

Altria's Underage Tobacco Use Survey (UTUS)

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Today's Agenda: Insights from the Underage Tobacco Use Survey (UTUS)

- Provide an overview of the UTUS, its purpose, and rationale.
- Explore the methodology, structure, and key components of the UTUS survey.
- Discuss the demographic characteristics of the 2024 UTUS sample.
- Examine current trends in the prevalence of tobacco use, including patterns and challenges related to underage access to e-cigarette products.





UTUS Rationale and Goals



Situation

- The underage tobacco use landscape is changing rapidly
- Government data sources lag emergent use patterns
 - Data are collected once per year or less frequently
 - Long intervals between data collection, dissemination of results and data availability
 - May not include newer products or reflect underage population following Tobacco 21 laws
- Increasing agency desire for underage tobacco use data to support regulatory applications



Goals of UTUS

- Complement government data sources
 - Obtain timely, ongoing surveillance of underage (13-20 years) tobacco use
 - Adapt to the evolving market (e.g., changing brands, product categories)
- Inform our underage prevention efforts and support regulatory applications and related engagement
- Provide public health researchers with biannual updated estimates and access to the data, with some restrictions





Key Study Features



Household dwelling
13–20-year-olds



Design/Sampling

Repeated cross-sectional study. Address-based stratified random sampling



Frequency of Data Collection

Quarterly



Target Sample Size

1250/quarter (approx. 5000/year)



IRB Status

Approved



Administration Mode

Online self-administration and phone interview. Accessible in English and Spanish languages



Participant Incentive

\$1 non-contingent and \$20 contingent



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Consent/Assent Process and Content

Youth

**13 - 17
Years**



Parent or
Guardian
Consent



Child
Assent

**Young
Adults**

**18 - 20
Years**



Individual
Consent

Consent/Assent Content

Purpose and Nature of Research

Research Procedure

Sponsor: Tobacco Manufacturer

Risks and Benefits

Data Privacy

Voluntary Participation

Compensation

IRB Contact



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Survey Content*

Products

- ☐ E-vapor
- ☐ Cigarettes
- ☐ Cigars and cigarillos
- ☐ Chew/snuff/dip
- ☐ Snus
- ☐ Hookah
- ☐ Pipe
- ☐ Heated tobacco products
- ☐ Modern oral tobacco
 - Nicotine pouches
 - Other forms

Key Questions

- Awareness
- Ever use
- Susceptibility to use among Nonusers
- Age of onset
- First product used
- Number of lifetime use occasions
- **Among Past 30-Day Users:**
 - Reasons for first and current use
 - Frequency and amount of use
 - Brand(s) used
 - Flavor(s) used
 - Source of access; purchasing context
 - Quit intentions

* Wherever feasible, survey items were sourced or modified from national surveys, such as the National Youth Tobacco Survey (NYTS) and Population Assessment of Tobacco and Health study (PATH), and previous studies.



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Survey Content – Product Descriptions (No Imagery)

Example for the ENDS Category

“ 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.

- 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? ”

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Survey Strengths and Limitations



Limitations

- Individuals not living in households are excluded
- Low response level at the household stage
- Lack of assessment of psychosocial factors

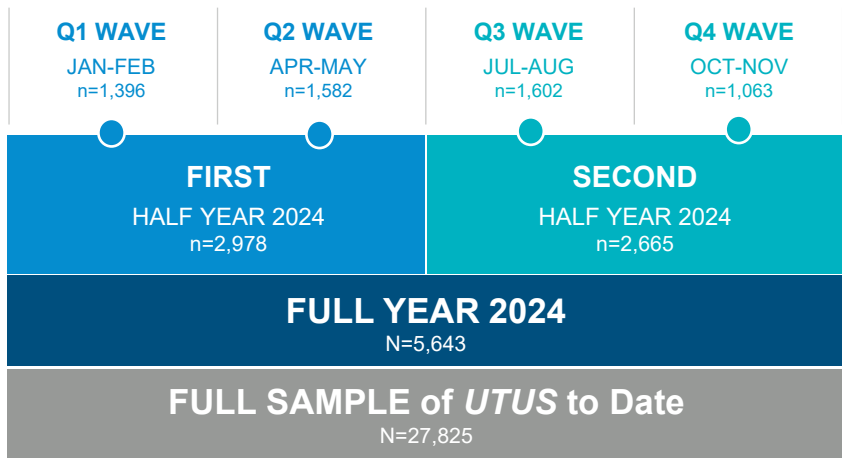


Strengths

- National coverage
- Probability-based sampling
- Captures both in-school and out-of-school youth, as well as young adults
- Includes individuals aged 18 to 20



Overview of UTUS 2024 Full-year Sample



2024 Full-Year-Sample Participant Characteristics

48%
White

26%
Hispanic

13%
Black

7%
Asian

6%
Other*

16 mean participant
age (years)

48% female

71% attending school
(public, private, or home
schooled)

18% attending college
or university

11% working
(not in school)

Numbers (n) represent unweighted counts, percent (%) represent weighted proportions.
UTUS=Underage Tobacco Use Survey.

