Title

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Table of Contents

List of Tables

List of Figures

The Tracking Nicotine and Tobacco Trends (TNT) Project

The Tracking Nicotine and Tobacco Trends (TNT) Project is designed to uncover and understand tobacco and nicotine product use behaviors, perceptions, and terminology among California adolescents and young adults ages 12-25. This information will inform ongoing surveillance, messaging, and evaluation activities of the California Department of Public Health (CDPH), California Tobacco Prevention Program (CTPP). There are two primary components to the TNT Project: TNT Focus Groups and the TNT Online Survey, which is conducted twice annually with California residents from ages 12 to 25. Within the context of a changing tobacco landscape, the TNT Project can provide flexible and rapid surveillance of California adolescents' and young adults' perceptions and behaviors related to tobacco, nicotine, and cannabis products. Some specific objectives include:

TNT Project Objectives

- Inform questionnaire development and design for the California Youth Tobacco Survey (CYTS), particularly to assure inclusion of relevant terminology and products
- Inform other CDPH/CTPP tobacco prevention activities and priorities with up-to-date information related to youth tobacco perceptions, attitudes, and behaviors
- Integrate qualitative and quantitative data: for example, a focus group might uncover new trends to examine in surveys, or survey findings can be confirmed in focus groups
- Be responsive to changes in tobacco product landscape, including new products, brands, devices, and use patterns
- Be responsive to CDPH/CTPP directives, recommendations, guidance, and priorities.

About This Report

This report summarizes selected results from the 2025 TNT Project Online Survey, which was conducted May-December 2025. A total of 5,067 eligible participants completed the 2025 wave.

Results of the 2021 survey wave (conducted in July 2021-February 2022) can be found here:
[2021-2022 TNT Online Survey Report (https://escholarship.org/uc/item/6qf8f8x1)](https://escholarship.org/uc/item/6qf8f8x1)

Results of the 2022 survey wave (conducted in June 2022-December 2022) can be found here:
[2022 TNT Online Survey Report (https://escholarship.org/uc/item/1rs8k7km)](https://escholarship.org/uc/item/1rs8k7km)

Results of the 2023 survey wave (conducted in May 2023-December 2023) can be found here:
[2023 TNT Online Survey Report (https://escholarship.org/uc/item/06g1d0rx)](https://escholarship.org/uc/item/06g1d0rx)

Results of the 2024 survey wave (conducted in May 2024-December 2024) can be found here:
[2024 TNT Online Survey Report (https://escholarship.org/uc/item/7wx142pp)](https://escholarship.org/uc/item/7wx142pp)

EXECUTIVE SUMMARY

This report summarizes the main results from the fifth annual wave of the Tracking Nicotine and Tobacco Trends (TNT) Project Online Survey (which was previously known as the Teens, Nicotine, and Tobacco Project Online Survey from 2021-2024). This was a statewide online survey conducted in California during 2025. Data collection occurred in two cycles: Spring (May-June 2025) and Fall (November-December 2025), which are combined in this report. To be eligible for the TNT Online Survey, participants must be residents of California. The spring cycle was restricted to participants from ages 12 to 20 years; for the fall cycle, eligibility was expanded to ages 12 to 25 years. A total of 5,067 eligible participants completed the 2025 survey wave.

Participant recruitment and data collection occurred entirely online through the use of commercial survey panels. Survey panels are an increasingly common and valid method of conducting behavioral health sciences research. In most instances, panel members have opted to receive invitations to complete surveys in exchange for modest incentives, such as redeemable merchandise reward points. Survey eligibility criteria were matched to the demographic profiles of panel members. Potential TNT Online Survey participants ages 12 and 13 were recruited through invitations to their parents. Potential participants ages 14 to 17 were invited through their parents or contacted directly. Potential participants ages 18 to 25 were contacted directly. The TNT Online Survey relied on multiple panel partners to recruit potential participants, with care taken to avoid duplicate invitations.

The results of this report are weighted for response quality and demographic factors to improve the representativeness of the findings for adolescents and young adults ages 12-25 living in California. However, panel survey results should not be considered a perfect reflection of the statewide general population. Survey panel members represent a wide range of geography, age, income levels, and racial/ethnic groups; however, participants should be considered a non-probability sample. Compared to the general population, survey panel members may be more computer/internet savvy, and, in the case of the TNT Online Survey, participants (and their parents) may be more willing to complete a survey related to tobacco and nicotine products. Thus, the prevalence of tobacco use within the TNT Online Survey is likely an overestimate of tobacco use prevalence among all California adolescents and young adults.

One goal of the TNT Online Survey was to provide detailed information about the tobacco and nicotine products being used by Californians ages 12-25. Another goal was to collect information that could lead to improvements in the way tobacco use behaviors are monitored in California. For example, findings from the TNT Online Survey could inform the way questions are worded in other statewide tobacco surveys, such as the California Youth Tobacco Survey that is administered in California schools. Therefore, the TNT Online Survey includes some questions worded in more than one way. Some questions included a larger number of response options than a survey typically includes to help be sure no reasonable answers were missed. In general, the TNT Online Survey prioritized flexibility and responsiveness to an evolving tobacco marketplace over consistency in question wording between waves and cycles. This report presents results from more than one version of a question to show how changing question wording might affect the way participants respond.

The Appendix to this report provides further information related to the survey methodology.

Key Findings

Tobacco Use Behavior (Chapter 1)

- More than one-fourth (26.8 percent) of participants ages 12-17 reported ever using at least one tobacco product in their life. Additionally, 40.7 percent of participants ages 18-20 and 53.2 percent of participants ages 21-25 had ever used tobacco.
- 8.6 percent of participants ages 12-17 reported current use of at least one tobacco product. Current use of at least one tobacco product was 14.4 percent among those ages 18-20 and 19.5 percent among those ages 21-25.
- Vapes were, by far, the most used tobacco product: 6.8 percent of adolescents ages 12-17 currently vaped.
- Cigarettes and cigars (little cigars or cigarillos and big cigars combined) were the next most used tobacco products after vapes. However, among adolescents ages 12-17, no product other than vapes exceeded 2 percent in current use.
- Among all participants, 39.9 percent indicated having ever heard of nicotine pouches, including 29.4 percent of adolescents ages 12-17, 54.4 percent of young adults ages 18-20, and 45.3 percent of young adults ages 21-25.
- In all age groups, current use of any tobacco product was higher among LGBTQ+ participants than non-LGBTQ+ participants.
- By race/ethnicity, most differences in current use of any tobacco product were not consistent across age groups. However, in all age groups, participants who identified as Asian were less likely to report current use of tobacco products than those who identified as White or as Black/African American.
- Among adolescents ages 12-17, prevalence of current use of any tobacco product was 7.8 percent among participants who rated their mental health status as “excellent”, “very good”, or “good” and was higher (15.9 percent) among participants who rated their mental health as “fair” or “poor.”
- For nearly all tobacco products, current users most commonly used their product on 1 or 2 days in the past 30 days; categories of more frequent use were less common.
- 7.6 percent of current vape users ages 12-17 reported using vapes on all 30 days in the past 30 days.
- Among all adolescents participants ages 12-17, 3.5 percent used two or more tobacco products within the past 30 days, meaning that 41.2 percent of current tobacco users in this age range used multiple products.

Vape Product Details (Chapter 2)

- When asked which vape brands are popular among people their age, Juul was the brand participants selected most often, followed by Geek Bar, Puff Bar, and Elfbar.
- Puff Bar-like disposable devices and (to a lesser extent) Juul-like pod devices were the two most commonly used device types. It was common for current vapers to report using more than one vape device type in the past 30 days.
- Neary half (48.3 percent) of current vapers reported having ever tried a vape device with a built-in video display, video game, or digital screen

- The majority of current vapers (72.9 percent) reported that the vapes they used contained nicotine.
- About one-third (29.3 percent) of current vapers reported that at least once in the past 30 days they used a vape and were not sure what it contained.

Flavored Products (Chapter 3)

- 49.2 percent of current cigarette smokers reported that they used menthol cigarettes in the past 30 days, while 67.0 percent of current cigar smokers reported using flavored cigars.
- Over 80 percent of current users of smokeless tobacco (81.8 percent), nicotine pouches (83.7 percent), and hookah (88.7 percent) used flavored varieties of these products.
- Over 90 percent of current users of vapes (95.8 percent) used flavored vapes.
- Only 24.4 percent of participants reported that they were aware that flavored tobacco and vape sales were not allowed in California. Awareness was greater among current tobacco users (40.4 percent).
- Less than one-third of current adolescent vapers ages 12-17 thought it would be either “somewhat” difficult (21.7 percent) or “very” difficult (9.8 percent) to find vapes in flavors that they like.
- For vapes, cigars, and hookah, fruit was the most commonly used type of flavor among current users of each product. For nicotine pouches and smokeless tobacco, the most commonly used flavors were mint and menthol.
- Fruit, candy, fruit-ice combination, and dessert flavors were either liked or strongly liked by 60 percent or more of all vape ever users.

Ending the Tobacco Use Epidemic (Chapter 4)

- Most participants (74 percent to 77 percent) agreed or strongly agreed with various statements that called to end the sale of all tobacco products or flavored tobacco products.
- Strong agreement was somewhat greater for policy statements related to flavored tobacco sales than for the statement related to the sales of all tobacco products. Agreement was usually slightly greater among adolescents than among young adults.
- Most participants (73 percent to 81 percent) agreed or strongly agreed with various statements that called for the use of tobacco or cannabis products in public places to end.
- Strong agreement was slightly greater for a statement that called for the end of smoking cigarettes in public places than the end of using vapes or cannabis in public places.
- Most participants either strongly agreed or agreed that all apartment buildings should be completely smoke-free (78 percent).
- The majority of participants (64 percent) “strongly agreed” or “agreed” with a tobacco-free generation policy that would gradually raise the legal age for tobacco sales.

Tobacco Expectations, Home Environment, and Marketing (Chapter 5)

- Among all survey participants, most indicated that they would “definitely not” be using tobacco products one year in the future.

- For vapes, cigarettes, smokeless tobacco, and hookah, more than 40 percent of current users of each product indicated that they would “probably” or “definitely” be using that product one year in the future.
- More than 40 percent of TNT Online Survey participants indicated that someone who lives with them uses tobacco or cannabis; 21.1 percent of participants indicted living with someone who smokes cigarettes.
- Most participants (75.1 percent) indicated that the use of tobacco and nicotine products is not allowed anywhere or at any time inside their home.
- More than half of participants indicated that they had seen advertisements promoting vaping or cigarettes and other tobacco products in the past 12 months.
- The most common place to see vape and cigarette or other tobacco advertisements was at gas stations or convenience stores.
- Among adolescents ages 12-17, “someone offered it to me” was the single most-selected way that current vape, cigarettes, or nicotine pouch users got their products.
- Among young adults ages 21-25, “I bought it myself at a store” was the single most-selected way that current vape, cigarettes, or nicotine pouch users got their products.

Tobacco Cessation (Chapter 6)

- Among all current vape users who had vaped >10 times in their life, nearly half (47.7 percent) had previously tried to quit vaping.
- Among all current cigarette smokers who had smoked >10 times in their life, more than half (57.6 percent) had previously tried to quit smoking.
- Most current users of vapes or cigarettes wanted to quit, whether right away or sometime in the future. Young adults were more likely than adolescents to want to quit right away.

Other Influence of Tobacco Use (Chapter 7)

- Most participants believed that people in their communities have a negative or very negative view on tobacco use (70.0 percent combined).
- Tobacco use was more common among participants who lived in urban areas or who reported a worse family financial situation.
- About two-thirds (64.9 percent) of participants reported experiencing at least one form of perceived discrimination at least “a few times” in the past month. The most common reported reasons for discrimination were age, race/ethnicity, and gender.
- Current tobacco users reported experiencing discrimination (for any reasons) more often than those who had not used tobacco in the past 30 days.

CHAPTER 1–TOBACCO USE BEHAVIOR

This chapter presents tobacco use behavior data from the 2025 Tracking Nicotine and Tobacco Trends (TNT) Online Survey. Use includes both ever use and current use of various tobacco products. Ever use is defined as use within a lifetime (even once), and current use is defined as use on at least one day within the past 30 days. This chapter also provides the prevalence of tobacco product use across various demographic characteristics (e.g., gender, race/ethnicity), frequency of current use, and the use of multiple tobacco products.

Tobacco Product Categories

For this report, "vape" use includes all participants who used any vape or e-cigarette product, including vapes that did not contain nicotine, but excluding vapes used only for cannabis.

Participants were asked about 11 different tobacco products, including vapes. Use of at least one of the 11 products was calculated as "any tobacco." Use of either little cigars/cigarillos or big cigars was calculated as "either cigar." Use of moist snuff, chewing tobacco, or snus was calculated as "any smokeless."

Tobacco Product Use

Table 1 presents the prevalence of ever tobacco product use. Table 2 shows the prevalence of current tobacco product use (past 30 days) among survey participants.

Table 1. Prevalence of Ever Use of Tobacco Products

	Ever Use (95% CI) Ages 12-17 N[2]=3140	Ever Use (95% CI) Ages 18-20 N[2]=1224	Ever Use (95% CI) Ages 21-25[1] N[2]=703
Any tobacco product below	26.8 (24.1, 29.6)	40.7 (36.3, 45.3)	53.2 (46.7, 59.7)
Vapes	21.1 (18.7, 23.7)	36.9 (32.6, 41.4)	45.6 (39.2, 52.1)
Cigarettes	11.9 (10.0, 14.1)	20.3 (17.1, 24.1)	29.9 (24.6, 35.8)
Either cigar below	5.8 (4.6, 7.2)	11.7 (9.3, 14.6)	15.2 (11.8, 19.3)
Little cigars or cigarillos	4.1 (3.2, 5.2)	10.2 (7.9, 13.0)	12.9 (9.9, 16.7)
Big cigars	3.0 (2.1, 4.3)	5.8 (4.1, 8.1)	7.7 (5.4, 10.9)
Hookah	4.1 (3.1, 5.4)	5.9 (4.3, 8.2)	12.5 (9.3, 16.7)
Any smokeless below	3.1 (2.3, 4.1)	2.2 (1.6, 3.0)	4.7 (3.3, 6.7)
Moist snuff	1.7 (1.2, 2.4)	1.4 (1.0, 2.1)	2.7 (1.7, 4.2)
Chewing tobacco	1.5 (1.0, 2.3)	1.2 (0.7, 1.9)	2.6 (1.6, 4.1)
Snus	1.4 (1.0, 2.1)	1.3 (0.9, 1.9)	1.9 (1.3, 2.9)
Nicotine pouches	2.8 (2.0, 3.8)	5.2 (3.7, 7.2)	6.0 (4.4, 8.3)
Nicotine tablets, lozenges, or gummies	0.7 (0.4, 1.1)	1.2 (0.7, 1.9)	1.3 (0.7, 2.5)*
Heated tobacco	0.7 (0.3, 1.4)*	2.3 (1.2, 4.2)*	0.3 (0.2, 0.6)

1. Participants ages 21-25 were included only in the Fall cycle
2. Unweighted sample size

Abbreviation: CI = confidence interval

*Data are statistically unreliable because relative variance is above 30 percent. Interpret with caution.

- More than one-quarter of participants ages 12-17 (26.8 percent) and more than one-half of participants ages 21-25 (53.2 percent) reported ever using at least one tobacco product in their life.
- Vapes were the product all participants were most likely to report having ever used, followed by cigarettes and cigars.
- Ever use of nicotine pouches reached 6 percent among young adults ages 21-25.

Table 2. Prevalence of Current Use of Tobacco Products

	Current Use (95% CI) Ages 12-17 N[2]=3140	Current Use (95% CI) Ages 18-20 N[2]=1224	Current Use (95% CI) Ages 21-25[1] N[2]=703
Any tobacco product below	8.6 (7.4, 9.9)	14.4 (11.9, 17.4)	19.5 (15.8, 24.0)
Vapes	6.8 (5.8, 7.9)	12.1 (9.8, 14.8)	12.6 (9.8, 15.9)
Cigarettes	1.9 (1.6, 2.2)	3.5 (2.6, 4.8)	6.5 (5.1, 8.3)
Either cigar below	1.8 (1.4, 2.4)	3.9 (2.7, 5.5)	6.7 (4.6, 9.5)
Little cigars or cigarillos	1.7 (1.2, 2.2)	3.4 (2.4, 5.0)	6.4 (4.3, 9.2)
Big cigars	0.4 (0.3, 0.6)	1.4 (0.7, 2.5)*	1.8 (1.1, 2.7)
Hookah	1.4 (0.9, 2.1)	1.0 (0.6, 1.5)	3.1 (1.8, 5.5)
Any smokeless below	1.1 (0.8, 1.4)	1.3 (0.8, 1.9)	1.9 (1.3, 2.9)
Moist snuff	0.7 (0.4, 1.0)	1.0 (0.6, 1.6)	1.2 (0.8, 1.8)
Chewing tobacco	0.4 (0.3, 0.6)	0.8 (0.4, 1.3)	1.2 (0.7, 2.1)
Snus	0.6 (0.4, 0.9)	0.8 (0.5, 1.4)	0.8 (0.5, 1.2)
Nicotine pouches	1.2 (0.8, 1.8)	1.4 (0.9, 2.0)	3.0 (2.0, 4.5)
Nicotine tablets, lozenges, or gummies	0.4 (0.3, 0.6)	0.5 (0.3, 0.9)*	0.6 (0.3, 1.0)*
Heated tobacco	0.2 (0.1, 0.3)	0.3 (0.1, 0.7)*	0.2 (0.1, 0.4)

1. Participants ages 21-25 were included only in the Fall cycle
2. Unweighted sample size

Abbreviation: CI = confidence interval

*Data are statistically unreliable because relative variance is above 30 percent. Interpret with caution.

- 8.6 percent of participants ages 12-17 reported current use of at least one tobacco product. Current use of at least one tobacco product was 14.4 percent among those ages 18-20 and 19.5 percent among those ages 21-25.
- Vapes were the most used tobacco product among all age groups.
- Depending on the age group, cigarettes or cigars (big cigars and little cigars or cigarillos combined) were the next most used tobacco product after vapes.
- Among those ages 12-17 or ages 18-20, no other product exceeded 2 percent in current use. Among those ages 21-25, current use of hookah was 3.1 percent and current use of nicotine pouches was 3.0 percent.
- Although not shown in the Tables, among all participants, 39.9 percent indicated having ever heard of nicotine pouches, including 29.4 percent of adolescents ages 12-17, 54.4 percent of young adults ages 18-20, and 45.3 percent of young adults ages 21-25.

Demographic Categories

TNT Online Survey participants were asked in separate questions about their sex (biological sex at birth), gender identity, and sexual orientation. Participants were categorized as LGBTQ+ if they identified their gender as other than male or female, reported their sexual orientation as Gay or Lesbian; Bisexual; Something else, or I'm not sure yet, or if they reported a gender that differed from their sex at birth.

For race/ethnicity, participants were asked whether they were of Hispanic or Latino/Latina/Latinx/Latine origin (i.e., ethnicity). Those who indicated yes were classified as Hispanic or Latino regardless of race(s) reported. Participants who selected no to the ethnicity question were classified as Non-Hispanic and were asked to select all races with which they identified from a list of six, including "Other." If participants selected more than one race, they were classified as "More than one" race. Free-text responses were collected but not recoded. Due to the small number of participants who selected "American Indian/Alaska Native" or "Native Hawaiian/Other Pacific Islander," these two categories were combined into the "Other" category.

Throughout the survey, missing data could arise if participants chose to leave a survey item unmarked or if participants closed the survey before completion (but still answered a sufficient number of items to meet inclusion criteria). In this report, missing values are excluded from prevalence estimates. Therefore, for some table rows and columns, the total sample size is less than the total 2025 TNT Online Survey sample (N=5067).

Prevalence of Tobacco Use by Demographic Categories

Table 3 presents the prevalence of tobacco product use (any product, See List of Terms for details) among participants according to their sex, gender/sexual identity, race/ethnicity, and age.

Table 3. Prevalence of Current Tobacco Use by Sex, Race/Ethnicity, and Age

	Sample size N[1]	Weighted %	Ages 12-17 Current Use (95% CI)	Ages 18-20 Current Use (95% CI)	Ages 21-25[2] Current Use (95% CI)
Overall	5067	100	8.6 (7.4, 9.9)	14.4 (11.9, 17.4)	19.5 (15.8, 24.0)
Sex					
Male	2352	42.5	9.3 (7.6, 11.4)	12.7 (9.2, 17.2)	23.1 (16.4, 31.4)
Female	2703	57.5	7.8 (6.3, 9.5)	15.5 (12.2, 19.4)	17.8 (13.5, 23.1)
Gender/Sexual Identity					
Non-LGBTQ+	4245	80.4	8.1 (6.9, 9.5)	12.0 (9.5, 15.0)	18.8 (14.4, 24.1)
LGBTQ+[3]	809	19.6	12.4 (8.6, 17.6)	21.1 (15.2, 28.5)	22.0 (15.1, 31.0)
Race/Ethnicity					
Asian	451	15.3	9.4 (5.3, 16)	5.7 (2.9, 10.7)*	11.1 (5.9, 19.9)*
Black/African American	493	4.4	12.6 (8.2, 18.9)	17.2 (10.1, 27.9)	16.8 (10.0, 26.8)
White	1970	20.7	11.2 (9.2, 13.5)	14.0 (10.3, 18.8)	36.4 (25.4, 49.0)
Hispanic/Latino	1808	51.9	7.4 (5.8, 9.4)	15.7 (12.0, 20.3)	19.1 (14.0, 25.7)
Other[4]	341	7.7	4.9 (2.6, 9.3)*	27.3 (15.4, 43.7)	16.1 (7.3, 31.8)*
Age					
12–13 years	804	16.5	6.7 (4.9, 9.3)	N/A	N/A
14–15 years	1068	15.3	9.2 (7.3, 11.6)	N/A	N/A
16–17 years	1268	15.7	9.9 (8.1, 12.2)	N/A	N/A
18-20 years	1224	23.7	N/A	14.4 (11.9, 17.4)	N/A
21-25 years	703	28.8	N/A	N/A	19.5 (15.8, 24.0)

1. Sample sizes (N) are unweighted; percentages are weighted for response quality and participant demographic characteristics
2. Participants ages 21-25 were included only in the Fall cycle
3. Includes participants who indicated their gender was Transgender, Something else, or I'm not sure yet, whose gender was different than their sex at birth, or who indicated their sexual orientation was Gay or lesbian, Bisexual, or Something else
4. Includes participants who indicated their race was American Indian/Alaska Native, Native Hawaiian/Other Pacific Islander, Other, or selected more than one race. Categories were combined to increase sample size.

Abbreviation: CI=confidence interval; N/A = not applicable

*Data are statistically unreliable because relative variance is above 30 percent. Interpret with caution.

- Current use of any tobacco product was higher among male participants than among female participants, both for adolescents ages 12-17 and young adults ages 21-25. However, among young adults ages 18-20, current tobacco product use was higher among female participants.
- In all age groups, current use of any tobacco product was higher among LGBTQ+ participants than non-LGBTQ+ participants.
- By race/ethnicity, most differences in current use of any tobacco product were not consistent across age groups. However, in all age groups, participants who identified as Asian were less likely to report current use of tobacco products than those who identified as White or as Black/African American.
- Tobacco use was lowest among the youngest participants. Current use of any tobacco product was lowest among participants ages 12-13 years (6.7 percent) and highest among participants ages 21-25 years (19.5 percent).

