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TEENS NICOTINE & TOBACCO PROJECT

Results of the California Teens Nicotine and Tobacco Project Online Survey 2024

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The Teens Nicotine and Tobacco (TNT) Project

The Teens, Nicotine, and Tobacco (TNT) Project is designed to uncover and understand tobacco, nicotine, and cannabis (marijuana) product use behaviors, perceptions, and terminology among California adolescents and young adults ages 12–20. 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 20. Within the context of a changing tobacco landscape, the TNT Project can provide flexible and rapid surveillance of California adolescents' 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 2024 TNT Project Online Survey, which was conducted May-December 2024. A total of 4,969 eligible participants completed the 2024 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)

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)

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)

EXECUTIVE SUMMARY

This report summarizes the main results from the fourth annual wave of the Teens, Nicotine, and Tobacco (TNT) Project Online Survey, which was a statewide online survey conducted in California during 2024. Data collection occurred in two cycles: Spring (May-June 2024) and Fall (November-December 2024), which are combined in this report. To be eligible for the TNT Online Survey, participants must be residents of California from ages 12 to 20 years. A total of 4,969 eligible participants completed the 2024 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 20 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 youth ages 12-20 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, teen participants (and their parents) may be more willing to complete a survey related to tobacco, nicotine, and cannabis products. Thus, the prevalence of tobacco use within the TNT Online Survey is likely an overestimate of tobacco use prevalence among all California youth.

One goal of the TNT Online Survey was to provide detailed information about the tobacco, nicotine, and cannabis products being used by Californians ages 12-20. 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-third of participants (36.9 percent) reported ever using at least one tobacco product in their life, including more than one-fourth (28.1 percent) of participants ages 12-17.
- 12.8 percent of participants reported current use of at least one tobacco product.
- Vapes were, by far, the most used tobacco product: 10.0 percent of participants were current vape users, including 7.8 percent of adolescents ages 12-17.
- Cigars (little cigars or cigarillos and big cigars combined) were the next most used tobacco product after vapes (3.5 percent current use), followed by cigarettes (3.0 percent). No other product exceeded 2 percent in current use.
- Among all participants, 36.9 percent indicated having ever heard of nicotine pouches, including 25.3 percent of adolescents ages 12-17 and 51.1 percent of young adults ages 18-20. Current use of nicotine pouches was 1.8 percent among adolescents and 2.9 percent among young adults.
- Current use of any tobacco product was higher among LGBTQ+ adolescent participants (15.6 percent) than non-LGBTQ+ adolescent participants (9.6 percent), but among young adults, tobacco use was similar among LGBTQ+ (15.5 percent) and non-LGBTQ+ participants (16.0 percent).
- By race/ethnicity, current use of any tobacco product was highest among participants who identified as African American or Black (adolescents: 13.4 percent; young adults: 26.8 percent) and lowest among participants who identified as Asian (adolescents: 4.7 percent; young adults: 5.2 percent).
- Among adolescents ages 12-17, prevalence of current use of any tobacco product was 9.0 percent among participants who rated their mental health status as “excellent”, “very good”, or “good” and was higher (17.7 percent) among participants who rated their mental health as “fair” or “poor.”
- For 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.
- 9.7 percent of current vape users reported using vapes on all 30 days in the past 30 days.
- Among all adolescents participants, 4.7 percent used two or more tobacco products within the past 30 days.
- Among all current adolescent tobacco users, 45.3 percent used multiple tobacco 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 Puff Bar, Elfbar, and Geek Bar.
- Puff Bar-like disposable devices and 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.
- The majority of current vapers (74.7 percent) reported that the vapes they used

contained nicotine.

- About one-third (27.9 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.
- 45.4 percent of current vape users reported using a vape in the past 30 days that contained cannabis with tetrahydrocannabinol (THC).

Flavored Products (Chapter 3)

- 49.9 percent of current cigarette smokers reported that they used menthol cigarettes in the past 30 days, while 67.2 percent of current cigar smokers reported using flavored cigars.
- Over 80 percent of current users of smokeless tobacco (87.3 percent) and hookah (87.9 percent) used flavored varieties of these products.
- Over 90 percent of current users of vapes (92.1 percent) used flavored vapes.
- Only 22.0 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 (35.7 percent).
- Less than one-third of current adolescent vapers thought it would be either "somewhat" difficult (21.5 percent) or "very" difficult (10.3 percent) to find vapes in flavors that they like.
- For vapes, cigars, hookah, and smokeless tobacco, fruit was the most commonly used type of flavor among current users of each product.
- Fruit, candy, fruit-ice combination, and dessert flavors were either liked or strongly liked by about 60-70 percent of all vape ever users.
- Excluding edibles, 62.5 percent of current cannabis users consumed some form of flavored cannabis in the past 30 days. Vaped or dabbed cannabis oil or liquid was the method of cannabis consumption most likely to be flavored, followed by blunts.

Ending the Tobacco Use Epidemic (Chapter 4)

- Most participants (73 percent–78 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 (72 percent–80 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 (76 percent).
- The majority of participants (65 percent) "strongly agreed" or "agreed" with a tobacco-free generation policy that would gradually raise the legal age for tobacco sales.

Cannabis Use (Chapter 5)

- Among adolescents, 8.5 percent reported current cannabis use. The prevalence of current cannabis use among young adult participants was 20.8 percent.
- Current use of cannabis was similar among male and female participants but higher among participants categorized as LGBTQ+ than non-LGBTQ+.
- By race/ethnicity, current use of cannabis was lowest among participants who identified as Asian.
- Among current cannabis users, 56.6 percent reported vaping cannabis wax, oil, or liquid in the past 30 days. Joints (53.7 percent), edibles (43.4 percent), bongs (33.5 percent), blunts (30.8 percent), and small pipes (24.6 percent) were the next most common modes of use.
- Overall, current cannabis and tobacco co-use was 7.4 percent, and the prevalence of cannabis-only use was 6.6 percent.
- 57.8 percent of current tobacco product users (any product) were also current cannabis users.

Tobacco and Cannabis Expectations, Home Environment, and Marketing (Chapter 6)

- Among all survey participants, most indicated that they would "definitely not" be using tobacco products or cannabis one year in the future.
- For vapes, cigarettes, hookah, and cannabis, 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; 22.8 percent of participants indicted living with someone who smokes cigarettes.
- Most participants (74.0 percent) indicated that the use of tobacco and nicotine products is not allowed anywhere or at any time inside their home; similarly, most participants (71.1 percent) indicated that cannabis use is not allowed anywhere or at any time inside their home.
- More than half of participants indicated that they had seen advertisements promoting vaping, cannabis, 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. The most common place to see cannabis advertisements was billboards.
- Less than 10 percent of participants indicated that they had received a discount code or coupon for tobacco products or cannabis.
- Among adolescents, "someone offered it to me" was the single most-selected way that current vape and cannabis users got their products (and second-most selected way for cigarettes).
- Among young adults, "I bought it myself at a store" was the single most-selected way that current vape users got their products (and second-most selected way for cannabis), "Someone offered it to me" was the most-selected way to obtain cigarettes or cannabis.

Other Influence of Tobacco Use (Chapter 7)

- Tobacco and cannabis use were generally more common among participants who lived in rural areas or who reported lower parent educational attainment.
- About two-thirds (65.1 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 2024 Teens, Nicotine, and Tobacco (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 the prevalence estimates included in this report, "vape" use includes all participants who selected use of 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 (at least once in their lives). Table 2 presents the prevalence of current tobacco product use (at least one day in the past 30 days) among participants in the 2024 TNT Online Survey.

Table 1. Prevalence of Ever Use of Tobacco Products

	Ever Use (95% CI)		
	Total Sample N[1]=4969	Ages 12-17 N[1]=3357	Ages 18-20 N[1]=1612
Any tobacco product below	36.9 (34.3, 39.6)	28.1 (25.3, 31.1)	47.6 (43.1, 52.2)
Vapes	30.2 (27.7, 32.8)	20.3 (18.0, 22.9)	42.3 (37.8, 46.9)
Cigarettes	17.3 (15.4, 19.4)	13.9 (11.7, 16.4)	21.5 (18.2, 25.2)
Either cigar below	9.8 (8.4, 11.4)	8.1 (6.4, 10.2)	11.9 (9.7, 14.6)
Little cigars or cigarillos	7.9 (6.8, 9.2)	6.1 (4.9, 7.6)	10.2 (8.2, 12.6)
Big cigars	4.3 (3.2, 5.5)	4.3 (2.9, 6.2)	4.3 (3.0, 6.0)
Hookah	5.1 (4.1, 6.3)	4.7 (3.6, 6.0)	5.7 (4.0, 7.9)
Any smokeless below	3.7 (3.0, 4.5)	4.0 (3.0, 5.2)	3.3 (2.4, 4.5)
Moist snuff	1.7 (1.3, 2.3)	2.0 (1.4, 2.9)	1.3 (0.8, 2.2)
Chewing tobacco	2.0 (1.5, 2.7)	2.4 (1.7, 3.4)	1.6 (1.0, 2.5)
Snus	1.8 (1.4, 2.3)	1.6 (1.1, 2.3)	2.0 (1.4, 2.9)
Nicotine pouches	3.1 (2.5, 3.9)	1.5 (1.1, 2.0)	5.2 (3.8, 6.9)
Nicotine tablets, lozenges, or gummies	1.4 (1.0, 1.9)	1.1 (0.7, 1.7)	1.8 (1.1, 2.8)
Heated tobacco	0.9 (0.5, 1.6)	0.5 (0.3, 0.8)	1.3 (0.6, 3.0)*

1. Unweighted sample size

Abbreviation: CI = confidence interval

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

- More than one-third of participants (36.9 percent) reported ever using at least one tobacco product in their life, including more than one-fourth (28.1 percent) of participants ages 12-17.
- Vapes were the product participants were most likely to report having ever used, followed by cigarettes and cigars.
- Ever use of nicotine pouches exceeded 5 percent among young adults ages 18-20.

Table 2. Prevalence of Current Use of Tobacco Products

	Current Use (95% CI)		
	Total Sample N[1]=4969	Ages 12-17 N[1]=3357	Ages 18-20 N[1]=1612
Any tobacco product below	12.8 (11.5, 14.3)	10.4 (8.9, 12.0)	15.8 (13.4, 18.6)
Vapes	10.0 (8.9, 11.3)	7.8 (6.7, 9.2)	12.7 (10.7, 15.0)
Cigarettes	3.0 (2.5, 3.4)	2.5 (2.1, 3.0)	3.5 (2.7, 4.5)
Either cigar below	3.5 (2.9, 4.3)	3.8 (2.9, 4.9)	3.1 (2.3, 4.3)
Little cigars or cigarillos	3.3 (2.6, 4.0)	3.6 (2.8, 4.7)	2.8 (2.0, 3.9)
Big cigars	1.0 (0.7, 1.3)	0.9 (0.6, 1.4)	1.0 (0.6, 1.6)
Hookah	1.4 (1.0, 1.9)	1.9 (1.3, 2.7)	0.8 (0.5, 1.3)
Any smokeless below	1.5 (1.2, 2.0)	1.5 (1.1, 2.1)	1.5 (1.0, 2.3)
Moist snuff	0.6 (0.4, 0.9)	0.7 (0.5, 0.9)	0.5 (0.2, 1.2)*
Chewing tobacco	0.8 (0.6, 1.1)	1.1 (0.7, 1.6)	0.5 (0.3, 0.8)
Snus	0.8 (0.6, 1.0)	0.6 (0.4, 0.8)	1.0 (0.6, 1.5)
Nicotine pouches	1.8 (1.3, 2.5)	0.9 (0.7, 1.4)	2.9 (1.9, 4.5)
Nicotine tablets, lozenges, or gummies	0.7 (0.5, 1.0)	0.7 (0.4, 1.0)	0.8 (0.4, 1.4)*
Heated tobacco	0.2 (0.1, 0.3)	0.3 (0.1, 0.5)*	0.1 (0.0, 0.3)*

1. Unweighted sample size

Abbreviation: CI = confidence interval

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

- 12.8 percent of participants reported current use of at least one tobacco product.
- Vapes were, by far, the most used tobacco product: 10.0 percent of participants were current vape users, including 7.8 percent use among adolescents ages 12-17.
- Cigars (little cigars or cigarillos and big cigars combined) were the next most used tobacco product after vapes (3.5 percent current use).
- Current use of cigarettes (3.0 percent) followed vapes and cigars as the next most used product. No other product exceeded 2 percent in current use, other than nicotine pouches among young adults ages 18-20 (2.9 percent).
- Although not shown in the Tables, among all participants, 36.9 percent indicated having ever heard of nicotine pouches, including 25.3 percent of adolescents ages 12-17 and 51.1 percent of young adults ages 18-20.

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 2024 TNT Online Survey sample (N=4969).

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)
Overall	4969	100	10.4 (8.9, 12.0)	15.8 (13.4, 18.6)
Sex				
Male	2480	41.5	11.1 (9.1, 13.4)	18.3 (14.0, 23.6)
Female	2478	58.5	9.7 (7.7, 12.1)	14.6 (11.9, 17.9)
Gender/Sexual Identity				
Non-LGBTQ+	4138	77.8	9.6 (8.2, 11.2)	16.0 (13.2, 19.2)
LGBTQ+[2]	827	22.2	15.6 (10.8, 21.9)	15.5 (11.4, 20.8)
Race/Ethnicity				
White	2121	21.1	9.4 (7.5, 11.8)	17.4 (12.8, 23.2)
African American/Black	428	4.2	13.4 (8.9, 19.7)	26.8 (16.3, 40.9)
Hispanic/Latino	1714	51.9	13.0 (10.5, 16.0)	17.2 (13.7, 21.3)
Asian	416	15.1	4.7 (2.6, 8.5)*	5.2 (2.9, 9.1)

Other[3]	278	7.6	6.2 (3.2, 11.7)*	16.7 (9.5, 27.5)
Age				
12–13 years	681	18.3	8.8 (6.4, 12.0)	N/A
14–15 years	1184	17.5	10.1 (7.9, 12.8)	N/A
16–17 years	1492	19.2	12.1 (9.7, 15.0)	N/A
18-20 years	1612	44.9	N/A	15.8 (13.4, 18.6)

1. Sample sizes (N) are unweighted; percentages are weighted for response quality and participant demographic characteristics
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 race. Categories were combined to increase sample size.

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

*Data are statistically unreliable because relative variance is greater than 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 18-20.
- Current use of any tobacco product was higher among LGBTQ+ adolescent participants (15.6 percent) than non-LGBTQ+ adolescent participants (9.6 percent), but among young adults, tobacco use was similar among LGBTQ+ (15.5 percent) and non-LGBTQ+ participants (16.0 percent).
- By race/ethnicity, current use of any tobacco product was highest among participants who identified as African American or Black (adolescents: 13.4 percent; young adults: 26.8 percent) and lowest among participants who identified as Asian (adolescents: 4.7 percent; young adults: 5.2 percent).
- Tobacco use was lowest among the youngest participants. Current use of any tobacco product was lowest among participants ages 12-13 years (8.8 percent) and highest among participants ages 18–20 years (15.8 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).

Table 4. Prevalence of Current Tobacco Product Use by Sex

	Current use Adolescents, Ages 12-17		Current use Young Adults, Ages 18-20	
	Male % (95% CI)	Female % (95% CI)	Male % (95% CI)	Female % (95% CI)
Any tobacco product below	11.1 (9.1, 13.4)	9.7 (7.7, 12.1)	18.3 (14, 23.6)	14.6 (11.9, 17.9)
Vapes	8.8 (7.1, 10.9)	6.9 (5.5, 8.7)	12.4 (9.4, 16.2)	12.8 (10.3, 15.8)
Cigarettes	2.8 (2.2, 3.5)	2.2 (1.7, 3.0)	5.0 (3.5, 7.3)	2.8 (2.0, 3.8)
Either cigar below	4.2 (3.0, 5.7)	3.5 (2.3, 5.3)	4.8 (3.2, 7.1)	2.3 (1.5, 3.7)
Little cigars or cigarillos	4.0 (2.8, 5.5)	3.3 (2.1, 5.1)	4.0 (2.6, 6.0)	2.2 (1.3, 3.6)

Big cigars	1.2 (0.7, 1.9)	0.7 (0.4, 1.3)*	2.3 (1.2, 4.1)*	0.4 (0.2, 0.7)
Hookah	1.4 (0.9, 2.1)	2.4 (1.4, 3.9)	1.5 (0.8, 2.8)*	0.5 (0.2, 1.1)*
Any smokeless below	1.6 (1.2, 2.2)	1.4 (0.8, 2.5)	2.0 (1.1, 3.3)	1.3 (0.7, 2.4)*
Moist snuff	0.9 (0.6, 1.3)	0.5 (0.2, 0.9)*	0.5 (0.3, 1.0)*	0.5 (0.2, 1.8)*
Chewing tobacco	0.9 (0.6, 1.4)	1.3 (0.7, 2.4)*	0.7 (0.3, 1.4)*	0.4 (0.2, 0.9)*
Snus	0.9 (0.6, 1.3)	0.3 (0.2, 0.6)*	1.5 (0.8, 2.8)*	0.7 (0.4, 1.3)*
Nicotine pouches	0.9 (0.6, 1.4)	1.0 (0.5, 1.8)*	4.9 (2.5, 9.5)*	1.9 (1.2, 3.1)
Nicotine tablets, lozenges, or gummies	0.8 (0.5, 1.4)	0.5 (0.2, 1.1)*	0.8 (0.3, 2.0)*	0.7 (0.3, 1.7)*
Heated tobacco	0.3 (0.2, 0.7)*	0.2 (0.1, 0.6)*	0.0 (0.0, 0.1)*	0.2 (0.1, 0.5)*

Abbreviation: CI=confidence interval

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

- Current use of any tobacco was higher among male participants (adolescents: 11.1 percent; young adults: 18.3 percent) than female participants (adolescents: 9.7 percent; young adults: 14.6 percent).
- Most individual tobacco products, current use prevalence was higher among male participants. A notable difference was use of vapes among young adults, which was slightly higher among female participants (12.8 percent) than among male participants (12.4 percent).

