

2024 New Jersey Youth Tobacco Survey

A Statewide Report

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Acknowledgement

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The Institute for Nicotine and Tobacco Studies
at
Rutgers, The State University of New Jersey

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Disclaimer:

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Highlights

The 2024 New Jersey Youth Tobacco Survey (NJYTS) assessed ever use (i.e., any use, even once) and current use (i.e., on one or more of the past 30 days) of cigarettes, cigars, smokeless tobacco (including chew, snuff, and snus), hookah, electronic cigarettes (e-cigarettes), and nicotine pouches. The survey also examined secondhand smoke or vapor exposure, menthol cigarette use, and tobacco product access. Highlights are presented among New Jersey public high school students in 2024.

Key findings from the 2024 student survey include:

- Ever use of at least one tobacco or nicotine product was reported by 24.9% of students.
- E-cigarettes were the product most often tried (21.0%), followed by cigarettes (6.2%), nicotine pouches (5.2%), and cigars (4.7%).
- Prevalence of ever trying nicotine pouches was higher in 2024 (5.2%) compared to 2022 (2.6%).
- 10.3% reported current (past 30 day) use of at least one tobacco or nicotine product, with e-cigarettes reported as the most common (8.5%).
- Prevalence of ever (26.5% vs 16.1%) and current use (11.3% vs 6.1%) of e-cigarettes were significantly higher among female students than male students in 2024, while no significant differences were observed between the two groups in 2022.
- Current nicotine pouch use increased among non-Hispanic White students, rising from 1.2% in 2022 to 3.7% in 2024.
- Disposable devices were the most reported type of e-cigarette among students currently using e-cigarettes (81.3%).
- A large majority of students currently using e-cigarettes (96.3%) reported using flavored products, with the most popular flavors being fruit (50.9%) and mint (40.2%).
- Lava (49.4%) and Elf Bar (16.8%) were the most reported brands among students who presently use e-cigarettes, though 19.7% did not know what brand they used.
- Students currently using e-cigarettes largely reported nicotine only (44.4%) or both THC and nicotine (30.9%) in their e-cigarettes, while 13.9% did not know what substances were in their devices.
- Among students who reported current e-cigarette use, e-cigarettes were most often obtained from a friend (31.7%) or purchased directly (30.9%).
- Nicotine pouches were most often obtained by purchasing directly (28.6%) and or from a friend (27.2%), among students who reported current nicotine pouch use.
- Exposure to secondhand smoke or vapor in the past seven days was reported by 60.0% of students.

Background and Methodology

Since 1999, New Jersey has conducted biennial surveillance of tobacco use among youth. The New Jersey Youth Tobacco Survey (NJYTS) is adapted from the National Youth Tobacco Survey (NYTS) developed by the Centers for Disease Control and Prevention (CDC). It includes both CDC-recommended “core” questions and New Jersey-specific “state-added questions.” The 2024 NJYTS included questions about ever and past 30-day use of cigarettes, cigars, smokeless tobacco (SLT; includes chew, snuff, and snus), hookah, electronic cigarettes (e-cigarettes), and nicotine pouches, as well as questions that assess harm perception, exposure to secondhand smoke, and access to tobacco products.

It employed a two-stage cluster design to obtain a representative sample of students in grades 9 through 12. The first-stage sampling frame consisted of all public schools in New Jersey enrolling students in grades 9, 10, 11, or 12, and schools were selected with a probability proportional to size (PPS), without replacement, for a total of 50 schools. Two of the schools were deemed ineligible. Subsequently, a simple random sample of three to four mandatory classes was chosen within each participating school, and all students in those classes were selected for participation. Thirty-four of 48 selected schools (70.8%) agreed to participate and 2,996 of 3,642 (82.3%) selected students consented and completed questionnaires; 2,581 total surveys were usable. The overall participation rate, calculated by multiplying the school participation rate by the student participation rate, was 58.3%. The data were weighted to adjust for non-response and the varying probabilities of selection, thus providing results representative of New Jersey's 9th-12th grade student population. These results are compared with data collected in the 2022 NJYTS administration and discussed where relevant.

Prevalence estimates and 95% confidence intervals (CI) were computed using R package version 4.4 survey procedures, which account for the complex sample design of the survey.^{1,2} Estimates denoted with an asterisk have a coefficient of variation greater than 0.3 and should be interpreted with caution.

Results

Results from the 2024 NJYTS are presented below.

Ever Use of Tobacco Products

The 2024 NJYTS assessed ever use of cigarettes, cigars, SLT, hookah, e-cigarettes, and nicotine pouches. Ever use is defined as any lifetime use (even one time) of a respective product. Ever use prevalence estimates and 95% confidence intervals (CI) are presented overall and by sex, race/ethnicity, and grade level for each product type in **Table 1**. Overall, 24.9% of New Jersey high school students had tried at least one tobacco product and 11.7% had tried at least one combustible product. The most common tobacco products ever tried by New Jersey high school students were e-cigarettes (21.0%), followed by cigarettes (6.2%), nicotine pouches (5.2%), and cigars (4.7%). Among students who had tried any tobacco product, 72.6% reported e-cigarettes as their first product tried, and 73.0% reported that the first tobacco, nicotine, or e-cigarette product ever tried was flavored.

In 2024, a greater proportion of female students than male students had tried any of the tobacco products assessed (28.7% vs 21.6%). While more female students than male students had tried e-cigarettes (26.5% vs 16.1%) and hookah (5.8% vs 3.3%), a greater proportion of male students than female students had tried cigars (6.9% vs 2.5%).

By race/ethnicity, ever use of any products was less common among non-Hispanic Asian students (10.2%) compared to Hispanic (28.1%), non-Hispanic Black (27.2%), non-Hispanic White (25.8%), or students who identified as non-Hispanic other race or multiracial (21.4%). In addition, a greater proportion of non-Hispanic White students (13.1%) and Hispanic students (13.0%) than non-Hispanic Asian students (6.1%) ever tried any combustible products. A greater proportion of non-Hispanic Black (24.1%), Hispanic (23.6%), non-Hispanic White (21.7%), and students who self-described as non-Hispanic other race or multiracial (17.9%) tried e-cigarettes compared to non-Hispanic Asian students (8.3%). Ever-use of cigarettes was more prevalent among non-Hispanic White students compared to non-Hispanic Black students (8.1% vs 3.1%). A greater proportion of non-Hispanic White students (9.2%) than Hispanic students (3.1%) or non-Hispanic Black students (2.9%) tried nicotine pouches. Further, a greater proportion of non-Hispanic White students (7.2%) than Hispanic students (3.9%) tried cigars. A greater proportion of Hispanic students (6.8%) and non-Hispanic Black students (6.5%) reported ever using hookah compared to non-Hispanic White students (2.3%). In general, ever-use prevalence

increased with grade level for all products, with several differences observed when comparing 9th to 12th graders, including ever use of any product (16.0% vs 35.6%), any combustible product (7.0% vs 19.7%), e-cigarettes (13.6% vs 29.6%), cigarettes (4.2% vs 11.0%), and nicotine pouches (3.0% vs 8.8%).

