

UTUS 2025 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 informs ALCS' underage use prevention strategies.

A brief product description (no images) was provided for each of the nine 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

Tobacco product category	Product Description	Survey questions		
		Awareness	Ever use	Recency of Use
E-Cigarettes	<p>The next several questions are about electronic cigarettes or e-cigarettes, such as JUUL®, SMOK®, Suorin®, Vuse®, blu®, Puff/Puff Bar®, STIG®, or Hyde®. You may also know them as vapes, mods, e-cigs, e-hookahs, or vape-pens.</p> <p>For the rest of this survey, these products and devices will be called e-cigarettes.</p> <p>E-Cigarettes are battery powered devices that usually contain a nicotine-based liquid that is vaporized and inhaled.</p>	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 and burned) before this study?	Have you ever smoked a cigarette, even one or two puffs?	When was the last time you smoked a cigarette, even one or two puffs?

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

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	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 e-cigarettes when answering these questions.	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?

OTDN products	<p>Nicotine Pouches (added in Q1 2023): The next section is about “nicotine pouches” such as Zyn™, on!® 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.</p>	Have you ever seen or heard of “nicotine pouches” before this study?	Have you ever used nicotine pouches, even just one time?	When was the last time you used an oral nicotine product, even one or two times?
	<p>Other OTDN products (added in Q1 2023) 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.</p>	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?	

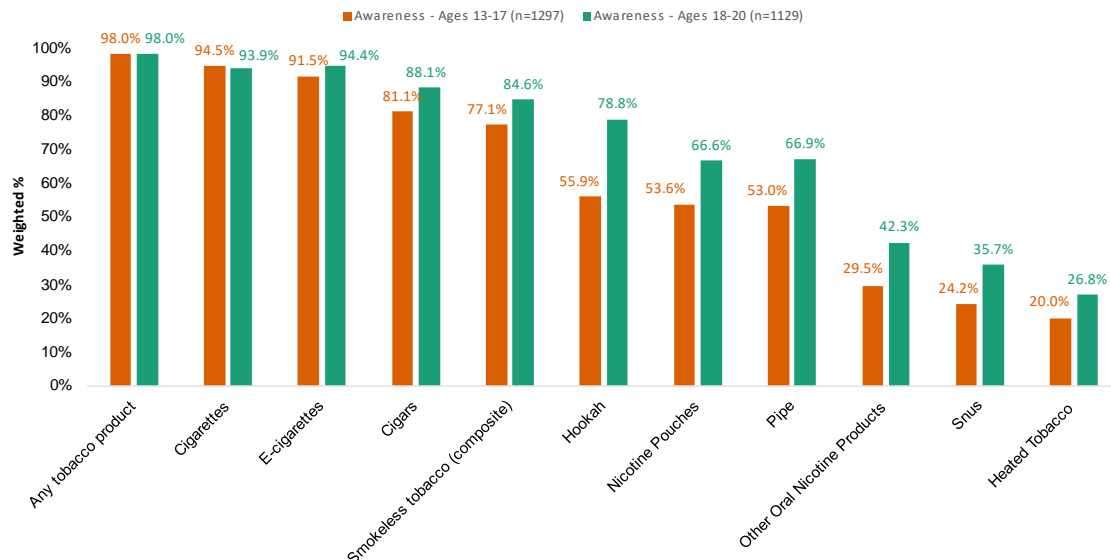
2025 First Half-Year Estimates

Estimates shown below are from UTUS 2025 combining quarters 1 and 2 data collections administered between January and May of 2025 (N=2,426). Data are weighted to account for selection probabilities, non-response patterns, and adjustments to person-level population totals. Taylor series approximation was used for variance estimation.

Awareness

For each tobacco product category described in the table above, awareness was assessed via a series of questions in the form of “*Have you ever seen or heard of ... before this study*”. Awareness of any tobacco was defined as being aware of one or more of the ten tobacco categories assessed. Overall, among 13- to 20-year-olds in the first half of 2025, our data continue to show high awareness of cigarettes, e-cigarettes, cigars, and chewing tobacco/snuff/dip. Awareness was lowest for snus and heated tobacco products. See [Figure 1](#) and [Table 1](#).

Figure 1: Estimated Awareness of Tobacco and Nicotine Products (weighted %) by Age Group. Data from UTUS HY 1 2025 (N=2,426)



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 awareness of any of these categories. 'Other Oral Nicotine Products' comprises modern oral nicotine products in the form of non-medical lozenges, gums, tablets, and/or gummies.

