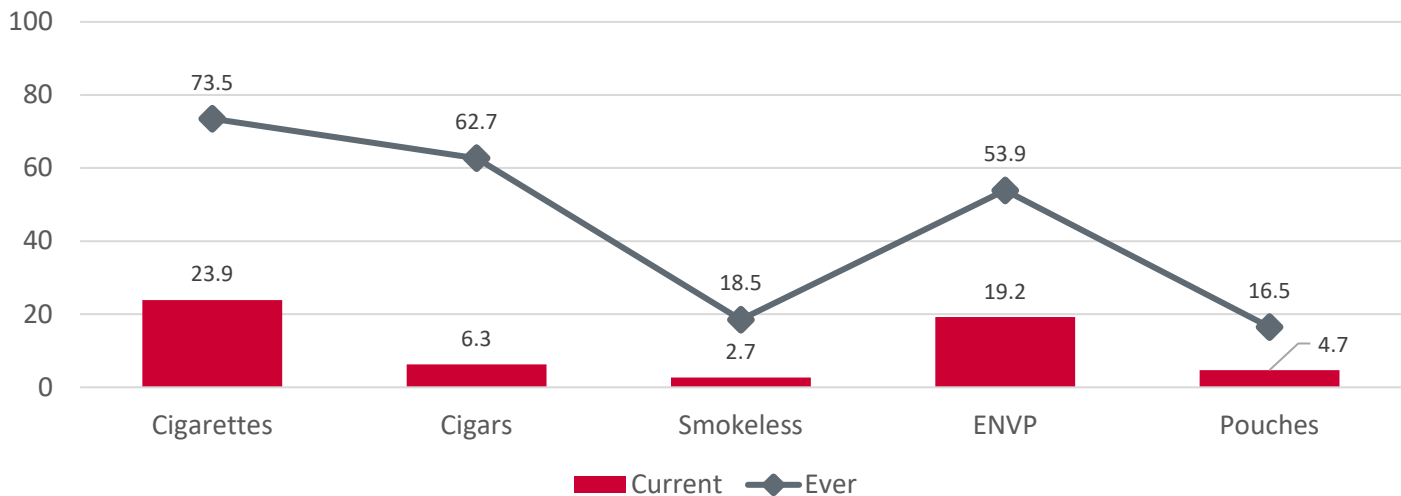


CRST Data Brief | Rutgers Omnibus Study

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 15. The Rutgers Omnibus Study* is a quarterly online survey of US adults ages 18 to 45 years recruited from Amazon Mechanical Turk (MTurk). Wave 15 was fielded for 10 days in November 2025 and included 1,348 respondents who were 57.7% female and 42.4% non-Hispanic White with an average age of 35.3 years.

Ever and Current Use of Tobacco and Nicotine Products (%)
Rutgers Omnibus Study, Wave 15, N=1,348



Prevalence of Current Product Use by Age, Sex, and Race/Ethnicity, Rutgers Omnibus Study, Wave 15, N=1,348**

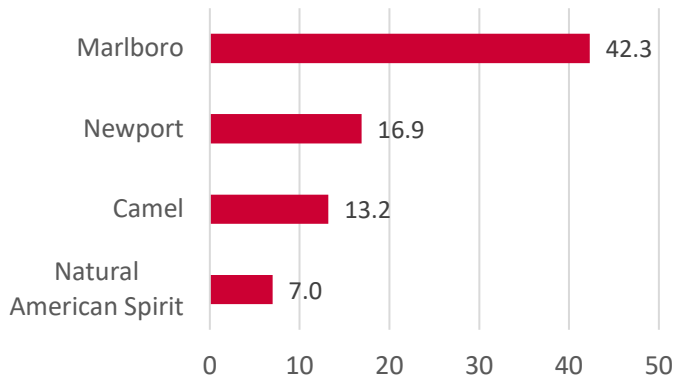
	Cigarettes n, % (95% CI)	Cigars n, % (95% CI)	Smokeless n, % (95% CI)	ENVP n, % (95% CI)	Pouches n, % (95% CI)
Age					
18-24	11, 14.9 (6.8-23.0)	5, 6.8 (1.0-12.5)	**	20, 27.0 (16.9-37.2)	**
25-34	133, 26.9 (23.0-30.8)	34, 6.9 (4.7-9.1)	14, 2.8 (1.4-4.3)	111, 22.5 (18.8-26.2)	33, 6.7 (4.5-8.9)
35-45	178, 22.9 (19.9-25.8)	46, 5.9 (4.3-7.6)	20, 2.6 (1.5-3.7)	127, 16.3 (13.8-18.9)	26, 3.3 (2.1-4.6)
Sex					
Male	161, 28.3 (24.6-32.0)	50, 8.8 (6.5-11.1)	24, 4.2 (2.6-5.9)	120, 21.1 (17.7-24.4)	45, 7.9 (5.7-10.1)
Female	161, 20.8 (17.9-23.6)	35, 4.5 (3.1-6.0)	12, 1.6 (0.7-2.4)	138, 17.8 (15.1-20.5)	18, 2.3 (1.3-3.4)
Race/Ethnicity					
Hispanic	37, 25.5 (18.4-32.6)	14, 9.7 (4.9-14.5)	**	31, 21.4 (14.7-28.1)	5, 3.5 (0.5-6.4)
NH White	230, 24.8 (22.0-27.6)	49, 5.3 (3.8-6.7)	27, 2.9 (1.8-4.0)	180, 19.4 (16.8-21.9)	51, 5.5 (4.0-7.0)
NH Black	32, 23.5 (16.4-30.7)	21, 15.4 (9.4-21.5)	**	27, 19.9 (13.2-26.6)	**
NH Asian	15, 18.1 (9.8-26.4)	**	**	9, 10.8 (4.2-17.5)	**
NH Other, Multi	8, 15.7 (5.7-25.7)	**	**	10, 19.6 (8.7-30.5)	**
Total	322, 23.9 (21.6-26.2)	85, 6.3 (5.0-7.6)	36, 2.7 (1.8-3.5)	258, 19.2 (17.1-21.3)	63, 4.7 (3.6-5.8)