When comparing 2022 to 2024,³ ever use of any product, any combustible product, and most product types remained largely unchanged. Notably, ever e-cigarette use was significantly more prevalent among female students (26.5%, 95% CI 23.7-29.6) compared to male students (16.1%, 95% CI 14.0-18.5) in 2024, while there was no significant difference between female (21.7%, 95% CI 18.7-24.7) and male students (17.6%, 95% CI 14.8-20.3) in 2022 as shown in **Figure 1**. A greater proportion of students reported ever use of nicotine pouches in 2024 (5.2%, 95% CI 4.5-6.2) compared to 2022 (2.6%, 95% CI 1.7-3.4) as shown in **Figure 2**. Ever nicotine pouch use was significantly greater among female students in 2024 (4.6%, 95% CI 3.4-6.1) compared to female students in 2022 (1.5%, 95% CI 0.7-2.4), among non-Hispanic White students in 2024 (9.2%, 95% CI 7.6-11.2) compared to non-Hispanic White students in 2022 (2.8%, 95% CI 1.4-4.1), and among 12th grade students in 2024 (8.8%, 95% CI 6.8-11.4) compared to 12th grade students in 2022 (4.5%, 95% CI 2.5-6.5).

Table 1. Ever Use of Tobacco Products, NJYTS 2024

	Cigarette		Cigar		SLT		Hookah		E-cigarette		Nicotine Pouch		Any Combustible		Any Product	
	%	(95% CI)	%	(95% CI)	%	(95% CI)	%	(95% CI)	%	(95% CI)	%	(95% CI)	%	(95% CI)	%	(95% CI)
Sex																
Male	6.3	(5.1-7.9)	6.9	(5.4-8.7)	1.1	(0.7-1.8)	3.3	(2.5-4.4)	16.1	(14.0-18.5)	6.0	(4.8-7.4)	12.1	(10.2-14.3)	21.6	(19.0-24.4)
Female	6.3	(5.2-7.6)	2.5	(1.6-4.0)	*0.6	(0.2-1.3)	5.8	(4.6-7.3)	26.5	(23.7-29.6)	4.6	(3.4-6.1)	11.4	(9.6-13.5)	28.7	(25.7-32.0)
Race/Ethnicity																
NH White	8.1	(6.4-10.1)	7.2	(5.4-9.5)	*0.8	(0.4-1.5)	2.3	(1.5-3.5)	21.7	(18.7-25.1)	9.2	(7.6-11.2)	13.1	(10.7-15.8)	25.8	(22.3-29.6)
NH Black	3.1	(1.8-5.4)	*2.4	(1.2-4.7)	*1.7	(0.8-3.4)	6.5	(4.2-9.9)	24.1	(19.9-28.9)	2.9	(1.6-5.0)	10.0	(7.0-14.0)	27.2	(22.4-32.5)
Hispanic	6.4	(5.1-8.0)	3.9	(2.9-5.3)	*0.9	(0.3-2.1)	6.8	(5.3-8.6)	23.6	(20.8-26.6)	3.1	(2.3-4.3)	13.0	(11.0-15.2)	28.1	(25.0-31.4)
NH Asian	4.1	(2.3-7.2)	*2.3	(0.9-5.6)	0.0	(0.0-0.0)	*2.7	(1.2-5.9)	8.3	(5.6-12.2)	*1.5	(0.5-4.1)	6.1	(3.7-10.1)	10.2	(6.9-14.8)
NH Other/Multi	*3.6	(1.5-8.3)	*2.0	(0.7-5.4)	0.0	(0.0-0.0)	*3.9	(1.5-9.6)	17.9	(12.8-24.5)	*3.5	(1.5-7.8)	*7.3	(3.9-13.5)	21.4	(15.5-28.8)
Grade																
9	4.2	(2.5-7.0)	*2.5	(1.1-5.6)	*1.1	(0.4-2.9)	*2.7	(1.2-5.7)	13.6	(9.7-18.7)	3.0	(1.7-5.1)	7.0	(4.3-11.3)	16.0	(11.5-21.8)
10	3.8	(2.7-5.2)	3.9	(2.6-5.6)	*0.3	(0.1-1.1)	3.6	(2.3-5.5)	17.3	(14.0-21.1)	4.2	(3.0-5.9)	9.2	(7.3-11.4)	20.4	(17.0-24.3)
11	6.3	(4.8-8.3)	5.1	(3.7-6.8)	*0.8	(0.3-2.0)	3.9	(2.4-6.1)	24.8	(21.3-28.7)	5.3	(3.5-8.0)	11.4	(8.7-14.7)	28.7	(24.2-33.6)
12	11.0	(8.6-13.9)	7.6	(5.4-10.8)	*1.1	(0.6-2.1)	8.1	(6.0-10.9)	29.6	(26.3-33.1)	8.8	(6.8-11.4)	19.7	(16.5-23.5)	35.6	(31.8-39.5)
Overall	6.2	(5.3-7.3)	4.7	(3.8-5.9)	0.8	(0.5-1.3)	4.5	(3.7-5.4)	21.0	(19.1-23.1)	5.2	(4.5-6.2)	11.7	(10.2-13.4)	24.9	(22.6-27.3)

SLT: Smokeless tobacco (snuff, chew, and/or snus); E-cig: Electronic cigarette; Combustible: cigarette, cigar, and/or hookah; CI: 95% Confidence Interval; NH: Non-Hispanic; Multi: Multiracial; *Coefficient of Variation (CV) >0.3 (Interpret with caution)