Table 5. presents the prevalence of current use of any tobacco and individual tobacco products according to gender/sexual identity. Among the 4965 participants with no missing data needed to categorize their gender/sexual identity, 22.2 percent (unweighted N=827) were categorized as a LGBTQ+ (See List of Terms and Table 3. for details).

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

	Current use Adolescents, Ages 12-17		Current use Young Adults, Ages 18-20	
	Non-LGBTQ+ % (95% CI)	LGBTQ+ % (95% CI)	Non-LGBTQ+ % (95% CI)	LGBTQ+ % (95% CI)
Any tobacco product below	9.6 (8.2, 11.2)	15.6 (10.8, 21.9)	16.0 (13.2, 19.2)	15.5 (11.4, 20.8)
Vapes	7.4 (6.2, 8.8)	10.9 (7.5, 15.5)	12.2 (10.0, 14.8)	13.6 (9.8, 18.6)
Cigarettes	2.4 (1.9, 2.9)	3.4 (2.0, 5.5)	3.5 (2.6, 4.6)	3.5 (2.2, 5.6)
Either cigar below	3.6 (2.7, 4.7)	5.3 (2.6, 10.5)*	3.5 (2.6, 4.8)	2.4 (1.1, 5.1)*
Little cigars or cigarillos	3.4 (2.6, 4.6)	4.9 (2.3, 10.1)*	3.0 (2.1, 4.2)	2.4 (1.1, 5.1)*
Big cigars	0.8 (0.6, 1.2)	1.7 (0.7, 4.2)*	1.2 (0.7, 1.9)	0.7 (0.2, 2.1)*
Hookah	1.6 (1.1, 2.5)	3.4 (1.5, 7.7)*	1.3 (0.8, 2.0)	0.0 (0.0, 0.0)*
Any smokeless below	1.5 (1.1, 2.1)	1.6 (0.7, 3.7)*	1.8 (1.2, 2.9)	0.9 (0.3, 2.4)*
Moist snuff	0.6 (0.4, 0.9)	1.0 (0.3, 3.1)*	0.7 (0.3, 1.8)*	0.1 (0.0, 0.3)*
Chewing tobacco	1.1 (0.7, 1.7)	1.2 (0.4, 3.6)*	0.6 (0.4, 1.2)*	0.2 (0.1, 0.6)*
Snus	0.6 (0.4, 0.9)	0.4 (0.1, 1.1)*	1.1 (0.7, 1.7)	0.8 (0.3, 2.3)*
Nicotine pouches	0.8 (0.5, 1.1)	2.3 (0.9, 5.4)*	3.8 (2.3, 6.1)	1.2 (0.6, 2.7)*

Nicotine tablets, lozenges, or gummies	0.6 (0.4, 1.0)	1.1 (0.4, 3.3)*	0.7 (0.3, 1.3)*	0.9 (0.3, 3.2)*
Heated tobacco	0.2 (0.1, 0.5)*	0.4 (0.1, 2.8)*	0.0 (0.0, 0.1)*	0.3 (0.1, 1.0)*

Abbreviation: CI=confidence interval

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

- Among adolescents, current use of any tobacco product was higher among participants who were categorized as LGBTQ+ (15.6 percent) than among participants who were not categorized as LGBTQ+ (9.6 percent).
- Among young adults, current use of any tobacco product was slightly lower among participants who were categorized as LGBTQ+ (15.5 percent) than among participants who were not categorized as LGBTQ+ (16.0 percent).
- Among adolescents, each individual product (excepting 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. Young adults ages 18-20 are 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)	African American /Black % (95% CI)	Hispanic/Latino % (95% CI)
Any tobacco product below	9.4 (7.5, 11.8)	13.4 (8.9, 19.7)	13.0 (10.5, 16.0)
Vapes	6.7 (5.3, 8.4)	10.7 (6.7, 16.6)	10.1 (8.1, 12.6)
Cigarettes	2.9 (2.2, 3.8)	1.9 (1.1, 3.1)	3.0 (2.3, 3.9)
Either cigar below	2.8 (1.9, 4.1)	7.5 (4.3, 12.8)	5.3 (3.7, 7.5)
Little cigars or cigarillos	2.6 (1.7, 3.9)	7.4 (4.3, 12.7)	5.1 (3.5, 7.3)
Big cigars	0.7 (0.5, 1.2)	2.2 (1.0, 4.6)*	1.1 (0.7, 1.9)
Hookah	2.8 (1.6, 4.9)	4.1 (1.9, 8.8)*	2.0 (1.1, 3.5)
Any smokeless below	2.1 (1.4, 3.1)	0.7 (0.2, 2.5)*	1.9 (1.2, 3.0)
Moist snuff	0.8 (0.5, 1.3)	0.7 (0.2, 2.5)*	0.8 (0.5, 1.4)
Chewing tobacco	1.3 (0.8, 2.3)	0.7 (0.2, 2.5)*	1.5 (0.8, 2.6)
Snus	0.8 (0.4, 1.4)	0.7 (0.2, 2.5)*	0.7 (0.4, 1.1)
Nicotine pouches	0.8 (0.4, 1.6)*	0.9 (0.3, 2.8)*	1.2 (0.8, 1.9)
Nicotine tablets, lozenges, or gummies	0.3 (0.2, 0.5)	0.6 (0.1, 2.6)*	0.9 (0.5, 1.5)
Heated tobacco	0.2 (0.1, 0.4)*	1.3 (0.2, 7.7)*	0.3 (0.1, 0.7)*

Abbreviation: CI=confidence interval

*Data are statistically unreliable because relative variance is greater than 30 percent. Interpret with caution. Note: Race/ethnicity categories reported in the table exclude American Indian/Alaska Native,

Asian, 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 African American or Black (13.4 percent), followed by adolescent participants who identified as Hispanic or Latino (13.0 percent).
- Current use of cigars, especially little cigars or cigarillos, was higher than use of cigarettes among adolescent participants who identified as African American or Black or as Hispanic or Latino. However, cigar use and cigarette use prevalence were similar among adolescent participants who identified as White.

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 categories are collapsed into 2-year or 3-year categories to increase sample size.

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)
Any tobacco product below	8.8 (6.4, 12.0)	10.1 (7.9, 12.8)	12.1 (9.7, 15.0)	15.8 (13.4, 18.6)
Vapes	6.9 (4.9, 9.5)	7.4 (5.7, 9.6)	9.1 (7.2, 11.5)	12.7 (10.7, 15.0)
Cigarettes	2.2 (1.5, 3.2)	2.7 (2.0, 3.6)	2.6 (2.0, 3.5)	3.5 (2.7, 4.5)
Either cigar below	4.0 (2.5, 6.2)	2.8 (1.6, 4.9)	4.5 (3.1, 6.6)	3.1 (2.3, 4.3)
Little cigars or cigarillos	3.8 (2.3, 6.0)	2.7 (1.5, 4.8)	4.3 (2.9, 6.3)	2.8 (2.0, 3.9)
Big cigars	1.3 (0.7, 2.5)*	0.4 (0.2, 0.6)	1.1 (0.7, 1.8)	1.0 (0.6, 1.6)
Hookah	2.4 (1.2, 4.8)*	1.2 (0.6, 2.7)*	1.9 (1.3, 2.8)	0.8 (0.5, 1.3)
Any smokeless below	1.6 (0.8, 3.2)*	1.2 (0.8, 2.0)	1.7 (1.1, 2.5)	1.5 (1.0, 2.3)
Moist snuff	0.6 (0.3, 1.3)*	0.5 (0.3, 0.9)	0.9 (0.6, 1.4)	0.5 (0.2, 1.2)*
Chewing tobacco	1.3 (0.5, 3.0)*	0.7 (0.4, 1.3)*	1.3 (0.8, 2.1)	0.5 (0.3, 0.8)
Snus	0.4 (0.2, 0.8)*	0.7 (0.4, 1.2)*	0.7 (0.4, 1.1)	1.0 (0.6, 1.5)
Nicotine pouches	1.1 (0.6, 2.0)*	0.9 (0.4, 2.0)*	0.8 (0.5, 1.4)	2.9 (1.9, 4.5)
Nicotine tablets, lozenges, or gummies	0.8 (0.4, 1.7)*	0.5 (0.1, 1.6)*	0.6 (0.4, 1.1)	0.8 (0.4, 1.4)*
Heated tobacco	0.4 (0.1, 1.0)*	0.1 (0.1, 0.4)*	0.3 (0.1, 0.9)*	0.1 (0.0, 0.3)*

Abbreviation: CI=confidence interval

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

- Current use of any tobacco product was lowest among participants who were 12 or 13 years old (8.8 percent) and increased with each age group. Current tobacco use was highest among participants who were 18, 19, or 20 years old (15.8 percent).
- The prevalence of current vaping was lowest among participants who were 12 or 13 years old (6.9 percent) and highest among participants who were 18, 19, or 20 years old

(12.7 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 4,827 participants who reported their mental health status, 73.7 percent (unweighted N=3858) rated their mental health as "excellent," "very good," or "good," and 26.3 percent (unweighted N=969) rated their mental health as "fair" or "poor."

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

	Current use Adolescents, Ages 12-17		Current use Young Adults, Ages 18-20	
	Excellent, Very Good, or Good % (95% CI)	Fair or Poor % (95% CI)	Excellent, Very Good, or Good % (95% CI)	Fair or Poor % (95% CI)
Any tobacco product below	9.0 (7.6, 10.6)	17.7 (12.6, 24.3)	14.3 (11.3, 17.9)	18.0 (14.3, 22.5)
Vapes	7.0 (5.9, 8.4)	12.1 (8.3, 17.1)	11.0 (8.5, 14.1)	15.1 (11.9, 19.0)
Cigarettes	2.5 (2.0, 3.0)	2.4 (1.4, 4.0)	3.2 (2.3, 4.5)	3.9 (2.7, 5.7)
Either cigar below	3.3 (2.5, 4.3)	6.8 (3.7, 12.1)*	3.5 (2.3, 5.3)	2.6 (1.7, 4.0)
Little cigars or cigarillos	3.1 (2.3, 4.1)	6.4 (3.4, 11.7)*	2.9 (1.9, 4.6)	2.6 (1.7, 4.0)
Big cigars	0.9 (0.6, 1.4)	1.0 (0.3, 3.0)*	1.3 (0.8, 2.3)	0.5 (0.2, 1.0)*
Hookah	1.6 (1.1, 2.5)	2.9 (1.3, 6.5)*	1.1 (0.6, 1.7)	0.5 (0.1, 1.7)*
Any smokeless below	1.5 (1.1, 2.1)	1.4 (0.6, 3.2)*	1.4 (0.9, 2.2)	1.6 (0.7, 3.5)*
Moist snuff	0.6 (0.4, 0.9)	0.7 (0.2, 2.6)*	0.4 (0.3, 0.7)	0.7 (0.1, 3.3)*
Chewing tobacco	1.0 (0.6, 1.7)	1.1 (0.4, 3.0)*	0.6 (0.3, 1.1)	0.3 (0.1, 1.2)*
Snus	0.6 (0.4, 0.8)	0.4 (0.1, 1.0)*	1.0 (0.6, 1.8)	0.8 (0.4, 1.8)*
Nicotine pouches	0.9 (0.6, 1.3)	1.1 (0.4, 2.7)*	2.5 (1.3, 4.7)*	3.5 (1.9, 6.4)*
Nicotine tablets, lozenges, or gummies	0.6 (0.4, 1.0)	0.7 (0.2, 2.7)*	0.7 (0.3, 1.8)*	0.8 (0.3, 1.9)*
Heated tobacco	0.2 (0.1, 0.5)*	0.5 (0.1, 2.1)*	0.0 (0.0, 0.1)*	0.2 (0.1, 0.9)*

Abbreviation: CI=confidence interval

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

- Among adolescents ages 12-17, prevalence of current use of any tobacco product was 9.0 percent among participants who rated their mental health status as "excellent," "very good," or "good" and was higher (17.7 percent) among participants who rated their mental health as "fair" or "poor."
- Young adults ages 18-20, prevalence of current use of any tobacco product was 14.3 percent among participants who rated their mental health status as "excellent", "very good", or "good" and was higher (18.0 percent) among participants who rated their mental health as "fair" or "poor."

- In both 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.”

In Table 9. are the number of days in the past 30 days participants reported using each tobacco product (among participants who used each individual tobacco product on at least one day in the past 30 days). 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)
Vapes	39.6 (32.0, 47.8)	23.2 (17.5, 30.1)	16.7 (12.8, 21.5)	10.8 (6.7, 17.0)
Cigarettes	30.0 (22.4, 38.9)	26.3 (19.1, 35.0)	23.9 (17.5, 31.8)	10.5 (6.6, 16.1)
Little cigars or cigarillos	62.8 (49.9, 74.1)	15.8 (9.4, 25.4)	15.4 (9.0, 25.1)	4.5 (0.8, 21.7)*
Big cigars	50.7 (32.5, 68.7)	27.0 (13.0, 47.8)*	18.5 (7.7, 38.0)*	0.2 (0.0, 0.7)*
Hookah	61.4 (42.0, 77.7)	14.0 (6.5, 27.7)*	22.5 (9.0, 46.1)*	2.1 (0.5, 7.8)*
Moist snuff	56.4 (38.6, 72.6)	33.8 (18.7, 53.2)	7.6 (3.0, 17.8)*	2.2 (0.7, 6.3)*
Chewing tobacco	59.5 (37.8, 78.0)	30.0 (13.6, 53.8)*	9.9 (2.7, 30.1)*	0.2 (0.1, 0.9)*
Snus	65.4 (50.4, 77.9)	16.3 (8.5, 29.1)*	16.4 (8.8, 28.5)	1.0 (0.2, 4.6)*
Nicotine pouches	63.0 (45.0, 78.0)	25.1 (12.6, 43.7)*	9.7 (4.3, 20.7)*	1.7 (0.6, 5.1)*
Nicotine tablets or lozenges, or gummies	44.9 (24.8, 66.7)	36.3 (16.1, 62.9)*	17.2 (7.9, 33.4)*	1.6 (0.5, 5.3)*
Heated tobacco	61.2 (31.8, 84.2)	24.9 (8.6, 53.6)*	11.9 (2.8, 38.4)*	2.0 (0.2, 14.9)*

Abbreviation: CI=confidence interval

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

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

- Among all tobacco products, participants were mostly likely to report using these products 1 or 2 days in the past 30 days.
- 9.7 percent of current vape users reported using vapes on all 30 days in the past 30 days.
- Other than vapes or cigarettes, it was very uncommon for current users to report using their product 20 or more days in the past 30 days. Other than vapes, cigarettes, and little cigars or cigarillos, less than 5 percent of current users used their product 20 or more 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	3357	100	10.4 (8.9, 12.0)	4.7 (3.9, 5.6)
Sex				
Male	1820	48.5	11.1 (9.1, 13.4)	5.0 (3.9, 6.2)
Female	1526	51.5	9.7 (7.7, 12.1)	4.4 (3.3, 5.9)
Gender/Sexual Identity				
Non-LGBTQ+	2957	87.2	9.6 (8.2, 11.2)	4.5 (3.7, 5.5)
LGBTQ+[2]	396	12.8	15.6 (10.8, 21.9)	6.0 (3.9, 9.1)
Race/Ethnicity				
White	1660	24.6	9.4 (7.5, 11.8)	5.4 (4.1, 7.1)
African American/Black	265	4.3	13.4 (8.9, 19.7)	7.3 (4.2, 12.5)
Hispanic/Latino	1011	48.2	13.0 (10.5, 16.0)	5.6 (4.3, 7.3)
Asian	235	14.7	4.7 (2.6, 8.5)*	1.6 (0.7, 3.9)*
Other[3]	176	8.3	6.2 (3.2, 11.7)*	1.4 (0.6, 3.1)*
Age				
12–13 years	681	33.3	8.8 (6.4, 12.0)	4.9 (3.4, 7.1)
14–15 years	1184	31.8	10.1 (7.9, 12.8)	4.4 (3.1, 6.1)
16–17 years	1492	34.9	12.1 (9.7, 15.0)	4.8 (3.7, 6.1)

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 gender, race/ethnicity, and age 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 greater than 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, 4.7 percent used two or more tobacco products within the past 30 days.

