 (1.3-3.0) ^**
Rural	8.5 (6.2-10.7) **	3.8 (2.2-5.4) **
Frontier	16.8 (13.5-20.0) **	10.8 (6.9-14.7) ^**
Overall	9.6 (8.0-11.2)	4.7 (3.3-6.0)

** $p<0.001$ based on Rao-Scott chi-square test.

CI=confidence interval

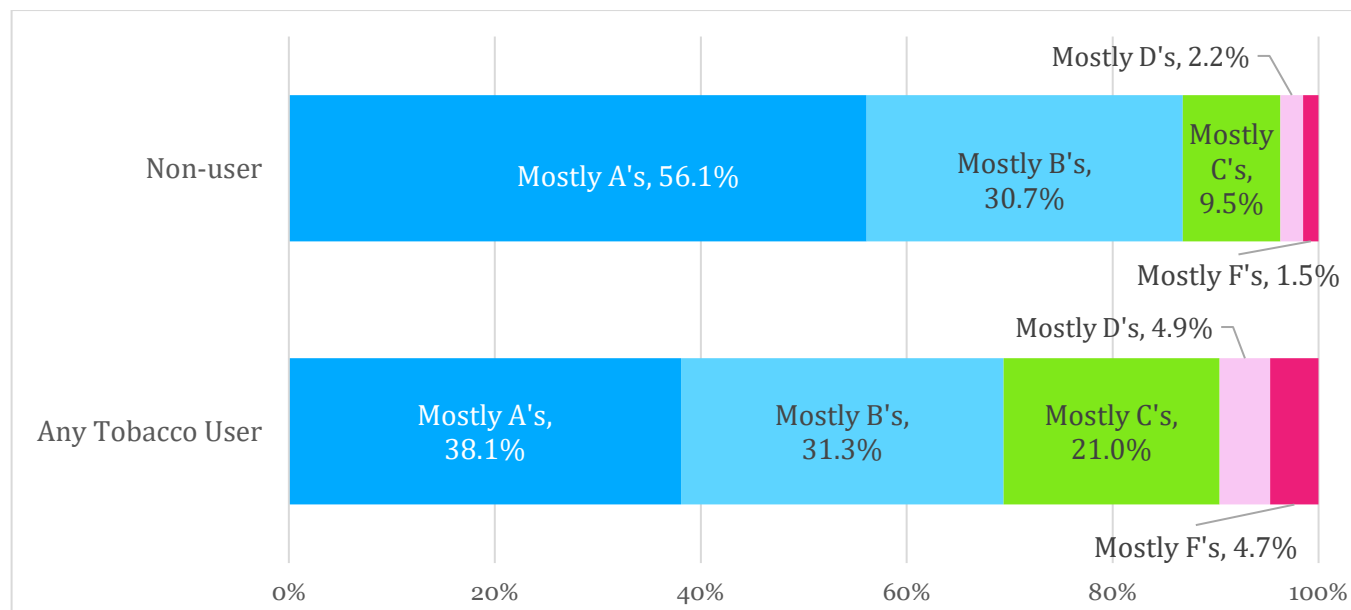
^Rates should be interpreted with caution due to small number of raw responses per subgroup (<35).

-- Not reported as fewer than 10 raw responses in the subgroup.

Association of Any Tobacco Use with Student Characteristics

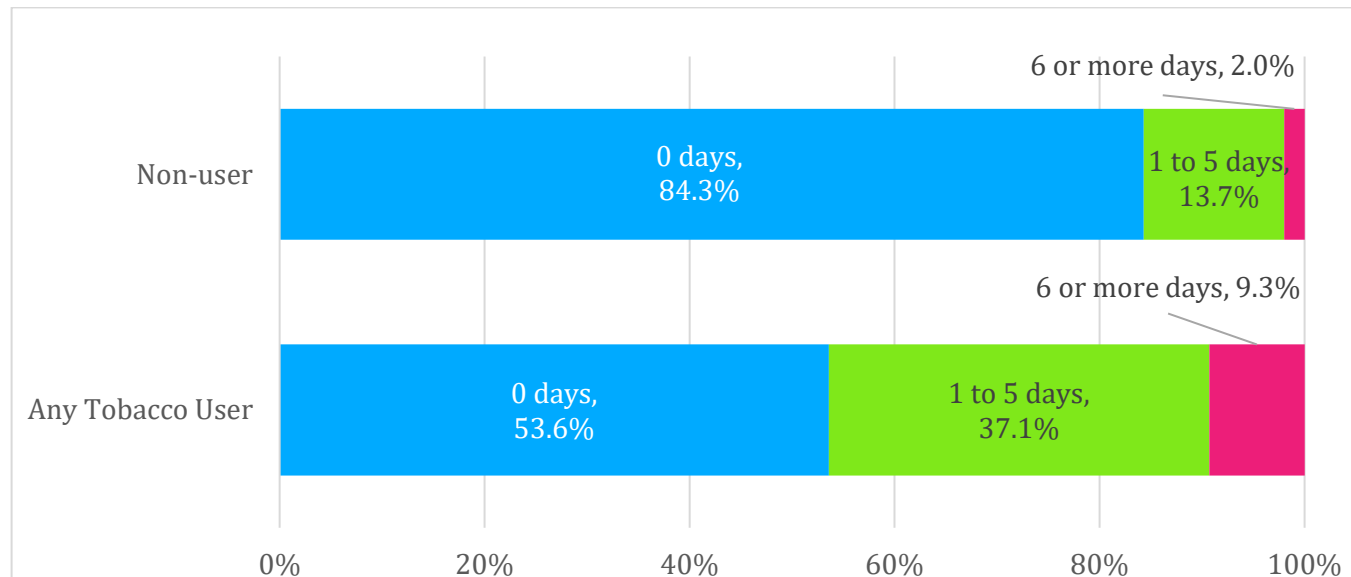
Ever any tobacco use was examined by student reported academic performance (Figure 20). Students who reported no grades or not sure (7.2% of the respondents) were excluded from this analysis. Academic performance was significantly lower among students reporting any tobacco use ($p<0.001$).

Figure 20. Academic Performance by Tobacco Use Status, 2025 YTS



Truancy was also examined by any tobacco use status (Figure 21). Students who reported ever any tobacco use reported skipping significantly more days of school than those who were non-tobacco users ($p<0.001$).

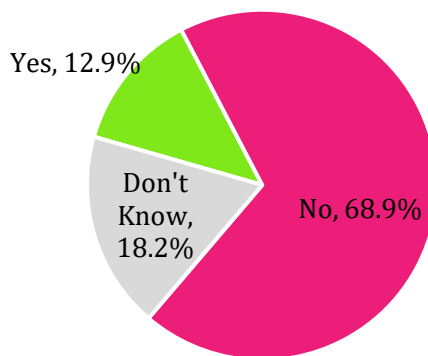
Figure 21. School Absenteeism in the Past 30 Days by Any Tobacco Use Status, 2025 YTS



Nicotine Cravings

Students reporting current use of any tobacco product were also asked about cravings, using the question, “During the past 30 days, have you had a strong craving or felt like you really needed to use a tobacco product of any kind?” Cravings can be a sign of nicotine dependence.¹³ Among current any tobacco users, 12.9% reporting experiencing a strong craving for nicotine (Figure 22).

Figure 22. Portion of Current Any Tobacco Users Reporting Nicotine Cravings, SD YTS 2025



Poly-tobacco Product Use among Middle School Students

In the 2025 National Youth Tobacco Survey, 5.4% of middle school students reported ever use of more than one type of tobacco (poly-tobacco use).¹ Current use of two or more types of tobacco was reported by 2.1% of middle school students nationally.¹ Using the SD YTS data, we examined the number of middle school youth who reported ever and current use of more than one type of tobacco. Poly-tobacco use has been shown to increase risk for nicotine dependence.³

Key Findings

- Ever use of more than one type of tobacco product was reported by 5.5% of middle school students, and current use was 2.1%.
- American Indian students (14.1%) and students in frontier areas (10.6%) were more likely to report ever poly-tobacco use.

Rate of Poly-Tobacco Use

Overall, 5.5% of middle school students reported ever use of two or more types of tobacco products 2.1% reported current use. Table 6 shows rates of poly-tobacco use by gender, race/ethnicity, grade, and population. American Indian students and students in frontier areas were more likely to report ever poly-tobacco use ($p < 0.001$).

Table 6. Ever and Current Poly-Tobacco Use by Demographic Characteristics, SD YTS 2025

		Ever Use % (95% CI)	Current Use % (95% CI)
Gender	Male	5.6 (4.0-7.2)	2.4 (1.3-3.6) [^]
	Female	5.5 (3.1-7.9)	1.8 (0.8-2.8) [^]
Race/Ethnicity	White	3.1 (2.3-3.9) **	0.9 (0.6-1.3) ^{^***}
	American Indian	14.1 (9.8-18.4) **	5.2 (2.0-8.5) ^{^***}
	Hispanic	8.1 (1.8-14.4) ^{^***}	--
	Other	3.5 (1.3-5.7) ^{^***}	--
Grade	6th	5.9 (3.3-8.4)	2.9 (0.7-5.1) [^]
	7th	4.9 (2.2-7.5)	1.3 (0.5-2.1) [^]
	8th	5.7 (3.9-7.5)	2.1 (0.9-3.2) [^]
Population	Urban	3.2 (2.1-4.3)**	1.1 (0.5-1.8) ^{^*}
	Rural	5.2 (3.3-7.0)**	1.9 (0.9-3.0) ^{^*}
	Frontier	10.6 (6.9-14.4)**	4.3 (1.3-7.4) ^{^*}
Overall		5.5 (4.2-6.8)	2.1 (1.2-3.0)

* $p < 0.05$, ** $p < 0.001$ based on Rao-Scott chi-square test.

CI = confidence interval

[^]Rates should be interpreted with caution due to small number of raw responses per subgroup (<35).

-- Not reported as fewer than 10 raw responses in the subgroup.

Type of Product First Used among Poly-Tobacco Users

Students using two or more types of tobacco in the past 30 days were also asked to report what type of tobacco they first tried. E-cigarettes/vapes were the most common first product used at 46.0% of ever users. The next most common first product was cigarettes at 10.6% followed by nicotine pouches at 6.1%.

Tobacco Use among Middle School Students in SD Compared to the U.S.

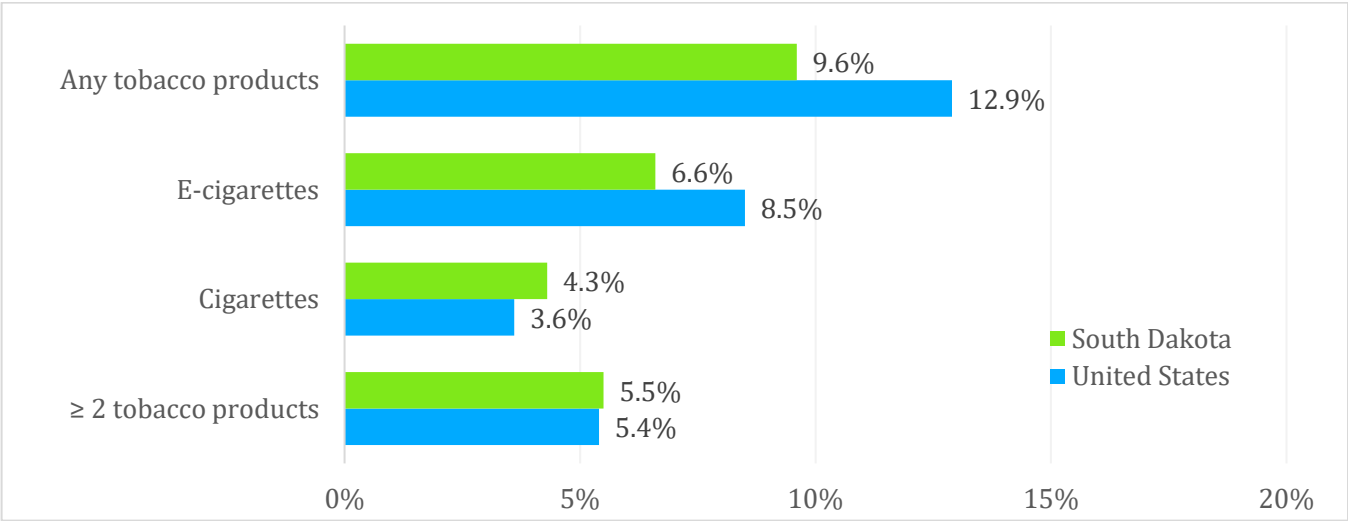
Rates of tobacco use among middle school students in SD were compared to national rates, for both ever use and current use by product type. Table 7 provides the rate and confidence intervals for each type of tobacco, in SD and the US, both ever and current use. Figure 23 displays ever use rates, with SD students reporting lower rates of tobacco use overall compared to national rates, but higher use of cigarettes among middle school students.

Table 7. Prevalence of Tobacco Use Among Youth Grades 6 to 8, by Product Type, SD (SD YTS 2025) and (NYTS 2024)¹

Ever Use				
	South Dakota		United States	
	Prevalence (%)	95% CI	Prevalence (%)	95% CI
Any tobacco products	9.6	8.0-11.2	12.9	11.2-14.8
E-cigarettes	6.6	5.1-8.1	8.5	7.3-9.8
Cigarettes	4.3	3.0-5.6	3.6	2.9-4.5
Smokeless tobacco	1.5	0.8-2.2	2.3	1.8-3.0
Cigars	1.8	1.2-2.5	2.0	1.6-3.5
Pipe tobacco	1.5	0.7-2.3	1.1	0.8-1.4
Nicotine pouches	2.2	1.5-2.9	1.8	1.4-2.2
≥ 2 tobacco products	5.5	4.2-6.8	5.4	4.5-6.5
Current Use				
Any tobacco products	4.7	3.3-6.0	5.4	4.6-6.3
E-cigarettes	3.1	1.9-4.3	3.5	2.9-4.2
Cigarettes	1.4	0.7-2.1	1.1	0.8-1.3
Smokeless tobacco	0.4^	0.1-0.7	0.8	0.6-1.1
Cigars	0.8^	0.2-1.4	0.8	0.6-1.0
Pipe tobacco	0.9^	0.2--1.6	0.5	0.3-0.7
Nicotine pouches	1.0^	0.4-1.5	1.0	0.8-1.2
≥ 2 tobacco products	2.1	1.2-3.0	2.1	1.7-3.5

¹Rates should be interpreted with caution due to small number of raw responses per group (<35).

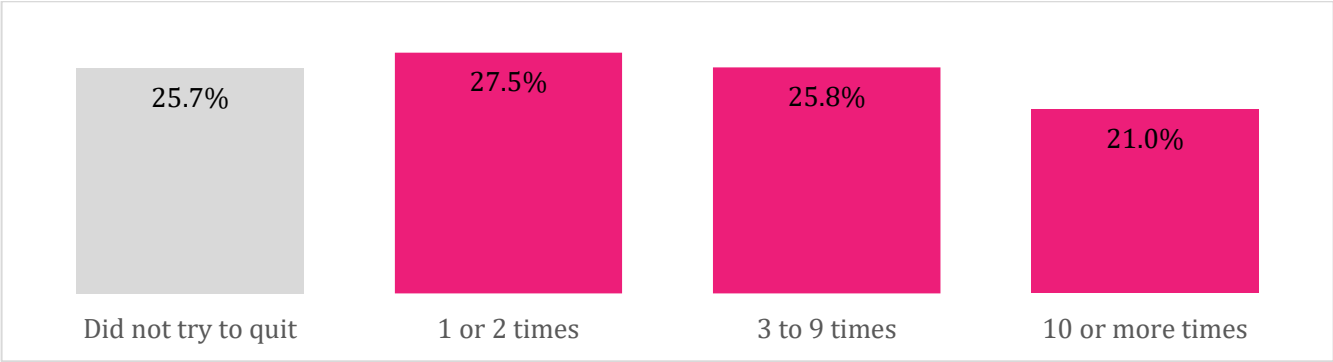
Figure 23. Prevalence of Ever Tobacco Use Among Youth Grades 6 to 8, by Product Type, SD (SD YTS 2025) and U.S.¹



Tobacco Cessation

When asked about quitting, 65.8% of current users of any tobacco product said they had seriously thought about quitting. Next, current users were asked if, in the past year, they had stopped using tobacco for a day or longer because they were trying to quit. Over 74.3% had made a quit attempt. Figure 24 shows the reported number of quit attempts, with nearly a quarter of current tobacco users reporting 10 or more attempts to quit tobacco.

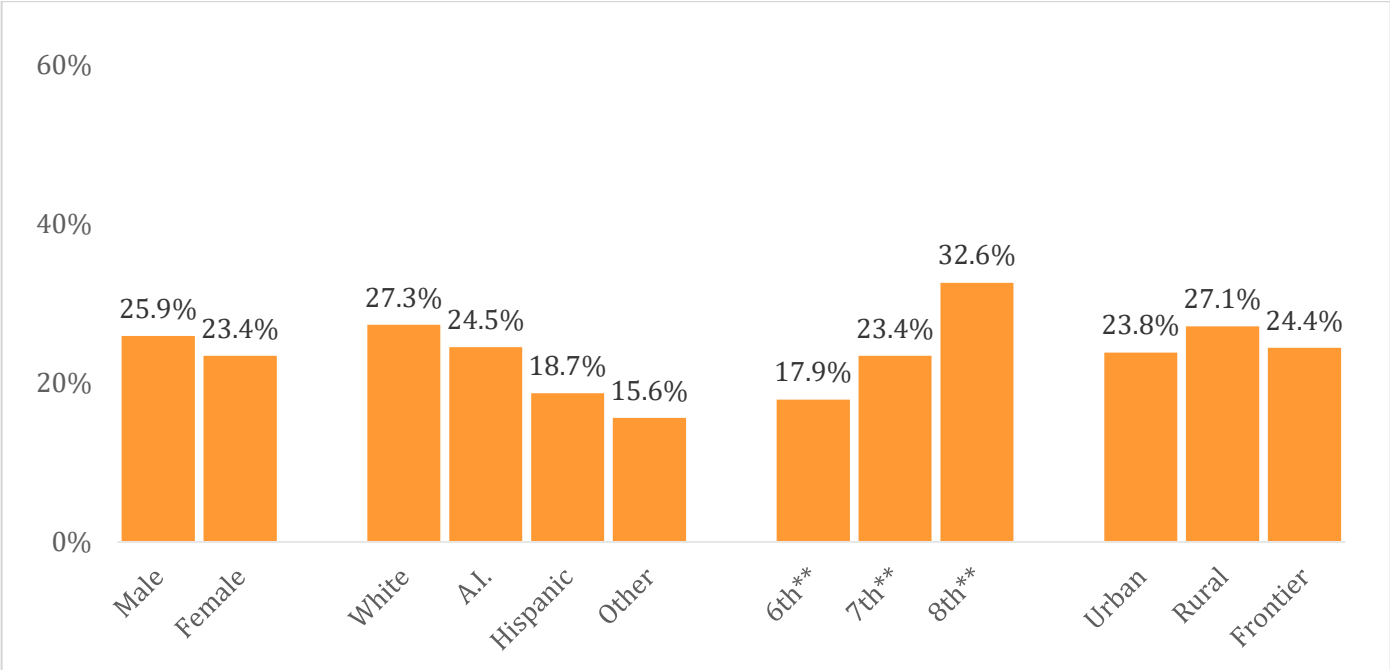
Figure 24. Number of Past Year Quit Attempts among Current Tobacco Users, SD YTS 2025



Students who reported making a quit attempt were asked about resource(s) utilized in the past 12 months to assist with quitting tobacco. The small number of students in this population limited ability to report on this measure. The most common resource utilized was help/advice from a friend or peer, followed by advice from a parent/caregiver, help from a teacher/school personnel, and advice found on the Internet. Write-in responses included: “sports”, “not being around it”, “just quit or my mom whoop me”, and “crushing all the tobacco products in my house”.