Figure 1. Ever Use of E-Cigarettes by all Students, NJYTS 2022 and 2024

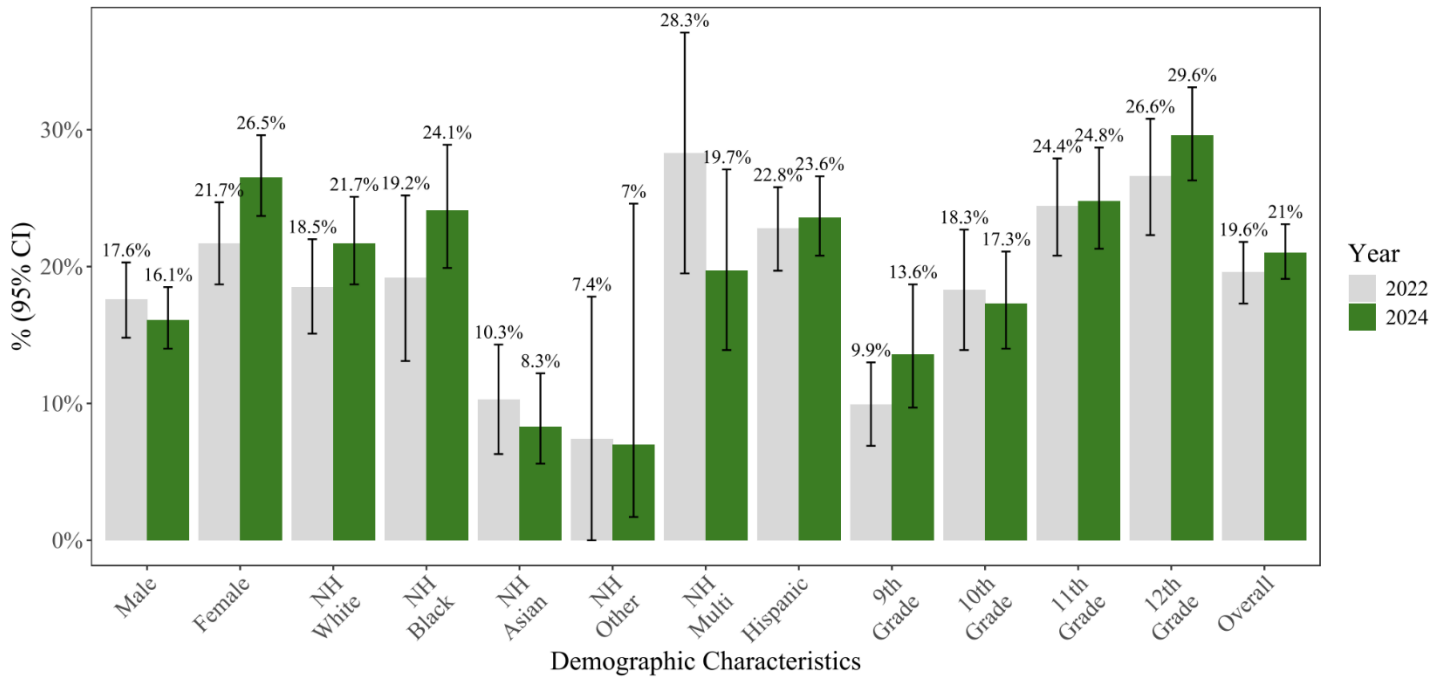
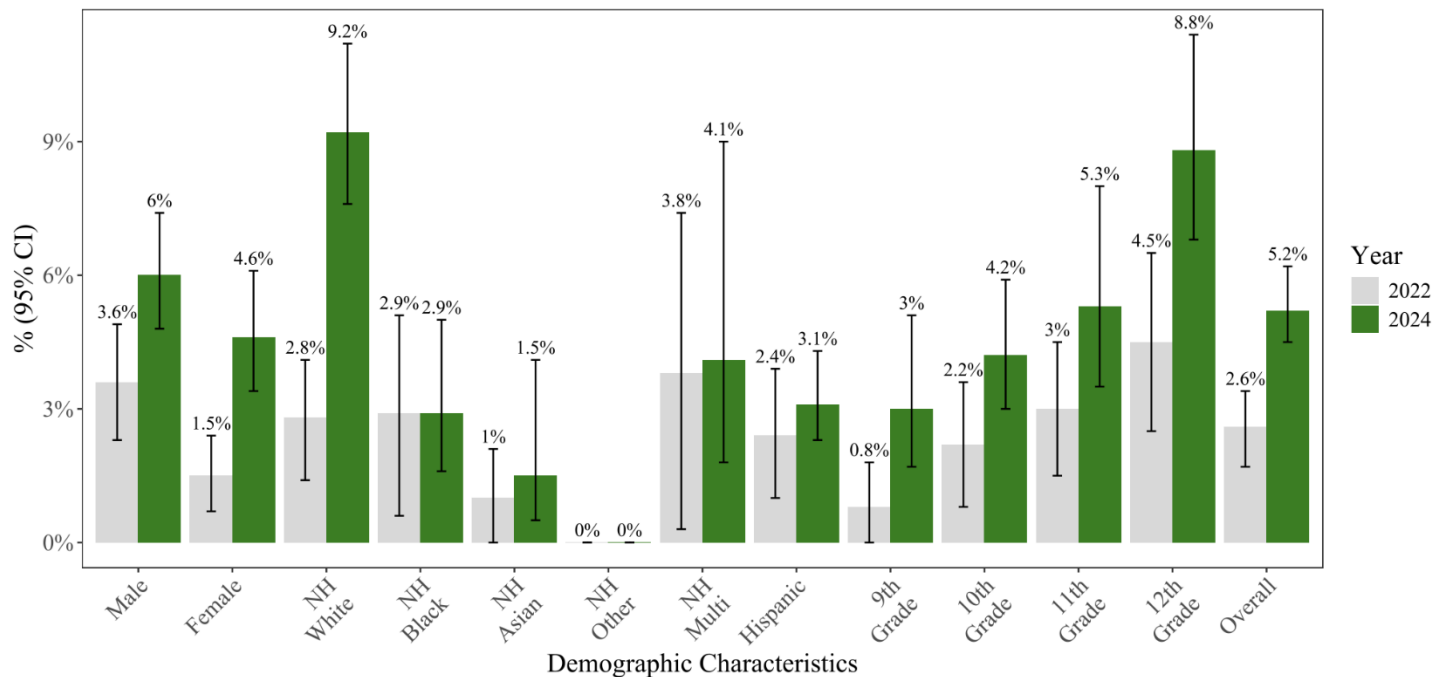


Figure 2. Ever Use of Nicotine Pouches by all Students, NJYTS 2022 and 2024



Current Use of Tobacco Products

The 2024 NJYTS assessed current use (on one or more of the 30 days preceding the survey) of cigarettes, cigars, SLT, hookah, e-cigarettes, and nicotine pouches. Current use prevalence estimates and 95% confidence intervals (CI) for each product are presented overall and by sex, race/ethnicity, and grade level in **Table 2**. Overall, 10.3% of New Jersey high school students had used at least one tobacco product within 30 days prior to the survey, 2.8% had used at least one combustible product, and 2.6% of students reported use of two or more products in the 30 days preceding the survey. The most common currently used product was e-cigarettes (8.5%) followed by nicotine pouches (1.8%). The prevalence of current cigarette use (1.1%) was low.