- Almost half of all current tobacco users were multiple tobacco product users (45.3 percent, not shown in Table 9).
- Multiple product use was higher among male (5.0 percent) than female (4.4 percent) participants and among LGBTQ+ participants (6.0 percent) than non-LGBTQ+ participants (4.5 percent).
- Among all race/ethnicity categories, multiple product use was highest among African American or Black (7.3 percent) participants.

CHAPTER SUMMARY

In the 2024 TNT Online Survey, 10.4 percent of California adolescents ages 12–17 and 15.8 percent of California young adults ages 18-20 reported current use of at least one tobacco product. The most commonly used tobacco product was vapes (7.8 percent current use prevalence among adolescents; 12.7 percent among young adults). More than half (62.8 percent) of adolescent current vape users reported vaping no more than 5 days in the last 30 days, while 20.5 percent reported vaping 20–30 days. By race/ethnicity, current use of any tobacco product was highest among adolescent participants who identified as African American or Black or as Hispanic/Latino and was lowest among participants who identified as Asian. Among all adolescent current tobacco users, almost half (45.3 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 2024 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 31 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

Most-Selected Brands	All Participants N=4967 % (95% CI)	Current Vape Users N=1267 % (95% CI)	Current Vape Non-Users N=3690 % (95% CI)
I don't know	39.8 (37.1, 42.5)	4.0 (2.0, 7.8)*	43.7 (40.9, 46.7)
JUUL	41.0 (38.3, 43.7)	44.7 (39.1, 50.5)	40.6 (37.7, 43.5)
Puff Bar	22.2 (20.0, 24.6)	44.4 (38.7, 50.3)	19.7 (17.4, 22.3)
Elfbar	21.9 (19.7, 24.3)	46.6 (40.8, 52.4)	19.2 (16.8, 21.7)
Geek Bar	20.2 (18.2, 22.4)	54.0 (48.2, 59.7)	16.5 (14.4, 18.8)
Flum	10.4 (8.9, 12.2)	36.2 (30.6, 42.2)	7.5 (6.0, 9.3)
Blu	7.6 (6.4, 9.1)	8.2 (6.3, 10.6)	7.6 (6.2, 9.2)
Bang	6.5 (5.4, 7.8)	13.8 (10.7, 17.7)	5.7 (4.6, 7.0)
Lost Mary	6.5 (5.5, 7.7)	25.6 (20.9, 30.9)	4.4 (3.4, 5.5)
Vuse	5.8 (4.7, 7.2)	10.6 (7.8, 14.3)	5.3 (4.1, 6.7)
eSmoke	5.7 (4.5, 7.1)	4.9 (3.3, 7.3)	5.8 (4.5, 7.4)
Puff Plus	5.1 (4.0, 6.5)	12.4 (8.5, 17.8)	4.3 (3.2, 5.8)
SMOK	5.0 (4.0, 6.2)	12.3 (9.3, 16.2)	4.2 (3.1, 5.5)
Breeze	4.3 (3.4, 5.4)	10.2 (7.2, 14.1)	3.6 (2.7, 4.8)
NJOY	4.3 (3.5, 5.2)	7.8 (5.5, 10.9)	3.9 (3.0, 4.9)
Vapor King	3.9 (3.0, 5.1)	4.3 (2.8, 6.5)	3.9 (2.9, 5.2)
Esco Bar	3.5 (2.7, 4.6)	8.4 (5.9, 11.9)	3.0 (2.1, 4.2)
Hyppe	3.5 (2.8, 4.4)	9.6 (6.7, 13.6)	2.8 (2.2, 3.7)
E-Swisher	3.1 (2.3, 4.2)	3.1 (1.8, 5.6)	3.1 (2.3, 4.3)
Cali	2.7 (2.0, 3.7)	6.2 (4.5, 8.6)	2.3 (1.5, 3.4)
ProVape	2.6 (1.9, 3.5)	3.5 (2.2, 5.5)	2.5 (1.8, 3.5)
EB Vapes	2.5 (1.8, 3.6)	2.7 (1.9, 3.9)	2.5 (1.7, 3.7)
Mi-Pod	2.5 (1.9, 3.3)	4.5 (3.1, 6.3)	2.3 (1.6, 3.2)
Hyde	2.4 (1.8, 3.1)	6.5 (4.2, 9.9)	1.9 (1.4, 2.7)
Mr. Fog	2.2 (1.6, 2.9)	5.0 (3.3, 7.6)	1.9 (1.3, 2.6)
Pop	1.8 (1.3, 2.4)	4.6 (3.0, 7.0)	1.5 (1.0, 2.1)
Bolt	1.7 (1.2, 2.3)	3.0 (1.7, 5.2)	1.5 (1.0, 2.2)

Funky Republic	1.7 (1.2, 2.5)	4.0 (2.5, 6.4)	1.5 (0.9, 2.3)
Posh	1.4 (1.0, 2.0)	2.4 (1.5, 3.8)	1.3 (0.8, 1.9)
Fogg	1.1 (0.8, 1.5)	2.0 (1.0, 3.7)*	1.0 (0.7, 1.5)
Maskking	1.1 (0.9, 1.4)	2.1 (1.5, 3.0)	1.0 (0.7, 1.3)
Something Else[1]	0.6 (0.4, 1.1)	2.3 (1.0, 5.2)*	0.5 (0.2, 0.9)*

1. Other brands listed by >1 participant included: Geek Bar (n=6), Flum (n=3), Muha Meds (n=3), V-Play (n=3), 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 greater than 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 (39.8 percent) indicated that they did not know.
- Among all participants, the most-selected vape brands (in order) were Juul, Puff Bar, Elfbar, and Geek Bar. Among current vape users, the most-selected vape brands (in order) were Geek Bar, Elfbar, JUUL, Puff Bar, 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, were the two 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)	71.6 (23.9, 33.4)	66.6 (61.4, 71.4)
Pod (like Juul)	25.6 (21.3, 30.4)	18.5 (14.9, 22.8)
Refillable or modifiable	17.8 (14.2, 22.0)	11.2 (8.5, 14.7)
Something else[3]	4.1 (2.2, 7.3)*	2.5 (1.3, 4.8)*

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 99 percent because 1 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=6), Flum (n=4), and THC pods (n=2)

Abbreviation: CI=confidence interval

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

Note: Based on N=1267 current vape users

- Among all current vapers, disposable devices (like Puff Bar) comprised the most commonly used device type, 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.

Vape Contents, Including Nicotine and Other Substances

Current vape users (N=1267) 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=905) 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 13. Combined, most current vapers reported that the vapes they used always (49.4 percent) or mostly (22.1 percent) contained nicotine. Some current vapers (27.9 percent) reported at least one time in the past 30 days using a vape and not being sure what it contained.

Table 13. 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	49.4 (43.6, 55.2)
Mostly had nicotine	22.1 (18.3, 26.5)
Mostly did not have nicotine	15.6 (12.0, 20.0)
Never had nicotine	4.6 (2.8, 7.5)
I don't know	8.3 (5.5, 12.3)

In the PAST 30 DAYS, did any of the vapes that you used contain the following substances? Select all that apply.[1]	
Nicotine	74.7 (69.2, 79.5)
Marijuana with THC	45.4 (38.8, 52.2)
Marijuana without THC	9.3 (6.8, 12.6)
Melatonin	6.2 (4.5, 8.6)
Vitamins	5.3 (3.9, 7.2)
Aroma Therapy	0.4 (0.1, 1.9)*
Something else	2.7 (1.4, 5.1)*
None of these	8.5 (5.4, 13.0)
Was there ever a time in the PAST 30 DAYS that you used a vape and were not sure what it contained?	
Yes	27.9 (23.3, 33.0)
No	72.1 (67.0, 76.7)

1. Question presented to a subset (N=905) of current vapers
Abbreviation: CI=confidence interval

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

- Nearly two-thirds of current vapers reported that the vapes they used always (49.4 percent) or mostly (22.1 percent) contained nicotine. Asked in another way, 74.7 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 (45.4 percent). Melatonin (6.2 percent), vitamins (5.3 percent), and aroma therapy (0.4 percent) were other substances occasionally used in vapes among a small percentage of current vapers.
- 27.9 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, Puff Bar, Elfbar, and Geek Bar 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. 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. Besides nicotine, participants reported that the vapes they used sometimes contained cannabis. Other than nicotine or cannabis, other potential vape contents, like vitamins, melatonin, or aroma therapy, were not used commonly by participants.

CHAPTER 3–FLAVORED PRODUCTS

This chapter presents data from the 2024 TNT Online Survey related to the current use of flavored tobacco and cannabis 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 2024 TNT Online Survey, which collected data in May-June 2024 and November-December 2024, 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, nicotine pouches, 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. New "cooling sensation" products introduced to the California marketplace in 2023 were counted as flavored for 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 14. shows the prevalence of current flavored tobacco use among current users of various products in the 2024 TNT Online Survey.

Table 14. Prevalence of Using Flavored Products Among Participants Who Were Current Users of a Given Tobacco Product

	All Current Users Ages 12-20		Adolescents Ages 12-17		Young Adults Ages 18-20	
	N[1]	Any Flavored Product Use % (95% CI)	N[1]	Any Flavored Product Use % (95% CI)	N[1]	Any Flavored Product Use % (95% CI)
Any tobacco product below	1490	86.7 (82.5, 90.0)	917	84.9 (77.7, 90.0)	573	88.2 (82.9, 92.0)
Vapes	1267	92.1 (88.6, 94.6)	776	90.0 (83.8, 94.0)	491	93.7 (89.0, 96.4)

Cigarettes[2]	747	49.9 (42.5, 57.3)	487	57.6 (48.5, 66.2)	260	43.2 (32.4, 54.8)
Cigars[3]	448	67.2 (57.1, 76.0)	281	62.6 (48.7, 74.6)	167	74.1 (60.2, 84.4)
Hookah	276	87.9 (78.5, 93.5)	199	89.9 (78.3, 95.6)	77	82.4 (62.0, 93.1)
Smokeless Tobacco[4]	350	87.3 (75.4, 93.9)	241	83.0 (63.3, 93.3)	109	92.6 (82.5, 97.1)

1. Sample size (N) is unweighted
2. Menthol cigarettes
3. Includes big cigars and/or little cigars or cigarillos
4. 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 (49.9 percent) of current cigarette smokers used menthol cigarettes in the past 30 days, including 57.6 percent of adolescents and 43.2 percent of young adults who smoked cigarettes.
- 67.2 percent of current cigar smokers used flavored cigars, including 62.6 percent of adolescents and 74.1 percent of young adults who smoked cigars.
- Over 90 percent of current vape users reported using flavored vapes. More than 80 percent of current hookah and smokeless tobacco users reported using flavored varieties of these products.

Menthol or Cooling Cigarettes and Vapes

In 2024, 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 15.). Asking smokers explicitly about "menthol" cigarettes yielded similar results as asking about cigarettes with a cool, crisp, fresh, or cold sensation; however, "cooling" vape use was more common than menthol vape use.

Table 15. 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)
In the PAST 30 DAYS, were any of the cigarettes you smoked flavored to taste like menthol or mint? Common mint/menthol brands include Newport, Salem, and Kool.[1]		
Yes	57.6 (48.5, 66.2)	43.2 (32.4, 54.8)
No	40.9 (32.3, 50.1)	52.7 (41.2, 64.0)
I don't know	1.5 (0.5, 4.7)*	4.0 (2.0, 8.1)*
Did any of the cigarettes you smoked in the PAST 30 DAYS have a cool, crisp, fresh, or cold sensation?[1]		

Yes	55.9 (47.0, 64.4)	43.5 (32.6, 55.1)
No	41.5 (33.2, 50.5)	54.6 (43.1, 65.7)
I don't know	2.6 (0.7, 9.2)*	1.8 (0.6, 5.2)*
Were any of the cigarettes you smoked in the PAST 30 DAYS menthol?[1]		
Yes	53.5 (44.7, 62.1)	38.6 (28.3, 50.1)
No	44.7 (36.2, 53.5)	49.2 (37.6, 60.8)
I don't know	1.8 (0.8, 4.0)*	12.2 (6.7, 21.1)
Did any of the vapes you used in the PAST 30 DAYS have a cool, crisp, fresh, or cold sensation?[2]		
Yes	62.5 (54.6, 69.8)	66.4 (58.3, 73.6)
No	31.4 (24.7, 38.9)	28.5 (21.8, 36.3)
I don't know	6.1 (2.8, 13.0)*	5.1 (2.5, 10.2)*
Were any of the vapes you used in the PAST 30 DAYS menthol?[2]		
Yes	33.7 (27.1, 41.0)	24.0 (18.0, 31.2)
No	49.5 (41.8, 57.3)	57.1 (48.8, 65.0)
I don't know	16.8 (11.6, 23.6)	18.9 (13.1, 26.6)
Did any of the vapes you used in the PAST 30 DAYS have a non-food flavor, like "sunset" "unicorn" or "fantasy" that isn't an actual food, drink, or dessert?[2]		
Yes	34.4 (27.7, 41.8)	32.7 (25.7, 40.5)
No	50.9 (43.2, 58.6)	62.4 (54.4, 69.8)
I don't know	14.7 (9.7, 21.6)	4.9 (2.7, 8.8)*

1. Question presented to current cigarette smokers
2. Question presented to current vapers

Abbreviation: CI=confidence interval

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

Awareness and Perceptions of California Tobacco Prevention Policies

Additional questions were asked in the 2024 TNT Online Survey related to Proposition 31 and the legal age for tobacco product sales in California (Table 16.). Over half of the total sample (56.4 percent) correctly identified that 21 is the minimum age for tobacco sales. More than half of participants indicated they did not know whether it was legal to sell flavored vapes (51.6 percent) or flavored other tobacco (51.9 percent) in California. Only 22.0 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 (35.7 percent).

Table 16. Awareness of Statewide California Tobacco Prevention Policies

Question	Total Sample N=4968	Response Selected, % (95% CI) Any Tobacco Current Users N=1501	Any Tobacco Current Non-Users N=3466
What is the minimum age to buy cigarettes and other tobacco where you live?			
18 years old	27.2 (24.8, 29.6)	22.4 (18.6, 26.9)	27.8 (25.2, 30.6)
21 years old	56.4 (53.7, 59.0)	72.7 (67.9, 76.9)	54.0 (51.0, 56.9)
25 years old	0.8 (0.4, 1.4)	0.8 (0.4, 1.4)	0.8 (0.4, 1.4)*
I don't know	15.7 (13.9, 17.7)	4.1 (2.5, 6.6)	17.4 (15.4, 19.6)
Is it legal to sell flavored nicotine vapes in California?[1]			
Yes	26.7 (24.2, 29.3)	35.6 (30.5, 41.0)	25.4 (22.7, 28.3)
No	21.7 (19.7, 23.8)	33.7 (28.7, 39.1)	20.0 (17.9, 22.2)
I don't know	51.6 (48.9, 54.3)	30.7 (25.5, 36.4)	54.7 (51.6, 57.7)
Is it legal to sell flavored cigarettes, little cigars and cigarillos, dip, and other tobacco in California?[1]			
Yes	27.6 (25.1, 30.2)	34.5 (29.8, 39.6)	26.6 (23.9, 29.5)
No	20.5 (18.5, 22.6)	30.4 (25.6, 35.6)	19.0 (17.0, 21.3)
I don't know	51.9 (49.2, 54.7)	35.1 (29.5, 41.1)	54.4 (51.4, 57.4)
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?			
Yes	22.0 (19.9, 24.3)	35.7 (30.9, 41.0)	20.0 (17.7, 22.5)
No	78.0 (75.7, 80.1)	64.3 (59.0, 69.1)	80.0 (77.5, 82.3)

1. These questions were presented prior to revealing (in the subsequent question) that flavored tobacco is not allowed to be sold in California

Abbreviation: CI=confidence interval

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

Perceived Access to Flavored Vapes

All 2024 TNT Online Survey participants were asked about their perceived ease of purchasing flavored and unflavored cigarettes and vapes from a store (Table 17.).

