


Tobacco Retailer Characteristics

The first step in understanding the tobacco retail landscape is to assess what types of stores are selling tobacco in your community. Tobacco retailers encompass many different store types, and some of these retailers accept SNAP and/or WIC, two federal programs that provide food assistance to lower income persons and families. Many tobacco retailers also display tobacco advertisements both inside and outside of their stores. Exposure to tobacco advertising and marketing is associated with increased tobacco use, including youth tobacco initiation [1, 2].




TYPES OF TOBACCO RETAILERS ASSESSED


 **51.2%**
Convenience


 **3.0%**
Drug or
pharmacy

 **6.2%**
Alcohol

 **11.3%**
Grocery

 **7.1%**
Mass
merchandiser

 **4.6%**
Tobacco
shop

 **5.1%**
Bar or
restaurant

 **8.4%**
Vape shop

 **3.1%**
Other



WIC AND SNAP

37.8%
of retailers
accepted SNAP



24.8%
of retailers
accepted WIC

EXTERIOR ADS

45.9%
of retailers had
exterior tobacco advertising

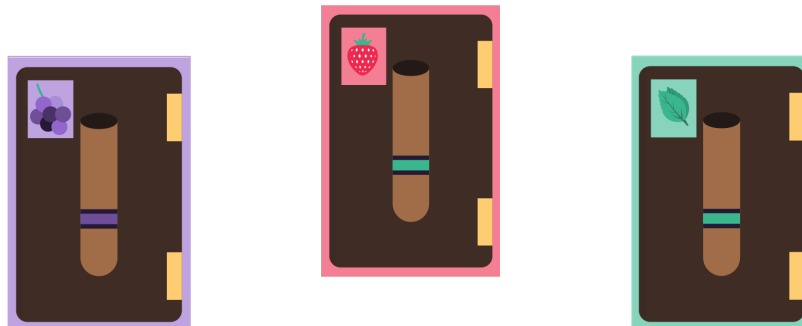
Product Availability

There are many different types of tobacco products available and advertised in stores. Many tobacco products are available in a variety of flavors, such as sweet, fruit, candy, mint, or menthol flavors as well as other foods, beverages, spices, and herbs. Flavored tobacco products are more appealing to youth and young adults [3] and play a significant role in youth initiation of tobacco use [4].



PERCENT OF RETAILERS ASSESSED SELLING

Cigarettes	E-cigarettes	Smokeless tobacco
89.8%	63.1%	77.5%
Cigarillos, little cigars, or blunts	Large cigars	
79.7%	17.7%	



FLAVORED PRODUCTS

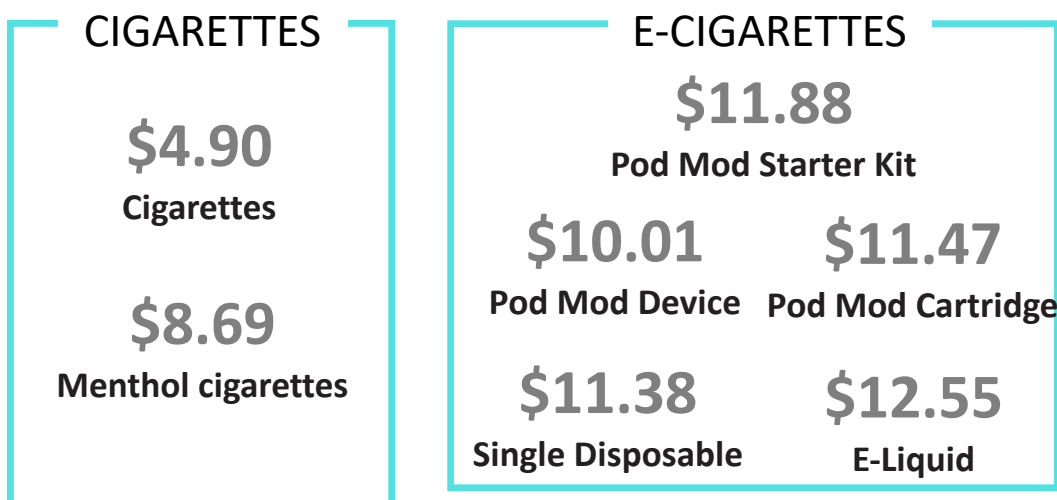
Menthol Cigarettes	E-cigarettes	Smokeless tobacco
98.0%	88.7%	95.7%
Cigarillos, little cigars, or blunts	Large cigars	
95.3%	62.3%	

