2025 Minnesota Youth Commercial Tobacco Data

HIGHLIGHTS FROM THE MINNESOTA STUDENT SURVEY

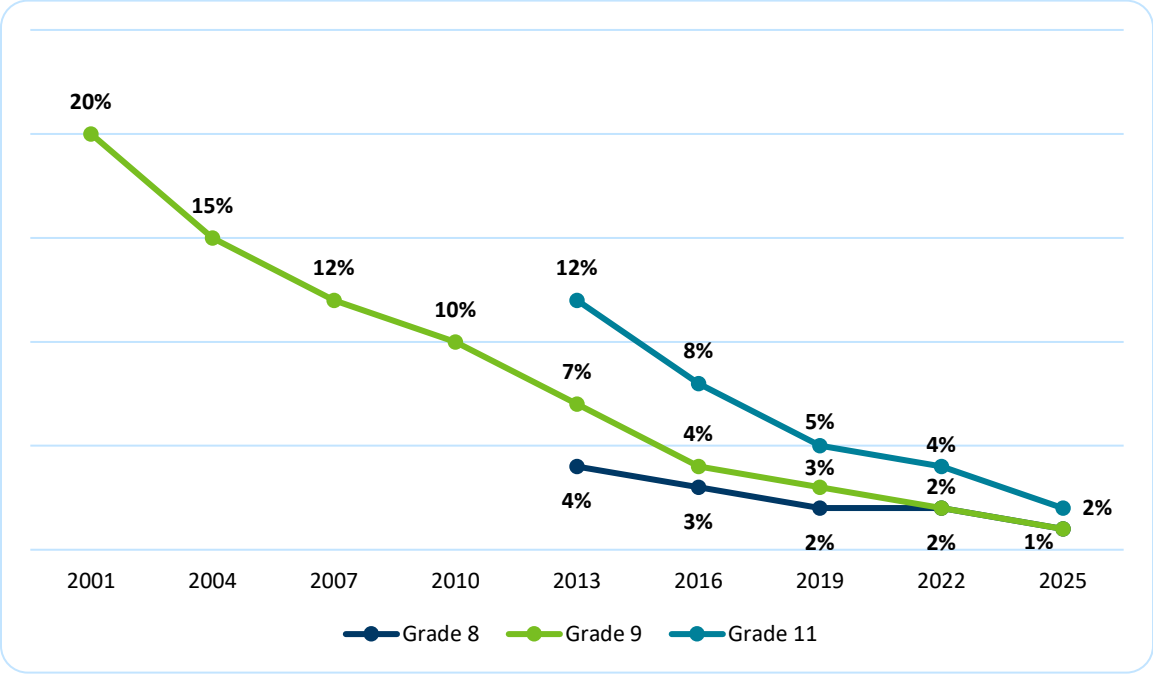
Commercial tobacco use like smoking, using chew, or vaping, kills over 6,530 Minnesotans every year and costs Minnesota $4.7 billion annually in medical costs. Commercial tobacco use is the single greatest preventable cause of death and disease in Minnesota. And while the state's overall smoking rate is below the national average, some Minnesota communities suffer more than others from commercial tobacco-related death and disease.

Commercial tobacco products are tobacco products manufactured and sold by the tobacco and nicotine industry, like cigarettes, e-cigarettes, cigars, chew, and nicotine pouches. Commercial tobacco is different from traditional or sacred tobacco, also known as Cansasa, Asemaa, or Kinnikinnick, and which are used by American Indian communities for sacred purposes.

Cigarette use (smoking)

Smoking has steadily decreased among students in all grade levels. Among 11th graders, 2% reported smoking in 2025, compared to 12% in 2013. Among 9th graders, 1% reported smoking in 2025, compared to 4% in 2013.