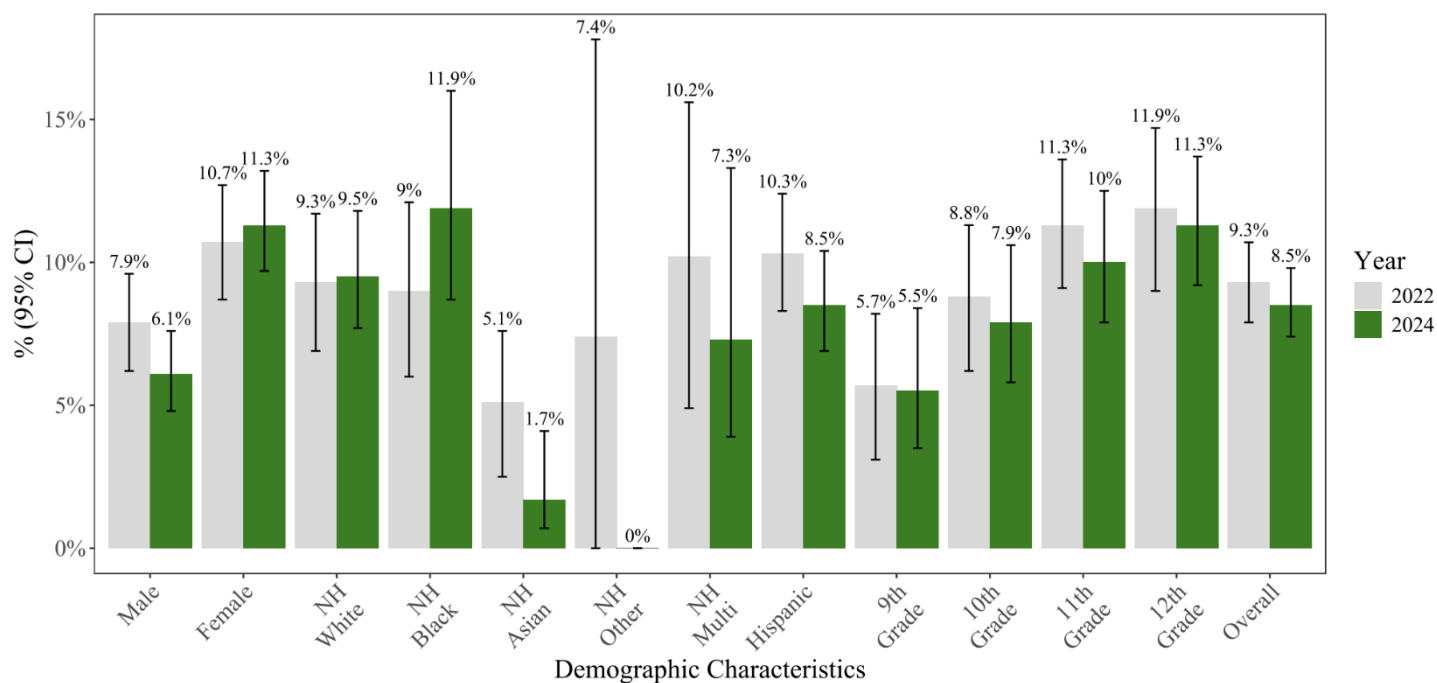
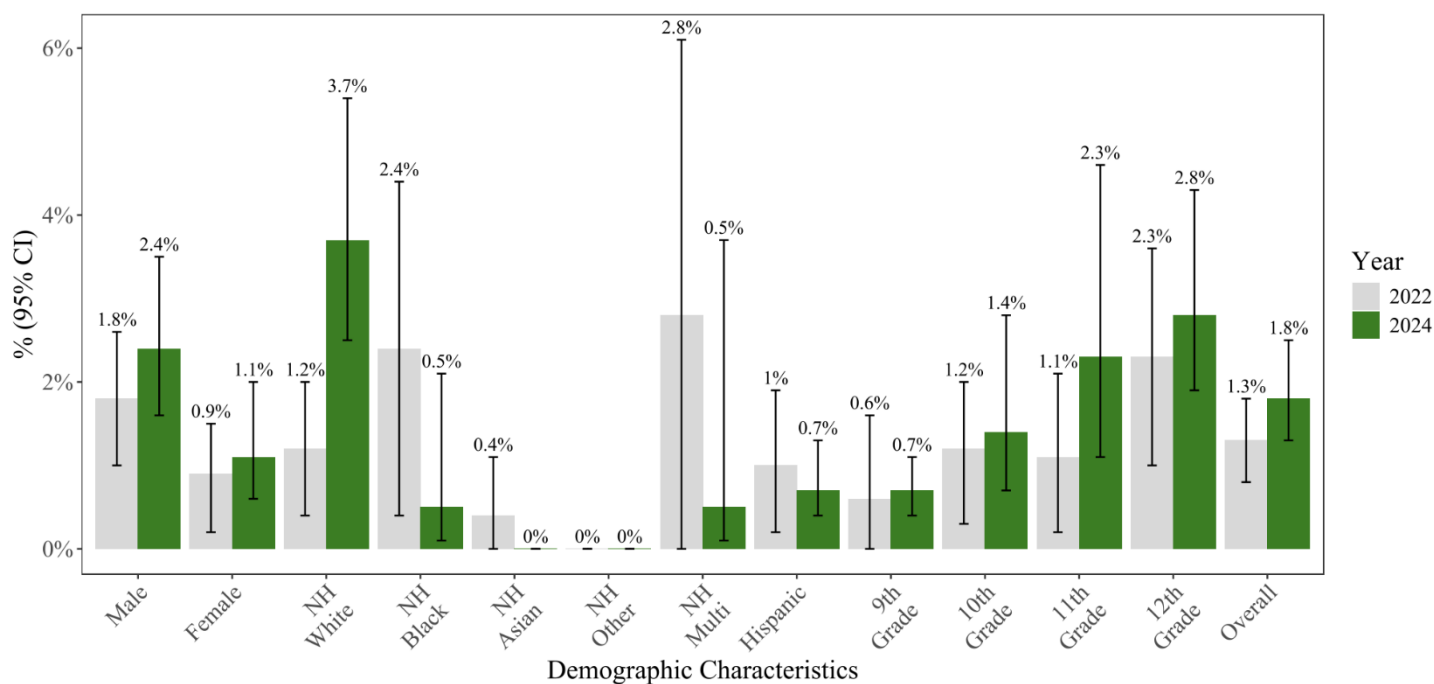
A greater proportion of female students than male students reported using any products in the past 30 days (12.6% vs 8.2%), and a greater proportion of female students than male students reported current e-cigarette use (11.3% vs 6.1%). Current nicotine pouch use was highest among non-Hispanic White students (3.7%). Current use of all products was lowest among 9th grade students, and current use prevalence generally increased with grade level. Current use of any tobacco product by 9th grade students (6.3%) was notably different compared to 12th grade students (15.1%). This difference was further observed when comparing 9th to 12th grade students' current use of e-cigarettes (11.3% vs 5.5%) and current use of nicotine pouches (2.8% vs 0.7%).

When comparing 2022 to 2024, reported current use of tobacco products was similar. Notably, in 2022 there were no differences in current use between female and male students, but in 2024, a greater proportion of female students reported current e-cigarette use (**Figure 3**) and current use of any product than their male counterparts. Further, current nicotine pouch use was significantly greater among non-Hispanic White students in 2024 (3.7%, 95% CI 2.5-5.4) compared to non-Hispanic White students in 2022 (1.2%, 95% CI 0.4-2.0) as shown in **Figure 4**.