Table 17. Perceived Ease of Getting Flavored and Unflavored Cigarettes and Vapes

If you wanted to get the following products from a STORE, how easy or difficult do you think it would be?	Menthol (mint flavor) Cigarettes	Unflavored Cigarettes	Flavored Vapes (sweet, fruit, minty)	Unflavored Vapes
Among adolescents (ages 12-17), tobacco never users, % (95% CI):				
Very Easy	7.5 (5.9, 9.5)	12.0 (9.9, 14.5)	11.6 (9.5, 14.0)	10.3 (8.4, 12.7)
Somewhat Easy	20.3 (17.6, 23.3)	22.4 (19.5, 25.6)	25.1 (21.9, 28.5)	25.2 (22.1, 28.7)
Somewhat Difficult	32.6 (29.1, 36.4)	27.9 (24.6, 31.5)	26.9 (23.6, 30.5)	29.4 (26.1, 33.1)
Very Difficult	39.6 (35.9, 43.4)	37.7 (34.0, 41.4)	36.4 (32.8, 40.1)	35.0 (31.5, 38.7)
Among adolescents (ages 12-17), tobacco ever users, % (95% CI):				
Very Easy	13.0 (9.9, 16.9)	19.4 (15.2, 24.4)	20.4 (16.4, 25.1)	18.1 (14.3, 22.8)
Somewhat Easy	23.3 (18.6, 28.7)	26.5 (21.2, 32.4)	33.2 (27.0, 40.0)	33.9 (27.8, 40.6)
Somewhat Difficult	34.6 (28.6, 41.1)	29.8 (24.4, 35.8)	25.1 (20.3, 30.6)	26.9 (21.7, 32.7)
Very Difficult	29.2 (23.8, 35.2)	24.3 (19.2, 30.3)	21.3 (16.8, 26.6)	21.1 (16.8, 26.2)
Among young adults (ages 18-20), tobacco never users, % (95% CI):				
Very Easy	17.9 (13.0, 24.2)	25.6 (20.2, 31.9)	39.5 (32.9, 46.4)	18.1 (14.1, 22.8)
Somewhat Easy	36.9 (31.0, 43.3)	38.3 (32.2, 44.7)	34.7 (28.7, 41.1)	44.5 (38.2, 51.1)
Somewhat Difficult	28.3 (23.3, 33.9)	20.8 (16.5, 25.8)	14.3 (10.6, 19.0)	22.7 (18.2, 27.9)
Very Difficult	16.8 (12.6, 22.1)	15.4 (11.4, 20.4)	11.5 (8.0, 16.4)	14.7 (10.7, 19.8)
Among young adults (ages 18-20), tobacco ever users, % (95% CI):				
Very Easy	21.7 (16.7, 27.8)	26.7 (21.3, 32.8)	24.7 (19.8, 30.3)	29.2 (23.2, 36.0)
Somewhat Easy	37.7 (31.2, 44.5)	34.6 (28.4, 41.4)	38.8 (32.6, 45.4)	38.5 (32.2, 45.1)
Somewhat Difficult	23.8 (19.0, 29.4)	22.5 (17.7, 28.1)	20.2 (15.9, 25.3)	19.5 (15.2, 24.8)
Very Difficult	16.8	16.2	16.4	12.8

	(12.4, 22.4)	(11.7, 22.1)	(12.2, 21.6)	(9.1, 17.9)

Abbreviation: CI=confidence interval

- No product was overwhelmingly perceived as easy or difficult to get from a store. However, some general patterns were revealed:
  - Menthol cigarettes were viewed as harder to get than unflavored cigarettes.
  - Flavored vapes were usually viewed as easier to get than unflavored vapes.
  - Flavored vapes were viewed as easier to get than menthol cigarettes.
  - Tobacco ever-users viewed any product as easier to get than did never-users.
  - Young adults viewed any product as easier to get than did adolescents.

All survey participants were asked to describe how easy (or difficult) they perceived it to be to find flavored vapes (Table 18.). 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 18. 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
Vape Users: "…how easy or difficult is it to get vapes in flavors that you like?"	Response Selected % (95% CI)	Response Selected % (95% CI)
Very Difficult	10.3 (6.2, 16.5)	8.2 (5.1, 13.0)
Somewhat Difficult	21.5 (16.0, 28.3)	22.6 (16.6, 30.2)
Somewhat Easy	34.1 (27.1, 41.9)	37.6 (29.5, 46.4)
Very Easy	34.2 (27.2, 41.8)	31.6 (24.8, 39.3)
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)
Very Difficult	5.6 (4.3, 7.3)	4.3 (2.8, 6.4)
Somewhat Difficult	7.1 (5.8, 8.8)	8.2 (5.7, 11.7)
Somewhat Easy	19.1 (16.5, 22.0)	19.1 (15.3, 23.4)
Very Easy	16.5 (14.0, 19.4)	24.3 (20.2, 29.0)
I don't know	51.6 (48.2, 55.0)	44.1 (39.1, 49.2)

Abbreviation: CI=confidence interval

- Most current vapers thought it would be either "somewhat" or "very" easy to find vapes in flavors that they like (combined somewhat easy and very easy, adolescents: 68.2 percent; young adults: 69.2 percent).
- Less than one-third of current vapers thought it would be either "somewhat" or "very" difficult to find vapes in flavors that they like (combined somewhat difficult and very difficult, adolescents: 31.8 percent; young adults: 30.8 percent).

- About half (51.6 percent) of adolescent vape non-users and 44.1 percent of young adult vape non-users indicated that they do not know how easy or difficult it would be to find vapes in flavors that they like.
- 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.

Table 19. Prevalence of Using Specific Flavors of Tobacco Products Among Current Users of a Given Tobacco Product

	Vapes (95% CI)	Cigars (95% CI)	Smokeless Tobacco (95% CI)	Hookah (95% CI)
Unflavored	6.4 (4.5, 9.1)	35.7 (26.9, 45.5)	21.3 (12.9, 33.0)	17.5 (10.5, 27.8)
Tobacco Flavored	7.1 (5.3, 9.5)	N/A	N/A	N/A
Menthol, Frost, Ice	23.3 (18.9, 28.4)	12.3 (8.1, 18.1)	32.6 (22.6, 44.5)	26.3 (15.5, 41.1)
Mint (Not Frost, Ice)	11.6 (8.0, 16.5)	14.3 (9.0, 21.9)	36.1 (24.7, 49.2)	20.6 (10.8, 35.9)*
Wintergreen (Not Frost, Ice)	N/A	N/A	20.4 (13.4, 29.6)	N/A
Fruit-Ice Combination	34.1 (28.7, 39.9)	N/A	N/A	N/A
Fruit	61.9 (56.3, 67.3)	41.7 (32.7, 51.4)	38.2 (27.1, 50.7)	49.4 (35.0, 63.8)
Dessert	12.0 (9.3, 15.5)	20.1 (13.1, 29.8)	N/A	25.5 (15.5, 38.9)
Candy	26.7 (22.1, 31.9)	N/A	N/A	N/A
Spice	3.5 (2.4, 5.1)	16.9 (11.4, 24.3)	10.5 (6.4, 17.0)	11.9 (6.6, 20.7)
Alcohol	1.9 (1.2, 2.8)	6.5 (4.0, 10.4)	6.9 (3.3, 13.8)*	6.9 (3.3, 14.2)*
Non-Alcoholic Drink	3.7 (2.2, 6.3)	4.5 (2.2, 9.0)*	N/A	N/A
Other	1.2 (0.4, 3.4)*	1.9 (0.4, 9.5)*	0	2.9 (0.5, 16.2)*

Don't Know	1.6 (0.6, 4.0)*	15.2 (8.3, 26.3)	1.7 (0.7, 4.4)*	3.0 (1.2, 7.5)*

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 greater than 30 percent. Interpret with caution.

- For vapes, cigars, smokeless tobacco, and hookah, fruit was the most used type of flavor among current users of each product.
- After fruit, the most used vape flavors were fruit-ice combination, candy, 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 20. presents how much the 11 listed flavor categories were liked or disliked.

Table 20. 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	37.3 (32.7, 42.2)	34.6 (29.7, 39.9)	9.0 (6.6, 12.1)	19.1 (15.1, 23.8)
Candy	29.9 (25.7, 34.6)	34.3 (29.6, 39.4)	11.2 (8.3, 14.9)	24.6 (20.0, 29.8)
Fruit-Ice Combination	25.9 (22.1, 30.1)	34.4 (29.8, 39.3)	13.1 (9.9, 17.1)	26.6 (21.6, 32.2)
Dessert	22.5 (18.7, 26.8)	26.4 (22.4, 30.9)	19.8 (16.0, 24.1)	31.4 (26.3, 36.9)
Mint (Not Frost, Ice)	14.4 (11.3, 18.1)	31.6 (27.1, 36.5)	20.1 (16.4, 24.4)	33.9 (29.0, 39.2)
Menthol, Frost, Ice	11.7 (8.9, 15.2)	30.0 (25.7, 34.7)	18.9 (15.2, 23.2)	39.4 (34.3, 44.8)
Non-Alcoholic Drink	9.6 (7.0, 12.9)	23.8 (19.4, 28.9)	14.2 (11.5, 17.5)	52.4 (47.2, 57.5)
Unflavored	5.1 (3.3, 7.6)	11.8 (9.2, 15.0)	16.6 (13.4, 20.3)	66.6 (61.8, 71.0)
Alcohol	4.5 (3.0, 6.7)	9.8 (7.3, 13.0)	15.5 (12.5, 19.0)	70.2 (65.7, 74.4)
Spice	4.3 (2.9, 6.4)	7.6 (5.9, 9.7)	20.5 (17.1, 24.4)	67.6 (63.2, 71.8)
Tobacco Flavored	3.8 (2.4, 6.0)	9.9 (7.6, 12.8)	14.4 (11.7, 17.6)	71.9 (67.7, 75.9)

Abbreviations: CI=confidence interval

- Among vape ever users, fruit was the vape flavor that was most often strongly liked (37.3

percent) and least often strongly disliked (19.1 percent).

- Fruit, candy, fruit-ice combination, and dessert flavors were each either liked or strongly liked by about 60-70 percent of all vape ever users.
- Non-Alcoholic Drink, unflavored, alcohol, spice, and tobacco flavored were the least liked among all vape flavors.

Flavored Cannabis Use

This section discusses the use of flavored cannabis products. For more information about cannabis use, in general, see Chapter 5. A subset of current cannabis users was asked about whether the products they used in the past 30 days were flavored. The questions differed depending on the way that participants consumed cannabis. All edible cannabis products (like cookies, candies, and drinks) were assumed to be "flavored." Participants who used any combustible form of cannabis and/or a dry leaf vaporizer were asked whether the cannabis flower, bud, or leaf they used contained added flavors. Participants who vaped or dabbed cannabis oil, wax, or concentrate were asked whether the liquid they used was flavored.

Participants who smoked blunts were asked about flavored blunts or blunt wraps. Participants who used joints or spliffs were asked about flavored rolling paper. Participants who consumed cannabis in more than one way were asked the flavor questions about each way they consumed cannabis. Using flavors one or more of the above ways was considered "any" flavored cannabis use. Table 21. presents the prevalence of flavored cannabis product use among current cannabis users.

Table 21. Prevalence of Using Flavored Cannabis Products Among Participants Who Were Current Users of a Given Cannabis Product

	N[1]	Flavored Cannabis Product Use % (95% CI)
Any cannabis, including edibles	389	77.9 (70.2, 84.1)
Any cannabis, excluding edibles	359	62.5 (52.7, 71.4)
Cannabis flower, bud, or leaf	304	34.5 (24.6, 45.9)
Vaped or dabbed cannabis oil or liquid	227	59.3 (47.7, 69.9)
Blunt cigar or blunt wraps	144	47.1 (31.1, 63.7)
Joint or spliff rolling paper	269	23.5 (16.4, 32.4)

1. Sample size (N) is the unweighted number of current cannabis users who were asked to identify the mode(s) of cannabis consumption they used in the past 30 days.
Abbreviation: CI=confidence interval

- Many current cannabis users consumed some form of flavored cannabis in the past 30 days. This was true whether edible cannabis products were included (77.9 percent) or excluded (62.5 percent) in calculating flavor use.
- Vaped or dabbed cannabis oil or liquid was the method of cannabis consumption most likely to be flavored (59.3 percent), followed by blunts or blunt wraps.

- Flavor added to a joint or spliff rolling paper was the least common way to consume flavored cannabis (23.5 percent) among the methods included in the survey.

CHAPTER SUMMARY

Tobacco and cannabis users 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 58 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 and hookah used flavored versions of these products. Over 90 percent of current vape users used flavored versions of these products.

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, more time for implementation and enforcement may be needed to see full policy impact. 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. Additionally, previously enacted local flavored tobacco policies (e.g., city or county level) might have already reduced youth tobacco use to some degree. Finally, there could be impacts of the statewide flavored tobacco law on adolescent 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 might have used flavored tobacco on fewer occasions within a 30-day period.

Among participants who were current users of vapes, cigars, smokeless tobacco, or hookah, fruit was the flavor that they used 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. Use of flavored cannabis products was common, even if edible cannabis products were not counted in calculating flavored use. Vaped or dabbed cannabis oil or liquid was the method of cannabis consumption most likely to be flavored.

CHAPTER 4–ENDING THE TOBACCO USE EPIDEMIC

This chapter presents data from the 2024 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.

Tobacco Endgame Policy Statements

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 22. shows how participants responded to policy statements related to potential restrictions on tobacco sales. Table 23. shows how participants responded to policy statements related to tobacco or cannabis use in public places, and multiunit housing. Table 24. shows how participants responded to a hypothetical tobacco-free generation policy.

Table 22. Agreement with Policy Statements Related to Ending the Tobacco Use Epidemic–Tobacco Sales Restrictions

	Response Selected, % (95% CI)		
How much do you agree or disagree with the following statements?	Total Sample Ages 12-20 N=4858	Adolescents Ages 12-17 N=3290	Young Adults Ages 18-20 N=1569
The sale of all tobacco products, including cigarettes, cigars, chewing tobacco, and vapes, should end.			
I strongly agree	35.9 (33.2, 38.5)	37.7 (34.6, 40.8)	33.6 (29.0, 38.1)
I agree	37.6 (35.0, 40.3)	37.6 (34.5, 40.8)	37.6 (33.1, 42.1)
I disagree	20.6 (18.5, 22.7)	19.6 (17.1, 22.2)	21.8 (18.4, 25.2)
I strongly disagree	5.9 (4.7, 7.1)	5.0 (3.7, 6.4)	6.9 (4.7, 9.1)
Menthol cigarettes taste like mint. The sale of menthol cigarettes should end.			
I strongly agree	38.7 (36.0, 41.4)	39.8 (36.7, 43.0)	37.3 (32.7, 42.0)
I agree	37.6 (34.9, 40.2)	37.3 (34.1, 40.5)	37.9 (33.4, 42.3)
I disagree	18.0 (16.0, 19.9)	16.9 (14.6, 19.3)	19.3 (16, 22.5)
I strongly disagree	5.8 (4.6, 6.9)	5.9 (4.5, 7.4)	5.5 (3.6, 7.5)
The sale of FLAVORED tobacco, like cigarettes, chew, cigars, and vapes that taste like mint, fruit, or candy, should end.			