All students were asked if they had heard of the South Dakota QuitLine, a Department of Health Program that offers free services designed to help a person quit tobacco or e-cigarettes/vapes. Just one in four (24.7%) middle school students reported awareness of the SD Quitline. Awareness of the SD QuitLine was also examined by demographic characteristics as shown in Figure 25. Awareness of the SD QuitLine significantly increased by grade level ($p<0.001$).

Figure 25. Percentage of Middle School Students Aware of the SD Quitline by Demographic Characteristics, SD YTS 2025



**p-value<0.001 based on Rao-Scott chi-square test

SECTION THREE: FACTORS PROMOTING TOBACCO USE

Key Findings

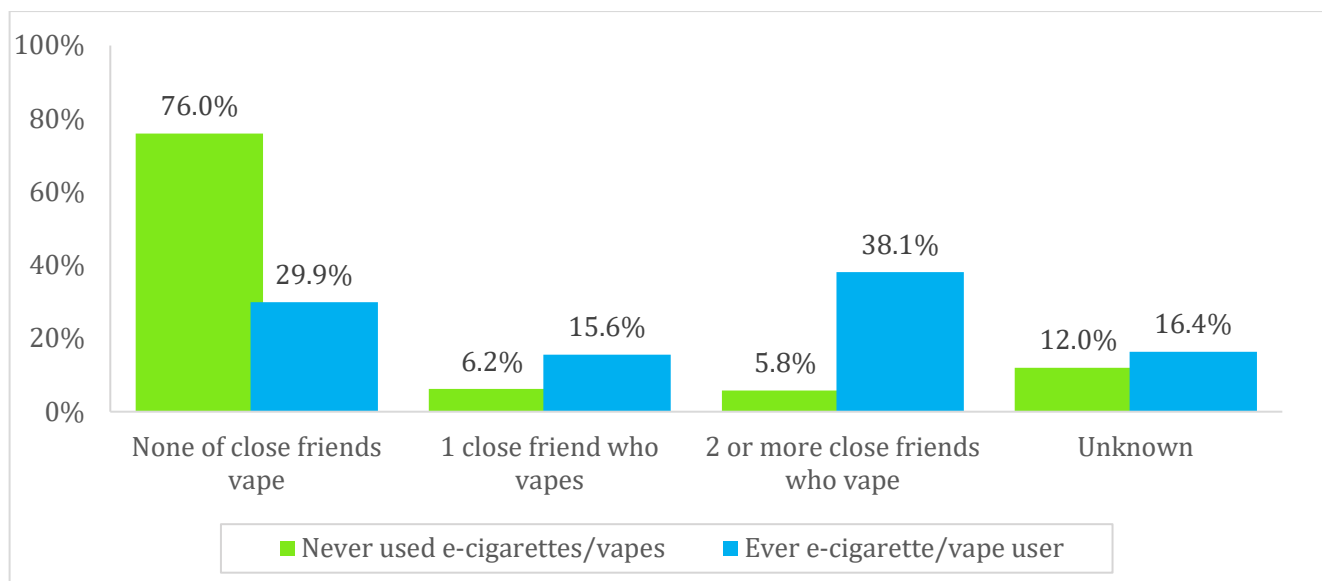
- Peer use was more common among ever e-cigarette/vape users with 53.7% reporting one or more of their closest friends vapes, compared to non-users with only 11.9% reporting the same.
- TikTok (54.2%), YouTube (52.9%), and Snapchat (32.5%) were the top three social media sites where middle school students reported viewing posts or content related to e-cigarettes/vapes.

Peer Tobacco Use

Experimentation and use of tobacco products has been linked to peer use and influence.⁴ Middle school students were asked how many of their four closest friends use e-cigarettes/vapes and how many smoke cigarettes. Among the overall sample, most reported no close friends using an e-cigarette/vape (72.9%). This is similar to the rate in 2023 at 73.2%.

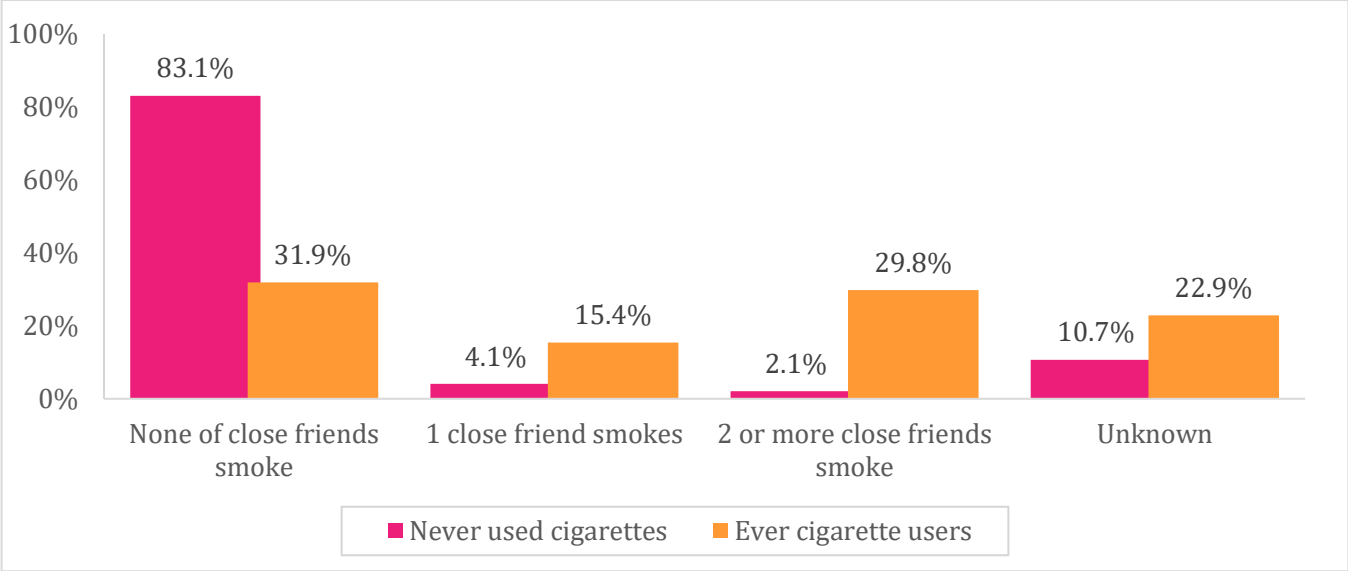
Among ever e-cigarette/vape users, many (53.7%) had at least one close friend that vapes. Among non-users, only 11.9% had at least one friend who vapes. Figure 26 shows a comparison of peer use by the responding student's own e-cigarette/vape use status. Among those using e-cigarettes/vapes, 14.6% reported all four of their four closest friends vaped.

Figure 26. Friends' E-Cigarette/Vape Use, by Ever Use Status, SD YTS 2025



Most students also reported they did not have a close friend who smokes cigarettes (80.8%). Among ever cigarette users, many (45.1%) had at least one close friend who used cigarettes. Among non-cigarette users, only 6.4% reported a friend who used cigarettes. Figure 27 shows a comparison of friend cigarette use by the responding student’s own cigarette use status.

Figure 27. Friends’ Cigarette Use by Ever Use Status, SD YTS 2025

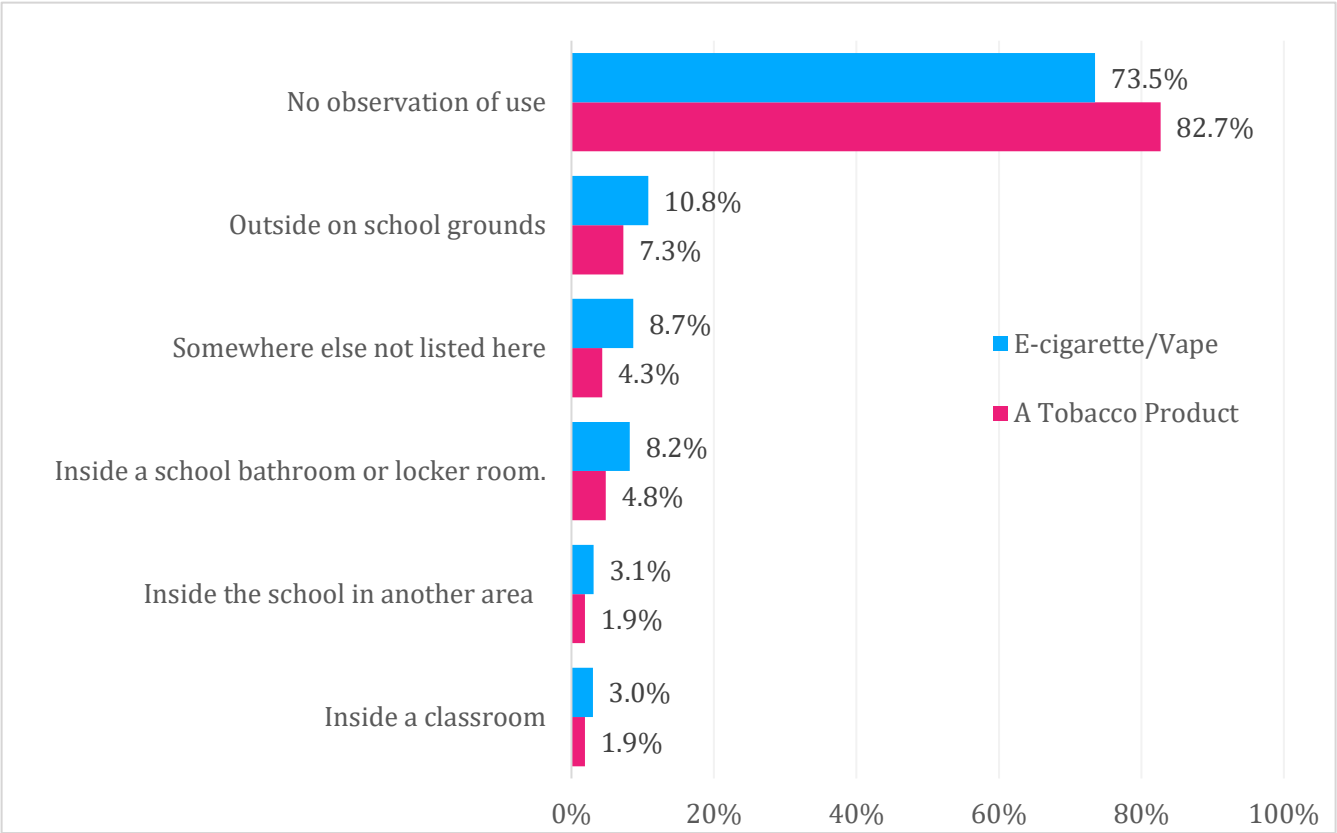


Observation of Use at School

Middle school students were asked if they had ever seen anyone using: 1) an e-cigarette/vape or 2) another tobacco product (not e-cigarette or vape), in any location in or around their school. One in four students (26.5%) reported seeing someone using an e-cigarette/vape and one in six students (17.4%) reported observing someone using a tobacco product in or around school grounds, despite most school districts banning the use of tobacco products onsite.

The most common locations where students report seeing e-cigarette/vape use was outside of the school, followed by somewhere else not listed here (Figure 28). The most common location students report observing tobacco product use was outside on school grounds, followed by in the bathroom or locker room.

Figure 28. Students’ Observation of E-cigarette/Vape and Tobacco Product Use at School, SD YTS 2025



Other area not listed was selected by 8.7% of students for e-cigarette/vape use, with numerous write-in responses:

- when they drive by (n=2)
 - was done to a friend, but he did not take it
 - Walmart / Gas Station
 - Walmart
 - Walking around town, some stores, parks, etc.
 - videos
 - Total stop
 - There’s a vape/tobacco store right next to school
 - the street
 - The street across mine
 - the rec center
 - the parking lot.
 - The mall
 - The inside of a bar
 - the gas station (n=3)
 - the brown county fair
- testing room near the P. E. area
 - Tattoo shop
 - Stores (n=7)
 - state fair
 - sports games
 - somewhere
 - sometimes at home
 - Someone’s fell on the ground
 - Someone snapping me with them using a vape.
 - someone in a different school
 - some homeless guy was smoking a cigarette outside
 - social media
 - skate park
 - sitting outside their house
 - Shopping place, outside
- [Name omitted]
 - Rapid City
 - post office
 - on the sidewalk or parking lot of Walmart
 - parking lot
 - park (n=5)
 - park and on the sidewalk
 - OUTSIDE WHEN I WAS WALKING AROUND
 - outside someone used it by a building
 - Outside school grounds (n=3)
 - Outside of stores and sometimes Gas-Station
 - Outside of Olive Garden
 - outside hotel parking gas station

- Outside a store (n=3)
- Outside (n=3)
- outside of stores and etc. public places
- other houses/public
- once in the school bathroom
- On the sidewalk (n=2)
- on the road
- on the bus to a field trip.
- On call with my friend.
- on a random street corner in his backpack
- On 41st street, which is close to my school.
- Not at school
- neighborhoods, downtown
- My oldest sister and her boyfriend vape
- my house, my room, my car
- My house/home (n=12)
- My friend saw someone on facetime vaping
- Family member house (n=2)
- Mall/Store (n=2)
- Library
- Las Vegas
- It was at a campground
- IN Vermillion outside a goodwill thrift store
- in their house or at a family event and in a bar
- in a car (n=5)
- in the street
- in the black hills
- In the bathroom stall of the girls bathroom
- in school territory outside
- in random places in Sioux Falls (n=2)
- In public (n=2)
- In other towns
- In my house used by my parents.
- In mall and lazy river.
- in front of a store
- in California
- In Brookings, SD
- In big cities
- in a parking lot
- in a friend's car
- In a car at the black hills I was in the car
- idk [I don't know] somewhere I forgot tbh [to be honest]
- idk [I don't know] bruh
- I saw one on the ground by the bathroom
- Hotel (n=2)
- Home, in public areas
- home and other people's house (n=2)
- girl's bathroom
- Gas Station parking lots (n=4)
- gas places but not all of times.
- friend's house, in Walmart
- football games
- Fair (n=2)
- everywhere in my school but the classroom
- Downtown and in the city
- downtown
- dad when stressed
- dad had 2 njoys
- Crow creek or Fort Thompson.
- concerts
- on the bus/school bus (n=8)
- brother
- behind or near gas station and convenience stores
- before a basketball game outside the other teams
- bar (allowed kids to go in)
- at your mom's house...jk
- At their home two blocks away
- at their house or in their car
- at the Baltic corner
- At the back of the school from last year.
- at my house but a while ago
- At my grandpa's house
- at my campground
- at lake (n=2)
- at home and at parks
- At home a few years ago
- At her/their home (n=6)
- at a wrestling tourney
- At a Walmart park place
- at a store, sidewalk, and in their car
- At a store or downtown but not near the school
- At a friend's house (n=4)
- at a drone show
- at a carnival in Watertown
- at an airport (n=2)
- around Walmart and other stores
- around town and my siblings friends
- Around town
- around the corner of the building
- anywhere but school
- alley way
- Across the street
- Aberdeen wings game
- a park (n=2)
- A friends house, stores
- a friend's house (n=3)
- A football game someone told us to hold their vape
- a couple of different places
- A classmate was vaping under his hood.
- 4th grade behind a shed I saw someone smoking
- 4-H grounds

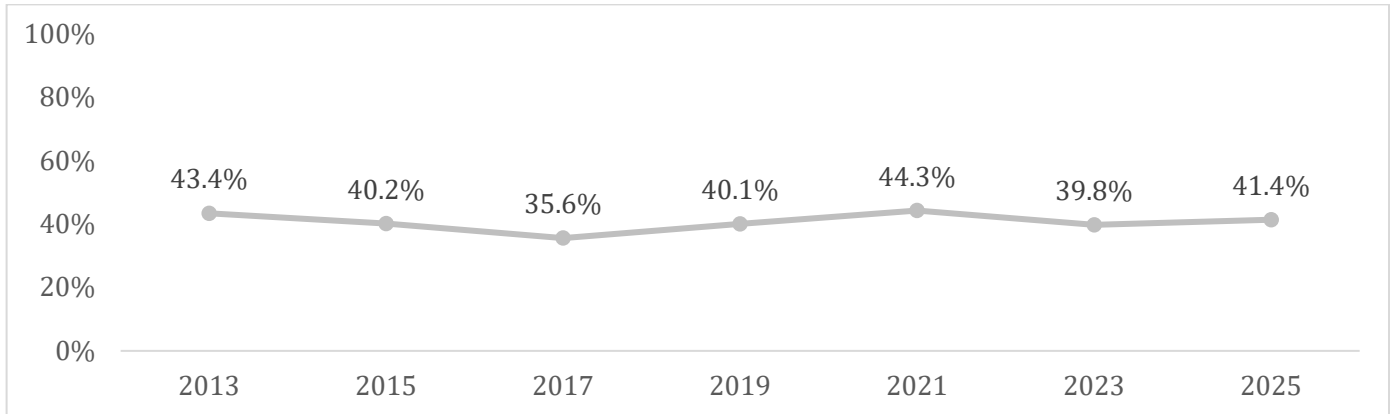
“Other place” of observing tobacco use was selected by 4.3% of students, with write-in responses as follows:

- when I was at McDonald’s I saw someone outside.
- when builders are building and some of them smoke
- Walmart (n=2)
- walking around people and stores
- Walmart
- uncle
- Two adults in the parking lot not during school.
- track
- The street across mine
- the stock show
- the park (n=7)
- The Gas Station (n=2)
- Stores (n=4)
- Sioux Falls
- Sometimes at home
- Someone smoking outside Casey’s pizza
- Social Media
- school bus/bus (n=4)
- Same as the vapes, around stores or restaurants
- Public places like grocery store and more
- post office
- people on the streets or in their car
- Party
- Parking lot, downtown
- park sidewalk restaurant
- Parent’s friend’s house that is next to the school
- Outside school grounds
- outside of stores
- Outside of Hy-Vee
- outside of a restaurant.
- Outside convenience stores (n=2)
- outside a store (n=2)
- Outside
- once around the school perimeter
- Once in a restaurant
- on the road directly east of the school parking lot
- On the bus, but he got suspended.
- my house, in car with dad, or outside with dad
- movie
- mall, park, gas stations, and when they walk
- Library
- Inside my garage
- In Vermilion
- in the street
- in Sioux Falls (n=2)
- In public (n=2)
- In people’s cars and on sidewalks
- in Miller (n=2)
- in friend’s car
- in different towns people smoke outside buildings
- In Brookings, SD
- in a parking lot
- in a car
- in 4th grade behind a shed, I saw someone smoking
- I’m not sure but probably in cafeteria
- home, work
- Home (n=6)
- Grandparents’ house
- football games
- Family Stuff
- dad uses chew, neighbors smoke
- church parking lot
- by the school.
- brothers and sisters
- Bathroom I didn’t see who I just saw smoke
- Baseball field
- at the park and in their car and walking
- at the dog house
- At the apartment.
- at my uncle’s house, he smokes and does weed
- At a different state (n=3)
- anywhere but the school grounds like in their home
- anywhere but school
- also on the road
- Across the street from the school
- A wedding
- a place I walk to after school
- a couple of different places

