

Highlights from the 2024 Indiana Youth Tobacco Survey

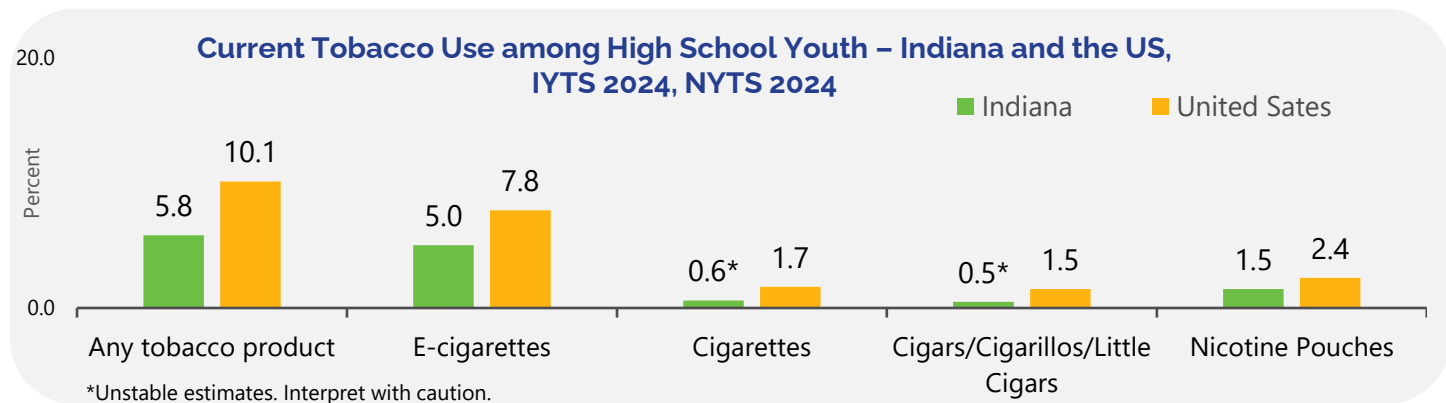
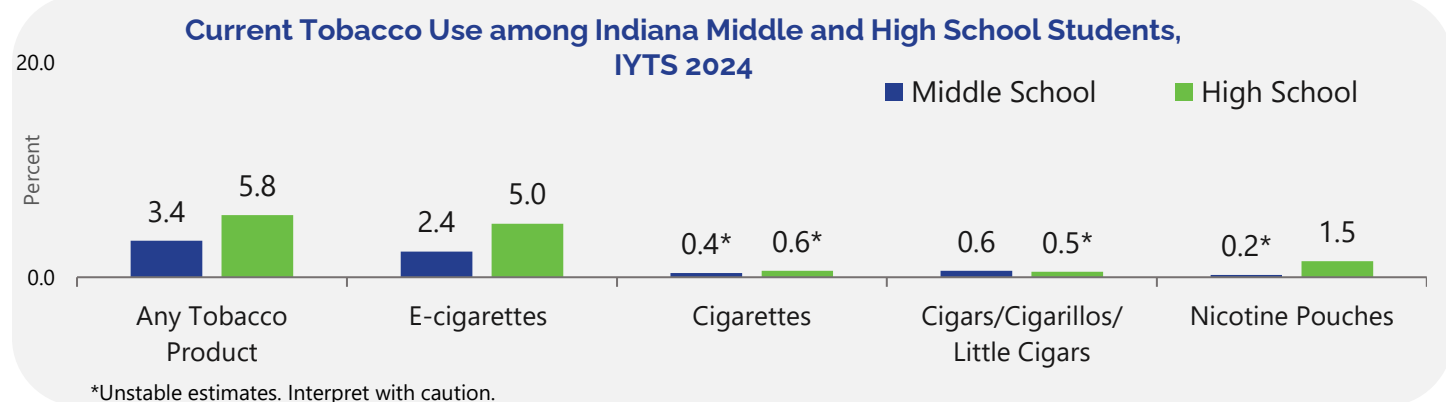


Tobacco Prevention
and Cessation

The Indiana Youth Tobacco Survey (IYTS) has been administered since 2000 to monitor youth tobacco use, cessation, social and environmental factors related to tobacco use, and secondhand smoke exposure. The 2024 IYTS^a was administered in the fall of 2024 to over 4,800 students enrolled in Indiana public middle and high schools. New questions on the 2024 IYTS included product-specific susceptibility, measures of addiction to nicotine, reasons for quitting tobacco, and school discipline for tobacco use on school property. This document provides an overview of the key findings from the survey. There may be some tobacco use rates noted as unstable and to interpret with caution, this is largely due to the low rates of use of certain tobacco products. Low rates of use were noted for several tobacco products including cigarettes, cigars, and smokeless tobacco.