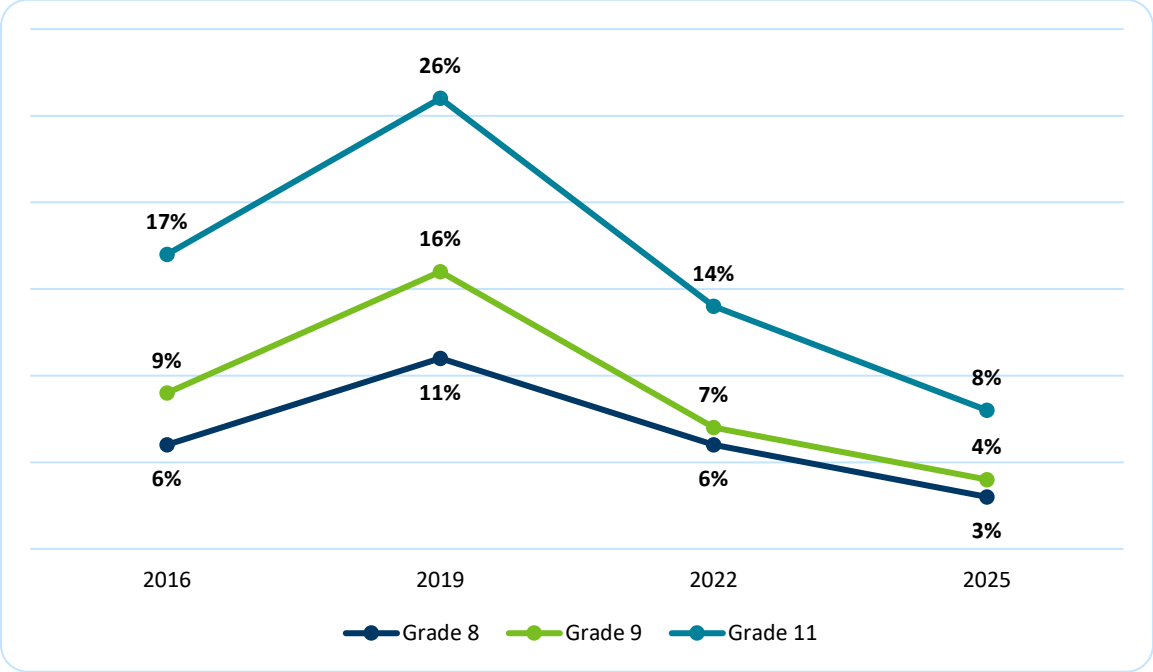
Figure 1: Cigarette use



E-cigarette use (vaping)

E-cigarette use has continued to decline from 2019.

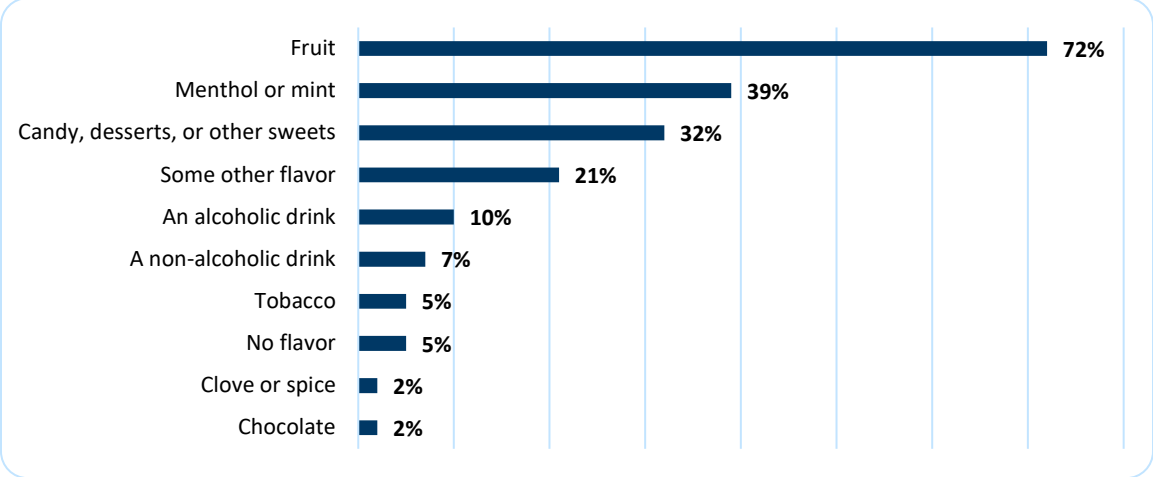
Figure 2: E-cigarette use



E-cigarette flavors

Among 11th grade students that had vaped in the past 30 days, most (89%) reported vaping flavored e-cigarettes, and fruit and menthol or mint were the two flavors used the most.

