

UTUS 2026 FIRST HALF-YEAR TOPLINE RESULTS

About the survey

Altria Client Services LLC launched the Underage Tobacco Use Survey (UTUS) during quarter 2 (April to June) of 2020 after pilot testing the survey during quarter 1 (January to March 2020). Data collection has been conducted since and will continue quarterly for the foreseeable future. The UTUS provides timely data covering new and existing tobacco product categories among household-dwelling individuals 13-20 years of age and living in the United States. Data from UTUS are used to support ALCS' regulatory requirements for certain FDA-authorized products and inform ALCS' underage use prevention strategies.

A brief product description (no images) was provided for each of the ten tobacco product categories assessed, except for cigarettes, to help respondents correctly identify the respective tobacco product category. Product descriptions and survey questions of awareness, ever use, and recency of use are shown in the table below.¹ Questions that were newly added in 2026 are highlighted in blue in the table below.

Tobacco product category	Product Description	Survey questions		
		Awareness	Ever use	Recency of Use
E-Cigarettes	The next several questions are about electronic cigarettes or e-cigarettes, such as JUUL®, Vuse®, NJOY®, Geek Bar®, Elf Bar®, or Lost Mary®. You may also know them as vapes, mods, e-cigs, e-hookahs, or vape-pens. For the rest of this survey, these products and devices will be called e-cigarettes. E-Cigarettes are battery powered devices that usually contain a nicotine-based liquid that is vaporized and inhaled.	Have you ever seen or heard of e-cigarettes before this study?	Have you ever used an e-cigarette, even once or twice?	When was the last time you used an e-cigarette, even one or two times?
Cigarettes	[no description]	Have you ever seen or heard of cigarettes (ones that have to be lit	Have you ever smoked a cigarette, even one or two puffs?	When was the last time you smoked a cigarette, even

¹ See this public website for more information on the study design including the full questionnaire:
[Underage Tobacco Use Survey - Altria Science](#)

		and burned) before this study?		one or two puffs?
Cigars	The next question is about the use of cigars, cigarillos, or little cigars such as Swisher Sweets®, Black and Mild®, Garcia y Vega®, Cheyenne™, White Owl®, or Dutch Masters®.	Have you ever seen or heard of cigars, cigarillos, or little cigars before this study?	Have you ever smoked a cigar, cigarillo, or little cigar, even one or two puffs?	When was the last time you smoked a cigar, cigarillo, or little cigar, even one or two puffs?
Traditional smokeless tobacco (chewing tobacco, snuff, or dip)	The following question is about the use of chewing tobacco, snuff, or dip, such as Copenhagen®, Grizzly®, Skoal®, or Longhorn®. Do not think about snus or dissolvable tobacco products when answering this question.	Have you ever seen or heard of chewing tobacco, snuff, or dip before this study?	Have you ever used chewing tobacco, snuff, or dip, even just a small amount?	When was the last time you used chewing tobacco, snuff, or dip?
Hookah	The next question is about smoking tobacco in a hookah, which is a type of waterpipe. Shisha (or hookah tobacco) is smoked in a hookah.	Have you ever seen or heard of smoking tobacco in a hookah or waterpipe before this study?	Have you ever smoked tobacco in a hookah or waterpipe, even one or two puffs?	When was the last time you smoked tobacco in a hookah or waterpipe, even one or two puffs?
Pipe tobacco	And the following question is about pipes filled with tobacco (not hookah or waterpipe).	Have you ever seen or heard of pipes filled with tobacco (not hookah or waterpipe) before this study?	Have you ever used pipes filled with tobacco (not hookah or waterpipe), even just one time?	When was the last time you smoked a pipe filled with tobacco, even one or two puffs?
Snus	The next question is about snus, which is a type of smokeless tobacco product. It usually comes in small pouches, although some snus may be sold as loose snus. Typically, with most kinds of smokeless tobacco, you spit, but you do not need to spit when using snus. Common brands include Camel Snus® or General Snus®. Do not think about chewing tobacco, snuff, or dip when answering this question.	Have you ever seen or heard of snus before this study?	Have you ever used Snus, such as Camel Snus or General Snus, even just one time?	When was the last time you used snus, even one or two pouches?
Heated tobacco products	The next section is about “heated tobacco products” such as IQOS®, glo™, and Eclipse®. You may know them as heated cigarettes or “heat-not-burn” tobacco products. “Heated tobacco products” heat tobacco sticks (“heatsticks”) or capsules to produce a vapor. They are different from e-cigarettes, which heat a liquid to produce a vapor. Do not think about	Have you ever seen or heard of “heated tobacco products” before this study?	Have you ever used a “heated tobacco product”, even just one time?	When was the last time you used a heated tobacco product, even one or two times?