I strongly agree	43.1 (40.3, 45.8)	42.7 (39.6, 45.9)	43.4 (38.8, 48.1)
I agree	34.5 (31.9, 37.1)	35.2 (32.1, 38.4)	33.6 (29.3, 37.9)
I disagree	16.4 (14.6, 18.3)	16.1 (13.8, 18.4)	16.8 (13.8, 19.8)
I strongly disagree	6.0 (4.9, 7.2)	5.9 (4.5, 7.4)	6.1 (4.3, 8.0)

Abbreviation: CI=confidence interval

- Most participants supported statements calling for the sale of all tobacco products or flavored tobacco products to end.
- Between 35 percent and 43 percent of participants "strongly agreed" and between 34 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 23. Agreement with Policy Statements Related to Ending the Tobacco Use Epidemic–Public Places and Multiunit Housing

	Response Selected, % (95% CI)		
How much do you agree or disagree with the following statements?	Total Sample (ages 12-20) N=4852	Adolescents (ages 12-17) N=3285	Young Adults (ages 18-20) N=1567
Smoking cigarettes, little cigars, or cigarillos in all public places should end.			
I strongly agree	43.5 (40.8, 46.3)	45.1 (42.0, 48.4)	41.6 (37.0, 46.3)
I agree	36.6 (34.0, 39.3)	37.1 (34.0, 40.3)	36.1 (31.8, 40.6)
I disagree	15.8 (14.0, 17.8)	14.1 (12.1, 16.5)	17.8 (14.8, 21.3)
I strongly disagree	4.0 (3.1, 5.1)	3.6 (2.6, 5.0)	4.5 (3.1, 6.5)
Smoking marijuana in all public places should end.			
I strongly agree	40.8 (38.1, 43.6)	45.6 (42.4, 48.8)	35.0 (30.6, 39.7)
I agree	31.2 (28.8, 33.7)	31.6 (28.7, 34.7)	30.6 (26.7, 34.8)
I disagree	19.5 (17.4, 21.8)	15.4 (13.1, 17.9)	24.5 (20.8, 28.6)
I strongly disagree	8.5 (7.2, 10.1)	7.4 (5.9, 9.3)	9.9 (7.6, 12.8)
Using vapes in all public places should end.			
I strongly agree	40.7 (38.0, 43.4)	43.2 (40.0, 46.4)	37.7 (33.3, 42.3)
I agree	33.3 (30.8, 36.0)	32.7 (29.8, 35.8)	34.0 (29.7, 38.7)
I disagree	19.4 (17.4, 21.6)	18.3 (15.8, 21.0)	20.9 (17.6, 24.5)
I strongly disagree	6.5 (5.5, 7.8)	5.8 (4.5, 7.4)	7.4 (5.7, 9.6)
All apartment buildings should be completely smoke-free.			
I strongly agree	43.5 (40.7, 46.2)	46.0 (42.8, 49.2)	40.4 (35.8, 45.1)
I agree	32.6 (30.0, 35.2)	33.3 (30.3, 36.5)	31.6 (27.5, 36.0)
I disagree	18.6 (16.7, 20.7)	15.5 (13.2, 18.0)	22.4 (19.1, 26.1)

I strongly disagree	5.4 (4.4, 6.5)	5.2 (4.0, 6.7)	5.6 (4.1, 7.5)
All apartment buildings should be completely free of marijuana.			
I strongly agree	43.3 (40.6, 46.1)	45.9 (42.8, 49.1)	40.1 (35.6, 44.9)
I agree	29.9 (27.6, 32.4)	30.4 (27.5, 33.4)	29.4 (25.5, 33.5)
I disagree	19.4 (17.4, 21.6)	16.8 (14.5, 19.3)	22.6 (19.1, 26.5)
I strongly disagree	7.3 (6.1, 8.8)	6.9 (5.4, 8.8)	7.9 (6.0, 10.3)

Abbreviation: CI=confidence interval

- Most participants agreed or strongly agreed with statements that called for the use of tobacco or cannabis products in public places to end.
- Between 40 percent and 44 percent of participants "strongly agreed" and between 31 percent and 37 percent "agreed" that tobacco or cannabis use in public places should end.
- Most participants either "strongly agreed" or "agreed" that multiunit housing should be completely smoke-free and completely free of cannabis smoke and vapor. There was similar agreement for statements related to smoke and related to cannabis smoke or vapor.
- 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 24. Agreement with a Tobacco-Free Generation Policy

	Response Selected, % (95% CI)		
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, 2013 would never be able to buy cigarettes or vapes, even after they turn 21.	Total Sample (ages 12-20) N=4846	Adolescents (ages 12-17) N=3279	Young Adults (ages 18-20) N=1567
I strongly agree	32.0 (29.6, 34.6)	35.7 (32.7, 38.8)	27.6 (23.7, 31.9)
I agree	32.9 (30.4, 35.7)	31.8 (28.9, 34.8)	34.4 (29.9, 39.2)
I disagree	23.5 (21.3, 25.8)	22.7 (20.1, 25.6)	24.4 (20.9, 28.3)
I strongly disagree	11.5 (9.9, 13.3)	9.8 (8.0, 12.1)	13.5 (10.9, 16.7)

Abbreviation: CI = confidence interval

- Overall, 64.9 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.
- 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 or cannabis products themselves. In Table 25., the percentage of participants who agreed or strongly agreed (combined) is presented according to use behaviors–participants who used any tobacco or cannabis product in the past 30-days versus participant who used no tobacco and no cannabis in the past 30 days.

Table 25. Agreement with Policy Statements According to Tobacco and Cannabis Use Status

	Agree or Strongly Agree, % (95% CI)	
Policy Statement	Current Non-Users of Tobacco and Cannabis N=3193	Current Users of Tobacco or Cannabis N=1653
The sale of all tobacco products should end.	79.4 (76.9, 81.7)	49.2 (44.0, 54.5)
The sale of menthol cigarettes should end.	81.1 (78.7, 83.4)	56.3 (51.0, 61.4)
The sale of flavored tobacco should end.	83.2 (80.8, 85.3)	54.5 (49.3, 59.6)
Smoking tobacco in all public places should end.	85.7 (83.4, 87.7)	57.6 (52.3, 62.6)
Smoking marijuana in all public places should end.	80.8 (78.1, 83.2)	35.8 (31.1, 40.8)
Using vapes in all public places should end.	81.8 (79.3, 84.1)	42.0 (36.9, 47.4)
All apartment buildings should be completely smoke-free.	83.2 (80.9, 85.3)	46.2 (41.0, 51.5)
All apartment buildings should be completely free of marijuana.	81.3 (78.7, 83.6)	40.0 (35.0, 45.2)
I support a policy that would prohibit anyone born after a certain date from ever buying tobacco or nicotine products.	69.3 (66.4, 72.1)	47.4 (42.1, 52.7)

Abbreviation: CI = confidence interval

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

Participants were also asked how often they notice tobacco product litter (Table 26.).

Table 26. 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?	Response Selected, % (95% CI)		
	Total Sample (ages 12-20) N=4852	Adolescents (ages 12-17) N=3284	Young Adults (ages 18-20) N=1568
Almost always	41.6 (39.0, 44.4)	36.5 (33.4, 39.6)	48.0 (43.4, 52.6)
Sometimes	41.6 (38.9, 44.3)	43.2 (40.0, 46.4)	39.7 (35.3, 44.3)
Every once in awhile	13.3 (11.6, 15.3)	16.5 (14.1, 19.2)	9.4 (7.1, 12.3)
Never	3.5 (2.7, 4.4)	3.9 (2.9, 5.1)	2.9 (1.8, 4.7)

Abbreviation: CI=confidence interval

- Overall, 41.6 percent of participants reported noticing tobacco product litter "almost always," and another 41.6 percent of participants reported noticing tobacco product litter "sometimes."
- Young adults were more likely to report almost always noticing tobacco product litter (48.0 percent) than were adolescents (36.5 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 or cannabis products in public places to end. Agreement was slightly greater when statements applied to smoking tobacco than using vapes or cannabis. Most participants either "strongly agreed" or "agreed" with policies to make multiunit housing completely smoke-free or free of cannabis smoke or vapor. There was strong support for a hypothetical tobacco-free generation policy, albeit at a slightly lower level of support than for policies addressing tobacco use in public spaces or complete bans on tobacco or flavored tobacco sales. Adolescents were generally more likely than young adults to agree with the presented policy statements.

CHAPTER 5–CANNABIS USE

This chapter presents data from the 2024 TNT Online Survey related to cannabis products. Survey items typically described these products as "marijuana," which was a more familiar term for many participants. The chapter examines the characteristics of current users of cannabis products, the usual mode of cannabis use, as well as current cannabis and tobacco co-use (i.e., use of both cannabis and tobacco in the past 30 days). Information about exposure to cannabis marketing, cannabis use by another household member, flavored cannabis use, and how participants acquired cannabis products can be found in other chapters.

Cannabis Use

All TNT Online Survey participants were asked whether they had ever used cannabis and on how many days they used cannabis in the past 30 days (current use was defined as use of cannabis on at least one day in the past 30 days). For the wording used when presenting cannabis in the TNT Online Survey questionnaire, see List of Terms. Table 27. presents the prevalence of current cannabis product use (in any mode of consumption) among participants according to their sex, gender or sexual identity, race/ethnicity, and age.

Table 27. Prevalence of Current Cannabis Use by Sex, Gender/Sexual Identity, Race/Ethnicity, and Age

	Sample Size N[1]	%	Adolescents Ages 12-17 Current Use % (95% CI)	Young Adults Ages 18-20 Current Use % (95% CI)
Overall	4935	100	8.5 (7.1, 10.2)	20.8 (17.6, 24.3)
Sex				
Male	2462	41.5	8.3 (6.4, 10.9)	22.0 (16.5, 28.8)
Female	2462	58.5	8.7 (6.8, 11.1)	20.1 (16.5, 24.3)
Gender/Sexual Identity				
LGBTQ+	817	22.2	17.7 (11.8, 25.6)	26.6 (20.3, 33.9)
Non-LGBTQ+	4114	77.8	7.2 (5.9, 8.7)	17.8 (14.5, 21.6)
Race/Ethnicity				
White	2107	21.1	6.8 (5.1, 9.0)	24.4 (17.8, 32.4)
African American/Black	424	4.2	13.0 (8.1, 20.0)	27.1 (16.3, 41.4)
Hispanic/Latino	1699	51.9	10.8 (8.3, 13.9)	20.9 (16.8, 25.7)
Asian	416	15.2	2.5 (1.2, 5.4)*	11.8 (5.7, 23.1)*
Other[2]	277	7.6	8.9 (5.1, 14.9)	28.5 (16.1, 45.2)
Age				
12-13 years	679	18.3	6.7 (4.5, 9.8)	N/A
14-15 years	1178	17.6	9.1 (6.5, 12.6)	N/A
16-17 years	1477	19.2	9.7 (7.7, 12.3)	N/A
18-20 years	1601	44.9	N/A	20.8 (17.6, 24.3)

1. Unweighted sample size (N); percentage weighted for response quality and demographic characteristics
2. Includes participants who indicated their race was American Indian/Alaska Native, Native

Hawaiian/Other Pacific Islander, Other, or selected more than one option. Categories were combined to increase sample size.

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

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

- Current cannabis use was higher among young adults: 20.8 percent of young adults reported current cannabis use, compared to 8.5 percent of adolescents.
- Current use of cannabis was similar by sex, but notably higher among participants categorized as LGBTQ+ (adolescents: 17.7 percent; young adults: 26.6 percent).
- By race/ethnicity, current use of cannabis was lowest among participants who identified as Asian (adolescents: 2.5 percent; young adults: 11.8 percent).
- Cannabis use increased with age. Current use of cannabis was highest among participants ages 18-20 years and lowest among participants ages 12-13 years.

Modes of Cannabis Use

There are multiple modes through which cannabis products can be consumed, which include combustible, non-combustible, edible, and other methods. A subset of current cannabis users in the TNT Online Survey were asked to report on how many days in the past 30 days they used cannabis in various modes from a list of 12 possibilities. Only a subset of participants was asked about modes of consumption in order to reduce the length of the survey overall. Table 28. presents the prevalence of using cannabis in various modes at least one day in the past 30 days among current cannabis users.

Table 28. Modes of Cannabis Use Among Current Cannabis Users

	Mode of Cannabis Use (select all) % (95% CI)
Vaped wax, oil, or liquid	56.6 (47.7, 65.1)
Joint (cannabis-only cigarette)	53.7 (44.8, 62.4)
Edible (cookie, candy, other food or drink)	43.4 (34.7, 52.5)
Bong (waterpipe)	33.5 (25.3, 42.8)
Blunt (cannabis insides a cigar)	30.8 (23.0, 39.8)
Small pipe	24.6 (17.9, 32.7)
Dabbed oil, wax, shatter, extract, concentrate	10.3 (7.0, 14.8)
Spliff (cannabis and tobacco mixed cigarette)	7.4 (4.8, 11.1)
Vaped flower or leaf in a vaporizer	5.8 (3.5, 9.5)
Moke (cannabis and tobacco mixed waterpipe)	4.9 (3.0, 7.9)
Tincture (drops or spray)	2.8 (1.5, 5.1)*
Synthetic cannabis	0.4 (0.1, 1.6)*
Other	0.6 (0.2, 2.1)*

Abbreviation: CI=confidence interval

*Data are statistically unreliable because relative variance is greater than 30 percent. Interpret with caution. Note: Results based on N=402 (unweighted) current cannabis users who were asked to identify

the mode(s) of cannabis consumption they used in the past 30 days.

- Among current cannabis users, 56.6 percent reported vaping cannabis wax, oil, or liquid and 53.7 percent reported smoking a cannabis joint in the past 30 days.
- Edibles (43.4 percent), bongs (33.5 percent), blunts (30.8 percent), and small pipes (24.6 percent) were the next most common modes of use.

Cannabis and Tobacco Co-Use

Table 29. further categorizes current cannabis use based on whether participants used cannabis only or co-used cannabis and any tobacco product. Co-use was considered use of both cannabis (any mode of consumption) and tobacco (any product, including vapes) on at least one day in the past 30 days (not necessarily on the same day).

Table 29. Prevalence of Current Cannabis Only Use and Co-Use of Cannabis and Any Tobacco Product by Sex, Gender/Sexual Identity, Race/Ethnicity, and Age

	Sample Size N[1]	%	Cannabis Only Use % (95% CI)	Cannabis and Tobacco Co-Use % (95% CI)
Overall	4935	100	6.6 (5.4, 8.2)	7.4 (6.4, 8.5)
Sex				
Male	2462	41.5	6.1 (4.1, 8.8)	7.2 (5.8, 8.9)
Female	2462	58.5	7.1 (5.5, 9.1)	7.6 (6.2, 9.1)
Gender/Sexual Identity				
LGBTQ+	817	22.2	14.4 (10.4, 19.6)	9.3 (6.8, 12.7)
Non-LGBTQ+	4114	77.8	4.4 (3.4, 5.8)	6.8 (5.8, 8.0)
Race/Ethnicity				
White	2107	21.1	6.4 (4.3, 9.4)	6.7 (5.3, 8.5)
African American/Black	424	4.2	5.4 (2.8, 9.9)*	13.9 (8.7, 21.4)
Hispanic/Latino	1699	51.9	6.8 (5.0, 9.0)	9.0 (7.4, 10.9)
Asian	416	15.2	5.3 (2.5, 11.1)*	1.5 (0.8, 3.1)*
Other[2]	277	7.6	10 (5.2, 18.5)*	6.7 (4.0, 10.9)
Age				
12-13 years	679	18.3	1.9 (0.8, 4.4)*	4.8 (3.2, 7.3)
14-15 years	1178	17.6	4.2 (2.3, 7.6)*	4.9 (3.4, 7.0)
16-17 years	1477	19.2	2.9 (1.8, 4.5)	6.9 (5.2, 9.1)
18-20 years	1601	44.9	11.1 (8.6, 14.3)	9.6 (7.8, 11.8)

1. Sample size (N) is unweighted; percentages are weighted for response quality and participant demographic characteristics.
2. Includes participants who indicated their race was American Indian/Alaska Native, Native Hawaiian/Other Pacific Islander, Other, or selected more than one option. Categories were combined to increase sample size.

Abbreviation: CI=confidence interval

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

- Overall, the prevalence of current cannabis and tobacco co-use was 7.4 percent, and the prevalence of cannabis-only use was 6.6 percent.
- Prevalence of cannabis and tobacco co-use was 9.3 percent among participants categorized as LGBTQ+, 13.9 percent among participants identifying as African American or Black, 9.0 percent among participants identifying as Hispanic/Latino, and 9.6 percent among participants ages 18-20.

Table 30. presents the prevalence of current cannabis use among current users of various tobacco products.

Table 30. Prevalence of Current Cannabis Use Among Current Users of Tobacco Products

	Current Cannabis Use % (95% CI)
Current Any Tobacco Product Users	57.8 (52.3, 63.3)
Current Vape Users	58.7 (52.9, 64.4)
Current Cigarette Smokers	62.7 (55.3, 70.2)
Current Cigar Smokers	82.5 (75.6, 89.4)
Current Hookah Users	62.4 (47.0, 77.7)
Current Smokeless Tobacco Users	57.0 (44.2, 69.7)

Abbreviations: CI=confidence interval
Notes: Tobacco use categories are not mutually exclusive. Participants could appear in more than one row if they used more than one tobacco product in the past 30 days.
Nicotine pouches, nicotine tablets or lozenges, and heated tobacco excluded due to small sample sizes.

- More than half (57.8 percent) of current tobacco product users (any product) were also current cannabis users.
- Among current tobacco product users, current cannabis use was reported most often among cigar smokers: 82.5 percent of current cigar smokers were also current cannabis users.