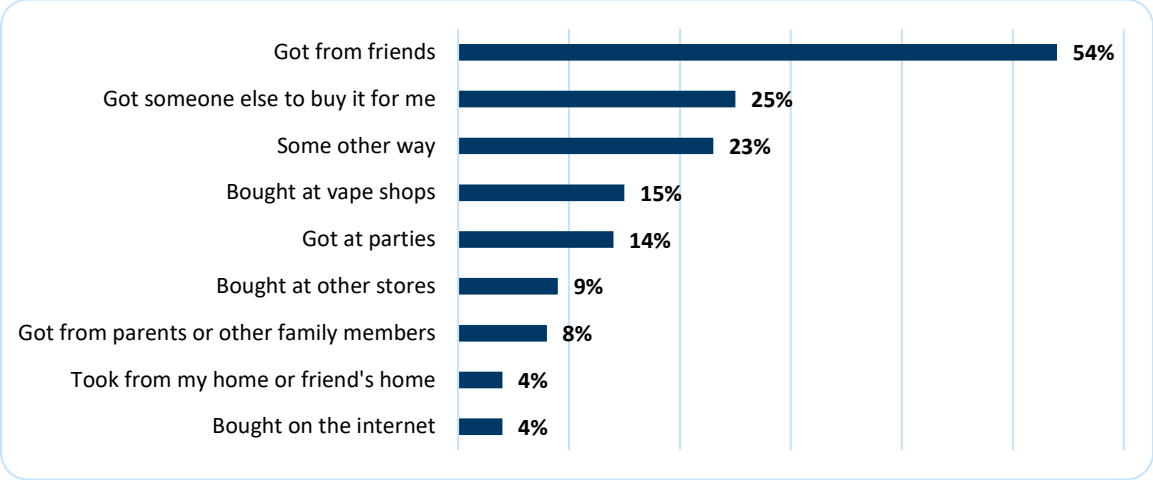
Figure 3: E-cigarette flavors



E-cigarette sources

Among 11th grade students that had vaped in the past 30 days, just over half (54%) reported getting their e-cigarette from a friend, dropping from 60% in 2022, and 72% in 2019.