	e-cigarettes when answering these questions.			
Oral tobacco-derived nicotine products (OTDNs)	Nicotine Pouches The next section is about “nicotine pouches” such as Zyn™, on!®, Juice Head® or Velo®. These small, flavored pouches contain nicotine that comes from tobacco. Users place them in their mouth. Nicotine pouches are different from other smokeless tobacco products such as snus, dip, or chewing tobacco, because they do not contain any tobacco leaf. Do not think about other forms of smokeless tobacco, such as chewing tobacco, snuff, dip, snus, or products used to quit tobacco like nicotine gum (such as Nicorette®) or Nicoderm® when answering these questions.	Have you ever seen or heard of “nicotine pouches” before this study?	Have you ever used nicotine pouches, even just one time?	[added Q1 2026] When was the last time you used a nicotine pouch, even one or two times? (Please select the first answer that fits.)
	Other OTDN products The next section is about other oral nicotine products, such as Lucy® or Rogue®, that might come in the form of non-medical lozenges, gum, tablets, and/or gummies. Do not think about nicotine pouches, other forms of smokeless tobacco, such as chewing tobacco, snuff, dip, snus, or products used to quit tobacco like nicotine gum (such as Nicorette®) or Nicoderm® when answering these questions.	Have you ever seen or heard of such other oral nicotine products before this study?	Have you ever used an oral nicotine product in the form of non-medical lozenges, gum, tablets, and/or gummies, even just one time?	[added Q1 2026] When was the last time you used an oral nicotine product, even one or two times? (Please select the first answer that fits.)

2026 First Half-Year Estimates

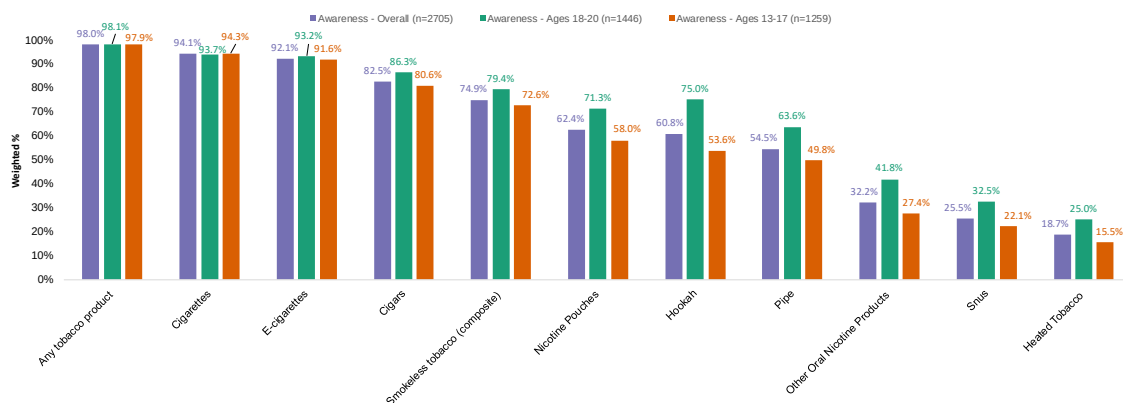
Estimates presented below are based on combined data from the Quarter 1 and Quarter 2 2026 UTUS data-collection waves, administered between January and June 2026. Because of slower-than-anticipated response rates, the 2026 data-collection periods were extended by approximately two weeks in Quarter 1 and four weeks in Quarter 2. These extensions enabled completion of the target HY1 2026 sample of 2,705 individuals aged 13 to 20 years. Standard weighting procedures were applied to align the weighted sample with the target population; however, differences in fielding timelines relative to prior years should be considered when interpreting year-over-year changes in prevalence estimates. Taylor series linearization was used for variance estimation.