Price & Promotions

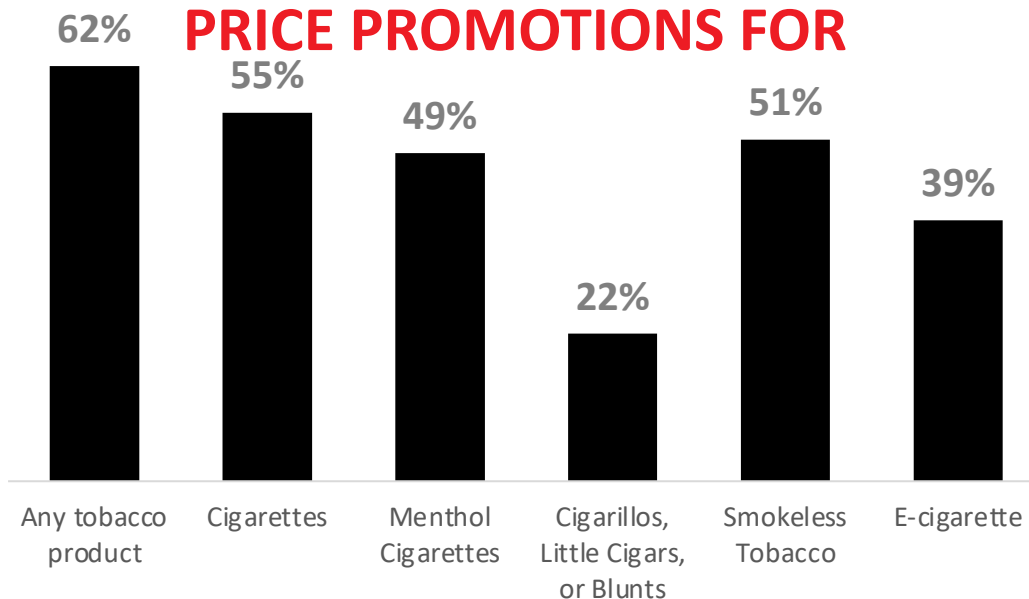
Increasing the price of cigarettes and other tobacco products is one of the most effective ways to reduce tobacco consumption and initiation and increase smoking cessation [5-8]. For every 10% increase in the price of cigarettes, adult smoking decreases by 3-5%, and youth smoking decreases by 6-7% [9]. However, price promotions such as multi-pack offers, discounts, and coupons may significantly decrease the cost of tobacco products.