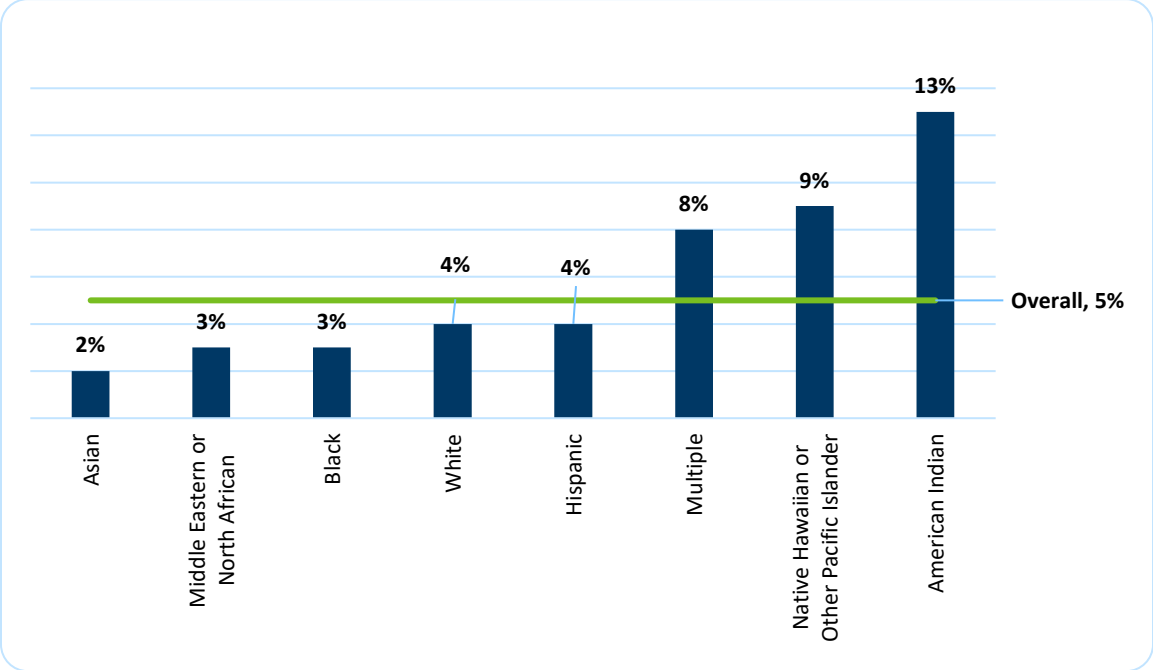
Figure 4: E-cigarette sources



E-cigarette use by race and ethnicity

E-cigarette use is highest among students who identified as American Indian.

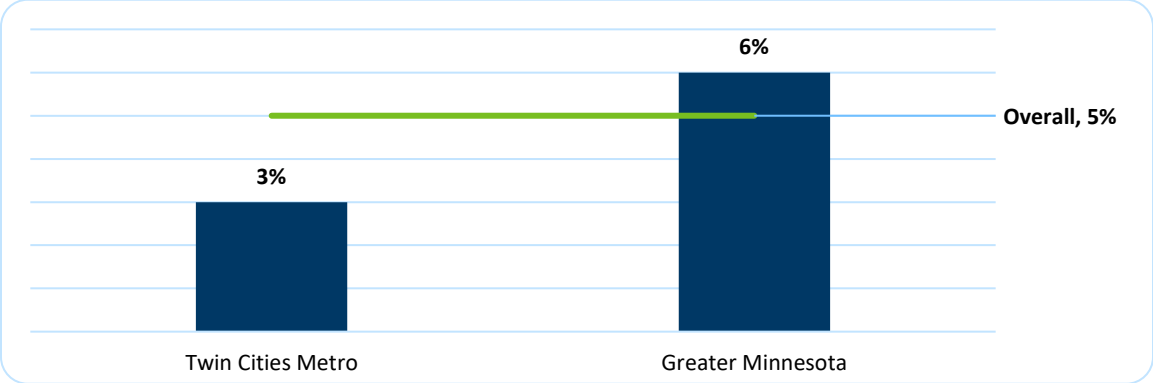
Figure 5: E-cigarette use by race and ethnicity



E-cigarette use by region

E-cigarette use is higher among students who live in Greater Minnesota.

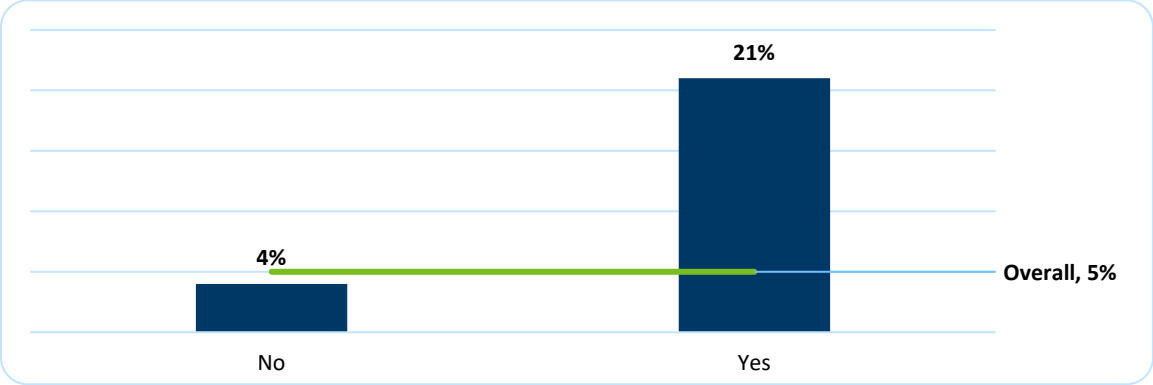
Figure 6: E-cigarette use by region



E-cigarette use by severe economic hardship

E-cigarette use is higher among students who have experienced homelessness or food insecurity.