Household Tobacco Use

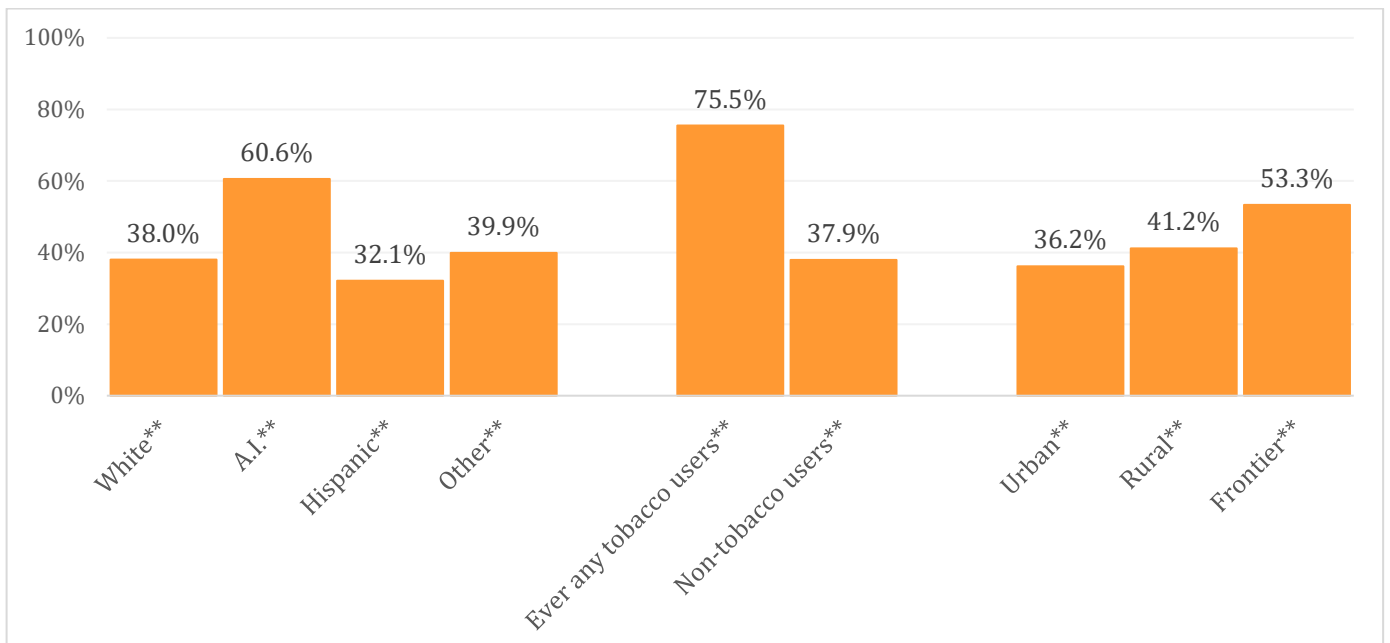
Over half (58.6%) of middle school students in 2025 reported no one in their household uses a tobacco product. The rate of reported household use has remained mostly unchanged over the past ten years (Figure 29).

Figure 29. Reported Household Tobacco Use Rate, SD YTS 2013-2025



Rates of household use were examined by gender, race/ethnicity and tobacco use status. As shown in Figure 30 students who reported any tobacco use were significantly more likely to report a household member using tobacco, compared to students not using tobacco ($p < 0.001$). American Indian students were also more likely to report a household member using tobacco compared to students of all other races ($p < 0.001$), and students living in frontier areas were also more likely to report a member of their household uses tobacco ($p < 0.001$).

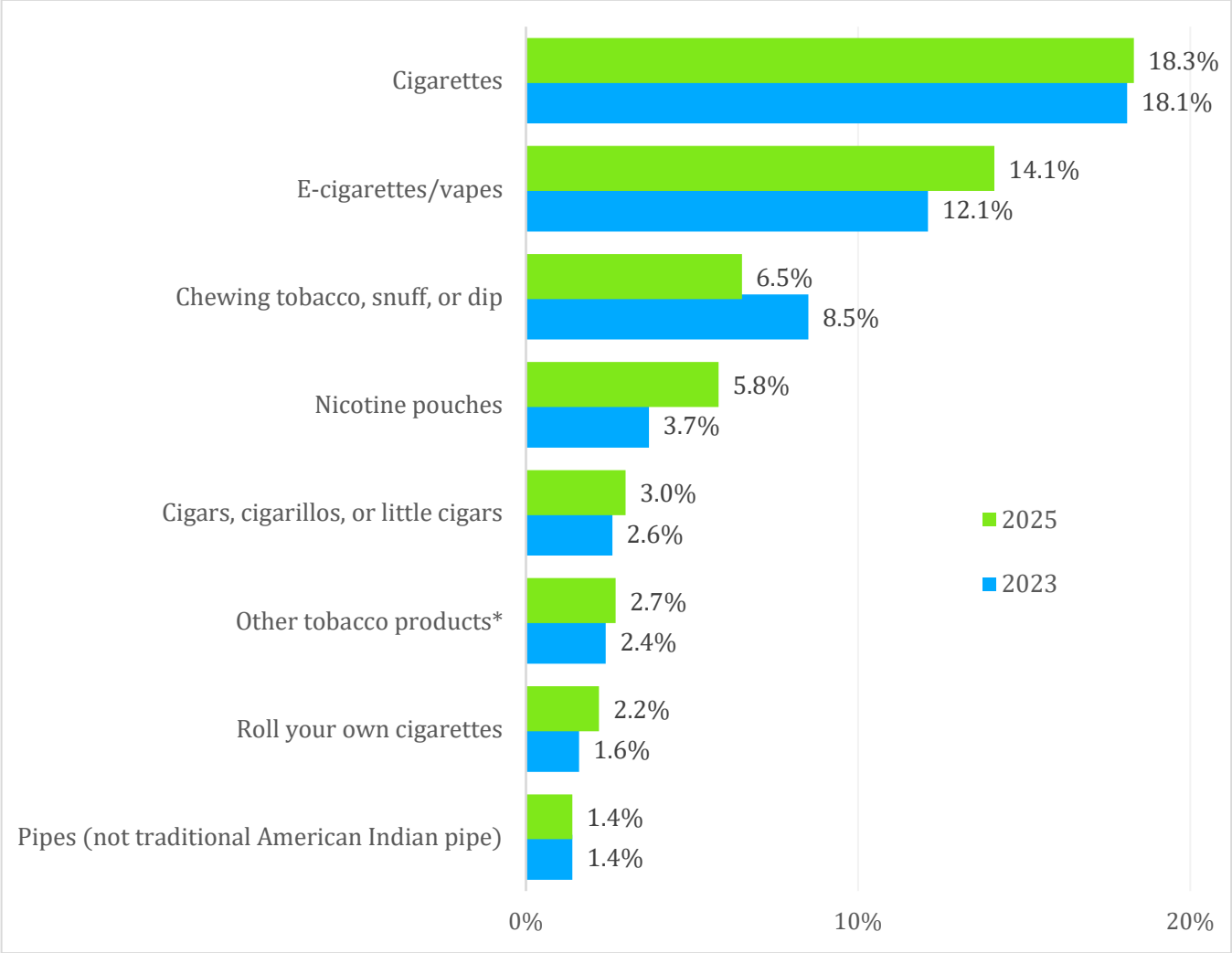
Figure 30. Reported Household Tobacco Use Rate by Student Demographic Factors and Use Status, SD YTS 2025



**p-value < 0.001, based on Rao-Scott chi-square test

Approximately one out of five middle school students reported someone who lives with them smokes cigarettes, the most common type of product used by household members. E-cigarettes/vapes were the next most common at 14.1%. Rates of someone using chewing tobacco, snuff, or dip declined from 2023 to 2025, and rates of nicotine pouch use increased in the same period (Figure 31).

Figure 31. Household Tobacco Use, by Product Type, SD YTS 2023-2025



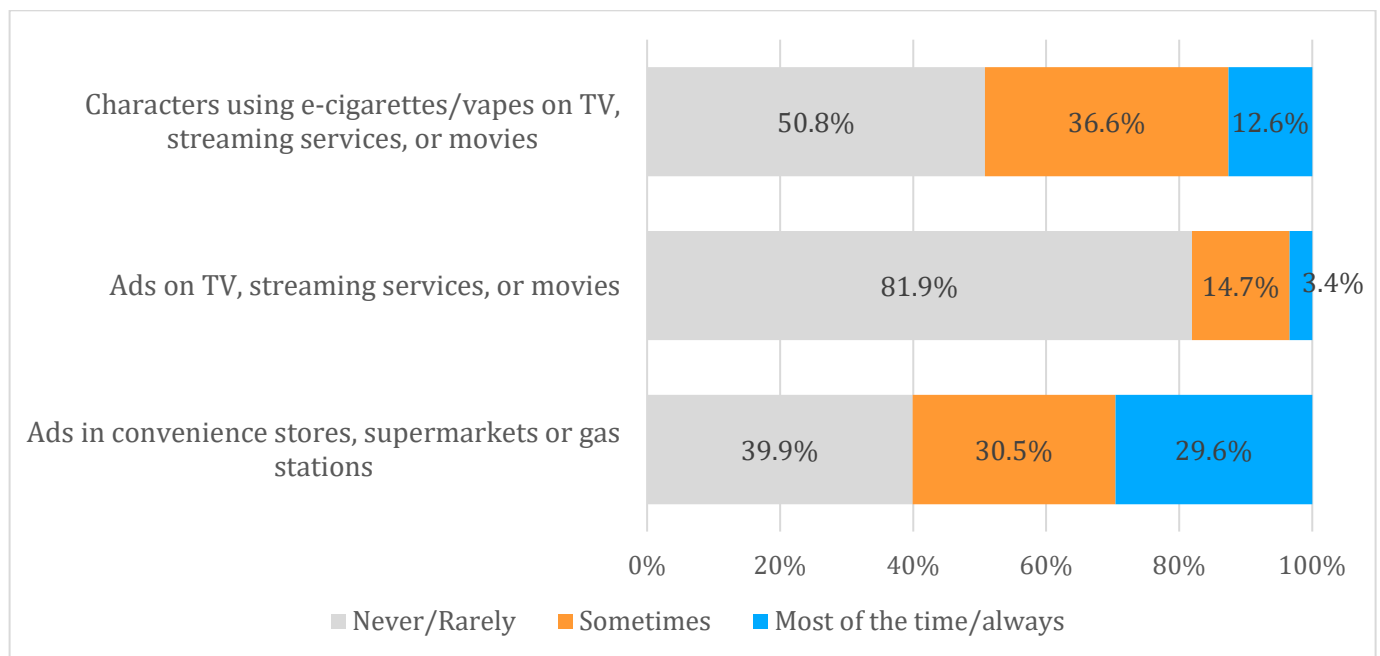
*Other included hookah or waterpipe, other oral nicotine products, heated tobacco products, snus, and bidis.

Tobacco Product Marketing

Students were also asked where, if anywhere, they had seen tobacco product marketing. Potential sources of tobacco product marketing included convenience stores, supermarkets, or gas stations, television or streaming services, and movies.

Overall, 60.1% of middle school students reported viewing e-cigarette/vape advertising at least sometimes in convenience stores, supermarkets, or gas stations (Figure 32). Viewing of e-cigarette/vape ads on TV or steaming services, or at the movies was less frequent than observation in retail environments, with 18.1% of students reporting sometimes or more often seeing ads for e-cigarettes/vapes. Observation of actors using e-cigarettes/vapes was reported more frequently than ads with 49.2% reporting sometimes or more often. Students who ever used e-cigarettes/vapes more frequently reported viewing ads on TV, streaming services, or movies; were more likely to report observation of actors use; and were more likely to report seeing ads in stores ($p<0.05$).

Figure 32. Frequency of Viewing E-cigarette/Vape Product Promotion in Stores, TV, Streaming Services, or Movies, SD YTS 2025*

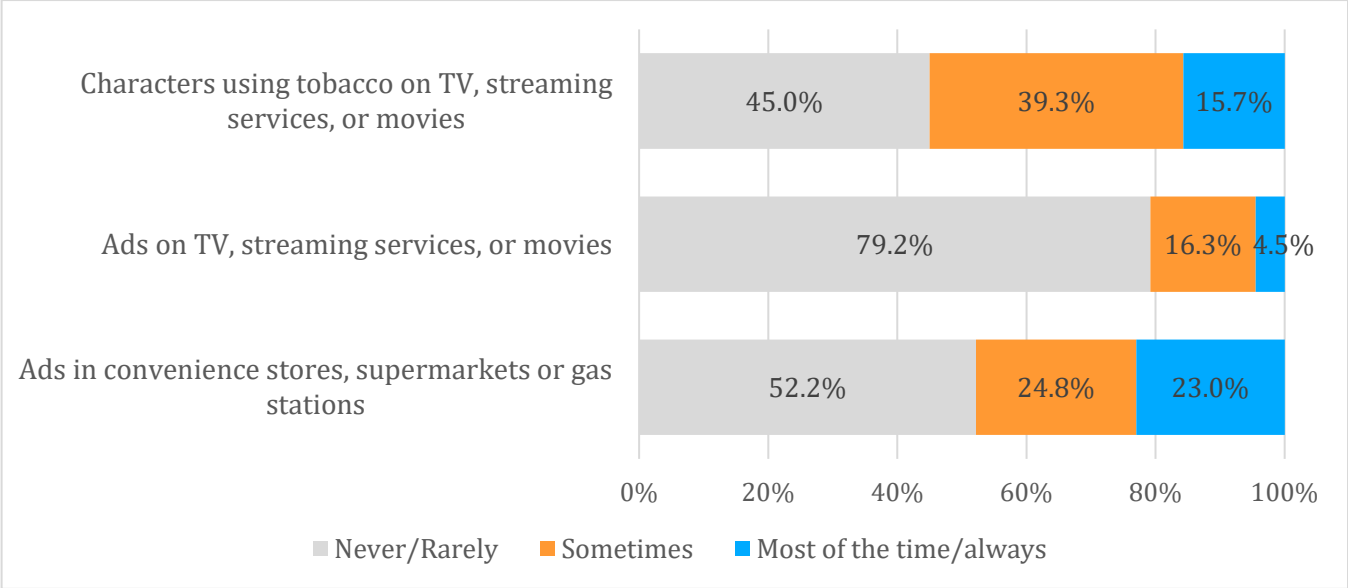


*1.5% of students reported never going to a convenience store, supermarket, or gas station; 3.4% of students reported never watching TV or streaming services or going to a movie when asked about e-cigarettes/vape ads; and 3.0% of students reported never watching TV or streaming services or going to a movie when asked about characters using e-cigarettes/vapes. Only those who report use or access are shown in the graph.

Viewing ads for tobacco products sometimes or more often was reported by 55.0% of middle school students, lower than reported rates of viewing e-cigarette/vape product ads in stores (Figure 33). Viewing of tobacco products ads on TV or steaming services, or at the movies was less frequent than observation at retail environments, with 20.8% of students reporting sometimes or more often seeing ads for tobacco products. Observation of actors using tobacco products was reported at 47.8% sometimes or more often. Middle school students using any type of tobacco

more frequently reported viewing ads on TV, streaming services, or movies than non-users ($p<0.001$), and more frequently reported viewing actors using tobacco products than non-users ($p<0.001$). Significant differences were also found between users and non-users in observation of tobacco product ads in stores ($p<0.05$).

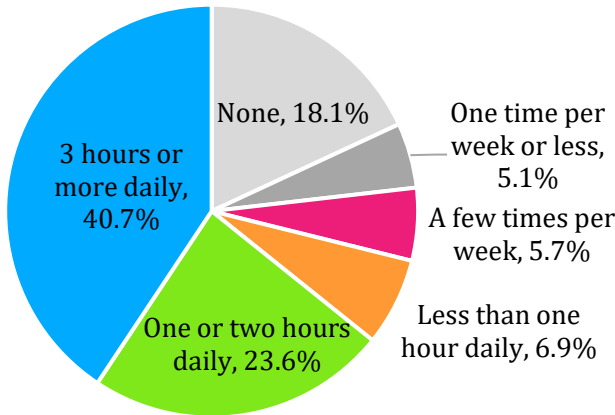
Figure 33. Frequency of Viewing Tobacco Product Promotion in Stores, TV, Streaming Services, or Movies, SD YTS 2025*



*1.3% of students reported never going to a convenience store, supermarket, or gas station; 3.7% of students reported never watching TV or streaming services or going to a movie when asked about tobacco product ads; and 3.2% of students reported never watching TV or streaming services or going to a movie when asked about characters using tobacco products. Only those who report use or access are shown in the graph.

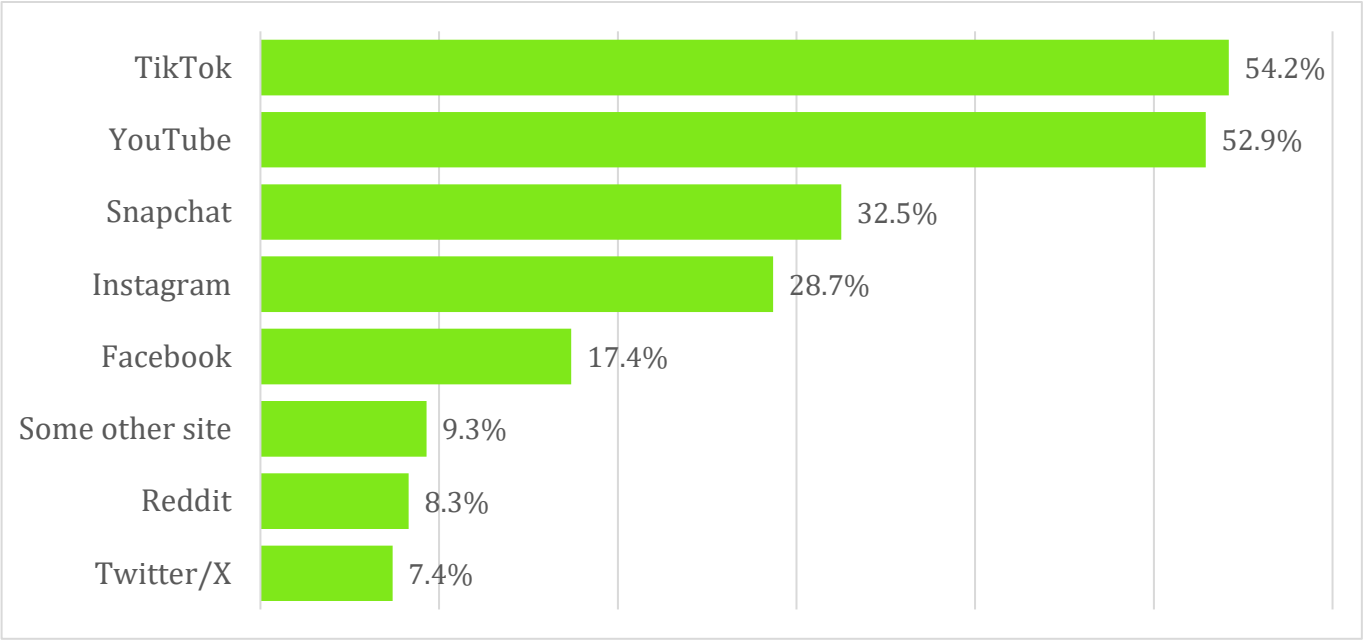
To assess the extent of tobacco promotion and content on social media, middle school students were first asked to report their frequency of social media use. Among middle school students, 71.2% report using social media daily (Figure 34).

