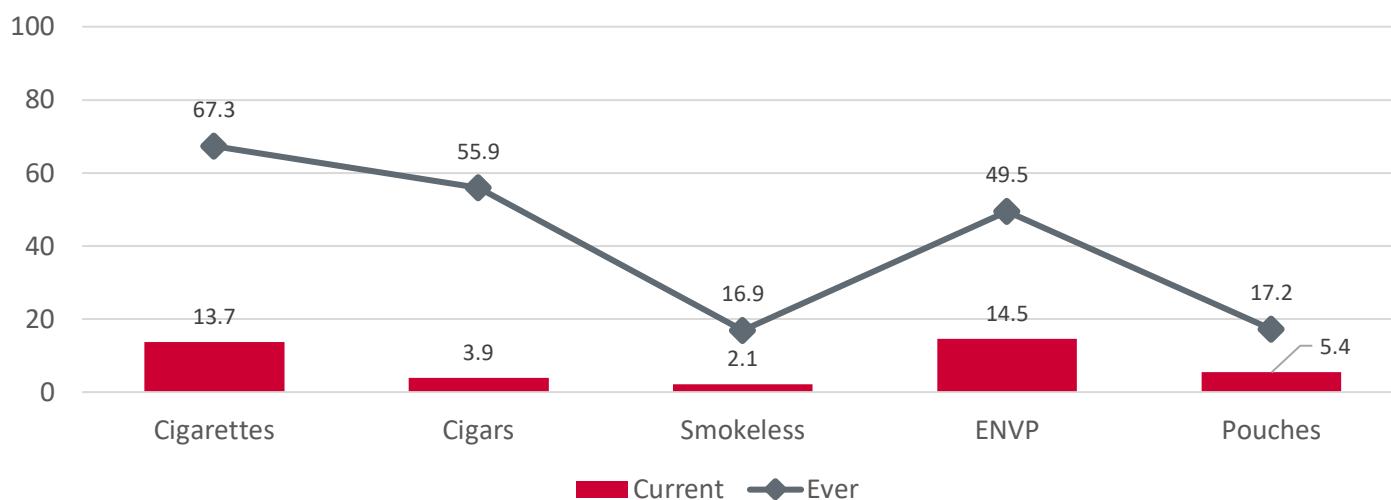


CRST Data Brief | Rutgers Omnibus Study

This data brief presents ever and current (every day, some days, rarely) use prevalence and top reported brands of cigarettes, cigars, smokeless tobacco, electronic nicotine vapor products, and nicotine pouches among participants of the Rutgers Omnibus Study, Wave 17. The Rutgers Omnibus Study* is a quarterly online survey of US adults ages 18 to 45 years. Participants were recruited via the Connect recruitment platform by CloudResearch, an online panel of pre-screened and regularly vetted individuals. Wave 17 was fielded for 1 day in May 2026 and included 2,005 respondents who were 54.8% female and 45.2% non-Hispanic White with an average age of 34.0 years.

Ever and Current Use of Tobacco and Nicotine Products (%)
Rutgers Omnibus Study, Wave 17, May 2026, N=2,005



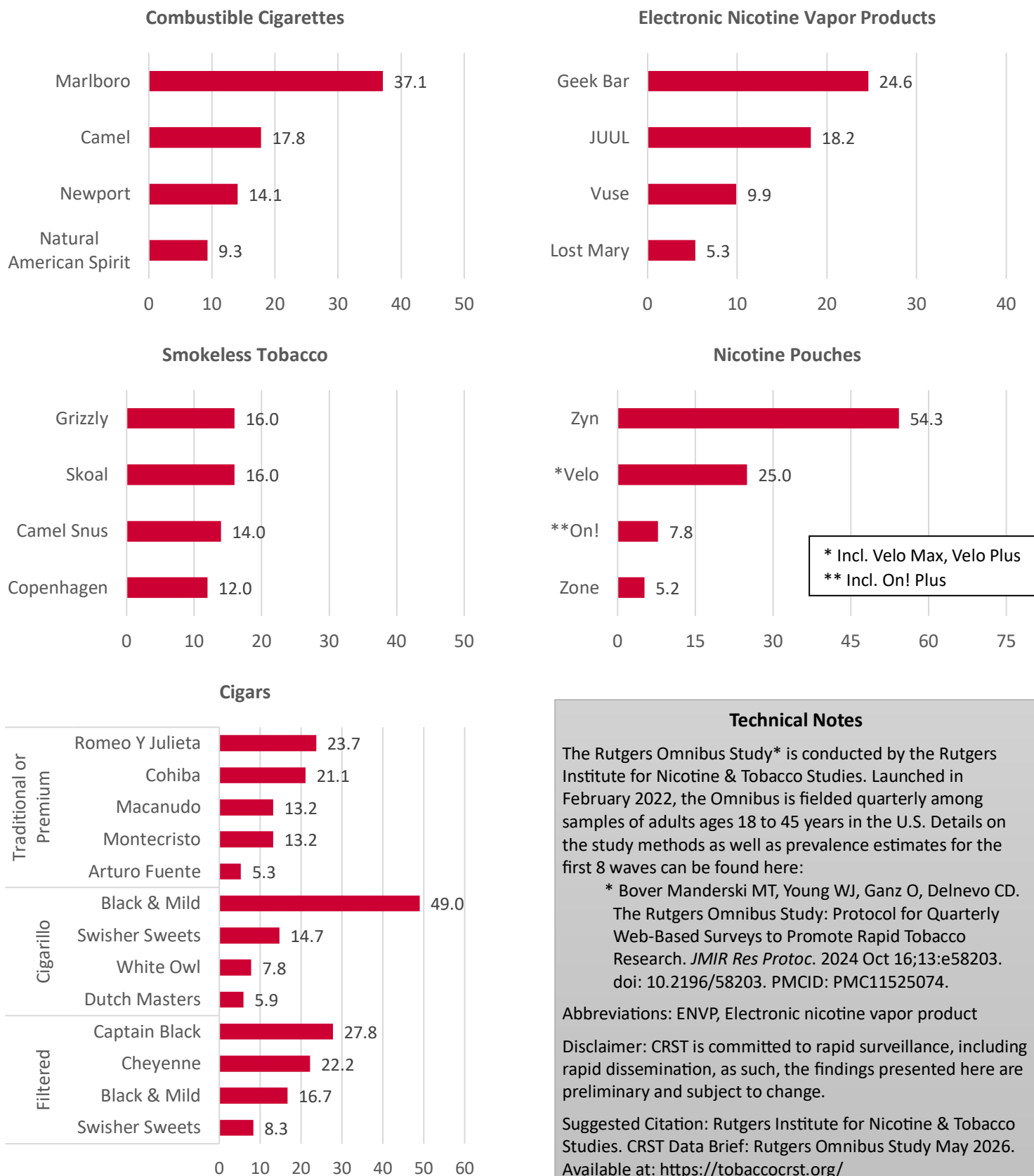
Prevalence of Current Product Use by Age, Sex, and Race/Ethnicity, Rutgers Omnibus Study, Wave 17, N=2,005**