Table 4 presents the prevalence of current tobacco use (any product, at least one day in the past 30 days) according to sex (biological sex at birth). Due to small numerator sizes that yielded statistically unreliable estimates, categories were combined for all types of cigars and all types of smokeless tobacco. Additionally, results are not shown for nicotine tablets, lozenges, or gummies and heated tobacco, which were also statistically unreliable.

Table 4. Prevalence of Current Tobacco Product Use by Sex

	Ages 12-17 Male Current Use % (95% CI)	Ages 12-17 Female Current Use % (95% CI)	Ages 18-20 Male Current Use % (95% CI)	Ages 18-20 Female Current Use % (95% CI)	Ages 21-25[1] Male Current Use % (95% CI)	Ages 21-25[1] Female Current Use % (95% CI)
Any tobacco product below	9.3 (7.6, 11.4)	7.8 (6.3, 9.5)	12.7 (9.2, 17.2)	15.5 (12.2, 19.4)	23.1 (16.4, 31.4)	17.8 (13.5, 23.1)
Vapes	7.0 (5.7, 8.6)	6.5 (5.2, 8.1)	9.2 (6.5, 12.8)	13.8 (10.7, 17.6)	14.3 (9.5, 21.0)	11.7 (8.6, 15.7)
Cigarettes	.0 2 (1.6, 2.5)	1.7 (1.3, 2.3)	5.1 (3.1, 8.2)	2.6 (1.8, 3.7)	10.8 (7.5, 15.2)	4.4 (3.2, 6.1)
Any cigar[2]	2.2 (1.5, 3.1)	1.4 (0.9, 2.2)	4.6 (2.8, 7.3)	3.5 (2.1, 5.6)	9.9 (5.9, 16.2)	5.0 (3.0, 8.3)
Hookah	1.6 (0.9, 2.9)	1.1 (0.6, 1.9)	1.6 (0.8, 2.9)*	0.6 (0.3, 1.2)*	2.8 (1.4, 5.4)*	3.3 (1.5, 7.0)*
Any smokeless[3]	1.2 (0.9, 1.7)	0.9 (0.6, 1.6)	2.0 (1.1, 3.5)	0.8 (0.5, 1.4)	4.0 (2.4, 6.8)	0.9 (0.5, 1.6)
Nicotine pouches	1.4 (0.8, 2.6)	1.0 (0.5, 1.7)	2.1 (1.2, 3.7)	0.9 (0.6, 1.6)	4.2 (2.3, 7.4)	2.4 (1.4, 4.2)

1. Participants ages 21-25 were included only in the Fall cycle
2. Little cigars or cigarillos and/or big cigars
3. Moist snuff, chewing tobacco, and/or snus

Abbreviation: CI=confidence interval

*Data are statistically unreliable because relative variance is above 30 percent. Interpret with caution.

- Among participants ages 12-17 and participants ages 21-25, current use of any tobacco was higher among male participants than female participants; however for participants ages 18-20, current tobacco use was higher among female participants.
- In all age groups, current use prevalence was higher among male participants for the following products: cigars, smokeless tobacco, and nicotine pouches.

Table 5 presents the prevalence of current use of any tobacco and individual tobacco products according to gender/sexual identity. Among the 5054 participants with no missing data needed to categorize their gender/sexual identity, 19.6 percent (unweighted N=809) were categorized as a LGBTQ+ (See List of Terms and Table 3. for details). Due to small numerator sizes that yielded statistically unreliable estimates, categories were combined for all types of cigars and all types of smokeless tobacco. Additionally, results are not shown for nicotine tablets, lozenges, or gummies and heated tobacco, which were also statistically unreliable.

Table 5. Prevalence of Current Tobacco Product Use by Gender/Sexual Identity

	Ages 12-17 Non-LGBTQ+ Current Use % (95% CI)	Ages 12-17 LGBTQ+ Current Use % (95% CI)	Ages 18-20 Non-LGBTQ+ Current Use % (95% CI)	Ages 18-20 LGBTQ+ Current Use % (95% CI)	Ages 21-25[1] Non-LGBTQ+ Current Use % (95% CI)	Ages 21-25[1] LGBTQ+ Current Use % (95% CI)
Any tobacco product below	8.1 (6.9, 9.5)	12.4 (8.6, 17.6)	12.0 (9.5, 15)	21.1 (15.2, 28.5)	18.8 (14.4, 24.1)	22.0 (15.1, 31.0)
Vapes	6.3 (5.4, 7.5)	10.6 (7.2, 15.3)	9.7 (7.6, 12.3)	18.6 (13.0, 25.8)	11.4 (8.5, 15.0)	16.0 (10.1, 24.3)
Cigarettes	1.8 (1.5, 2.2)	2.6 (1.6, 4.1)	3.5 (2.4, 5.0)	3.7 (2.2, 6.2)	6.5 (4.9, 8.7)	6.8 (4.2, 10.7)
Any cigar[2]	1.6 (1.2, 2.2)	3.1 (1.5, 6.5)*	3.7 (2.5, 5.5)	4.3 (2.1, 8.6)*	7.7 (5.0, 11.6)	4.2 (2.2, 7.8)*
Hookah	1.3 (0.8, 2.0)	2.2 (0.8, 5.7)*	1.2 (0.8, 2.0)	0.2 (0.1, 0.7)*	3.7 (1.9, 7.1)*	1.6 (0.7, 3.5)*
Any smokeless[3]	1.1 (0.8, 1.5)	1.0 (0.5, 1.9)*	1.4 (0.9, 2.3)	0.9 (0.4, 1.7)*	2.5 (1.6, 3.8)	0.6 (0.2, 2.1)*
Nicotine pouches	1.2 (0.7, 1.8)	1.6 (0.5, 4.8)*	1.6 (1.1, 2.5)	0.7 (0.3, 1.5)*	2.7 (1.7, 4.1)	4.0 (1.8, 9.0)*

1. Participants ages 21-25 were included only in the Fall cycle
2. Little cigars or cigarillos and/or big cigars
3. Moist snuff, chewing tobacco, and/or snus

Abbreviation: CI=confidence interval

*Data are statistically unreliable because relative variance is above 30 percent. Interpret with caution.

- In all age groups, current use of any tobacco product was higher among participants who were categorized as LGBTQ+ (ages 12-17: 12.4 percent; ages 18-20: 21.1 percent; ages 21-25: 22.0 percent) than among participants who were not categorized as LGBTQ+ (ages 12-17: 8.1 percent; ages 18-20: 12.0 percent; ages 21-25: 18.8 percent).
- In all age groups, current use of vapes and current use of cigarettes were both higher among participants who were categorized as LGBTQ+ than among participants who were not categorized as LGBTQ+.
- Among adolescents, each individual product (except snus) was used with a higher prevalence among participants categorized as LGBTQ+. This pattern was not observed among young adults.

Table 6 presents the prevalence of current use of specific tobacco products according to self-identified race and ethnicity. Not all race/ethnicity categories are included in the table due to small sample sizes for some categories. Likewise, categories were combined for all types of cigars and all types of smokeless tobacco. Additionally, results are not shown for nicotine tablets, lozenges, or gummies and heated tobacco, which were also statistically unreliable. Young adults ages 18-20 and ages 21-25 were also excluded due to small sample sizes for most categories.

Table 6. Prevalence of Current Tobacco Product Use by Race/Ethnicity, Adolescents Ages 12-17

	White % (95% CI)	Black/African American % (95% CI)	Hispanic/Latino % (95% CI)	Asian % (95% CI)
Any tobacco product below	11.2 (9.2, 13.5)	12.6 (8.2, 18.9)	7.4 (5.8, 9.4)	9.4 (5.3, 16.0)
Vapes	9.0 (7.3, 11.0)	9.6 (5.9, 15.4)	6.1 (4.7, 7.8)	7.2 (4.2, 12.2)
Cigarettes	2.3 (1.8, 2.9)	1.6 (0.9, 2.8)	1.9 (1.5, 2.4)	2.0 (1.1, 3.6)*
Any cigar[1]	1.7 (1.1, 2.4)	5.1 (2.7, 9.7)*	1.8 (1.2, 2.8)	0.5 (0.2, 1.4)*
Hookah	1.6 (1.0, 2.5)	1.3 (0.6, 3.0)*	1.2 (0.7, 2.2)	2.5 (0.6, 10.5)*
Any smokeless[2]	1.5 (1.1, 2.2)	1.1 (0.6, 2.1)*	0.9 (0.5, 1.4)	1.0 (0.3, 3.0)*
Nicotine pouches	1.2 (0.6, 2.5)*	0.5 (0.2, 1.2)*	1.3 (0.7, 2.5)*	0.9 (0.2, 3.1)*

1. Little cigars or cigarillos and/or big cigars
2. Moist snuff, chewing tobacco, and/or snus

Abbreviation: CI=confidence interval

*Data are statistically unreliable because relative variance is above 30 percent. Interpret with caution.

Note: Race/ethnicity categories reported in the table exclude American Indian/Alaska Native, Native Hawaiian/Other Pacific Islander, Other, or more than one race due to insufficient sample size.

- Across all race/ethnicity categories, vapes were the most used tobacco product.
- Current use of any tobacco was highest among adolescent participants who identified as Black or African American (12.6 percent), followed by adolescent participants who identified as White (11.2 percent).
- Current use of cigars was higher than use of cigarettes among adolescent participants who identified as Black or African American but not among adolescent participants with other racial/ethnic identities.

Table 7 presents the prevalence of current use of any tobacco product according to age. Results are reported according to age and not grade in school because TNT Online Survey participants are not necessarily students. Age groups were collapsed into multi-year categories to increase sample size. Due to small numerator sizes that yielded statistically unreliable estimates, categories were combined for all types of cigars and all types of smokeless tobacco. Additionally, results are not shown for nicotine tablets, lozenges, or gummies and heated tobacco, which were also statistically unreliable.

Table 7. Prevalence of Current Tobacco Product Use by Age

	Ages 12-13 % (95% CI)	Ages 14-15 % (95% CI)	Ages 16-17 % (95% CI)	Ages 18-20 % (95% CI)	Ages 21-25[1] % (95% CI)
Any tobacco product below	6.7 (4.9, 9.3)	9.2 (7.3, 11.6)	9.9 (8.1, 12.2)	14.4 (11.9, 17.4)	19.5 (15.8, 24.0)
Vapes	5.3 (3.8, 7.3)	8.0 (6.1, 10.3)	7.3 (5.9, 8.9)	12.1 (9.8, 14.8)	12.6 (9.8, 15.9)
Cigarettes	1.3 (0.9, 1.9)	2.2 (1.6, 2.9)	2.2 (1.7, 2.9)	3.5 (2.6, 4.8)	6.5 (5.1, 8.3)
Any cigar[2]	1.1 (0.6, 2.0)	1.5 (0.9, 2.3)	2.8 (1.9, 4.2)	3.9 (2.7, 5.5)	6.7 (4.6, 9.5)
Hookah	1.6 (0.7, 3.7)*	0.9 (0.4, 1.9)*	1.6 (1.0, 2.6)	1.0 (0.6, 1.5)	3.1 (1.8, 5.5)
Any smokeless[3]	0.8 (0.4, 1.5)*	1.1 (0.7, 1.7)	1.3 (0.8, 2.1)	1.3 (0.8, 1.9)	1.9 (1.3, 2.9)
Nicotine pouches	1.0 (0.5, 2.1)*	1.0 (0.6, 1.7)	1.7 (0.8, 3.4)*	1.4 (0.9, 2.0)	3.0 (2.0, 4.5)

1. Participants ages 21-25 were included only in the Fall cycle
2. Little cigars or cigarillos and/or big cigars
3. Moist snuff, chewing tobacco, and/or snus

Abbreviation: CI=confidence interval

*Data are statistically unreliable because relative variance is above 30 percent. Interpret with caution.

- Current use of any tobacco product was lowest among participants who were 12 or 13 years old (6.7 percent) and increased with each age group. Current tobacco use was highest among participants who were 21 to 25 years old (19.5 percent).
- Vapes were the most commonly used tobacco product in all age groups.
- The prevalence of current vaping was lowest among participants who were 12 or 13 years old (5.3 percent) and highest among participants who were 21 to 25 years old (12.6 percent).

Table 8 presents the prevalence of current use of any tobacco and individual tobacco products according to level of mental health status. Participants selected the adjective that best defined their mental health (See Variable Definitions for details). Ratings of “excellent,” “very good,” or “good” and ratings of “fair” or “poor” were combined to increase sample size. Overall, among the 4,897 participants who reported their mental health status, 74.1 percent (unweighted N=3865) rated their mental health as “excellent,” “very good,” or “good,” and 25.9 percent (unweighted N=1032) rated their mental health as “fair” or “poor.” Due to small numerator sizes that yielded statistically unreliable estimates, categories were combined for all types of cigars and all types of smokeless tobacco. Additionally, results are not shown for nicotine tablets, lozenges, or gummies and heated tobacco, which were also statistically unreliable.

Table 8. Prevalence of Current Tobacco Product Use by Self-Rated Mental Health Status

	Ages 12-17 Excellent, Very Good, or Good Current Use % (95% CI)	Ages 12-17 Fair or Poor Current Use % (95% CI)	Ages 18-20 Excellent, Very Good, or Good Current Use % (95% CI)	Ages 18-20 Fair or Poor Current Use % (95% CI)	Ages 21-25[1] Excellent, Very Good, or Good Current Use % (95% CI)	Ages 21-25[1] Fair or Poor Current Use % (95% CI)
Any tobacco product below	7.8 (6.6, 9.1)	15.9 (11.5, 21.5)	11.5 (9.0, 14.6)	18.0 (13.3, 23.9)	19.0 (14.2, 25)	20.3 (14.6, 27.3)
Vapes	5.9 (5.0, 7.0)	14.8 (10.5, 20.5)	9.9 (7.5, 12.9)	14.9 (10.7, 20.3)	10.1 (7.3, 13.8)	16.1 (11.1, 22.8)
Cigarettes	1.8 (1.5, 2.2)	2.7 (1.8, 4.2)	3.2 (2.3, 4.5)	3.8 (2.1, 6.8)	7.0 (5.1, 9.5)	6.0 (4.0, 8.8)
Any cigar[2]	1.7 (1.3, 2.3)	2.1 (0.8, 5.3)*	3.6 (2.4, 5.3)	3.6 (1.8, 7.0)*	6.4 (3.8, 10.8)	7.0 (4.3, 11.1)
Hookah	1.4 (0.9, 2.2)	1.1 (0.4, 3.2)*	1.2 (0.8, 2.0)	0.1 (0.0, 0.6)*	4.1 (2.0, 8.2)*	1.7 (0.9, 3.1)*
Any smokeless[3]	1.0 (0.7, 1.4)	1.6 (0.7, 3.6)*	1.6 (1.0, 2.5)	0.6 (0.2, 1.3)*	1.9 (1.2, 3.1)	1.9 (0.9, 4.0)*
Nicotine pouches	1.2 (0.7, 1.9)	1.7 (0.8, 3.7)*	1.7 (1.0, 2.7)	1.0 (0.5, 2.0)*	2.8 (1.7, 4.7)	3.3 (1.7, 6.3)*

1. Participants ages 21-25 were included only in the Fall cycle
2. Little cigars or cigarillos and/or big cigars
3. Moist snuff, chewing tobacco, and/or snus

Abbreviation: CI=confidence interval
*Data are statistically unreliable because relative variance is above 30 percent. Interpret with caution.

- Among adolescents ages 12-17, prevalence of current use of any tobacco product was 7.8 percent among participants who rated their mental health status as “excellent,” “very good,” or “good” and was higher (15.9 percent) among participants who rated their mental health as “fair” or “poor.”
- For young adults, prevalence of current use of any tobacco product was lower among participants who rated their mental health status as “excellent”, “very good”, or “good” (ages 18-20: 11.5 percent; ages 21-25: 19.0 percent) and was higher among participants who rated their mental health as “fair” or “poor” (ages 18-20: 18.0 percent; ages 21-25: 20.3 percent).
- In all age groups, current vaping was higher among participants who rated their mental health as “fair” or “poor” than among those who rated their mental health as “excellent” “very good”, or “good.”

Table 9 displays the number of days in the past 30 days that participants reported using each tobacco product (among participants who currently used each tobacco product). Young adults are not included in the table due to small sample size.

Table 9. Frequency of Current Use Among Current Users of a Given Tobacco Product, Adolescents Ages 12-17

	1 or 2 days % (95% CI)	3–5 days % (95% CI)	6–19 days % (95% CI)	20–29 days % (95% CI)	All 30 days % (95% CI)
Vapes	47.6 (40.1, 55.1)	19.6 (14.2, 26.5)	17.4 (13.3, 22.4)	7.8 (4.9, 12.2)	7.6 (5.2, 11.0)
Cigarettes	43.5 (35.7, 51.7)	21.1 (15.4, 28.1)	17.4 (12.8, 23.3)	8.6 (5.5, 13.2)	9.4 (5.9, 14.7)
Little cigars or cigarillos	58.7 (45.2, 71.1)	22.2 (14.1, 33.1)	11.2 (5.4, 21.8)*	7.6 (3.3, 16.6)*	0.3 (0.1, 1.0)*
Big cigars	53.0 (34.6, 70.6)	28.2 (14.6, 47.4)*	12.5 (4.6, 29.8)*	6.3 (1.9, 18.5)*	0.1 (0.0, 0.4)*
Hookah	74.3 (58.9, 85.4)	12.6 (6.2, 24.1)*	11.0 (5.2, 21.8)*	2.0 (0.5, 8.4)*	0.1 (0.0, 0.5)*
Moist snuff	54.3 (34.5, 72.9)	24.7 (13.0, 41.8)	10.8 (5.1, 21.7)*	9.2 (3.4, 22.8)*	0.9 (0.2, 3.9)*
Chewing tobacco	36.2 (22.1, 53.2)	41.2 (23.6, 61.4)	19.2 (10.0, 33.7)*	0.3 (0.1, 1.3)*	3.1 (0.9, 10.5)*
Snus	49.0 (32.2, 66.1)	23.1 (13.2, 37.2)	20.8 (11.4, 35.1)	2.0 (0.5, 7.3)*	5.1 (0.9, 24.7)*
Nicotine pouches	64.5 (46.5, 79.1)	23.6 (12.5, 40.0)	6.1 (3.3, 11.1)*	1.6 (0.5, 5.1)*	4.2 (1.6, 10.6)*
Nicotine tablets or lozenges, or gummies	46.5 (26.5, 67.7)	31.3 (13.2, 57.8)*	15.5 (6.6, 32.1)*	4.9 (1.1, 18.4)*	1.9 (0.4, 8.1)*
Heated tobacco	55.9 (35.8, 74.2)	16.7 (7.8, 32.4)*	20.7 (8.1, 43.7)*	0.7 (0.1, 3.7)*	6.0 (1.8, 18.2)*

Abbreviation: CI=confidence interval

*Data are statistically unreliable because relative variance is above 30 percent. Interpret with caution.

Notes: Frequency refers to number of days a product was used in the past 30 days.

- For nearly all tobacco products, participants were mostly likely to report using these products 1 or 2 days in the past 30 days. Chewing tobacco was the only product for which 1 or 2 days was not the most common use frequency (41.2 percent of participants who used chewing tobacco reporting using it on 3 to 5 days in the past 30 days).
- 7.6 percent of current vape users reported using vapes on all 30 days in the past 30 days, and 9.4 percent of current cigarette smokers reported smoking cigarettes on all 30 days in the past 30 days.
- Other than vapes or cigarettes, it was uncommon for current users to report using a product all 30 days in the past 30 days.

Table 10 presents the prevalence of any tobacco use and use of multiple tobacco products, overall and according to participant characteristics. See List of Terms for details on how multiple product use was calculated. Young adults are not included in the table due to small sample size.

Table 10. Prevalence of Current Use of at Least One Product and of Multiple Tobacco Products, Adolescents, Ages 12-17, by Sex, Gender/Sexual Identity, Race/Ethnicity, and Age

	Sample Size[1] N	Weighted %	Current Use ≥1 product % (95% CI)	Current Use ≥2 products % (95% CI)
Overall	3140	100	8.6 (7.4, 9.9)	3.5 (3.0, 4.2)
Sex				
Male	1649	50.9	9.3 (7.6, 11.4)	3.8 (3.0, 4.7)
Female	1481	49.1	7.8 (6.3, 9.5)	3.2 (2.4, 4.3)
Gender/Sexual Identity				
Non-LGBTQ+	2796	89.2	8.1 (6.9, 9.5)	3.3 (2.7, 3.9)
LGBTQ+[2]	336	10.8	12.4 (8.6, 17.6)	5.8 (3.5, 9.2)
Race/Ethnicity				
Asian	1377	26.2	9.4 (5.3, 16)	3.1 (1.7, 5.4)
Black/African American	284	4.1	12.6 (8.2, 18.9)	4.2 (2.5, 7.3)
White	1017	48.6	11.2 (9.2, 13.5)	3.9 (3.1, 5.0)
Hispanic/Latino	236	11.1	7.4 (5.8, 9.4)	3.4 (2.6, 4.5)
Other[3]	224	10.0	4.9 (2.6, 9.3)*	3.1 (1.4, 7.2)*
Age				
12–13 years	804	34.8	6.7 (4.9, 9.3)	2.6 (1.7, 3.8)
14–15 years	1068	32.2	9.2 (7.3, 11.6)	3.3 (2.4, 4.4)
16–17 years	1268	33.1	9.9 (8.1, 12.2)	4.9 (3.7, 6.3)

1. Sample sizes (N) are unweighted; percentages are weighted for response quality and participant demographic characteristics. Current use of at least one product and current use of at least two products are calculated among the entire survey population and in each sub-category.
2. Includes participants who indicated their gender was Transgender, Something else, or I'm not sure yet, whose gender was different than their sex at birth, or who indicated their sexual orientation was Gay or lesbian, Bisexual, or Something else.
3. Includes participants who indicated their race was American Indian/Alaska Native, Native Hawaiian/Other Pacific Islander, Other, or selected more than one. Categories were combined to increase sample size.

Abbreviation: CI=confidence interval

*Data are statistically unreliable because relative variance is above 30 percent. Interpret with caution.

Note: For the purpose of defining multiple product use, all conventional smokeless tobacco (i.e., moist snuff, chewing tobacco, and snus) was considered "one" product. Likewise, big cigars and little cigars/cigarillos were considered "one" product. For example, someone who used only moist snuff and snus would not be considered a multiple product user.

- Among all adolescent participants ages 12-17, 3.5 percent used two or more tobacco products within the past 30 days.
- Over 40 percent of all current tobacco users were multiple tobacco product users (41.2

percent, not shown in Table 10).

- Multiple product use was higher among male (3.8 percent) than female (3.2 percent) participants and among LGBTQ+ participants (5.8 percent) than non-LGBTQ+ participants (3.3 percent).
- The prevalence of multiple product use increased with age, from ages 12-13 (2.6 percent) to ages 16-17 (4.9 percent).