Table 1: Estimated Proportion of 13- to 20-year-Olds Who Reported Having Heard of Tobacco or Nicotine Products, by Product Category and Age Group - Underage Tobacco Use Survey, January-May 2025

Product Category	Age 13–17 (N=1,297)	Age 18–20 (N=1,129)	Overall 13-20 (N=2,426)
	% (95% CI)		
E-cigarettes	91.5 (89.5 - 93.2)	94.4 (92.2 - 96.0)	92.4 (90.9 - 93.7)
Cigarettes	94.5 (92.8 - 95.9)	93.9 (91.7 - 95.6)	94.3 (93.0 - 95.4)
Cigars	81.1 (78.2 - 83.6)	88.1 (85.4 - 90.4)	83.4 (81.2 - 85.3)
Smokeless Tobacco (chew/snuff/dip)	77.1 (74.1 - 79.9)	84.6 (81.6 - 87.2)	79.6 (77.3 - 81.7)
Hookah	55.9 (52.6 - 59.1)	78.8 (75.6 - 81.7)	63.3 (60.8 - 65.8)
Pipe	53.0 (49.6 - 56.4)	66.9 (63.2 - 70.5)	57.5 (54.9 - 60.1)
Snus	24.2 (21.5 - 27.2)	35.7 (32.2 - 39.3)	28.0 (25.7 - 30.3)
Heated Tobacco	20.0 (17.5 - 22.8)	26.8 (23.6 - 30.3)	22.2 (20.2 - 24.4)
OTDN/Pouches	53.6 (50.2 - 57.0)	66.6 (62.5 - 70.4)	57.9 (55.2 - 60.5)
OTDN/Other	29.5 (26.6 - 32.6)	42.3 (38.6 - 46.1)	33.7 (31.3 - 36.1)
Any Tobacco	98.0 (96.7 - 98.7)	98.0 (96.3 - 98.9)	98.0 (97.0 - 98.6)

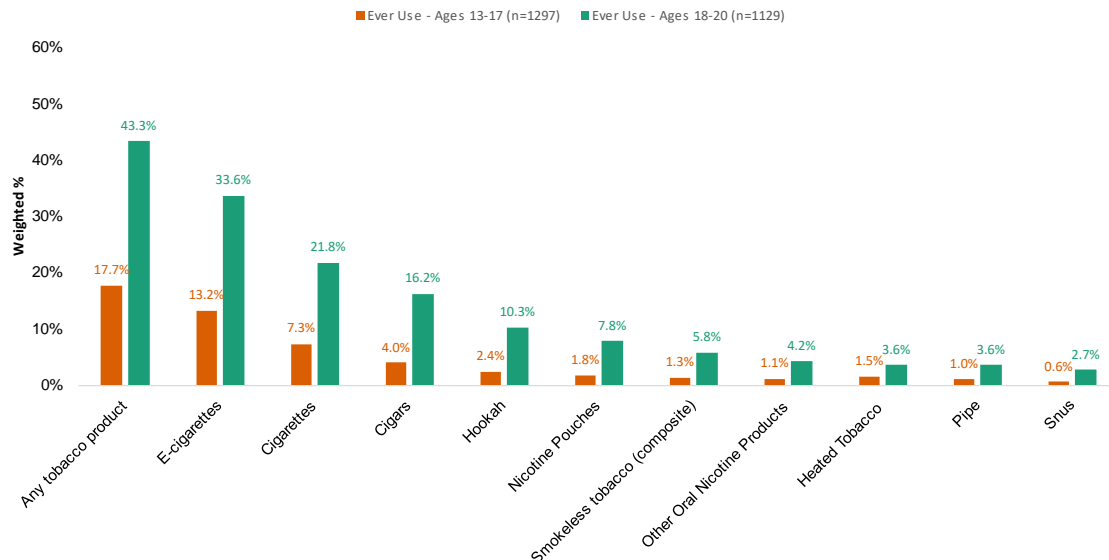
Note. For each product category, awareness was determined by asking, “Have you ever seen or heard of [...] even before this study?”. ‘Any Tobacco’ awareness was defined as having seen or heard of one or more of the ten product categories. Percentages are derived from weighted data. Values in parentheses denote the 95% confidence intervals. N’s are derived from unweighted data. Sample sizes may vary in each subgroup due to missing responses. ‘OTND/Other’ comprises modern oral nicotine products in the form of non-medical lozenges, gums, tablets, and/or gummies
Abbreviations: CI = confidence interval; OTDN = Oral tobacco-derived nicotine.

Ever Use

For each product category, ever use was defined as ever using the product, even just once, and assessed via a series of questions listed above. Ever use of any product was defined as having ever used one or more of the ten individual tobacco/nicotine categories assessed.