Current Tobacco Use among Indiana Youth

- In 2024, more than 1 in 20 Indiana high school students and 1 in 30 Indiana middle school students reported current (past 30 days) use of any tobacco product^b
- Electronic cigarettes (e-cigarettes) were the most commonly used tobacco product among Hoosier youth, followed by nicotine pouches among high school students and cigars among middle school students
- Among Indiana high school and middle school students who have ever tried a tobacco product, e-cigarettes were the product most frequently tried first, with cigarettes being second-most frequent
- Current tobacco use rates among Indiana middle school and high school students were lower than the U.S. average



^a Due to the change in survey format (paper/pencil to electronic) in 2020, the ability to compare data from 2022-2024 to previous years (2018 and prior) is limited; differences between estimates may have resulted from changes in methodology (data collection), actual behavior, or both.

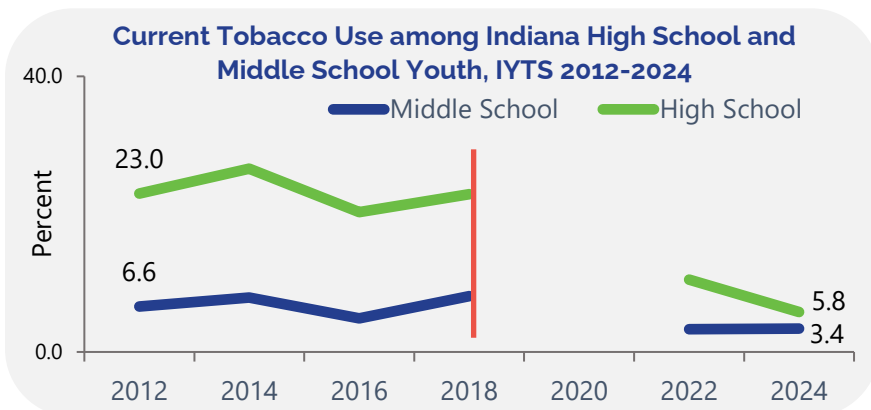
^b High School Current Tobacco Use: Defined as past 30-day use of cigarettes, cigars, smokeless tobacco, e-cigarettes, hookah, tobacco pipes, snus, dissolvable tobacco, nicotine pouches and heated tobacco products.

Middle School Current Tobacco Use: Defined as past 30-day use of cigarettes, cigars, smokeless tobacco, e-cigarettes, hookah, tobacco pipes, snus, dissolvable tobacco, and nicotine pouches.

Charts showing trend data will have a vertical red line positioned at the year 2018. This red line indicates a methodology change, when the survey transitioned from a paper/pencil format to an electronic format. This change means that data collected after 2018 should not be directly compared to data collected in 2018 and years prior.

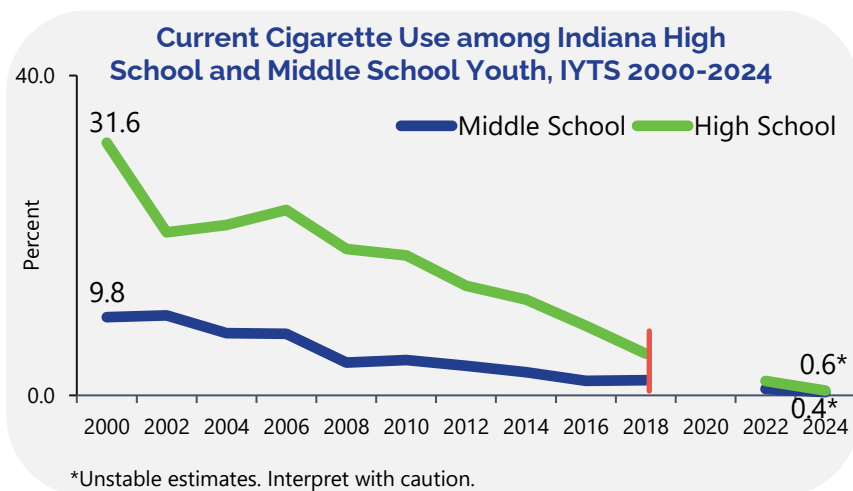
Current Tobacco Use Trends:

- Current tobacco use declined in 2024 among both middle and high school youth
- The overall declines in tobacco use can be attributed to the decrease in e-cigarette use, however, the use of cigarettes, smokeless tobacco and cigars have also decreased in recent years



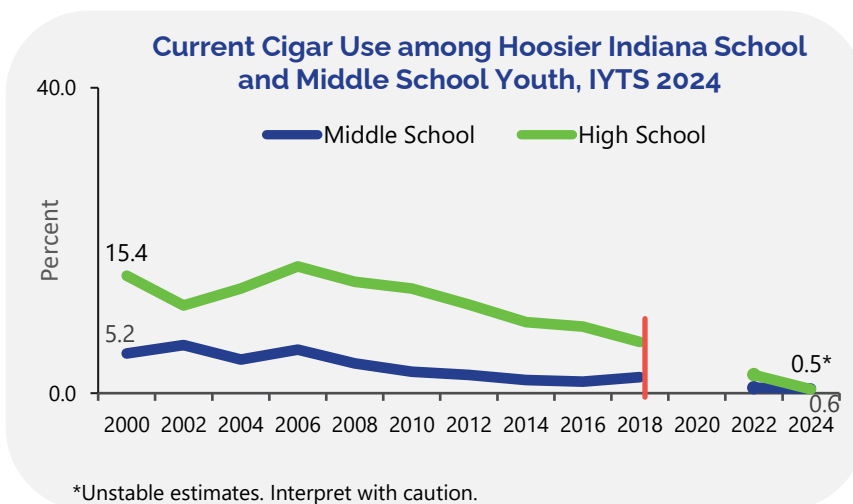
Current Cigarette Use Trends:

- In 2024, fewer than 1 in 100 Indiana middle school students (0.4%) and high school students (0.6%) reported current use of cigarettes
- Cigarette smoking rates among both Indiana middle and high school youth were the lowest measured in the past two decades
- Estimates for current cigarette use are unstable and should be interpreted with caution. These unstable estimates are largely due to the small number of responses indicating current cigarette use from both middle and high school students

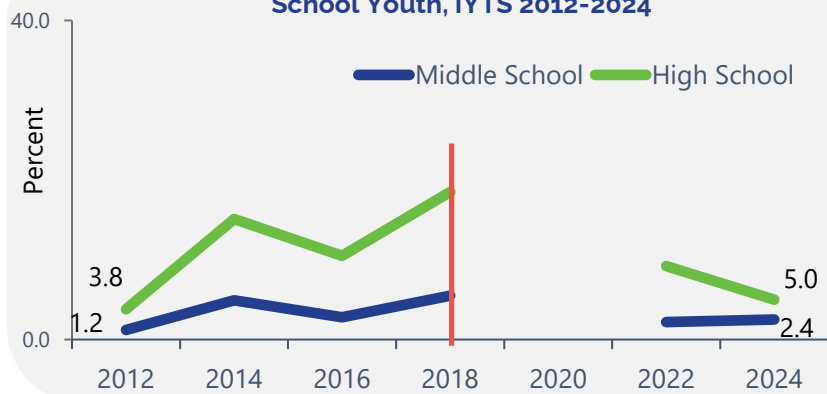


Current Cigar Use Trends:

- Cigar use has declined over time for both middle school and high school students
- In 2024, current use of cigars among high school students was the lowest it has been in two decades
- Among Indiana high school students who have ever tried cigars, nearly 60% tried them before age 15
- Estimates for current cigar use are unstable and should be interpreted with caution. These unstable estimates are largely due to the small number of responses from both middle and high school students



Current E-cigarette Use among Indiana Middle and High School Youth, IYTS 2012-2024



Current E-cigarette Use Trends:

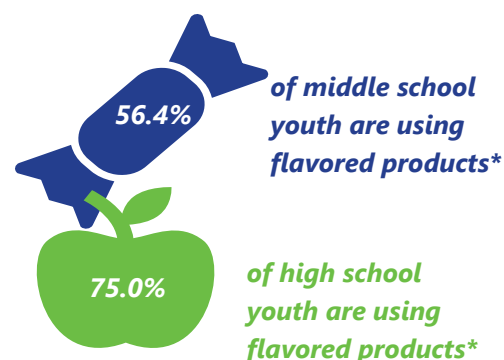
Between 2016 and 2018, current e-cigarette use nearly doubled among Indiana youth. In 2024, 1 in 20 high school students and about 1 in 40 middle school students reported current use of e-cigarettes. High school e-cigarette use in 2024 were the lowest measured since 2012. Middle school e-cigarette use increased slightly in 2024, but this was not a significant increase. However, e-cigarettes have remained the most commonly used tobacco product among youth in Indiana and nationwide.¹

Nicotine Pouches

Oral nicotine pouches are pouches that contain a powder of nicotine, flavorings, and other ingredients. Nicotine pouches can contain high levels of nicotine and are available in many fruit, sweet, and mint-like flavors. Nicotine pouches were asked about for the first time in 2022 and again in 2024. In 2024, the percentage of high school students who reported having tried nicotine pouches significantly increased (doubled) from what was seen in 2022, from 2.3% to 5.0%. Additionally, 1.5% of high school students reported current use of nicotine pouches (past 30-day use). While use of nicotine pouches is relatively low compared to use of e-cigarettes, nicotine pouches are gaining popularity among youth in Indiana and nationwide as more students continue to try these products.

Flavored Tobacco Use

Tobacco products including e-cigarettes, smokeless tobacco, cigars, including little cigars and cigarillos, and nicotine pouches are available in a wide variety of flavors, including fruit or candy flavors that appeal to youth.^{1,2} In 2024, more than half of Hoosier middle school students (56.4%) and nearly 3 in 4 high school students (75.0%) who reported current use of tobacco used at least one flavored tobacco product. Flavored products such as cigars and e-cigarettes continue to be popular. Among those who reported current use of e-cigarettes, nearly 2 in 3 (62.6%) middle school and and nearly 3 in 4 (72.1%) high school students reported using flavored e-cigarette products. Similar to previous years, one of the most common reasons reported for high school students to use e-cigarettes is the availability of flavors, including mint, candy, fruit, or chocolate.



*Among youth currently using tobacco

Poly-tobacco Use

Poly-tobacco use (use of two or more tobacco products) is common among youth who use tobacco.¹ In 2024, nearly 1 in 4 Hoosier middle and high school students currently using tobacco (22.7% and 24.9%) reported the use of two or more tobacco products in the past 30 days.



Marijuana Use

In 2024, 1 in 5, or 4.6% of middle school students, and more than 1 in 8, or 13.3% of high school students reported ever trying marijuana. About 2% of middle school students and more than 4% of high school students reported current use of marijuana (use in the past 30 days). Current use of marijuana significantly decreased among high school students, from 8.7% in 2022 to 4.4%. While current use remains relatively low, dual use of tobacco and marijuana was common – more than 1 in 3 or 36.0% of middle school students who use e-cigarettes and nearly 46% of high school students who use e-cigarettes reported currently using marijuana too.

While marijuana is not legal in Indiana, other THC products known as Delta-8, -9, and -10 THC are available at vape shops and other retailers. In 2024, nearly 2% of middle school students and nearly 10% of high school students reported having tried Delta THC products. Additionally, about 3% of high school students reported current use of Delta THC products (use in the past 30 days).

Nicotine Addiction

In 2024, tobacco use among middle and high school students decreased, however among those who reported current use of tobacco, more than 1 in 4 middle school students (27.3%) and nearly 3 in 10 high school students (29.6%) reported wanting to use a tobacco product within 60 minutes of waking up, an indication of nicotine dependence. Additionally, about 1 in 3 middle and high school students who reported current use of tobacco reported having a strong craving or really needing to use a tobacco product during the past 30 days.