CHAPTER SUMMARY

In the 2025 TNT Online Survey, 8.6 percent of California adolescents ages 12–17, 14.4 percent of California young adults ages 18-20, and 19.5 percent of California young adults ages 21-25 reported current use of at least one tobacco product. The most commonly used tobacco product was vapes (6.8 percent current use prevalence among adolescents; 12.1 percent among young adults ages 18-20; and 12.6 percent among young adults ages 21-25). About two-thirds (67.2 percent) of adolescent current vape users reported vaping no more than 5 days in the last 30 days, while 15.4 percent reported vaping 20–30 days. In all age groups, current use of any tobacco product was higher among participants who identified as LGBTQ+ and among participants who rated their mental health as fair or poor. Among all adolescent current tobacco users, fewer than half (41.2 percent) reported use of more than one tobacco product in the past 30 days.

CHAPTER 2–VAPE PRODUCT DETAILS

This chapter presents data from the 2025 TNT Online Survey related to vape products, also known as electronic cigarettes (e-cigarettes). This chapter includes vape brands, device types, the substances contained in vapes, and symptoms of vaping dependence.

Vape Brands

All TNT Online Survey participants were asked to identify various brands of vape products. They were asked, "What vaping brands do you think are popular among people your age? Select all you think are popular right now." Participants were shown a list of 30 brands they could select, plus "something else" (with a write-in option). Participants also had the option to select "I don't know." Table 11 presents the results of this vape brand question.

Table 11. Vape Brands Perceived as Most Popular

Brands	All Participants N=5058 % (95% CI)	Current Vape Users N=1272 % (95% CI)	Current Vape Non-Users N=3779 % (95% CI)
I don't know	39.4 (37.0, 42.0)	5.9 (3.9, 8.7)	43.1 (40.4, 45.9)
JUUL	36.7 (34.1, 39.3)	39.9 (34.3, 45.8)	36.3 (33.6, 39.2)
Geek Bar	28.4 (26.1, 30.9)	57.1 (51.3, 62.8)	25.3 (22.8, 28.0)
Puff Bar	22.3 (20.1, 24.8)	43.3 (37.5, 49.4)	20.1 (17.7, 22.7)
Elfbar	18.0 (15.9, 20.3)	39.3 (33.6, 45.3)	15.7 (13.5, 18.2)
Flum	9.0 (7.5, 10.7)	32.5 (26.8, 38.8)	6.5 (5.1, 8.2)
Blu	8.3 (7.0, 9.9)	10.1 (7.8, 13.1)	8.1 (6.7, 9.8)
Bang	7.7 (6.1, 9.6)	14.6 (10.2, 20.5)	7.0 (5.3, 9.0)
Vuse	5.4 (4.4, 6.5)	13.2 (9.8, 17.5)	4.5 (3.5, 5.7)
eSmoke	4.9 (3.9, 6.2)	4.6 (3.2, 6.6)	5.0 (3.9, 6.3)
Lost Mary	4.5 (3.6, 5.5)	20.7 (16.6, 25.6)	2.7 (1.9, 3.8)
NJOY	4.4 (3.6, 5.5)	9.8 (6.7, 14.1)	3.9 (3.0, 5.0)
Foger[1]	4.3 (3.3, 5.7)	21.9 (16.3, 28.8)	2.6 (1.7, 3.9)
Vapor King	3.6 (2.7, 4.7)	4.4 (3.0, 6.4)	3.5 (2.6, 4.7)
Puff Plus	3.5 (2.7, 4.5)	9.1 (6.3, 12.9)	2.9 (2.1, 4.0)
E-Swisher	3.4 (2.4, 4.8)	6.1 (3, 11.8)*	3.1 (2.1, 4.6)
SMOK	3.2 (2.5, 3.9)	9.4 (7.0, 12.5)	2.5 (1.9, 3.3)
Breeze	3.2 (2.5, 4.0)	5.6 (4.1, 7.8)	2.9 (2.2, 3.9)
Hyppe	2.8 (2.1, 3.8)	5.3 (3.8, 7.5)	2.6 (1.8, 3.6)
Esco Bar	2.6 (1.9, 3.6)	6.1 (4.2, 8.8)	2.2 (1.5, 3.3)
Mi-Pod	2.6 (1.6, 4.2)	4.8 (2.1, 10.7)*	2.3 (1.3, 4.1)
Hyde	2.4 (1.8, 3.3)	5.7 (3.8, 8.5)	2.1 (1.4, 3.0)
Cali	2.3 (1.7, 3.1)	5.5 (3.7, 8.2)	2.0 (1.3, 2.9)
ProVape	2.3 (1.6, 3.1)	3.0 (2.0, 4.6)	2.2 (1.5, 3.2)
Mr. Fog	2.2 (1.6, 2.9)	6.0 (4.2, 8.5)	1.8 (1.2, 2.6)
EB Vapes	2.2 (1.6, 3.0)	2.7 (1.7, 4.4)	2.2 (1.5, 3.0)
Pop	1.8 (1.3, 2.5)	6.7 (3.9, 11.2)	1.3 (0.9, 2.0)

Brands	All Participants N=5058 % (95% CI)	Current Vape Users N=1272 % (95% CI)	Current Vape Non-Users N=3779 % (95% CI)
Bolt	1.2 (0.8, 1.8)	1.7 (1.1, 2.7)	1.1 (0.7, 1.8)
Funky Republic	0.8 (0.4, 1.3)	2.1 (1.3, 3.5)	0.6 (0.3, 1.3)*
Posh[2]	0.4 (0.2, 0.7)	1.4 (0.8, 2.5)	0.3 (0.2, 0.6)
Something else[3]	1.0 (0.6, 1.6)	4.3 (2.0, 9.0)*	0.6 (0.4, 1.1)

1. Brand "Foger" appeared in fall cycle only
2. Brand "Posh" appeared in spring cycle only
3. Other brands listed by >1 participant included: UT Bar (n=8), Foger (n=7), Muha Meds (n=6), RAZ (n=4), Geek Bar (n=2), and Stiizy (n=2); Brands are included here if listed by participants as a write-in response, even if the brand was an available to select above.

Abbreviation: CI=confidence interval

*Data are statistically unreliable because relative variance is above 30 percent. Interpret with caution.

Notes: Brands were presented to participants in alphabetical order. Order in this table is based on the most-selected brands among all participants. Participants could select more than one brand; therefore, percentages add to >100 percent.

- When asked to identify vape brands popular among people their age, nearly 40 percent of participants overall (39.4 percent) indicated that they did not know.
- Among all participants, the most-selected vape brands (in order) were Juul, Geek Bar, Puff Bar, and Elfbar. Among current vape users, the most-selected vape brands (in order) were Geek Bar, Puff Bar, JUUL, Elfbar, and Flum.
- Elfbar, a brand added to the 2022 survey before the fall cycle, and Geek Bar, a brand added to the 2024 survey before the spring cycle, remained among the four most-selected brands among current vape users.

Vape Devices

All TNT Online survey participants were asked if they had ever used a vape device. Those who reported that they had ever vaped were then asked on how many days they had used a vape device in the past 30 days. Those who indicated using a vape device at least one day in the past 30 days were then given a brief description of the most common types of vape devices (disposable, pod, or mod/refillable). Participants were then asked to indicate which device types they had used in the past 30 days, with the additional option of "something else" (with a write-in option). Those who selected more than one device type were then asked which of their selections they used the most. Table 12 presents the results of these vape device questions. For the wording used when presenting tobacco products in the TNT Online Survey questionnaire, see List of Terms.

Table 12. Vape Device Types Used by Current Vape Users

	Device Type: Any Use[1] in Past 30 Days % (95% CI)	Device Type: Used the Most[2] in Past 30 Days % (95% CI)
Disposable (like Puff Bar)	73.9 (69.3, 77.9)	67.7 (62.2, 72.7)
Pod (like Juul)	30.2 (25.1, 35.9)	20.4 (16.1, 25.6)
Refillable or modifiable	14.3 (11.3, 17.9)	8.8 (6.5, 11.9)
Something else[3]	2.0 (1.0, 3.8)*	1.7 (0.8, 3.5)*

1. Participants could select more than one device type. Therefore, percentages add to >100 percent.
2. Participants who selected 2 or more device types were subsequently asked which one they used the most. To calculate percentages in this column, participants were classified according to the device type they used the most, whether using 1 device type or 2 or more device types. Percentages add to <100 percent because 1.4 percent of participants indicated that they used 2 or more device types "about the same amount."
3. Other device types listed by >1 participant: Geek Bar (n=2), Vape pen (n=2), Rechargeable (n=2), and THC pods (n=2)

Abbreviation: CI=confidence interval

*Data are statistically unreliable because relative variance is above 30 percent. Interpret with caution.

Note: Based on N=1272 current vape users

- Among all current vapers, disposable devices (like Puff Bar) comprised the most commonly used device type, by far, followed by pod devices (like Juul), and then refillable or modifiable devices.
- Participants rarely indicated that they used other device types not listed on the survey.
- Disposable devices were the most used device type regardless of whether participants were asked to indicate all the device types they used in the past 30 days or to indicate which single device type they used the most.

The 2025 TNT Online survey introduced a new question, asked of all current vapers: "Have you ever tried vaping from a vape that has a built-in video display, video game, or digital screen?" Table 13 shows how participants responded, including by age group.

Table 13. Vape Devices with a Digital Screen

Ever used a vape with a video display, video game, or digital screen?	All Current Vapers N=1271	Current Vapers Adolescents, Ages 12-17 N=712	Current Vapers Young Adults, Ages 18-20 N=325	Current Vapers Young Adults, Ages 21-25[1] N=234
Yes	48.3 (42.5, 54.1)	36.5 (29.7, 43.9)	59.9 (49.5, 69.5)	49.6 (38.2, 61.1)
No	49.7 (43.8, 55.5)	62.5 (55.2, 69.4)	39.0 (29.5, 49.5)	46.5 (35.1, 58.4)
I Don't Know	2.1 (1.0, 4.2)*	1.0 (0.3, 2.8)*	1.0 (0.4, 2.6)*	3.9 (1.4, 10.1)*

1. Participants ages 21-25 were included only in the Fall cycle

Abbreviation: CI=confidence interval

*Data are statistically unreliable because relative variance is above 30 percent. Interpret with caution.

- Neary half (48.3 percent) of current vapers reported having ever tried a vape device with a built-in video display, video game, or digital screen.

- By age group, current vapers ages 18-20 were most likely to report having ever tired a vape with a digital screen (59.9 percent).

Vape Contents, Including Nicotine and Other Substances

Current vape users (N=1272) were asked a series of questions about what substances, such as nicotine, were in the vapes they used. The questions were presented in different parts of the survey. First, current vapers were asked, “In the PAST 30 DAYS, how often did the vapes you used contain nicotine?” A subset of current vapers (N=539) was also asked, “In the PAST 30 DAYS, did any of the vapes that you used contain the following substances?” and were given a list of substances they could select. Finally, current vapers were asked, “Was there ever a time in the PAST 30 DAYS that you used a vape and were not sure what it contained?” The weighted responses to each of these questions are presented in Table 14.

Table 14. Vape Contents Among Current Vapers

Question	Response Selected % (95% CI)
In the PAST 30 DAYS, how often did the vapes you used contain nicotine?	
Always had nicotine	49.3 (43.5, 55.2)
Mostly had nicotine	25.7 (21.3, 30.8)
Mostly did not have nicotine	12.1 (8.2, 17.4)
Never had nicotine	4.8 (3.3, 6.7)
I don’t know	8.2 (5.1, 12.8)
In the PAST 30 DAYS, did any of the vapes that you used contain the following substances? Select all that apply.[1]	
Nicotine	72.9 (66.3, 78.7)
Marijuana with THC	40.0 (32.8, 47.6)
Marijuana without THC	7.2 (4.7, 10.9)
Melatonin	3.6 (2.3, 5.7)
Vitamins	5.8 (2.1, 14.9)*
Aroma Therapy	0.4 (0.1, 3.1)*
Something else	6.0 (2.1, 15.5)*
None of these	7.9 (5.3, 11.6)
Was there ever a time in the PAST 30 DAYS that you used a vape and were not sure what it contained?	
Yes	29.3 (24.3, 34.9)
No	70.7 (65.1, 75.7)

1. Question presented to a subset (N=539) of current vapers

Abbreviation: CI=confidence interval

*Data are statistically unreliable because relative variance is above 30 percent. Interpret with caution.

- Approximately three-quarters of current vapers reported that the vapes they used always (49.3 percent) or mostly (25.7 percent) contained nicotine. Asked in another way, 72.9 percent of current vapers reported that any of the vapes they used in the past 30 days contained nicotine.

- Some current vapers reported using vapes containing substances other than nicotine. From a list of five substances, cannabis with THC was selected the most (40.0 percent). Melatonin (3.6 percent), vitamins (5.8 percent), and aroma therapy (0.4 percent) were other substances used in vapes among a small percentage of current vapers.
- 29.3 percent of current vapers reported at least one time in the past 30 days using a vape and not being sure what it contained.

CHAPTER SUMMARY

Juul, Geek Bar, Puff Bar, and Elfbar were the vape brands participants reported as most popular among their peers. Among all current vapers, disposable devices (like Puff Bar) and pod devices (like Juul) were the most commonly used device types, but it was not uncommon to use more than one type of vape device during the past 30 days. Nearly half of current vapers had tried a vape that had a built-in video display or digital screen. The majority of current vapers reported that the vapes they used contained nicotine. However, some current vapers reported using a vape in the past 30 days and not being sure what it contained. Other than nicotine or cannabis, other potential vape contents, like vitamins, melatonin, or aroma therapy, were use by only a small percentage of participants.

CHAPTER 3–FLAVORED PRODUCTS

This chapter presents data from the 2025 TNT Online Survey related to the current use of flavored tobacco products. It also examines the use of specific flavors for certain tobacco products. For vapes, preferred flavors and perceived ease of access to flavored products are also presented.

Flavored Tobacco Use

In November 2022, California voters approved Proposition 31, a ballot referendum upholding Senate Bill (SB)-793, allowing for the implementation of a statewide ban on the sale of almost all forms of flavored tobacco; this ban went into effect on December 21, 2022. The 2025 TNT Online Survey included multiple items related to flavored tobacco. Current users of vapes, cigarettes, cigars, hookah, and smokeless tobacco were asked about their use of flavored products in the past 30 days. Cigarette smokers were asked whether any of the cigarettes they smoked were menthol-flavored (the only characterizing flavor permissible in cigarettes under federal law) with yes, no, or don’t know response options. Separately for each other tobacco product, current users were asked, “In the PAST 30 DAYS: What flavor(s), if any, were the [tobacco product] you used? Select all that apply.” Participants then selected from a list of flavors (lists were tailored to each type of product and included 9 to 13 options). Participants who indicated that they only used “unflavored” or “tobacco flavored” products or did not know what flavor they used in the past 30 days were considered not to have used flavored products. All other indicated flavors, such as mint, fruit, candy, and “other,” were categorized as flavored product use. No flavor questions were included related to heated tobacco or nicotine tablets, lozenges, or gummies. Of note, the definition of flavored products used in the survey differs from how the statewide tobacco sales restriction law was interpreted and enforced. For example, flavored hookah used in hookah lounges and flavored premium cigars were exempted from the law but were considered use of a flavored tobacco product in this survey. Effective in January 2025, Assembly Bill 3218 required all unflavored tobacco products to be registered with the state Attorney General, aiming to reduce ambiguity in which products are considered flavored under the law. Table 15 shows the prevalence of current flavored tobacco use among current users of various products in the 2025 TNT Online Survey.

Table 15. Prevalence of Using Flavored Products Among Participants Who Were Current Users of a Tobacco Product

	N[2]	Ages 12-25 Any Flavored Product Use % (95% CI)	N[2]	Ages 12-17 Any Flavored Product Use % (95% CI)	N[2]	Ages 18-20 Any Flavored Product Use % (95% CI)	N[2]	Ages 21-25[1] Any Flavored Product Use % (95% CI)
Any tobacco product below	1560	87.9 (83.4, 91.2)	861	86.0 (79.6, 90.7)	385	92.6 (85.3, 96.4)	314	86.3 (77.0, 92.2)
Vapes	1272	95.8 (94.2, 97.0)	712	92.7 (89.0, 95.2)	325	96.4 (93.2, 98.1)	235	98.2 (95.7, 99.2)
Cigarettes[3]	863	49.2 (42.2, 56.2)	489	52.7 (44.6, 60.5)	189	50.1 (35.3, 65.0)	185	47.1 (36.0, 58.4)
Cigars[4]	486	67.0 (55.9, 76.5)	254	63.0 (47.9, 75.9)	113	75.6 (6.01, 85.9)	119	64.8 (45.7, 80.0)
Hookah	329	88.7 (77.1, 94.8)	187	91.4 (74.3, 97.5)	66	82.3 (60.6, 93.4)	76	88.4 (64.2, 97.0)
Smokeless Tobacco[5]	402	81.8 (70.4, 89.5)	257	85.4 (72.9, 92.7)	75	83.5 (55.4, 95.4)	70	77.6 (53.7, 91.2)
Nicotine Pouches	316	83.7 (70.8, 91.6)	177	73.7 (44.3, 90.8)	69	88.2 (57.1, 97.7)	70	88.6 (76.8, 94.8)

1. Participants ages 21-25 were included only in the Fall cycle
2. Sample sizes are unweighted
3. Menthol cigarettes
4. Includes big cigars and/or little cigars or cigarillos
5. Includes moist snuff, chewing tobacco, and/or snus

Abbreviation: CI=confidence interval

- Use of flavored tobacco products was common among current tobacco users.
- About half (49.2 percent) of current cigarette smokers used menthol cigarettes in the past 30 days, including 52.7 percent of adolescents ages 12-17.
- 67.0 percent of current cigar smokers used flavored cigars, including 63.0 percent of adolescents ages 12-17.
- Over 95 percent of current vape users reported using flavored vapes. More than 80 percent of current hookah, smokeless tobacco, and nicotine pouch users reported using flavored varieties of these products.

Menthol or Cooling Cigarettes and Vapes

Current cigarette smokers and current vapers were asked questions about specific types of flavored products they might have used in the past 30 days. These questions referred to menthol, “cooling,” or non-food “concept” flavors and allowed participants to select “yes,” “no,” or “I don’t know” (Table 16).

Table 16. Use of Specific Flavor Types Among Current Cigarette Smokers and Current Vapers

Question	Ages 12-17 Response Selected % (95% CI)	Ages 18-20 Response Selected % (95% CI)	Ages 21-25[1] Response Selected % (95% CI)
Cigarettes taste like menthol or mint?[2]			
Yes	52.7 (44.6, 60.5)	50.1 (35.3, 65.0)	47.1 (36.0, 58.4)
No	46.3 (38.5, 54.4)	44.0 (29.2, 59.8)	51.3 (40.1, 62.4)
I don't know	1.0 (0.4, 2.5)*	5.9 (1.4, 21.3)*	1.6 (0.4, 7.0)*
Cigarettes have cool, crisp, fresh, cold sensation?[2]			
Yes	52.5 (44.3, 60.5)	46.7 (32.5, 61.4)	43.1 (31.8, 55.3)
No	45.9 (37.9, 54.1)	47.6 (32.6, 62.9)	55.3 (43.3, 66.7)
I don't know	1.6 (0.7, 4.0)*	5.7 (1.4, 20.7)*	1.5 (0.3, 7.6)*
Cigarettes were menthol?[2]			
Yes	48.8 (40.7, 56.9)	42.7 (29.3, 57.3)	40.2 (29.7, 51.8)
No	48.4 (40.3, 56.6)	50.1 (35.2, 65.0)	58.4 (46.9, 69.1)
I don't know	2.8 (1.5, 5.3)*	7.2 (2.2, 21.0)*	1.4 (0.4, 4.4)*
Vapes have a cool, crisp, fresh, cold sensation?[3]			
Yes	62.3 (54.8, 69.1)	75.1 (65.2, 82.9)	70.6 (59.7, 79.6)
No	32.8 (26.2, 40.0)	22.5 (14.9, 32.5)	22.3 (14.5, 32.8)
I don't know	5.0 (2.6, 9.4)*	2.4 (0.9, 6.0)*	7.0 (3.3, 14.3)*
Vapes were menthol?[3]			
Yes	36.9 (29.8, 44.6)	33.6 (24.4, 44.3)	29.1 (19.9, 40.3)
No	51.1 (43.6, 58.6)	53.1 (42.7, 63.3)	48.9 (37.3, 60.5)
I don't know	12.0 (7.9, 17.6)	13.2 (7.6, 22.1)	22.0 (12.4, 36.0)
Vapes non-food flavor, like "sunset" or "fantasy"?[3]			
Yes	35.3 (28.9, 42.1)	36.8 (27.4, 47.3)	40.4 (29.4, 52.4)
No	52.6 (45.2, 59.9)	59.7 (49.2, 69.3)	53.6 (41.8, 65.0)
I don't know	12.2 (7.8, 18.4)	3.6 (1.7, 7.1)*	6.1 (3.0, 12.0)*

1. Participants ages 21-25 were included only in the Fall cycle
2. Question presented to current cigarette smokers
3. Question presented to current vapers

Abbreviation: CI=confidence interval; *Data are statistically unreliable because relative variance is above 30 percent. Interpret with caution.

- Asking participants who smoked cigarettes explicitly about “menthol” cigarettes yielded similar results as asking about cigarettes with a cool, crisp, fresh, or cold sensation or cigarettes that taste like mint. Regardless of wording, about half of adolescents ages 12-17 reported using menthol or mint cigarettes, and use of menthol or mint was slightly less common among young adults ages 18-20 or ages 21-25.
- “Cooling” vape use was more common than menthol vape use or menthol cigarette use. This is likely because many vapes confer a cooling sensation but are not necessarily minty in taste.
- More than one-third of current vape users reporting using a vape that had a non-food “concept” flavor, like “sunset.”

Awareness and Perceptions of California Tobacco Prevention Policies

Additional questions were asked in the 2025 TNT Online Survey related to the legal age for all tobacco product sales in California (Table 17), the legality of flavored tobacco and vapes (Table 18), and awareness of the California flavored tobacco sales ban (Table 19).

Table 17. Awareness of Statewide California Tobacco Prevention Policies – Minimum Age of Sale

What is the minimum age to buy cigarettes and other tobacco where you live?	Ages 12-25 Answer (95% CI)	Ages 12-17 Answer (95% CI)	Ages 18-20 Answer (95% CI)	Ages 21-25[1] Answer (95% CI)
Total Sample				
18 years old	26.7 (24.4, 29.2)	31.5 (28.7, 34.4)	18.5 (15.3, 22.2)	25.6 (20.1, 32.1)
21 years old	59.2 (56.6, 61.7)	51.1 (48.1, 54.1)	68.3 (63.9, 72.5)	64.9 (58.3, 71.0)
25 years old	0.6 (0.3, 1.2)*	0.4 (0.2, 1.1)*	0.3 (0.1, 1.0)*	1.2 (0.5, 3.1)*
I don't know	13.5 (11.9, 15.3)	17.0 (14.8, 19.4)	12.9 (9.9, 16.5)	8.2 (5.3, 12.6)
Any Tobacco Current Users				
18 years old	20.5 (16.6, 24.9)	28.3 (22.9, 34.4)	16.2 (10.8, 23.6)	17.4 (10.9, 26.7)
21 years old	74.4 (69.4, 78.7)	64.2 (57.5, 70.4)	81.2 (73.7, 87.0)	77.5 (67.4, 85.2)
25 years old	0.4 (0.1, 1.0)*	0.4 (0.1, 1.1)*	0.1 (0.0, 0.3)*	0.6 (0.1, 2.4)*
I don't know	4.8 (2.8, 8.1)	7.2 (4.1, 12.2)	2.5 (1.1, 5.4)*	4.4 (1.3, 13.6)*
Any Tobacco Current Non-Users				
18 years old	27.7 (25.1, 30.4)	31.8 (28.8, 34.9)	18.9 (15.3, 23.1)	27.6 (21.0, 35.4)
21 years old	56.9 (54.0, 59.7)	49.9 (46.6, 53.1)	66.2 (61.1, 70.9)	61.8 (54.0, 69.1)
25 years old	0.7 (0.4, 1.3)*	0.5 (0.2, 1.2)*	0.3 (0.1, 1.1)*	1.4 (0.5, 3.7)*
I don't know	14.8 (13.0, 16.8)	17.9 (15.6, 20.5)	14.6 (11.2, 18.8)	9.1 (5.6, 14.4)

1. Participants ages 21-25 were included only in the Fall cycle

Abbreviation: CI=confidence interval

*Data statistically unreliable because relative variance is above 30 percent. Interpret with caution.