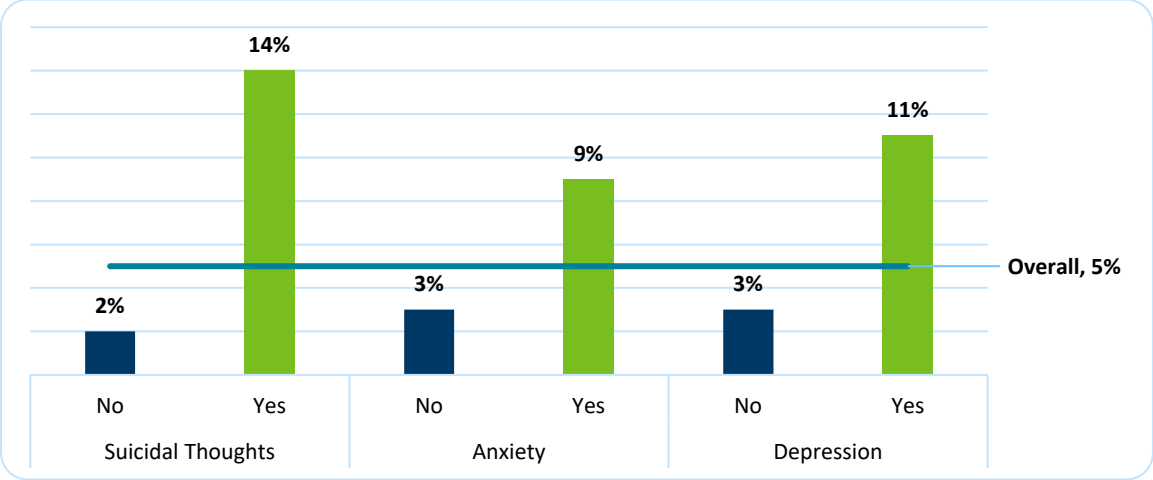
Figure 7: E-cigarette use by severe economic hardship



E-cigarette use and mental health

While overall e-cigarette use is 5%, rates are much higher among youth who reported experiencing suicidal thoughts (14%), anxiety (9%), and depression (11%).

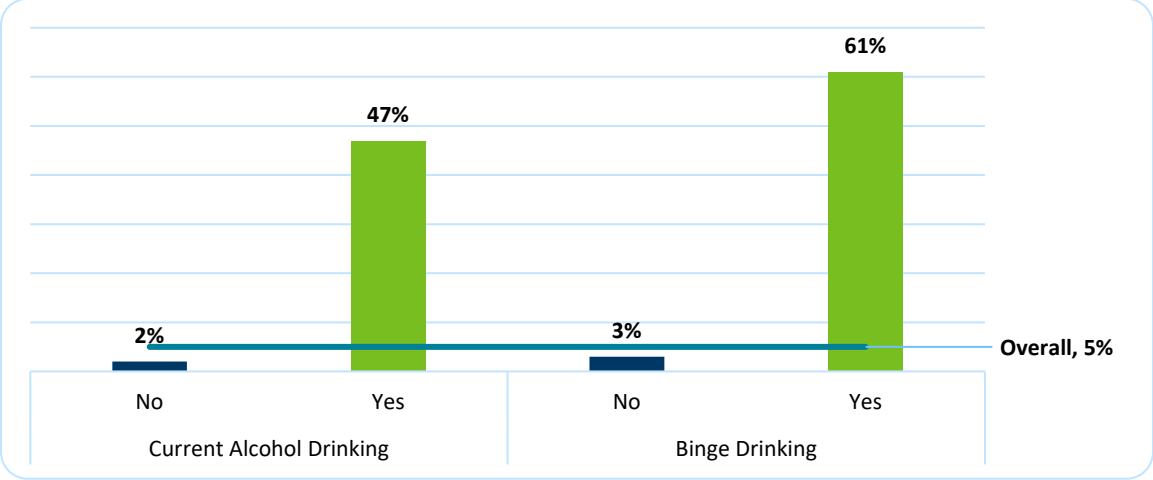
Figure 8: E-cigarette use and mental health