Figure 34. Frequency of Social Media Use among SD Middle School Students, SD YTS 2025



Next, reported exposure to tobacco promotion (ads, posts, or other content) was assessed among those who reported using social media at least a few times per week or more (76.9% of the overall population). Among middle school social media users, 38.7% of students reported never seeing posts or content related to e-cigarettes/vapes, 44.3% report seeing content monthly or less often, 11.1% weekly, and 5.9% daily. Middle school students were also asked on which social media sites they have seen posts or content related to e-cigarettes/vapes. TikTok (54.2%), YouTube (52.9%), and Snapchat (32.5%) were the most frequently reported social media platforms for e-cigarette/vape posts or content (Figure 35).

Figure 35. Portion of Middle School Social Media Users Who Report Seeing Posts or Content for E-cigarettes/Vapes by Social Media Platform, SD YTS 2025*



*Not equal to 100% as student could select more than one.

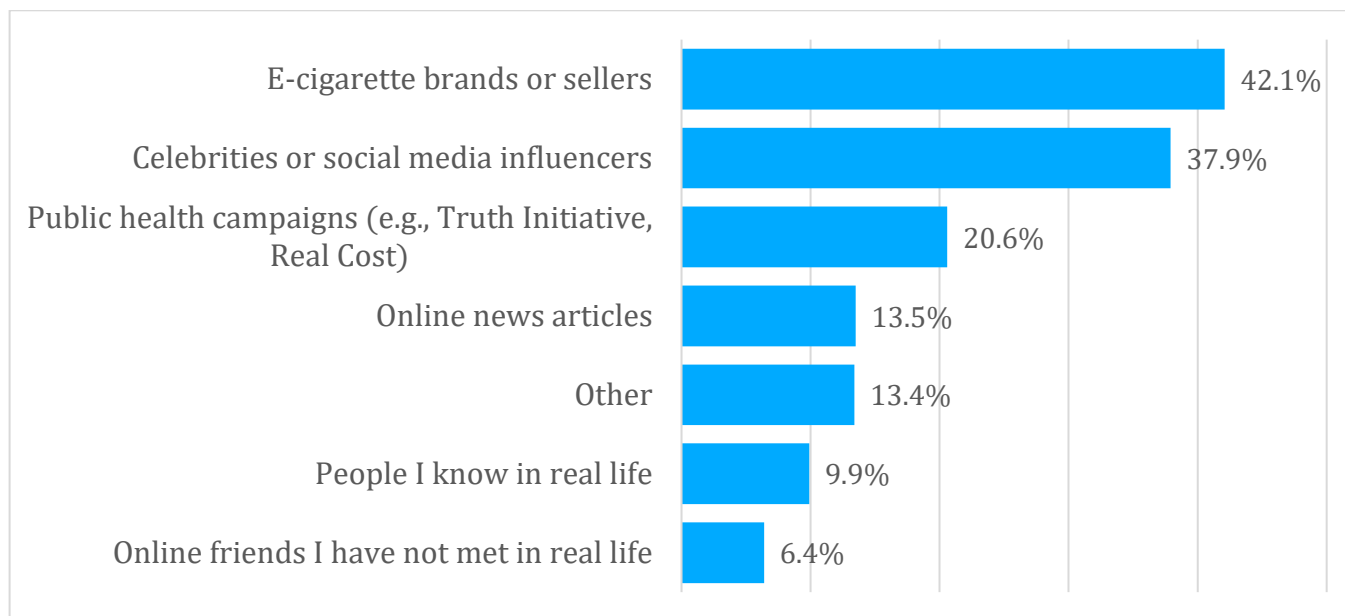
Write-in responses for the other social media platforms or sites showcasing e-cigarette/vape posts or content included:

- X
 - VK
 - Twitch (n=3)
 - TV shows on Prime or Netflix
 - TV (n=2)
 - Tinder
 - Time warp scan
 - Tiktok.com
 - threads
 - Temu
 - Spotify (n=3)
 - snapchat
 - slice master adds
- scoops (n=3)
 - rutube
 - Roblox (n=2)
 - read theary
 - random site I found
 - Poki
 - Pinterest (n=11)
 - Pinterest. Not people using them just pictures of them.
 - Pinterest (rarely and it usually is an ad)
 - Pandora, all the ads are against it.
- Omegle (n=2)
 - none but it told me to select one
 - Netflix (n=4)
 - messenger
 - Lemon 8 (n=2)
 - Just ads when watching a show
 - it's a company that I don't know the name of but I have seen stuff like that
 - idk [I don't know] what is was called

- idk [I don't know] I just think other websites do it
- Idk [I don't know] but I have on other
- Idk [I don't know] (n=5)
- I see e-cigarettes/ vapes on some games
- I haven't seen any posts or content (n=16)
- Hulu
- GOOGLE or the news, also don't ban TikTok just because I put TikTok as one.
- Google (n=2)
- games
- Facebook
- En ninguno (n=2)
- Discord (n=2)
- Coverstar
- clash
- Capcut (n=4)
- Amazon
- Ads (n=3)
- 247 sports

Middle school social media users were also asked who usually posted the content they saw related to e-cigarettes/vape use on their social media. E-cigarette brands or sellers (43.4%), celebrities or social media influencers (34.6%), and public health campaigns (26.9%) were the most frequently reported content sources (Figure 36).

Figure 36. Source of Content for Social Media Posts on E-cigarettes/Vapes, SD YTS 2025*



* Not equal to 100% as student could select more than one.

Write-in responses for 'other' under who posted content for e-cigarettes/vapes included:

- Youtubers and Facebook people
- YouTubers (n=4)
- YouTuber posted about how its bad
- X
- Tweek
- stranger
- There is only like 2 people that I KNOW OF in my grade.
- The animated ad that goes "Vaping got you feeling stuck?, Visit a room to breathe.org
- The people that create the movie or show
- Someone random on my FYP on TikTok
- Some random videos I see
- Some other influencers that try to put vaping or smoking and also some people that say that you should stop smoking or vaping.

- Social media wannabees
- Scientists
- Randoms who appear on my ad list
- Randoms/random people (n=73)
- Random people/ fictional characters
- Random people that go live sometimes have like cigarettes.
- Random people on TikTok
- random people on internet trying to get money
- random comment sections
- Podcast people
- People who post a picture of it in there hand but are not famous or well known.
- people who do use them
- People that think it is cool. (n=2)
- people that makes videos
- People that aren't my friends and I don't know
- People that are little known but have it in the background of their videos.
- people on my for you page (n=2)
- people in my grade
- People I have never seen (n=2)
- People I don't know (n=9)
- people asking others to quit
- People against it
- People (n=6)
- on movies
- none but it told me to select one
- None (n=29)
- Nobody/No one (n=15)
- No one I know if I see any videos about it.
- Naughty people
- n/a (n=3)
- my friends' friends
- my brother
- Movies
- movie clips
- little kids
- just some people with art holding a ciggy or something
- Just random people who do cigarettes
- Just random people on TikTok and snapchat.
- just random people making videos and blowing out vapor
- Just random people making jokes about them like someone losing their vape in a lake.
- Indie show creators
- I don't know (n=11)
- I never see them/ seen any (n=8)
- I never had seen someone on social media
- I have no clue
- famous people
- Facebook
- Doctors telling you not to use it
- Commercials (n=2)
- Amazon
- AI
- Ads (n=5)

SECTION FOUR: PERCEPTIONS OF TOBACCO USE

Middle school students were asked questions about their view on the dangers of all tobacco products. Questions were designed to examine any potential differences in perceptions between the dangers of tobacco products and e-cigarettes/vape products, as well as to assess the perception of nicotine use.

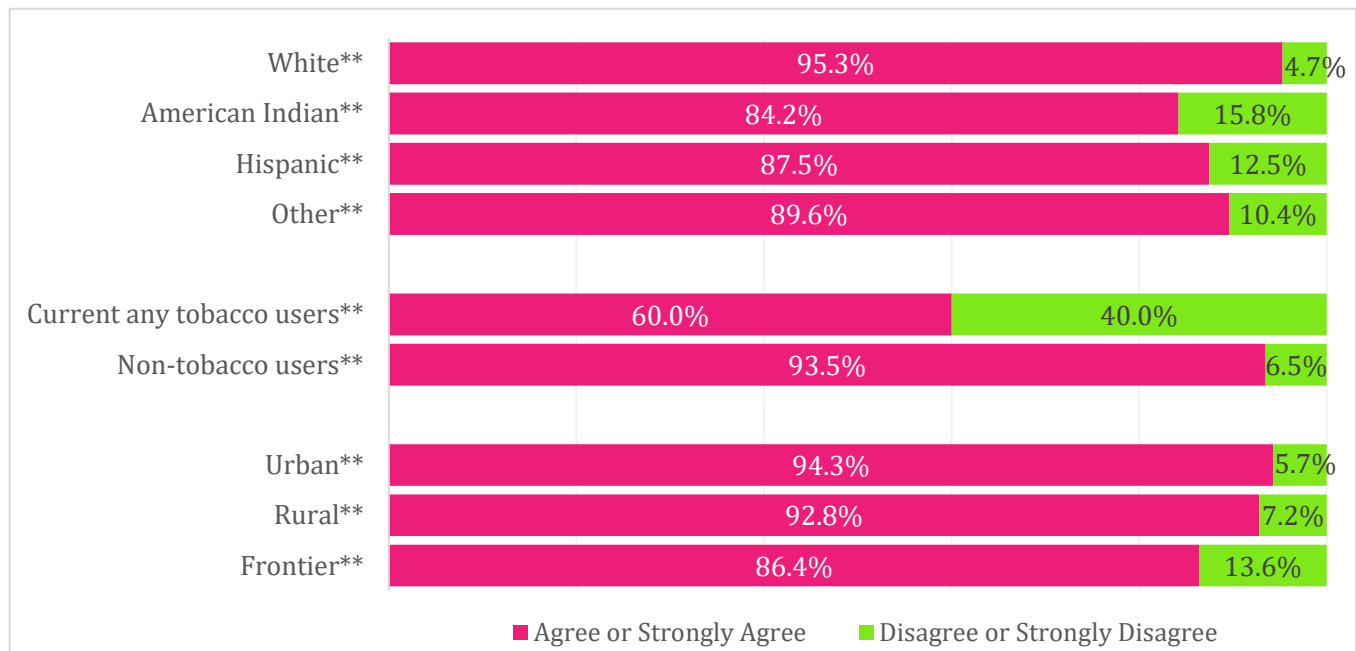
Key Findings

- Overall, 9 in 10 students (92.1%) reported agreement that all tobacco products are dangerous.
- Tobacco users perceived significantly higher numbers of students were smoking and vaping compared to non-users.

Perception of Harm of Tobacco Use

Middle school students were asked questions about their perception of harm related to tobacco use. Most students (92.1%) agreed with the statement, “All tobacco products are dangerous.” Students currently using tobacco, American Indian students and students in frontier areas of the state were significantly less likely to rate tobacco as harmful (Figure 37).

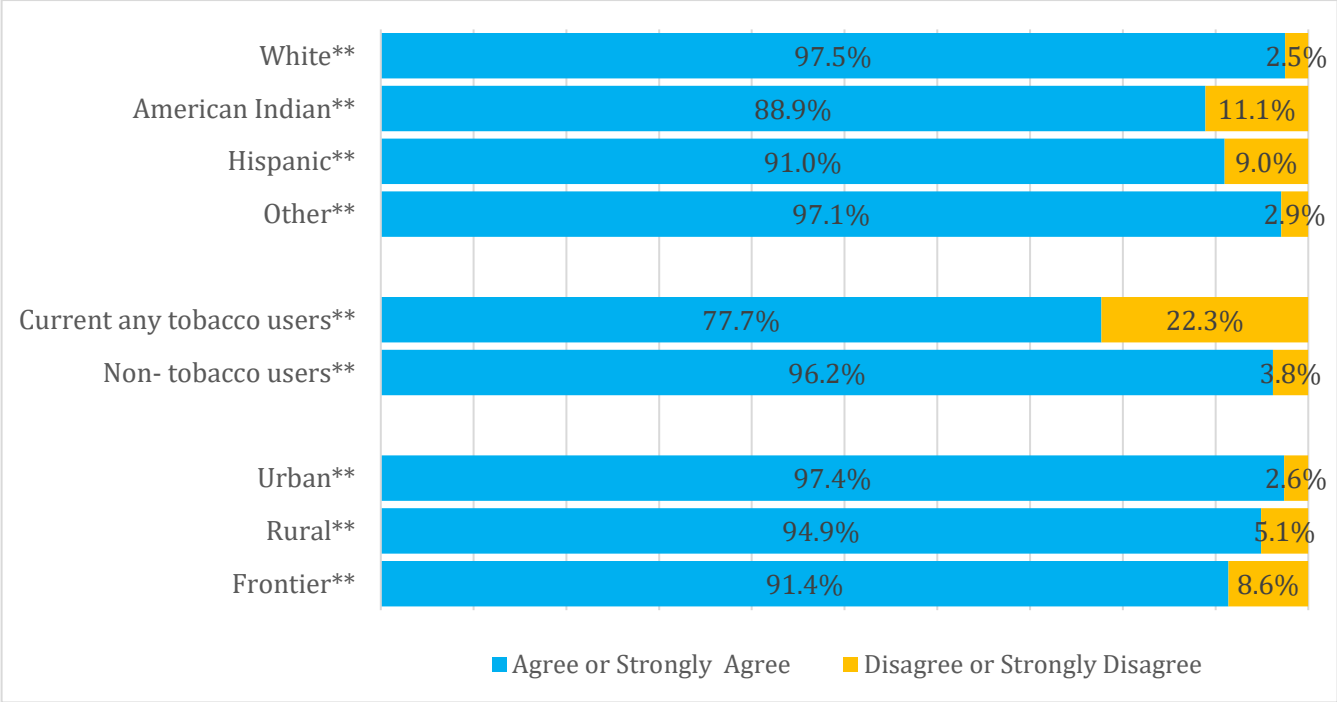
Figure 37. Agreement that Tobacco Products are Dangerous, by Demographic and Tobacco Use Characteristics, SD YTS 2025



**p-value < 0.001, based on Rao-Scott chi-square test.

Similarly, students were asked if they believed nicotine is harmful to health, with 95.3% of middle school students reporting “definitely yes” or “probably yes”. Similar to perception of harm from tobacco, students currently using tobacco, American Indian students and students in frontier areas of the state were significantly less likely to rate nicotine use as harmful (Figure 38).

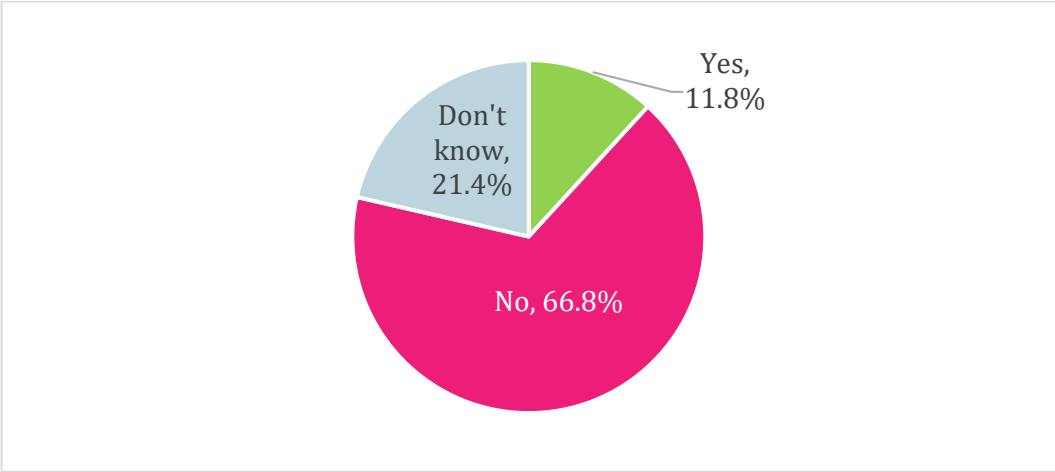
Figure 38. Perceptions of Nicotine Harm to Health, by Demographic and Tobacco Use Characteristics, SD YTS 2025



**p-value < 0.001, based on Rao-Scott chi-square test.

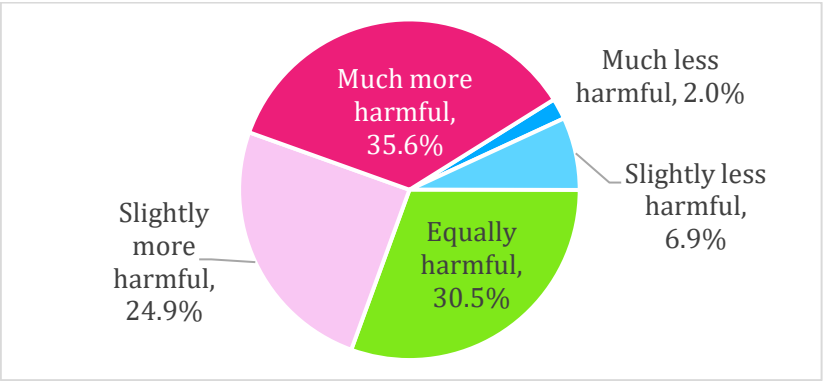
Middle school students were asked whether they had heard of synthetic nicotine, as shown in Figure 39. Eighth grade students were significantly more likely to report having heard of synthetic nicotine (16.4%) compared with seventh grade students (9.8%) and sixth grade students (9.0%) ($p < 0.001$).