- Over half of the total sample (59.2 percent) correctly identified that 21 is the minimum age for tobacco sales.
- Among all age groups, participants who currently used tobacco were more likely than non-users to identify 21 as the minimum age for tobacco sales.
- Among both tobacco users and non-users, adolescents ages 12-17 were less likely than young adults ages 18-20 or ages 21-25 to identify 21 as the minimum age for tobacco sales

Table 18. Awareness of Statewide California Tobacco Prevention Policies – Flavored Vapes and Tobacco

	Ages 12-25 Answer (95% CI)	Ages 12-17 Answer (95% CI)	Ages 18-20 Answer (95% CI)	Ages 21-25[1] Answer (95% CI)
Total Sample				
Is it legal to sell flavored nicotine vapes in California?[2]				
Yes	30.0 (27.6, 32.5)	24.8 (22.2, 27.6)	34.8 (30.5, 39.4)	34.7 (28.9, 41.0)
No	23.3 (21.2, 25.5)	26.8 (24.2, 29.5)	19.6 (16.1, 23.7)	20.6 (15.8, 26.3)
I don't know	46.7 (44.0, 49.4)	48.4 (45.3, 51.5)	45.6 (40.8, 50.4)	44.7 (38.3, 51.4)
Is it legal to sell flavored [tobacco[3]] in California?[2]				
Yes	31.0 (28.6, 33.5)	28.4 (25.7, 31.4)	32.8 (28.5, 37.4)	33.7 (27.8, 40.0)
No	21.8 (19.8, 24.0)	23.8 (21.4, 26.3)	19.5 (16.0, 23.6)	20.4 (15.8, 26.0)
I don't know	47.2 (44.6, 49.9)	47.8 (44.7, 50.9)	47.7 (42.9, 52.5)	45.9 (39.4, 52.6)
Any Tobacco Current Users				
Is it legal to sell flavored nicotine vapes in California?[2]				
Yes	40.3 (34.9, 46.0)	34.0 (27.7, 41.0)	46.2 (36.6, 56.0)	41.5 (31.7, 52.0)
No	33.1 (28.0, 38.7)	38.3 (31.4, 45.7)	24.9 (17.1, 34.7)	34.1 (24.9, 44.7)
I don't know	26.5 (21.8, 31.9)	27.7 (21.5, 34.8)	29.0 (20.9, 38.6)	24.4 (16.3, 34.8)
Is it legal to sell flavored [tobacco[3]] in California?[2]				
Yes	40.8 (35.4, 46.5)	41.0 (33.9, 48.4)	45.3 (35.9, 55.1)	38.1 (28.5, 48.7)
No	30.9 (25.8, 36.5)	32.8 (26.6, 39.7)	22.9 (15.4, 32.8)	34.1 (24.8, 44.8)
I don't know	28.3 (23.4, 33.7)	26.2 (20.2, 33.2)	31.7 (23.1, 41.8)	27.8 (19.4, 38.1)
Any Tobacco Current Non-Users				
Is it legal to sell flavored nicotine vapes in California?[2]				
Yes	28.5 (25.9, 31.2)	23.9 (21.1, 27.0)	33.0 (28.3, 38.1)	33.0 (26.3, 40.5)
No	21.8 (19.6, 24.3)	25.7 (23.0, 28.6)	18.7 (14.9, 23.3)	17.3 (12.1, 24.2)
I don't know	49.7 (46.8, 52.7)	50.4 (47.1, 53.7)	48.3 (42.9, 53.7)	49.7 (42.0, 57.4)
Is it legal to sell flavored [tobacco[3]] in California?[2]				
Yes	29.5 (26.9, 32.3)	27.3 (24.3, 30.4)	30.7 (26.1, 35.8)	32.6 (25.8, 40.2)
No	20.4 (18.3, 22.8)	22.9 (20.4, 25.7)	19.0 (15.1, 23.5)	17.1 (12.0, 23.8)
I don't know	50.1 (47.1, 53.0)	49.8 (46.5, 53.1)	50.3 (44.9, 55.7)	50.3 (42.6, 58.0)

1. Participants ages 21-25 were included only in the Fall cycle
2. These questions were presented prior to revealing (in the subsequent question) that flavored tobacco is not allowed to be sold in California
3. Listed in the survey as “cigarettes, little cigars and cigarillos, dip, and other tobacco”

Abbreviation: CI=confidence interval

*Data statistically unreliable because relative variance is above 30 percent. Interpret with caution.

- Nearly half of participants indicated they did not know whether it was legal to sell flavored vapes (46.7 percent) or other flavored tobacco (47.2 percent) in California.
- Current tobacco users were less likely than non-users to select “I don’t know.”
- Current tobacco users were more likely than non-users to select (correctly) that flavored nicotine vapes and other flavored tobacco cannot be sold legally in California.
- Responses to these questions were similar across age groups.

Table 19. Awareness of Statewide California Tobacco Prevention Policies – California Ban on Flavored Tobacco Sales

As of 2023, all cigarettes, cigars, dip, and nicotine vapes sold in California are not allowed to have any added flavors, like fruit, candy, mint, or menthol. Before this survey, were you aware of this law?	Ages 12-25 Answer (95% CI)	Ages 12-17 Answer (95% CI)	Ages 18-20 Answer (95% CI)	Ages 21-25[1] Answer (95% CI)
Total Sample				
Yes	24.4 (22.2, 26.7)	25.9 (23.3, 28.5)	22.6 (18.7, 26.9)	23.6 (18.5, 29.5)
No	75.6 (73.3, 77.8)	74.1 (71.5, 76.7)	77.4 (73.1, 81.3)	76.4 (70.5, 81.5)
Any Tobacco Current Users				
Yes	40.4 (34.9, 46.1)	43.1 (35.9, 50.6)	34.4 (25.6, 44.4)	41.9 (32.0, 52.5)
No	59.6 (53.9, 65.1)	56.9 (49.4, 64.1)	65.6 (55.6, 74.4)	58.1 (47.5, 68.0)
Any Tobacco Current Non-Users				
Yes	22.0 (19.7, 24.5)	24.2 (21.6, 27.1)	20.6 (16.5, 25.5)	19.2 (13.6, 26.3)
No	78.0 (75.5, 80.3)	75.8 (72.9, 78.4)	79.4 (74.5, 83.5)	80.8 (73.7, 86.4)

1. Participants ages 21-25 were included only in the Fall cycle

Abbreviation: CI=confidence interval

*Data statistically unreliable because relative variance is above 30 percent. Interpret with caution.

- Among all participants, only 24.4 percent reported that they were aware that flavored tobacco and vape sales were not allowed in California.
- Awareness was greater among current tobacco users (40.4 percent) than among non-users (22.0 percent).
- Responses to these questions were similar across age groups; although, there was slightly higher awareness among adolescents ages 12-17 than among young adults ages 18-20 or ages 21-25.

Perceived Access to Flavored Vapes

All survey participants were asked to describe how easy (or difficult) they perceived it to be to find flavored vapes (Table 20). This question was worded differently for current vape non-users. For non-users, the question asked them to assume they had access to vapes and wanted to get one, before asking how easy or difficult they thought it would be to find vapes in "flavors that you like." Non-users were also given the option to select "I don't know."

Table 20. Perceived Ease or Difficulty of Finding Vapes in Appealing Flavors Among Vape Users and Non-Users.

Question	Adolescents Ages 12-17	Young Adults Ages 18-20	Young Adults Ages 21-25[1]
Vape Users: "…how easy or difficult is it to get vapes in flavors that you like?"	Response Selected % (95% CI)	Response Selected % (95% CI)	Response Selected % (95% CI)
Very Difficult	9.8 (6.2, 15.0)	4.1 (2.3, 7.2)	8.8 (4.9, 15.2)
Somewhat Difficult	21.7 (15.8, 29.1)	20.4 (13.8, 29.1)	19.0 (11.2, 30.3)
Somewhat Easy	33.3 (27.1, 40.2)	29.9 (20.8, 41.0)	43.7 (32.2, 55.8)
Very Easy	35.2 (28.3, 42.9)	45.6 (35.4, 56.1)	28.5 (20.0, 38.8)
Vape Non-Users: "If you had access… and wanted… how easy or difficult would it be to get vapes in flavors that you like?"	Response Selected % (95% CI)	Response Selected % (95% CI)	Response Selected % (95% CI)
Very Difficult	7.3 (5.9, 9.2)	5.9 (4.0, 8.6)	2.5 (1.2, 4.9)*
Somewhat Difficult	7.2 (5.7, 9.0)	6.9 (4.6, 10.1)	5.8 (3.3, 10.1)
Somewhat Easy	17.0 (14.9, 19.5)	21.5 (17.5, 26.1)	22.5 (17.0, 29.1)
Very Easy	15.2 (12.9, 17.9)	25.4 (21.0, 30.2)	35.2 (28.4, 42.5)
I don't know	53.2 (50.0, 56.4)	40.4 (35.5, 45.6)	34.1 (27.5, 41.3)

1. Participants ages 21-25 were included only in the Fall cycle

Abbreviation: CI=confidence interval

*Data statistically unreliable because relative variance is above 30 percent. Interpret with caution.

- Most current vapers thought it would be "somewhat" or "very" easy to find vapes in flavors that they like (combined somewhat and very easy, ages 12-17: 68.5 percent; ages 18-20: 75.5 percent; ages 21-25: 72.2 percent).
- Less than one-third of current vapers thought it would be "somewhat" or "very" difficult to find vapes in flavors that they like (combined somewhat and very difficult, ages 12-17: 31.5 percent; ages 18-20: 24.5 percent; ages 21-25: 27.8 percent).

- About half (53.2 percent) of adolescent vape non-users ages 12-17 and 40.4 percent of young adult vape non-users ages 18-20 indicated that they do not know how easy or difficult it would be to find vapes in flavors that they like. Likewise, 34.1 percent of young adult non-vapers ages 21-25 selected "I don't know."
- Among vape non-users that indicated a response other than "I don't know," both adolescents and young adults were much more likely to indicate that it would be "somewhat" or "very" easy to find vapes in flavors that they like than "somewhat" or "very" difficult to find vapes in flavors that they like.

Specific Flavors of Tobacco Products

For vapes, cigars, smokeless tobacco, and hookah, current users were asked about any of the flavors they used in the past 30 days. Participants selected flavors from a list and could select more than one. Table 21 shows which flavors they selected.

Table 21. Prevalence of Using Specific Flavors of Tobacco Products Among Current Users of a Tobacco Product

	Vapes (95% CI)	Cigars (95% CI)	Smokeless Tobacco (95% CI)	Hookah (95% CI)	Nicotine Pouches (95% CI)
Unflavored	4.3 (3.1, 5.9)	34.2 (24.6, 45.3)	23.7 (15.9, 33.9)	14.0 (7.1, 25.5)*	19.8 (11.4, 31.9)
Tobacco Flavored	6.6 (5.1, 8.5)	N/A	N/A	N/A	N/A
Menthol, Frost, Ice	29.2 (24.1, 34.9)	10.6 (7.1, 15.6)	38.2 (28.9, 48.4)	29.1 (13.8, 51.2)*	37.2 (26.0, 49.9)
Mint (Not Frost, Ice)	11.0 (8.4, 14.3)	11.2 (7.1, 17.4)	39.2 (29.4, 49.9)	20.2 (10.9, 34.4)	41.0 (29.9, 53.1)
Wintergreen	N/A	N/A	20.0 (14.4, 27.0)	N/A	N/A
Fruit-Ice Combination	38.9 (33.4, 44.8)	N/A	N/A	N/A	N/A
Fruit	61.1 (55.6, 66.3)	42.3 (32.5, 52.7)	33.4 (25.0, 43.1)	46.1 (30.9, 62.1)	34.0 (24.3, 45.3)
Dessert	18.4 (14.0, 23.8)	19.4 (11.0, 31.9)	N/A	17.9 (10.9, 28.1)	12.9 (8.0, 20.1)
Candy	31.4 (25.8, 37.6)	N/A	N/A	N/A	N/A
Spice[1]	4.3 (3.1, 6.0)	11.8 (7.7, 17.6)	21.7 (14.7, 30.8)	17.3 (10.4, 27.4)	9.5 (5.8, 15.2)
Alcohol	3.1 (2.1, 4.7)	7.1 (4.5, 11.2)	13.1 (8.8, 19.3)	9.5 (5.0, 17.1)*	N/A
Non-Alcoholic Drink	5.5 (3.3, 8.9)	3.2 (1.7, 5.9)*	N/A	N/A	N/A
Other	0.6 (0.1, 2.5)*	1.4 (0.2, 8.7)*	0	0.0 (0.0, 0.3)*	1.1 (0.2, 7.5)*
Don't Know	2.1 (1.2, 3.6)	10.1 (5.9, 16.9)	4.9 (1.6, 13.7)*	5.8 (2.3, 13.7)*	3.7 (1.2, 10.8)*

1. "Coffee" included with spice for nicotine pouches only

Abbreviations: CI=confidence interval; N/A=Not applicable (some flavor categories were not presented for all products)

*Data are statistically unreliable because relative variance is above 30 percent. Interpret with caution.

- For vapes, cigars, and hookah, fruit was the most used type of flavor among current users of each product. More than half

(61.1 percent) of participants who used vaped reported using fruit flavored vapes.

- After fruit, the most used vape flavors were fruit-ice combination, candy, and menthol.
- For smokeless tobacco and nicotine pouches, the most used types of flavor were mint and menthol.

Preferences for Specific Vape Flavors

All vape product ever-users were asked how much they liked or disliked certain flavors for vapes. Table 22 presents how much the 11 listed flavor categories were liked or disliked.

Table 22. Liking and Disliking of Various Flavors for Vapes Among Vape Ever Users

	Strongly Like 95% CI	Somewhat Like 95% CI	Somewhat Dislike 95% CI	Strongly Dislike 95% CI
Fruit	36.1 (31.3, 41.2)	36.5 (31.9, 41.4)	11.3 (8.4, 15.2)	16.1 (12.6, 20.2)
Candy	32.4 (27.6, 37.6)	33.0 (28.6, 37.7)	11.9 (9.2, 15.3)	22.6 (18.6, 27.3)
Fruit-Ice Combination	25.9 (21.6, 30.8)	38.3 (33.6, 43.3)	12.8 (10.0, 16.3)	22.9 (18.9, 27.5)
Dessert	24.3 (19.7, 29.4)	28.9 (24.9, 33.2)	19.2 (15.5, 23.5)	27.7 (23.4, 32.5)
Mint (Not Frost, Ice)	12.5 (10.1, 15.4)	32.6 (28.0, 37.7)	18.8 (15.5, 22.5)	36.1 (31.1, 41.3)
Menthol, Frost, Ice	11.3 (8.9, 14.4)	25.7 (21.9, 30.0)	22.1 (17.9, 26.8)	40.9 (35.9, 46.0)
Non-Alcoholic Drink	9.7 (7.6, 12.3)	21.6 (17.6, 26.1)	17.6 (14.4, 21.3)	51.1 (46.1, 56.2)
Unflavored	4.7 (3.2, 6.8)	15.0 (11.8, 19.0)	22.1 (18.5, 26.2)	58.2 (53.2, 63.0)
Alcohol	3.9 (2.9, 5.3)	12.2 (9.0, 16.5)	17.2 (14.1, 20.9)	66.6 (61.8, 71.1)
Tobacco Flavored	3.6 (2.6, 4.9)	8.3 (6.4, 10.7)	15.5 (12.6, 19.0)	72.6 (68.5, 76.3)
Spice	3.0 (2.2, 4.2)	10.9 (8.9, 13.3)	26.0 (21.6, 30.9)	60.1 (55.1, 64.9)

Abbreviation: CI=confidence interval

- Among vape ever users, fruit was the vape flavor that was most often strongly liked (36.1 percent) and least often strongly disliked (16.1 percent).
- Fruit, candy, fruit-ice combination, and dessert flavors were each either liked or strongly liked by about 60 to 70 percent of all vape ever users.
- Non-Alcoholic Drink, unflavored, alcohol, and tobacco flavored, and spice were the least liked vape flavors.

How Users of Flavored Vapes Accessed Vape Products

A subset of vape users were asked to select all the ways that they got the products that they used. Table 23 presents how vape users indicated that they accessed vapes within the past 30 days, among all current vape users and among those who used flavored vapes.

Table 23. Ways that Current Vape Users Got Vapes, Including Those Who Used Flavored Vapes

	All Vape Users N=538 % (95% CI)	Used Flavored Vapes N=494 % (95% CI)
I bought it myself from a store	41.8 (33.8, 50.2)	42.0 (33.9, 50.7)
Someone offered it to me	26.2 (20.3, 33.1)	25.8 (19.7, 32.9)
I used someone else's vape	23.0 (17.0, 30.3)	22.8 (16.7, 30.3)
I bought it from another person	20.4 (15.7, 26.1)	20.5 (15.7, 26.4)
I gave someone else money to buy it	14.0 (10.2, 18.8)	14.2 (10.4, 19.2)
I bought it myself online	10.1 (5.5, 17.7)	10.4 (5.6, 18.3)*
I asked someone to give it to me	9.0 (6.1, 13.3)	9.1 (6.0, 13.5)
Social media connection	4.3 (2.4, 7.5)	4.3 (2.4, 7.7)
I found it	3.8 (1.2, 11.9)*	3.9 (1.2, 12.3)*
I took it from a store or another person	1.9 (0.9, 4.3)*	2.0 (0.9, 4.5)*
Some other way	0.1 (0.0, 0.4)*	0.0 (0.0, 0.3)*

Abbreviations: CI=confidence interval; N/A=not applicable
*Data are statistically unreliable because relative variance is above 30 percent. Interpret with caution.

- Among participants who used flavored vapes, "I bought it myself at a store" was the most common way to get vape products (42.0 percent).
- The vast majority of current vape users reported using a flavored vape within the past 30 days. Therefore, the ways that participants who used flavored vapes accessed vapes very closely resembles the way all vape users accessed vapes. Too few participants reported using only unfavored or tobacco favored vapes in the past 30 days to make reliable estimates of how they obtained tobacco products (not shown in table) and whether there were any meaningful differences versus those who used flavored vapes.

CHAPTER SUMMARY

Adolescents and young adults who used tobacco commonly used flavored products. Most participants reported being unaware that most flavored tobacco and vape products could no longer be legally sold in California. About half of current cigarette smokers used menthol cigarettes in the past 30 days, including 53 percent of adolescents ages 12-17. About two-thirds of current users of cigars used flavored cigars in the past 30 days. Over 80 percent of current users of smokeless tobacco, hookah, and nicotine pouches used flavored versions of these products. Over 90 percent of current vape users used flavored vapes.

There are several possible reasons why there was a relatively high prevalence of flavored product use despite the approval of Senate Bill (SB)-793. Importantly, it may require more time to see full policy impact. Although SB-793 took effect at the very end of 2022, retailer compliance, enforcement, and behavior change among individuals (such as quitting tobacco) would not necessarily occur immediately. There was no official state-level enforcement agency for the flavored tobacco sales law until January 2024. SB-793 implementation focused on brick-and-mortar retail locations, leaving open the possibility of evading flavored tobacco restrictions via online sales, which may be particularly important for vape products accessible to adolescents and young adults. Additionally, previously enacted local flavored tobacco policies (e.g., city or county level) might have already reduced adolescent and young adult tobacco use to some degree. Finally, there could be impacts of the statewide flavored tobacco law on adolescent and young adult tobacco use that were not fully captured in the TNT Online Survey. The present report includes the prevalence of using any flavored tobacco at least once within the past 30 days. However, it is possible that under a flavor ban, adolescents and young adults might have used flavored tobacco on fewer occasions within a 30-day period. Young people may have stopped vaping entirely (or never initiated) as a result of the flavor ban; such individuals would not be included in a metric that tracks flavor use among youth who current use tobacco.

Among participants who were current users of vapes, cigars, or hookah, fruit was the flavor that they used most often. Participants who used smokeless tobacco or nicotine pouches used mint or menthol products most often. Fruit, candy, dessert, and fruit-ice combination flavors were each either liked or strongly liked by about 60-70 percent of all vape ever users. Both vape users and non-users were much more likely to report it would be somewhat or very easy to find vapes in flavors that they like than to report it would be somewhat or very difficult.

CHAPTER 4–ENDING THE TOBACCO USE EPIDEMIC

This chapter presents data from the 2025 TNT Online Survey related to ending the tobacco use epidemic. The California Department of Public Health has set a goal of eliminating the tobacco epidemic statewide. This will be achieved through a number of policy priorities to strengthen tobacco prevention efforts. The TNT Online Survey included several questions intended to assess participants' attitudes related to some of these policies.

Policy Statements About Ending the Tobacco Epidemic

All TNT Online Survey participants were asked to indicate how much they agreed or disagreed with nine different policy statements. Three of the statements related to the sale of tobacco products, five statements related to the use of tobacco or cannabis products in public places or in multiunit housing, and one statement related to a "tobacco-free generation" policy that would gradually raise the legal age for tobacco sales. Table 24 shows how participants responded to policy statements related to potential restrictions on tobacco sales. Table 25 shows how participants responded to policy statements related to tobacco or cannabis use in public places, and multiunit housing. Table 26 shows how participants responded to a hypothetical tobacco-free generation policy.