Awareness

For each product category described above, awareness was assessed by asking whether respondents had ever seen or heard of the product before the study. Awareness of any tobacco or nicotine product was defined as awareness of one or more of the 10 individual product categories assessed. Among individuals aged 13 to 20 years in HY1 2026, awareness was highest for cigarettes, e-cigarettes, cigars, and smokeless tobacco products, including chewing tobacco, snuff, or dip. Awareness was lowest for heated tobacco products and snus.

See [Figure 1](#) and [Table 1](#).

Figure 1: Estimated Awareness of Tobacco and Nicotine Products (weighted %), by Age Group, UTUS HY1 2026



Note. Percentages are derived from weighted data. N's are derived from unweighted data. Sample sizes may vary slightly across product categories due to missing responses. 'Any Tobacco' refers to awareness of one or more of the 10 tobacco or nicotine product categories assessed. 'Other Oral Nicotine Products' comprises modern oral nicotine products in the form of non-medical lozenges, gums, tablets, and/or gummies.

Table 1: Estimated Percentage of Individuals Aged 13 to 20 Years Who Reported Awareness of Tobacco or Nicotine Products, by Product Category and Age Group, UTUS, January–June 2026

Product Category	Ages 13–17 (N=1,259)	Ages 18–20 (N=1,446)	Overall 13-20 (N=2,705)
	% (95% CI)		
E-cigarettes	91.6 (89.2 - 93.5)	93.2 (90.4 - 95.3)	92.1 (90.3 - 93.7)
Cigarettes	94.3 (92.3 - 95.8)	93.7 (91.2 - 95.6)	94.1 (92.4 - 95.4)
Cigars	80.6 (77.5 - 83.4)	86.3 (82.7 - 89.3)	82.5 (80.1 - 84.7)
Smokeless Tobacco (chew/snuff/dip)	72.6 (68.9 - 76.1)	79.4 (75.1 - 83.1)	74.9 (72.0 - 77.6)
Hookah	53.6 (49.9 - 57.4)	75.0 (70.8 - 78.8)	60.8 (57.8 - 63.7)
Pipe	49.8 (46.0 - 53.7)	63.6 (59.1 - 68.0)	54.5 (51.4 - 57.5)
Snus	22.1 (19.1 - 25.3)	32.5 (28.6 - 36.6)	25.5 (23.1 - 28.0)
Heated Tobacco	15.5 (13.1 - 18.4)	25.0 (21.6 - 28.7)	18.7 (16.6 - 20.9)
Nicotine Pouches	58.0 (54.1 - 61.8)	71.3 (66.9 - 75.4)	62.4 (59.4 - 65.3)
Other Oral Nicotine Products	27.4 (24.2 - 30.9)	41.8 (37.5 - 46.3)	32.2 (29.5 - 35.0)
Any Tobacco or Nicotine Product	97.9 (96.5 - 98.7)	98.1 (95.9 - 99.1)	98.0 (96.8 - 98.7)

Note. For each product category, awareness was determined by asking, “Have you ever seen or heard of [...] even before this study?”. ‘Any Tobacco or Nicotine Product’ awareness was defined as having seen or heard of one or more of the ten product categories. Percentages are derived from weighted data. Sample sizes are unweighted. Values in parentheses are 95% confidence intervals. Sample sizes may vary in each subgroup due to missing responses. ‘Other Oral Nicotine Products’ includes non-pouch oral nicotine products in the form of non-medical lozenges, gum, tablets, or gummies.