Figure 39. Middle School Student Awareness of Synthetic Nicotine, SD YTS 2025



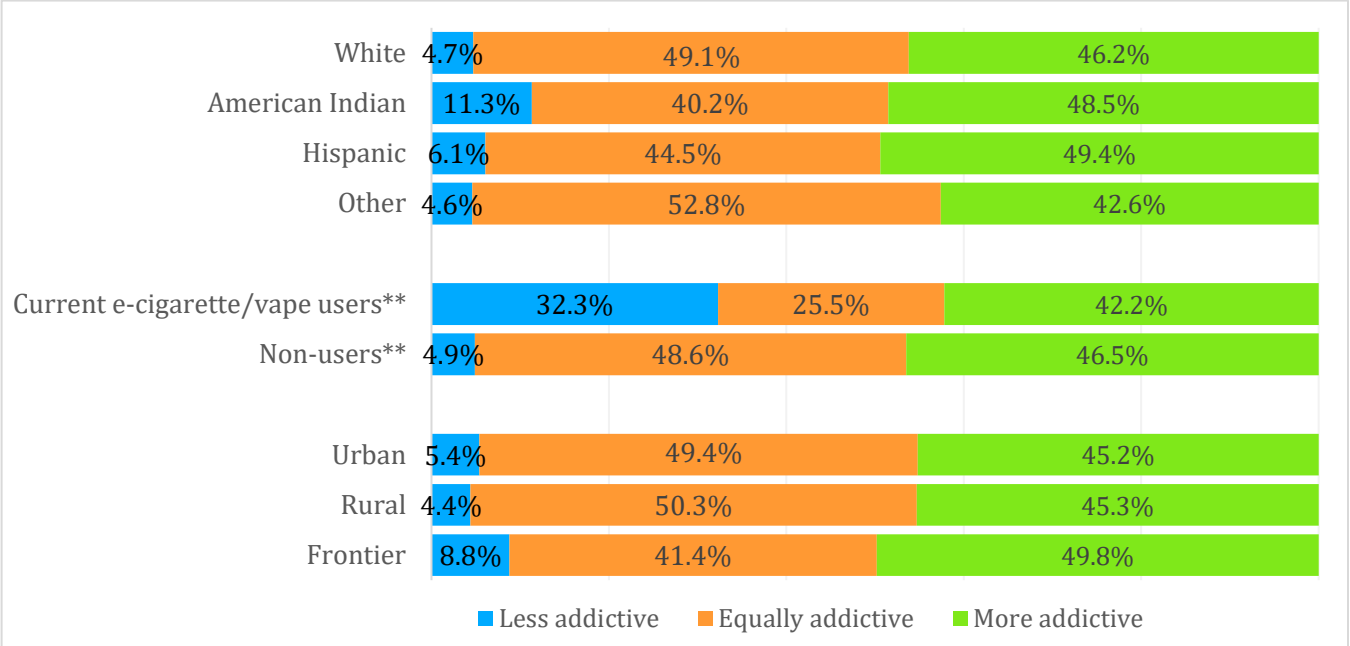
Students were also asked if they believed that synthetic nicotine is less, equally, or more harmful than tobacco-derived products. As shown in Figure 40, many middle school students rated synthetic nicotine as more harmful (60.6%). Current any tobacco users were significantly more likely to report synthetic nicotine as less harmful at 33.9% compared to those not currently using any tobacco at 7.8% ($p < 0.001$).

Figure 40. Middle School Student Harm Perception of Synthetic Nicotine Compared to Tobacco Products, SD YTS 2025



Students were asked if they thought e-cigarettes/vapes were more addictive, less addictive, or equally addictive as cigarettes. Over one-third (36.7%) noted that they did not know enough about the products to respond. Among those who did respond, 94.0% reported that e-cigarettes/vapes are equally or more addictive than cigarettes. No statistically significant differences were found by race/ethnicity, grade, gender, or population (Figure 41). Current e-cigarette/vape users were more likely to report that e-cigarettes/vapes are less addictive than cigarettes ($p < 0.001$).

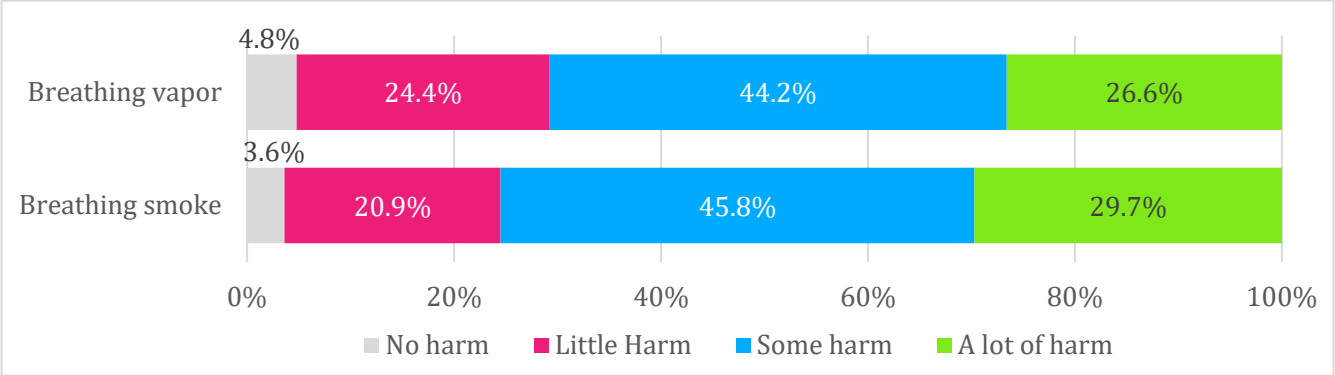
Figure 41. Perception of E-cigarettes/Vapes Addictiveness, by Characteristics, SD YTS 2025



**p-value < 0.001, based on Rao-Scott chi-square test.

Next, students were asked about perceptions related to second-hand exposure to cigarette smoke and e-cigarette/vape vapor. Many students perceived breathing vapor as harmful, with 26.6% of middle school students reporting ‘a lot of harm’ from breathing vapor. Similarly, many students reported breathing smoke as harmful, with 29.7% of middle school students reporting ‘a lot of harm’ from breathing smoke (Figure 42).

Figure 42. Reported Harm Level of Breathing Smoke and Vapor, All Students, SD YTS 2025

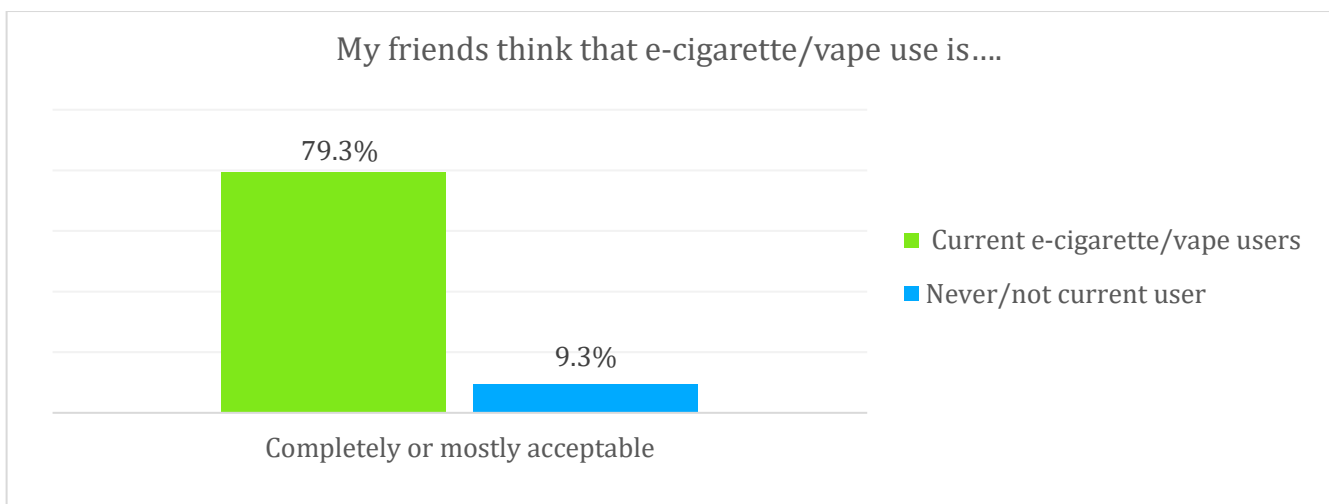


Current e-cigarette/vape users were significantly less likely to report vapor as harmful at 36.5% compared to non-users at 71.9% ($p<0.001$). Similarly, current tobacco users were less likely to report breathing smoke from someone else’s cigarettes or other products as harmful at 60.0%, compared to non-users at 76.2% ($p<0.001$). A greater portion of tobacco users reported harm from second-hand smoke compared to harm from second-hand vapor.

Perceptions of Peer Tobacco Use

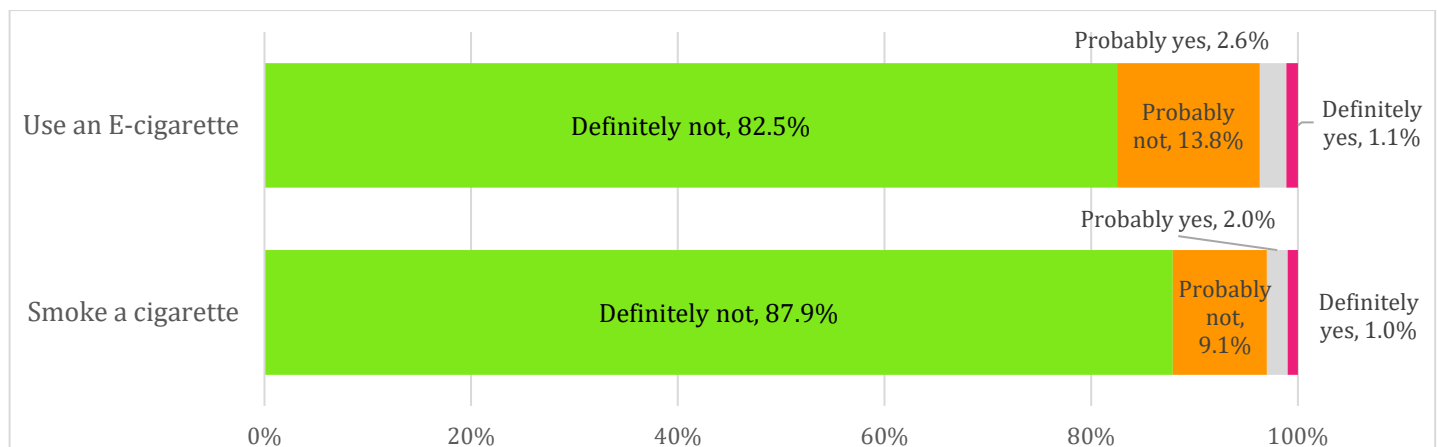
Students were asked about their friends' acceptance of e-cigarette/vape use. Overall, 71.7% of middle school students reported that their friends viewed vaping as not acceptable, an increase over 69.7% in 2023. Significant differences were found by race/ethnicity, with a higher number of White students (77.5%) reported that their friends viewed vaping as not acceptable compared to American Indian students (51.0%), Hispanic students (66.5%), and other race students (72.9%) ($p < 0.001$). Urban students were also more likely to report friends viewing vaping as not acceptable at 77.4% compared to rural students at 73.1% and 58.3% of frontier students. As shown in Figure 43, students currently using e-cigarettes/vapes were far more likely to report that their friends view vaping as acceptable compared to non-vape users ($p < 0.001$).

Figure 43. Acceptance of E-Cigarette/Vape Use among Friends, by Use Status, SD YTS 2025



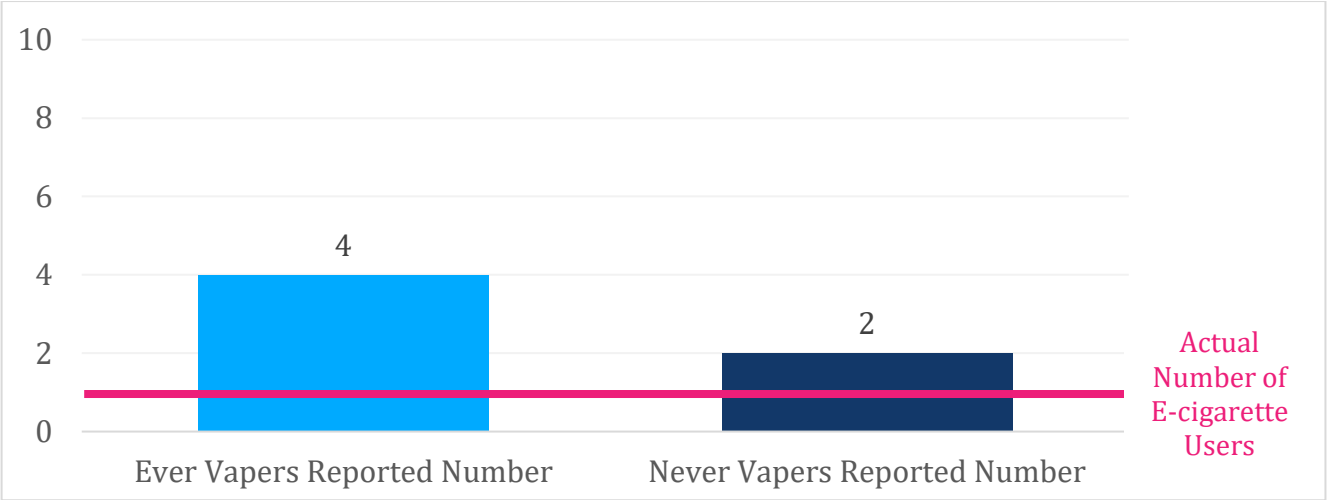
Students were also asked how likely they would be to use an e-cigarette/vape if a close friend offered them one. Most middle school students (96.3%) reported they probably or definitely would not use an e-cigarette/vape provided by their close friends. Likewise, 97.0% of middle school students indicated they would probably or definitely not use a cigarette offered by a close friend (Figure 44).

Figure 44. Likelihood of Using Product Offered by Close Friend, SD YTS 2025



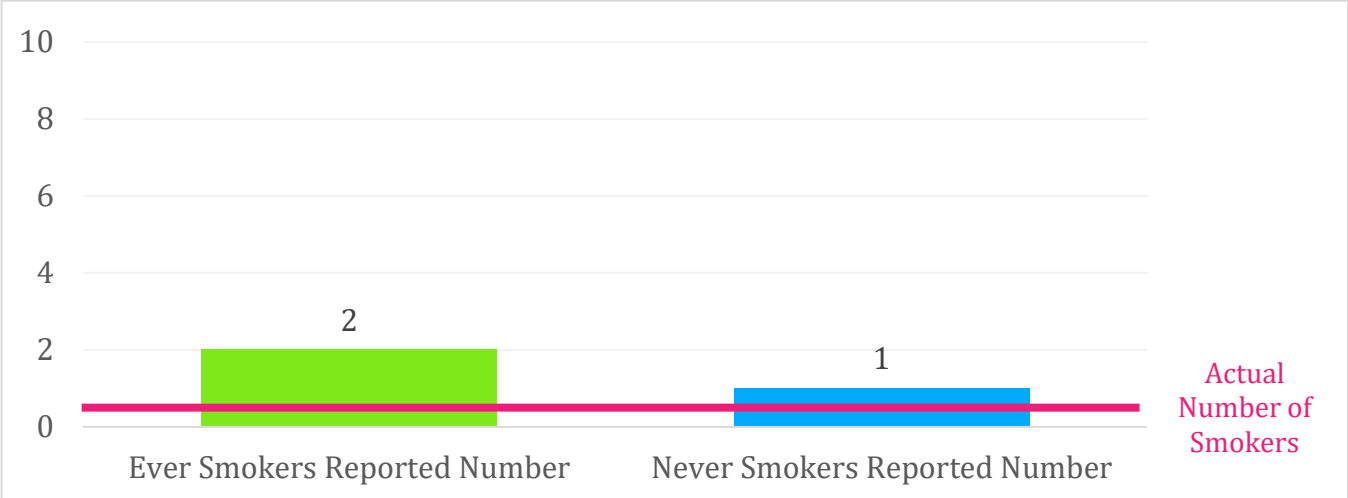
When asked how many of 10 students in their grade use e-cigarette/vapes, ever users reported that they thought 4 of every 10 students in their grade at school used e-cigarettes/vapes, and never users reported that they thought 2 of every 10 students in their grade at school used e-cigarettes/vapes. Based on the overall prevalence, the actual number of users is estimated to be 1 of every 10 middle school students ever using e-cigarettes/vapes, showing that students overestimate the actual number of peers using these products (Figure 45).

Figure 45. SD Middle School Students Perception of the Number of Student Using E-cigarettes/Vapes, SD YTS 2025



When asked how many of 10 students in their grade smoke cigarettes, ever smokers reported that they thought 2 of every 10 students in their grade at school smoked cigarettes, and never smokers reported that they thought 1 of every 10 students in their grade at school smoked. Based on the overall prevalence, the actual number of users is estimated at 1%, or less than 1 of every 10 middle school students smoking cigarettes (Figure 46). Ever smokers reported that more students are smoking than non-users or the actual number of smokers in middle school.

Figure 46. SD Middle School Student's Perception on Smoking Cigarettes, SD YTS 2025



SECTION FIVE: ANTI-TOBACCO EDUCATION AND MESSAGING

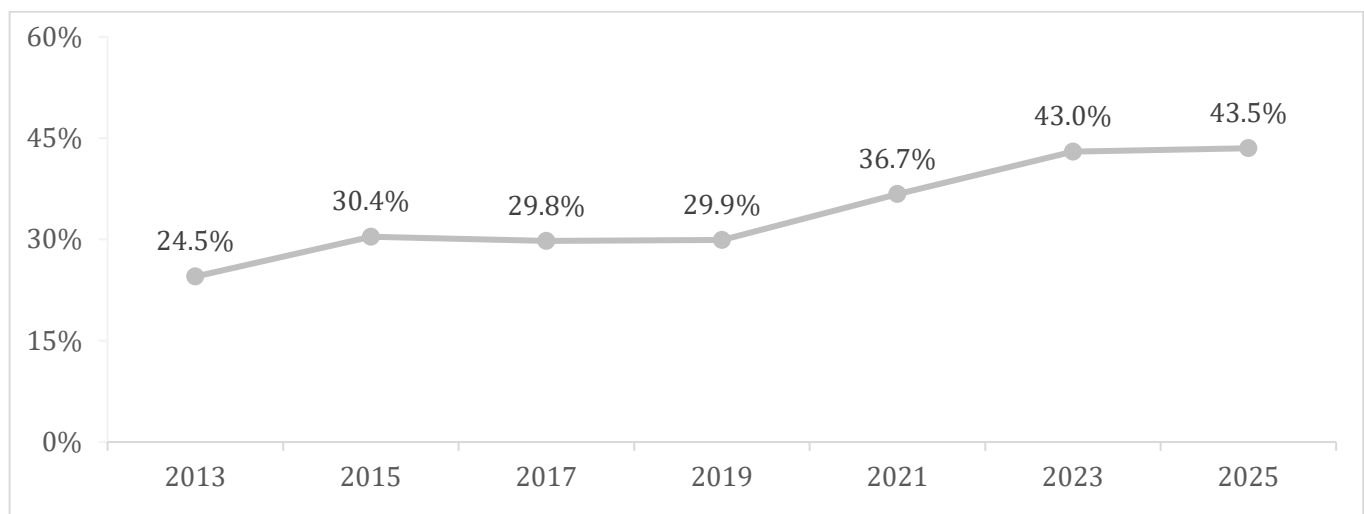
Key Findings

- Among those who had seen a healthcare professional, only 43.5% said the provider asked about use of tobacco products and 45.3% reported being advised against using tobacco.
- Anti-tobacco education at school was common, with 72.0% of middle school students reporting receipt of education in 2025.
- Nearly half (48.6%) reported discussing dangers of tobacco with their parent(s).

Healthcare Professional Messaging about Tobacco Use

Clinical practice guidelines recommend that clinicians ask both pediatric and adolescent patients about tobacco use and provide abstinence advice.¹⁴ Students were asked about discussions with healthcare providers (including doctors, dentists, nurses, or other health professionals) regarding tobacco or vaping products. Most students (88.5%) reported seeing a healthcare provider in the past year. Among those who had seen a healthcare professional, only 43.5% said this provider asked about use of tobacco products (Figure 47), similar to the rate in 2023.