Table 24. Agreement with Policy Statements Related to Ending the Tobacco Use Epidemic–Tobacco Sales Restrictions

How much do you agree or disagree with the following statements?	Ages 12-25 N=4930 Answer (95% CI)	Ages 12-17 N=3054 Answer (95% CI)	Ages 18-20 N=1192 Answer (95% CI)	Ages 21-25[1] N=684 Answer (95% CI)
The sale of all tobacco products **should end**.				
I strongly agree	36.4 (33.9, 39.0)	38.7 (35.8, 41.8)	38.0 (33.4, 42.9)	31.2 (25.5, 37.6)
I agree	38.0 (35.4, 40.7)	36.4 (33.5, 39.4)	36.0 (31.5, 40.8)	42.2 (35.7, 49.0)
I disagree	20.4 (18.4, 22.5)	20.0 (17.6, 22.7)	20.3 (16.9, 24.2)	21.0 (16.5, 26.4)
I strongly disagree	5.3 (4.3, 6.4)	4.9 (3.8, 6.2)	5.7 (4.0, 8.1)	5.6 (3.6, 8.7)
The sale of menthol cigarettes **should end**.				
I strongly agree	39.5 (36.9, 42.1)	41.7 (38.6, 44.8)	39.3 (34.7, 44.2)	36.0 (30.1, 42.4)
I agree	37.9 (35.3, 40.5)	36.7 (33.8, 39.7)	36.2 (31.7, 41.0)	41.1 (34.6, 47.9)
I disagree	17.3 (15.5, 19.3)	16.2 (14.2, 18.5)	18.7 (15.4, 22.5)	17.9 (13.6, 23.3)
I strongly disagree	5.3 (4.4, 6.5)	5.4 (4.2, 6.8)	5.8 (4.0, 8.3)	4.9 (3.1, 7.8)
The sale of FLAVORED tobacco **should end**.				
I strongly agree	42.0 (39.4, 44.6)	44.1 (41.0, 47.2)	43.0 (38.3, 47.9)	37.7 (31.7, 44.2)
I agree	34.5 (31.9, 37.2)	32.6 (29.9, 35.6)	33.3 (29.0, 37.8)	38.5 (32.1, 45.4)
I disagree	17.4 (15.5, 19.3)	16.8 (14.7, 19.0)	17.6 (14.4, 21.5)	18.1 (13.9, 23.2)
I strongly disagree	6.2 (5.0, 7.5)	6.5 (4.9, 8.6)	6.1 (4.3, 8.5)	5.7 (3.6, 8.8)

1. Participants ages 21-25 were included only in the Fall cycle

Abbreviation: CI=confidence interval

- Most participants supported statements calling for the sale of all tobacco products or flavored tobacco products to end.
- Between 36 percent and 42 percent of participants “strongly agreed” and between 35 percent and 38 percent “agreed” that sales should end.
- Strong agreement was somewhat greater for policy statements related to flavored tobacco sales than for the statement related to the sales of all tobacco products. Agreement was usually slightly greater among adolescents than among young adults.

Table 25. Agreement with Policy Statements Related to Ending the Tobacco Use Epidemic–Public Places and Multiunit Housing

How much do you agree or disagree with the following statements?	Ages 12-25 N=4916 Answer (95% CI)	Ages 12-17 N=3044 Answer (95% CI)	Ages 18-20 N=1190 Answer (95% CI)	Ages 21-25[1] N=682 Answer (95% CI)
Smoking tobacco in all public places **should end**.				
I strongly agree	43.0 (40.4, 45.7)	47.5 (44.5, 50.6)	38.9 (34.3, 43.7)	39.0 (32.8, 45.6)
I agree	37.8 (35.2, 40.5)	35.1 (32.3, 38.1)	39.4 (34.7, 44.3)	40.9 (34.5, 47.7)
I disagree	14.1 (12.5, 15.8)	12.4 (10.7, 14.4)	16.7 (13.7, 20.2)	14.6 (10.9, 19.3)
I strongly disagree	5.1 (4.0, 6.4)	4.9 (3.5, 7.0)	4.9 (3.4, 7.0)	5.5 (3.3, 8.9)
Smoking marijuana in all public places **should end**.				
I strongly agree	40.9 (38.4, 43.5)	46.8 (43.7, 49.9)	35.0 (30.6, 39.8)	36.0 (30.0, 42.5)
I agree	32.7 (30.2, 35.3)	32.5 (29.6, 35.5)	35.7 (31.1, 40.5)	30.6 (24.6, 37.4)
I disagree	18.5 (16.5, 20.6)	13.9 (12.0, 16.1)	20.4 (16.9, 24.5)	24.4 (19.3, 30.3)
I strongly disagree	7.9 (6.7, 9.3)	6.8 (5.5, 8.4)	8.9 (6.8, 11.6)	8.9 (6.2, 12.8)
Using vapes in all public places **should end**.				
I strongly agree	41.4 (38.8, 44.0)	43.9 (40.9, 47.0)	38.1 (33.5, 42.9)	39.9 (33.6, 46.5)
I agree	31.5 (29.1, 34.0)	31.7 (29.0, 34.6)	33.3 (28.8, 38.1)	29.7 (24.0, 36.1)
I disagree	20.8 (18.7, 23.1)	18.1 (15.9, 20.6)	22.3 (18.7, 26.4)	23.9 (18.7, 30)
I strongly disagree	6.3 (5.2, 7.7)	6.2 (4.6, 8.2)	6.3 (4.6, 8.6)	6.6 (4.3, 9.8)
All apartment buildings should be smoke-free.				
I strongly agree	45.9 (43.3, 48.6)	47.8 (44.7, 50.9)	41.0 (36.3, 45.9)	46.9 (40.3, 53.5)
I agree	32.3 (29.9, 34.8)	33.2 (30.4, 36.1)	35.1 (30.7, 39.9)	28.6 (22.9, 35.0)
I disagree	16.3 (14.4, 18.3)	13.7 (11.8, 15.8)	17.8 (14.8, 21.4)	19.2 (14.7, 24.8)
I strongly disagree	5.5 (4.4, 6.8)	5.3 (3.8, 7.4)	6.0 (4.2, 8.5)	5.4 (3.4, 8.3)

1. Participants ages 21-25 were included only in the Fall cycle

Abbreviation: CI=confidence interval

- Most participants agreed or strongly agreed with statements that called for the use of tobacco, vape, or cannabis products in public places to end.
- Between 41 percent and 43 percent of participants "strongly agreed" and between 32 percent and 38 percent "agreed" that tobacco, vape, or cannabis use in public places should end.
- Most participants either "strongly agreed" or "agreed" that multiunit housing should be completely smoke-free.

- Strong agreement was somewhat greater among adolescents than among young adults.
- Strong agreement was slightly greater when statements applied to smoking tobacco than using vapes or cannabis.

Table 26. Agreement with a Tobacco-Free Generation Policy

I support a policy that would prohibit anyone born after a certain date from ever buying tobacco or nicotine products. For example, everyone born after December 31, 2014 would never be able to buy cigarettes or vapes, even after they turn 21.[1]	Ages 12-20 N=1928 Answer (95% CI)	Ages 12-17 N=1240 Answer (95% CI)	Ages 18-20 N=688 Answer (95% CI)	Ages 21-25[1] N=0 Answer (95% CI)
I strongly agree	33.2 (29.2, 37.4)	34.9 (29.8, 40.3)	30.7 (24.7, 37.6)	N/A
I agree	31.2 (27.5, 35.2)	33.5 (28.8, 38.6)	27.9 (22.3, 34.4)	N/A
I disagree	25.2 (21.7, 29.2)	22.6 (18.5, 27.3)	29.1 (23.0, 36.0)	N/A
I strongly disagree	10.4 (8.2, 13.0)	9.0 (6.5, 12.4)	12.3 (8.7, 17.0)	N/A

1. This wording shown only in the Spring cycle; Young adults ages 21-25 were not included in that cycle

Abbreviation: CI = confidence interval

- Overall, 64.4 percent of participants strongly agreed or agreed with a policy to prohibit tobacco sales to anyone born after a certain date.
- Adolescent participants were more supportive of the policy than were young adults ages 18-20.
- Agreement with the tobacco-free generation policy was less than agreement with policies to restrict sales of all tobacco, flavored tobacco, and to end tobacco use in public places or in multiunit housing.

Participants' opinions regarding tobacco prevention policies may differ according to whether they use tobacco products themselves. In Table 27, the percentage of participants who agreed or strongly agreed (combined) is shown according to use behaviors–participants who used any tobacco product in the past 30-days versus participant who used no tobacco in the past 30 days.

Table 27. Agreement with Policy Statements According to Tobacco Use Status

Policy Statement	Tobacco Non-Use N=3409 Agree or Strongly Agree, % (95% CI)	Current Tobacco Use N=1521 Agree or Strongly Agree, % (95% CI)
The sale of all tobacco products should end.	78.7 (76.3, 80.9)	45.5 (39.9, 51.2)
The sale of menthol cigarettes should end.	81.1 (78.8, 83.2)	52.5 (46.8, 58.2)
The sale of flavored tobacco should end.	80.9 (78.6, 83.1)	46.9 (41.3, 52.6)
Smoking tobacco in all public places should end.	83.9 (81.7, 85.9)	60.5 (55.1, 65.6)
Smoking marijuana in all public places should end.	77.8 (75.2, 80.1)	45.8 (40.2, 51.5)
Using vapes in all public places should end.	77.8 (75.1, 80.2)	40.6 (35.2, 46.3)
All apartment buildings should be completely smoke-free.	82.9 (80.5, 85.0)	47.3 (41.6, 53.0)
I support a policy that would prohibit anyone born after a certain date from ever buying tobacco or nicotine products.[1]	67.7 (63.2, 71.8)	40.5 (31.5, 50.1)

1. This wording shown only in the Spring cycle
Abbreviation: CI = confidence interval

- For all policy statements, agreement was much greater among non-users of tobacco.
- For both non-users and users, the policy statement with the most agreement related to ending tobacco smoking in public places.
- For both non-users and users, the policy statement with the least agreement related to a tobacco-free generation policy.

Participants were also asked how often they notice tobacco product litter (Table 28).

Table 28. Frequency of Noticing Tobacco Product Litter

How often do you notice tobacco product litter (such as cigarette butts, cigar wrappers, or vape packaging) in public spaces such as sidewalks, streets, parks, and beaches?[1]	Ages 12-20 N=2426 Answer (95% CI)	Ages 12-17 N=1576 Answer (95% CI)	Ages 18-20 N=850 Answer (95% CI)
Almost always	37.2 (33.8, 40.7)	32.1 (28.1, 36.5)	45.4 (39.7, 51.3)
Sometimes	45.9 (42.3, 49.5)	47.8 (43.2, 52.3)	42.8 (37.0, 48.8)
Every once in awhile	13.2 (11.0, 15.8)	15.1 (12.2, 18.5)	10.1 (7.2, 14.2)
Never	3.7 (2.6, 5.2)	5.0 (3.3, 7.4)	1.7 (1.0, 2.8)

1. This item shown only in the Spring cycle; Young adults ages 21-25 were not included in that cycle

Abbreviation: CI=confidence interval

- Overall, 37.2 percent of participants reported noticing tobacco product litter “almost always,” and another 45.9 percent of participants reported noticing tobacco product litter “sometimes.”
- Young adults ages 18-20 were more likely to report almost always noticing tobacco product litter (45.4 percent) than were adolescents (32.1 percent).

CHAPTER SUMMARY

Most participants supported statements that called for the sale of all tobacco products or flavored tobacco products to end. Strong agreement was slightly greater for policy statements related to flavored tobacco sales than for statements related to the sales of all tobacco products. Most participants supported statements that called for the use of tobacco, vape, or cannabis products in public places to end. Agreement was slightly greater when statements applied to smoking tobacco than using vapes. Most participants either “strongly agreed” or “agreed” with policies to make multiunit housing completely smoke-free. There was strong support for a hypothetical tobacco-free generation policy, albeit at a lower level of support than for policies addressing tobacco use in public spaces or complete bans on flavored tobacco sales or all tobacco sales. Adolescents were generally more likely than young adults to agree with the presented policy statements.

CHAPTER 5–TOBACCO EXPECTATIONS, HOME ENVIRONMENT, AND MARKETING

This chapter presents data from the 2025 TNT Online Survey related to participants own expectations about using tobacco in the future. This chapter additionally presents data from the 2025 TNT Online Survey related to situations and other factors that might have influenced participants' willingness to use tobacco products. This includes participants' home life, such as living with someone else who uses a tobacco product or living in a home that sets certain rules about using tobacco. This chapter also presents information about what kinds of tobacco advertisements participants might have seen recently and whether they ever received coupons to buy tobacco products. In addition, for a subset of participants who were current tobacco users, this chapter shows how they said they acquired those products.

Tobacco Future Use Expectations

All TNT Online Survey participants were posed a series of questions that asked whether they think they will be using various tobacco products in the future. One set of questions asked participants, “Do you think you will be using any of the following products one year from now?” for a list of different products. Possible response options ranged from definitely not to definitely yes. Table 29 presents participants' use expectations for one year in the future.

Table 29. Participants' Expectations for Tobacco Use in One Year

	Definitely Not % (95% CI)	Probably Not % (95% CI)	Probably Yes % (95% CI)	Definitely Yes % (95% CI)
Among All Participants				
Vapes	76.9 (74.6, 79.1)	13.7 (12.0, 15.7)	6.9 (5.6, 8.4)	2.5 (1.8, 3.3)
Cigarettes	83.7 (81.7, 85.5)	10.5 (9.0, 12.3)	4.5 (3.6, 5.6)	1.3 (0.9, 1.8)
Cigars	87.6 (85.9, 89.2)	8.1 (6.8, 9.7)	2.7 (2.1, 3.4)	1.5 (1.0, 2.3)
Hookah	87.0 (85.3, 88.6)	8.6 (7.2, 10.2)	3.3 (2.7, 4.1)	1.1 (0.7, 1.7)
Smokeless Tobacco	89.7 (88.1, 91.2)	7.3 (6.0, 8.9)	2.1 (1.6, 2.8)	0.9 (0.5, 1.4)
Among Current Users of Each Product				
Vapes	21.3 (16.9, 26.4)	19.9 (15.8, 24.7)	39.7 (34.0, 45.7)	19.2 (14.2, 25.3)
Cigarettes	22.4 (17.0, 28.9)	25.4 (19.5, 32.3)	38.1 (31.5, 45.2)	14.2 (10.0, 19.8)
Cigars	38.9 (29.1, 49.7)	22.0 (15.0, 30.9)	18.8 (12.7, 27.0)	20.3 (10.2, 36.4)*
Hookah	39.0 (21.7, 59.6)	14.6 (7.9, 25.5)*	38.1 (24.5, 53.8)	8.3 (4.8, 13.9)
Smokeless Tobacco	23.2 (14.5, 34.9)	36.3 (26.2, 47.8)	26.7 (19.3, 35.8)	13.8 (9.5, 19.6)
Among Current Non-Users of Each Product				
Vapes	82.9 (80.4, 85.0)	13.1 (11.2, 15.2)	3.4 (2.3, 5.0)	0.7 (0.4, 1.3)*
Cigarettes	86.0 (84.0, 87.9)	10.0 (8.4, 11.8)	3.2 (2.4, 4.3)	0.8 (0.4, 1.4)
Cigars	89.4 (87.7, 90.9)	7.6 (6.2, 9.2)	2.1 (1.6, 2.8)	0.9 (0.6, 1.3)
Hookah	87.9 (86.1, 89.4)	8.5 (7.1, 10.1)	2.7 (2.1, 3.4)	1.0 (0.6, 1.6)
Smokeless Tobacco	90.6 (88.9, 92.1)	6.9 (5.6, 8.5)	1.8 (1.3, 2.5)	0.7 (0.4, 1.3)*

Abbreviation: CI=confidence interval
*Data are statistically unreliable because relative variance is above 30 percent. Interpret with caution.

- Among all survey participants, most indicated that they would "definitely not" be using tobacco products one year in the future.
- Smokeless tobacco was the product with highest percentage of "definitely not" responses (89.7 percent).
- Vapes was the product with highest percentage of "definitely yes" responses, but this percentage was small (2.5 percent).
- There were large differences according to whether participants used each product.
- For vapes, cigarettes, hookah, and smokeless tobacco, more than 40 percent of current users of each product indicated that they would "probably" or "definitely" (combined) be

using that product one year in the future.

- The vast majority of current non-users indicated that they would "definitely not" be using tobacco products one year from now.
- Smokeless tobacco was the product with highest percentage of "definitely not" responses among non-users (90.6 percent).
- Vapes was the product with lowest percentage of "definitely not" responses among non-users (82.9 percent).

Tobacco Use in the Home

All TNT Online Survey participants were asked whether someone who lives with them now uses various tobacco products. Participants indicated which products anyone who lives with them now uses. Table 30 presents the results from this question.

Table 30. Prevalence of Tobacco and Cannabis Product Use by Someone Who Lives with You

Does anyone who lives with you now use any of the following?	Total Sample N=5066 % (95% CI)	Ages 12-17 N=3139 % (95% CI)	Ages 18-20 N=1224 % (95% CI)	Ages 21-25[1] N=703 % (95% CI)
Vapes	21.7 (19.5, 24.0)	19.5 (17.3, 21.9)	19.7 (16.5, 23.4)	26.8 (21.3, 33.2)
Cigarettes	21.1 (19.1, 23.2)	24.1 (21.6, 26.6)	17.1 (14.2, 20.5)	19.4 (14.8, 25.1)
Cigars	4.5 (3.7, 5.4)	5.3 (4.2, 6.6)	4.9 (3.2, 7.4)	2.8 (1.9, 4.1)
Hookah	2.2 (1.7, 2.8)	1.7 (1.3, 2.3)	2.8 (1.7, 4.6)	2.3 (1.3, 4.2)
Smokeless Tobacco	2.6 (2.0, 3.4)	2.9 (2.1, 3.9)	1.4 (0.9, 2.0)	3.0 (1.6, 5.7)*
Cannabis	24.3 (22.1, 26.6)	21.2 (18.7, 24.0)	23.9 (20.5, 27.8)	29.5 (24.2, 35.5)
No one who lives with me now uses any of these	54.6 (52.0, 57.2)	56.1 (53.1, 59.1)	59.9 (55.4, 64.4)	47.8 (41.3, 54.3)

1. Participants ages 21-25 were included only in the Fall cycle

Abbreviation: CI=confidence interval

*Data are statistically unreliable because relative variance is above 30 percent. Interpret with caution.

- Overall, nearly one-fourth of TNT Online Survey participants (24.3 percent) indicated currently living with someone who uses cannabis, followed by participants who indicated living with someone who uses vapes (21.7 percent) or smokes cigarettes (21.1 percent).
- In total, 54.6 percent of TNT Online Survey participants indicated that no one who lives with them uses any of these products, suggesting that more than 40 percent of participants do live with someone who uses at least one of these products.

Rules About Tobacco Use Inside the Home

All TNT Online Survey participants were asked about rules in their home about using tobacco products. Participants were asked to think about rules that apply inside the home and to think about everyone who might be in the home, including children, adults, and visitors. The survey first asked about rules about all tobacco and nicotine (Table 31). Then, the survey asked whether the rules differ depending on whether the product is burned or consumed some other way, like vaping or chewing (Table 32).

Table 31. Rules About Use of Tobacco Products Inside the Home

Which statement best describes the rules about using tobacco inside your home?	Total Sample N=5063 Answer (95% CI)	Ages 12-17 N=3137 Answer (95% CI)	Ages 18-20 N=1222 Answer (95% CI)	Ages 21-25[1] N=702 Answer (95% CI)
It is not allowed anywhere or at any time	75.1 (72.9, 77.3)	81.5 (79.1, 83.6)	70.0 (65.8, 73.9)	68.8 (62.8, 74.3)
It is allowed in some places, at some times, or by some people	16.0 (14.4, 17.7)	13.9 (11.9, 16.0)	18.4 (15.3, 21.9)	17.5 (13.9, 21.8)
It is allowed anywhere and at any time	6.6 (5.2, 8.3)	3.2 (2.4, 4.3)	7.1 (5.2, 9.5)	11.7 (7.7, 17.4)
I don't know	2.3 (1.8, 3.0)	1.4 (1.0, 2.0)	4.6 (3.0, 6.8)	2.0 (1.1, 3.5)

1. Participants ages 21-25 were included only in the Fall cycle

Abbreviation: CI=confidence interval

- Most participants (75.1 percent) indicated that the use of tobacco and nicotine products is not allowed anywhere or at any time inside their home.
- Adolescents ages 12-17 were more likely to indicate strict household rules for tobacco use than were young adults.

Table 32. Difference in Household Rules for Smoked Tobacco or Nicotine

Are the rules different if tobacco is smoked or consumed some other way?	Total Sample N=4813 Answer (95% CI)	Ages 12-17 N=2984 Answer (95% CI)	Ages 18-20 N=1205 Answer (95% CI)	Ages 21-25[1] N=622 Answer (95% CI)
Rules are the same for all tobacco and nicotine	82.7 (80.8, 84.5)	87.4 (85.4, 89.2)	77.7 (73.9, 81.2)	78.9 (73.3, 83.5)
Different rules for smoked or other ways	11.8 (10.2, 13.5)	8.4 (6.9, 10.2)	13.3 (10.6, 16.5)	16.2 (12.1, 21.4)
I don't know	5.5 (4.6, 6.6)	4.1 (3.3, 5.2)	9.0 (6.8, 11.8)	4.9 (3.1, 7.8)

1. Participants ages 21-25 were included only in the Fall cycle

Abbreviation: CI=confidence interval

- Most participants (82.7 percent) indicated that there was no difference in the rules for smoked tobacco or tobacco consumed in some other way. Adolescents ages 12-17 were more likely to make this distinction than were young adults.

Advertisements for Tobacco Products

All participants were asked where they had recently seen advertisements promoting vapes and advertisements promoting cigarettes or tobacco. Participants were asked to think about places they might have seen advertisements in the past 30 days. Participants could select multiple locations from a list or indicate that they had not seen any ads during this time period. Tables show the percentages of participants that noticed advertisements at each location for vape ads (Table 33), cigarette or other tobacco ads (Table 34).

Table 33. Prevalence of Noticing Advertisements Promoting Vapes in Various Places

Location	Total Sample N=4952 Noticed an Ad, % (95% CI)	Ages 12-17 N=3060 Noticed an Ad, % (95% CI)	Ages 18-20 N=1203 Noticed an Ad, % (95% CI)	Ages 21-25[1] N=689 Noticed an Ad, % (95% CI)
I have not seen any ads promoting vapes in the past 30 days	43.7 (41.1, 46.3)	48.1 (45.1, 51.2)	43.1 (38.4, 47.9)	37.0 (31.0, 43.4)
Gas stations or convenience stores	33.5 (31.0, 36.2)	28.9 (26.1, 31.9)	37.5 (33.0, 42.2)	37.9 (31.6, 44.7)
Vape shops	22.5 (20.3, 25.0)	13.9 (11.9, 16.2)	29.4 (25.5, 33.8)	31.0 (25.1, 37.6)
Tobacco/smoke shops	17.8 (15.7, 20.2)	12.0 (10.2, 14.1)	21.4 (17.9, 25.3)	24.5 (18.9, 31.2)
Social media sites (from companies)	16.2 (14.1, 18.4)	12.0 (10.2, 14.0)	18.2 (14.9, 22.1)	21.3 (16.1, 27.7)
Social media sites (from people)	11.5 (9.7, 13.4)	8.1 (6.4, 10.3)	15.6 (12.5, 19.4)	13.5 (9.5, 18.9)
Billboards	9.8 (8.4, 11.5)	8.1 (6.7, 9.8)	11.9 (9.4, 15.0)	10.9 (7.5, 15.6)
Television	8.2 (6.8, 9.7)	8.1 (6.6, 9.9)	7.8 (5.4, 11.0)	8.5 (5.6, 12.9)
Websites (not social media)	5.7 (4.5, 7.0)	4.3 (3.2, 5.7)	7.4 (5.1, 10.5)	6.4 (3.9, 10.4)
Festivals, concerts, sports, or events	5.1 (3.9, 6.6)	3.1 (2.3, 4.2)	6.6 (4.9, 9.0)	7.1 (4.1, 12.0)
Radio	2.9 (2.2, 3.7)	2.9 (2.1, 4.0)	3.3 (2.1, 5.1)	2.3 (1.2, 4.6)*
Newspapers or magazines	2.6 (2.1, 3.3)	2.9 (2.1, 3.8)	3.7 (2.5, 5.4)	1.4 (0.8, 2.4)
Somewhere else[1]	0.7 (0.4, 1.1)	0.6 (0.3, 1.0)	1.2 (0.5, 2.5)*	0.5 (0.1, 1.8)*

1. Participants ages 21-25 were included only in the Fall cycle
2. Free-text responses entered by >1 participant: None (n=18), Friends, peers, etc. (n=3), Email, text, etc. (n=3); Places are included here if written-in by participants, even if the option was available to select above.