** Cells with fewer than 5 observations are suppressed.

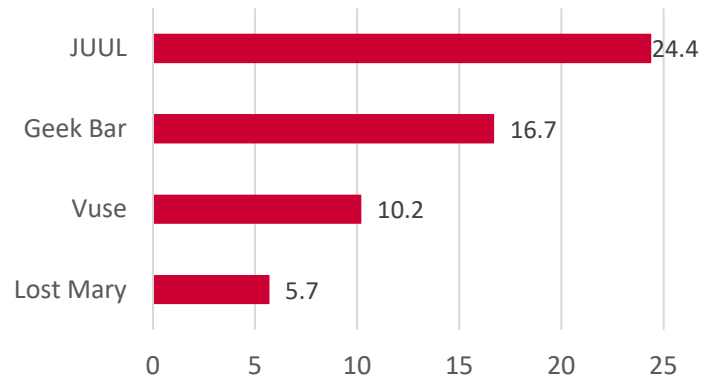
Abbreviations: CI, Confidence interval; ENVP, Electronic nicotine vapor product; NH, non-Hispanic

Top Brands Reported among Respondents with a Regular Brand (%), Rutgers Omnibus Study, Wave 15

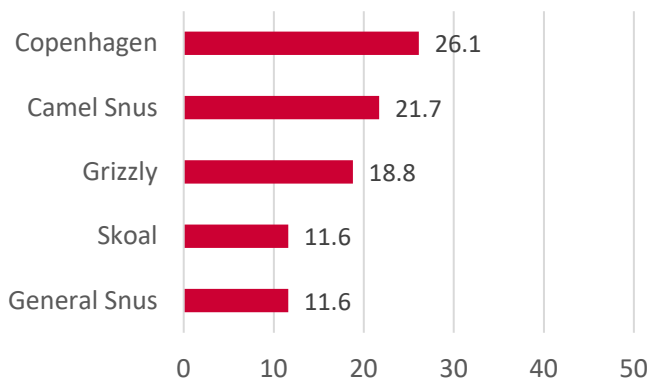
Combustible Cigarettes



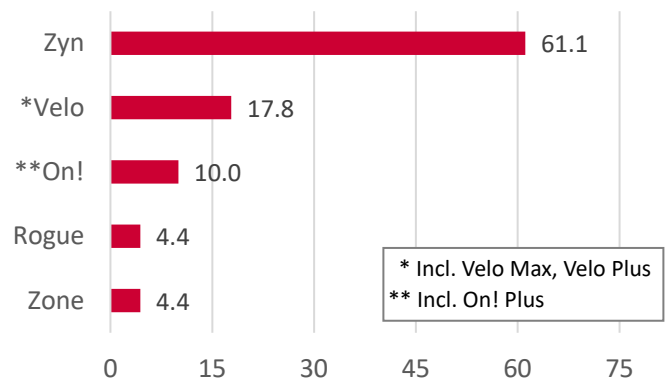
Electronic Nicotine Vapor Products



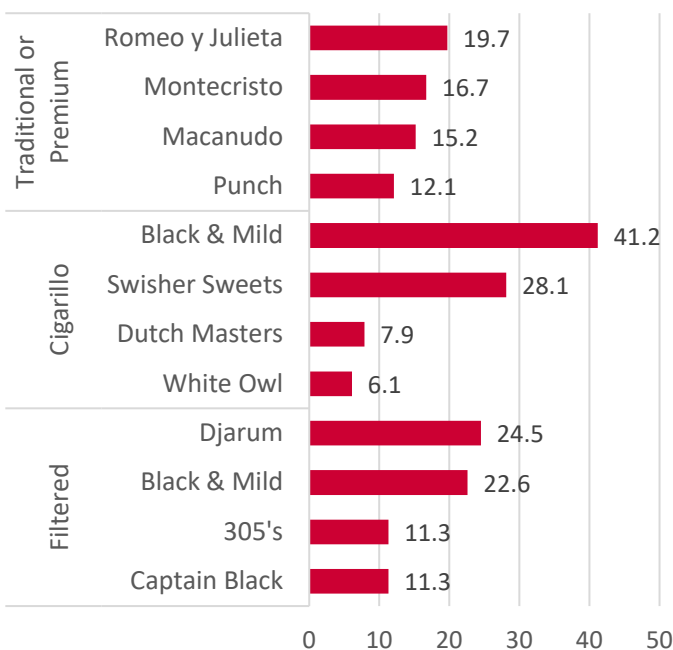
Smokeless Tobacco



Nicotine Pouches



Cigars



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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