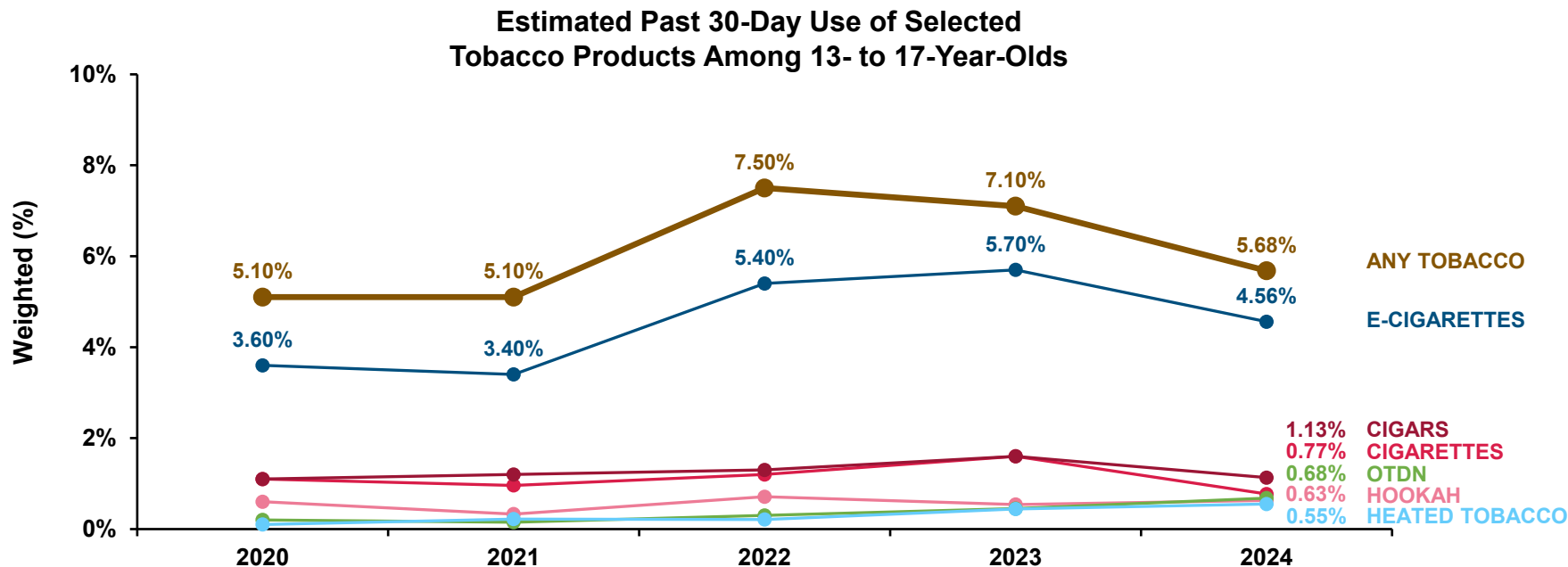
Other includes Non-Hispanic Native American/Hawaiian, Alaska Native, and Other Pacific Islander.



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Current Use of Any Tobacco Trending Down in 2024 Among Youth (Ages 13-17)