Abbreviation: CI=confidence interval

*Data are statistically unreliable because relative variance is above 30 percent. Interpret with caution.

- Overall, fewer than half of participants (43.7 percent) indicated not seeing any advertisements that were promoting vaping in the past 30 days, suggesting that over half of participants had seen such ads.
- The most common place to see vape advertisements was at gas stations or convenience stores, followed by vape shops, and tobacco or smokes shops.
- For most locations, young adults were more likely to report seeing an advertisement than were adolescents.

Table 34. Prevalence of Noticing Advertisements Promoting Cigarettes or Other Tobacco in Various Places

Location	Total Sample N=4952 Noticed an Ad, % (95% CI)	Ages 12-17 N=3060 Noticed an Ad, % (95% CI)	Ages 18-20 N=1203 Noticed an Ad, % (95% CI)	Ages 21-25[1] N=689 Noticed an Ad, % (95% CI)
I have not seen any ads promoting cigarettes/tobacco in the past 30 days	42.7 (40.1, 45.3)	45.8 (42.8, 48.9)	43.7 (39.0, 48.6)	36.7 (30.7, 43.2)
Gas stations or convenience stores	38.3 (35.7, 40.9)	35.5 (32.6, 38.5)	39.3 (34.8, 44.0)	41.9 (35.4, 48.7)
Tobacco/smoke shops	17.9 (15.8, 20.2)	12.0 (10.2, 13.9)	22.3 (18.8, 26.2)	24.2 (18.7, 30.7)
Vape shops	16.7 (14.6, 19.1)	9.5 (7.6, 11.7)	20.4 (16.9, 24.4)	25.5 (19.9, 32.0)
Social media sites (from companies)	13.6 (11.8, 15.7)	10.0 (8.4, 12.0)	15.1 (11.9, 19.1)	18.4 (13.8, 24.1)
Billboards	10.5 (9.0, 12.1)	9.6 (8.1, 11.4)	11.7 (8.9, 15.2)	10.8 (7.6, 15.0)
Television	9.5 (8.0, 11.3)	9.6 (7.9, 11.6)	6.4 (4.6, 9.0)	12.0 (8.1, 17.4)
Social media sites (from people)	7.6 (6.2, 9.3)	5.3 (4.1, 6.8)	10.3 (7.5, 14.0)	9.2 (5.8, 14.2)
Websites (not social media)	5.4 (4.2, 6.9)	4.1 (3.0, 5.4)	5.1 (3.4, 7.6)	7.8 (4.8, 12.4)
Festivals, concerts, sports, or events	4.1 (3.1, 5.5)	2.4 (1.8, 3.3)	5.0 (3.4, 7.3)	6.2 (3.4, 11.0)*
Radio	3.6 (2.8, 4.7)	3.7 (2.9, 4.8)	3.6 (2.2, 5.7)	3.5 (1.7, 7.1)*
Newspapers or magazines	2.9 (2.2, 4.0)	2.5 (1.8, 3.5)	2.3 (1.4, 4.0)	4.1 (2.1, 7.8)*
Somewhere else[1]	0.6 (0.4, 0.9)	0.6 (0.3, 1.0)	1.1 (0.5, 2.4)*	0.1 (0.0, 0.6)*

1. Free-text responses entered by >1 participant: None, nowhere, etc. (n=16), Don't know (n=2); Places are included here if written-in by participants, even if the option was available to select above.

Abbreviation: CI=confidence interval

*Data are statistically unreliable because relative variance is above 30 percent. Interpret with caution.

- Overall, fewer than half of participants (42.7 percent) indicated they had noticed advertisements in the past 30 days that were promoting cigarettes or other tobacco, suggesting that more than half of participants did see such ads.

- The most common place to see cigarette or other tobacco advertisements was gas stations or convenience stores.
- For most locations, young adults were more likely to report seeing an advertisement than were adolescents.

How Tobacco Users Accessed Various Products

A subset of vape, cigarette, and nicotine pouch users were asked to select all the ways that they got the products that they used. Table 35 presents how adolescents ages 12-17 who used vapes, cigarettes, or nicotine pouches accessed their product within the past 30 days. Table 36 reports the same findings for young adults ages 18-20, and Table 37 reports the results for young adults ages 21-25.

Table 35. Ways that Current Tobacco Product Users Got the Products that they Used, Adolescents Ages 12-17

	Vape Users N=328 % (95% CI)	Cigarette Smokers N=216 % (95% CI)	Nicotine Pouch Users N=72 % (95% CI)
Someone offered it to me	40.4 (31.4, 50.0)	28.7 (20.9, 38.0)	48.0 (23.9, 73.2)
I bought it from another person	27.4 (20.3, 35.8)	25.7 (17.9, 35.5)	17.7 (8.3, 33.6)*
I gave someone else money to buy it	27.1 (19.5, 36.3)	20.3 (13.6, 29.3)	15.7 (4.2, 43.7)*
I used someone else's vape[1]	23.6 (16.7, 32.4)	N/A	N/A
I asked someone to give it to me	13.1 (8.3, 20.0)	20.8 (13.6, 30.4)	19.1 (6.7, 43.9)*
I bought it myself from a store	9.0 (5.9, 13.4)	14.5 (8.7, 23.1)	6.1 (2.3, 15.4)*
I bought it myself online	7.4 (4.6, 11.7)	9.4 (5.4, 15.7)	5.9 (2.2, 15.1)*
I found it	2.5 (1.3, 5.0)*	1.8 (0.5, 6.5)*	2.9 (0.5, 14.4)*
I took it from a store or another person	2.3 (0.9, 5.8)*	4.6 (2.0, 10.3)*	3.5 (0.9, 12.1)*
Social media connection	1.9 (1.0, 3.5)*	2.7 (1.1, 6.0)*	3.4 (1.1, 10.1)*
Some other way	0.2 (0.0, 0.8)*	1.0 (0.3, 3.7)*	0

1. This option only provided for one of the products

Abbreviations: CI=confidence interval; N/A=not applicable

*Data are statistically unreliable because relative variance is above 30 percent. Interpret with caution.

- Among adolescents ages 12-17, "someone offered it to me" was the single most-selected way that participants accessed vapes, cigarettes, nicotine pouches.
- It was common for participants to select multiple ways of getting their product.

Table 36. Ways that Current Tobacco Product Users Got the Products that they Used, Young Adults Ages 18-20

	Vape Users N=103 % (95% CI)	Cigarette Smokers N=48 % (95% CI)	Nicotine Pouch Users N=29 % (95% CI)
I bought it myself from a store	37.3 (24.2, 52.6)	24.1 (10.1, 47.4)*	64.4 (38.3, 84.1)
I bought it from another person	30.2 (18.3, 45.5)	5.5 (2.0, 14.3)*	8.2 (2.1, 26.5)*
Someone offered it to me	29.4 (16.4, 46.8)	46.2 (23.5, 70.6)	21.3 (8.4, 44.3)*
I used someone else's vape[1]	25.2 (14.6, 39.8)	N/A	N/A
I gave someone else money to buy it	12.8 (6.2, 24.5)*	32.2 (11.0, 64.4)*	13.1 (3.1, 41.2)*
I bought it myself online	9.0 (4.1, 18.6)*	10.0 (3.0, 28.2)*	10.6 (2.9, 31.8)*
I asked someone to give it to me	8.7 (4.2, 16.8)*	7.7 (1.9, 26.4)*	13.9 (4.6, 35.3)*
Social media connection	6.3 (2.4, 15.1)*	2.6 (0.5, 11.3)*	0.3 (0.0, 2.6)*
I found it	0.8 (0.2, 3.0)*	1.7 (0.5, 6.3)*	7.4 (1.6, 28.4)*
I took it from a store or another person	0.5 (0.1, 3.3)*	1.0 (0.2, 4.9)*	6.7 (1.4, 26.6)*
Some other way	0.2 (0.0, 1.5)*	0	0

1. This option only provided for one of the products

Abbreviations: CI=confidence interval; N/A=not applicable

*Data are statistically unreliable because relative variance is above 30 percent. Interpret with caution.

- Among young adults ages 18-20, "I bought it myself at a store" was the single most-selected way that participants accessed vapes and nicotine pouches; "Someone offered it to me" was the most-selected way to obtain cigarettes.
- It was common for participants to select multiple ways of getting their product.

Table 37. Ways that Current Tobacco Product Users Got the Products that they Used, Young Adults Ages 21-25

	Vape Users N=107 % (95% CI)	Cigarette Smokers N=81 % (95% CI)	Nicotine Pouch Users N=31 % (95% CI)
I bought it myself from a store	73.4 (60.4, 83.3)	64.4 (49.9, 76.6)	42.3 (20.6, 67.5)
I used someone else's vape[1]	21.0 (10.8, 37)*	N/A	N/A
I bought it myself online	13.1 (4.3, 33.5)*	8.3 (3.0, 20.7)*	2.1 (0.7, 6.7)*
Someone offered it to me	11.8 (6.4, 20.8)*	22.6 (13.1, 36.1)	42.0 (18.9, 69.3)*
I bought it from another person	8.3 (4.3, 15.2)*	10.2 (4.7, 20.8)*	5.2 (1.2, 20.1)*
I found it	6.9 (1.3, 29.1)*	0.5 (0.1, 3.6)*	0
I asked someone to give it to me	5.7 (1.9, 16.1)*	18.6 (9.2, 33.7)*	6.7 (1.7, 23.5)*
Social media connection	5.1 (1.9, 13.2)*	1.3 (0.2, 9.3)*	0
I gave someone else money to buy it	3.0 (1.3, 7.1)*	9.4 (4.2, 19.8)*	8.4 (1.7, 33.1)*
I took it from a store or another person	2.5 (0.6, 9.5)*	3.1 (0.9, 10.1)*	4.4 (0.9, 19.3)*
Some other way	0	0	0

1. This option only provided for one of the products

Note: Participants ages 21-25 were included only in the Fall cycle

Abbreviations: CI=confidence interval; N/A=not applicable

*Data are statistically unreliable because relative variance is above 30 percent. Interpret with caution.

- Among young adults ages 21-25, "I bought it myself at a store" was the single most-selected way that participants accessed vapes, cigarettes, nicotine pouches. However, many estimates were unreliable due to small sample size.
- It was common for participants to select multiple ways of getting their product.

Reasons for Use – Nicotine Pouches

All current nicotine pouch users were asked to select their reasons for using this product. Participants who had used nicotine pouches in the past 30 days were shown the following text: "Below are some reasons people use NICOTINE POUCHES (like ZYN). Please select all reasons that apply to you." They could then select any number of reasons. Table 38 displays the results.

Table 38. Reasons for Using Nicotine Pouches

Reasons	All Ages N=316 % (95% CI)	Ages 12-17 N=177 % (95% CI)	Ages 18-20 N=69 % (95% CI)	Ages 21-25[1] N=70 % (95% CI)
A friend uses them	35.7 (24.5, 48.8)	28.1 (13.6, 49.2)*	28.4 (14.5, 48.0)*	43.5 (25.4, 63.4)
I was curious	35.7 (24.2, 49.2)	48.1 (28.2, 68.6)	22.8 (12.5, 37.8)	32.4 (15.9, 54.9)*
They help me relax	23.7 (15.9, 33.7)	24.4 (12.0, 43.4)*	37.1 (21.3, 56.3)	18.2 (8.8, 33.9)*
They are easy to get	21.2 (13.7, 31.4)	13.3 (7.2, 23.2)	26.6 (14.9, 42.9)	24.5 (12.1, 43.4)*
They help me deal with stress	20.2 (13.0, 30.1)	29.1 (15.1, 48.7)*	14.6 (6.8, 28.7)*	16.5 (7.4, 32.7)*
I can hide that I'm using them	19.4 (11.3, 31.3)	15.0 (8.0, 26.4)*	16.7 (8.1, 31.4)*	23.2 (9.8, 45.8)*
They are affordable	16.7 (10.3, 26.1)	8.5 (4.4, 15.9)*	31.8 (16.3, 52.7)*	16.6 (7.2, 33.7)*
To get a buzz or high	16.4 (10.0, 25.7)	10.8 (5.5, 20.0)*	26.8 (12.7, 48.0)*	16.2 (6.9, 33.6)*
They are less harmful to me than smoking	16.3 (9.7, 26.0)	7.8 (2.8, 19.6)*	18.6 (8.3, 36.8)*	20.9 (10.0, 38.7)*
They come in flavors I like	14.3 (8.5, 23.0)	14.8 (6.5, 30.0)*	14.5 (7.2, 26.8)*	13.9 (5.6, 30.4)*
To quit using something else	13.4 (7.9, 21.8)	6.9 (2.8, 16.1)*	20.7 (9.3, 39.8)*	14.9 (6.5, 30.6)*
I use them when I'm bored	11.6 (7.2, 18.2)	10.5 (5.1, 20.4)*	18.1 (8.8, 33.5)*	10.0 (4.1, 22.3)*
I think I'm addicted	8.3 (3.7, 17.5)*	7.9 (2.2, 24.8)*	8.5 (2.9, 22.6)*	8.5 (2.2, 27.4)*
It's hard to stop using them	7.1 (3.1, 15.3)*	6.6 (1.5, 25.0)*	8.4 (2.8, 22.8)*	7.0 (1.8, 23.1)*
To give me energy[2]	5.1 (2.4, 10.5)*	7.6 (2.4, 21.4)*	14.8 (3.0, 49.7)*	3.3 (1.0, 10.5)*
I saw people on TV or online use them	4.5 (2.2, 9.2)*	5.8 (2.7, 12.3)*	9.0 (2.2, 30.2)*	2.0 (0.3, 11.6)*
They have no tobacco	4.2 (1.4, 11.8)*	3.5 (1.2, 9.4)*	3.4 (1.2, 8.9)*	5.0 (0.8, 24.5)*
Other reason	0	0	0	0

1. Participants ages 21-25 were included only in the Fall cycle
2. This option only presented in the Fall cycle

Abbreviations: CI=confidence interval

*Data are statistically unreliable because relative variance is above 30 percent. Interpret with caution.

- Among all participants who used nicotine pouches, the most common reasons for using them was "a friend uses them" (35.7 percent) and "I was curious" (35.7 percent).
- The most common reason to use nicotine pouches differed by age:
- Among adolescents ages 12-17, the most common reason to use them was "I was curious" (48.1 percent).
- Among young adults ages 18-20, the most common reason to use them was "they help me relax" (37.1 percent).
- Among young adults ages 21-25, the most common reason to use them was "a friend uses them" (43.5 percent).
- Many estimates were imprecise due to small sample size, especially within age groups.

Perceived Product Harm

A subset of TNT Online Survey participants who reported that they had heard of nicotine pouches were asked to compare the harmfulness of cigarettes, vapes, and nicotine pouches. They were asked to move a slider from 0 ("not at all harmful") to 100 ("extremely harmful") to show, 'In your opinion, how harmful are the following to general health?" Table 39 shows the mean perceived harm ratings among participants overall and among those who did and did not use any tobacco or nicotine products.

Table 39. Participants' Perceived Harmfulness of Selected Products

	All Ages Mean (95% CI)	Ages 12-17 Mean (95% CI)	Ages 18-20 Mean (95% CI)	Ages 21-25 Mean (95% CI)
Among All Participants				
Cigarettes	90.6 (89.5, 91.7)	90.3 (88.5, 92.1)	91.1 (89.5, 92.6)	90.4 (88.1, 92.7)
Vapes	82.3 (80.8, 83.8)	81.7 (79.4, 84.0)	83.4 (81.0, 85.8)	81.9 (78.9, 84.9)
Nicotine Pouches	76.6 (74.7, 78.6)	79.5 (76.9, 82.1)	76.4 (73.7, 79.0)	73.8 (69.3, 78.2)
Current Product Non-Users[1]				
Cigarettes	91.7 (90.5, 93.0)	91.2 (89.2, 93.3)	92.1 (90.4, 93.7)	92.0 (89.3, 94.7)
Vapes	84.4 (82.7, 86.1)	83.9 (81.3, 86.5)	85.1 (82.4, 87.7)	84.3 (80.7, 87.8)
Nicotine Pouches	79.3 (77.3, 81.3)	81.8 (79.0, 84.6)	78.9 (75.9, 81.8)	76.7 (72.1, 81.4)
Current Product Users[2]				
Cigarettes	85.4 (83.2, 87.5)	84.3 (80.8, 87.8)	86.6 (83.2, 90.1)	85.1 (81.2, 89.0)
Vapes	73.3 (70.6, 76.0)	68.4 (63.0, 73.7)	75.9 (70.8, 81.0)	74.5 (70.4, 78.6)
Nicotine Pouches	65.0 (60.1, 69.9)	65.6 (60.4, 70.8)	65.2 (59.6, 70.8)	64.4 (53.9, 74.9)

1. Did not use any tobacco or nicotine in the past 30 days
2. Used at least one tobacco or nicotine product in the past 30 days

Abbreviation: CI=confidence interval

- Among all survey participants, cigarettes were perceived as the most harmful of the product listed, and nicotine pouches as the least harmful. This pattern held in all age groups and among both tobacco product users and non-users.
- In all age groups, current tobacco users perceived all products as less harmful than did

non-users. Despite this difference in perceived harm, both tobacco users and non-users perceived cigarettes as very harmful. The “gap” in harm perceptions between cigarettes and nicotine pouches was greater among tobacco users.

CHAPTER SUMMARY

Most TNT Online Survey participants indicated that they would “definitely not” use vapes, cigarettes, cigars, hookah, or smokeless tobacco one year in the future. Approximately 45 percent of TNT Online Survey participants indicated that someone who lives with them uses at least one tobacco product or cannabis, but most participants indicated that their home has rules that prohibit the use of all tobacco inside the home at all times. Participants indicated that they had recently seen advertisements promoting vapes or cigarettes, most often at gas stations or convenience stores. Among adolescents, “someone offered it to me” was the single most-selected way that participants accessed vapes, cigarettes, nicotine pouches. However, young adults were much more likely to access products at a store. Use by friends and curiosity were the top reasons for using nicotine pouches; however, many other reasons were indicated, as well. Regardless of their own tobacco use status, participants perceived cigarettes to be more harmful to health than vapes and vapes to be more harmful than nicotine pouches.

CHAPTER 6–TOBACCO CESSATION

This chapter presents data from the 2025 TNT Online Survey related to tobacco cessation, whether measured as changes in behavior, quit attempts, familiarity with cessation resources, or intentions to stop using tobacco products in the future.

Changes in Tobacco Use

In the Fall cycle of TNT Online Survey, participants ages 18-25 only were asked, "Compared to one year ago, has your tobacco product usage…?" with response options that included increased, decreased, stayed about the same, quit completely, and "I do not use tobacco at all." The prevalence of each response is shown in Table 40, overall and by age group.

Table 40. Tobacco Use Compared to One Year Ago

Compared to one year ago, has your tobacco product usage…?[1]	All Young Adults Ages 18-25 N=1010 Answer (95% CI)	Young Adults Ages 18-20 N=334 Answer (95% CI)	Young Adults Ages 21-25 N=676 Answer (95% CI)
Increased	5.6 (4.0, 7.8)	6.0 (3.3, 10.6)	5.4 (3.6, 8.0)
Stayed about the same	10.9 (8.2, 14.2)	7.5 (4.4, 12.6)	12.8 (9.2, 17.5)
Decreased	7.1 (5.4, 9.5)	8.3 (5.3, 12.6)	6.5 (4.4, 9.4)
I quit completely	6.3 (4.1, 9.6)	6.3 (2.8, 13.6)*	6.3 (3.8, 10.2)
I do not use tobacco at all	70.1 (65.4, 74.4)	71.9 (64.0, 78.7)	69.0 (63.0, 74.4)

1. This item was presented only to participants ages 18-25 during the Fall cycle

Abbreviation: CI=confidence interval

*Data are statistically unreliable because relative variance is above 30 percent. Interpret with caution.

- Most participants reported no tobacco use.
- The combined percentage of participants who decreased or quit their tobacco use (13.4 percent) was greater than the percentage of participants whose use stayed about the same (10.9 percent) or who increased their use (5.6 percent).

Familiarity with Kick It California and Other Resources

All participants were asked whether they had heard of selected tobacco cessation resources. Table 41 shows these results, overall and among tobacco users and non-users. This table includes "The Real Cost" and "Truth Initiative," which do not offer cessation services but historically supported national tobacco messaging campaigns. Participants' familiarity with these two options served as points of reference.

Table 41. Familiarity with Selected Tobacco Cessation Resources

Have you ever heard of the following? (Select all that apply)	All Participants % (95% CI)	Current Tobacco Users % (95% CI)	Current Tobacco Non-Users % (95% CI)
1-800-Quit-Now	39.7 (37.0, 42.3)	44.1 (38.4, 49.9)	39.0 (36.1, 42.0)
The Real Cost	20.5 (18.4, 22.6)	25.7 (21.4, 30.6)	19.7 (17.5, 22.1)
California Smokers Helpline	11.1 (9.6, 12.7)	18.1 (14.4, 22.4)	10.0 (8.5, 11.8)
Truth Initiative	9.7 (8.3, 11.3)	15.2 (11.3, 20.1)	8.9 (7.4, 10.6)
Kick It California	9.4 (8.1, 10.8)	12.9 (10.3, 16.0)	8.8 (7.4, 10.4)
California Smokers Helpline and/or Kick It California[1]	18.2 (16.4, 20.2)	26.6 (22.4, 31.4)	17.0 (15.0, 19.2)
I have not heard of any of these	44.1 (41.4, 46.9)	29.8 (25.0, 35.1)	46.2 (43.2, 49.3)

1. Selected either or both of these two options

Abbreviation: CI=confidence interval

- The national 1-800-Quit-Now helpline was the most familiar resource among all participants overall (39.7 percent), including among current tobacco users (44.1 percent) and non-users (39.0 percent).
- A much smaller percentage of participants had heard of the California Smokers Helpline (11.1 percent) or its newer name, Kick It California (9.4 percent).
- Current tobacco users were more likely than non-users to be familiar with these resources.
- 29.8 percent of current tobacco users indicated that they had not heard of any of these resources.

Quit Attempts

All participants who reported having vaped more than 10 times in their life were asked whether they had ever tried to quit vaping. Table 42 shows the percentage of participants who said they had made a quit attempt, according to age and current vape use status.

