

2017 Adult Tobacco Survey

Surveys Conducted: 2017

Report Date: August 2018

NEBRASKA

Good Life. Great Mission.

DEPT. OF HEALTH AND HUMAN SERVICES



for a great state of health

2017 Adult Tobacco Survey Summary for the State of Nebraska

Prepared by the
Nebraska Department of Health and Human Services Division of Public Health
Tobacco Free Nebraska Program

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Acknowledgments

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Statistical Summary

Source: 2017 Nebraska Adult Tobacco Use in Nebraska (NE ATS)

Adult Tobacco Use in Nebraska

Cigarette Smoking in Last 30 Days	15.0%
E-Cigarette Use in the Last 30 Days	6.1%
Smokeless Tobacco Use in Last 30 Days	4.6%
Cigar/Cigarillo/Little Cigar Use in Last 30 Days	2.3%

Exposure to Secondhand Smoke

Homes with Smoke-Free Rules	91.5%
Cars with Smoke-Free Rules	84.7%

Policy & Taxes

Support for Increasing Cigarette Tax and Spending on Prevention	77.2%
Support for Increasing Tobacco Tax (Tobacco Users)	57.5%
Support for Clean Indoor Air Act	88.7%

Cessation

Cigarette Smokers Who Have Attempted to Quit	79.2%
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Mass Media Recall

Saw Ad About Dangers of Tobacco Use - Within Past Month	68.0%
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Cigarettes

Current use rates

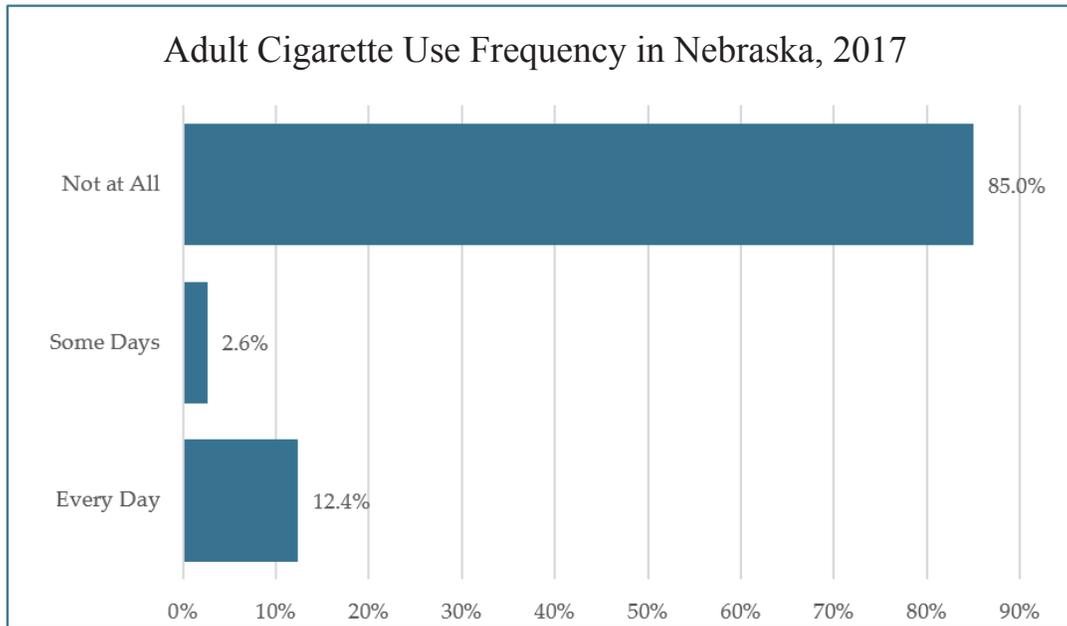


Figure 1

Nebraska ATS 2017

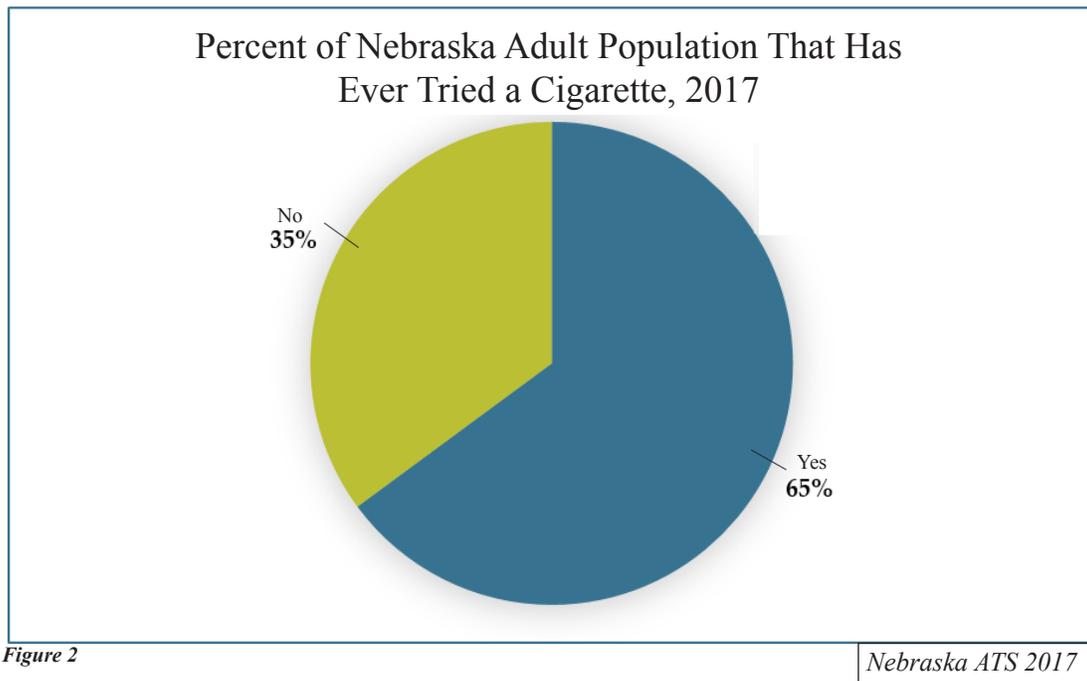
Slightly more than twelve percent (12.4%) of the Nebraska adult population reports that they smoke cigarettes every day. Less than three percent (2.6%) of the respondents indicate they smoke some days. Most adult residents of Nebraska (85%) do not smoke cigarettes at all. While the total smoking rate of 15% (12.4% + 2.6%) appears small, the U.S. Census Bureau estimates the 2017 population of Nebraska to be 1,920,076¹ with 24.8% of the population under 18. Therefore, of the approximately 1,443,897 adults, 216,585 are cigarette smokers.