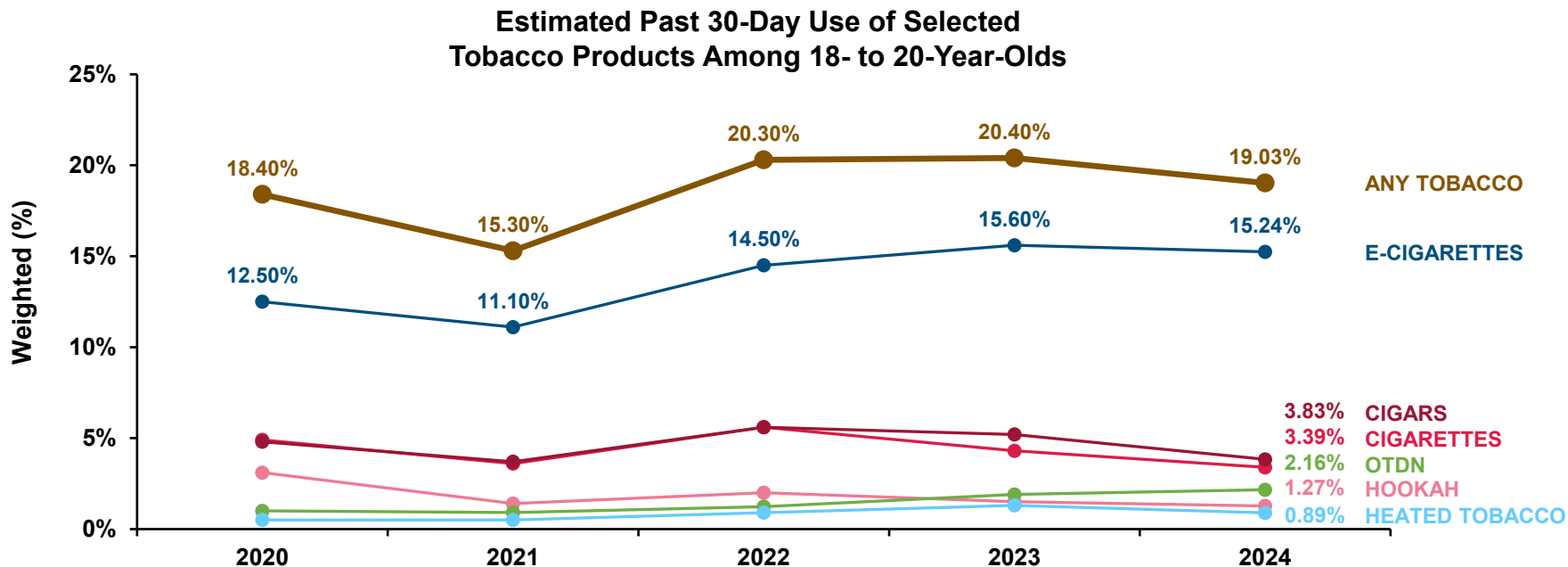
- The figure above shows the estimated current use over time among 13-17-year-olds.
 - "Current use" of each tobacco product category was defined as having used the product at least once in the past 30 days. This was assessed among ever-users with the question: "When was the last time you used [...], even one or two times? (Please select the first answer that fits.)" Current use of any tobacco product was defined as having used one or more of the nine individual tobacco categories in the 30 days prior to taking the survey.
 - The 'OTDN' category includes nicotine pouches and other forms of non-medical oral nicotine products.
- Source: ALCS UTUS, May 2020 to November 2024.



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2024: Decrease in Combustible Product Use Among Young Adults (Ages 18-20)

