

## Youth Product Monitoring



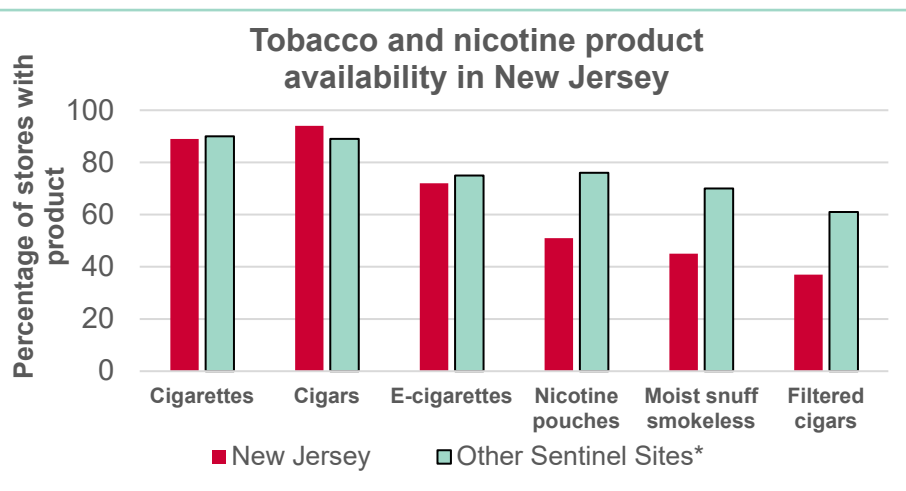
- 3 photos of 101 tobacco and nicotine products were collected from schools in one New Jersey county through November 2024.
- Over **80%** of products collected at schools were e-cigarettes, with most being disposable products.
- **67%** of e-cigarettes collected had identifiable flavors, and Cali Bars (**28%**), Wave (**11%**), and Elf Bar (**11%**) represented top brands of disposable e-cigarette products collected from youth at schools.
- To review image submissions, please see the following link: [tobaccocrst.org/image-library](http://tobaccocrst.org/image-library)

### Key Findings

- Elf Bar, JUUL and Lava are popular e-cigarette brands in New Jersey youth and young adults.
- Cigarettes, cigars, and e-cigarettes are widely available in New Jersey stores, with e-cigarettes being the top product used by young New Jerseyans.

## Point-Of-Sale Audits

- Retail audits were collected in 65 New Jersey stores in 10 counties from January 10 - 29, 2024.
- Cigarettes, cigarillos, filtered cigars, electronic nicotine products, nicotine pouches, and moist snuff were available in more than **37%** of stores.
- The top e-cigarette brands were JUUL and Lava, available in **68%** of stores, followed by Vuse in **53%** of stores.



\*CRST Sentinel Sites: CA, KY, NC, NJ, OH, VT

## Youth and Young Adult (YYA) Cohort

- 139 NJ youth and young adults responded to the Wave 4 survey administered in September 2024.
- Young New Jerseyans reported the highest prevalence of e-cigarette use (**22%**) followed by cigarettes (**7.2%**).
- Top electronic nicotine product brands reported by NJ youth and young adults were: Elf Bar (**45%**), JUUL (**32%**), and Lava (**23%**).

**Table 1.** Ever and past 30-day use of tobacco and nicotine products in NJ youth and young adults (n=139), September 2024 (Wave 4 data collection)

	Cigarettes	E-cigarettes	Nicotine Pouches	Cigars
<b>Ever use</b>	44 (32%)	75 (54%)	13 (9.4%)	29 (21%)
<b>Past 30-day use</b>	10 (7.2%)	31 (22%)	7 (5.0%)	4 (2.9%)

### Questions

Please contact the CRST YYA Team with any questions ([crst\\_yya@ints.rutgers.edu](mailto:crst_yya@ints.rutgers.edu)).