AVERAGE CHEAPEST ADVERTISED PRICES

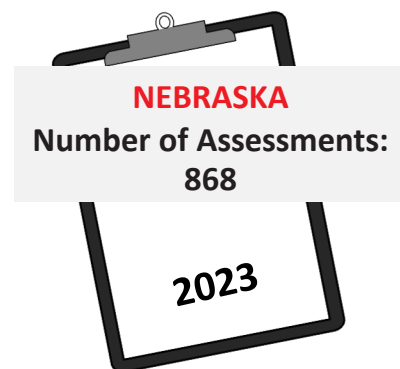


PERCENT OF RETAILERS ASSESSED WITH PRICE PROMOTIONS FOR

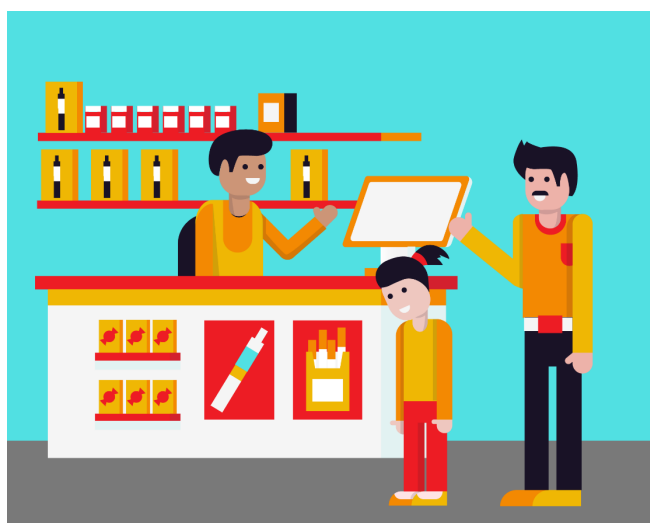


Youth Appeal

The tobacco industry relies on recruiting youth to replace the 480,000 people in the US who die each year due to the use of their products [10, 11]. While the 1998 Master Settlement Agreement prohibits tobacco companies from directly targeting youth with mascots like Joe Camel [12], their products are still designed and marketed in ways that are appealing to kids. The tobacco industry sells products in sweet, candy-like flavors and at cheap prices; markets products in kids' direct line of sight; and places tobacco products where youth can easily reach.



PERCENT OF RETAILERS ASSESSED WITH



19.7% tobacco product advertisements within 3 feet of the floor (i.e., kid's eye-level)

10.8% tobacco products near youth-oriented products

15.1% self-service displays

PERCENT OF RETAILERS ASSESSED SELLING

59.2% Cigarillos, little cigars, or blunts for less than \$1

86.0% Single cigarillos, little cigars, or blunts

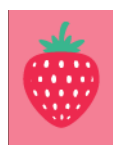
31.2% Tobacco look-a-likes (i.e. candy cigars, bubble gum "chew")