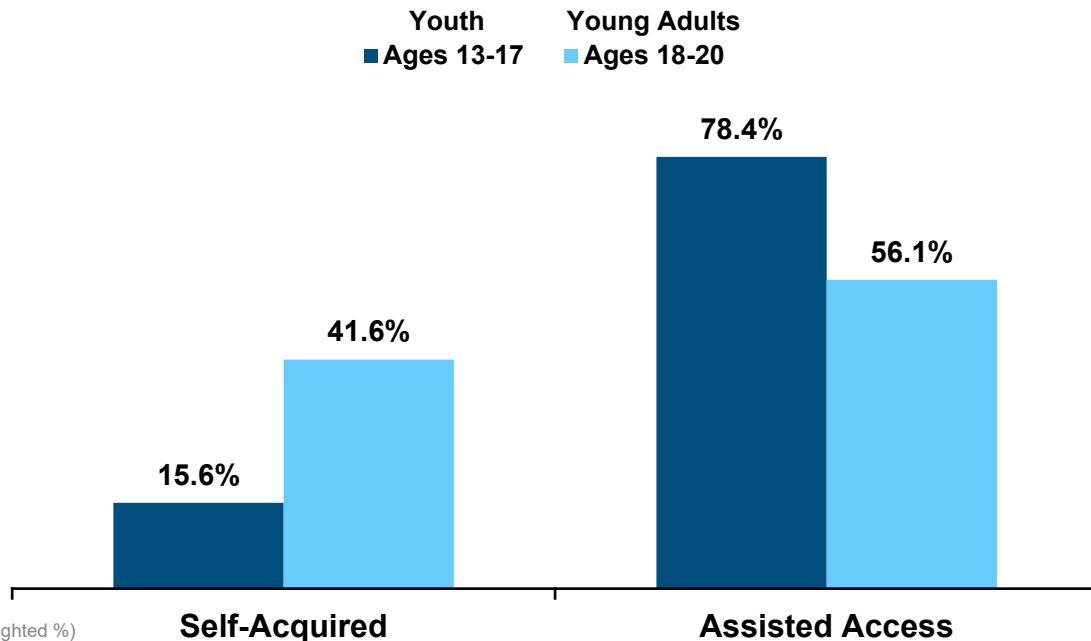


- The figure above shows the estimated current use over time among 18-20-year-olds.
 - "Current use" of each tobacco product category was defined as having used the product at least once in the past 30 days. This was assessed among ever-users with the question: "When was the last time you used [...], even one or two times? (Please select the first answer that fits.)" Current use of any tobacco product was defined as having used one or more of the nine individual tobacco categories in the 30 days prior to taking the survey.
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- Source: ALCS UTUS, May 2020 to November 2024.



The Majority Acquire E-cigarettes Through Social Sources

How did you usually get your e-cigarettes?



The figure above shows the estimated product access (weighted %) among individuals who had reported use of e-cigarettes in the 30 days prior to taking the survey (n=555). This was assessed with the question: "During the past 30 days, how did you usually get your e-cigarettes, pods, tanks, cartridges, or e-liquid refills? (select one answer)". A small percentage in each age group (<5%) reported that they got the products "some other way" and are not included in the above.

Source: ALCS UTUS, January to November 2024.

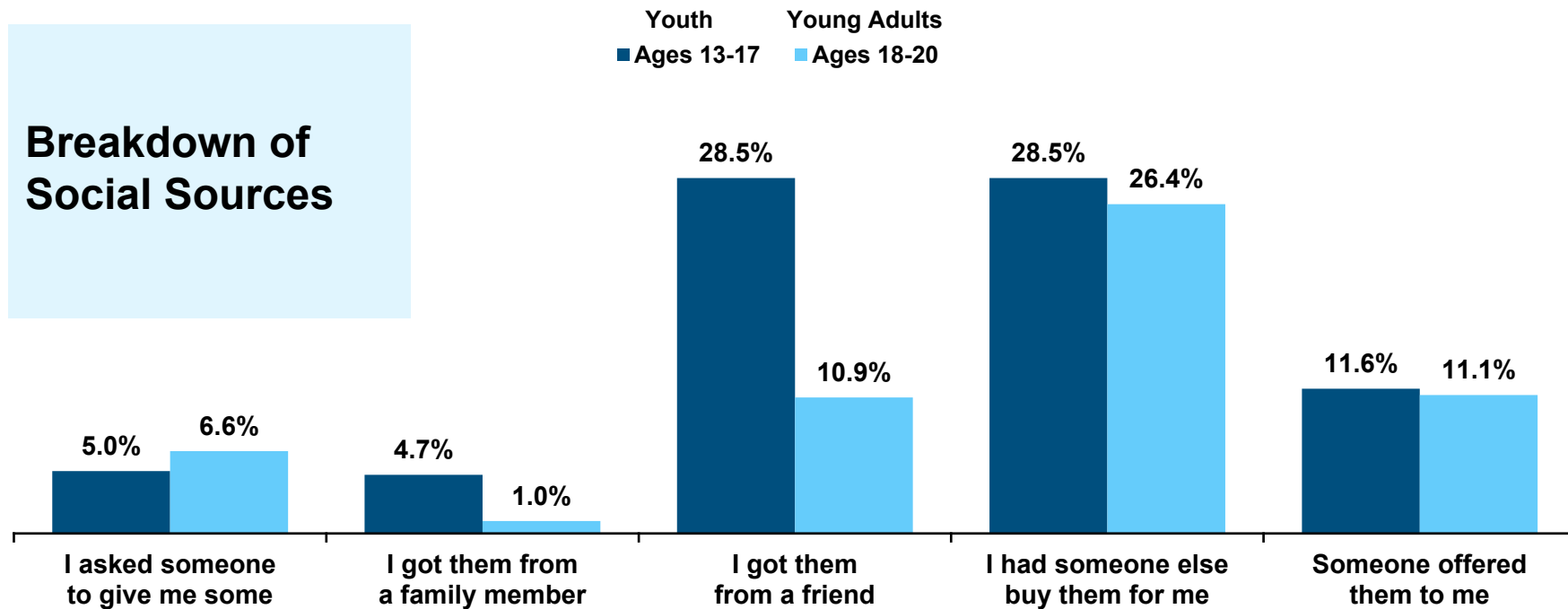
➤ Higher Self-acquisition Rates in Young Adults (Ages 18-20) vs Youth (Ages 13-17).