Figure 47. Trend in Number of Students Asked about Use of Tobacco Products by a Health Professional, SD YTS 2013-2025*



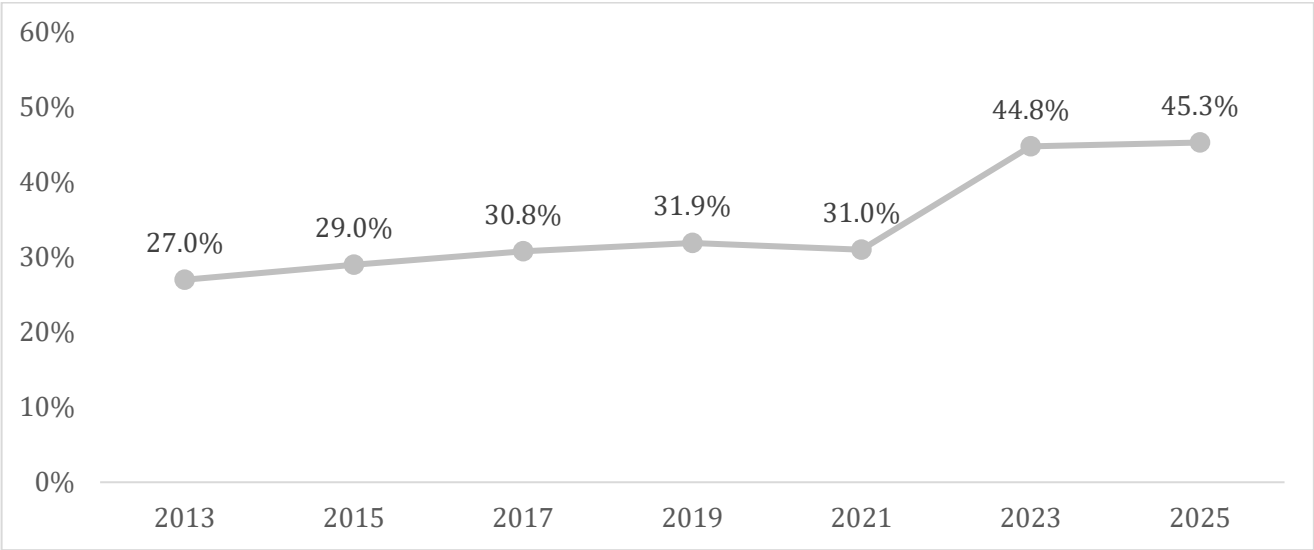
* 2013-2019 doctor, dentist or nurse; 2021-2025, doctor, dentist, nurse or other health professional

Healthcare provider assessment of tobacco use did not vary by gender or population group. Among eighth graders, 55.3% reported a healthcare provider asked about use, 45.4% of seventh

grade students, and 28.9% of sixth grade students reported assessment ($p<0.001$). Significant differences were also found by race/ethnicity, with a higher number of White students (46.4%) reporting that a healthcare provider asked about use compared to American Indian students (42.0%), Hispanic students (33.5%), and other race students (34.2%) ($p<0.05$). No significant difference was found by tobacco use status with 44.2% of current tobacco users asked 43.4% of non-users.

Students were also asked if a healthcare professional had advised them not to use tobacco or vaping products. Among those who had seen a healthcare professional in the past year, 45.3% reported this person advised against the use of tobacco products (Figure 48). Advice against tobacco did not vary by location or by race/ethnicity or population group. Eighth grade students were more likely to report a healthcare provider advised against using tobacco or vaping products at 50.3% compared to 47.1% of seventh grade students and 38.0% of sixth grade students ($p<0.0001$). Male students reported higher rates of healthcare provider advised against use at 47.9% compared to female students at 42.0% ($p<0.05$). No differences were found by tobacco use status, with 42.0% of current tobacco users and 45.4% of non-users reporting that a healthcare provider had advised them not to use tobacco or vaping products.

Figure 48. Trend in Number of Students Advised Against the Use of Tobacco Products by A Health Professional, SD YTS 2025*

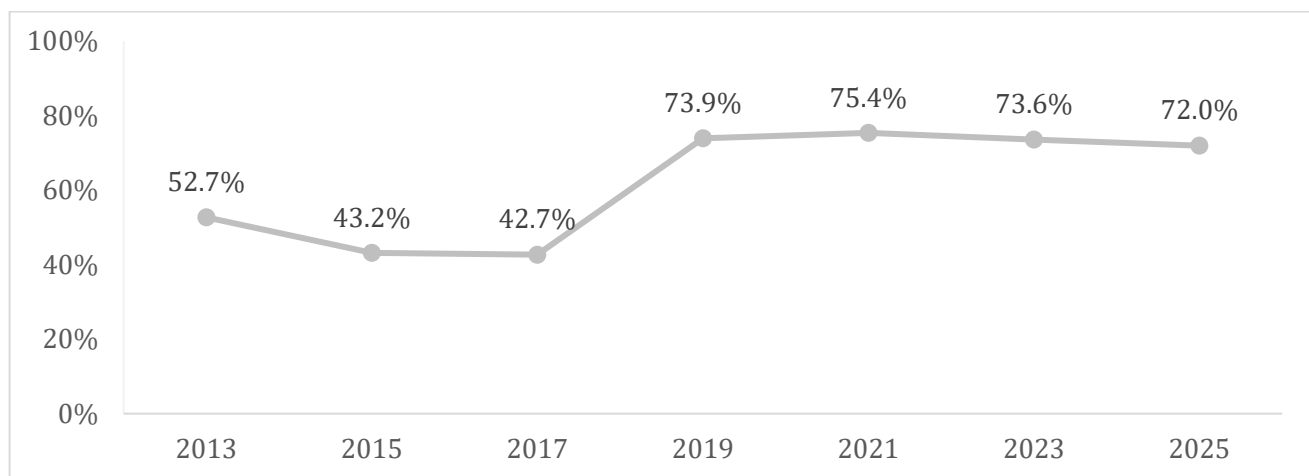


* 2013-2019 doctor, dentist or nurse; 2021-2025, doctor, dentist, nurse or other health professional

Tobacco Education at School

In 2025, 72.0% of students reported receiving anti-tobacco education at school, similar to 2023 at 73.6% (Figure 49). Receipt of anti-tobacco education did not vary by gender, grade, or population group. Significant differences by race/ethnicity were found with more White students reporting receipt of anti-tobacco education at 74.8% compared to American Indian students at 59.5%, Hispanic students at 69.7%, and other race students at 78.2% ($p<0.001$). Students using any tobacco were much more likely to report receiving anti-tobacco education in school at 73.3% compared to those not currently using nay tobacco at 42.5% ($p<0.001$).

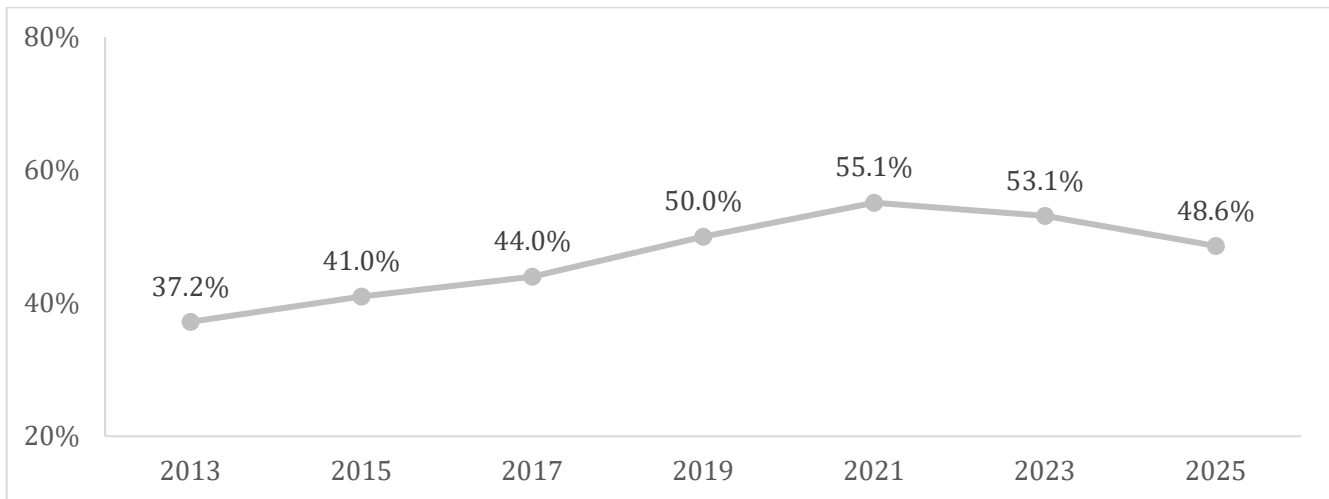
Figure 49. Trends in Number of Students Receiving School-based Education about the Dangers of Tobacco Use, SD YTS 2013-2025



Parental Messaging about Tobacco Use

Nearly half of all middle school students (48.6%) reported a parent or guardian had talked with them about not using tobacco in the past year, a decrease from the 2023 YTS data at 53.1% (Figure 50). No differences in parental discussion of tobacco use were found by gender, grade, or population. Significant differences by race/ethnicity were found with fewer White students reporting a parent had discussed not using tobacco at 46.2% compared to American Indian students at 57.3%, Hispanic students at 53.8%, and other race students at 47.3% ($p < 0.05$). There were also statistically significant differences found in parental messaging by tobacco use status, with 66.2% of current any tobacco users reporting a parent discussion of tobacco use and 47.9% of non-users ($p < 0.05$).

Figure 50. Trends in Parent(s) Discussing the Dangers of Tobacco Use, SD YTS 2013-2025



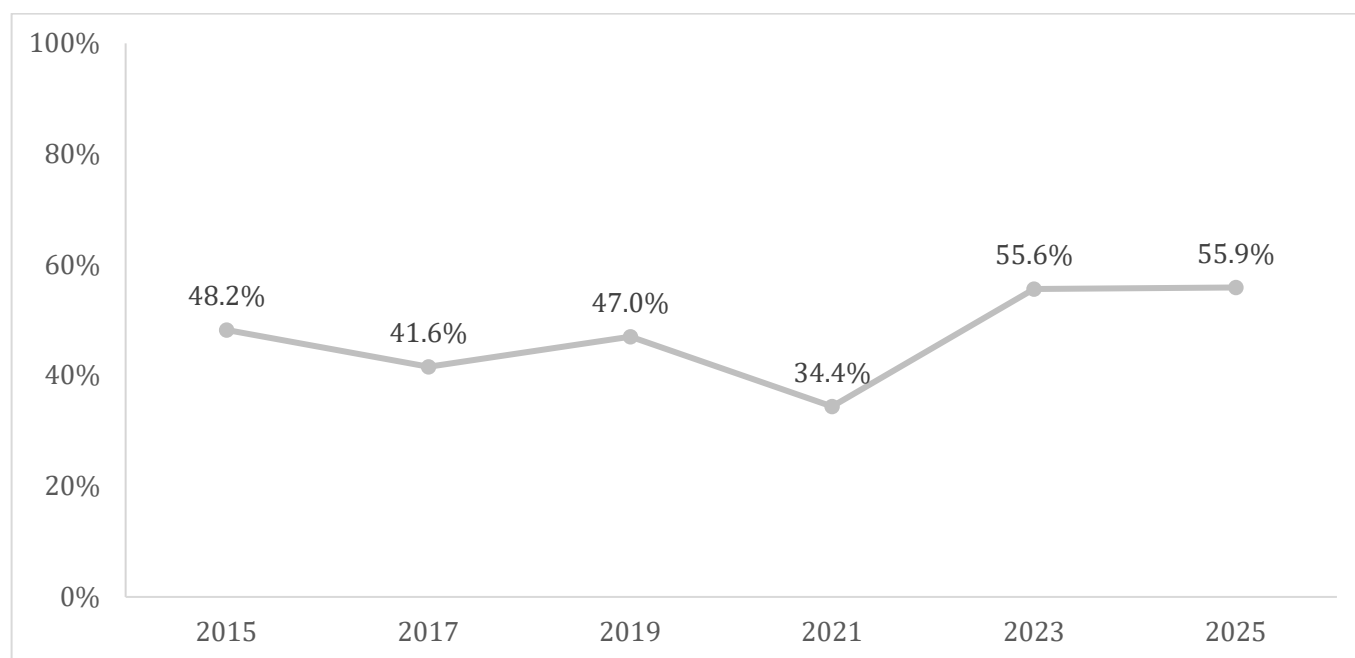
Anti-Tobacco Media

When asked if they believed that tobacco companies (including e-cigarettes/vape companies) try to get young people under 18 to use tobacco products, nearly two-thirds (63.2%) agreed that they did target youth.

The SD Department of Health Tobacco Control Program has designed media aimed at providing information about the dangers of tobacco use, cessation information, and how tobacco companies target youth. At the time of this report, this media is available online at <https://quittobaccosd.com/>, with a youth focused campaign, “Vaping Sucks.”

Among all SD middle school students, 55.9% reported hearing the “Vaping Sucks.” slogan. No statistically significant differences were found in awareness by gender, race/ethnicity, or population group. Grade level differences were identified with 48.5% of 6th graders, 57.4% of seventh graders, and 61.8% of eighth graders indicating awareness of the slogan ($p < 0.001$). No difference was found in awareness of the “Vaping Sucks.” slogan by tobacco use status, with 57.4% of current tobacco users reporting awareness of the slogan and 55.9% of non-tobacco users. Awareness of the SD Department of Health youth anti-tobacco messaging has increased in the past 10 years since the introduction of the “Vaping Sucks” campaign (Figure 51).

Figure 51. Trends in Student Awareness of Youth Anti-Tobacco Messaging from the SD Department of Health, SD YTS 2015-2025*



* 2013-2021 “Rethink It. Seriously”; 2023-2025, “Vaping Sucks.”

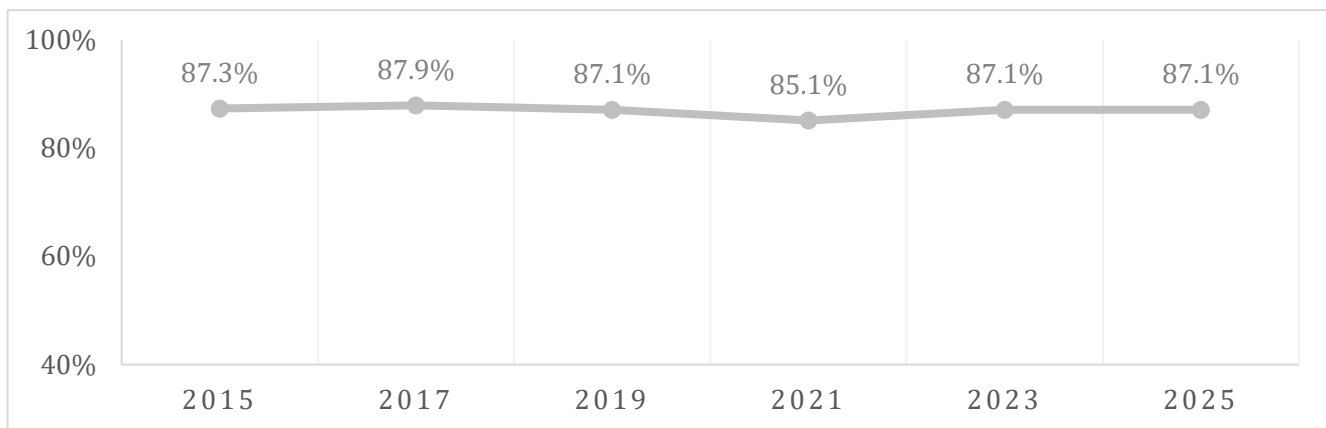
Indoor Smoking Rules

Home rules that prohibit smoking tobacco products indoors and in vehicles aid in reducing, but do not eliminate, the health impact to youth. Home rules about smoking indoors were assessed as both a protective factor in preventing secondhand smoke exposure, and as a message against the use of tobacco products.

Home Rules about Smoking Indoors

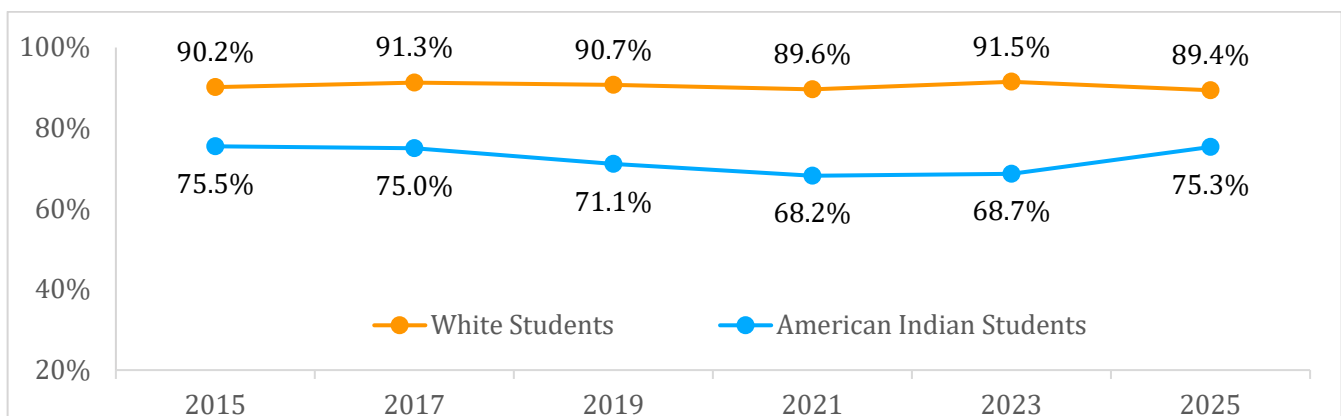
Among all middle school students, most (87.1%) reported that they lived in a home where smoking was never allowed inside. The trends in home rules prohibiting smoking indoors have been mostly unchanged in the past 10 years, presented in Figure 52.

Figure 52. Trends in Home Rules Prohibiting Smoking Indoors, by Year, SD YTS 2015-2025



Home smoking rules did not differ by gender or grade. Trends in home rules prohibiting smoking indoors by race are presented in Figure 53. Among American Indian students, 75.3% reported home rules prohibiting smoking indoors compared to other race students at 89.1%, Hispanic students at 89.3%, and White students at 89.4% ($p < 0.001$). Ninety percent of urban middle school students report home rules prohibiting smoking indoors, compared to 87.3% of rural students and 80.6% of frontier students. ($p < 0.001$). Significant difference was also found in home smoking rules by those currently using cigarettes at 57.5% and those not using cigarettes at 87.5% ($p < 0.001$).

