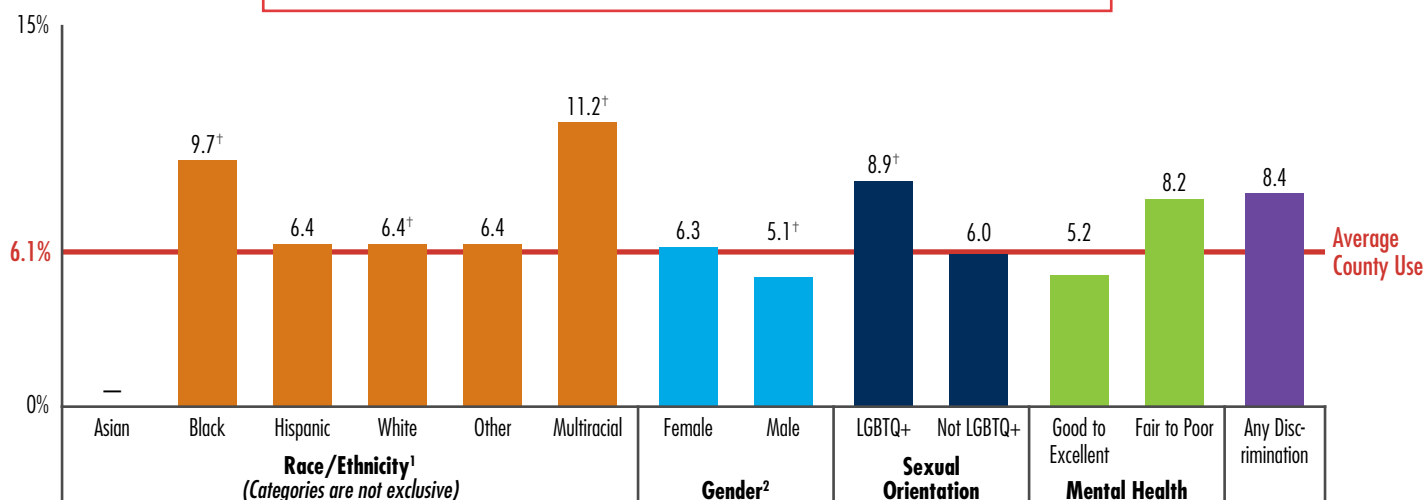


The California Youth Tobacco Survey (CYTS) is a project of the California Department of Public Health's California Tobacco Prevention Program. It aims to obtain statewide estimates of use for various tobacco products by middle and high school students in California to inform statewide prevention and intervention efforts. For Imperial County in 2023, 868 students in 10th or 12th grades at 7 high schools completed the survey. This report summarizes their key responses.

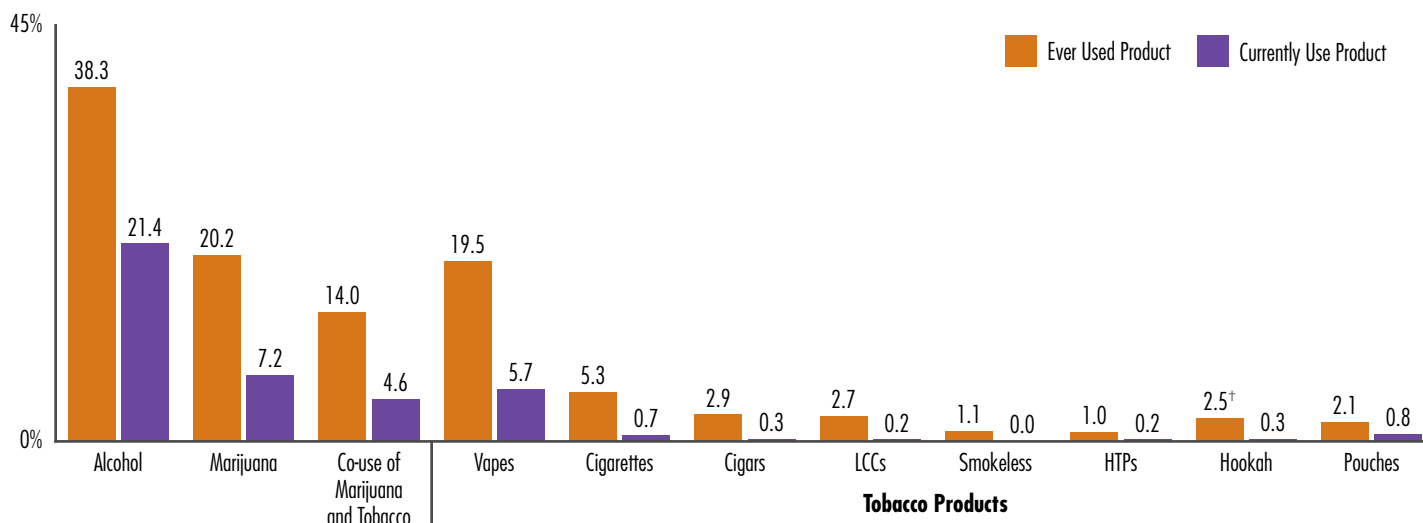
Current Use of Any Tobacco Product by Demographic or Risk Factors