Tobacco Cessation

In 2024, more than 40% of middle school and high school students who currently use tobacco (used in the past 30 days), reported they were considering quitting in the next 12 months. More than 7 in 10 middle school students (70.3%) and more than half of high school students who reported current use of any tobacco (50.5%) tried to quit in the past year. Additionally, about 88% of middle school students and nearly 50% of high school students who reported current use of e-cigarettes tried to quit at least once in the past year. Students who attempted to quit tobacco, including e-cigarettes, largely reported trying to quitting tobacco without any assistance, or “cold turkey.” Those quitting with assistance reported using school or community programs, having friends or family help them, using the Indiana Tobacco Quitline, or nicotine replacement therapy (such as nicotine gum) in their attempts to quit.

Proportion of Indiana Youth who Believe it is Easy to Get Tobacco Products

Nearly 1 in 4 Middle School Youth



Nearly 1 in 2 High School Youth



Access to Tobacco

In July 2020, the legal purchasing age for tobacco changed from 18 to 21 in Indiana. In 2024, more than 1 in 4 middle school students (26.0%) and more than 5 in 10 high school students (49.2%) thought it would be somewhat or very easy to get tobacco products if they wanted some. This is a significant decline since the question was first asked in 2016. Among middle school students nearly 35% thought it would be easy to get tobacco compared to 26% in 2024. Additionally, more than 65% of high school students in 2016 believed it would be easy to access tobacco compared to just over 49% in 2024.

The majority of youth who reported use of tobacco products obtained them from social sources, such as having someone else buy tobacco for them or borrowing the products from a friend/family member. Underage youth who purchased tobacco most commonly reported purchasing tobacco from gas stations or convenience stores.



Exposure to Tobacco Marketing

Exposure to tobacco marketing increases the likelihood that youth will use tobacco products.³ The tobacco industry spends an estimated \$293 million marketing its products in Indiana each year.⁴

In 2024, students answered questions about how often they saw tobacco advertising in various settings or mediums. Responses of *sometimes*, *most of the time*, and *always* are captured below.

Retailer

Convenience stores, Gas stations, or Supermarkets.



3 in 5 Middle School students



2 in 3 High School students

Internet



1 in 3 Middle School students



2 in 5 High School students

Newspaper/Magazines



1 in 10 Middle School students



1 in 7 High School students

TV/Movies/Streaming Platforms

Seeing actors using tobacco



1 in 6 Middle School students



1 in 5 High School students

There were similar responses when students were asked about e-cigarettes ads. About half of Hoosier youth reported seeing e-cigarette advertisements in retailers including convenience stores and gas stations. Retailers continue to be the most common point of contact for tobacco advertising, including advertisements for e-cigarettes. Additionally, students can be exposed to advertising without entering a retailer. In 2024, approximately 1 in 3 Hoosier youth reported being able to see e-cigarette or vape ads from outside of a store, whether those ads were on the exterior walls, in the windows facing out, on gas pump, or billboards.



Social Influences Related to Tobacco Use

Having friends or family members who use tobacco can influence youth to start using tobacco.⁵ In 2024, about 1 in 3 Hoosier middle school students (36.2%) and high school students (31.0%) lived with someone who used tobacco.

More than 3 in 5 Hoosier middle school youth strongly agreed that all tobacco products are dangerous



More than 1 in 2 Hoosier high school youth strongly agreed that all tobacco products are dangerous

