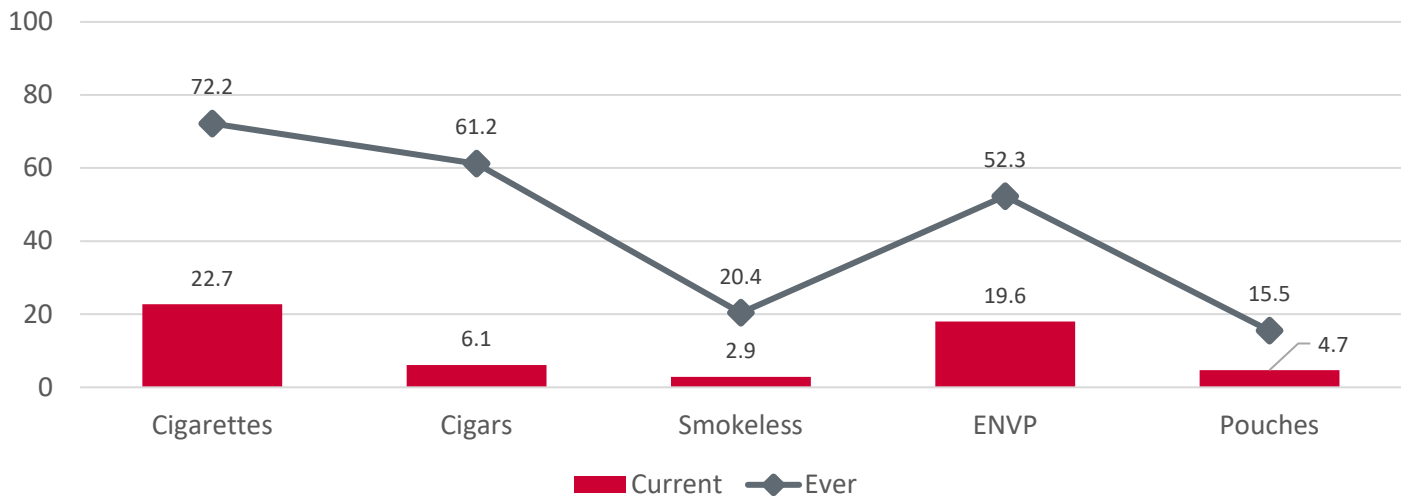


CRST Data Brief | Rutgers Omnibus Study

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 14. The Rutgers Omnibus Study* is a quarterly online survey of US adults ages 18 to 45 years recruited from Amazon Mechanical Turk (MTurk). Wave 14 was fielded for 10 days in August 2025 and included 1,387 respondents who were 58.6% female and 69.8% non-Hispanic White with an average age of 35.0 years.

Ever and Current Use of Tobacco and Nicotine Products (%)
Rutgers Omnibus Study, Wave 14, N=1,387