FLAVORED PRODUCTS



98.0% Menthol cigarettes

95.3% Flavored cigarillos, little cigars, or blunts



88.7% Flavored e-cigarettes

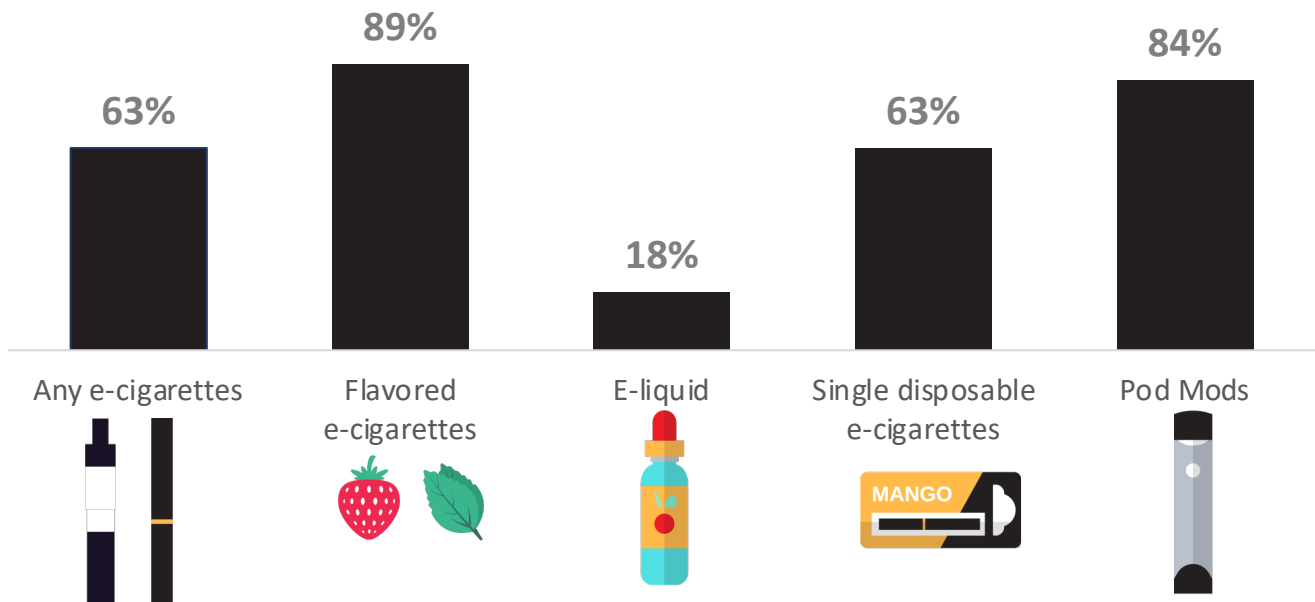
95.7% Flavored smokeless tobacco

E-Cigarettes

E-cigarettes have been the most popular tobacco product among youth in the U.S. since 2014. In Nebraska, 1 in 5 high school students reported using e-cigarettes in 2019 [13]. E-cigarettes contain nicotine, which is addictive and can harm the developing brain. They also come in a variety of flavors that appeal to youth. Youth who use e-cigarettes may be more likely to start smoking cigarettes [14]. Youth e-cigarette product use is responsive to regulation. Many youth have pivoted from using pre-filled pods and cartridges like Juul, which were banned in flavors other than menthol and tobacco at the beginning of 2020, to using disposable e-cigarettes, which are still available in a variety of flavors [15].



PERCENT OF RETAILERS ASSESSED SELLING



PERCENT OF RETAILERS ASSESSED SELLING

8.1% E-cigarettes in self-service displays

38.6% E-cigarettes with price promotions

CHEAPEST ADVERTISED PRICES

\$11.88
Pod Mod Starter Kit

\$10.01
Pod Mod Device

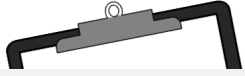
\$11.38
Single Disposable E-Cigarette

\$12.55
E-Liquid

\$11.47
Pod Mod Cartridge

Density & Proximity to Youth

The retail store is the primary place youth are exposed to tobacco marketing. Research shows that schools with more stores within walking distance have higher smoking prevalence than schools with fewer retailers nearby [16].