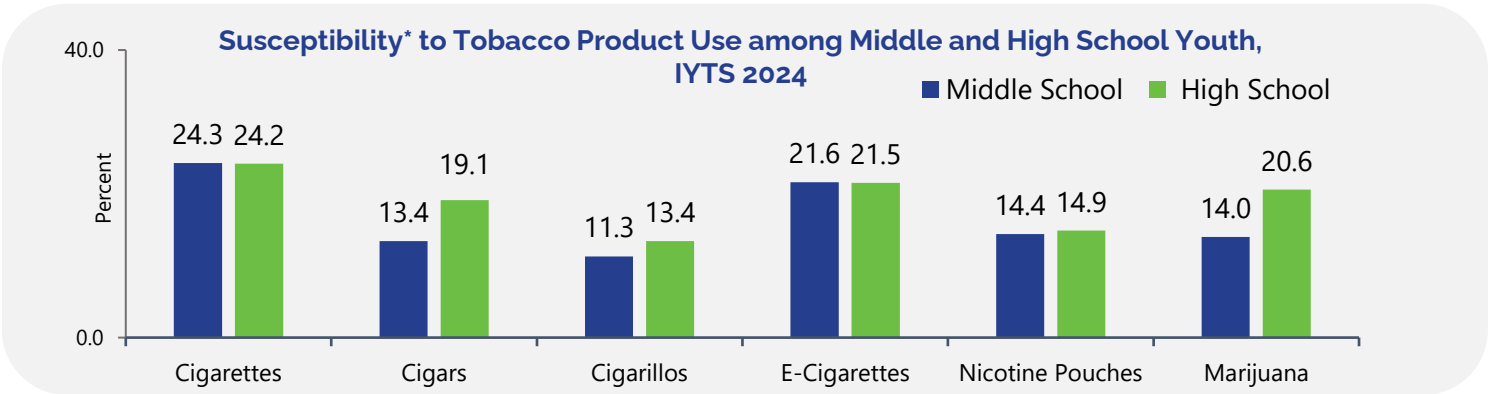


Attitudes, Perceptions, and Beliefs

- More than 3 in 5 middle school students and more than 1 in 2 high school students strongly agreed that all tobacco products are dangerous.
- Middle school students who use e-cigarettes were almost five times more likely to believe e-cigarettes were less addictive than cigarettes, and high school students who use e-cigarettes were over twice as likely to believe e-cigarettes were less addictive than cigarettes.
- More than 6 in 10 middle school students and more than 7 in 10 high school students indicated that they believe tobacco companies try to get people under 18 to use tobacco products.

Susceptibility to Tobacco Use

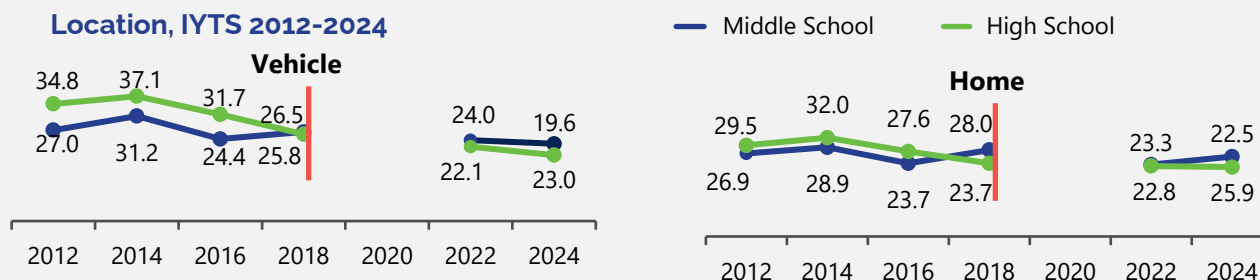
While progress has been made in reducing tobacco use, including cigarette smoking and e-cigarette use, youth are still susceptible to future use of tobacco products. In 2024, 1 in 4 youth who have never smoked are susceptible to smoking. While cigarette smoking rates are the lowest they have been in recent history, susceptibility remains largely unchanged in 2024 compared to 2000. Among those who have never used e-cigarettes, approximately 1 in 5 middle and high school students are susceptible to using e-cigarettes. Additionally, nearly 1 in 7 middle school and high school youth who have never used nicotine pouches are susceptible to nicotine pouch use. Susceptibility is a construct that can help in identifying potential for future tobacco product experimentation and use.



Secondhand Smoke Exposure

- In 2024, approximately 3 in 10 Hoosier middle school (31.4%) and 1 in 4 high school (28.6%) youth were exposed to secondhand smoke on one or more of the past seven days in their homes or cars. Youth can also be exposed to secondhand smoke in public places and in 2024, 65% of middle school students and 38% of high school youth reported being exposed to secondhand smoke in *outdoor* public places, such as school grounds, parking lots, stadiums, and park, while nearly 30% of middle school and high school students reported exposure to secondhand smoke in *indoor* public places, such as school buildings, stores, restaurants, and sports arenas.
- The proportion of students who reported that smoking is never allowed inside their home has increased since 2004.^c In 2024, 81.1% of middle school students and 84.0% of high school students reported that smoking is never allowed in their home.
- In 2024, youth who lived with adults who smoked were significantly more likely to be exposed to secondhand smoke at home or in vehicles. Additionally, youth who lived with adults who smoked were significantly less likely to have rules against smoking at home or in family vehicles.
- The U.S. Surgeon General has concluded that there is no safe level of exposure to secondhand smoke.⁵

Percentage of Indiana Middle and High School Youth Exposed to Secondhand Smoke, by Location, IYTS 2012-2024



Key Takeaways from the 2024 Indiana Youth Tobacco Survey:

Tobacco use rates continue to drop

Smoking rates among middle school and high school students are the lowest measured in the past two decades. Additionally, high school e-cigarette use rate is the lowest measured since 2012. E-cigarette use among middle school students remained similar to 2022. E-cigarettes remain the most popular tobacco product even with decreased rates of use of tobacco (including e-cigarettes).