Table 2. Current (Past 30-days) Use of Tobacco Products, NJYTS 2024

	Cigarette		Cigar		SLT		Hookah		E-cigarette		Nicotine Pouch		Poly Use		Any Combustible	Any Product
	% (95% CI)		% (95% CI)		% (95% CI)		% (95% CI)		% (95% CI)		% (95% CI)		% (95% CI)		% (95% CI)	% (95% CI)
Sex																
Male	1.6	(1.0-2.4)	1.7	(1.0-2.8)	*0.2	(0.1-0.6)	*0.8	(0.4-1.5)	6.1	(4.8-7.6)	2.4	(1.6-3.5)	3.1	(2.3-4.3)	3.3	(2.4-4.5)
Female	*0.6	(0.3-1.2)	*0.5	(0.2-1.0)	0.0	(0.0-0.0)	1.3	(0.8-2.0)	11.3	(9.7-13.2)	1.1	(0.6-2.0)	2.2	(1.5-3.2)	2.3	(1.7-3.2)
Race/Ethnicity																
NH White	1.7	(1.0-3.0)	1.5	(0.9-2.7)	*0.2	(0.0-0.7)	*0.2	(0.0-0.7)	9.5	(7.7-11.8)	3.7	(2.5-5.4)	3.7	(2.5-5.4)	3.3	(2.2-4.8)
NH Black	*0.9	(0.3-2.5)	*1.5	(0.6-3.5)	*0.2	(0.0-0.7)	*2.4	(1.1-4.8)	11.9	(8.7-16.0)	*0.5	(0.1-2.1)	3.2	(1.8-5.6)	3.7	(2.1-6.4)
Hispanic	*0.8	(0.5-1.5)	*0.7	(0.3-1.4)	*0.1	(0.0-0.6)	1.5	(1.0-2.4)	8.5	(6.9-10.4)	0.7	(0.4-1.3)	2.0	(1.3-3.0)	2.6	(1.8-3.6)
NH Asian	0.0	(0.0-0.0)	0.4	(0.1-2.5)	0.0	(0.0-0.0)	*0.7	(0.2-2.1)	*1.7	(0.7-4.1)	0.0	(0.0-0.0)	*0.7	(0.2-2.6)	*1.0	(0.4-2.8)
NH Other/Multi	*1.0	(0.2-4.1)	*0.4	(0.1-3.1)	0.0	(0.0-0.0)	*1.5	(0.4-6.4)	*6.2	(3.3-11.5)	*0.4	(0.1-3.1)	*1.4	(0.3-6.1)	*2.5	(0.9-7.1)
Grade																
9	*0.2	(0.0-1.1)	*0.8	(0.2-2.4)	0.0	(0.0-0.0)	*0.7	(0.3-1.9)	5.5	(3.5-8.4)	0.7	(0.4-1.1)	*1.5	(0.7-3.2)	*1.6	(0.8-3.2)
10	*0.6	(0.3-1.4)	*1.1	(0.5-2.6)	*0.1	(0.0-1.0)	*1.1	(0.5-2.2)	7.9	(5.8-10.6)	*1.4	(0.7-2.8)	2.3	(1.5-3.7)	2.5	(1.6-4.0)
11	*1.4	(0.7-3.2)	*0.5	(0.2-1.6)	*0.3	(0.1-1.0)	*1.0	(0.4-2.4)	10.0	(7.9-12.5)	*2.3	(1.1-4.6)	3.0	(1.7-5.4)	2.6	(1.5-4.6)
12	*2.2	(1.1-4.0)	1.9	(1.1-3.2)	*0.1	(0.1-0.3)	*1.3	(0.7-2.5)	11.3	(9.2-13.7)	2.8	(1.0-4.3)	3.8	(2.4-5.8)	4.5	(3.1-6.5)
Overall	1.1	(0.8-1.6)	1.1	(0.1-1.7)	*0.1	(0.1-0.3)	1.0	(0.7-1.5)	8.5	(7.4-9.8)	1.8	(1.3-2.5)	2.6	(2.0-3.4)	2.8	(2.2-3.6)

SLT: Smokeless tobacco (snuff, chew, and/or snus); E-cig: Electronic cigarette; Poly use: use of 2+ products; Combustible: cigarette, cigar, and/or hookah; CI: 95% Confidence Interval; NH: Non-Hispanic; Multi: Multiracial; *Coefficient of Variation (CV) > 0.3 (Interpret with caution)

Figure 3. Current Use of E-Cigarettes by all Students, NJYTS 2022 and 2024**Figure 4. Current Use of Nicotine Pouches by all Students, NJYTS 2022 and 2024**

E-cigarette Use Behaviors

E-cigarette use characteristics among students who reported current use are presented in **Table 3**. The most common type of e-cigarette used in the past 30 days were disposables (81.3%), and nearly all (96.3%) of high school students who currently used e-cigarettes in 2024 reported using flavored varieties. The most common e-cigarette flavor was fruit (50.9%); followed by mint (40.2%); and candy, desserts, and other sweets (23.1%). Among students using e-cigarettes, 69.7% reported that flavors contained the descriptors “ice” or “iced.” When asked about e-cigarette brands used in the past 30 days, the most reported brand was Lava (49.4%), followed by Elf Bar (16.8%), although 19.7% of students currently using e-cigarettes reported that they did not know what brand they used. When asked about the substances contained in their e-cigarettes, students largely reported nicotine only (44.4%) or both THC and nicotine (30.9%); 13.9% of students using e-cigarettes did not know what substances were in their devices.

Table 3. E-cigarette Use Behaviors Among Students who Used E-cigarettes in the Past 30 Days, NJYTS 2024

	%	(95% CI)
Type of e-cigarette		
Disposable	81.3	(76.1-85.6)
Pre-filled or refillable pods or cartridges	4.5	(2.6-7.7)
Tank	1.9	(0.8-4.3)
I don't know the type	12.3	(8.6-17.4)
Flavor^{ab}		
Any flavor use ^c	96.3	(92.9-98.1)
Fruit	50.9	(44.4-57.3)
Mint	40.2	(34.0-46.8)
Candy, desserts, or other sweets	23.1	(17.1-30.3)
Other	16.2	(12.1-21.2)
Menthol	6.7	(4.5-10.0)
Tobacco-flavored	4.3	(2.3-7.6)
A non-alcoholic drink	2.7	(1.0-7.0)
An alcoholic drink	2.5	(1.2-5.2)
Chocolate	1.5	(0.6-3.8)
Clove or spice	0.8	(0.2-2.9)
“Ice” or “Iced” flavor		
Yes	69.7	(62.7-75.9)
No	20.3	(15.2-26.5)
I don't know	10.0	(6.8-14.6)

2024 NJ YOUTH TOBACCO SURVEY

	%	(95% CI)
Brands used^{ab}		
Lava or Lava Plus ^b	49.4	(43.2-55.7)
Elf Bar	16.8	(12.5-22.2)
Puff Bar	16.7	(12.1-22.7)
Geek Bar ^d	11.5	(8.2-16.0)
Flair	11.3	(7.8-16.1)
Lost Mary	8.2	(5.1-12.9)
Magma or Magma Plus	7.2	(4.8-10.6)
Cali ^d	6.3	(3.2-11.8)
JUUL	6.0	(3.6-9.8)
Tyson	4.2	(2.3-7.6)
Vuse	3.9	(1.9-7.6)
Fruty Stik	2.8	(1.4-5.6)
Hyde	2.0	(0.7-5.1)
Blu	1.9	(0.8-4.5)
Myle	1.3	(0.4-3.6)
EB Design	1.2	(0.5-3.1)
Stig	1.2	(0.4-3.4)
YME or UNC	1.1	(0.4-3.2)
Logic	1.1	(0.3-3.3)
NJOY	0.8	(0.2-2.9)
EB Create	0.6	(0.2-2.1)
Not sure/I don't know the brand	19.7	(14.4-26.4)
Some other brand not listed here ^b	10.5	(7.4-14.7)
Substances the e-cigarettes contain		
Nicotine	44.0	(37.9-50.3)
Both nicotine and THC	30.9	(25.0-37.3)
Neither	7.2	(4.4-11.5)
THC	4.1	(2.3-7.0)
I don't know	13.9	(9.8-19.3)
^a Not mutually exclusive		
^b Written entries reflecting an existing response option were recoded		
^c Use of any flavor including mint; menthol; fruit, an alcoholic drink; a non-alcoholic drink; candy, desserts or other sweets; or other; excludes tobacco-flavored		
^d Geek Bar and Cali were not originally listed as a response option, but they were the top two most written entries for "some other brand not listed here"		