In the first half of 2025, among youth (13-17 years old) and underage young adults (18-20 years old), 17.7% and 43.3% respectively reported ever having used any tobacco or nicotine product (see [Figure 2](#) and [Table 2](#)). Ever use of e-cigarettes was most common, followed by ever use of cigarettes, cigars, and hookah. Ever use was lowest for pipe and snus products. In general, ever using tobacco/nicotine rates were higher among underage young adults relative to youth.

Figure 2: Estimated Ever Use of Tobacco and Nicotine Products (weighted %) by Age Group. Data from UTUS HY 1 2025 (N=2,426)



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 these categories. 'Other Oral Nicotine Products' comprises modern oral nicotine products in the form of non-medical lozenges, gums, tablets, and/or gummies.

Table 2: Estimated Proportion of 13- to 20-year-Olds Who Reported Ever Using Tobacco or Nicotine Products, by Product Category and Age Group - Underage Tobacco Use Survey, January-May 2025

Product Category	Age 13–17 (N=1,297)	Age 18–20 (N=1,129)	Overall 13-20 (N=2,426)
	% (95% CI)		
E-cigarettes	13.2 (11.2 - 15.7)	33.6 (30.1 - 37.4)	19.9 (18.0 - 22.0)
Cigarettes	7.3 (5.7 - 9.2)	21.8 (18.8 - 25.2)	12.0 (10.5 - 13.7)
Cigars	4.0 (2.9 - 5.5)	16.2 (13.6 - 19.2)	8.0 (6.8 - 9.4)
Smokeless Tobacco (chew/snuff/dip)	1.3 (0.76 - 2.2)	5.8 (4.3 - 7.8)	2.8 (2.1 - 3.6)
Hookah	2.4 (1.6 - 3.5)	10.3 (8.2 - 12.8)	5.0 (4.0 - 6.1)
Pipe	1.0 (0.57 - 1.8)	3.6 (2.3 - 5.4)	1.9 (1.3 - 2.6)
Snus	0.61 (0.30 - 1.2)	2.7 (1.8 - 4.1)	1.3 (0.90 - 1.9)
Heated Tobacco	1.5 (0.93 - 2.5)	3.6 (2.3 - 5.4)	2.2 (1.6 - 3.0)
OTDN/Pouches	1.8 (1.1 - 2.8)	7.8 (6.1 - 10.0)	3.7 (3.0 - 4.7)
OTDN/Other	1.1 (0.61 - 2.0)	4.2 (2.9 - 6.0)	2.1 (1.5 - 2.9)
Any Tobacco	17.7 (15.3 - 20.4)	43.3 (39.5 - 47.1)	26.1 (24.0 - 28.3)

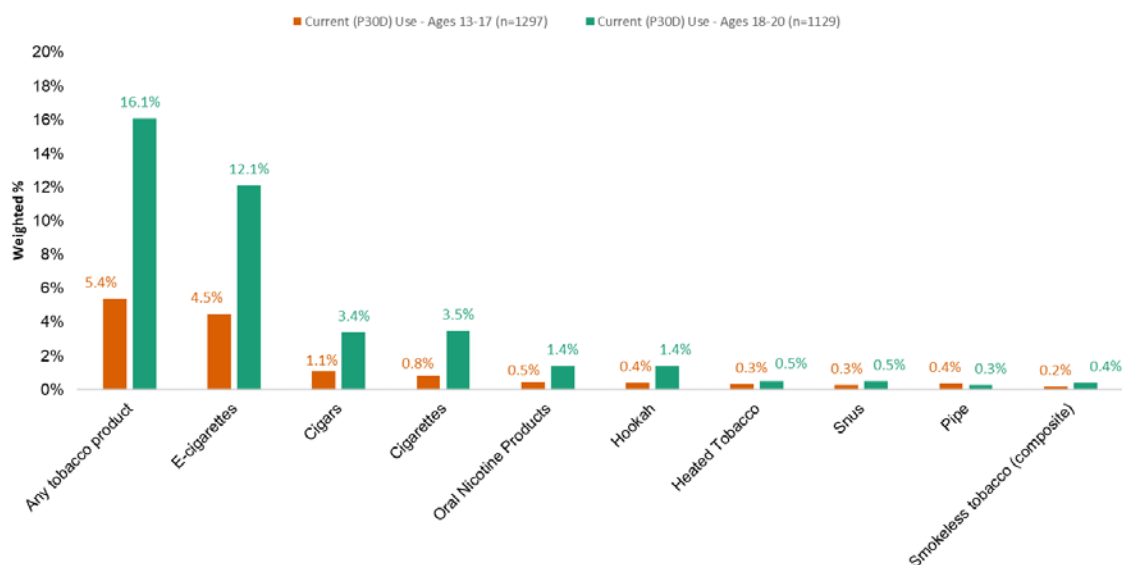
Note. For each product category, ever use was determined by asking, “Have you ever used [...], even once or twice?”. ‘Any Tobacco’ was defined as ever use of one or more of the ten product categories. Percentages are derived from weighted data. Values in parentheses denote the 95% confidence intervals. N’s are derived from unweighted data. Sample sizes may vary in each subgroup due to missing responses. ‘OTDN/Other’ comprises modern oral nicotine products in the form of non-medical lozenges, gums, tablets, and/or gummies
Abbreviations: CI = confidence interval; OTDN = Oral tobacco-derived nicotine.