**ALMOST 217,000 ADULTS
IN NEBRASKA SMOKE
CIGARETTES**

Figure 1: The proportion of respondents who answered: “Every Day, Some Days or Not At All” to the question: Do you now smoke cigarettes every day, some days, or not at all? Individuals who did not answer the question are assumed to be non-smokers.

¹ www.census.gov/quickfacts/NE

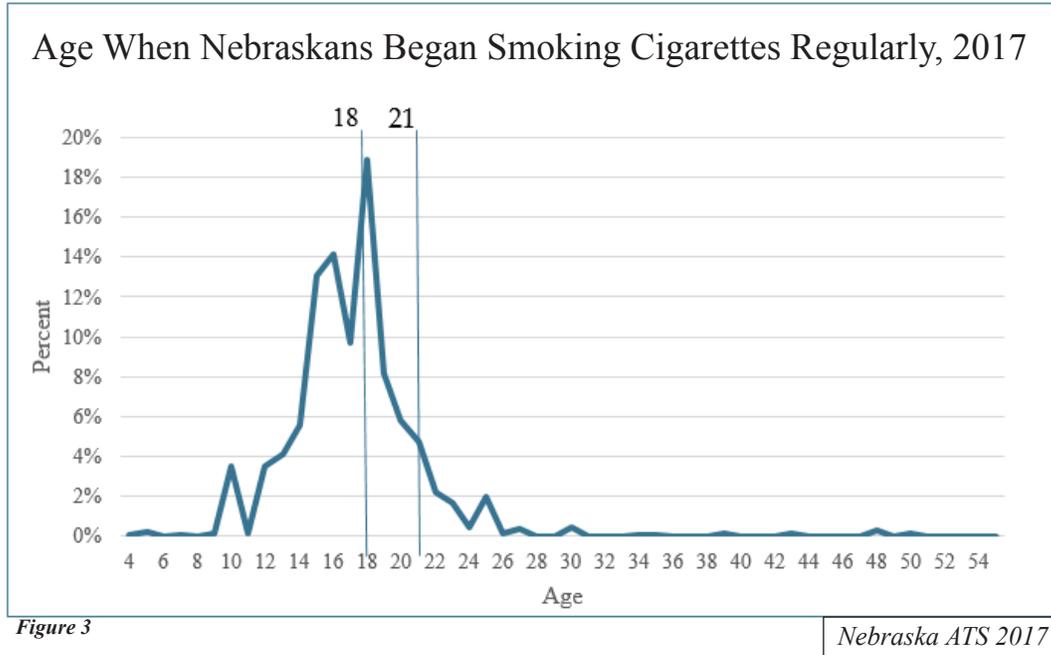
Ever tried a cigarette



In 2017, almost two-thirds of the Nebraska adult population have tried a cigarette at some point in their lifetime.

Figure 2: Proportion of respondents who answered "Yes" or "No" to the question: Have you ever smoked a cigarette, even one or two puffs?

Age of regularity



Nebraskans were asked what their age was when they first started smoking cigarettes regularly. Responses ranged from 4 to 55.

The average age of initiation is 17.3 years and the median (half the responses were older than and half were younger than) is 17. The largest proportion of individuals began smoking regularly at age 18, the age when purchasing cigarettes in Nebraska is legal. Many jurisdictions and states have raised the minimum legal sales age for tobacco products to 21. As can be seen in the above chart, almost 38% of smokers report that they became regular smokers between the ages of 18 and 21. By increasing the minimum legal sales age of tobacco to 21, there could be potential public health benefits such as delaying or preventing tobacco initiation.

Figure 3: Responses to the question: How old were you when you first started smoking regularly. Valid numeric responses were included in the analysis.