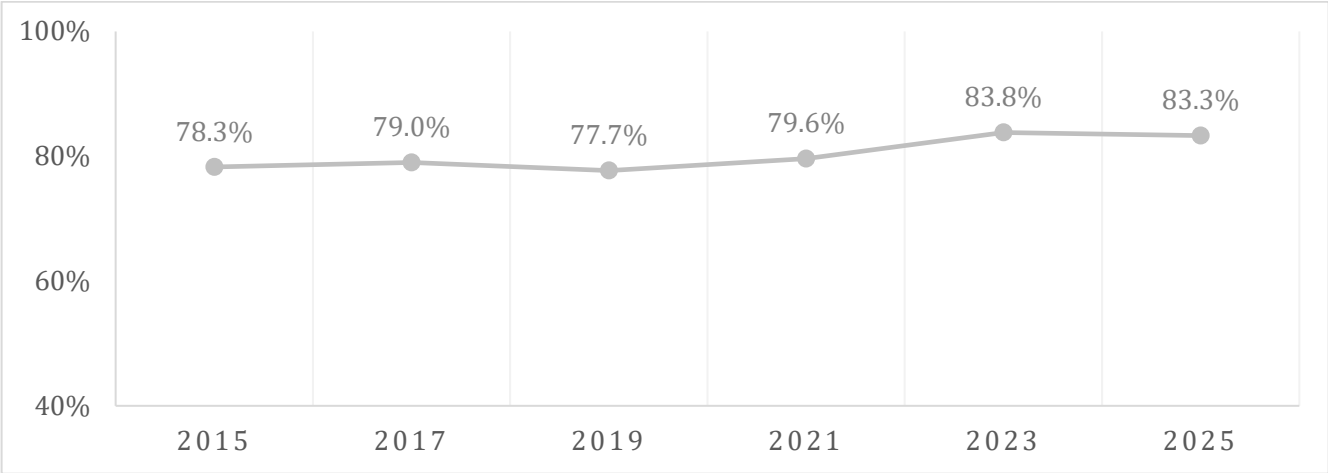
Figure 53. Trends in Home Rules Prohibiting Smoking Indoors, by Race, SD YTS 2015-2025



Rules about Smoking Inside Vehicles

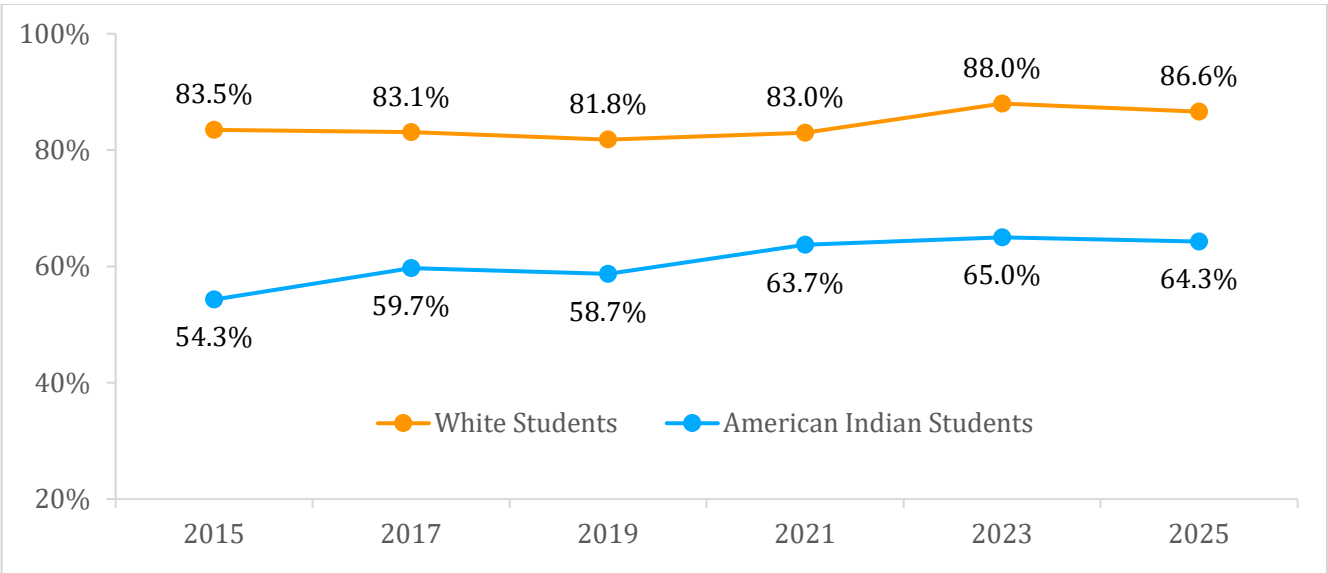
Overall, 83.3% of middle school students reported a family rule that prohibited smoking inside vehicles. The trends in rules prohibiting smoking inside vehicles by year are presented in Figure 54.

Figure 54. Trends in Rules Prohibiting Smoking Inside Vehicles, by Year, SD YTS 2015-2025



Family rules prohibiting smoking inside vehicles did not differ by gender or grade. Trends in vehicle smoking bans from 2015 to 2025 by race is presented in Figure 55. Among American Indian students, only 64.3% reported rules prohibiting smoking inside vehicles, followed by 84.5% of other race students, 86.6% of White students, and 92.7% of Hispanic students ($p<0.001$). Urban students were more likely to report a family rule prohibiting smoking inside vehicles at 88.6% compared to 83.4% of rural students and 71.3% of frontier students ($p<0.001$). A significant difference was also found in rules prohibiting smoking inside vehicles by those currently using cigarettes at 62.1% compared to those not using cigarettes at 83.6% ($p<0.05$).

Figure 55. Trends in Rules Prohibiting Smoking Inside Vehicles, by Race, SD YTS 2015-2025*



*Trend data not available for other races.

SECTION SIX: SECOND-HAND SMOKE AND VAPOR EXPOSURE

Key Findings

- Nearly Twice as many American Indian students reported secondhand exposure at home or in a vehicle when compared to White students.
- Exposure to secondhand smoke on school property was reported by 4.9% of middle school students, and 4.6% reported exposure to secondhand vapor.

Secondhand smoke exposure is an attributable factor in the development of numerous diseases, particularly cardiovascular and respiratory diseases in children.¹⁵ Exposure, even without direct use of tobacco, can lead to chronic health issues, and even death.¹⁵ Middle school students were asked about exposure to secondhand smoke and secondhand vapor from e-cigarette/vape products.

Involuntary Exposure to Tobacco Smoke

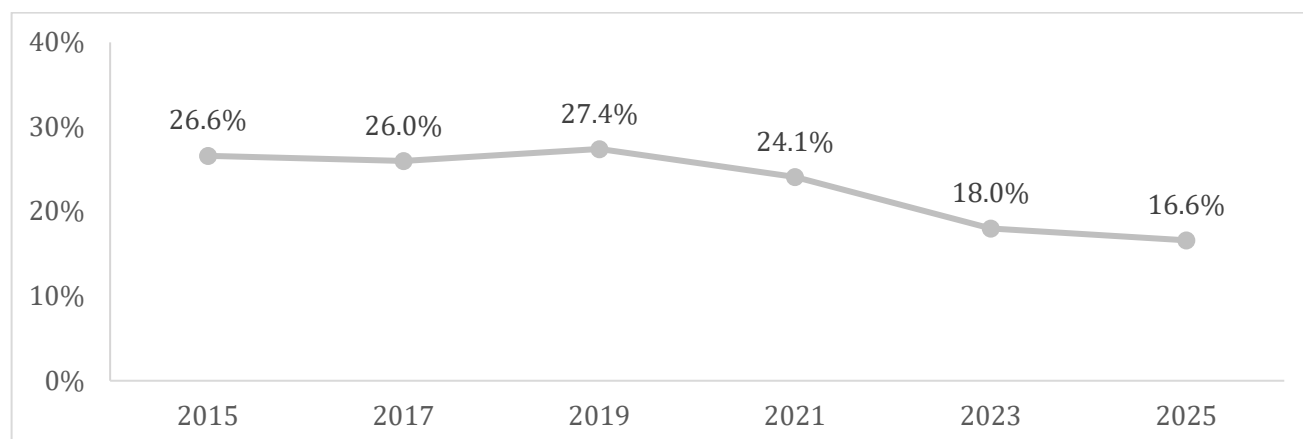
One in seven (13.4%) middle school students reported exposure to secondhand smoke at home in the past week. Secondhand smoke exposure in vehicles (11.1%) was reported slightly less frequently than exposure at home.

Overall, 16.6% of middle school students reported exposure to secondhand smoke at home or in a vehicle, a decline from 2023 at 18.0%, and the lowest rate in the past 10 years (Figure 56). Students who were current tobacco users more frequently reported secondhand exposure in the past week at home or in a vehicle at 53.8% compared to non-users at 15.1% ($p<0.001$).

*Among middle
school students in
South Dakota,
13.4% were
exposed to
secondhand smoke
at home in the past
week.*

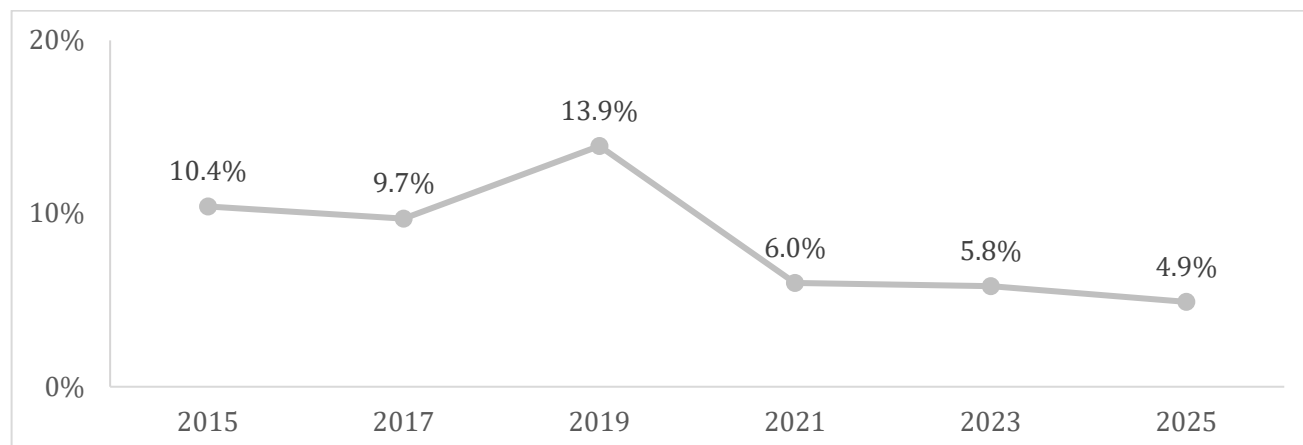
Significant differences were also found in secondhand smoke exposure by race/ethnicity. Among American Indian students, 29.1% reported exposure to secondhand smoke at home or in a vehicle in the past week, compared to 15.0% of White students, 10.8% of Hispanic students, and 13.2% of other race students ($p<0.001$). There were also statistically significant differences found in secondhand smoke exposure by population group, with 13.2% of urban middle school students reporting exposure to secondhand smoke at home or in a vehicle in the past week, compared to 17.4% of rural students and 23.5% of frontier students ($p<0.001$). No differences were found in secondhand smoke exposure by gender or grade level.

Figure 56. Exposure to Secondhand Smoke at Home or in a Vehicle in the Past Week, SD YTS 2015-2025



Middle school students in SD were also asked about other places where secondhand smoke exposure could occur. Nearly 5% of middle school students indicated they were exposed to secondhand smoke on school property in the past week, a decrease of the rate in 2023 at 5.8% (Figure 57).

Figure 57. Exposure to Secondhand Smoke on School Property in the Past Week, SD YTS 2013-2025



No significant differences were found in secondhand smoke exposure on school property by gender, race/ethnicity, grade, and population. There were statistically significant differences found in secondhand smoke exposure by current smokers, with 40.2% of current smokers reported secondhand smoke exposure compared to 4.4% of non-smokers ($p < 0.001$).

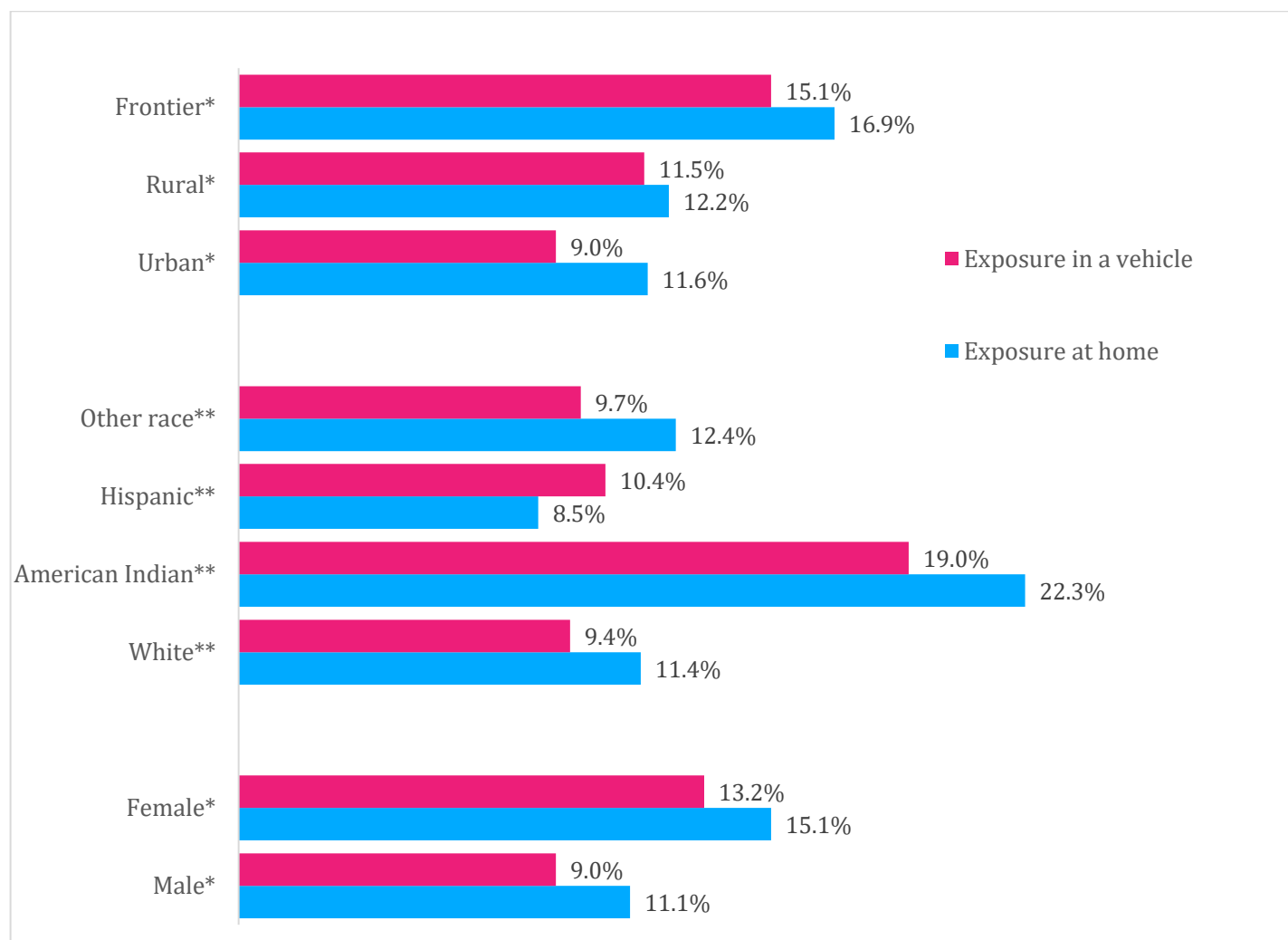
Students were also asked about breathing smoke from someone else smoking a tobacco product in a park or other outdoor recreation facility, with 10.4% of middle school students reporting exposure in these locations over the past week. There were no significant differences found by gender, race/ethnicity, grade level or population. Students who were current tobacco users more frequently reported secondhand exposure at a park or other outdoor recreation facility in the past week at 26.1% compared to non-users at 9.7% ($p < 0.001$).

Involuntary Exposure to E-cigarette/Vape Vapor

Middle school students were asked about exposure to secondhand vapor from an e-cigarette/vape for the first time in 2021. Overall, 13.0% of middle school students reported exposure to secondhand vapor at home in the past week, similar to 2023 data at 13.6%. Secondhand vapor exposure in vehicles was at 11.0% in 2025 compared to 11.2% in 2023.

Significant differences were found in secondhand vapor exposure at home by race/ethnicity (Figure 58). American Indian students were more likely to report secondhand vapor exposure at home at and in vehicles ($p < 0.001$), female students were more likely to report exposure than male students ($p < 0.05$) and students in frontier areas were more like to report exposure ($p < 0.001$) than those in rural or urban areas ($p < 0.05$).

Figure 58. Exposure to Secondhand Vapor at Home and in a Vehicle in the Past Week, by Gender and Race/Ethnicity, SD YTS 2025

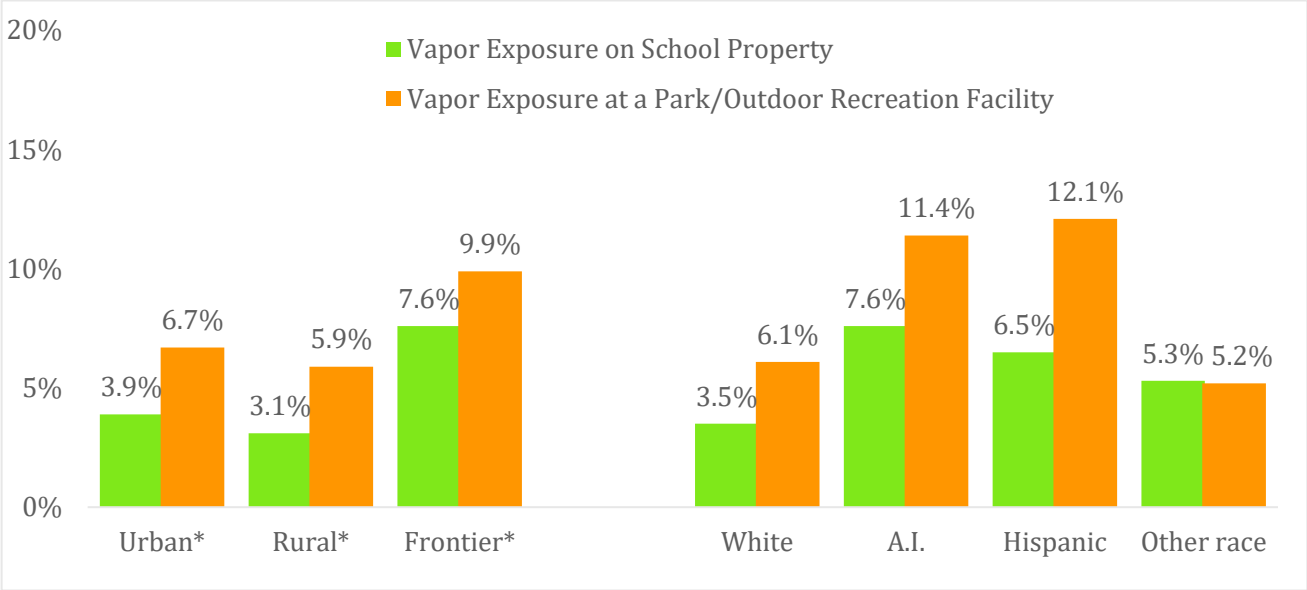


* p-value < 0.05, **p-value < 0.001, based on Rao-Scott chi-square test.

Middle school students were also asked about other places where secondhand vapor exposure occurred starting with school property, including school buildings, grounds, and parking lots. Four percent (4.6%) reported secondhand vapor exposure at school. Significant differences were found in secondhand vapor exposure on school property by population group as presented in Figure 56. No significant differences were found in secondhand vapor exposure on school property by gender, grade level, or race/ethnicity.

Students were then asked about secondhand vapor exposure in a park or other outdoor recreation facility, with 7.3% of middle school students reporting exposure in these locations in the past week. No significant differences were found in secondhand vapor exposure at parks or other outdoor recreation facilities by gender, grade level, or race/ethnicity as shown in Figure 59. Significant differences were found in secondhand vapor exposure at parks or other outdoor recreation facilities by population group.

Figure 59. Exposure to Secondhand Vapor at School or at a Park/Outdoor Recreation Facility, by Selected Characteristics, SD YTS 2025



* p-value <0.05, **p-value < 0.001, based on Rao-Scott chi-square test.

