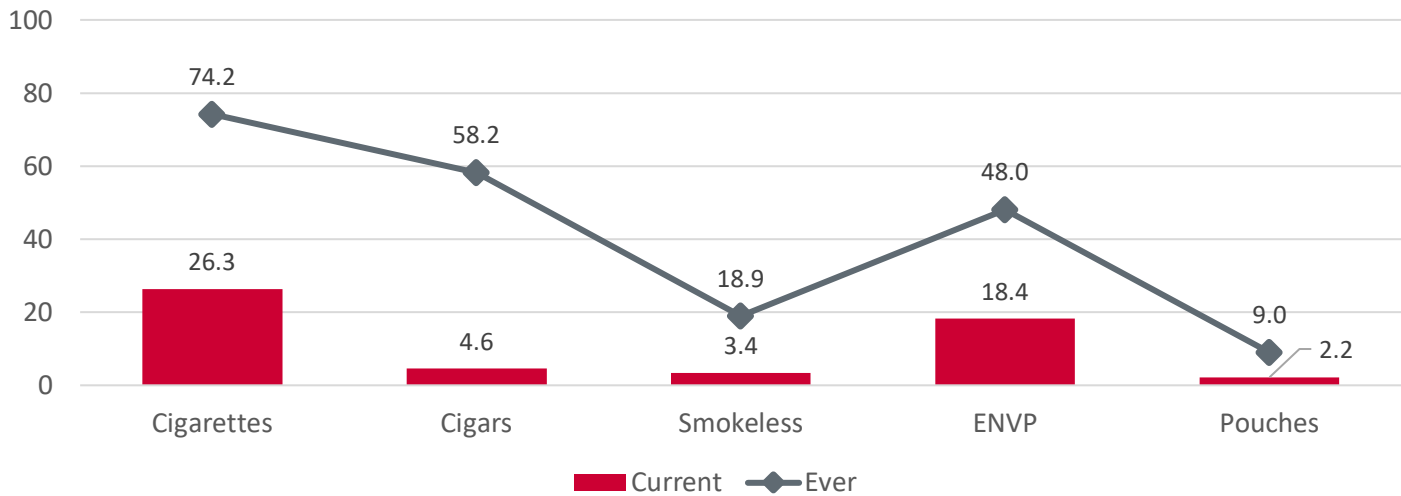


CRST Data Brief | Rutgers Omnibus Study

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 9. The Rutgers Omnibus Study* is a quarterly online survey of US adults ages 18 to 45 years recruited from Amazon Mechanical Turk (MTurk). Wave 9 was fielded for 10 days in April 2024 and included 1,030 respondents who were 56.1% female and 65.2% non-Hispanic White with an average age of 34.6 years.

Ever and Current Use of Tobacco and Nicotine Products (%)
Rutgers Omnibus Study, Wave 9, N=1,030