Use patterns

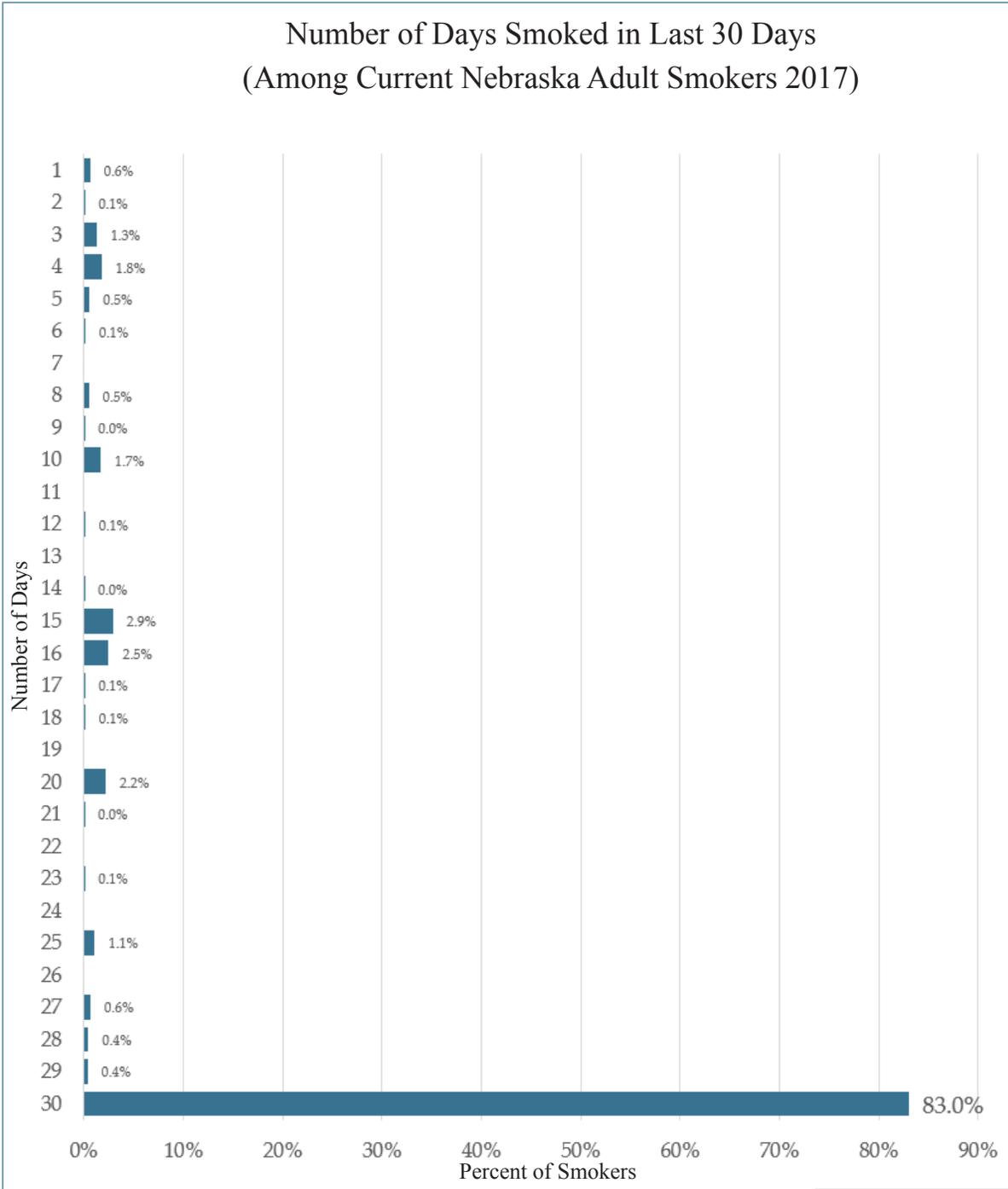


Figure 4

Nebraska ATS 2017

Most (83%) current cigarette smokers in Nebraska smoke every day. Some individuals report that they are “casual” smokers or “social” smokers who only smoke occasionally. While there are some individuals who follow this pattern, it is limited to 17% of the respondents. The prevalence of daily use suggests that nicotine addiction strongly influence usage patterns.

Figure 4: Responses to the question: During the past 30 days, on how many days did you smoke cigarettes. Asked to respondents who indicated they now smoke cigarettes every day or some days.

The cigarette smoker

Number smoked

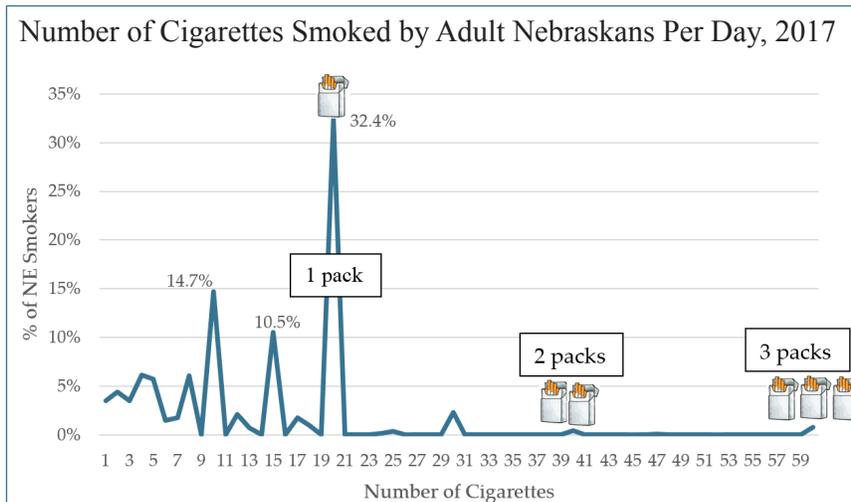


Figure 5

Nebraska ATS 2017

In Nebraska, when asked the quantity of cigarettes smoked on days the respondent smoked, the most common response was approximately one pack of cigarettes. Nearly 1/3 of respondents reported that they smoked 20 cigarettes (equivalent to one pack).

Figure 5: Calculated based on the number of self-reported cigarettes smoked by the respondent.

