

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 12. 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 12 was fielded from 07/02/2026 through 07/31/2026.

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

CRST Young Adult Cohort, Spring 2026 (Wave 12), n = 562

	Cigarettes	Electronic Nicotine Products	Nicotine Pouches	Cigars
Young adults (n = 562)				
Ever use	311 (57%)	344 (61%)	142 (27%)	231 (43%)
Past 30-day use	155 (30%)	147 (28%)	52 (12%)	69 (14%)
Flavored use ^b	77/155 (51%)	140/147 (95%)	49/52 (94%)	46/69 (66%)
Frequent use ^c	61 (13%)	68 (13%)	9 (2%)	11 (2%)

^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 = 562)^d

CRST Youth and Young Adult Cohort, Summer 2026 (Wave 12)

	Total Sample n (%)	Cigarettes n, % (95% CI)	Electronic Nicotine Products n, % (95% CI)	Nicotine Pouches n, % (95% CI)	Cigars n, % (95% CI)
Overall	562	155, 30% (26% - 35%)	147, 28% (24% - 33%)	52, 12% (9% - 15%)	69, 14% (11% - 17%)
Sex					
Male	163, 51%	69, 40% (33% - 48%)	61, 36% (29% - 44%)	34, 19% (14% - 26%)	36, 20% (15% - 27%)
Female	399, 49%	86, 20% (16% - 24%)	86, 20% (16% - 25%)	18, 4% (2% - 6%)	33, 7% (5% - 10%)
Race					
Asian	72, 12%	9, 12% (6% - 23%)	12, 15% (8% - 26%)	**	**
Black or African American	70, 14%	29, 46% (34% - 59%)	20, 29% (19% - 42%)	8, 15% (8% - 28%)	19, 27% (17% - 41%)
White (includes Middle Eastern or North African)	327, 57%	90, 30% (24% - 36%)	87, 29% (23% - 35%)	31, 12% (8% - 17%)	37, 13% (10% - 18%)
Other/More Than One Race	48, 9%	17, 39% (25% - 55%)	19, 45% (29% - 61%)	6, 19% (8% - 36%)	6, 11% (5% - 23%)
Unknown or Not Reported	45, 8%	10, 25% (13% - 43%)	9, 22% (11% - 40%)	**	**
Ethnicity					
Hispanic or Latino	76, 13%	19, 31% (20% - 44%)	18, 27% (17% - 40%)	5, 7% (3% - 18%)	9, 17% (9% - 31%)
Not Hispanic or Latino	486, 87%	136, 30% (26% - 35%)	129, 28% (24% - 33%)	47, 12% (9% - 16%)	60, 13% (10% - 17%)
State					
California	86, 18%	33, 39% (28% - 51%)	29, 34% (24% - 45%)	16, 21% (13% - 32%)	17, 23% (14% - 34%)
Kentucky	61, 11%	25, 35% (23% - 49%)	27, 43% (29% - 58%)	8, 19% (9% - 35%)	13, 18% (10% - 31%)
New Jersey	49, 9%	17, 38% (24% - 54%)	16, 35% (21% - 53%)	5, 9% (3% - 23%)	11, 24% (13% - 40%)
North Carolina	154, 24%	33, 27% (19% - 37%)	30, 24% (16% - 34%)	9, 8% (4% - 15%)	11, 9% (5% - 17%)
Ohio	138, 25%	37, 29% (21% - 38%)	34, 27% (20% - 37%)	10, 10% (5% - 18%)	17, 13% (8% - 21%)
Vermont	74, 12%	10, 16% (8% - 30%)	11, 12% (6% - 22%)	**	-

^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, Summer 2026 (Wave 12)

Cigarettes (n = 155)	
Brand	n (%)
Marlboro	95 (61%)
Newport	70 (48%)
Camel	49 (35%)
Natural American Spirit	26 (16%)
Lucky Strike	22 (14%)
Pall Mall	16 (10%)

Electronic Nicotine Products (n = 147)	
Brand	n (%)
Geek Bar	60 (43%)
JUUL	60 (45%)
Breeze	32 (24%)
Foger	31 (22%)
Vuse	29 (22%)
RAZ	26 (16%)
NJOY	25 (15%)

Nicotine Pouches (n = 52)	
Brand	n (%)
Zyn	35 (70%)
Velo	20 (36%)
Black Buffalo	16 (35%)
On!	16 (34%)
Lucy	13 (26%)
Alp	11 (21%)
Grizzly	10 (17%)
Rogue	8 (17%)
Fre	**
Zone	**

Cigars (n = 69)	
Brand	n (%)
Black and Mild	35 (45%)
Swisher	33 (47%)
Backwoods	30 (49%)
White Owl	22 (35%)
Dutch Masters	19 (30%)
Game	18 (25%)

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.* 2026;66(Suppl 1):103286. <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.

** Cells with fewer than 5 observations are suppressed.