E-cigarette Access

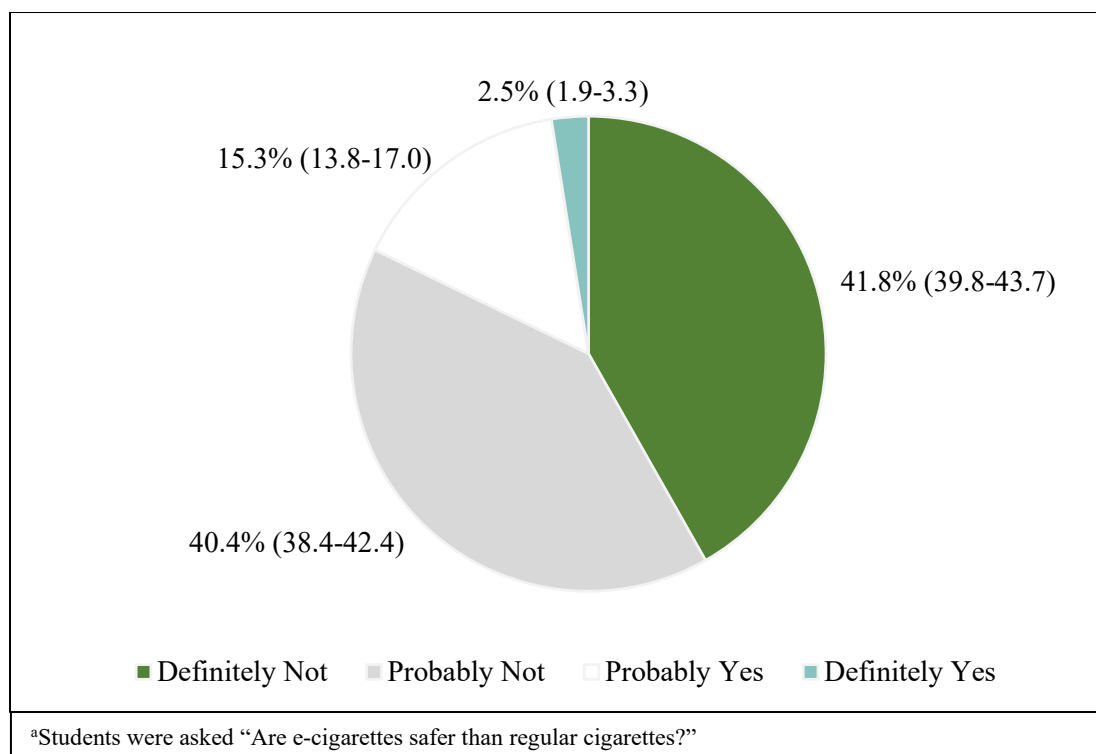
Sources of e-cigarette access among students who reported current use are presented in **Table 4**. In the past 30 days, getting e-cigarettes from a friend was the most common way students obtained their e-cigarettes (31.7%), closely followed by purchasing them (30.9%). Among students who reported buying e-cigarettes themselves in the past 30 days, vape or tobacco shops (50.6%) and gas stations or convenience stores (40.6%) were the most frequently reported sources.

Table 4. E-cigarette Access Among Students who Used E-cigarettes in the Past 30 Days, NJYTS 2024

	%	(95% CI)
How students obtained e-cigarettes^{ab}		
I got them from a friend	31.7	(25.3-38.9)
I bought them myself	30.9	(25.2-37.2)
Someone offered them to me	20.3	(15.2-26.5)
I had someone else buy them for me	19.3	(14.6-25.1)
I asked someone to give me some	11.9	(8.1-17.3)
I took them from a store or another person	6.5	(4.1-10.1)
I got them from a family member	5.1	(3.0-8.8)
I got them in some other way	4.2	(2.4-7.0)
Where e-cigarettes were purchased^{ac}		
A vape shop or tobacco shop	50.6	(40.2-60.9)
A gas station or convenience store	40.6	(30.3-51.7)
I bought them from another person (a friend, family member, or someone else)	21.7	(13.9-32.3)
A mall or shopping center kiosk/stand	9.7	(4.6-19.2)
A grocery store	7.9	(3.0-19.0)
A drugstore	7.9	(3.5-16.7)
Through a delivery service (such as DoorDash or Postmates)	3.3	(0.9-11.2)
On the internet (such as a product website or store website like eBay or Facebook Marketplace)	3.0	(0.8-9.9)
A vending machine	2.7	(0.8-8.8)
Through the mail	1.8	(0.3-8.7)
^a Not mutually exclusive		
^b Written entries reflecting an existing response option were recoded		
^c Among students who indicated they bought e-cigarettes themselves		

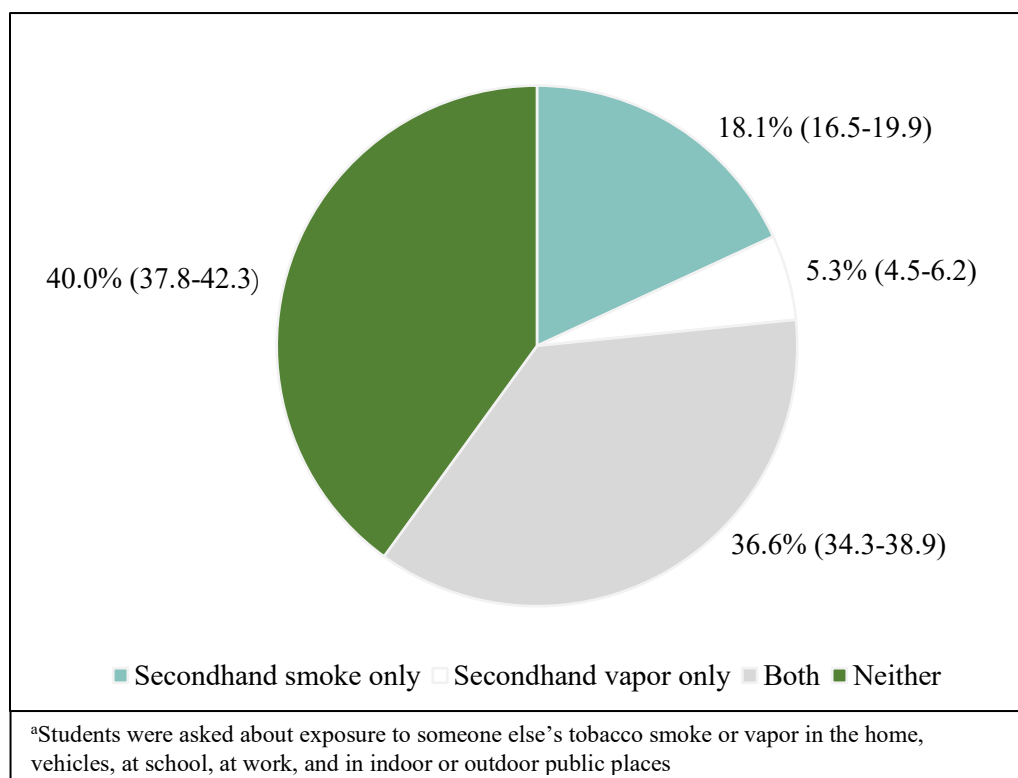
E-cigarette Harm Perceptions

Students were asked if they believed e-cigarettes to be safer than cigarettes and those results are depicted in **Figure 5**. About 18% of respondents thought e-cigarettes are “definitely” or “probably” safer than cigarettes, while almost 82% thought e-cigarettes are “probably not” or “definitely not” safer than cigarettes.