Flavors

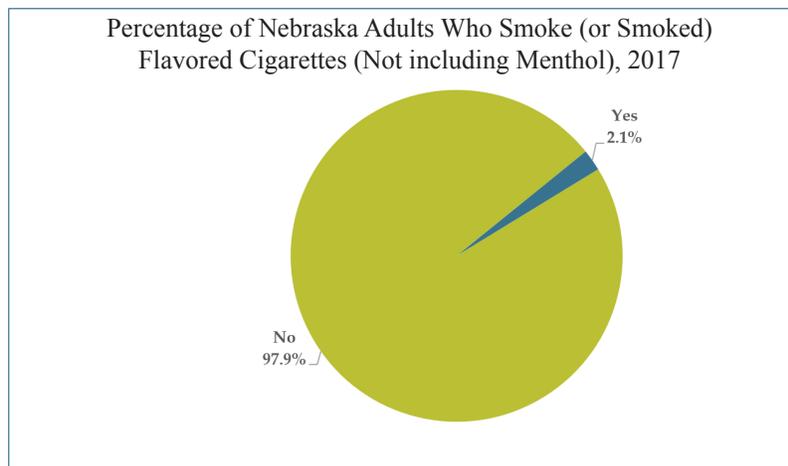


Figure 6

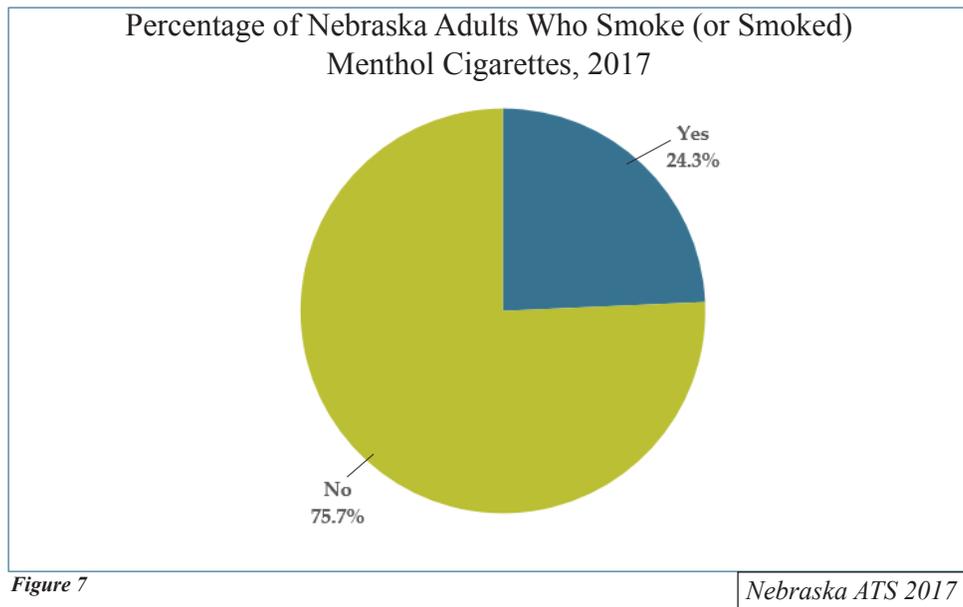
Nebraska ATS 2017

In Nebraska, 2.1% of respondents reported smoking flavored cigarettes. The Family Smoking Prevention and Tobacco Control Act, passed by Congress and signed by the President in 2009, banned flavored cigarettes, except for menthol flavoring.¹ The FDA has not incorporated flavor bans for cigars, little cigars, or e-cigarettes.

Figure 6: Percentage of respondents who answered 'Yes' or 'No' to the question: Are (were) any of the cigarettes that you smoke(d) flavored to taste like candy, fruit, chocolate or other sweets?

¹ <https://www.fda.gov/NewsEvents/Newsroom/PressAnnouncements/ucm532563.htm>

Menthols



In Nebraska, 24.3% of smokers reported smoking menthol cigarettes.

Menthol is a flavor additive with a minty taste and aroma that is widely used in consumer and medicinal products due to its reported cooling or painkilling properties. When used in cigarettes, menthol may reduce the irritation and harshness of smoking. However, research suggests menthol cigarettes may be harder to quit than non-menthol cigarettes, particularly among African-American smokers.¹

Many smokers think menthol cigarettes are less harmful. There is no evidence that cigarettes, cigars, or smokeless tobacco products that have menthol are safer than other cigarettes.³

Menthol cigarettes have been heavily targeted to African-American populations by cigarette manufacturers. This segmentation and focus has resulted in a menthol smoking rate of nearly 90% among African American populations.² In 2009, FDA banned flavors other than menthol in cigarettes.

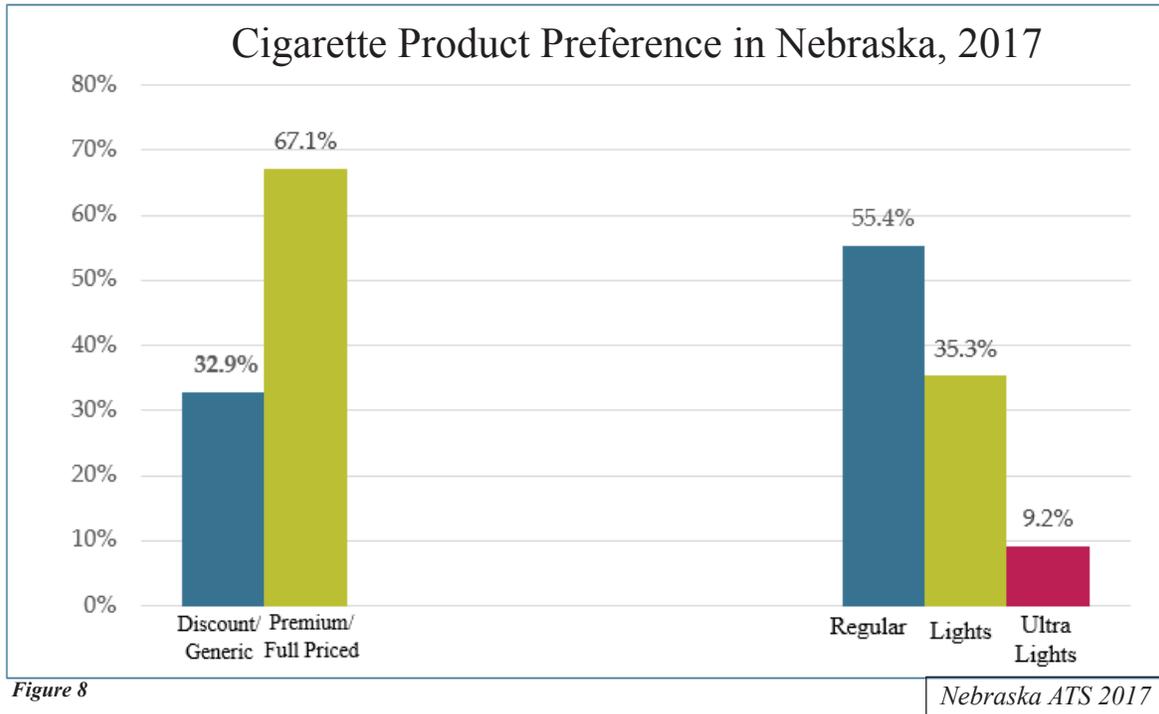
Figure 7: Percentage of respondents who answered 'Yes' or 'No' to the question: What type of cigarettes do (did) you smoke? Are (were) they menthol or plain?