NEBRASKA
Number of
Tobacco Retailers: 1,387
Schools: 621

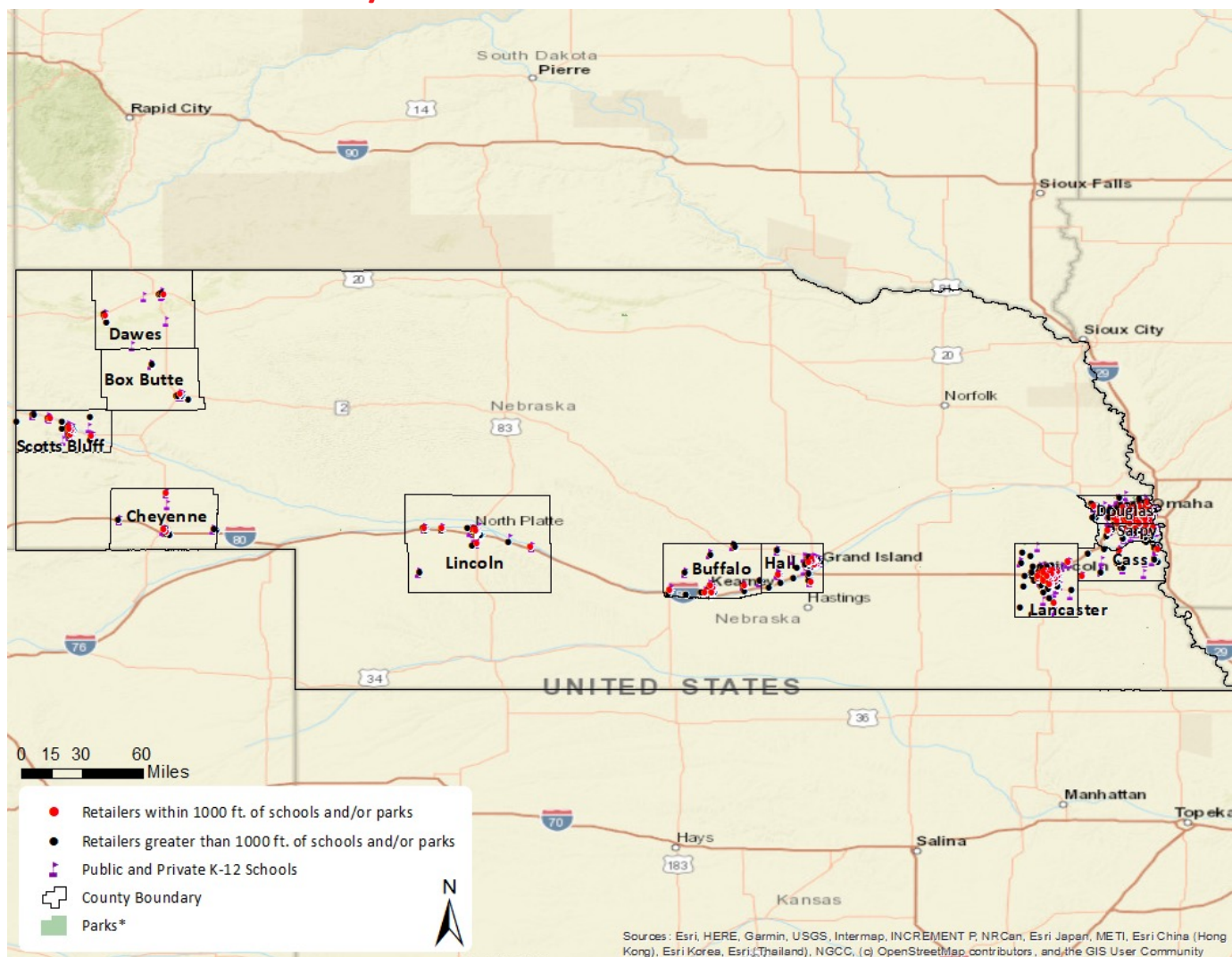
2023

DENSITY OF RETAILERS PER 10,000 PEOPLE: 10.7

139 or 22.4% OF SCHOOLS ARE WITHIN 1000 FT OF A TOBACCO RETAILER

189 or 13.6% OF TOBACCO RETAILERS ARE WITHIN 1000 FT OF SCHOOLS

402 or 29% OF TOBACCO RETAILERS ARE WITHIN 1000 FT OF SCHOOLS AND/OR PARKS



*Due to the incomplete nature of available GIS compatible park data, it is possible that there are more retailers within 1000 ft of parks than specified. Note that not all of the parks displayed on the base-map are included in the distance of retailers to park calculations.

Analysis and Visual Notes

DATA COLLECTION DETAILS

Assessment data was collected between July 1, 2023, and December 31, 2023. Retailer data was exported from POST on January 19, 2024, and represents all retailers marked as yes for in business and blank or yes for selling tobacco.

DATA ANALYSIS DETAILS

Data analysis was completed by Counter Tools. Available store data rather than only complete store data was utilized in analysis; therefore, the total number of assessments summarized for each assessment item may vary depending on the amount of data that was available (or missing) for the particular assessment item.

DATA PRESENTATION DETAILS

- Chew, snuff, dip, or snus are characterized as smokeless tobacco products.
- The presence of tobacco products within 3 feet of the floor is operationalized as kid's eye-level.
- "Youth-oriented products" include products such as candy, gum, toys, stuffed animals, etc.
- Newport Menthol is a specific brand of cigarettes.
- Flavored products may include flavors such as peach, grape, cherry, mint, menthol, wintergreen, etc.
- Average reported prices reflect those of retailers both selling *and* reporting the price of said product.
- Self-service displays refer to tobacco products that are openly displayed or stored in a manner that is physically accessible to the purchaser without needing the assistance of the store clerk/ employee (e.g., open or unlocked racks, shelves, counter-top displays, vending machines).

CITATIONS

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