Approximately **6.1%** of students in Imperial County reported using a tobacco product in the last 30 days. This is similar to the average use in California of 7.3%.^{††}



— Small sample size; no estimate reported. [†]Estimate is unstable. ^{††}The similarity between this county's and all other counties' estimates was statistically significant to $p < 0.05$. ¹All races and ethnicities reported by each respondent are shown. For example, someone who reports being Black and Hispanic is shown in both the Black and Hispanic categories. ²No estimates reported for other gender identities due to low response rates.

Ever and Current Use by Product



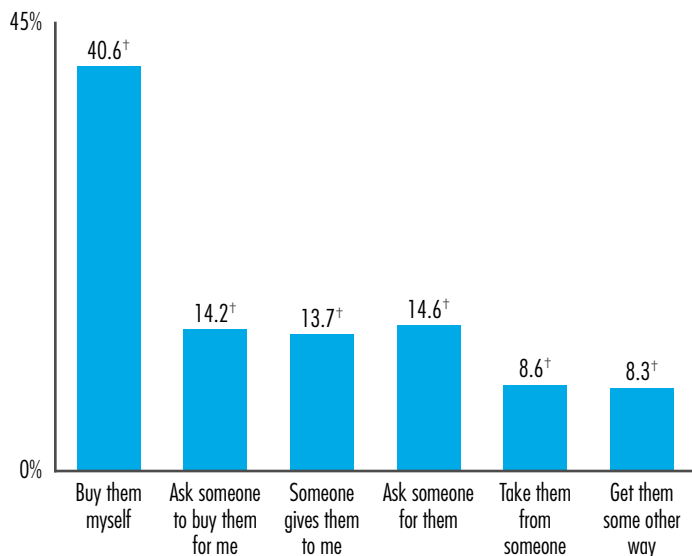
[†]Estimate is unstable. LCCs = Little cigars and cigarillos. HTPs = Heated tobacco products/heat-not-burn. Pouches = nicotine pouches. Co-use is defined as use of both products in the student's lifetime (ever) or in the past 30 days (current). Use of alcohol or marijuana and co-use of marijuana and tobacco are included for comparison only and are not included in rates of overall tobacco use.

2023 CYTS Data Summary for Imperial County

44.1% of students who ever vaped tried to stop using within the last year.

How Students Obtained Their Vapes

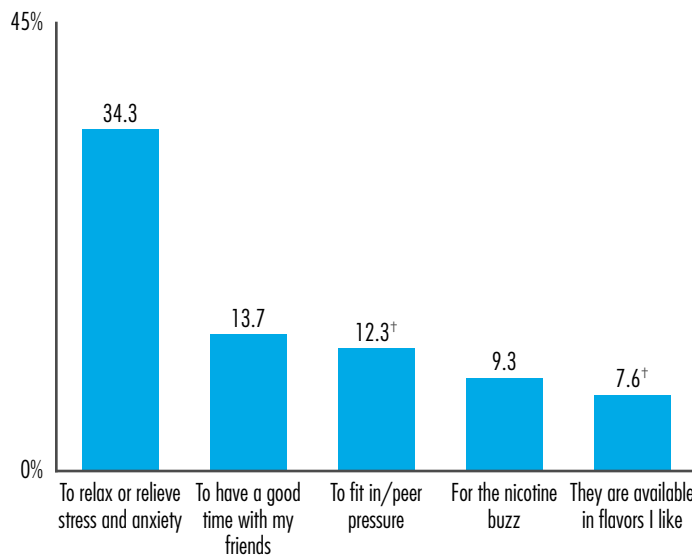
Most common way students who vape report getting their vapes, pods, or e-liquid.



[†]Estimate is unstable.

Most Selected Reason for Vaping

Among students who vape, the most common reason for vaping.