¹ <https://www.fda.gov/TobaccoProducts/Labeling/ProductsIngredientsComponents/ucm2019416.htm> (Accessed 8/2/2018)

² <https://truthinitiative.org/news/truth-about-menthol>

³ <https://smokefree.gov/quitting-smoking/e-cigs-menthol-dip-more/know-more-about-menthol-cigarettes>

Product preference



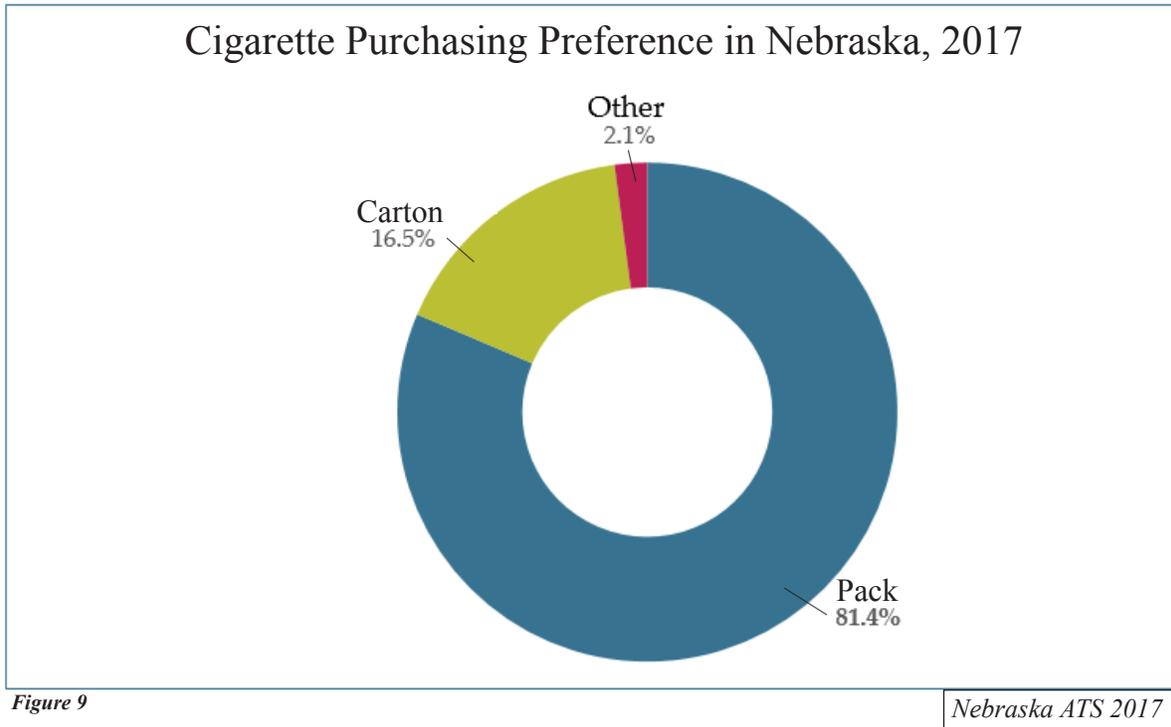
In Nebraska, approximately 2/3 of respondents indicate they smoke full-priced or premium cigarettes.

Most respondents (55%) report smoking regular cigarettes, thirty-five percent reported smoking light cigarettes, with the remaining 9% smoking ultra-lights.

The use of the terms light, low-tar, ultra-lights, etc. have been banned in the United States since 2009 under the Family Smoking Prevention and Tobacco Control Act. Many cigarette smokers are still able to differentiate or believe they are using light or ultra-light cigarettes as evidenced by the results above.

Figure 8: Responses to: Do you smoke discount or full-priced cigarettes? & Are they regular, lights, or ultra-lights?

Package preferences



In Nebraska, most (81.4%) purchasers of cigarettes prefer to purchase by the pack. Although a carton can yield a lower cost than per-pack purchases, only 16.5% prefer to purchase by the carton. About 2% indicated that they have other preferences.

Figure 9: Responses to: Do you buy cigarettes by the pack or by the carton?

Pack vs carton pricing

Reported Cigarette Pack Pricing by Nebraska Adults, 2017	
Lowest Reported Pack Price	\$1.80
Highest Reported Pack Price	\$8.00
Mean (average) Pack Price	\$5.25
Median Pack Price	\$5.33