Table 42. Pasts Attempts to Quit Vaping

Have you ever tried to quit vaping?[1]	All Responses % (95% CI)	Current Vape Users % (95% CI)	Current Vape Non-Users % (95% CI)
All ages (12-25)	58.7 (51.9, 65.2)	47.7 (40.2, 55.3)	74.4 (63.5, 83.0)
Adolescents (ages 12-17)	32.8 (23.9, 43.2)	24.8 (17.9, 33.4)	45.9 (23.8, 69.9)
Young adults (ages 18-20)	65.1 (55.0, 74.1)	55.7 (42.4, 68.1)	76.0 (60.8, 86.7)
Young adults (ages 21-25)	65.2 (52.9, 75.6)	53.6 (40.2, 66.5)	83.0 (64.9, 92.8)

1. Asked of participants who had vaped >10 times in their life (N=833)

Abbreviation: CI=confidence interval

- Among all participants who had ever vaped >10 times in their life, 58.7% reported that they had ever tried to quit vaping.
- Having ever tried to quit was more common among current vape non-users (74.4 percent) than among current vape users (47.7 percent).
    - Presumably, many of the quit attempts among current vape users were unsuccessful attempts.
    - Not all current non-users reported having tried to quit. It is possible some participants considered themselves not to have made a formal quit attempt or remain open to further vape use, even if they did not vape in the past 30 days.
- Both among current vape users and non-users, the percentage of participants who reported trying to quit was much lower among adolescents ages 12-17 than among young adults ages 18-20 or ages 21-25.
- Among all participants who had ever vaped >10 times in their life, 58.8% used vapes within the past 30 days (not shown in table).

All participants who reported having smoked more than 10 cigarettes in their life were asked whether they had ever tried to quit smoking cigarettes. Table 43 shows the percentage of participants who said they had made a quit attempt, according to age and current cigarette smoking status.

Table 43. Attempts to Quit Smoking Cigarettes

Have you ever tried to quit smoking cigarettes?[1]	All Responses % (95% CI)	Current Cigarette Smokers % (95% CI)	Current Cigarette Non-Smokers % (95% CI)
All ages (12-25)	60.6 (51.4, 69.2)	57.6 (48.6, 66.1)	64.0 (47.2, 77.9)
Adolescents (ages 12-17)	23.0 (15.1, 33.5)	31.2 (22.9, 40.9)	15.7 (6.5, 33.3)*
Young adults (ages 18-20)	67.0 (51.4, 79.6)	66.6 (46.9, 81.8)	67.3 (44.0, 84.4)
Young adults (ages 21-25)	74.0 (62.0, 83.3)	63.2 (50.4, 74.4)	91.4 (71.9, 97.8)

1. Asked of participants who had smoked >10 cigarettes in their life (N=595)

Abbreviation: CI=confidence interval

- Among all participants who had ever smoked >10 cigarettes in their life, 60.6% reported that they had ever tried to quit smoking.
- Having ever tried to quit was more common among current cigarette non-smokers (64.0 percent) than among current cigarette smokers (57.6 percent).
    - Presumably, many of the quit attempts among current cigarette smokers were unsuccessful attempts.
    - Not all current non-smokers reported having tried to quit. It is possible some participants considered themselves not to have made a formal quit attempt or remain open to further smoking, even if they did not smoke in the past 30 days.
- Both among current cigarette smokers and non-smokers, the percentage of participants who reported trying to quit was much lower among adolescents ages 12-17 than among young adults ages 18-20 or ages 21-25.
- Among all participants who had ever smoked >10 cigarettes in their life, 52.3% smoked cigarettes within the past 30 days (not shown in table).

Participants who used vapes or cigarettes in the past 30 days were asked whether they are seriously thinking about quitting. Table 44 presents the percentages of these quit intentions among adolescents and young adults.

Table 44. Intentions to Quit Vaping and Smoking Cigarettes

	All Participants (95% CI)	Adolescents (ages 12-17) (95% CI)	Young Adults (ages 18-20) (95% CI)	Young Adults (ages 21-25)[1] (95% CI)
Are you seriously thinking about quitting vaping?				
Yes, I'd like to quit right away	25.9 (20.5, 32.0)	29.3 (22.4, 37.4)	32.2 (22.8, 43.2)	18.0 (9.1, 32.5)*
Yes, quit in the next few weeks	9.3 (7.0, 12.4)	10.4 (6.8, 15.6)	10.6 (6.1, 17.7)	7.4 (4.2, 12.8)
Yes, I'd like to quit this year	19.5 (15.1, 24.8)	14.9 (10.7, 20.2)	17.3 (10.6, 26.9)	25.2 (16.3, 36.9)
Yes, quit sometime but not this year	18.2 (14.1, 23.3)	15.2 (11.1, 20.5)	13.0 (8.3, 19.9)	24.9 (16.0, 36.6)
Not seriously thinking about quitting	27.1 (22.2, 32.6)	30.2 (23.6, 37.8)	27.0 (17.7, 39.0)	24.4 (16.6, 34.5)
Are you seriously thinking about quitting smoking cigarettes?				
Yes, I'd like to quit right away	32.0 (25.4, 39.4)	28.1 (21.5, 35.8)	20.2 (11.6, 32.6)	38.8 (28.0, 50.8)
Yes, quit in the next few weeks	10.4 (7.5, 14.1)	12.7 (8.8, 18.1)	17.4 (9.7, 29.4)	6.3 (3.3, 11.6)*
Yes, I'd like to quit this year	16.9 (12.5, 22.6)	19.2 (13.4, 26.8)	7.3 (3.6, 14.2)*	19.9 (12.7, 29.9)
Yes, quit sometime but not this year	17.3 (12.2, 24.0)	12.8 (8.5, 18.9)	28.3 (14.0, 49.0)*	14.8 (9.1, 23.1)
Not seriously thinking about quitting	23.4 (18.1, 29.7)	27.1 (20.2, 35.3)	26.7 (15.7, 41.7)	20.2 (12.8, 30.4)

1. Participants ages 21-25 were included only in the Fall cycle

Abbreviation: CI=confidence interval

*Data are statistically unreliable because relative variance is above 30 percent. Interpret with caution.

- Most current users of vapes or cigarettes wanted to quit, whether right away or sometime in the future.
- Overall, there was slightly more interest in quitting cigarettes among cigarette smokers than in quitting vapes among current vape users, but this pattern did not hold for all age groups.
- Adolescents ages 12-17 were more likely than young adults ages 18-25 to not be seriously thinking about quitting, but young adults were not necessarily more likely than adolescents to want to quit right away.

CHAPTER SUMMARY

Participants reported transitions in their tobacco use over time. More participants said that they decreased or quit tobacco use than increased tobacco use compared to one year ago. Nearly half of current vape users had previously tried to quit vaping, and more than half of current cigarette smokers had previously tried to quit smoking. Participants were more likely to indicate that they had heard of the national tobacco helpline, 1-800-Quit-Now, than the California state helpline (either by the name the California Smokers Helpline or Kick It California). Most current users of vapes or cigarettes wanted to quit, whether right away or sometime in the future. Young adults were more likely than adolescents to want to quit right away.

CHAPTER 7–OTHER INFLUENCES OF TOBACCO USE

This chapter presents data from the 2025 TNT Online Survey related to differences in tobacco use prevalence according to socioeconomic context, perceived community attitudes, and according to perceived experiences of discrimination. These findings speak partly to inequities in tobacco use by geography, socioeconomic position, race/ethnicity, and other factors.

Tobacco Use and Community Attitudes

In the Fall 2025 cycle, participants were asked to think generally about other people in their community and describe their views on the use of tobacco products. Table 45 shows how they responded to the question "How Do Other People in Your Community View Tobacco?," including separately by age and tobacco use status.

Table 45. Perceived Community Views on the Use of Tobacco Products

	Very Positive % (95% CI)	Positive % (95% CI)	Negative % (95% CI)	Very Negative % (95% CI)
All Participants (N=2461)[1]	5.8 (4.2, 7.9)	24.2 (21.5, 27.2)	53.0 (49.6, 56.4)	16.9 (14.6, 19.5)
By Age				
Ages 12-17 (N=1450)	4.8 (3.4, 6.6)	20.3 (17.1, 23.8)	54.7 (50.4, 58.9)	20.3 (17.0, 24.0)
Ages 18-20 (N=335)	5.7 (2.9, 11.0)*	37.5 (29.0, 46.8)	42.3 (34.0, 51.0)	14.5 (9.8, 21.1)
Ages 21-25 (N=676)	7.7 (3.9, 14.6)*	24.0 (19.1, 29.6)	56.2 (49.4, 62.7)	12.2 (8.6, 17.0)
By Current Tobacco Use				
No Use (N=1649)	5.4 (3.7, 7.9)	22.5 (19.5, 25.8)	53.9 (50.2, 57.7)	18.2 (15.6, 21.1)
Current Use (N=812)	8.4 (5.3, 13.0)	36.2 (30.0, 42.8)	46.8 (40.1, 53.7)	8.6 (5.2, 13.9)

1. Participants were asked about community views on tobacco only in the Fall cycle

Abbreviation: CI=confidence interval

*Data are statistically unreliable because relative variance is above 30 percent. Interpret with caution.

- Most participants believed that people in their communities have a negative or very negative view on tobacco use (70 percent combined).
- Adolescents ages 12-17 were more likely to perceive negative views about tobacco use than were young adults ages 18-25.
- Participants who did not use tobacco themselves were more likely to perceive negative views about tobacco use than were participants who used tobacco in the past 30 days.

Tobacco Use by Geographic and Socioeconomic Context

Table 46 shows the prevalence of current (past 30 day) tobacco use according to geography, family financial situation, and parent educational attainment. Geography, financial status, and parent education were based on participant self-report.

Table 46. Prevalence of Tobacco Use by Geography and Socioeconomic Status

Blank	Sample size N[1]	Weighted %	Any Tobacco Current Use (95% CI)
Overall	5067	100	13.1 (11.8, 14.6)
Geography			
City	2291	41.4	14.9 (12.6, 17.6)
Suburb	1863	42.7	12.0 (10.0, 14.3)
Small Town	446	10.9	12.0 (8.5, 16.6)
Rural	244	5.0	9.4 (5.9, 14.5)
Family Financial Situation			
Lives comfortably	1922	34.2	12.4 (10.2, 15.1)
Meets needs	1690	37.2	12.0 (9.9, 14.5)
Just meets basics	899	21.4	14.3 (11.2, 18.0)
Does not meet basics	190	4.0	24.6 (16.1, 35.8)
Prefer not to say	137	3.2	9.0 (5.0, 15.6)
Parent/Guardian Education			
Less than high school	512	11.9	12.5 (9.0, 17.1)
High school / some college	1967	44.3	15.4 (13.1, 18.0)
College or graduate degree	2273	43.8	10.5 (8.7, 12.5)

1. Sample sizes (N) are unweighted; percentages are weighted for response quality and participant demographic characteristics

Abbreviation: CI=confidence interval

- Tobacco use was lowest among participants living in rural areas and highest among participants living in cities.
- Tobacco use increased as participants reported a worse family financial situation.
- Tobacco use was lowest among participants with the highest level of parent educational attainment.

Self-Perceived Experiences of Discrimination

As a measure of experiencing discrimination, all participants were asked how often they had perceived or experienced mistreatment from other people in the past month (Table 47). This type of measure is known as “everyday discrimination.”

Table 47. Experiences of Discrimination in the Past Month

In the past month, how often have the following things happened to you?	Almost every day % (95% CI)	At least once a week % (95% CI)	A few times % (95% CI)	Not at all % (95% CI)
All Participants (N=5035)				
You were treated with less courtesy or respect than other people.	4.6 (3.8, 5.6)	12.5 (10.9, 14.3)	29.9 (27.5, 32.4)	52.9 (50.3, 55.5)
You received poorer service than other people at restaurants or stores.	1.5 (1.1, 2.1)	7.3 (6.1, 8.7)	17.3 (15.4, 19.3)	73.9 (71.6, 76.1)
People acted as if they think you are not smart.	6.9 (5.7, 8.3)	11.6 (10.0, 13.4)	31.0 (28.6, 33.5)	50.5 (47.9, 53.2)
People acted as if they are afraid of you.	3.3 (2.5, 4.4)	5.7 (4.7, 7.0)	13.5 (11.8, 15.3)	77.5 (75.2, 79.5)
You were threatened or harassed.	2.2 (1.5, 3.2)	5.3 (4.2, 6.6)	15.0 (13.3, 16.9)	77.5 (75.3, 79.5)
Adolescents, ages 12-17 (N=3121)				
You were treated with less courtesy or respect than other people.	3.8 (2.9, 5.0)	11.3 (9.5, 13.3)	28.6 (25.8, 31.5)	56.3 (53.3, 59.4)
You received poorer service than other people at restaurants or stores.	1.1 (0.7, 1.7)	5.6 (4.4, 7.1)	15.6 (13.6, 17.7)	77.8 (75.3, 80.1)
People acted as if they think you are not smart.	3.5 (2.7, 4.6)	10.1 (8.1, 12.5)	30.6 (27.9, 33.5)	55.8 (52.7, 58.8)
People acted as if they are afraid of you.	2.1 (1.4, 3.1)	4.9 (3.7, 6.5)	11.4 (9.4, 13.7)	81.6 (78.9, 83.9)
You were threatened or harassed.	1.8 (0.8, 4.0)*	4.2 (3.2, 5.6)	13.4 (11.6, 15.5)	80.5 (77.9, 82.9)
Young Adults, ages 18-20 (N=1215)				
You were treated with less courtesy or respect than other people.	5.8 (4.0, 8.4)	14.0 (11.2, 17.3)	29.8 (25.7, 34.4)	50.4 (45.6, 55.1)
You received poorer service than other people at restaurants or stores.	2.1 (1.1, 4.0)*	7.7 (5.5, 10.7)	16.7 (13.7, 20.2)	73.5 (69.3, 77.3)
People acted as if they think you are not smart.	8.8 (6.5, 11.9)	12.8 (10.1, 16.1)	31.9 (27.7, 36.5)	46.4 (41.7, 51.2)
People acted as if they are afraid of you.	4.6 (3.0, 7.1)	6.1 (4.4, 8.4)	13.5 (10.7, 16.8)	75.8 (71.7, 79.4)
You were threatened or harassed.	2.4 (1.4, 4.3)	5.4 (3.7, 8.0)	18.5 (15.2, 22.3)	73.6 (69.3, 77.5)
Young Adults, ages 21-25 (N=699)[1]				
You were treated with less courtesy or respect than other people.	5.0 (3.4, 7.4)	13.4 (9.8, 18.1)	32.2 (26.5, 38.6)	49.4 (42.9, 55.9)
You received poorer service than other people at restaurants or stores.	1.8 (1.1, 2.9)	9.8 (6.9, 13.8)	20.5 (15.8, 26.2)	67.9 (61.7, 73.4)

In the past month, how often have the following things happened to you?	Almost every day % (95% CI)	At least once a week % (95% CI)	A few times % (95% CI)	Not at all % (95% CI)
People acted as if they think you are not smart.	10.8 (7.7, 14.9)	13.1 (9.6, 17.6)	30.9 (25.2, 37.3)	45.2 (38.8, 51.9)
People acted as if they are afraid of you.	4.4 (2.6, 7.4)	6.7 (4.4, 10.0)	16.9 (12.8, 21.8)	72.1 (66.3, 77.1)
You were threatened or harassed.	2.6 (1.6, 4.4)	6.9 (4.4, 10.6)	14.8 (11.0, 19.7)	75.6 (70.0, 80.4)

1. Participants ages 21-25 were included only in the Fall cycle

Abbreviation: CI=confidence interval

*Data are statistically unreliable because relative variance is greater than 30%. Interpret with caution.

- About half of participants reported being treated with less courtesy or respect or perceiving that people acted as if they were not smart at least “a few times” in the past month.
- However, other forms of mistreatment were less common.
- Of the five different questions asked, 64.9 percent of participants reported experiencing at least one of the five situations at least “a few times” in the past month (data not shown in Table). This included 59.6 percent of adolescents ages 12-17, 68.3 percent of young adults ages 18-20, and 70.8 percent of young adults ages 21-25.

Table 48 shows experiences of discrimination “at least a few times” in the past month or more frequently (combined), according to current tobacco use status and age.

Table 48. Experiences of Discrimination in the Past Month by Tobacco Use Status

Experiencing the following things at least a few times in the past month, % (95% CI)	Total Sample	Adolescents Ages 12-17	Young Adults Ages 18-20	Young Adults Ages 21-25[1]
You were treated with less courtesy or respect than other people.				
All Participants	47.1 (44.5, 49.7)	43.7 (40.6, 46.7)	49.6 (44.9, 54.4)	50.6 (44.1, 57.1)
Current tobacco users	59.4 (53.7, 64.9)	57.5 (50.2, 64.5)	58.1 (47.9, 67.6)	61.5 (50.7, 71.3)
Current tobacco non-users	45.2 (42.3, 48.1)	42.3 (39.1, 45.6)	48.2 (43.0, 53.5)	48.0 (40.4, 55.7)
You received poorer service than other people at restaurants or stores.				
All Participants	26.1 (23.9, 28.4)	22.2 (19.9, 24.7)	26.5 (22.7, 30.7)	32.1 (26.6, 38.3)
Current tobacco users	43.3 (37.9, 48.8)	43.6 (36.7, 50.7)	38.6 (30.0, 47.8)	46.0 (35.9, 56.3)
Current tobacco non-users	23.5 (21.2, 26.0)	20.2 (17.8, 22.9)	24.5 (20.3, 29.2)	28.8 (22.5, 36.0)
People acted as if they think you are not smart.				
All Participants	49.5 (46.8, 52.1)	44.2 (41.2, 47.3)	53.6 (48.8, 58.3)	54.8 (48.1, 61.2)
Current tobacco users	63.8 (57.9, 69.3)	62.8 (55.7, 69.4)	62.6 (52.6, 71.7)	65.2 (53.7, 75.2)
Current tobacco non-users	47.3 (44.4, 50.2)	42.5 (39.2, 45.8)	52.0 (46.7, 57.3)	52.2 (44.5, 59.9)
People acted as if they are afraid of you.				
All Participants	22.5 (20.5, 24.8)	18.4 (16.1, 21.1)	24.2 (20.6, 28.3)	27.9 (22.9, 33.7)
Current tobacco users	41.7 (36.3, 47.3)	34.8 (28.5, 41.7)	46.5 (37.1, 56.1)	43.8 (33.8, 54.3)
Current tobacco non-users	19.7 (17.5, 22.1)	16.9 (14.4, 19.7)	20.5 (16.6, 24.9)	24.1 (18.5, 30.8)
You were threatened or harassed.				
All Participants	22.5 (20.5, 24.7)	19.5 (17.1, 22.1)	26.4 (22.5, 30.7)	24.4 (19.6, 30.0)
Current tobacco users	38.5 (33.2, 44.0)	32.0 (26.0, 38.6)	36.0 (27.7, 45.1)	44.7 (34.6, 55.2)
Current tobacco non-users	20.1 (17.9, 22.5)	18.3 (15.7, 21.1)	24.8 (20.5, 29.6)	19.5 (14.3, 25.9)

1. Participants ages 21-25 were included only in the Fall cycle

Abbreviation: CI = confidence interval

- Overall, current tobacco users reported experiencing discrimination more often than those who had not used tobacco in the past 30 days.
- This was true for all five types of mistreatment included on the survey and for adolescents and young adults.

- Young adults ages 18-25 were somewhat more likely than adolescents ages 12-17 to report experiencing discrimination, including for all five types of mistreatment and among current tobacco users and non-users.

All participants who reported experiencing mistreatment ("at least a few times" or more often) were next asked in the survey why they believed they had been treated this way (Table 49).

Table 49. Perceived Reasons for Experiencing Discrimination in the Past Month

Reason for discrimination (Select all that apply)	Total Sample N=3185 % (95% CI)	Tobacco Users N=2062 % (95% CI)	Tobacco Non-Users N=1123 % (95% CI)
Age	42.0 (38.7, 45.4)	50.4 (43.7, 57.1)	40.5 (36.8, 44.3)
Race or ethnicity	34.2 (31.0, 37.6)	36.2 (30.2, 42.7)	33.8 (30.2, 37.7)
Gender	29.0 (25.9, 32.3)	34.5 (28.4, 41.1)	28.0 (24.6, 31.8)
Weight	18.3 (15.8, 21.1)	21.8 (16.9, 27.6)	17.7 (14.9, 20.8)
Height	14.3 (12.2, 16.7)	17.4 (12.5, 23.6)	13.7 (11.4, 16.4)
Household or family education or income	13.6 (11.4, 16.2)	12.1 (8.6, 16.9)	13.9 (11.4, 16.9)
Ancestry or national origins	12.4 (10.2, 15.0)	15.9 (10.7, 22.9)	11.7 (9.4, 14.6)
Some other aspect of physical appearance	7.6 (6.1, 9.4)	8.9 (6.0, 13.0)	7.4 (5.8, 9.4)
Sexual orientation	7.6 (5.9, 9.7)	13.0 (9.0, 18.4)	6.6 (4.8, 9.0)
Religion	6.8 (5.3, 8.6)	6.4 (4.1, 9.8)	6.8 (5.2, 9.0)
Other[1]	8.9 (7.4, 10.8)	3.9 (2.4, 6.2)	9.9 (8.0, 12.0)

1. Reasons listed in open-text field (limited to reasons reported by ≥4 participants; N=248 participants wrote in 50 different reasons): My personality, etc. (n=39), I don't know, etc. (n=33), People are rude/mean, etc. (n=27), Nothing, none, etc. (n=20), Drama, friend group, etc. (n=16), Intelligence, grades, etc. (n=12), Their problems, etc. (n=11), Disability, etc. (n=8), Family or household situation, etc. (n=8), Autism (n=7), Mental disorder or illness (n=7), No reason, chance, etc. (n=6), Drugs or tobacco (n=5)

Abbreviation: CI=confidence interval

- The most endorsed reasons for mistreatment were age (42.0 percent), race/ethnicity (34.2 percent), and gender (29.0 percent).
- For most of the listed reasons for mistreatment, participants who used tobacco were more likely to report it.

CHAPTER SUMMARY

Among TNT Online Survey participants, most perceived that members of their community had negative views about tobacco use. Use of tobacco was higher in urban areas and among participants with the lowest level of parent educational attainment. More than half of participants reported recently experiencing some form of mistreatment or discrimination at least a few times. These experiences of mistreatment were more common among current tobacco users and among young adults than adolescents.

APPENDIX

LIST OF TERMS

Tobacco Products

These product descriptions were shown to TNT Online Survey participants along with representative images of each product.

Vapes: Vapes usually contain a nicotine liquid that is vaporized and inhaled. You may also know them as JUULs, Puff Bars, mods, or pods. They come in different shapes and sizes. All are battery powered and make vapor instead of smoke. Some brands are JUUL, Elf Bar, Blu, Vuse, and Puff Bar.

> Disposable Vapes: “Disposable” vapes are ready to use, can be used for a few hundred puffs and then thrown out. Some disposable vape brands are Puff Bar, Flum, and Elf Bar.
>
> Pod Vapes: “Pod” vapes come with small "pods" or cartridges that fit in and out of the device. The pods get used up, but the device can be reused, like JUUL.
>
> Refillable or Modifiable Vapes: “Refillable” vapes can be refilled with different e-liquids. Some can be adjusted and customized. Some refillable vapes are called mods or tanks or rebuildables.

Cigarettes: Cigarettes are sold in packs and cartons. Popular brands include Marlboro, Newport, Camel, and American Spirit.