Figure 5. E-Cigarette Harm Perception,^a NJYTS 2024

Secondhand Smoke and Vapor Exposure

Figure 6 shows reported exposure in the past seven days to secondhand smoke from tobacco products and vapor from e-cigarettes in the home, vehicles, at school, at work, and in indoor or outdoor public places. Sixty percent of students reported being exposed to secondhand smoke or vapor. Additionally, 36.6% of high school students reported exposure to *both* secondhand smoke and vapor in the past week. Other students were exposed to secondhand smoke only (18.1%) or secondhand vapor only (5.3%). Conversely, 40.0% of high school students reported they were exposed to neither secondhand smoke nor vapor, which is less exposure than reported in 2022 (35.2%, 95% CI 32.9-37.5).

Figure 6. Exposure to Secondhand Smoke or Vapor in the Past Seven Days,^a NJYTS 2024

Cigarette Access

Table 5 displays sources of cigarette access. In contrast to how students access e-cigarettes, the most frequently reported source of cigarettes in the past 30 days was a friend offering them (55.7%); only 9.9% bought them themselves.

Table 5. Cigarette Use Behaviors Among Students who Used Cigarettes in the Past 30 Days, NJYTS 2024

	%	(95% CI)
How students got cigarettes^a		
Someone offered them to me	55.7	(40.2-70.1)
I got them from a friend	26.7	(15.0-42.8)
I had some else buy them for me	18.0	(8.9-33.2)
I asked someone to give me some	13.9	(3.0-46.1)
I took them from a store or another person	13.7	(3.4-41.5)
I bought them myself	9.9	(2.5-31.6)
I got them from a family member	7.3	(1.8-25.8)
I got them in some other way	5.6	(1.4-19.6)

^aNot mutually exclusive

Nicotine Pouch Flavors and Brands

When asked if they had ever seen or heard of nicotine pouches, 59.7% of respondents had. Nicotine pouch brands and flavors used among students who reported current nicotine pouch use are presented in **Table 6**. Among those who had used nicotine pouches in the past 30 days, nearly all (95.0%) were using flavored nicotine pouches. The most common nicotine pouch flavor was mint (61.0%), followed by fruit (25.8%) and menthol (13.8%). When asked about nicotine pouch brands used in the past 30 days, the most commonly reported nicotine pouch brand was Zyn (88.8%), followed by Rogue (15.5%) and Velo (13.3%).

Table 6. Nicotine Pouch use Behaviors Among Students who Used Nicotine Pouches in the Past 30 Days, NJYTS 2024

	%	(95% CI)
Flavor^{ab}		
Any flavor use ^c	95.0	(62.7-99.5)
Mint	61.0	(40.8-78.0)
Fruit	25.8	(10.6-50.5)
Menthol	13.8	(5.3-31.6)
Candy, desserts, or other sweets	10.8	(3.5-28.8)
Alcoholic drinks	6.9	(2.2-19.9)
Non-alcoholic drinks	5.1	(3.7-7.1)
Tobacco-flavored	3.8	(2.7-5.2)
Chocolate	2.5	(0.2-26.8)
Other	1.9	(1.4-2.6)
Brands used^{ab}		
Zyn	88.8	(65.8-97.0)
Rogue	15.5	(7.9-28.2)
Velo	13.3	(4.3-34.1)
Sesh+	4.1	(3.0-5.6)
Lucy	2.6	(0.1-34.8)
Juice Head	2.5	(1.9-3.5)
On!	2.4	(0.1-31.7)
LiX	2.2	(1.6-3.0)
Fre	0.5	(0.4-0.7)
NIC-S	0.5	(0.4-0.7)
Zone	0.5	(0.4-0.7)
Not sure/I don't know the brand	3.3	(0.7-13.3)
Some other brand not listed here	3.3	(0.7-13.3)
^a Not mutually exclusive		
^b Written entries reflecting an existing response option were recoded		
^c Use of any flavor including mint, fruit, menthol, etc.; excludes tobacco-flavored		

Nicotine Pouch Access

Sources of nicotine pouch access among students who reported current use are presented in **Table 7**. In the past 30 days, purchasing nicotine pouches directly was the most common way students obtained their nicotine pouches (28.6%), closely followed by getting them from a friend (27.2%) and someone offering them (21.6%). Among students who reported buying nicotine pouches themselves in the month preceding the survey, gas stations or convenience stores (58.5%) and vape shops or tobacco shops (27.4%), were the most frequently reported sources.

Table 7. Nicotine Pouch Access Among Students who Used Nicotine Pouches in the Past 30 Days, NJYTS 2024

	%	(95% CI)
How students got nicotine pouches^{ab}		
I bought them myself	28.6	(16.2-45.3)
I got them from a friend	27.2	(12.9-48.4)
Someone offered them to me	21.6	(11.1-38.0)
I asked someone to give me some	14.1	(5.4-32.0)
I had someone else buy them for me	7.8	(4.1-14.5)
I got them in some other way	7.7	(3.2-17.3)
I got them from a family member	0.5	(0.4-0.7)
I took them from a store or another person	0.5	(0.4-0.7)
Where nicotine pouches were purchased^{ac}		
A gas station or convenience store	58.5	(29.5-82.6)
A vape shop or tobacco shop	27.4	(7.6-63.3)
A vending machine	12.7	(8.0-19.4)
Some other place not listed here	6.7	(4.3-10.3)
Through the mail	6.4	(0.7-41.4)
A grocery store	1.7	(1.1-2.6)
A drugstore	1.7	(1.1-2.6)
A mall or shopping center kiosk/stand	1.7	(1.1-2.6)
On the internet (such as a product website or store website like eBay or Facebook Marketplace)	1.7	(1.1-2.6)
Through a delivery service (such as DoorDash or Postmates)	1.7	(1.1-2.6)
Bought them from another person (a friend, family member, or someone else)	1.7	(1.1-2.6)
^a Not mutually exclusive		
^b Written entries reflecting an existing response option were recoded		
^c Among students who indicated they bought pouches themselves		

Summary

In 2024 the reported use of combustible cigarettes among New Jersey high school students was remarkably low. The prevalence of current cigarette smoking among high school students (1.1%, 95% CI 0.8-1.6) was similar to the national prevalence (1.7%, 95% CI 1.4-2.0).⁴ Overall, 10.3% (95% CI 9.0-11.7) of high school students had used at least one tobacco product within the 30-day period preceding the survey, similar to the national prevalence of 10.1% (95% CI 9.0-11.3).⁴ However, sociodemographic disparities in tobacco product experimentation and prevalence persist, representing continued areas for targeted tobacco control efforts in New Jersey.