Figure 10 Nebraska ATS 2017

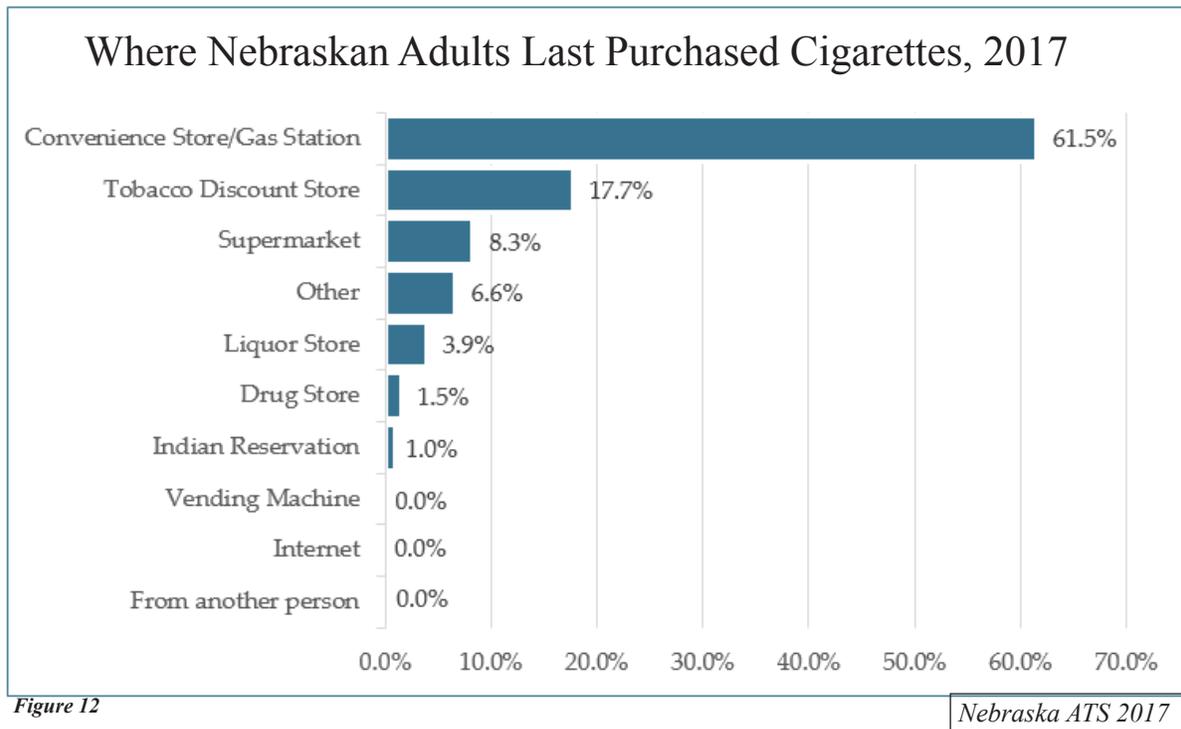
Most Nebraskans indicated they most often purchase cigarettes by the pack, despite the higher per-pack cost compared to purchasing by the carton.

Reported Cigarette Carton Pricing by Nebraska Adults, 2017	
Lowest Reported Carton Price	\$25
Highest Reported Carton Price	\$85
Mean (average) Carton Price	\$46.07
Median Carton Price	\$46
Average Price Per Pack When Purchased by Carton	\$4.61

Figure 11 Nebraska ATS 2017

Of those respondents who indicated they typically purchase cigarettes by the carton, price information was collected. *Note: One response of “\$14 per carton” was removed as a data entry error (\$1.40 per pack).*

Last purchase location

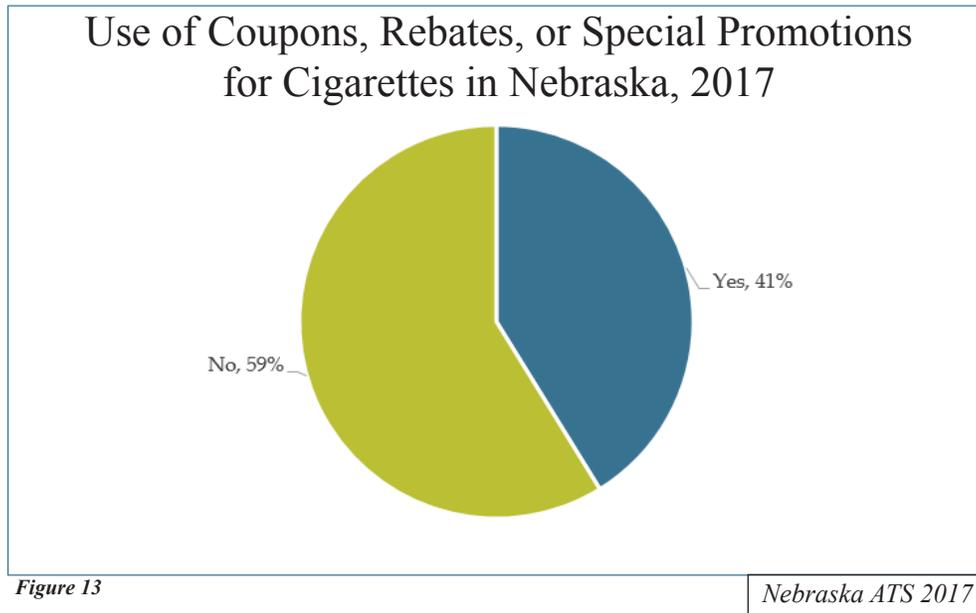


In Nebraska, most cigarettes (61.5%) are purchased at convenience stores/gas stations. Nearly 20% are purchased at tobacco-specific discount stores, followed by supermarkets. The remaining purchase locations have a low level of utilization.

Of the nearly 7% indicating they purchased from “other,” responses were varied and included dollar stores, truck stops, and specific retailers by name.

Figure 12: Responses to: Where did you buy cigarettes for yourself during the past 30 days most often?