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Youth Rely More on Peers for Product Acquisitions Compared to Young Adults



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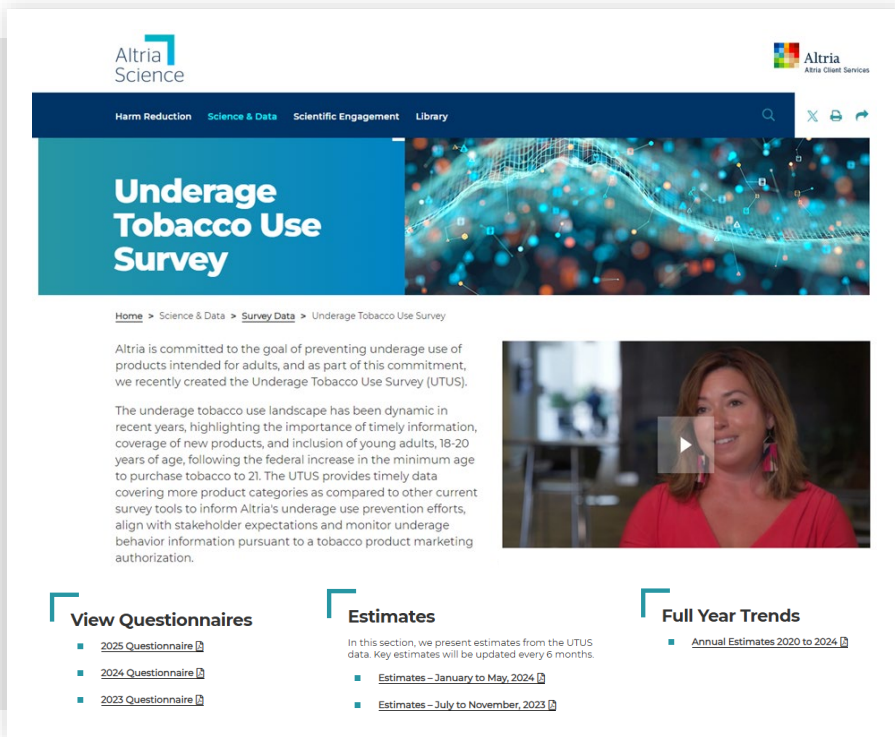


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Thank you for your attention!

Find out more about the UTUS at the Altria Science Website



The screenshot shows the Altria Science website with the following content:

- Header:** Altria Science logo, Altria Client Services logo, and navigation links: Harm Reduction, Science & Data, Scientific Engagement, Library.
- Section Header:** Underage Tobacco Use Survey
- Breadcrumb:** Home > Science & Data > Survey Data > Underage Tobacco Use Survey
- Text:**

Altria is committed to the goal of preventing underage use of products intended for adults, and as part of this commitment, we recently created the Underage Tobacco Use Survey (UTUS).

The underage tobacco use landscape has been dynamic in recent years, highlighting the importance of timely information, coverage of new products, and inclusion of young adults, 18-20 years of age, following the federal increase in the minimum age to purchase tobacco to 21. The UTUS provides timely data covering more product categories as compared to other current survey tools to inform Altria's underage use prevention efforts, align with stakeholder expectations and monitor underage behavior information pursuant to a tobacco product marketing authorization.
- Video:** A video player showing a woman speaking.
- View Questionnaires:**
 - 2025 Questionnaire [D]
 - 2024 Questionnaire [D]
 - 2023 Questionnaire [D]
- Estimates:**

In this section, we present estimates from the UTUS data. Key estimates will be updated every 6 months.

 - Estimates – January to May, 2024 [D]
 - Estimates – July to November, 2023 [D]
- Full Year Trends:**
 - Annual Estimates 2020 to 2024 [D]

See more at
[Underage Tobacco Use Survey](#)
[- Altria Science](#)

or

SCAN QR CODE



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