Among New Jersey youth, a greater proportion of female students (12.6%, 95% CI 10.8-14.7) than male students (8.2%, 95% CI 6.8-10.0) reported using any products in the past 30 days. Notably, a greater proportion of female students (11.3%, 95% CI 9.7-13.2) than male students (6.1%, 95% CI 4.8-7.6) reported current e-cigarette use, which aligns with the differences between female (58.4%, 95% CI 51.4-65.1) and male (41.6%, 95% CI 34.9-48.6) youth aged 12-17 years currently using electronic nicotine delivery systems (ENDS) noted in the 2021 National Survey on Drug Use and Health (NSDUH).⁵ By race and ethnicity, current nicotine pouch use was most prevalent overall among non-Hispanic White students (3.7%, 95% CI 2.5-5.4). By grade level, current use across all tobacco products was consistently lowest among first-year high school students and tended to increase with grade level. Current use of any tobacco product by 9th grade students (6.3%, 95% CI 4.1-9.5) was significantly lower compared to that of 12th grade students (15.1%, 95% CI 12.3-18.4). This difference was further observed when comparing 9th (5.5%, 95% CI 3.5-8.4) to 12th grade students' (11.3%, 9.2-13.7) current use of e-cigarettes, and 9th (0.7%, 95% CI 0.4-1.1) to 12th grade students' (2.8%, 95% CI 1.9-4.3) current use of nicotine pouches.

As of November 1, 2017, New Jersey became the third state to raise the legal purchasing age for tobacco products to 21 years.⁶ Yet, underaged students still reported purchasing certain tobacco products themselves in the month preceding this 2024 survey. Students using nicotine pouches reported direct purchasing as the top method of obtaining them (28.6%, 95% CI 16.2-45.3), and students using e-cigarettes reported direct purchasing as the second most common method of obtaining them (30.9%, 95% CI 25.2-37.2). In 2024, only 9.9% (95% CI: 2.5–31.6%) of students who used cigarettes reported buying them, down from 31.1% (95% CI: 19.4–42.7%) in 2022, dropping from the second to the sixth most common method of acquisition.

E-cigarettes continue to be the most prevalently used tobacco product by far, resembling trends from 2022.³ In 2024, more than one out of five (21.0%, 95% CI 19.1-23.1) New Jersey high school students reported ever using e-cigarettes and 8.5% (95% CI 7.4-9.8) had used them in the past 30 days, which was similar to the national average of current e-cigarette use (7.8%, 95% CI 6.9-8.8).⁴ The e-cigarette product landscape continues to evolve to circumvent 2020 federal-level flavor restrictions on cartridge- and pod-based e-cigarettes.⁷ Disposable devices, not restricted through the FDA’s 2020 policy action, skyrocketed in sales from 2020 to 2024⁸ and continue to be the leading device type used among New Jersey high schoolers who report current e-cigarette use in 2024 (81.3%, 95% CI 76.1-85.6). This type of e-cigarette reported by students using e-cigarettes vastly surpassed the national report for the same time period (58.7%, 95% CI 54.9-62.4).⁹

In addition, despite New Jersey’s April 2020 flavor ban—which restricts the sale of all types of flavored e-cigarettes, including disposable products¹⁰—nearly all (96.3%, 95% CI 92.9-98.1) of New Jersey high school students who currently use e-cigarettes were using flavored e-cigarettes in 2024, which is higher than the proportion of high school students nationally (88.2%, 95% CI 85.2–90.7).⁹ Similar to 2022, the top three e-cigarette flavors reported in 2024 were fruit (50.9%, 95% CI 44.4-57.3); followed by mint (40.2%, 95% CI 34.0-46.8); and candy, desserts, or other sweets (23.1%, 95% CI 17.1-30.0). To align with NYTS core questions and track emerging flavors, the 2024 NJYTS assessed whether recently used e-cigarette flavors contained “ice” or “iced” descriptors. A greater proportion of New Jersey high schoolers who currently use e-cigarettes reported using these flavors (69.7%, 95% CI 62.7-75.9) compared to their national peers (53.8%, 95% CI 49.8-57.7).⁹ These sensory descriptors, characterized as eliciting a cooling effect,¹¹ warrant ongoing surveillance to better understand their appeal to young people.

Popular brands reported by students currently using e-cigarettes are brands that sell disposable devices in a wide variety of flavors and descriptors. Notably, Lava, a New Jersey-based company which produces flavored, disposable e-cigarettes, was the most common brand reported by students who used e-cigarettes in the past 30 days (49.4%, 95% CI 43.2-55.7). This differs from the NYTS, in which Elf Bar was reported as the most common brand used (33.2%, 95% CI 29.3-37.3).⁹ This difference may reflect the popularity of certain e-cigarette brands in regions where their distribution or reach is specific to the area. The next most common e-cigarette brands among high school students using e-cigarettes in New Jersey were Elf Bar (16.8%, 95% CI 12.5-22.2) and Puff Bar (16.7%, 95% CI 12.1-22.7). Although not a response choice, the brand “Geek Bar,” was written in as another popular brand by 11.5% of high schoolers currently using e-cigarettes.

Disposable devices with compelling and interesting flavors, descriptors, and colorful packaging continue to appeal to young people.^{12,13}

Current nicotine pouch use among high school students in New Jersey (1.8%, 95% CI 1.3-2.5) is similar to the national average (2.4%, 95% CI 2.0-2.9).⁹ Notably, a greater proportion of students in New Jersey reported ever use of nicotine pouches in 2024 (5.2%, 95% CI 4.5-6.2) compared to 2022 (2.6%, 95% CI 1.7-3.4) and there were differences in nicotine pouch use prevalence within specific demographic groups when comparing 2024 to 2022. Ever nicotine pouch use was significantly greater among female students in 2024 (4.6%, 95% CI 3.4-6.1) compared to female students in 2022 (1.5%, 95% CI 0.7-2.4), among non-Hispanic White students in 2024 (9.2%, 95% CI 7.6-11.2) compared to non-Hispanic White students in 2022 (2.8%, 95% CI 1.4-4.1), and among 12th grade students in 2024 (8.8%, 95% CI 6.8-11.4) compared to 12th grade students in 2022 (4.5%, 95% CI 2.5-6.5). Ongoing, flexible monitoring of all tobacco and nicotine products is essential to understanding the appeal of products to youth and how or why youth experiment with and/or continue to use tobacco and nicotine products.

Limitations

These results are representative of students at public high schools in New Jersey and may not extend to those in private or alternative schools, as these school types were not included in the sampling frame. In addition, while the pivot to electronic survey administration following the COVID-19 pandemic offers numerous advantages over previous paper-and-pencil administration, including the ability to embed product images and skip logic within survey programming, the estimates presented in this report cannot be compared to those from NJYTS administrations prior to 2022 due to these methodological changes. Finally, given the cross-sectional nature of the NJYTS, these data cannot be used to determine causal associations.

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