Use of coupons

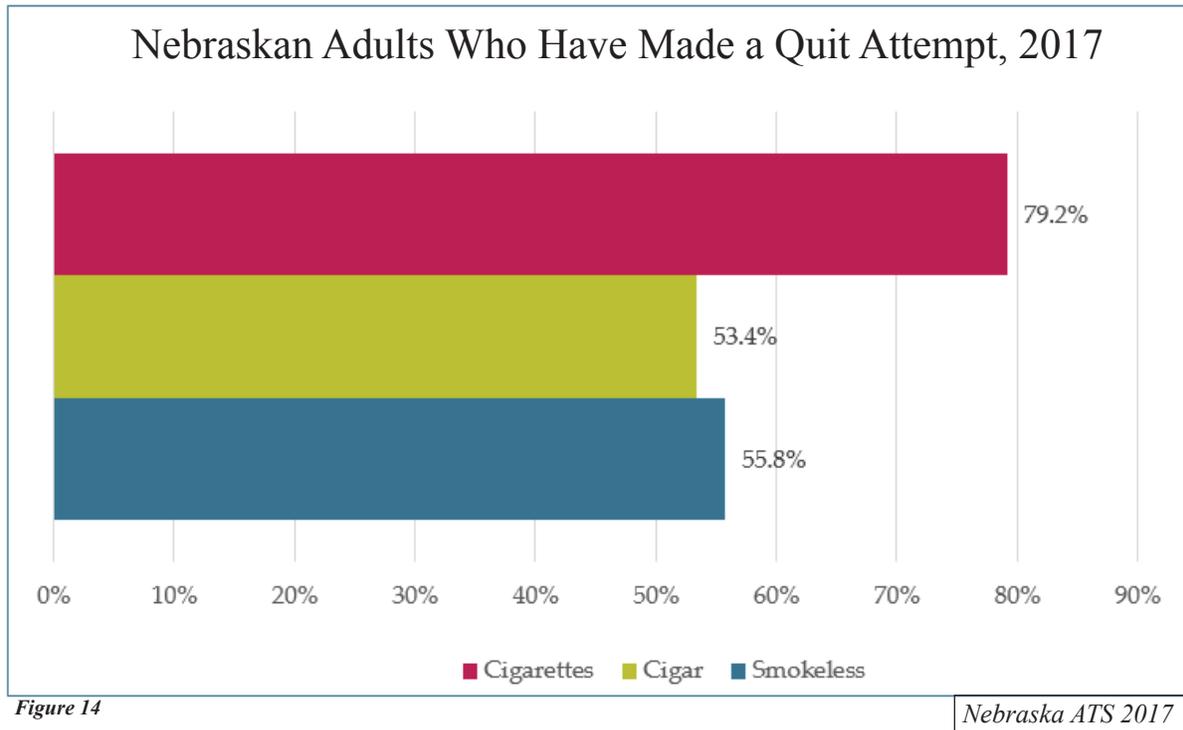


Forty-one percent of Nebraskans indicated that they had used a coupon or offer in the past year. The tobacco industry uses coupons and other point-of-sale offers and discounts as a key component of their marketing and sales strategy. Coupons are routinely mailed, e-mailed, and sent via text to industry marketing lists. In addition, coupons can be accessed and printed from many product websites. It is estimated the tobacco industry spends nearly \$9 billion dollars each year on price promotions at the point-of-sale in the United States. ¹

Figure 13: Responses to: In the past 12 months have you ever taken advantage of coupons, rebates, buy 1 get 1 free, 2 for 1, or any other special promotion for cigarettes?

¹ www.truthinitiative.org/news/marketing-strategy-costs-tobacco-industry-900k-hour - accessed 6/12/18

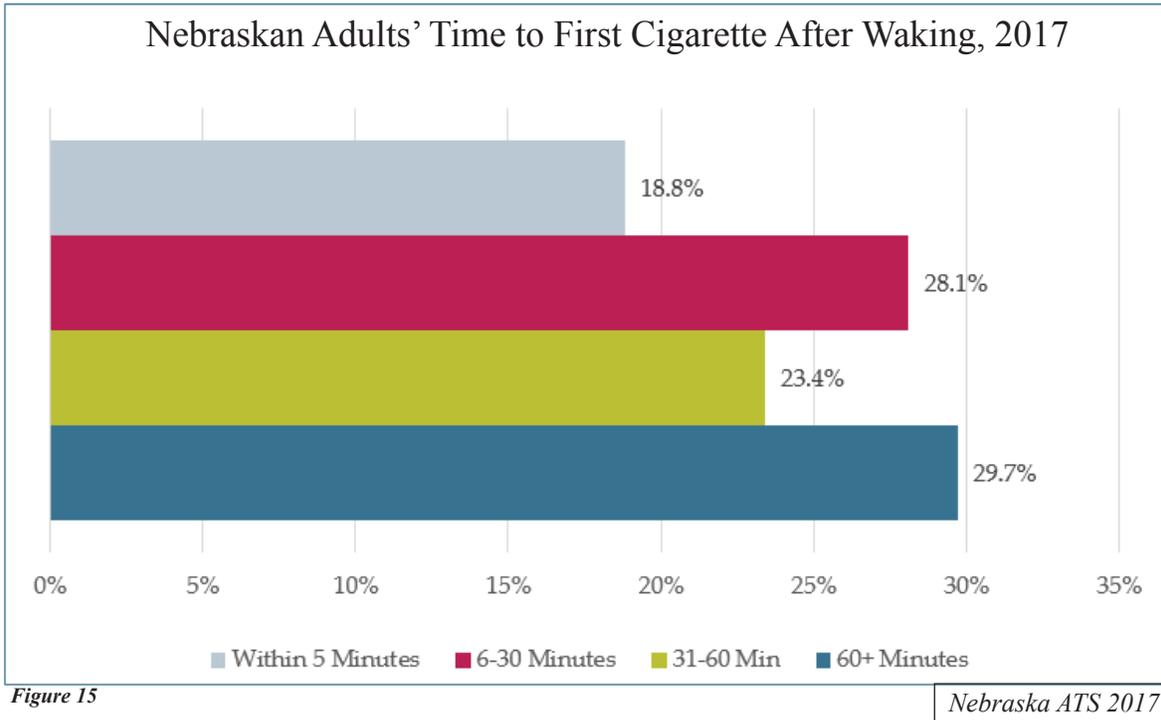
Ever tried to quit



Many people do attempt to quit their use of tobacco at some point. In Nebraska, nearly 80% of cigarette smokers made attempts to quit. Cigar and smokeless tobacco users have quit attempt rates closer to 50%. This indicates there is a large population that has motivation to quit.