CHAPTER SUMMARY

Among TNT Online survey participants, 8.5 percent of adolescents ages 12-17 had used cannabis in the past 30 days, and 20.8 percent of young adults ages 18-20 had used cannabis in the past 30 days. The prevalence of current use of cannabis increased with age and was greatest among participants categorized as LGBTQ+ or as African American or Black. Among current cannabis users, the most common way to consume cannabis was vaping cannabis wax, oil, or liquid, followed by joints and edibles. Among current cannabis users, co-used of cannabis and tobacco was slightly more common (7.4 percent) than use of cannabis alone (6.6 percent). More than half (57.8 percent) of current tobacco product users were also current cannabis users.

CHAPTER 6–TOBACCO AND CANNABIS EXPECTATIONS, HOME ENVIRONMENT, AND MARKETING

This chapter presents data from the 2024 TNT Online Survey related to participants own expectations about using tobacco or cannabis in the future. This chapter additionally presents data from the 2024 TNT Online Survey related to situations and other factors that might have influenced participants' willingness to use tobacco and cannabis products. This includes participants' home life, such as living with someone else who uses a tobacco or cannabis product or living in a home that sets certain rules about using tobacco or cannabis. This chapter also presents information about what kinds of tobacco or cannabis 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 or cannabis users, this chapter shows how they said they acquired those products.

Tobacco and Cannabis 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 and cannabis in the future. One set of questions asked participants about whether they think they will be using products in one year. Possible response options ranged from definitely not to definitely yes. Table 31. presents participants' use expectations for one year in the future.

Table 31. Participants' Expectations for Tobacco and Cannabis Use in One Year

Do you think you will be using any of the following products one year from now?

	Definitely Not % (95% CI)	Probably Not % (95% CI)	Probably Yes % (95% CI)	Definitely Yes % (95% CI)
Among All Participants				
Vapes	76.6 (74.4, 78.7)	12.6 (11.0, 14.4)	8.6 (7.4, 10)	2.2 (1.6, 2.8)
Cigarettes	81.2 (79.1, 83.1)	12.7 (11.1, 14.4)	4.9 (3.9, 6.1)	1.3 (0.9, 1.9)
Cigars	87.0 (85.2, 88.6)	9.4 (8.0, 11.1)	2.8 (2.2, 3.5)	0.8 (0.6, 1.1)
Hookah	84.5 (82.6, 86.3)	10.6 (9.1, 12.3)	3.6 (2.9, 4.6)	1.2 (0.8, 1.9)
Smokeless Tobacco	88.1 (86.4, 89.6)	9.1 (7.7, 10.7)	2.2 (1.8, 2.7)	0.6 (0.4, 0.9)
Cannabis	65.3 (62.7, 67.9)	14.0 (12.3, 15.9)	13.3 (11.5, 15.3)	7.4 (6.2, 8.8)
Among Current Users of Each Product				
Vapes	20.5 (16.3, 25.3)	19.0 (14.5, 24.5)	46.6 (40.8, 52.5)	13.9 (10.6, 18.2)
Cigarettes	21.9 (16.5, 28.5)	29.6 (22.7, 37.5)	34.5 (27.9, 41.8)	14.0 (9.5, 20.1)
Cigars	45.4 (35.7, 55.5)	26.6 (18.3, 36.9)	19.5 (13.6, 27.1)	8.6 (5.0, 14.2)
Hookah	18.6 (10.4, 31.1)	21.5 (13.4, 32.6)	41.8 (27.2, 58.0)	18.1 (8.5, 34.3)*

Smokeless Tobacco	27.9 (17.5, 41.3)	36.6 (24.8, 50.4)	29.7 (19.7, 42.3)	5.8 (3.0, 10.6)*
Cannabis	7.0 (4.5, 10.8)	11.7 (8.6, 15.6)	39.1 (32.9, 45.7)	42.2 (35.8, 48.9)
Among Current Non-Users of Each Product				
Vapes	82.9 (80.6, 84.9)	11.9 (10.2, 13.8)	4.4 (3.3, 5.7)	0.9 (0.5, 1.5)
Cigarettes	83.0 (80.9, 84.9)	12.2 (10.6, 13.9)	4.0 (3.0, 5.2)	0.9 (0.5, 1.6)
Cigars	88.5 (86.7, 90.1)	8.8 (7.4, 10.4)	2.2 (1.6, 2.9)	0.5 (0.4, 0.8)
Hookah	85.4 (83.5, 87.2)	10.5 (8.9, 12.2)	3.1 (2.4, 4.0)	1.0 (0.6, 1.7)
Smokeless Tobacco	89.0 (87.3, 90.5)	8.7 (7.2, 10.3)	1.8 (1.4, 2.3)	0.5 (0.3, 0.8)
Cannabis	74.9 (72.2, 77.4)	14.4 (12.5, 16.6)	9.1 (7.3, 11.1)	1.7 (1.2, 2.4)

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

- Among all survey participants, most indicated that they would “definitely not” be using tobacco products or cannabis one year in the future.
- Smokeless tobacco was the product with highest percentage of “definitely not” responses (88.1 percent).
- Cannabis was the product with highest percentage of “definitely yes” (7.4 percent) responses.
- There were large differences according to whether participants were using each product.
- For vapes, cigarettes, hookah, and cannabis, 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.
- Current users of cannabis (42.2 percent) were most likely to indicate that they would “definitely” be using their product one year from now.
- 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 (89.0 percent).
- Cannabis was the product with lowest percentage of “definitely not” responses among non-users (74.9 percent).
- 10.8 percent of current cannabis non-users indicated that they “probably” or “definitely” would be using cannabis one year from now, which was more than for any other product.

Tobacco and Cannabis Use in the Home

All TNT Online Survey participants were asked whether someone who lives with them now uses various tobacco products or cannabis. Participants indicated which products anyone who lives with them now uses. Table 32. presents the results from this question.

Table 32. Prevalence of Tobacco and Cannabis Product Use by Someone Who Lives with You

Not including yourself, does anyone who lives with you now use any of the following?	Use by Someone Living with You % (95% CI) Total Sample N=4968	Ages 12-17 N=3356	Ages 18-20 N=1612
Vapes	20.9 (18.8, 23.1)	19.5 (17.2, 22.0)	22.6 (19.0, 26.6)
Cigarettes	22.8 (20.6, 25.1)	26.4 (23.7, 29.3)	18.3 (15.0, 22.2)
Cigars	5.2 (4.3, 6.3)	6.5 (5.1, 8.2)	3.7 (2.7, 5.1)
Hookah	2.8 (2.2, 3.6)	3.3 (2.6, 4.2)	2.2 (1.3, 3.7)
Smokeless Tobacco	3.1 (2.4, 4.0)	3.3 (2.6, 4.3)	2.8 (1.7, 4.6)
Cannabis	25.3 (22.9, 27.7)	22.3 (19.6, 25.1)	28.9 (25.0, 33.2)
No one who lives with me now uses any of these	54.4 (51.8, 57.1)	54.4 (51.2, 57.6)	54.5 (49.9, 58.9)

Abbreviation: CI=confidence interval

- Overall, one-fourth of TNT Online Survey participants (25.3 percent) indicated currently living with someone who uses cannabis, and nearly one-fourth (22.8 percent) indicated currently living with someone who smokes cigarettes.
- In total, 54.4 percent of TNT Online Survey participants indicated that no one who lives with them uses any of these tobacco products or cannabis, 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, then asked whether the rules differ depending on whether the product is burned or consumed some other way, like vaping or chewing. Table 33. presents results on rules about use of tobacco products inside the home.

Table 33. Rules About Use of Tobacco Products Inside the Home

Question For all tobacco and nicotine, including cigarettes, cigars, chewing tobacco, and vapes, which statement best describes the rules about using these products inside your home?	Response, % (95% CI) Total Sample N=4968	Ages 12-17 N=3356	Ages 18-20 N=1612
It is not allowed anywhere or at any time	74.0 (71.7, 76.1)	78.2 (75.6, 80.6)	68.8 (64.7, 72.6)
It is allowed in some places, at some times, or by some people	18.2 (16.3, 20.2)	16.1 (14.0, 18.4)	20.8 (17.6, 24.4)

It is allowed anywhere and at any time	5.1 (4.2, 6.3)	3.8 (2.9, 4.9)	6.8 (5.0, 9.1)
I don't know	2.7 (2.0, 3.6)	2.0 (1.3, 2.9)	3.7 (2.4, 5.5)
Are the rules in your home about tobacco and nicotine different if it is smoked by burning it or consumed some other way, like vaping or chewing?	Total Sample N=4963	Ages 12-17 N=3353	Ages 18-20 N=1610
Rules are the same for all tobacco and nicotine	77.8 (75.4, 80.0)	81.1 (78.6, 83.3)	73.7 (69.4, 77.6)
Different rules for smoked or other ways	12.5 (10.8, 14.4)	9.8 (8.2, 11.6)	15.8 (12.7, 19.4)
I don't know	9.8 (8.2, 11.5)	9.1 (7.5, 11.1)	10.5 (8.0, 13.8)

Abbreviation: CI=confidence interval

- Most participants (74.0 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 (adolescents: 78.2 percent; young adults: 68.8 percent). Most participants (77.8 percent) indicated that there was no difference in the rules for smoked tobacco or tobacco consumed in some other way.

Rules About Cannabis Use Inside the Home

A subset of survey participants (N=2010) was asked about rules in their home about using cannabis. Participants were asked to think about rules inside the home and everyone who might be in the home, including children, adults, and visitors. Table 34. presents the results.

Table 34. Rules About Use of Cannabis Products Inside the Home

Question	Response, % (95% CI)		
For marijuana (also called weed, pot, or cannabis), which statement best describes the rules about using inside your home?	Total Sample N=2010	Ages 12-17 N=1249	Ages 18-20 N=761
It is not allowed anywhere or at any time	71.1 (67.7, 74.3)	75.4 (71.3, 79.0)	65.9 (60.1, 71.3)
It is allowed in some places, at some times, or by some people	20.4 (17.5, 23.5)	17.2 (14.1, 20.8)	24.2 (19.3, 29.8)
It is allowed anywhere and at any time	4.8 (3.5, 6.6)	3.5 (2.2, 5.6)	6.4 (4.2, 9.6)
I don't know	3.7 (2.7, 5.2)	3.9 (2.5, 6.2)	3.6 (2.2, 5.7)

Abbreviation: CI=confidence interval

- Most participants (71.1 percent) indicated that cannabis use is not allowed anywhere or at any time inside their home.

- Adolescents ages 12-17 were more likely to indicate strict household rules for cannabis use than were young adults (adolescents: 75.4 percent; young adults: 65.9 percent).

Advertisements for Tobacco and Cannabis Products

All participants were asked where they had recently seen advertisements promoting vapes, advertisements promoting cannabis, 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 35.), cigarette or other tobacco ads (Table 36.), and cannabis ads (Table 37.).

Table 35. Prevalence of Noticing Advertisements Promoting Vapes in Various Places

	Noticed an Ad, % (95% CI)		
Location	Total Sample N=4866	Ages 12-17 N=3292	Ages 18-20 N=1574
I have not seen any ads promoting vapes in the past 30 days	43.0 (40.3, 45.7)	47.0 (43.8, 50.3)	38.2 (33.8, 42.7)
Gas stations or convenience stores	31.0 (28.6, 33.6)	27.8 (25.0, 30.7)	35.0 (30.8, 39.5)
Vape shops	22.7 (20.5, 25.2)	15.7 (13.6, 18.0)	31.4 (27.2, 35.9)
Social media sites (ads from companies)	15.9 (13.8, 18.1)	13.2 (11.3, 15.5)	19.1 (15.4, 23.4)
Tobacco/smoke shops	15.9 (14.0, 18.1)	12.1 (10.3, 14.2)	20.6 (17.0, 24.7)
Social media sites (plugs or shoutouts from people)	13.4 (11.5, 15.5)	10.8 (8.8, 13.2)	16.5 (13.2, 20.4)
Billboards	11.1 (9.5, 13.1)	9.3 (7.7, 11.3)	13.4 (10.4, 17.0)
Television	8.5 (7.1, 10.1)	8.8 (7.1, 11.0)	8.1 (6.1, 10.8)
Websites (not social media)	5.4 (4.3, 6.7)	4.7 (3.6, 6.1)	6.2 (4.3, 8.8)
Newspapers or magazines	5.0 (3.8, 6.5)	4.2 (3.2, 5.6)	5.9 (3.8, 8.9)
Festivals, concerts, sports, or events	5.0 (3.8, 6.5)	3.3 (2.4, 4.5)	7.0 (4.8, 10.1)
Radio	3.6 (2.6, 4.9)	3.2 (2.3, 4.4)	4.1 (2.3, 7.0)
Somewhere else[1]	0.5 (0.3, 0.9)	0.4 (0.2, 0.8)*	0.7 (0.3, 1.6)*

1. Free-text responses entered by >1 participant: None (n=8), At a mall (n=3), 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 greater than 30 percent. Interpret with caution.

- Overall, fewer than half of participants (43.0 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 social media ads from companies.
  For every place except television, young adults were more likely to report seeing an

advertisement than were adolescents.

Table 36. Prevalence of Noticing Advertisements Promoting Cigarettes or Other Tobacco in Various Places

Location	Noticed an Ad, % (95% CI) Total Sample N=4863	Ages 12-17 N=3292	Ages 18-20 N=1571
I have not seen any ads promoting cigarettes or other tobacco in the past 30 days	44.3 (41.6, 47.0)	44.7 (41.6, 48.0)	43.7 (39.2, 48.3)
Gas stations or convenience stores	37.1 (34.4, 39.8)	35.9 (32.8, 39.1)	38.5 (34.1, 43.2)
Tobacco/smoke shops	17.7 (15.7, 19.9)	14.1 (12.0, 16.4)	22.1 (18.5, 26.1)
Vape shops	14.7 (12.8, 16.8)	10.2 (8.6, 12.0)	20.3 (16.7, 24.4)
Social media sites (ads from companies)	12.7 (10.8, 14.8)	10.1 (8.4, 12.1)	15.9 (12.5, 20.0)
Billboards	10.6 (9.1, 12.2)	10.0 (8.3, 12.0)	11.2 (8.9, 14.1)
Television	9.1 (7.7, 10.8)	9.1 (7.4, 11.1)	9.1 (6.8, 12.3)
Social media sites (plugs or shoutouts from people)	8.5 (7.0, 10.3)	6.5 (5.1, 8.2)	10.9 (8.1, 14.4)
Newspapers or magazines	5.6 (4.3, 7.1)	5.7 (4.4, 7.3)	5.5 (3.4, 8.5)
Websites (not social media)	4.2 (3.3, 5.4)	3.5 (2.6, 4.6)	5.1 (3.5, 7.4)
Festivals, concerts, sports, or events	4.2 (3.3, 5.4)	2.9 (2.1, 4.1)	5.7 (4.0, 8.1)
Radio	3.9 (2.9, 5.2)	3.5 (2.5, 4.8)	4.3 (2.6, 7.1)
Somewhere else[1]	0.3 (0.2, 0.6)*	0.4 (0.2, 0.9)*	0.2 (0.1, 0.7)*

1. Free-text responses entered by >1 participant: None (n=7), 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 greater than 30 percent. Interpret with caution.

- Overall, fewer than half of participants (44.3 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, by far, was gas stations or convenience stores.
- For every place except television and newspapers or magazines, young adults were more likely to report seeing an advertisement than were adolescents.

Table 37. Prevalence of Noticing Advertisements Promoting Cannabis in Various Places

Location	Noticed an Ad, % (95% CI) Total Sample N=4863	Ages 12-17 N=3291	Ages 18-20 N=1572
I have not seen any ads promoting marijuana in the past 30 days	47.7 (45.0, 50.4)	54.5 (51.3, 57.7)	39.4 (35.0, 44.0)

Billboards	20.4 (18.2, 22.8)	17.2 (14.7, 20.0)	24.4 (20.6, 28.6)
Cannabis Dispensaries	18.7 (16.7, 21.0)	12.4 (10.4, 14.6)	26.6 (22.7, 30.8)
Gas stations or convenience stores	17.0 (15.0, 19.3)	10.8 (9.1, 12.9)	24.6 (20.8, 28.8)
Social media sites (ads from companies)	16.1 (14.1, 18.4)	12.1 (10.2, 14.4)	21.0 (17.4, 25.2)
Social media sites (plugs or shoutouts from people)	14.4 (12.5, 16.5)	10.1 (8.3, 12.4)	19.5 (16.1, 23.4)
Vape shops	13.1 (11.2, 15.1)	8.4 (7.0, 10.0)	18.8 (15.3, 22.9)
Tobacco/smoke shops	10.6 (8.9, 12.5)	7.1 (5.7, 8.8)	14.9 (11.7, 18.7)
Television	7.4 (6.0, 9.0)	6.3 (4.9, 8.1)	8.7 (6.3, 11.7)
Websites (not social media)	5.6 (4.4, 7.2)	4.4 (3.3, 6.0)	7.1 (4.9, 10.1)
Festivals, concerts, sports, or events	5.4 (4.3, 6.8)	3.0 (2.2, 4.0)	8.4 (6.2, 11.3)
Newspapers or magazines	3.9 (3.0, 5.0)	2.8 (2.1, 3.7)	5.3 (3.6, 7.7)
Radio	3.8 (2.8, 5.2)	3.0 (2.1, 4.2)	4.8 (2.9, 7.8)
Somewhere else[1]	0.7 (0.4, 1.2)	0.8 (0.5, 1.4)	0.6 (0.2, 1.5)*

1. Free-text responses entered by >1 participant: None (n=15), Mailers/fliers (n=2), 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 greater than 30 percent. Interpret with caution.