Current (past 30-day) Use

For each product category, current use was defined as use on ≥ 1 day during the past 30 days and assessed via a series of questions listed in the table above. For example, responses of “earlier today,” “not today but sometime during the past 7 days,” and “Not during the past 7 days but sometime during the past 30 days” comprised current use. Current use of any tobacco was defined as use of one or more of the nine tobacco/nicotine categories assessed during the past 30 days.

As observed in previous time periods, e-cigarettes were the most commonly used tobacco product among both youth and underage young adults, followed by current use of cigars, cigarettes, and oral nicotine products (see [Figure 3](#) and [Table 3](#)). Past 30-day use of any tobacco product was reported by 5.4% of the 13- to 17-year-olds and 16.1% of the 18-to 20-year-olds (see [Table 3](#)).

Figure 3: Estimated Past 30-Day Use of Tobacco and Nicotine Products (weighted %) by Age Group. Data from UTUS HY 1 2025 (N=2,426)



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 these categories. ‘Oral Nicotine Products’ comprise pouches and other forms such as non-medical lozenges, gums, tablets, and/or gummies.

Table 3: Estimated Proportion of 13- to 20-year-Olds Who Reported Current (Past 30-Day) Tobacco or Nicotine Product Use, by Product Category and Age Group - Underage Tobacco Use Survey, January-May 2025

Product Category	Age 13–17 (N=1,297)	Age 18–20 (N=1,129)	Overall 13-20 (N=2,426)
	% (95% CI)		
E-cigarettes	4.5 (3.3 - 6.0)	12.1 (9.9 - 14.6)	7.0 (5.9 - 8.2)
Cigarettes	0.82 (0.42 - 1.6)	3.5 (2.3 - 5.2)	1.7 (1.2 - 2.4)
Cigars	1.1 (0.59 - 2.2)	3.4 (2.4 - 5.0)	1.9 (1.3 - 2.7)
Smokeless Tobacco (chew/snuff/dip)	0.19 (0.04 - 0.86)	0.42 (0.16 - 1.1)	0.26 (0.11 - 0.63)
Hookah	0.41 (0.16 - 1.1)	1.4 (0.68 - 2.7)	0.72 (0.41 - 1.3)
Pipe	0.38 (0.13 - 1.1)	0.29 (0.09 - 0.95)	0.35 (0.15 - 0.79)
Snus	0.27 (0.08 - 0.92)	0.50 (0.18 - 1.4)	0.34 (0.15 - 0.78)
Heated Tobacco	0.31 (0.11 - 0.84)	0.51 (0.24 - 1.0)	0.37 (0.19 - 0.71)
Oral Nicotine Products (OTDNs incl. pouches and other forms)	0.46 (0.20 - 1.0)	1.4 (0.82 - 2.2)	0.75 (0.48 - 1.2)
Any Tobacco	5.4 (4.1 - 7.0)	16.1 (13.5 - 19.0)	8.9 (7.6 - 10.3)

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 nine product categories on ≥1 day during the past 30 days. Percentages are derived from weighted data. Values in parentheses denote the 95% confidence intervals. N’s are derived from unweighted data. Sample sizes may vary in each subgroup due to missing responses.

Abbreviations: CI = confidence interval; OTDN = Oral tobacco-derived nicotine (includes use of nicotine pouches and/or other forms).

Considerations

Methodological differences preclude direct comparisons of UTUS results with other national surveys (e.g., National Youth Tobacco Survey²), including the time period when data were collected, survey setting (household survey vs. school survey), population under study (household dwelling individuals vs. school-attending individuals), mode of administration, etc..

Nonetheless, results from the UTUS are in line with results from other national surveys in that e-cigarettes were the most commonly used tobacco product among underage individuals while snus, smokeless tobacco (chew/snuff/dip), heated tobacco product, and pipe use was less common; and underage young adults in general were more likely to use tobacco products compared to youth.

² The most recent available results from the annual NYTS are based on data collected between January and May of 2024 among U.S. middle and high-school students. Also see: Jamal, A., et al. (2024). "Tobacco Product Use Among Middle and High School Students - National Youth Tobacco Survey, United States, 2024." MMWR Morb Mortal Wkly Rep **73**(41): 917-924.