Abbreviations: N= sample size; CI = confidence interval

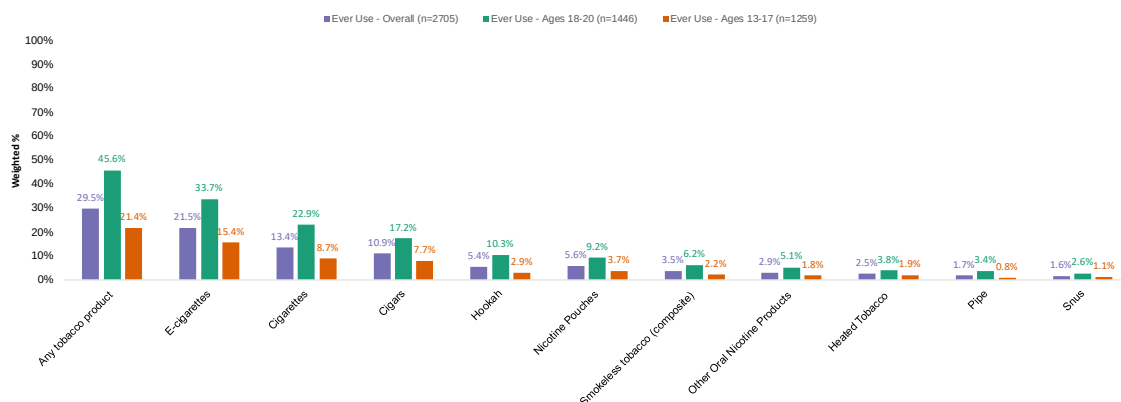
Ever Use

For each product category, ever use was defined as having ever used the product, even once or twice, based on the product-specific questions shown above. Ever use of any tobacco or nicotine product was defined as ever use of one or more of the 10 individual product categories assessed.

In HY1 2026, 21.4% of youth aged 13 to 17 years and 45.6% of underage young adults aged 18 to 20 years reported ever using any tobacco or nicotine product. E-cigarettes were the most commonly reported product, followed by cigarettes, cigars, and hookah. Ever use was lowest for snus and pipe tobacco. Estimates were higher among underage young adults than among youth across the individual product categories assessed.

See [Figure 2](#) and [Table 2](#).

Figure 2: Estimated Ever Use of Tobacco and Nicotine Products (weighted %), by Age Group, UTUS HY1 2026



Note. Percentages are derived from weighted data. N's are derived from unweighted data. Sample sizes may vary slightly across product categories due to missing responses. 'Any Tobacco' indicates ever use of any of the 10 tobacco or nicotine product categories assessed. 'Other Oral Nicotine Products' comprises modern oral nicotine products in the form of non-medical lozenges, gums, tablets, and/or gummies.

Table 2: Estimated Percentage of Individuals Aged 13 to 20 Years Who Reported Ever Use of Tobacco or Nicotine Products, by Product Category and Age Group, UTUS, January–June 2026

Product Category	Ages 13–17 (N=1,259)	Ages 18–20 (N=1,446)	Overall 13–20 (N=2,705)
	% (95% CI)		
E-cigarettes	15.4 (12.9 - 18.3)	33.7 (29.7 - 38.0)	21.5 (19.2 - 23.9)