- Overall, fewer than half of participants (47.7 percent) indicated they had not noticed advertisements in the past 30 days that were promoting cannabis, suggesting that more than half of participants did see such ads.
- The most common place to see cannabis advertisements was billboards. The next-most common places to see cannabis ads were cannabis dispensaries, social media ads from companies, social media plugs or shoutouts from people, and vape shops.
- For every place except "somewhere else," young adults were more likely to report seeing an advertisement than were adolescents.

Coupons for Tobacco and Cannabis Products.

In the spring cycle only of the 2024 TNT Online Survey, participants were asked whether they had received coupons or discount codes for tobacco products in the past 12 months. Table 38. presents the percentage of participants who indicated that they received coupons or discount codes for various tobacco products or cannabis. Among the participants who indicated that they did receive a discount code or coupon, Table 38. presents where or how they received it.

Table 38. Prevalence of Receiving a Coupon or Discount Code for Various Products

	Among All Participants N=2418 % (95% CI)	Among Current Users of Any Tobacco N=813 % (95% CI)	Among Current Non-Users of Any Tobacco N=1605 % (95% CI)
I Did Not Receive Any Codes or Coupons	91.6 (89.1, 93.6)	71.5 (63.3, 78.6)	94.4 (91.7, 96.3)

Vapes	4.9 (3.2, 7.5)	18.0 (11.7, 26.7)	3.1 (1.5, 6.0)*
Cigarettes	2.3 (1.8, 3.1)	9.4 (6.8, 12.9)	1.3 (0.8, 2.1)
Cannabis	1.5 (1.0, 2.1)	6.1 (4.1, 9.2)	0.8 (0.5, 1.5)*
Cigars	1.5 (0.6, 4.1)*	2.5 (1.7, 3.7)	1.4 (0.4, 4.8)*
Smokeless Tobacco	1.3 (0.4, 4.2)*	2.1 (1.3, 3.5)	1.2 (0.3, 5.1)*
Hookah	1.0 (0.7, 1.5)	2.3 (1.4, 3.6)	0.8 (0.5, 1.4)
Some Other Type of Tobacco Product	0.3 (0.2, 0.6)*	1.1 (0.5, 2.2)*	0.2 (0.1, 0.5)*

Abbreviation: CI=confidence interval

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

- More than 90 percent of participants indicated that they did not receive any discount codes or coupons for any of the listed tobacco products or cannabis in the past 12 months.
- Vapes, cigarettes, cannabis, and cigars were the products for which participants reported receiving a discount code or coupon the most.
- Current users of any tobacco product were more likely to report receiving coupons or discount codes than were tobacco non-users.

Table 39. Ways that Participants Received Coupons or Discount Codes for Tobacco or Cannabis Products Among Those Who Received Coupons

	Got It This Way N=636 % (95% CI)
Website (Not Social Media)	30.6 (17.6, 47.5)
Someone I Know Gave It to Me	30.0 (17.3, 46.6)
Text Message	29.0 (15.8, 47.1)
Social Media	23.5 (15.5, 34.0)
Postal Mail	22.4 (13.3, 35.1)
E-Mail	19.6 (12.6, 29.3)
Someplace Else[1]	3.0 (1.3, 6.8)*

1. Free-text responses entered by >1 participant: Point of sale (n=5); Methods are included here if listed by participants as a write-in response, even if the option was an available to select above.

Abbreviation: CI=confidence interval

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

- Participants who indicated that they received a discount code or coupon for at least one tobacco or cannabis product reported that they received that code or coupon in various ways.
- Websites (30.6 percent), someone they know (30.0 percent), and text message (29.0 percent) were the most common ways that participants reported receiving a code or coupon.

How Tobacco Users Accessed Various Products

A subset of vape, cigarette, cigar, cannabis, smokeless tobacco (spring cycle only), and nicotine pouch (fall cycle only) users were asked to select all the ways that they got the products that they used. Table 40. presents how tobacco product users indicated that they accessed their product within the past 30 days. Results for cigars, smokeless tobacco, and nicotine pouches are not shown in the table due to statistically unreliable estimates (small sample sizes).

Table 40. Ways that Current Tobacco Product Users Got the Products that they Used

	Adolescents (ages 12-17)		
	Vape Users N=194 % (95% CI)	Cigarette Smokers N=120 % (95% CI)	Cannabis Users N=196 % (95% CI)
Someone offered it to me	37.0 (25.5, 50.1)	23.4 (14.0, 36.4)	45.6 (33.2, 58.4)
I bought it from another person	27.5 (17.5, 40.5)	19.1 (10.9, 31.3)	24.3 (16.5, 34.2)
I used someone else's vape[1]	18.8 (10.9, 30.4)	N/A	N/A
I gave someone else money to buy it	18.5 (11.0, 29.4)	21.6 (13.1, 33.6)	16.9 (9.0, 29.5)*
I bought it myself from a store[2]	12.8 (7.5, 20.9)	13.4 (7.0, 24.2)*	13.7 (7.3, 24.4)*
Social media connection	9.6 (3.9, 21.7)*	3.5 (1.3, 9.0)*	1.5 (0.5, 4.3)*
I bought it myself online	7.0 (3.7, 12.9)*	7.0 (3.6, 13.3)*	6.8 (3.0, 14.7)*
I asked someone to give it to me	5.0 (2.5, 9.6)*	30.2 (17.7, 46.7)	9.4 (4.5, 18.7)*
I found it	0.7 (0.2, 2.7)*	1.5 (0.5, 4.1)*	0.9 (0.3, 2.8)*
I took it from a store or another person	0.3 (0.1, 1.3)*	1.9 (0.6, 5.8)*	0.2 (0.0, 0.9)*
I used a medical marijuana card[1]	N/A	N/A	0.4 (0.1, 1.9)*
Some other way	1.0 (0.1, 6.0)*	0.1 (0.0, 0.4)*	3.2 (1.1, 8.7)*
	Young Adults (ages 18-20)		
	Vape Users N=165 % (95% CI)	Cigarette Smokers N=77 % (95% CI)	Cannabis Users N=193 % (95% CI)
I bought it myself from a store[2]	34.5 (23.8, 47.2)	29.0 (16.5, 45.8)	38.6 (27.8, 50.7)
I bought it from another person	32.1 (22.1, 43.9)	10.6 (4.1, 24.7)*	21.2 (13.8, 31.0)
I used someone else's vape[1]	31.1 (21.2, 43.1)	N/A	N/A
I gave someone else money to buy it	24.0 (15.7, 34.9)	33.2 (19.7, 50.2)	19.7 (11.7, 31.2)
Someone offered it to me	18.9 (12.3, 28.0)	43.0 (27.2, 60.4)	41.4 (30.4, 53.4)
I asked someone to give it to me	12.2 (6.4, 21.9)*	13.7 (6.2, 27.8)*	9.9 (5.0, 18.8)*
I bought it myself online	8.4 (3.9, 17.3)*	11.2 (5.4, 21.9)*	10.9 (5.6, 19.9)*
I found it	3.4 (1.2, 9.7)*	4.9 (1.4, 16.0)*	1.1 (0.3, 4.3)*
Social media connection	2.4 (0.6, 8.3)*	4.9 (1.5, 14.9)*	4.2 (1.5, 11.5)*
I took it from a store or another person	2.2 (0.5, 8.3)*	7.7 (3.0, 18.7)*	3.7 (1.3, 10.1)*
I used a medical marijuana card[1]	N/A	N/A	4.9 (1.5, 14.5)*
Some other way	3.4 (0.9, 11.7)*	0 (0,0)*	2.4 (0.7, 7.4)*

1. This option only provided for one of the products
2. Survey options did not distinguish if cannabis bought from a "store" was from a legal or illicit vendor.

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

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

- Among adolescents, "someone offered it to me" was the single most-selected way that current vape and cannabis users got their products (and second-most selected way for cigarettes).
- Among young adults, "I bought it myself at a store" was the single most-selected way that current vape users got their products (and second-most selected way for cannabis), "Someone offered it to me" was the most-selected way to obtain cigarettes or cannabis.
- It was common for participants to select multiple ways of getting their product.
- No single way of getting any product was selected by more than 50 percent of current users.

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 do support 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	39.9 (37.2, 42.7)	39.6 (34.2, 45.2)	40.0 (37.0, 43.1)
The Real Cost	27.3 (24.8, 30.0)	34.0 (28.8, 39.5)	26.4 (23.6, 29.3)
Truth Initiative	13.8 (11.9, 15.9)	19.9 (15.6, 25.1)	12.9 (10.8, 15.2)
California Smokers Helpline	12.4 (10.8, 14.1)	17.2 (13.7, 21.5)	11.7 (10.0, 13.6)
Kick It California	8.9 (7.6, 10.3)	13.6 (10.8, 17.0)	8.2 (6.8, 9.7)
California Smokers Helpline and/or Kick It California[1]	18.6 (16.7, 20.6)	26.8 (22.6, 31.5)	17.4 (15.4, 19.6)
I have not heard of any of these	41.1 (38.4, 43.8)	29.9 (24.9, 35.4)	42.7 (39.8, 45.7)

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 (39.9 percent), including among current tobacco users (39.6 percent) and non-users (40.0 percent).
- A much smaller percentage of participants had heard of the California Smokers Helpline (12.4 percent) or its newer name, Kick It California (8.9 percent).
- With the exception of 1-800-Quit-Now, current tobacco users were more likely than non-users to be familiar with the listed resources.

- 29.9 percent of current tobacco users indicated that they had not heard of any of the resources.

CHAPTER SUMMARY

Most TNT Online Survey participants indicated that they would “definitely not” be using vapes, cigarettes, cigars, hookah, smokeless tobacco and cannabis one year in the future. Cannabis was the product that participants were least likely to strongly reject for future use. 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 and cannabis 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. Likewise, more than half of participants indicated that they had recently seen advertisements promoting cannabis, most often on billboards. Less than 10 percent of participants indicated that they received a discount code or coupon for tobacco products or cannabis. Among adolescents, “someone offered it to me” was the single most-selected way that current vape users obtained vapes. However, among young adults, “I bought it myself at a store” was the most common way to obtain vapes. 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).

CHAPTER 7–OTHER INFLUENCES OF TOBACCO USE

This chapter presents data from the 2024 TNT Online Survey related to differences in tobacco and cannabis use prevalence according to socioeconomic context 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 and Cannabis Use by Geographic and Socioeconomic Context

Table 42. shows the prevalence of current (past 30 day) tobacco and cannabis use according to geography, family financial situation, and parent educational attainment. Geography, financial status, and parent education were based on participant self-report.

Table 42. Prevalence of Tobacco and Cannabis Use by Geography and Socioeconomic Status

	Sample size N[1]	Weighted %	Any Tobacco Current Use (95% CI)	Cannabis Current Use (95% CI)
Overall	4968	100	12.8 (11.5, 14.3)	14.0 (12.4, 15.8)
Geography				
City	2453	44.4	13.1 (11.1, 15.3)	13.8 (11.4, 16.7)
Suburb	1699	40.6	11.9 (9.8, 14.4)	11.9 (9.6, 14.6)
Small Town	459	10.3	13.1 (9.4, 17.9)	19.8 (14.2, 27.0)
Rural	191	4.7	17.2 (11.4, 25.0)	22.2 (15.0, 31.5)
Family Financial Situation				
Lives comfortably	1788	34.9	13.6 (11.2, 16.4)	12.6 (10.1, 15.7)
Meets needs	1625	34.9	13.2 (10.8, 15.9)	14.5 (11.7, 17.9)
Just meets basics	977	22.0	12.6 (10.1, 15.5)	15.5 (12.1, 19.6)
Does not meet basics	250	3.9	10.6 (6.4, 17.0)	19.8 (11.5, 31.9)
Prefer not to say	159	4.2	6.6 (3.2, 13.2)*	9.0 (4.3, 17.7)*
Parent/Guardian Education				
Less than high school	512	11.9	13.1 (9.4, 17.8)	14.0 (9.7, 19.7)
High school / some college	1881	45.2	13.8 (11.8, 16.1)	16.2 (13.6, 19.2)
College or graduate degree	2333	42.9	11.4 (9.4, 13.8)	12.0 (9.7, 14.8)

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

Abbreviation: CI=confidence interval

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

- Tobacco and cannabis use was highest among participants living in rural areas and lowest among participants living in suburbs.
- Tobacco use declined slightly as participants reported a worse family financial situation, but use of cannabis increased.
- Tobacco and cannabis use were 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 43.). This type of measure is known as "everyday discrimination."

Table 43. 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=4933)				
You were treated with less courtesy or respect than other people.	6.0 (4.9, 7.4)	13.5 (11.9, 15.3)	29.3 (26.9, 31.8)	51.2 (48.5, 53.9)
You received poorer service than other people at restaurants or stores.	2.6 (2.1, 3.4)	5.6 (4.6, 6.8)	19.0 (17.1, 21.2)	72.7 (70.3, 74.9)
People acted as if they think you are not smart.	7.1 (5.8, 8.5)	13.2 (11.6, 15.1)	31.5 (29.1, 34.1)	48.2 (45.4, 50.9)
People acted as if they are afraid of you.	2.9 (2.2, 3.9)	7.9 (6.7, 9.4)	14.8 (13.1, 16.7)	74.4 (72.0, 76.5)
You were threatened or harassed.	2.0 (1.4, 2.8)	6.3 (5.2, 7.7)	16.3 (14.6, 18.2)	75.3 (73.1, 77.5)
Adolescents, ages 12-17 (N=3330)				
You were treated with less courtesy or respect than other people.	5.4 (4.1, 7.1)	12.6 (10.8, 14.7)	27.2 (24.4, 30.3)	54.7 (51.5, 57.9)
You received poorer service than other people at restaurants or stores.	2.6 (2.1, 3.3)	4.5 (3.5, 5.8)	18.0 (15.7, 20.5)	74.9 (72.1, 77.4)
People acted as if they think you are not smart.	6.3 (4.9, 8.0)	11.2 (9.4, 13.4)	29.9 (27.0, 32.9)	52.6 (49.4, 55.8)
People acted as if they are afraid of you.	2.7 (1.8, 4.0)	6.8 (5.6, 8.4)	14.1 (12.1, 16.3)	76.4 (73.8, 78.9)
You were threatened or harassed.	1.4 (0.8, 2.5)*	5.7 (4.5, 7.0)	17.0 (14.8, 19.5)	75.9 (73.2, 78.5)
Young Adults, ages 18-20 (N=1603)				
You were treated with less courtesy or respect than other people.	6.7 (4.8, 9.3)	14.6 (11.9, 17.8)	31.8 (27.9, 36.1)	46.8 (42.3, 51.5)
You received poorer service than other people at restaurants or stores.	2.7 (1.6, 4.3)	7.0 (5.3, 9.2)	20.3 (17.0, 24.1)	70.1 (65.9, 73.9)
People acted as if they think you are not smart.	8.0 (5.9, 10.7)	15.7 (12.9, 19.0)	33.6 (29.5, 38.0)	42.7 (38.2, 47.4)
People acted as if they are afraid of you.	3.3 (2.2, 4.7)	9.2 (7.0, 12.0)	15.7 (12.8, 19.1)	71.8 (67.8, 75.6)
You were threatened or harassed.	2.7 (1.7, 4.3)	7.2 (5.2, 9.9)	15.5 (12.9, 18.5)	74.6 (70.8, 78.1)

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, 65.1 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 61.3 percent of adolescents and 69.7 percent of young adults.

