

CRST Data Brief | YA Cohort Study

This data brief presents ever use, past 30-day use, and top reported brands of tobacco and nicotine products among participants of the CRST Young Adult (YA) Cohort Study, Wave 9. The CRST YA Cohort Study comprises quarterly online surveys of participants ages 18 to 26 years from six sentinel states (CA, KY, NC, NJ, OH and VT) who were recruited via online and print advertisements, community partners and events, participant referrals, and continuation from the prior year. The CRST YA Cohort is a convenience sample, and findings may not be generalizable to US young adults. Wave 9 was fielded from 11/17/25 through 1/4/26.

Ever and Past 30-Day Use of Tobacco and Nicotine Products (%)^a

CRST Young Adult Cohort, Fall 2025 (Wave 9), n = 718

	Cigarettes	Electronic Nicotine Products	Nicotine Pouches	Cigars
Young adults (n = 718)				
Ever use	395 (56%)	402 (55%)	141 (21%)	230 (32%)
Past 30-day use	243 (36%)	233 (34%)	83 (13%)	119 (19%)
Flavored use ^b	119/243 (48%)	224/233 (97%)	72/83 (88%)	89/119 (75%)

^a Counts are unweighted. Proportions are weighted by sex and age.

^b Flavored tobacco/nicotine product use defined among past 30-day users as endorsement of any flavors other than tobacco and unflavored.

Prevalence of Past 30-Day Product Use by Sex, Race/Ethnicity, and State among Young Adults (ages 18-26; n = 718)^c

CRST Youth and Young Adult Cohort, Fall 2025 (Wave 9)

	Total Sample n (%)	Cigarettes n, % (95% CI)	Electronic Nicotine Products n, % (95% CI)	Nicotine Pouches n, % (95% CI)	Cigars n, % (95% CI)
Overall	718	243, 36% (32% - 40%)	233, 34% (30% - 38%)	83, 13% (11% - 16%)	119, 19% (16% - 22%)
Sex					
Male	227 (51%)	112, 46% (40% - 52%)	94, 40% (33% - 47%)	51, 20% (15% - 25%)	63, 26% (21% - 32%)
Female	491 (49%)	131, 25% (21% - 29%)	139, 28% (24% - 33%)	32, 6% (4% - 9%)	56, 11% (9% - 15%)
Race					
Asian	83 (11%)	16, 20% (12% - 31%)	13, 15% (8% - 24%)	6, 9% (4% - 18%)	**
Black or African American	105 (16%)	51, 52% (41% - 62%)	38, 37% (27% - 48%)	12, 13% (7% - 23%)	31, 30% (21% - 41%)
White (includes Middle Eastern or North African)	414 (57%)	132, 33% (28% - 38%)	142, 37% (32% - 42%)	54, 15% (11% - 19%)	66, 18% (14% - 23%)
Other/More Than One Race	56 (8%)	21, 45% (31% - 60%)	22, 42% (29% - 57%)	6, 13% (6% - 28%)	8, 18% (9% - 33%)
Unknown or Not Reported	60 (8%)	23, 38% (25% - 52%)	18, 26% (16% - 39%)	5, 7% (3% - 17%)	11, 21% (11% - 35%)
Ethnicity					
Hispanic or Latino	98 (13%)	34, 38% (28% - 49%)	31, 32% (22% - 43%)	9, 10% (5% - 20%)	18, 27% (14% - 34%)
Not Hispanic or Latino	620 (87%)	209, 35% (31% - 40%)	202, 34% (30% - 39%)	74, 14% (11% - 17%)	101, 18% (15% - 22%)
State					
California	131 (21%)	62, 48% (38% - 57%)	59, 42% (34% - 52%)	29, 23% (16% - 32%)	35, 27% (20% - 36%)
Kentucky	73 (10%)	31, 37% (26% - 50%)	36, 47% (34% - 60%)	10, 16% (8% - 28%)	18, 22% (13% - 35%)
New Jersey	190 (25%)	58, 34% (27% - 42%)	50, 29% (22% - 37%)	13, 8% (4% - 14%)	17, 12% (7% - 18%)
North Carolina	65 (9%)	31, 42% (29% - 55%)	23, 41% (28% - 55%)	6, 9% (4% - 19%)	18, 27% (16% - 40%)
Ohio	163 (23%)	45, 34% (26% - 43%)	44, 30% (24% - 39%)	23, 17% (11% - 27%)	28, 23% (16% - 32%)
Vermont	96 (13%)	16, 18% (10% - 29%)	21, 22% (14% - 33%)	**	**

^c Counts are unweighted. Proportions and confidence intervals are weighted by sex and age.

** Cells with fewer than 5 observations are suppressed. Abbreviations: CI, Confidence interval.

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Top Brands Used in the Past 30 Days by Young Adults (ages 18-26)^{d, e}

CRST Youth and Young Adult Cohort, Fall 2025 (Wave 9)

Cigarettes (n = 243)	
Brand	n (%)
Marlboro	169 (71%)
Camel	121 (52%)
Newport	121 (51%)
Pall Mall	82 (38%)
Natural American Spirit	51 (22%)
Lucky Strike	42 (17%)

Electronic Nicotine Products (n = 233)	
Brand	n (%)
Geek Bar	113 (52%)
JUUL	88 (39%)
RAZ	73 (35%)
Vuse	60 (29%)
Breeze	58 (25%)
NJOY	51 (22%)

Nicotine Pouches (n = 83)	
Brand	n (%)
Zyn	64 (76%)
On!	39 (48%)
Black Buffalo	29 (36%)
Alp	29 (34%)
Velo	29 (34%)
Fre	24 (29%)
Grizzly	24 (27%)
Lucy	21 (24%)
Zone	18 (22%)
Rogue	18 (21%)

Cigars (n = 119)	
Brand	n (%)
Black and Milds	76 (64%)
Swisher	72 (60%)
White Owl	57 (49%)
Dutch Masters	44 (38%)
Garcia y Vega	30 (24%)

Details on the study methods can be found here:

Villanti AC, Barnwell PV, Chen AM, Uriarte C, Wadie K, Hrywna M, Delnevo CD. Rapid tobacco surveillance among young people in six states: Methods and findings from the Center for Rapid Surveillance of Tobacco Youth and Young Adult Cohort. *Prev Med Rep.* 2025. <https://doi.org/10.1016/j.pmedr.2025.103286>

^d Counts are unweighted. Proportions are weighted by sex and age.

^e Participants who reported past 30-day product use that were missing brand responses: Cigarettes (n=1), Electronic nicotine products (n=1)