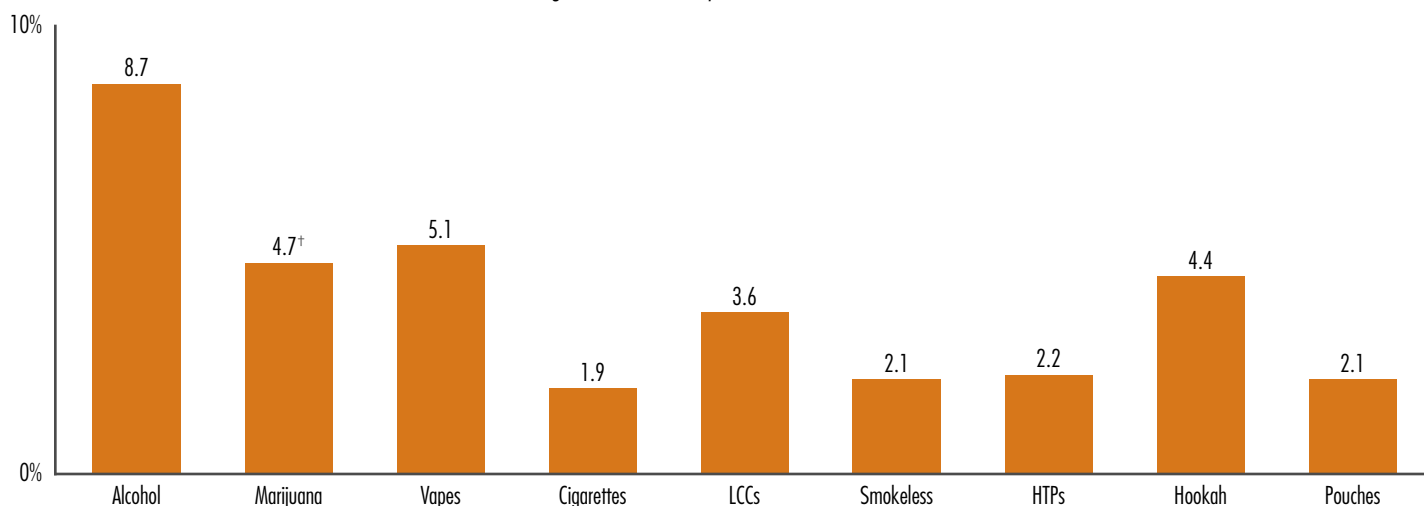
[†]Estimate is unstable.

85.5% of students who ever used tobacco reported trying **vapes** as their first tobacco product.

On average, students first reported using tobacco at age **14**.

Susceptibility to Product Use

Self-reported likelihood of trying a product if it were offered to them by the student's best friend (among never users of the product).

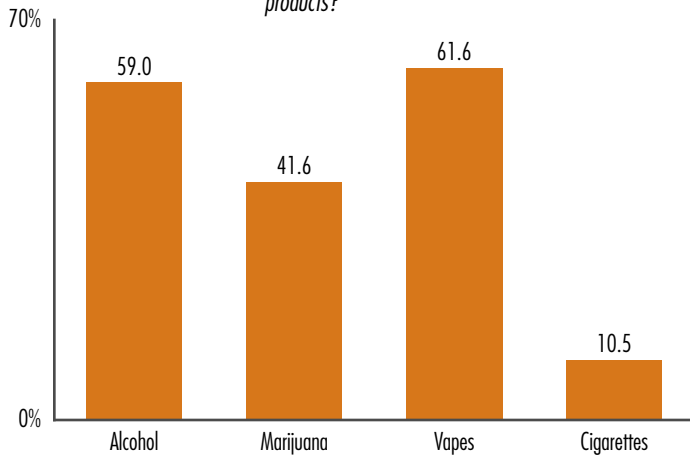


[†]Estimate is unstable. LCCs = Little cigars and cigarillos. HTPs = Heated tobacco products/heat-not-burn. Pouches = nicotine pouches. Alcohol and marijuana use are included for comparison only and are not included in rates of overall tobacco use.

2023 CYTS Data Summary for **Imperial** County

Perceived Use

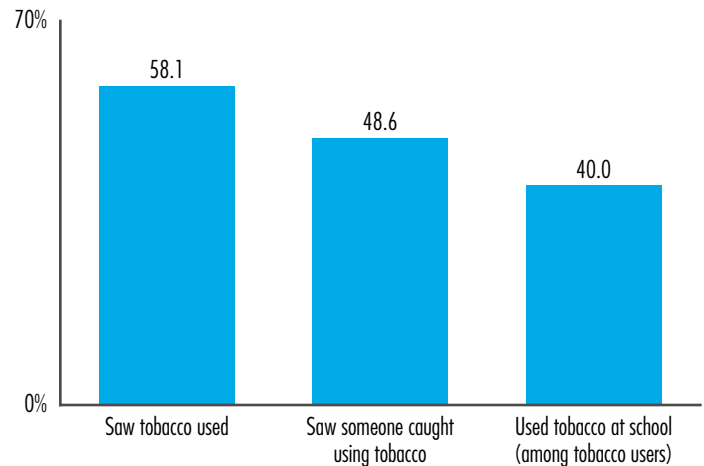
Percent responding **"Most"** or **"All"** to "How many students **at your school** use the following products?"



