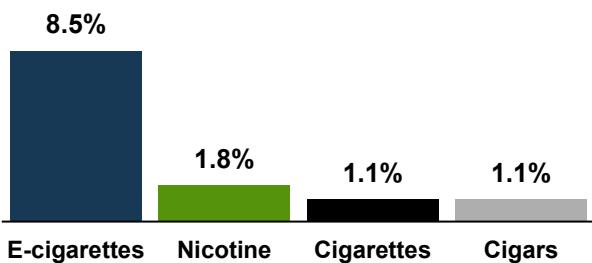


# Tobacco Use Among High School Students in New Jersey

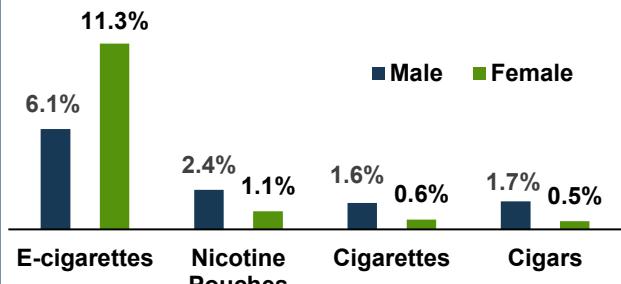
2024 New Jersey Youth Tobacco Survey (NJTYS), September 2025

## Tobacco product use in the past month:

The most commonly reported products used during the past month<sup>a</sup> were:



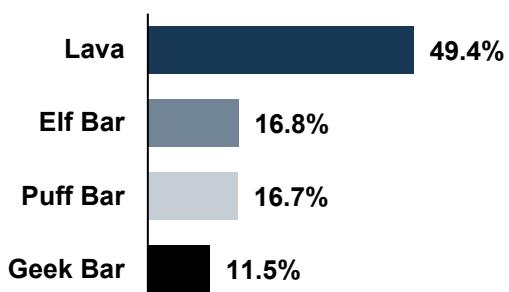
Differences in current use by gender<sup>a</sup>:



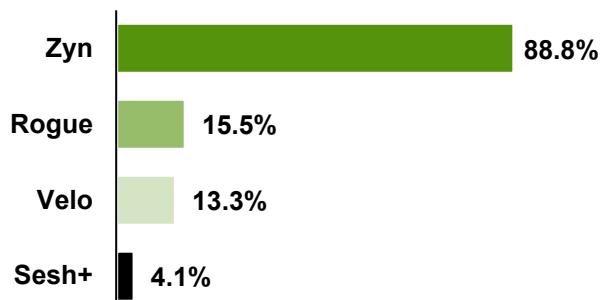
<sup>a</sup>Past month or current tobacco use is defined as the use of any tobacco product on at least one day during the past 30 days.

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

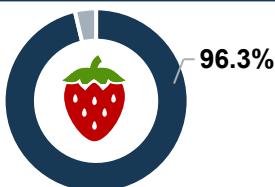
Popular e-cigarette brands were:



Popular nicotine pouch brands were:



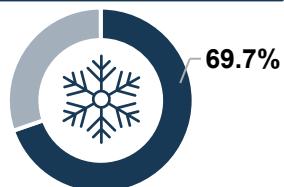
96.3% of e-cigarette users used flavored products



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<sup>b</sup>

<sup>b</sup>Source: <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!



The Rutgers Center for Rapid Surveillance of Tobacco (CRST) seeks to better understand and report about tobacco product use. Visit [tobaccocrst.org/](http://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](http://teen.smokefree.gov)

### Quit Resources & Past NJYTS Reports



[nj.gov/health/fhs/tobacco/](http://nj.gov/health/fhs/tobacco/)

### Quit Resources, Educational & Policy Materials



[tobaccofreenj.com/](http://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 (NJVTS) 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](mailto:bovermi@ints.rutgers.edu) at Rutgers Institute for Nicotine and Tobacco Studies.