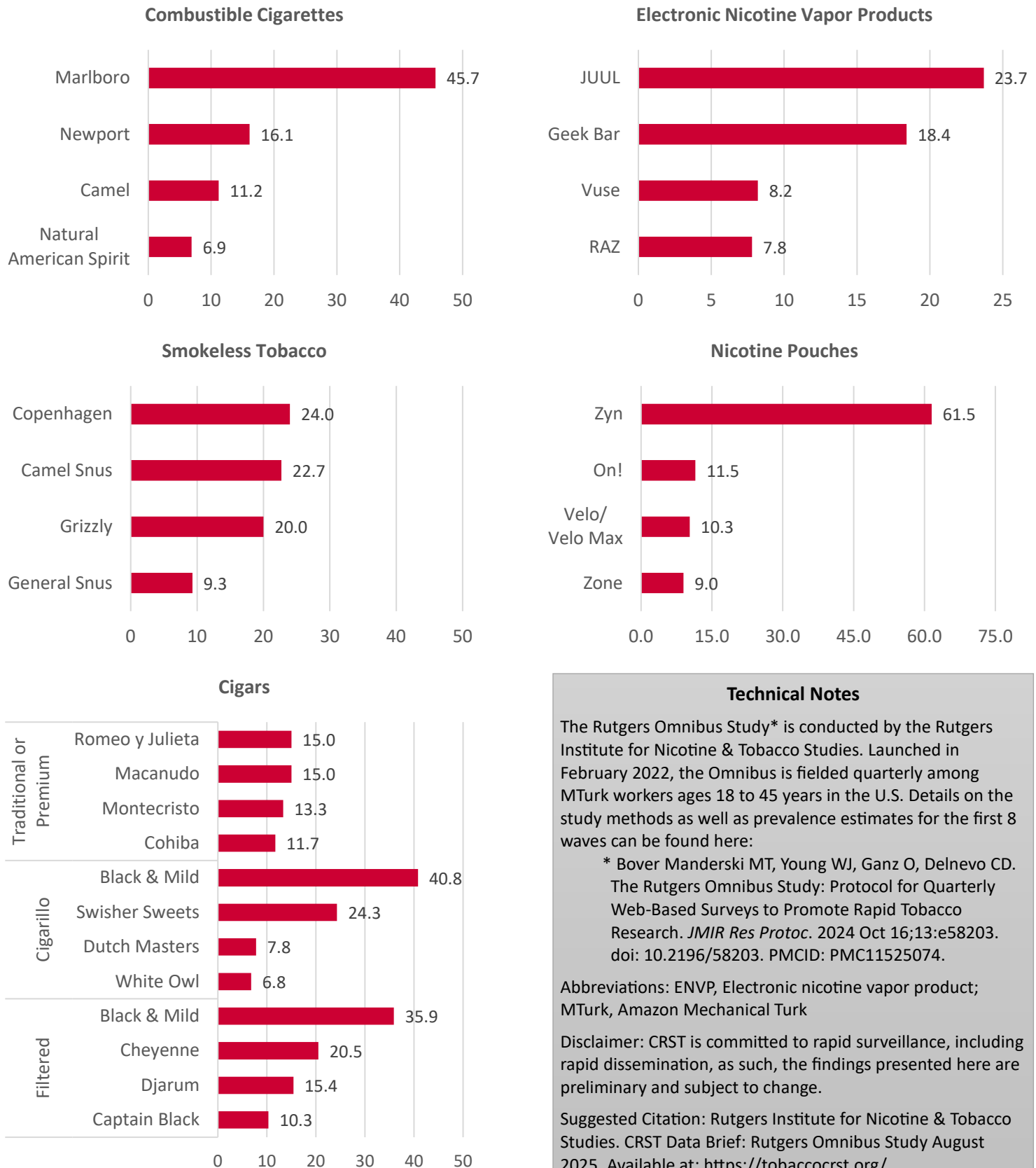
Prevalence of Current Product Use by Age, Sex, and Race/Ethnicity, Rutgers Omnibus Study, Wave 14, N=1,387**

	Cigarettes n, % (95% CI)	Cigars n, % (95% CI)	Smokeless n, % (95% CI)	ENVP n, % (95% CI)	Pouches n, % (95% CI)
Age					
18-24	11, 13.8 (6.2-21.3)	6, 7.5 (1.7-13.3)	**	21, 26.3 (16.6-35.9)	**
25-34	105, 20.6 (17.0-24.1)	30, 5.9 (3.8-7.9)	17, 3.3 (1.8-4.9)	101, 19.8 (16.3-23.2)	34, 6.7 (4.5-8.8)
35-45	198, 24.9 (21.9-27.9)	48, 6.0 (4.4-7.7)	19, 2.4 (1.3-3.5)	127, 16.0 (13.4-18.5)	27, 3.4 (2.1-4.7)
Sex					
Male	141, 24.6 (21.1-28.1)	50, 8.7 (6.4-11.0)	31, 5.4 (3.6-7.3)	92, 16.0 (13.0-19.0)	48, 8.4 (6.1-10.7)
Female	173, 21.3 (18.5-24.2)	34, 4.2 (2.8-5.6)	9, 1.1 (0.4-1.8)	157, 19.4 (16.7-22.1)	17, 2.1 (1.1-3.1)
Race/Ethnicity					
Hispanic	52, 37.7 (29.6-45.8)	16, 11.6 (6.3-16.9)	6, 4.4 (1.0-7.8)	35, 25.4 (18.1-32.6)	8, 5.8 (1.9-9.7)
NH White	203, 21.0 (18.4-23.6)	48, 5.0 (3.6-6.3)	28, 2.9 (1.8-4.0)	168, 17.4 (15.0-19.8)	51, 5.3 (3.9-6.7)
NH Black	29, 22.3 (15.2-29.5)	14, 10.8 (5.4-16.1)	**	28, 21.5 (14.5-28.6)	**
NH Asian	13, 14.9 (7.5-22.4)	**	**	10, 11.5 (4.8-18.2)	**
NH Other, Multi	17, 26.6 (15.7-37.4)	5, 7.8 (1.2-14.4)	**	8, 12.5 (4.4-20.6)	**
Total	314, 22.7 (20.5-24.9)	84, 6.1 (4.8-7.3)	40, 2.9 (2.0-3.8)	249, 18.0 (15.9-20.0)	65, 4.7 (3.6-5.8)

** 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 14



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. PMID: PMC11525074.

Abbreviations: ENVP, Electronic nicotine vapor product; MTurk, Amazon Mechanical Turk

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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