E-cigarette use and alcohol

E-cigarette use is higher among students who reported consuming alcohol in the past 30 days, as well as those who reported binge drinking in the past 30 days. Binge drinking is defined as four or more consecutive drinks for females and five or more consecutive drinks for males.

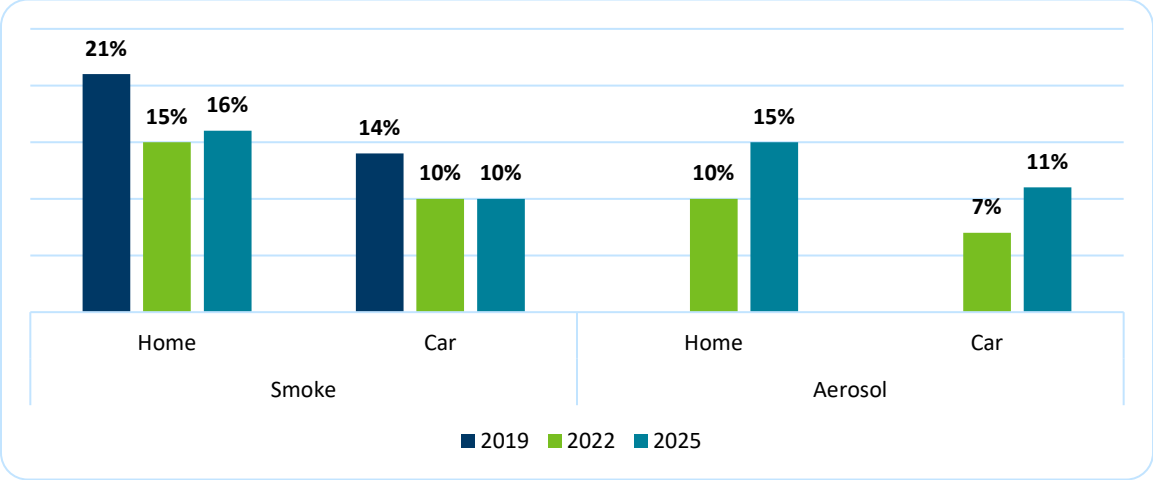
Figure 9: E-cigarette use and alcohol consumption



Secondhand exposure

Fifth graders' exposure to secondhand smoke in 2025 remained about the same from 2022. Exposure to secondhand e-cigarette aerosol increased from 2022 to 2025.

