

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 11. 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 11 was fielded from 4/23/2026 through 6/16/2026.

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

CRST Young Adult Cohort, Spring 2026 (Wave 11), n = 587

	Cigarettes	Electronic Nicotine Products	Nicotine Pouches	Cigars
Young adults (n = 587)				
Ever use	328 (57%)	355 (60%)	142 (25%)	242 (43%)
Past 30-day use	176 (32%)	175 (32%)	54 (11%)	79 (15%)
Flavored use ^b	81/176 (46%)	167/175 (95%)	50/54 (92%)	48/79 (60%)
Frequent use ^c	80 (15%)	72 (12%)	11 (2%)	15 (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 = 587)^d

CRST Youth and Young Adult Cohort, Spring 2026 (Wave 11)

	Total Sample n (%)	Cigarettes n, % (95% CI)	Electronic Nicotine Products n, % (95% CI)	Nicotine Pouches n, % (95% CI)	Cigars n, % (95% CI)
Overall	587	176, 32% (28% - 37%)	175, 32% (28% - 37%)	54, 11% (8% - 14%)	79, 15% (12% - 19%)
Sex					
Male	172, 51%	70, 39% (32% - 47%)	69, 39% (32% - 47%)	32, 16% (12% - 22%)	42, 22% (17% - 29%)
Female	415, 49%	106, 25% (20% - 29%)	106, 25% (21% - 30%)	22, 4% (3% - 7%)	37, 8% (6% - 11%)
Race					
Asian	73, 12%	12, 13% (7% - 24%)	14, 16% (9% - 27%)	**	**
Black or African American	78, 14%	39, 51% (38% - 63%)	27, 37% (26% - 51%)	13, 18% (10% - 30%)	20, 27% (17% - 40%)
White (includes Middle Eastern or North African)	342, 57%	100, 32% (26% - 38%)	102, 32% (27% - 39%)	29, 10% (7% - 14%)	39, 13% (9% - 18%)
Other/More Than One Race	48, 9%	14, 33% (20% - 50%)	19, 45% (30% - 62%)	5, 12% (4% - 27%)	10, 22% (12% - 39%)
Unknown or Not Reported	46, 8%	11, 23% (12% - 44%)	13, 27% (15% - 44%)	**	6, 17% (7% - 34%)
Ethnicity					
Hispanic or Latino	78, 13%	21, 31% (21% - 44%)	23, 32% (21% - 45%)	7, 12% (5% - 23%)	12, 22% (13% - 35%)
Not Hispanic or Latino	509, 87%	155, 32% (28% - 37%)	152, 32% (28% - 37%)	47, 10% (8% - 14%)	67, 14% (11% - 18%)
State					
California	94, 19%	41, 43% (32% - 54%)	39, 41% (31% - 52%)	16, 19% (11% - 29%)	16, 18% (11% - 28%)
Kentucky	60, 11%	26, 37% (25% - 51%)	28, 43% (29% - 58%)	**	14, 18% (10% - 30%)
New Jersey	164, 25%	41, 28% (21% - 37%)	44, 29% (21% - 38%)	10, 8% (4% - 14%)	16, 13% (8% - 21%)
North Carolina	52, 9%	23, 49% (33% - 65%)	18, 41% (26% - 58%)	8, 15% (7% - 28%)	11, 20% (10% - 35%)
Ohio	142, 24%	36, 27% (19% - 36%)	35, 28% (20% - 38%)	16, 13% (8% - 21%)	22, 20% (13% - 29%)
Vermont	75, 12%	9, 17% (8% - 32%)	11, 17% (8% - 31%)	**	**

^d Counts are unweighted. Proportions and confidence intervals are weighted by sex and age. Abbreviations: CI, Confidence interval.

** Cells with fewer than 5 observations are suppressed.

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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, Spring 2026 (Wave 11)

Cigarettes (n = 176)	
Brand	n (%)
Marlboro	98 (54%)
Newport	78 (47%)
Camel	54 (36%)
Pall Mall	34 (23%)
Natural American Spirit	27 (19%)
Lucky Strike	22 (11%)

Nicotine Pouches (n = 54)	
Brand	n (%)
Zyn	33 (60%)
Velo	27 (52%)
On!	24 (47%)
Black Buffalo	16 (33%)
Lucy	13 (23%)
ALP	12 (23%)
Grizzly	12 (20%)
FRE	9 (17%)
Rogue	9 (18%)
Zone	5 (7%)

Electronic Nicotine Products (n = 175)	
Brand	n (%)
Geek Bar	89 (48%)
JUUL	70 (41%)
Breeze	41 (24%)
Vuse	37 (22%)
Raz	37 (19%)
Foger	24 (14%)
NJOY	24 (14%)

Cigars (n = 74)	
Brand	n (%)
Swisher	41 (54%)
Backwoods	40 (52%)
Black and Mild	36 (50%)
White Owl	35 (45%)
Game	23 (30%)
Dutch Masters	15 (22%)

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>

^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.