Product Category	Ages 13–17 (N=1,259)	Ages 18–20 (N=1,446)	Overall 13–20 (N=2,705)
	% (95% CI)		
Cigarettes	8.7 (6.7 - 11.1)	22.9 (19.5 - 26.8)	13.4 (11.6 - 15.5)
Cigars	7.7 (5.9 - 10.1)	17.2 (14.2 - 20.7)	10.9 (9.2 - 12.9)
Smokeless Tobacco (chew/snuff/dip)	2.2 (1.4 - 3.7)	6.2 (4.3 - 8.8)	3.5 (2.7 - 4.7)
Hookah	2.9 (1.9 - 4.4)	10.3 (8.0 - 13.3)	5.4 (4.3 - 6.8)
Pipe	0.83 (0.40 - 1.7)	3.4 (2.1 - 5.4)	1.7 (1.1 - 2.5)
Snus	1.1 (0.62 - 1.9)	2.6 (1.6 - 4.3)	1.6 (1.1 - 2.3)
Heated Tobacco	1.9 (1.1 - 3.1)	3.8 (2.5 - 5.8)	2.5 (1.8 - 3.5)
Nicotine Pouches	3.7 (2.6 - 5.4)	9.2 (7.0 - 11.9)	5.6 (4.4 - 6.9)
Other Oral Nicotine Products	1.8 (1.1 - 3.1)	5.1 (3.4 - 7.5)	2.9 (2.1 - 4.0)
Any Tobacco or Nicotine Product	21.4 (18.5 - 24.7)	45.6 (41.2 - 50.0)	29.5 (26.9 - 32.3)

Note. For each product category, ever use was determined by asking, “Have you ever used [...], even once or twice?”. ‘Any Tobacco’ was defined as use of any of the 10 tobacco or nicotine product categories assessed. Percentages are derived from weighted data. Sample sizes are unweighted. Values in parentheses are 95% confidence intervals. Sample sizes may vary in each subgroup due to missing responses. ‘Other Oral Nicotine Products’ includes non-pouch oral nicotine products in the form of non-medical lozenges, gum, tablets, or gummies.

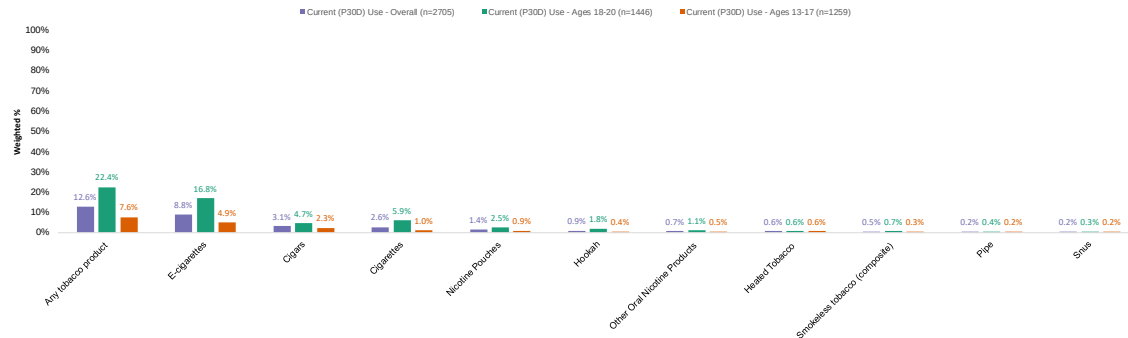
Abbreviations: N= sample size; CI = confidence interval

Current (past 30-day) Use

For each product category, current use was defined as use on at least 1 day during the past 30 days and was assessed using the product-specific recency-of-use questions shown above. Responses indicating use earlier that day, during the previous 7 days, or during the previous 30 days were classified as current use. Current use of any tobacco or nicotine product was defined as use of one or more of the 10 individual product categories during the past 30 days.

In HY1 2026, e-cigarettes were the most commonly used product among both youth and underage young adults, followed by cigars, cigarettes, nicotine pouches, and hookah. Past-30-day use of any tobacco or nicotine product was reported by 7.6% of youth aged 13 to 17 years and 22.4% of underage young adults aged 18 to 20 years. See [Figure 3](#) and [Table 3](#).

Figure 3: Estimated Past-30-Day Use of Tobacco and Nicotine Products (weighted %), by Age Group, UTUS HY1 2026



Note. Percentages are derived from weighted data. N's are derived from unweighted data. Sample sizes may vary slightly across product categories due to missing responses. 'Any Tobacco' indicates past 30-day use of any of the 10 tobacco or nicotine product categories assessed. 'Other Oral Nicotine Products' comprises modern oral nicotine products in the form of non-medical lozenges, gums, tablets, and/or gummies.