Figure 10: Secondhand exposure to smoke and aerosol



About the Minnesota Student Survey

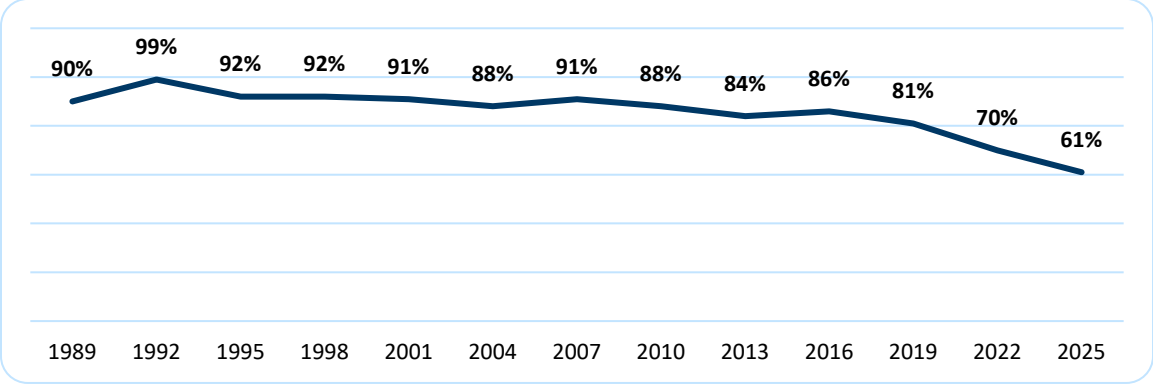
Since 1989, the Minnesota Student Survey (MSS) has been administered every three years to students in regular public elementary and secondary schools, charter schools, and tribal schools in fifth, eighth, ninth, and 11th grades. All public school districts in Minnesota are invited to participate in the survey.

- **It's confidential.** The Minnesota Student Survey is completely anonymous, and the data is confidential. Survey answers and data cannot be traced back to individual students or their families.
- **It's voluntary**. The Minnesota Student Survey is open to everyone to participate. Districts, schools, parents, and students can opt out of any question, and students can skip any question or stop at any point.
- **It's important.** The Minnesota Student Survey shares insight into things affecting our young people since 1989. The MSS is one of the oldest student surveys in the nation. It includes questions about a wide variety of youth behaviors, including risk behaviors such as alcohol, commercial tobacco and other drug use, violence and sexual activity, as well as positive behaviors and connection to family, school and community. Questions about some of these topics are only asked of 9th and 11th grade students.
- **It's local**. County and regional prevention teams, community leaders, and school districts use Minnesota Student Survey data to put resources where they're needed most and build effective programs to help local youth.
- **Most districts participate**. In 2022, 70% of Minnesota's school districts participated in the Minnesota Student Survey. Most districts had all designated grades participate.

Participation by district

School district participation has been decreasing since 2019.

Figure 11: Percent of participating school districts



Participation by grade

Overall student participation in 2025 was down 11.6% from 2022.

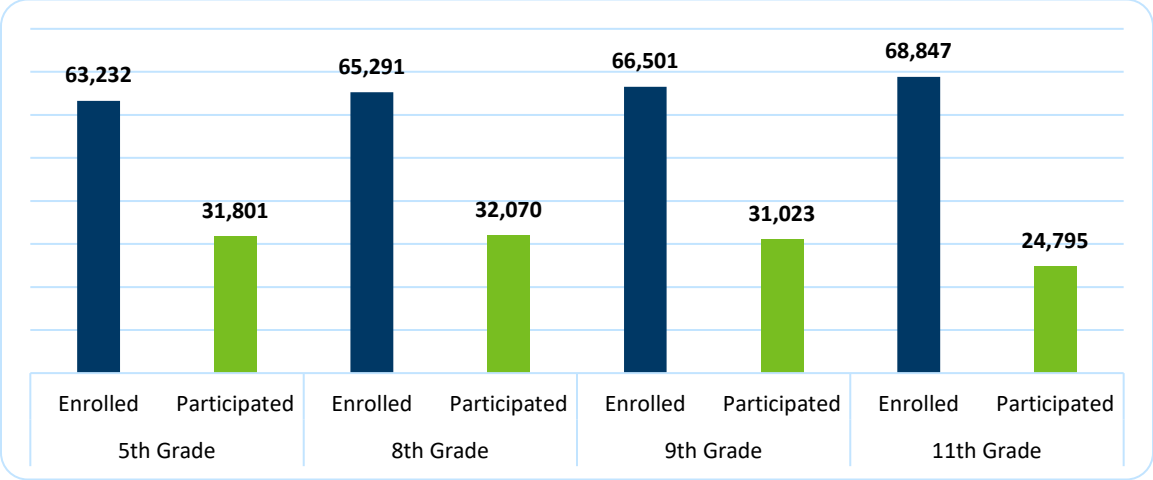
Figure 12: Participation by grade

Grade level	2022 Responses	2025 Responses
5th grade	34,611	31,801
8th grade	37,896	32,070
9th grade	35,553	31,023
11th grade	27,387	24,795
Total	**135,447**	**119,689**

School enrollment vs. MSS participation

Student participation in the survey decreased with grade, especially for 11th graders.