Table 44. 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 44. 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
You were treated with less courtesy or respect than other people.			
All Participants	48.8 (46.1, 51.5)	45.3 (42.1, 48.5)	53.2 (48.5, 57.7)
Current tobacco users	65.0 (59.4, 70.3)	61.4 (53.6, 68.6)	67.9 (59.7, 75.2)
Current tobacco non-users	46.5 (43.5, 49.5)	43.5 (40.0, 46.9)	50.4 (45.2, 55.6)
You received poorer service than other people at restaurants or stores.			
All Participants	27.3 (25.1, 29.7)	25.1 (22.6, 27.9)	29.9 (26.1, 34.1)
Current tobacco users	44.9 (39.4, 50.4)	42.9 (35.8, 50.2)	46.5 (38.6, 54.5)
Current tobacco non-users	24.7 (22.3, 27.3)	23.1 (20.4, 26.0)	26.8 (22.7, 31.5)
People acted as if they think you are not smart.			
All Participants	51.8 (49.1, 54.6)	47.4 (44.2, 50.6)	57.3 (52.6, 61.8)
Current tobacco users	65.7 (60.2, 70.8)	58.0 (50.5, 65.2)	71.8 (63.8, 78.7)
Current tobacco non-users	49.8 (46.8, 52.8)	46.2 (42.7, 49.7)	54.6 (49.3, 59.8)

Table 44. Continued. 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
People acted as if they are afraid of you.			
All Participants	25.6 (23.5, 28.0)	23.6 (21.1, 26.2)	28.2 (24.4, 32.2)
Current tobacco users	46.5 (41.1, 52.1)	43.5 (36.3, 50.9)	49.0 (41.1, 57.0)
Current tobacco non-users	22.6 (20.2, 25.1)	21.3 (18.7, 24.1)	24.2 (20.2, 28.8)
You were threatened or harassed.			
All Participants	24.7 (22.5, 26.9)	24.1 (21.5, 26.8)	25.4 (21.9, 29.2)
Current tobacco users	41.5 (36.2, 47.1)	37.9 (31.1, 45.3)	44.4 (36.7, 52.4)
Current tobacco non-users	22.2 (19.9, 24.6)	22.5 (19.8, 25.4)	21.8 (18.1, 26.0)

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.
- In general, young adults were somewhat more likely than adolescents to report experiencing discrimination.
- This was true for all five types of mistreatment included on the survey and for current tobacco users and non-users (exception: feeling threatened or harassed among 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 45.).

Table 45. Perceived Reasons for Experiencing Discrimination in the Past Month

Reason for discrimination (Select all that apply)	Total Sample N=3545 % (95% CI)	Tobacco Users N=1258 % (95% CI)	Tobacco Non-Users N=2286 % (95% CI)
Age	41.8 (38.6, 45.1)	41.9 (36.0, 48.0)	41.8 (38.2, 45.6)
Race or ethnicity	38.0 (34.8, 41.2)	35.0 (29.6, 40.9)	38.6 (35.0, 42.3)
Gender	33.6 (30.4, 36.8)	37.9 (32.1, 44.1)	32.7 (29.2, 36.5)
Weight	20.0 (17.3, 22.9)	22.1 (17.7, 27.3)	19.6 (16.6, 22.9)
Height	19.2 (16.8, 21.9)	24.0 (18.8, 30.2)	18.3 (15.7, 21.3)
Ancestry or national origins	11.9 (9.9, 14.3)	9.3 (6.5, 13.1)	12.4 (10.1, 15.2)
Household or family education or income	10.2 (8.5, 12.3)	13.2 (9.7, 17.8)	9.7 (7.7, 12.0)

Sexual orientation	8.7 (6.9, 10.9)	12.3 (8.6, 17.2)	8.0 (6.1, 10.6)
Some other aspect of physical appearance	8.4 (6.8, 10.2)	8.0 (5.2, 12.0)	8.4 (6.7, 10.6)
Religion	8.2 (6.6, 10.1)	8.8 (6.0, 12.7)	8.1 (6.3, 10.3)
Other[1]	6.4 (5.2, 7.9)	5.1 (3.0, 8.6)	6.7 (5.2, 8.4)

1. Reasons listed in open-text field (limited to reasons reported by ≥4 participants; N=207 participants wrote in 51 different reasons): My personality, etc. (n=35), People are rude/mean, etc. (n=24), I don't know, etc. (n=20), Nothing, none, etc. (n=11), Autism (n=10), Physical appearance (n=8), Typical teenagers, friend group, etc. (n=7), Political views (n=6), Mental disorder or illness (n=6), Other disability or illness (n=6), Family or household friction, etc. (n=5), Intelligence, etc. (n=5), Sports or athletics related, etc. (n=4), Work or employment related (n=4), Bullying (n=4)

Abbreviation: CI=confidence interval

Note: Based on responses from participants who reported experiencing at least one form of mistreatment at least "a few times" in the past month (Table 42.).

- The most endorsed reasons for mistreatment were age (41.8 percent), race/ethnicity (38.0 percent), and gender (33.6 percent).
- For most of the reported reasons for mistreatment, there were not large differences by tobacco use status.

CHAPTER SUMMARY

Among TNT Online Survey participants, use of tobacco and cannabis was higher in rural areas, while use of tobacco and cannabis were lowest among participants with the highest 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 somewhat more common among young adults than adolescents. However, the perceived reasons for mistreatment did not differ greatly by tobacco use status.

APPENDIX

LIST OF TERMS

Tobacco Products and Cannabis

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.

Cannabis: Marijuana, also called cannabis, hash, THC, CBD, grass, pot, or weed, comes in many forms and can be smoked, vaped, or eaten (edible). The term cannabis is used throughout this report. However, the survey items specifically asked youth about their marijuana use in the survey instrument. TNT focus groups and interviews with youth indicated that “marijuana” was a more familiar term than “cannabis” for this age group.

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.

Co-use: Used cannabis and at least one tobacco product within the last 30 days (each product used one or more days, not necessarily on the same day).

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

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

Current non-use: No use of the tobacco or cannabis product(s) 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 Teens Nicotine and Tobacco (TNT) Project is to uncover and understand tobacco, nicotine, and cannabis product use behaviors, perceptions, and terminology among California adolescents (ages 12-17) and young adults (ages 18-20). 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 2024 TNT Online Survey Wave consisted of a Spring cycle (data collection: May-June 2024) and Fall cycle (data collection: November-December 2024). 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 2024 TNT Online Survey Wave are shown in Table 46.

Figure 1. California Sampling Regions, TNT Online Survey

Figure 1. Legend. Survey sampling covers seven California regions. A minimum of 100 responses per region per cycle (200 responses per wave) is targeted to enhance statewide representation.

Table 46. Participant Responses by California Region, 2024 TNT Online Survey Wave

	Spring Cycle (unweighted N)	Fall Cycle (unweighted N)	2024 Wave (unweighted N)
Northern & Sierra	227	176	403
Greater Bay Area	329	487	816
Sacramento Area	446	170	616
San Joaquin Valley	241	332	573
Central Coast	94	100	194
Los Angeles	600	662	1,262
Other Southern	522	583	1,105
All Regions (Total)	2,459	2,510	4,969

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 18-20 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 an item 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 this attention check were not removed from the TNT Online Survey sample, but attention check response was 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 12–20. Initial geodemographic weights account for the following post-stratification factors: sex, race/ethnicity, and region of the state. 2022 American Community Survey (source: US Census Bureau) Public Use Microdata Sample (PUMS) 5-year data for California (approximately 210,000 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 2024 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 2024 TNT Online Survey Wave includes nine weight variables:

GD_WEIGHT_W4C1	Geographic-demographic weight, Spring cycle only
Q_WEIGHT_W4C1	Quality weight, Spring cycle only
WEIGHT_W4C1	Full weight, Spring cycle only
GD_WEIGHT_W4C2	Geographic-demographic weight, Fall cycle only
Q_WEIGHT_W4C2	Quality weight, Fall cycle only
WEIGHT_W4C2	Full weight, Fall cycle only
GD_WEIGHT_W4	Geographic-demographic weight, wave 2024
Q_WEIGHT_W4	Quality weight, wave 2024
WEIGHT_W4	Full weight, wave 2024

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 2024 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 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, convenience 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 degree of 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 12–20, 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 (2.5 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 (7.8 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 featured of the TNT Online Survey.

New survey items to examine include:
(Table 47.) Prevalence of self-reported difference in sex development
(Table 48.) Social media use
(Table 49.) Social media and tobacco use
(Table 50.) Intentions to quit vaping and smoking cigarettes

In the Spring cycle of TNT Online Survey, participants ages 18-20 only were asked, “Were you born with a variation in your physical sex characteristics? (This is sometimes called being intersex or having a difference in sex development, or DSD.)” The prevalence of affirmative responses was estimated to determine the feasibility of examining tobacco use among California youth with a difference in sex development, whether in the TNT Project or a larger future surveys. As shown in Table 46., the prevalence of answering “yes” was too small to allow for further examination of tobacco use among individuals who reported a difference in sex development.

Table 47. Prevalence of Self-Reported Difference in Sex Development

Were you born with a variation in your physical sex characteristics?	Response, % (95% CI)
Yes	0.2 (0.1, 0.6)*
No	95.4 (92.6, 97.2)
I don't know	4.3 (2.6, 7.2)

Abbreviation: CI=confidence interval

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

Note: This item was presented only to participants ages 18-20 during the spring cycle

- The percentage of participants answering "yes" was very small.
- The weighted percentage of "I don't know" responses was >20 times the percentage of "yes" responses.
- Implications: The prevalence of differences in sex development is very low. It is plausible that many participants are unfamiliar with this terminology. Unless the overall sample size is very large, it is unlikely that this survey item can be feasibly analyzed in survey-based tobacco surveillance among a general population sample.

The TNT Online Survey asked, "Which social media platforms do you use at least once a week? Select all that apply." Then, participants who selected at least one platform were asked, "How much time do you spend on each social media platform in a typical day?" Table 48. shows which social media platforms were selected, and among participants who used each platform at least weekly, what percentage reported using that platform one hour or more in a typical day.

Table 48. Social Media Use

Social media platform	Use the platform at least weekly, % (95% CI)	Use the platform at least 1 hour per day[1], % (95% CI)
YouTube	75.3 (73.0, 77.4)	78.1 (75.3, 80.6)
Instagram	73.5 (71.1, 75.9)	74.0 (71.3, 76.6)
TikTok	64.5 (61.8, 67.0)	81.8 (79.2, 84.1)
Snapchat	36.6 (34.0, 39.2)	56.4 (51.9, 60.7)
Twitter/X	28.1 (25.6, 30.6)	44.6 (39.4, 50.0)
Discord	27.1 (24.6, 29.7)	61.1 (55.7, 66.3)
Facebook	26.0 (23.8, 28.3)	49.7 (45.0, 54.5)
Reddit	18.6 (16.4, 21.0)	39.6 (33.3, 46.3)
LinkedIn	6.1 (4.7, 7.8)	24.6 (16.6, 34.9)
I do not use any social media	1.8 (1.3, 2.6)	N/A
Other[2]	0.8 (0.4, 1.4)*	27.1 (10.2, 54.9)*

1. Among participants who used the platform at least weekly
2. Other platforms listed by >1 participant included: Pinterest (n=8), Tumblr (n=3), Whatsapp (n=3), Telegram (n=2), Twitch (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; N/A=not applicable

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

- YouTube, Instagram, and TikTok were, by far, the three most reported social media platforms among participants.
- TikTok, YouTube, and Instagram were the platforms that participants were most likely to report using for at least an hour on a typical day.
- Implications: California youth use several major social media platforms, most of them spending substantial time engaging with them.

The TNT Online survey asked about social media use because this behavior may be associated with tobacco use. Table 49. shows that association.

Table 49. Social Media Use and Current Tobacco Use

	Sample size N[1]	Weighted[2] %	Any Tobacco Current Use (95% CI)
All participants (age 12-20)			
Social media use			
≥1 hour per typical day	4307	89.6	13.6 (12.2, 15.3)
<1 hour per typical day	498	10.4	5.5 (3.6, 8.4)
Adolescents (age 12-17)			
Social media use			
≥1 hour per typical day	2851	85.2	11.3 (9.6, 13.1)
<1 hour per typical day	404	14.8	5.2 (3.1, 8.7)
Young adults (age 18-20)			
Social media use			
≥1 hour per typical day	1456	94.8	16.3 (13.7, 19.2)
<1 hour per typical day	94	5.2	6.6 (3.2, 13.2)*

1. Sample sizes (N) are unweighted; percentages are weighted for response quality and participant demographic characteristics
2. Weighted percentage of participants in this age category who use social media at least one hour or less than one hour on a typical day. Participants who reported using no social media platform in the past week were categorized as less than one hour.

Abbreviation: CI=confidence interval

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

- The vast majority of participants reported engaging with at least one social media platform in the past week for at least an hour on a typical day.
- Participants who used social media were more likely to use tobacco products.
- Implications: Future tobacco surveillance surveys should consider measuring social media use, because this behaviors appears to be strongly correlated with use of tobacco products.

Participant who used vapes or cigarettes in the past 30 days were asked whether they are seriously thinking about quitting. Table 50. presents the percentages of these quit intentions among adolescents and young adults.

Table 50. Intentions to Quit Vaping and Smoking Cigarettes

	All Participants (95% CI)	Adolescents (ages 12-17) (95% CI)	Young Adults (ages 18-20) (95% CI)
Are you seriously thinking about quitting vaping?			
Yes, I'd like to quit right away	20.9 (16.8, 25.6)	24.4 (18.6, 31.3)	18.3 (13.0, 25.1)
Yes, I'd like to quit in the next few weeks	12.8 (9.7, 16.8)	13.9 (9.4, 20.2)	12.0 (8.0, 17.6)
Yes, I'd like to quit this year	21.2 (16.3, 27.2)	18.6 (13.1, 25.7)	23.2 (16.1, 32.3)
Yes, I'd like to quit sometime but not this year	20.9 (16.2, 26.5)	14.1 (9.4, 20.6)	25.9 (18.8, 34.4)
No, I am not seriously thinking about quitting vaping	24.2 (19.8, 29.2)	29.0 (22.1, 36.9)	20.6 (15.3, 27.3)
Are you seriously thinking about quitting smoking cigarettes?			
Yes, I'd like to quit right away	27.9 (21.8, 35.0)	24.9 (17.9, 33.6)	30.4 (21.2, 41.6)
Yes, I'd like to quit in the next few weeks	13.2 (9.3, 18.4)	15.0 (10.4, 21.1)	11.6 (6.2, 20.8)*
Yes, I'd like to quit this year	14.0 (10.2, 18.9)	19.2 (13.2, 27.0)	9.6 (5.5, 16.1)
Yes, I'd like to quit sometime but not this year	17.9 (12.0, 25.7)	15.0 (9.0, 23.9)	20.3 (11.4, 33.4)
No, I am not seriously thinking about quitting smoking cigarettes	27.1 (20.7, 34.6)	25.9 (18.9, 34.3)	28.1 (18.4, 40.5)

Abbreviation: CI=confidence interval

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

- Most current users of vapes or cigarettes wanted to quit, whether right away or sometime in the future.
- There was slightly more interest in quitting cigarettes among cigarette smokers than in quitting vapes among current vape users.
- Adolescents and young adults were similar in their interest in quitting.
- Implications: While most users of vapes or cigarettes want to quit, there is considerable variation in how soon they would like to quit. There are not major differences in quit intention according to product (vapes or cigarettes) or age (adolescents or young adults). Other predictors of quit intentions should be explored.

Components of the TNT Online Survey Not Included in This Report

There were several items and topics included in the 2024 TNT Online Survey that were not summarized for this report. Those survey components are listed in Table 51. For more information about these components, please refer to the TNT Online Survey Codebook or contact the Principal Investigator.

Table 51. 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
School or work absenteeism	missed time from school or work due to illness
School or work presenteeism	underperformance at school or work due to illness
Adverse respiratory symptoms	cough, bronchitis, shortness of breath, etc.
Loneliness	validated item for adolescent loneliness
Sensation seeking	to measure preference for exciting, risky behaviors; a known predictor of future tobacco use
Flavored vape and menthol cigarette availability	perceived access to flavored products in retail outlets
Cessation attempts and intentions	attempts, intentions, and methods of quitting
Vape dependence	validated e-cigarette dependence item
Vape dependence	uncontrolled vaping scale
Past quit attempts	for vapes and cigarettes
Health professional advice	being advised about tobacco from a doctor or other health professional
Reasons for use: nicotine pouches	why participants use nicotine pouches (select from list)
Attitudes about the future	sense of meaning, purpose, and agency
Perceived harm	expected harm from vapes, cigarettes, cannabis, and nicotine pouches
Race/ethnicity details	specific Asian background; specific Native Hawaiian or Other Pacific Islander background