Nicotine pouches are gaining popularity

Nicotine pouches, commonly sold in flavored varieties and containing nicotine, are gaining popularity among youth. Approximately 5% of high school students have tried nicotine pouches, a significant increase since 2022. Additionally, there was a slight increase in the current use (past 30-day use) of nicotine pouches in 2024, from 0.5% to 1.5%.

Concern remains for flavored product use and nicotine dependence among those using tobacco

Flavors increase the appeal of tobacco products to youth, promote youth initiation, and can contribute to lifelong use of tobacco. While the use of tobacco generally decreased, a large proportion of those using tobacco are using flavored

^c Due to the change in survey format (paper/pencil to electronic) in 2020, the ability to compare data from 2022-2024 to previous years (2018 and prior) is limited; differences between estimates may have resulted from changes in methodology (data collection), actual behavior, or both.



products. Approximately 75% of high school students using tobacco are using flavored products and more than half or 56.4% of middle school students using tobacco are using flavored products. Not only are students using flavored products, students are also using products frequently. Nearly half (46%) of high school students using e-cigarettes are using them frequently (use on 20 of the past 30 days). Frequent use of a tobacco product can be an indication of nicotine dependence. Additionally, more than 1 in 4 (27.3%) of middle school students using tobacco and nearly 3 in 10 (29.6%) of high school students using tobacco reported wanting to use a tobacco product within 60 minutes of waking, another indication of nicotine dependence.

Youth not using tobacco are still vulnerable

While cigarette smoking is the lowest it's been in recent history, approximately 1 in 4 middle and high school youth who have never smoked are susceptible to cigarette smoking. Approximately 1 in 5 middle and high school youth who have never used an e-cigarette are susceptible to using an e-cigarette. Susceptibility is a measure that can be used to identify future tobacco product experimentation or use.

Protecting Hoosier Youth from Tobacco

While there has been progress in reducing youth tobacco use in recent years, tobacco continues to threaten the health of young people in Indiana. Protecting Hoosier youth from tobacco will require coordinated and sustained interventions, including:

- Efforts to reduce the accessibility and attractiveness of tobacco to youth
- Strong school-based tobacco-free policies and programs
- State and community changes supporting tobacco-free environments and social norms.⁵

Note about 2024 Indiana Youth Tobacco Survey data:

The IYTS survey shifted from a paper and pencil format to an online survey (REDCAP) in 2020. However, the COVID-19 pandemic created unfavorable circumstances for data collection and representative data were not collected in 2020. In 2022 and 2024, the electronic format was used again. Because of this change in survey format, the ability to compare data from 2022 and 2024 to previous years (2018 and prior) is limited; differences between estimates might result from changes in methodology (data collection), actual behavior, or both.

To view additional resources on the 2024 Youth Tobacco Survey, or for more information about commercial tobacco control in Indiana, please visit in.gov/health/tpc.

¹ Hoffman AC, Salgado RV, Dresler C, et al. Flavour preferences in youth versus adults: a review. *Tobacco Control*. 2016; 25: ii32-ii39.

² Ambrose BK, Day HR, Rostron B, et al. Flavored tobacco product use among US youth aged 12-17 years, 2013-2014. *JAMA*. 2015; 314(17):1871-1873.

³ U.S. Department of Health and Human Services. *Preventing Tobacco Use Among Youth and Young Adults: A Report of the Surgeon General*. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2012.

⁴ Campaign for Tobacco-Free Kids. The Toll of Tobacco in Indiana. Accessed June 6, 2025 from: https://www.tobaccofreekids.org/facts_issues/toll_us/indiana.

⁵ U.S. Department of Health and Human Services. *The Health Consequences of Involuntary Exposure to Tobacco Smoke: A Report of the Surgeon General*. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2006.