Figure 13: School enrollment vs. MSS participation

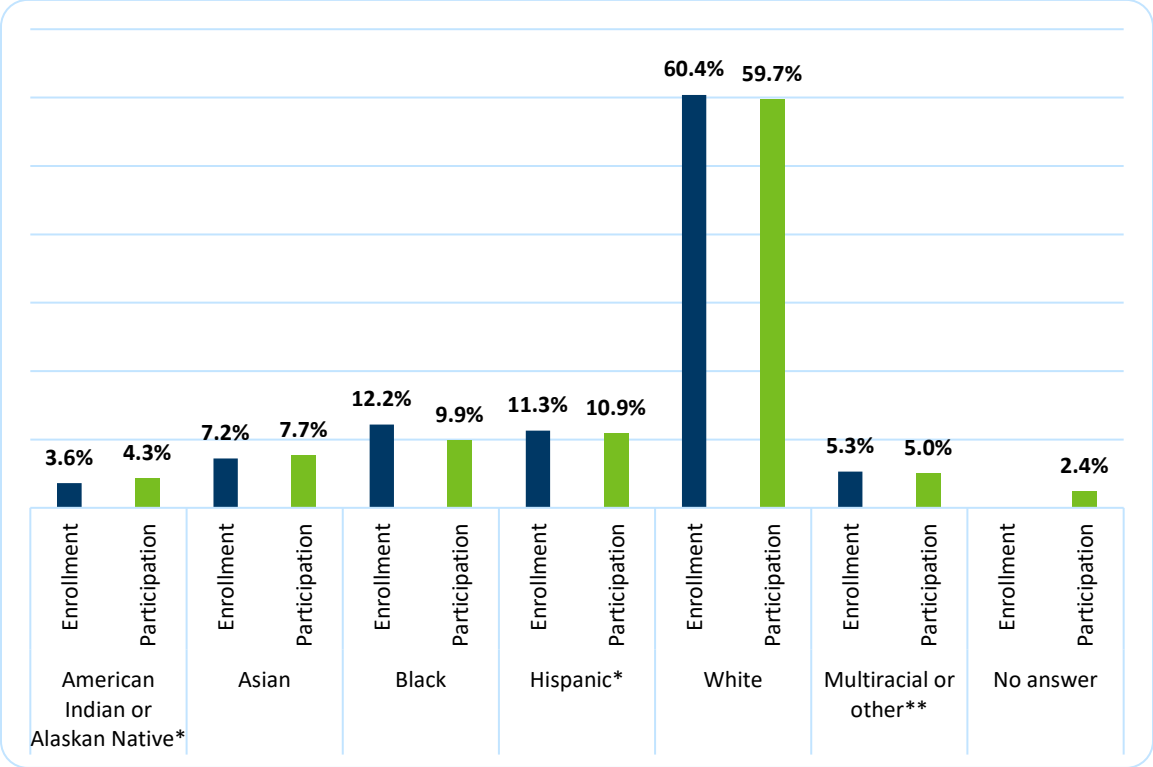


Demographics

Race representation

American Indian or Alaskan Native, as well as Asian, students are well represented in survey participation while Black students are underrepresented.

Figure 14: Race representation in school enrollment vs. MSS participation



* Includes that race or ethnicity alone or in combination with other races and ethnicities.

** Includes Middle Eastern or North African, Native Hawaiian or Pacific Islander, Other Indigenous People, and multiracial students. Does not include American Indian or Alaskan Native, nor Hispanic multiracial students.

Representation by gender

Among 8th, 9th, and 11th grade students, 46% identify as cisgender male, and 44% identify as cisgender female.

Representation by sexual orientation

Among 8th, 9th, and 11th grade students, 81% identify as straight.

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