	Cigarettes n, % (95% CI)	Cigars n, % (95% CI)	Smokeless n, % (95% CI)	ENVP n, % (95% CI)	Pouches n, % (95% CI)
Age					
18-24	17, 8.3 (4.5-12.1)	5, 2.4 (0.3-4.6)	**	34, 16.6 (11.5-21.7)	11, 5.4 (2.3-8.5)
25-34	91, 11.4 (9.2-13.6)	34, 4.3 (2.9-5.7)	16, 2.0 (1.0-3.0)	132, 16.5 (14.0-19.1)	50, 6.3 (4.6-8.0)
35-45	167, 16.7 (14.4-19.0)	39, 3.9 (2.7-5.1)	23, 2.3 (1.4-3.2)	124, 12.4 (10.4-14.4)	46, 4.6 (3.3-5.9)
Sex					
Male	148, 16.4 (13.9-18.8)	45, 5.0 (3.6-6.4)	27, 3.0 (1.9-4.1)	135, 14.9 (12.6-17.2)	74, 8.2 (6.4-10.0)
Female	127, 11.6 (9.7-13.5)	33, 3.0 (2.0-4.0)	15, 1.4 (0.7-2.1)	155, 14.1 (12.1-16.2)	33, 3.0 (2.0-4.0)
Race/Ethnicity					
Hispanic	29, 13.4 (8.8-17.9)	10, 4.6 (1.8-7.4)	**	34, 15.7 (10.8-20.5)	11, 5.4 (2.2-8.0)
NH White	187, 14.4 (12.5-16.3)	41, 3.2 (2.2-4.1)	29, 2.2 (1.4-3.0)	194, 15.0 (13.0-16.9)	78, 5.4 (4.7-7.3)
NH Black	40, 17.4 (12.5-22.3)	21, 9.1 (5.4-12.9)	6, 2.6 (0.6-4.7)	34, 14.8 (10.2-19.4)	8, 3.5 (1.1-5.9)
NH Asian	9, 5.5 (2.0-9.0)	**	**	15, 9.2 (4.8-13.6)	**
NH Other, Multi	9, 9.4 (3.5-15.2)	5, 5.2 (0.8-9.7)	**	12, 12.5 (5.9-19.1)	7, 7.3 (2.1-12.5)
Total	275, 13.7 (12.2-15.2)	78, 3.9 (3.0-4.7)	42, 2.1 (1.5-2.7)	290, 14.5 (12.9-16.0)	107, 5.4 (4.4-6.3)

** Cells with fewer than 5 observations are suppressed.

Abbreviations: CI, Confidence interval; ENVP, Electronic nicotine vapor product; NH, non-Hispanic

Top Brands Reported among Respondents with a Regular Brand (%), Rutgers Omnibus Study, Wave 17



Technical Notes

The Rutgers Omnibus Study* is conducted by the Rutgers Institute for Nicotine & Tobacco Studies. Launched in February 2022, the Omnibus is fielded quarterly among samples of adults ages 18 to 45 years in the U.S. Details on the study methods as well as prevalence estimates for the first 8 waves can be found here:

* Bover Manderski MT, Young WJ, Ganz O, Delnevo CD. The Rutgers Omnibus Study: Protocol for Quarterly Web-Based Surveys to Promote Rapid Tobacco Research. *JMIR Res Protoc*. 2024 Oct 16;13:e58203. doi: 10.2196/58203. PMID: PMC11525074.

Abbreviations: ENVP, Electronic nicotine vapor product

Disclaimer: CRST is committed to rapid surveillance, including rapid dissemination, as such, the findings presented here are preliminary and subject to change.

Suggested Citation: Rutgers Institute for Nicotine & Tobacco Studies. CRST Data Brief: Rutgers Omnibus Study May 2026. Available at: <https://tobaccocrst.org/>