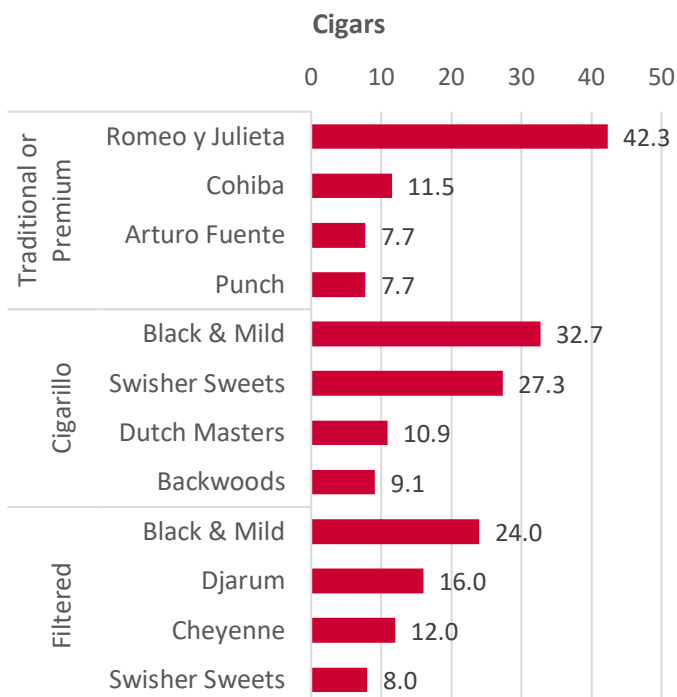
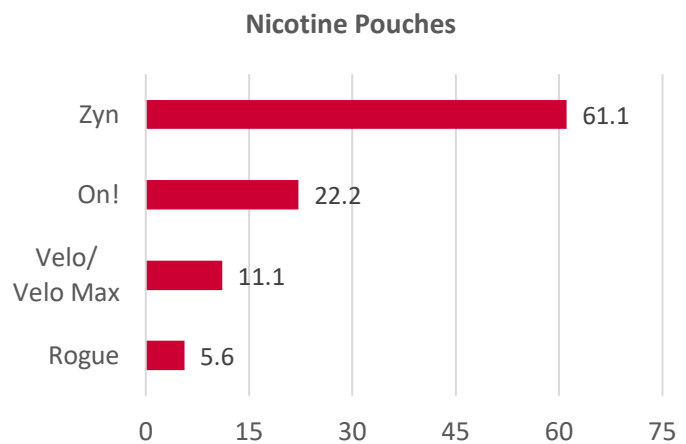
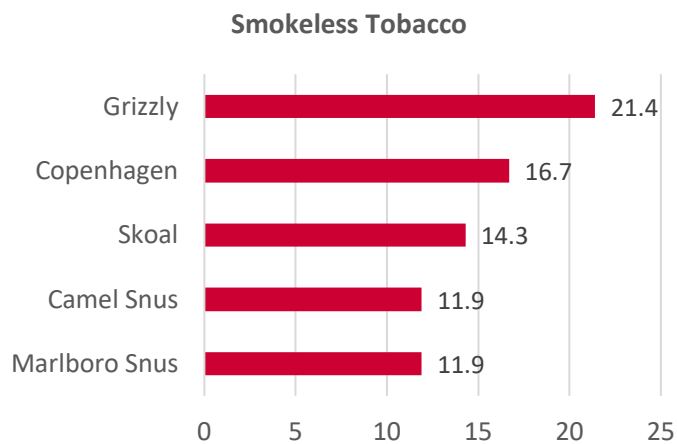
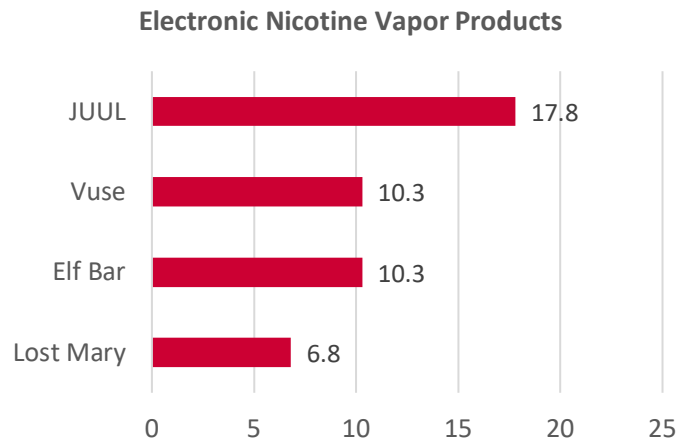
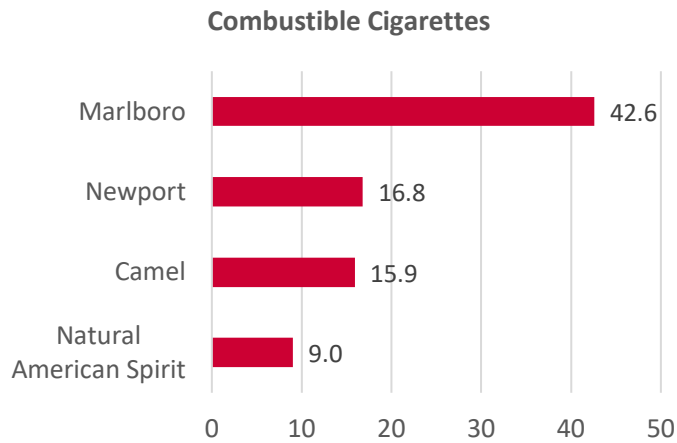


Prevalence of Current Product Use by Age, Sex, and Race/Ethnicity, Rutgers Omnibus Study, Wave 9, N=1,030**

	Cigarettes n, % (95% CI)	Cigars n, % (95% CI)	Smokeless n, % (95% CI)	ENVP n, % (95% CI)	Pouches n, % (95% CI)
Age					
18-24	11, 17.5 (8.1-26.8)	**	**	7, 11.1 (3.4-18.9)	**
25-34	117, 28.1 (23.8-32.4)	22, 5.3 (3.1-7.4)	15, 3.6 (1.8-5.4)	85, 20.4 (16.5-24.3)	10, 2.4 (0.9-3.9)
35-45	143, 26.1 (22.4-29.7)	24, 4.4 (2.7-6.1)	17, 3.1 (1.6-4.5)	97, 17.6 (14.5-20.8)	9, 1.6 (0.6-2.7)
Sex					
Male	141, 31.3 (27.0-35.5)	32, 7.1 (4.7-9.5)	28, 6.2 (4.0-8.4)	91, 20.2 (16.5-23.9)	18, 4.0 (2.2-5.8)
Female	130, 22.6 (19.2-26.0)	15, 2.6 (1.3-3.9)	7, 1.2 (0.3-2.1)	98, 17.0 (13.9-20.1)	5, 0.9 (0.1-1.6)
Race/Ethnicity					
Hispanic	38, 35.2 (26.2-44.2)	10, 9.3 (3.8-14.7)	**	25, 23.2 (15.2-31.1)	5, 4.6 (0.7-8.6)
NH White	166, 24.7 (21.5-28.0)	21, 3.1 (1.8-4.5)	26, 3.9 (2.4-5.3)	119, 17.7 (14.8-20.6)	16, 2.4 (1.2-3.5)
NH Black	36, 30.3 (22.0-38.5)	14, 11.8 (6.0-17.6)	**	26, 21.9 (14.4-29.3)	**
NH Asian	15, 18.1 (9.8-26.4)	**	**	10, 12.1 (5.1-19.1)	**
NH Other, Multi	15, 31.9 (18.6-45.2)	**	**	8, 16.7 (6.1-27.2)	**
Total	271, 26.3 (23.7-29.0)	47, 4.6 (3.3-5.8)	35, 3.4 (2.3-4.5)	189, 18.4 (16.0-20.7)	23, 2.2 (1.3-3.1)

** Cells with fewer than 5 observations are suppressed.

Top Brands Reported among Respondents with a Regular Brand (%), Rutgers Omnibus Study, Wave 9



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 MTurk workers 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.

Abbreviations: ENVP, Electronic nicotine vapor product; MTurk, Amazon Mechanical Turk; NH, non-Hispanic

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

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