

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 10. 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 10 was fielded from 2/16/2026 through 3/20/26.

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

CRST Young Adult Cohort, Winter 2026 (Wave 10), n = 606

	Cigarettes	Electronic Nicotine Products	Nicotine Pouches	Cigars
Young adults (n = 606)				
Ever use	328 (56%)	357 (57%)	137 (24%)	234 (41%)
Past 30-day use	182 (34%)	178 (32%)	54 (11%)	84 (16%)
Flavored use ^b	102/182 (57%)	170/178 (94%)	48/54 (88%)	59/84 (71%)
Frequent use ^c	90 (18%)	78 (14%)	7 (1%)	18 (3%)

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

^b Flavored use defined among past 30-day users as using any flavors other than tobacco and unflavored.

^c Frequent use defined as using the product on 20 or more days in the past 30 days.

Prevalence of Past 30-Day Product Use by Sex, Race/Ethnicity, and State among Young Adults (ages 18-26; n = 606)^d

CRST Youth and Young Adult Cohort, Winter 2026 (Wave 10)

	Total Sample n (%)	Cigarettes n, % (95% CI)	Electronic Nicotine Products n, % (95% CI)	Nicotine Pouches n, % (95% CI)	Cigars n, % (95% CI)
Overall	606	182, 34% (30% - 38%)	178, 32% (28% - 36%)	54, 11% (9% - 14%)	84, 16% (13% - 20%)
Sex					
Male	182, 51%	83, 44% (37% - 53%)	73, 39% (32% - 46%)	37, 19% (14% - 25%)	45, 23% (18% - 30%)
Female	424, 49%	99, 22% (19% - 27%)	105, 25% (21% - 29%)	17, 4% (2% - 6%)	39, 9% (6% - 12%)
Race					
Asian	80, 13%	10, 12% (6% - 23%)	11, 15% (8% - 27%)	7, 9% (4% - 18%)	5, 7% (3% - 17%)
Black or African American	80, 14%	46, 65% (52% - 76%)	24, 32% (21% - 46%)	8, 14% (7% - 25%)	22, 33% (23% - 47%)
White (includes Middle Eastern or North African)	346, 56%	98, 32% (26% - 38%)	106, 33% (28% - 39%)	34, 13% (9% - 17%)	41, 12% (9% - 17%)
Other/More Than One Race	50, 8%	13, 31% (18% - 48%)	22, 52% (37% - 67%)	**	9, 20% (10% - 36%)
Unknown or Not Reported	50, 8%	15, 30% (18% - 46%)	15, 27% (16% - 42%)	**	7, 16% (7% - 32%)
Ethnicity					
Hispanic or Latino	82, 13%	24, 34% (23% - 47%)	25, 31% (21% - 44%)	5, 8% (3% - 19%)	11, 18% (10% - 31%)
Not Hispanic or Latino	524, 87%	158, 34% (29% - 39%)	153, 32% (27% - 37%)	49, 12% (9% - 15%)	73, 16% (12% - 20%)
State					
California	100, 20%	42, 42% (32% - 53%)	38, 37% (27% - 47%)	20, 22% (14% - 32%)	22, 22% (14% - 31%)
Kentucky	64, 11%	32, 45% (32% - 59%)	29, 44% (31% - 59%)	**	16, 24% (14% - 37%)
New Jersey	168, 25%	42, 32% (24% - 42%)	39, 27% (20% - 36%)	12, 9% (5% - 16%)	13, 11% (6% - 18%)
North Carolina	54, 10%	23, 51% (35% - 66%)	19, 38% (24% - 54%)	5, 10% (4% - 24%)	12, 27% (15% - 44%)
Ohio	144, 27%	37, 28% (21% - 38%)	37, 30% (22% - 39%)	13, 12% (7% - 20%)	19, 16% (10% - 25%)
Vermont	76, 12%	6, 10% (4% - 24%)	16, 22% (13% - 35%)	**	**

^d 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)^{e, f}

CRST Youth and Young Adult Cohort, Winter 2026 (Wave 10)

Cigarettes (n = 182)	
Brand	n (%)
Marlboro	103 (55%)
Newport	84 (46%)
Camel	70 (42%)
Natural American Spirit	32 (21%)
Pall Mall	32 (20%)
Lucky Strike	25 (14%)

Electronic Nicotine Products (n = 178)	
Brand	n (%)
Geek Bar	90 (51%)
JUUL	64 (40%)
Raz	46 (26%)
Breeze	32 (20%)
Vuse	31 (19%)
NJOY	28 (16%)

Nicotine Pouches (n = 54)	
Brand	n (%)
Zyn	38 (68%)
Velo	22 (41%)
On!	19 (36%)
Black Buffalo	16 (32%)
Grizzly	15 (24%)
Fre	10 (21%)
Rogue	8 (17%)
Zone	7 (12%)
Lucy	6 (11%)
Alp	5 (11%)

Cigars (n = 84)	
Brand	n (%)
Black and Milds	43 (52%)
Dutch Masters	43 (46%)
White Owl	39 (44%)
Garcia y Vega	20 (29%)
Swisher	17 (23%)

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

^f There were no participants who reported past 30-day use of a product that were missing responses to all brands of that product.

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.

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