Cigars: *Either of the two types of cigar products below:*

> Little cigars or cigarillos: Little cigars and cigarillos are smaller than big cigars. Some are the same size as cigarettes, and some come with plastic or wooden tips. Some common brands are Black & Mild, Swisher Sweets, Dutch Masters, and Backwoods.
>
> Big cigars: Big cigars (also called "traditional," "regular," or "premium" cigars) contain tobacco tightly wrapped in a tobacco leaf. Some brands include Macanudo, Romeo y Julieta, and Cohiba, but there are many others.

Hookah: Hookah is a kind of water pipe used to smoke tobacco. Other names for hookah are shisha and narghile. People sometimes smoke tobacco hookahs at cafes or hookah bars.

Smokeless Tobacco: Smokeless tobacco is placed in the mouth and held under the lip or chewed. There are different types of smokeless tobacco: chewing tobacco, moist snuff ("dip"), and snus. *In this report, smokeless tobacco refers to any of the three products below:*

> Moist snuff: Moist snuff (also called "dip") is finely ground tobacco sold in a round can. Sometimes it is sold as small pouches, but it is NOT snus. Some brands are Copenhagen, Grizzly, and Skoal.
>
> Chewing tobacco: Chewing tobacco is coarsely shredded and dried tobacco. It is usually sold in a large pouch. Some brands are Redman, Levi Garrett, and Beechnut.
>
> Snus: Snus is usually sold as pouches that are placed in the mouth and don't require much spitting. Some brands are Camel Snus and General Snus.

Nicotine pouches: Nicotine pouches are flavored pouches that contain nicotine but do not contain tobacco plant. They are placed in the mouth. Some brands are ZYN, On! and VELO.

Nicotine tablets or lozenges: Nicotine tablets, lozenges, gums, and gummies are placed in the mouth and chewed or held in place. Some brands are Rogue and Velo.

Heated tobacco: Heat-not-burn tobacco products (also called heated tobacco) heat tobacco sticks or capsules instead of burning. Some brands are IQOS, glo, Eclipse, and Ploom Tech. They are different from vapes.

Product Use

Ever use: Used within a lifetime, even once.

Current use: Used within the last 30 days (one or more days).

Multiple product use: Used two or more tobacco products within the last 30 days (each product used one or more days, not necessarily on the same day).

Any tobacco use: Used at least one of the following in the last 30 days: vapes, cigarettes, cigars, hookah, smokeless tobacco, nicotine pouches, nicotine tablets or lozenges, or heated tobacco.

Flavored tobacco product use: Used a flavored tobacco product within the last 30 days, excluding “unflavored” or “tobacco” flavored products.

Never use: Never using the tobacco product(s), not even once.

Current use: Use of the tobacco product(s) within the last 30 days (one or more days).

Current non-use: No use of any tobacco products within the last 30 days (0 days).

Other Terms and Categories

Gender identified another way: Participants who marked their gender identity as Transgender; Something else, please describe; or I'm not sure yet.

LGBTQ+: Participants who were categorized as identifying their gender in another way (see above definition) and/or reported their sexual orientation as Gay or lesbian; Bisexual; Something else, please describe; or I’m not sure yet. This also included individuals who reported a gender that differed from their sex at birth.

Non-LGBTQ+: Participants who were categorized as identifying their gender as male or female and the same as their sex at birth. These individuals reported their sexual orientation as Straight, not gay or lesbian; or Don’t know what this question means.

Hispanic/Latino: Responded yes to the ethnicity question: “Are you of Hispanic or Latino/Latina/Latinx/Latine origin?”, regardless of race(s) reported.

Non-Hispanic single race: Responded no to the ethnicity question (see above definition) and selected only one of the following races when asked “How would you describe yourself?”: American Indian or Alaska Native; Asian; African American or Black; Native Hawaiian or Other Pacific Islander (e.g., Samoan); or White.

Other race: Responded no to the ethnicity question and selected “Other race.”

More than one race: Responded no to the ethnicity question and selected two or more races.

SURVEY METHODOLOGY

The primary goal of the Tracking Nicotine and Tobacco Trends (TNT) Project is to uncover and understand tobacco and nicotine product use behaviors, perceptions, and terminology among California adolescents (ages 12-17) and young adults (ages 18-25). This information will inform ongoing surveillance, messaging, and evaluation activities of the California Tobacco Prevention Program (CTPP) of the California Department of Public Health (CDPH).

The TNT Online Survey is one component of the TNT Project. The TNT Online Survey is administered entirely electronically via online recruitment strategies. Each annual wave of the TNT Online Survey includes approximately 5,000 participants and is comprised of two cycles, completed approximately six months apart. The 2025 TNT Online Survey Wave consisted of a Spring cycle (collected: May-June 202) and Fall cycle (collected: November-December 2025). Participants are not followed between cycles; each cycle is an independent sample, which together can be combined into a single cross-sectional wave. While most survey items are consistent between cycles, some additions, deletions, and revisions occurred to allow the TNT Online Survey to be responsive to a changing tobacco policy and marketing landscape and to serve emerging CDPH/CTPP priorities.

To enhance California representation, each cycle of survey sampling aims for a minimum of 100 respondent per region over the seven regions defined in the California Health Interview Survey (Figure 1). The unweighted counts of participant responses by region in the 2025 TNT Online Survey Wave are shown in Table 50.

Figure 1. California Sampling Regions, TNT Online Survey

Figure 1. Legend. Survey sampling covers seven California regions.

Table 50. Participant Responses by California Region, 2025 TNT Online Survey Wave

	Spring Cycle (unweighted N)	Fall Cycle (unweighted N)	2025 Wave (unweighted N)
Northern & Sierra	180	117	297
Greater Bay Area	429	413	842
Sacramento Area	151	185	336
San Joaquin Valley	313	367	680
Central Coast	96	69	165
Los Angeles	705	752	1,457
Other Southern	618	672	1,290
All Regions (Total)	2,492	2,575	5,067

Recruitment: Commercial research panels were the main source of participant samples. Primarily, samples came from traditional, actively managed market research panels, such as members of e-commerce discount programs or member reward clubs. Panel members must "opt-in for market research," requiring respondents to submit an initial registration form requesting to participate in market research studies. Potential respondents build a demographic profile from a standardized list of questions. Panel operators use the profiles to select studies that would best fit the case specifications. Panelist participation in an online survey includes a double opt-in requirement. Individuals who do not reconfirm will not be contacted to participate in a survey. While a third-party vendor provides recruiting services, TNT Online Survey researchers maintain full control over and complete access to all questionnaires and all uncleaned, raw survey data collected.

Market research panels allow targeting based on geographic location and sociodemographic and attitudinal profiles. Each panelist enters or updates their profile information during registration and upon sign-in. Members may unsubscribe at any time. The TNT Online Survey draws from multiple panel providers. Only panel providers that adhere to ESOMAR standards for ethical conduct of market research are included.

To assemble the TNT Project survey sample, potential participants whose panel profiles fit qualifying demographic and geographic criteria are matched to the survey invitation. Panel members routinely receive email invitations for survey opportunities, but with limited frequency to avoid overcontact fatigue. The email invitation sent to potential respondents comes from the panel and informs them that the survey is for research purposes only, how long the survey is expected to take, and what incentives are available. To reduce self-selection bias, the survey invitation does not include specific details about the contents of the survey. Children ages 12–13 years are recruited through invitations to their parents. Invitations for children are only sent to households where children in the relevant age window reside. Children ages 14–17 years are recruited through parents or invited directly, depending on the specific practices and policies of each panel provider. Young adults ages 18-25 are invited directly.

Data Quality Checks: Multiple methods were implemented to enhance data quality.

Incomplete Responses: Research participation is voluntary. Given that some questionnaire items, particularly those related to tobacco or cannabis use, could make some respondents feel uncomfortable, forced completion of items was not implemented. However, each questionnaire page included an automated reminder to request completion of any items initially left unfilled. A participants' questionnaire was considered "complete" if sufficient information was provided to classify the respondent's past 30-day use status (user or non-user) for ≥75 percent of assessed tobacco, nicotine, and cannabis products. Thus, some participants who did not mark responses for all items or who retired prior to completion of the entire survey were included in the final sample.

Response Formatting: The vast majority of response options in the TNT Online Survey are multiple choice, objective, closed responses. When possible, validation was added to any brief open-response options such that only appropriately formatted responses (e.g., numeric vs. text) within plausible and permissible ranges (e.g., five digit US postal code) could be entered.

Free-Text Responses: Free-text response options, which allow participants to type a response manually without validation restrictions, are important for allowing the TNT Project to uncover newly emerging tobacco brands, products, product features, or behaviors. However, it is expected that some adolescent participants will provide responses that are intentionally irrelevant or inappropriate. Therefore, free-text items are used judiciously throughout the survey questionnaire. To maintain participant anonymity, free-text responses are redacted from codebooks.

Duplicate Responses: Potential participants receive personalized unique survey invitation links that cannot be reused. While care was taken to recruit participants from separate, independent research panels, it is possible that some duplicate responses were recorded, if for example, an individual has memberships with different email addresses in more than one commercial panel.

Fraudulent Responses: Commercial research panels use multiple methods to attain sample integrity and confirm respondent identity within the panels, including digital fingerprinting technology, TrueSample, Verity, SmartSample, and US Postal Service verification. All commercial panels verify respondent mailing address, demographic information, and email address. All TNT Online Survey questionnaires included a ReCAPTCHA challenge item and a "hidden" item that were viewable only to nonhuman (computer “bot”) responses but not shown on screens. Failure to achieve a minimum ReCAPTCHA challenge score or provision of any response to a hidden item resulted in removal from the TNT Online Survey sample. Free-text items were also reviewed subjectively for gibberish responses potentially indicative of bot responses. Clearly suspicious free-text responses resulted in removal of a survey response from the TNT Online Survey sample. Given the ability of bots to adapt to the strategies used against them over time, challenge questions were replaced with new ones periodically.

The TNT Online Survey was hosted on the Qualtrics XM Survey Platform. This platform includes two automated scoring programs for data quality: a duplicate response algorithm and a fraudulent response algorithm. Any response scoring below the minimum quality threshold on either program was removed from the TNT Online Survey sample.

Attention Checks: The TNT Online Survey questionnaire included two items that directed participants to provide a particular response (e.g., “For this question, select the choice "somewhat agree" to show that you are reading carefully”). Participant responses that failed attention checks were not automatically removed from the TNT Online Survey sample, but attention check responses were one of several factors incorporated in survey quality weights (see below).

Weights: Any analysis of TNT Online Survey data should incorporate the provided weights to improve the generalizability and quality of obtained estimates.

Geographic-demographic weights are intended to make survey findings representative of the geographic, gender, and race/ethnicity distribution of California adolescents and young adults ages 12-25. Initial geodemographic weights account for the following post-stratification factors: sex, race/ethnicity, and region of the state. 2023 American Community Survey (source: US Census Bureau) Public Use Microdata Sample (PUMS) 5-year data for California (approximately 325,000 responses) were used to estimate cross-classified population count totals for sex, race/ethnicity, and California region for post-stratification weights developed to account for non-response bias and provide inference to the overall population, as well as subgroups of interest. Raking with trimming was used to adjust the initial weights for sex, age, race/ethnicity, and region factors to the full cross-classification of all the factors for the full wave 2025 weights and the spring cycle weights. Raking without trimming was used for the fall cycle weights (trimming not required).

Quality weights are intended to decrease the contribution of potential survey responses the nominally meet all eligibility criteria and pass all quality checks but share attributes with known fraudulent responses without being automatically disqualifying. For example, completion time in the hours from midnight to 4:00 a.m. or ReCAPTCHA score greater than 0.5 but less than 0.8 would not independently disqualify a response from the TNT Online Survey sample but, as a group, surveys with these attributes are more likely to include fraudulent responses, such as those from computer bots. To decrease the overall contribution to project findings from these potentially lower quality responses, all survey responses meeting eligible criteria were assigned a probability of being a fraudulent response using multivariable regression modeling. The inverse of that probability was assigned as the quality weight. Factors included in modeling were ReCAPTCHA score, Qualtrics XM RelevantID fraud score, geographic location, time of day of survey completion, sex, age, current use of cigarettes, cannabis, or vapes, attention check pass, ambiguous free-text entry, panel vendor, straight-lining, and contradictory responses. These factors were selected because they were shown to be associated with known fraudulent responses in the full (eligible and ineligible) dataset.

Full weights: Survey weights were calculated as the product of geographic-demographic weights and quality weights.

The 2025 TNT Online Survey Wave includes nine weight variables:

GD_WEIGHT_W5C1	Geographic-demographic weight, Spring cycle only
Q_WEIGHT_W5C1	Quality weight, Spring cycle only
WEIGHT_W5C1	Full weight, Spring cycle only
GD_WEIGHT_W5C2	Geographic-demographic weight, Fall cycle only
Q_WEIGHT_W5C2	Quality weight, Fall cycle only
WEIGHT_W5C2	Full weight, Fall cycle only
GD_WEIGHT_W5	Geographic-demographic weight, wave 2025

Q_WEIGHT_W5	Quality weight, wave 2025
WEIGHT_W5	Full weight, wave 2025

The cycle-specific weights are intended for use only with survey items that appeared in only one of the two cycles. For items that were consistent across cycles, the full 2025 wave weights should be used.

Generalizability of TNT Online Survey Findings

TNT Online Survey results are not necessarily directly comparable to findings from other youth or young adult tobacco surveillance occurring across California or nationally, including school-based surveys. In general, online research panels include participants representing a wide range of socioeconomic, demographic, and geographic profiles, but should be considered a non-probability sampling method due to the lack of a population-based sampling frame. It is reasonable to expect that panel members would differ from the general population in their engagement in online activities and willingness to participate in survey research. Although geographic-demographic weights have been applied to the TNT Online Survey sample to match geographic, gender, and race/ethnicity distribution of California adolescents and young adults ages 12-25, the weights do not account for potential attitudinal, behavioral, or socioeconomic differences between the TNT Online Survey participants and the general population.

Notably, the prevalence of current cigarette smoking among TNT Online Survey adolescent participants ages 12-17 (1.9 percent) is higher than cigarette smoking prevalence estimated in the 2023 California Youth Tobacco Survey (1.2 percent). Likewise, current use of vapes was higher in the TNT Online Survey (6.8 percent) than California Youth Tobacco Survey (5.9 percent). Speculatively, but not conclusively, several influences may have contributed to the higher tobacco use prevalence, among them: 1) Although the survey topic was not part of initial survey invitations, a brief description of the survey content appeared after accepting the invitation; interest in completing the survey may have been greater among tobacco-using youth; 2) Parental permission was required to participate; more permissive parents with regard to tobacco use may have been more inclined to allow their child to take part; 3) Despite survey language indicating otherwise, parents may have mistakenly believed questions applied to their own tobacco use; 4) Undetected fraudulent responses may exist in the sample and these respondents were more likely to report tobacco use; 5) Despite survey language indicating otherwise, participants may have mistakenly believed use of tobacco was a study eligibility criterion; 6) Online survey panelist differ from the general population in their tobacco use behaviors; 7) Participants report their behavior differently at home than in school-based surveys; and 8) Other factors.

Despite the above reasons for caution in generalizing TNT Online Survey prevalence estimates to the general population of California youth, results can be expected to have adequate internal validity, for example, for examining associations between tobacco-related perceptions and behaviors *within* the TNT Online Survey sample. Additionally, achieving the primary project goals of uncovering and understanding patterns in tobacco-related behaviors, perceptions, and terminology is not necessarily reliant on generalizable prevalence estimates. Thus, when interpreting and contextualizing the TNT Online Survey findings, one can have confidence in within-study results but should take caution when comparing results across other sources of youth tobacco surveillance data.

Designing Novel Instruments for the TNT Online Survey and Future Surveillance

One goal of the TNT Online Survey was to collect information that could lead to improvements in the way tobacco use behaviors are monitored in California. For example, findings from the TNT Online Survey could lead to improvements in the way questions are worded in other statewide tobacco surveys, such as the California Youth Tobacco Survey. Therefore, the TNT Online Survey included some questions with new formats, wording, and topics. Sometimes, questions were worded in more than one way such that participants saw only one question version or another. Which version they were shown was randomly assigned by the computer survey (i.e., an embedded randomized experiment). In this section, we summarize the results of some newly added features of the TNT Online Survey.

New survey items to examine include:
(Table 48) Type of Home and Current Tobacco Use
(Table 49) Sense of Meaning, Future Agency, and Current Tobacco Use
(Table 50) Sleep Quality and Current Tobacco Use

In the Fall cycle of TNT Online Survey, all participants were asked, "Which of the following best describes the building where you live?" Table 51 shows their responses to this question, including among those who used any tobacco in the past 30 days and those who did not.

Table 51. Type of Home and Current Tobacco Use

Which of the following best describes the building where you live…?[1]	All Participants N=2468 Answer (95% CI)	Current Tobacco Users N=815 Answer (95% CI)	Current Tobacco Non-Users N=1653 Answer (95% CI)
One-family house (detached)	60.0 (56.6, 63.4)	56.6 (49.7, 63.2)	60.5 (56.7, 64.2)
One-family house (attached)	12.0 (9.9, 14.4)	18.9 (13.2, 26.3)	11.0 (8.8, 13.6)
Building with ≥2 apartments	22.5 (19.6, 25.7)	19.7 (15.6, 24.6)	22.9 (19.6, 26.5)
Mobile home	2.6 (1.7, 4.0)	3.3 (1.7, 6.3)*	2.5 (1.6, 4.1)
Boat, RV, van, etc.	0.3 (0.1, 0.8)*	0.3 (0.1, 0.7)*	0.3 (0.1, 1.0)*
Other	2.5 (1.7, 3.9)	1.2 (0.5, 2.7)*	2.7 (1.8, 4.3)

1. This item was presented only during the Fall cycle
Abbreviation: CI=confidence interval
*Data are statistically unreliable because relative variance is above 30 percent. Interpret with caution.

- Participants were most likely to report living in a one-family house detached from any other house (60.0 percent) and very unlikely to report living in a mobile home, boat, RV, van, or other arrangement.
- Compared to tobacco non-users, current tobacco users were more likely to report living in a one-family house that was attached to one or more houses and somewhat less likely to report living in a detached one-family house or a building with multiple apartments.

All 2025 TNT Online survey participants were asked two questions about their sense of meaning in their lives (“Do you feel there is meaning in what you do in your daily life?”) and their sense of agency over their future (“Do you feel you can do something to make a difference for your future?”). Table 52 shows their responses to these questions, including among those who used any tobacco in the past 30 days and those who did not.

Table 52. Sense of Meaning, Future Agency, and Current Tobacco Use

Do you feel there is meaning in what you do in your daily life?	All Participants N=4992 Answer (95% CI)	Current Tobacco Users N=1537 Answer (95% CI)	Current Tobacco Non-Users N=3455 Answer (95% CI)
Strongly agree	29.3 (27.0, 31.8)	25.1 (20.2, 30.7)	30.0 (27.4, 32.7)
Agree	58.2 (55.6, 60.8)	59.4 (53.5, 65.0)	58.1 (55.2, 60.9)
Disagree	9.5 (8.1, 11.2)	11.8 (8.4, 16.3)	9.2 (7.6, 11.0)
Strongly disagree	2.9 (2.1, 3.9)	3.7 (2.1, 6.7)	2.8 (1.9, 3.9)
Do you feel you can do something to make a difference for your future?			
Strongly agree	42.1 (39.5, 44.7)	36.2 (31.0, 41.7)	43.0 (40.1, 45.9)
Agree	50.0 (47.3, 52.6)	52.3 (46.7, 57.9)	49.6 (46.7, 52.5)
Disagree	6.1 (4.9, 7.7)	9.1 (6.3, 13.0)	5.7 (4.4, 7.4)
Strongly disagree	1.8 (1.2, 2.8)	2.4 (1.2, 4.8)*	1.7 (1.0, 2.8)

Abbreviation: CI=confidence interval
*Data are statistically unreliable because relative variance is above 30 percent. Interpret with caution.

- Most participants agreed or strong agreed that there is meaning in their daily life (87.6 percent combined).
- Participants were more likely to strongly agree that they can make a difference in their future (42.1 percent) than that there is meaning in their daily life (29.3 percent).
- Participants who use tobacco were less likely than those who did not use tobacco to strongly agree that there is meaning in their daily life or that they can make a difference in their future.

In the Fall cycle of TNT Online Survey, all participants were asked, “On a typical night, how would you rate the quality of your sleep?” Table 53 shows their responses to this question, including among those who used any tobacco in the past 30 days and those who did not.

Table 53. Sleep Quality and Current Tobacco Use

On a typical night, how would you rate the quality of your sleep?[1]	All Participants N=2531 Answer (95% CI)	Current Tobacco Users N=826 Answer (95% CI)	Current Tobacco Non-Users N=1705 Answer (95% CI)
Very good	17.2 (14.9, 19.9)	14.6 (10.5, 19.9)	17.6 (15.0, 20.6)
Good	42.8 (39.5, 46.1)	36.3 (30.1, 43.0)	43.8 (40.1, 47.4)
Fair	27.6 (24.8, 30.7)	29.8 (24.2, 36.2)	27.3 (24.1, 30.8)
Poor	10.1 (8.1, 12.5)	15.7 (11.0, 22.0)	9.3 (7.2, 11.9)
Very Poor	2.2 (1.5, 3.4)	3.5 (1.8, 6.9)*	2.0 (1.2, 3.3)

1. This item was presented only during the Fall cycle

Abbreviation: CI=confidence interval

*Data are statistically unreliable because relative variance is above 30 percent. Interpret with caution.

- The majority of participants rated the quality of their sleep as very good or good (60.0 percent combined).
- Current tobacco users were less likely to rate their sleep as very good or good (50.9 percent combined) as were tobacco non-users (61.4 percent combined)

Components of the TNT Online Survey Not Included in This Report

There were several items and topics included in the 2025 TNT Online Survey that were not summarized for this report. Those survey components are listed in Table 54. For more information about these components, please refer to the TNT Online Survey Codebook or contact the Principal Investigator.

Table 54. TNT Online Survey Components Not Reported

Component	Further Details
General health status	self-report, from “excellent” to “poor”
School performance	grades in school (e.g., “mostly A’s”)
Grade in school	e.g., 9th, 10th, 11th grade, etc.
Employment status	full-time, part-time, in school, etc.
Secondhand tobacco exposure	hours per week
Parent proximity during survey	whether survey was complete with a parent
Lifetime use of various products	for example, use of vapes once, 2–10 times, 11–50 times, 51–99 times, 100 times or more
Alcohol and binge drinking	prevalence of alcohol-related behaviors
Family functioning	Intra-family support and communication
Cannabis use	ever, current use; use of flavored products
Adverse respiratory symptoms	cough, bronchitis, shortness of breath, etc.
Cannabis advertisements	where ads were seen
Sensation seeking	to measure preference for exciting, risky behaviors; a known predictor of future tobacco use
Tobacco-Free Generation	Agreement with a policy to prohibit sales to those born after a fixed date; effect of policy wording on agreement
Vape dependence	validated e-cigarette dependence item
Vape dependence	uncontrolled vaping scale
Health professional advice	being advised about tobacco from a doctor or other health professional
Perceived stress scale	validated measure of experiencing stress
Race/ethnicity details	specific Asian background; specific Native Hawaiian or Other Pacific Islander background
Discrete choice experiment	How attributes of nicotine pouches affect susceptibility