Table 3: Estimated Percentage of Individuals Aged 13 to 20 Years Who Reported Current (Past 30-Day) Use of Tobacco or Nicotine Products, by Product Category and Age Group, UTUS, January–June 2026

Product Category	Ages 13–17 (N=1,259)	Ages 18–20 (N=1,446)	Overall 13–20 (N=2,705)
	% (95% CI)		
E-cigarettes	4.9 (3.5 - 6.8)	16.8 (13.6 - 20.5)	8.8 (7.3 - 10.6)

Product Category	Ages 13–17 (N=1,259)	Ages 18–20 (N=1,446)	Overall 13-20 (N=2,705)
	% (95% CI)		
Cigarettes	0.97 (0.48 - 1.9)	5.9 (4.1 - 8.6)	2.6 (1.9 - 3.6)
Cigars	2.3 (1.4 - 3.6)	4.7 (3.1 - 7.0)	3.1 (2.2 - 4.2)
Smokeless Tobacco (chew/snuff/dip)	0.34 (0.10 - 1.2)	0.65 (0.20 - 2.1)	0.45 (0.19 - 1.1)
Hookah	0.42 (0.14 - 1.2)	1.8 (0.91 - 3.6)	0.88 (0.50 - 1.6)
Pipe	0.17 (0.04 - 0.68)	0.35 (0.07 - 1.8)	0.23 (0.08 - 0.68)
Snus	0.17 (0.05 - 0.59)	0.27 (0.10 - 0.70)	0.20 (0.09 - 0.46)
Heated Tobacco	0.58 (0.20 - 1.6)	0.62 (0.27 - 1.4)	0.59 (0.28 - 1.2)
Nicotine Pouches	0.86 (0.41 - 1.8)	2.5 (1.6 - 3.9)	1.4 (0.95 - 2.1)
Other Oral Nicotine Products	0.53 (0.20 - 1.4)	1.1 (0.37 - 3.2)	0.72 (0.35 - 1.5)
Any Tobacco or Nicotine Product	7.6 (5.8 - 10.0)	22.4 (18.8 - 26.5)	12.6 (10.8 - 14.7)

Note. For each product category, current use was determined by asking, “When was the last time you used [...], even once or twice?”. ‘Any Tobacco’ was defined as use of one or more of the ten tobacco or nicotine product categories on ≥ 1 day during the past 30 days. Percentages are derived from weighted data. Sample sizes are unweighted. Values in parentheses are 95% confidence intervals. Sample sizes may vary in each subgroup due to missing responses. ‘Other Oral Nicotine Products’ includes non-pouch oral nicotine products in the form of non-medical lozenges, gum, tablets, or gummies. Abbreviations: N= sample size; CI = confidence interval

Considerations

Methodological differences limit direct comparability between UTUS estimates and estimates from other national surveys, such as the National Youth Tobacco Survey². These differences include the timing of data collection, survey setting, population under study, and mode of administration. UTUS is a household-based survey of individuals aged 13 to 20 years, whereas NYTS is a school-based survey of U.S. students in grades 6 through 12.

Despite these methodological differences, UTUS findings are generally consistent with results from other national youth surveys in showing that e-cigarettes are the most commonly used tobacco product among youth, while use of several other product categories is less common. Within UTUS, prevalence estimates were generally higher among individuals aged 18 to 20 years than among those aged 13 to 17 years.

² The most recent available results from the annual NYTS are based on data collected between January and April of 2025 among U.S. middle and high-school students. Also see: Park-Lee, E., Dutra, L. M., Cowan, H., Levine, B., Sawdey, M. D., Cooper, M., Merson, B., Valverde, R., Bradfield, B., Lennon, J., Freedman, N. D., Ambrose, B. K., & Cullen, K. A. (2026). Tobacco product use among middle and high school students in the United States: National Youth Tobacco Survey, 2025. *Nicotine & Tobacco Research*, ntag116. <https://doi.org/10.1093/ntr/ntag116>.

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