SUMMARY:

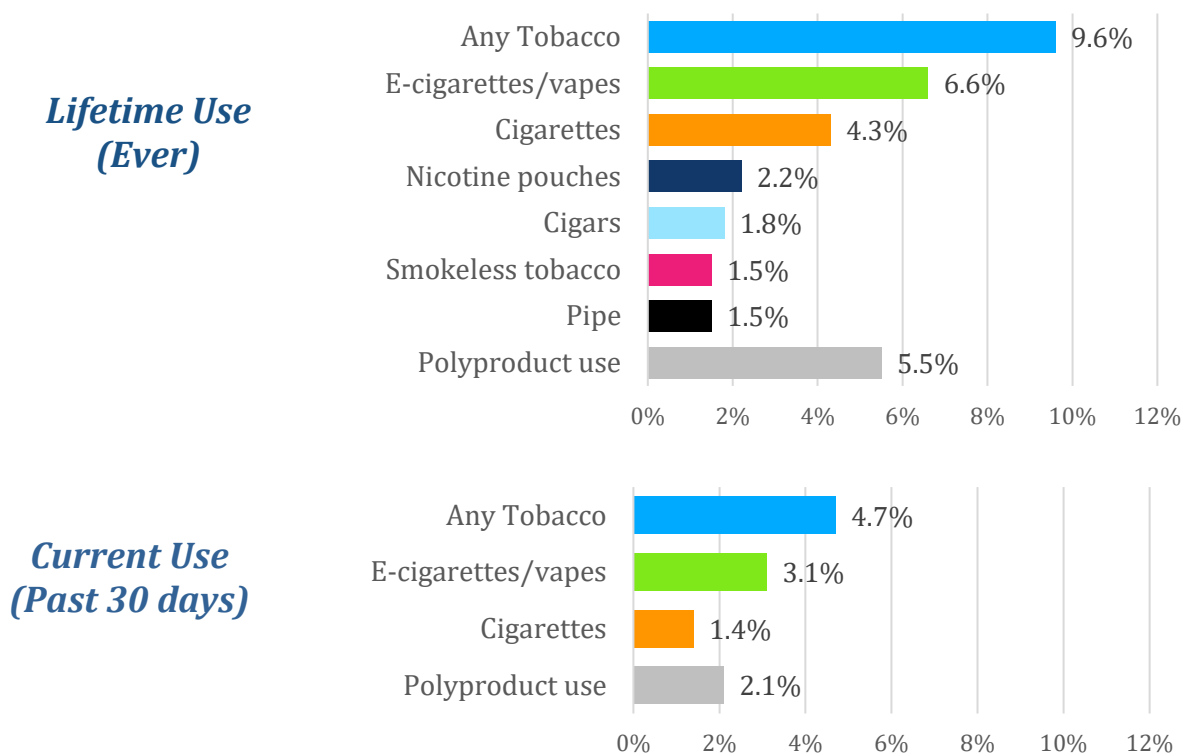
KEY FINDINGS AND RECOMMENDATIONS

Youth Tobacco Use Prevalence

In 2025, **e-cigarettes** were the **most commonly** used tobacco product among middle school students.

Following the national trend in which declines in e-cigarette/vape use among youth in 2025, the number of middle school students in SD that have ever used e-cigarettes/vapes decreased from 8.1% in 2023 to 6.6%, and current use of e-cigarettes/vapes decreased from 3.4% to 3.1%.

Prevalence of tobacco use (lifetime use/current) among SD middle school students, 2025



RECOMMENDATIONS: Although youth e-cigarette use has declined, e-cigarettes remain a commonly used tobacco product among middle school students, indicating a continued need for prevention and control efforts. Use of nicotine pouches has also increased.

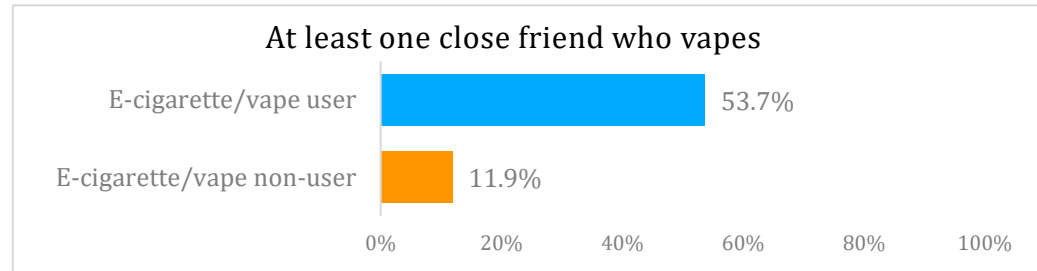
- Expand school- and community-based prevention programs that emphasize nicotine addiction risks, address misperceptions about vaping safety, and build refusal skills.
- Monitor and address rapidly changing marketing methods aimed at promoting use of e-cigarettes and new tobacco products to youth, including influencers on social media, advertising at youth events, and discounts.

Factors Promoting Tobacco Use

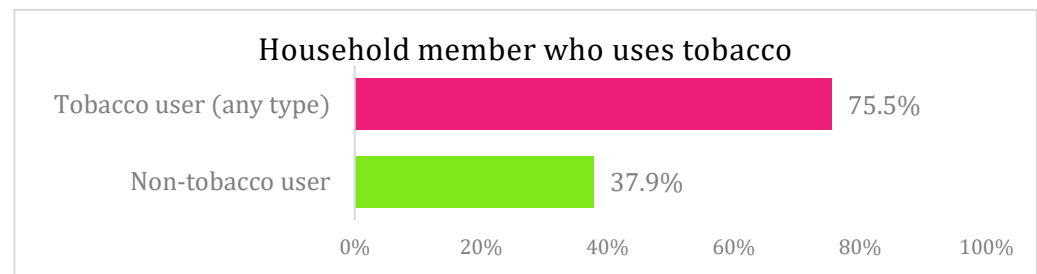
In 2025, **one in four** students reported seeing someone using an e-cigarette/vape **on school property** in the past week.

Youth who reported use of e-cigarettes/vapes were more likely to also report having a close friend that vapes and living with someone who uses a tobacco product. Stores (convenience, grocery, or gas stations) continue to be the most common place students report seeing advertising for tobacco and e-cigarette/vape products.

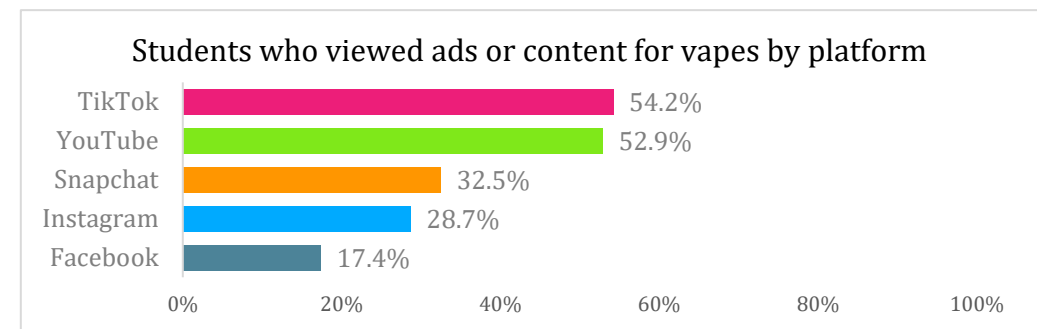
Peer Use



Household Member Use



Social Media Users



RECOMMENDATIONS: Normalization of tobacco and e-cigarette use through school exposure, peer and household use, and social media marketing continues to contribute to youth initiation and continued use.

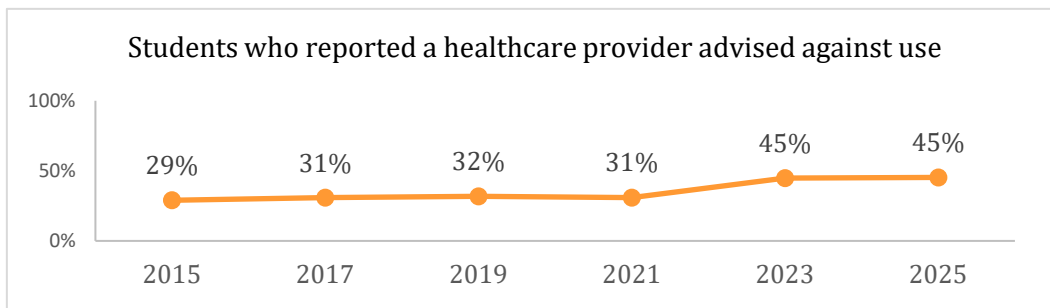
- Strengthen enforcement of school tobacco-free policies, including all tobacco and nicotine products. With one in four students reporting exposure on school property, visible and consistent enforcement is critical to reduce normalization.
- Address peer influence through prevention programming that builds refusal skills and corrects misperceptions about the prevalence of vaping among youth.
- Promote parental and household tobacco cessation efforts, as youth tobacco use is strongly associated with having a household member who uses tobacco.

Tobacco Education and Messaging

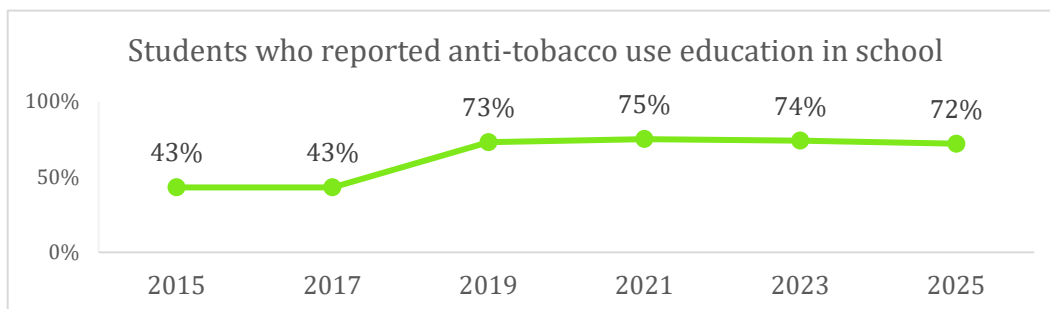
In 2025, **fewer students** reported a parent or guardian advising against tobacco use.

School-based education and the number of students who reported a healthcare provider talked with them about not using tobacco products did not change from 2023 to 2025.

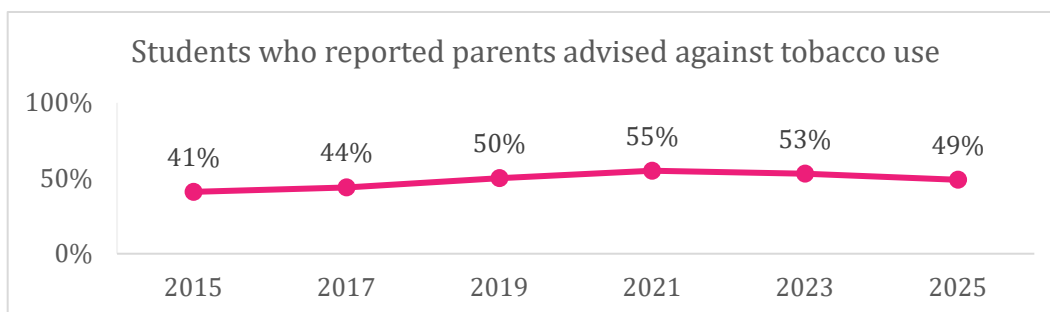
Healthcare Provider Advice



School- based Education



Parental Advice



RECOMMENDATIONS: Assessment of tobacco use and consistent prevention messaging across healthcare, school, and family settings remain critical components of youth tobacco prevention.

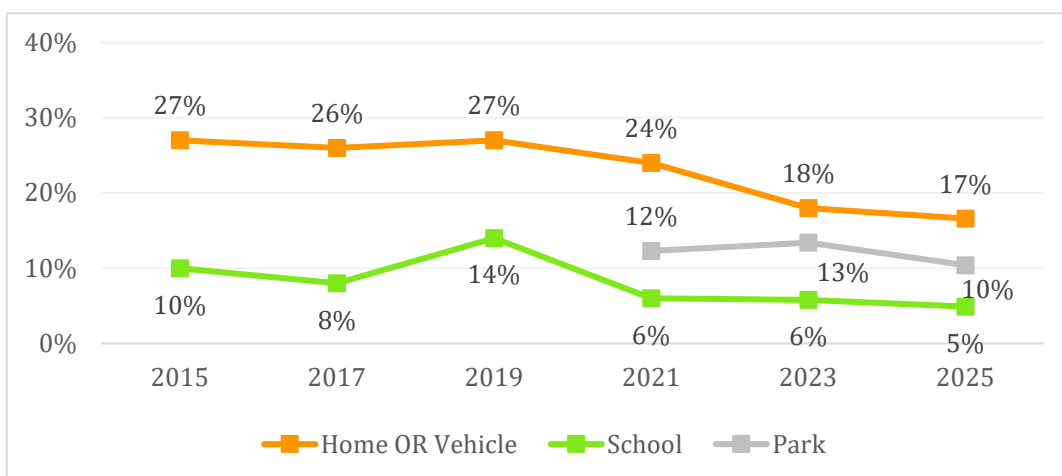
- Strengthen training and resources for healthcare providers to ensure consistent delivery of brief interventions and referrals for youth using tobacco products.
- Continue school-based tobacco prevention education, with a focus on emerging products such as e-cigarettes and vapes, correcting misperceptions about harm, and reinforcing refusal skills.
- Target parents with education, provide practical tools and guidance to support effective parent-child conversations about tobacco and nicotine use.

Secondhand Smoke Exposure

In 2025, nearly **one in four** middle school students reported **exposure to secondhand smoke at home or in a vehicle**.

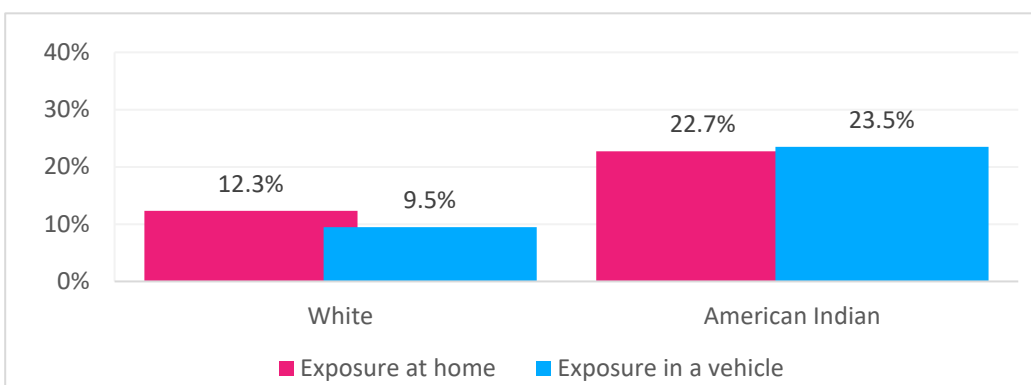
In 2025, the overall number of students reporting exposure to secondhand smoke either decreased or remained similar to 2023 data. Significant differences were identified by race, with American Indian students more frequently reporting exposure to secondhand smoke.

*Secondhand
Smoke
Exposure*



American Indian students more commonly reported **secondhand smoke exposure at home and in vehicles**.

*Secondhand
Smoke
Exposure by
Race*



RECOMMENDATIONS: Secondhand smoke exposure remains a preventable risk factor for adverse health outcomes among youth, including respiratory and cardiovascular conditions. Despite overall declines, nearly one in four middle school students continue to report exposure, with notable disparities across populations.

- Expand access and promotion of tobacco cessation resources for adults, particularly parents and household members, to reduce youth exposure.
- Establish campaigns dedicated to raising awareness about the dangers of secondhand smoke and promoting smoke-free policies and environments.

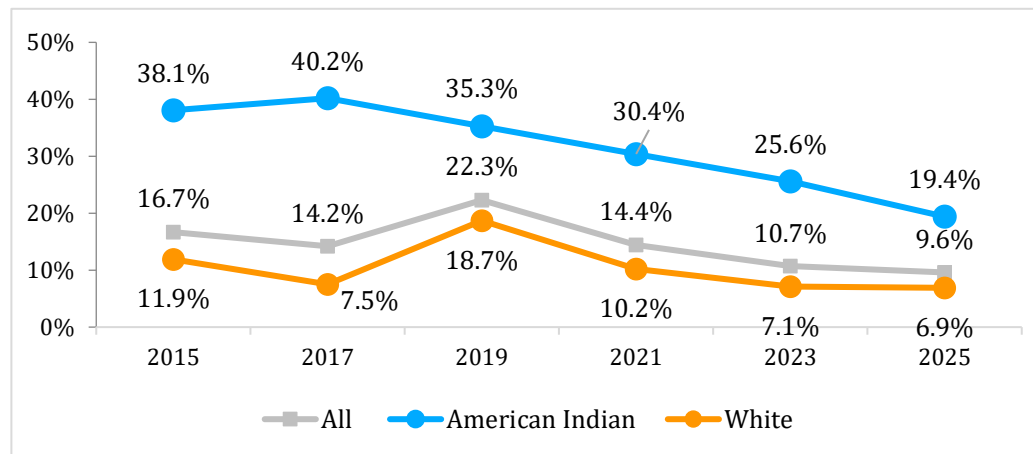
Disparities in Use and Exposure

Racial disparities in tobacco use remain.

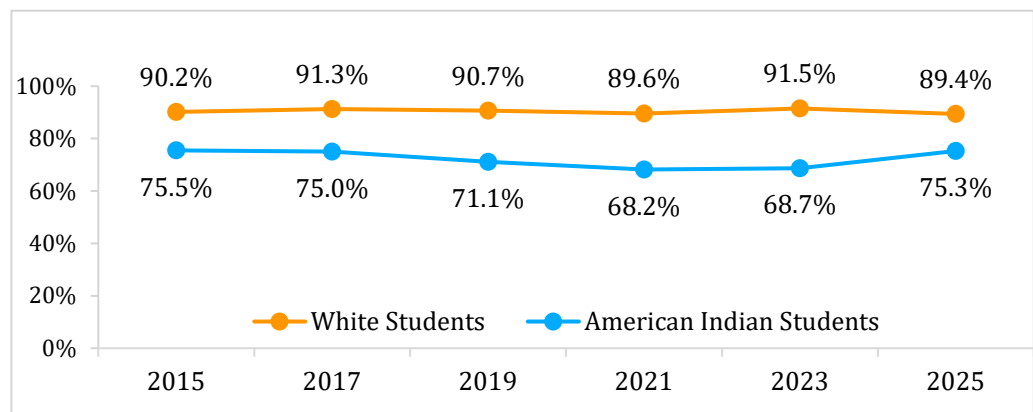
American Indian students were more likely to report, as compared to White students:

- Ever use of e-cigarettes, cigarettes, any tobacco product, and use of more than one tobacco product;
- Secondhand smoke exposure at home, in a vehicle or at school;
- Household tobacco use;
- Receiving anti-tobacco education at school.

Ever Use of Any Tobacco Product



Indoor Home Smoking Ban



RECOMMENDATIONS: Persistent racial disparities in tobacco use, secondhand smoke exposure, and access to prevention resources highlight the need for targeted strategies.

- Implement tailored prevention strategies to address higher rates of tobacco use and exposure among American Indian students.
- Strengthen partnerships with tribal communities to expand culturally relevant tobacco prevention education, mentorship, and youth engagement initiatives.

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