Alcohol and marijuana use are included for comparison only and are not included in rates of overall tobacco use.

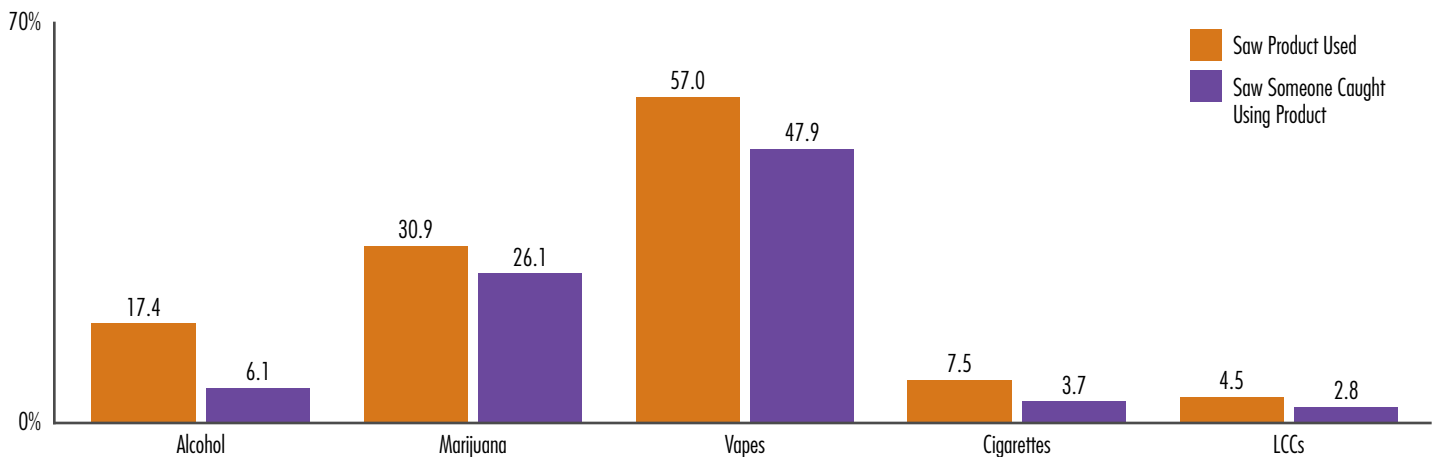
Tobacco Use at School in Past 30 Days

Last 30-day prevalence of use of tobacco products **at school**.



Saw Use vs Saw Someone Caught

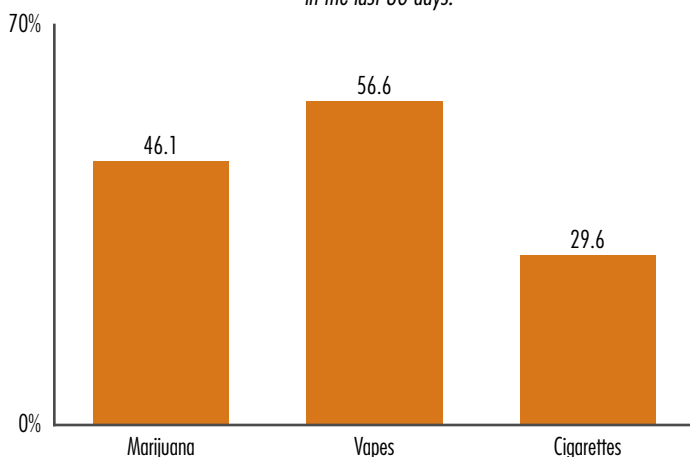
Levels of use **at school** and consequences for use for each product in the past 30 days.



LCCs = Little cigars and cigarillos. Alcohol and marijuana use are included for comparison only and are not included in rates of overall tobacco use.

Saw Product Use on Social Media

Reported **"Sometimes," "Often,"** or **"Always"** seeing someone on social media use these products in the last 30 days.



Marijuana use is included for comparison only and is not included in rates of overall tobacco use.

CYTS CALIFORNIA
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SURVEY

For more information on tobacco use in California, see the full [California Youth Tobacco Survey report](#). This can be found by searching online for CDPH Tobacco Control Fact Sheets and Reports.