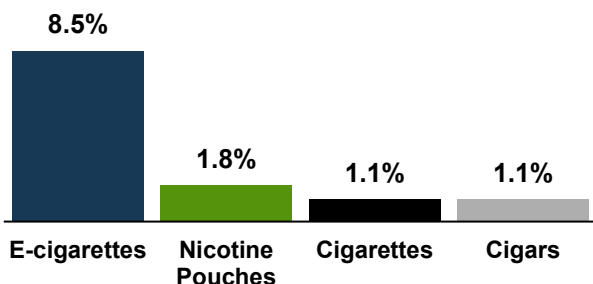


Tobacco Use Among High School Students in New Jersey

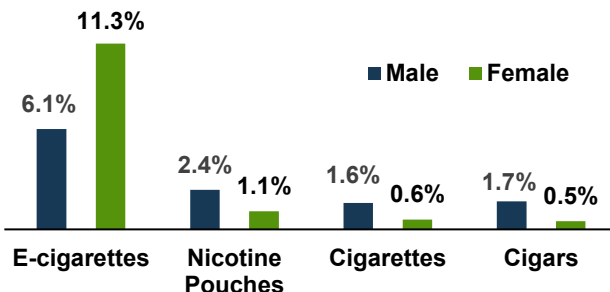
2024 New Jersey Youth Tobacco Survey (NJYTS), September 2025

Tobacco product use in the past month:

The most commonly reported products used during the past month^a were:



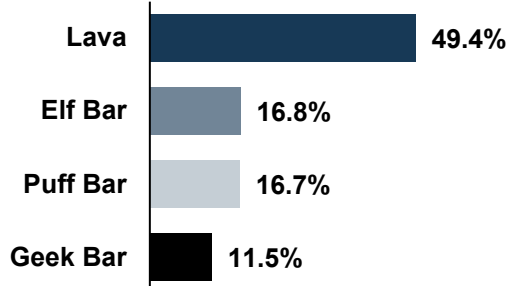
Differences in current use by gender^a:



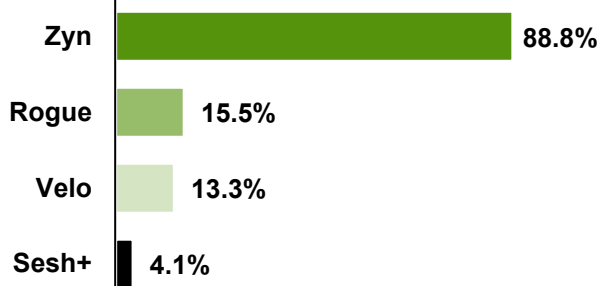
^aPast month or current tobacco use is defined as the use of any tobacco product on at least one day during the past 30 days.

Among youth who used E-cigarettes or Nicotine Pouches in the past month:

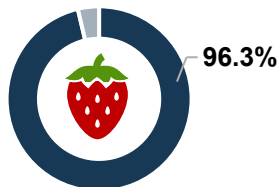
Popular e-cigarette brands were:



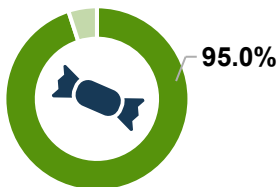
Popular nicotine pouch brands were:



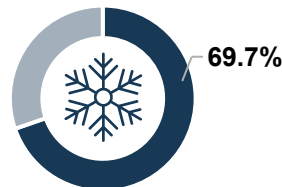
96.3% of e-cigarette users used flavored products



95.0% of nicotine pouch users used flavored products



69.7% of current e-cigarette users used "ice" or "iced" flavors



Did you know? Flavored e-cigarettes are **banned** in New Jersey^b

^bSource: https://pub.njleg.state.nj.us/Bills/2018/PL19/425_PDF



RUTGERS HEALTH
Institute for Nicotine
and Tobacco Studies

Tobacco Use Among High School Students in NJ

What do these products look like & what do I need to know about them?



Evolving Fast



E-cigarettes are electronic nicotine containing delivery systems. The newest generation of products are disposable and come in a variety of colors, shapes, and flavors.



Hard to Spot

Nicotine Pouches are tiny, white-colored pouches users place under their lip. They can be used discretely without any smoke or odor.



Help us monitor tobacco product use by teens!



CRST
CENTER for RAPID
SURVEILLANCE of
TOBACCO

The Rutgers Center for Rapid Surveillance of Tobacco (CRST) seeks to better understand and report about tobacco product use. Visit tobaccocrst.org/ to learn more.



If you work in a school serving any K-12 students and have access to tobacco and/or nicotine products, **scan the QR code and follow the steps to upload a photo of the products.**

Resources for Educators

Quit Text Support



teen.smokefree.gov

Quit Resources & Past NJYTS Reports



nj.gov/health/fhs/tobacco/

Quit Resources, Educational & Policy Materials



tobaccofreenj.com/



[lung.org/quit-smoking/
helping-teens-quit](http://lung.org/quit-smoking/helping-teens-quit)



[cdc.gov/tobacco/e-cigarettes/
youth-quitting.html](http://cdc.gov/tobacco/e-cigarettes/youth-quitting.html)

What is the NJYTS and why should NJ high schools participate?

- The New Jersey Youth Tobacco Survey (NJYTS) provides the most comprehensive and representative data on tobacco and nicotine behaviors among New Jersey students in grades 9–12.
- Schools are randomly selected to participate; school and student participation are essential to producing accurate statewide estimates.
- NJYTS returns in Fall 2026 - your school could be randomly chosen to take part.
- Results guide the design, implementation, and evaluation of effective tobacco use prevention and control programs.

Questions? Please contact Michelle Bover Manderski at bovermi@ints.rutgers.edu at Rutgers Institute for Nicotine and Tobacco Studies.