Figure 14: Responses to: Are you trying to quit now or have you ever tried to quit? (three questions, one for cigarettes, cigars and smokeless).

Time awake until first cigarette

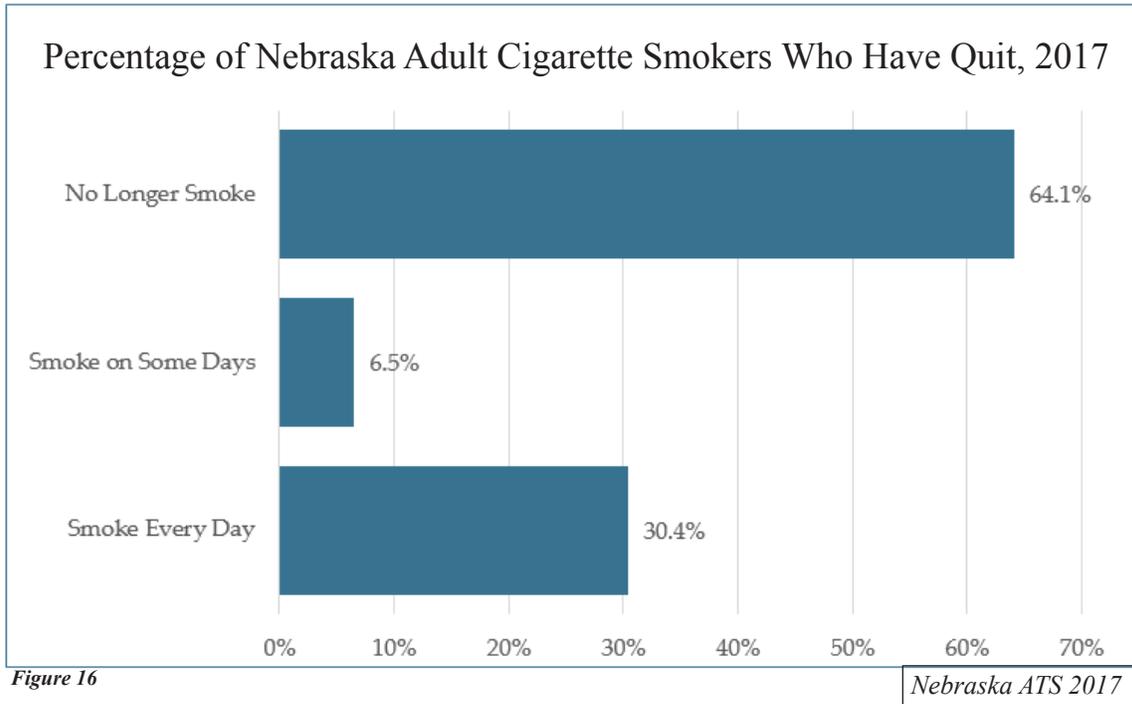


Nearly 20% of Nebraska cigarette smokers have their first cigarette within 5 minutes of waking. An additional 28% reported their first cigarette in 6-30 minutes. The remaining 53% indicated they had their first cigarette in 31-60 minutes (23.4%) or more than 60 minutes (29.7%) from when they wake up. The length of time from waking until an individual smokes their first cigarette of the day is a predictor of success with cessation.¹ Individuals who are highly dependent (addicted) to nicotine typically smoke shortly after waking.

Figure 15: Responses to: How soon after you wake up do you have your first cigarette?

¹ <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2933747/>

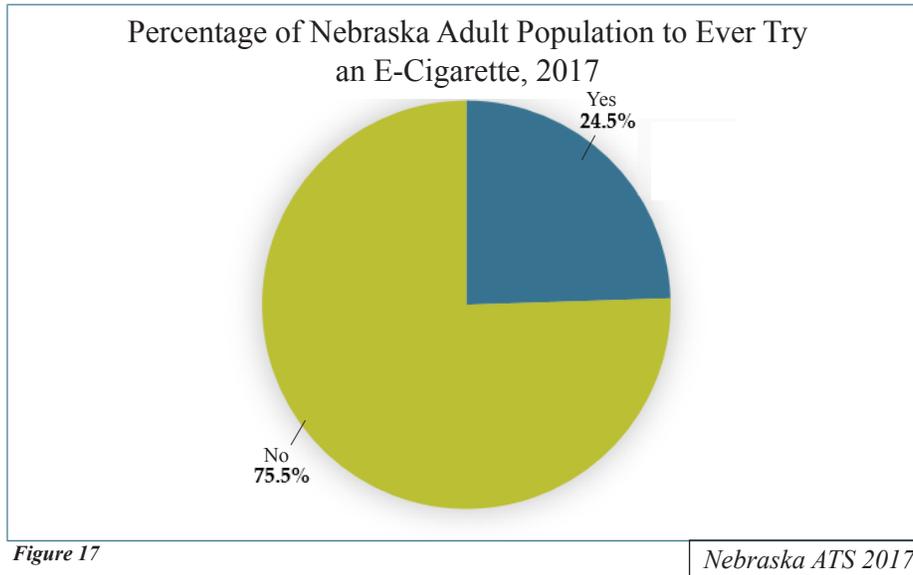
Have quit smoking cigarettes



Nebraskans who have indicated they have tried cigarettes and have smoked 100 or more cigarettes were asked their current cigarette status. Sixty-four percent indicated that they no longer use cigarettes.

Figure 16: Proportion of all respondents who answered “Yes” the questions:
 Have you ever smoked a cigarette, even 1 or 2 puffs?
 Have you smoked at least 100 cigarettes in your entire life?
 And then answered the question: Do you now smoke cigarettes every day, some days, or not at all?
 Respondents who answer not at all are assumed to have quit the use of cigarettes.

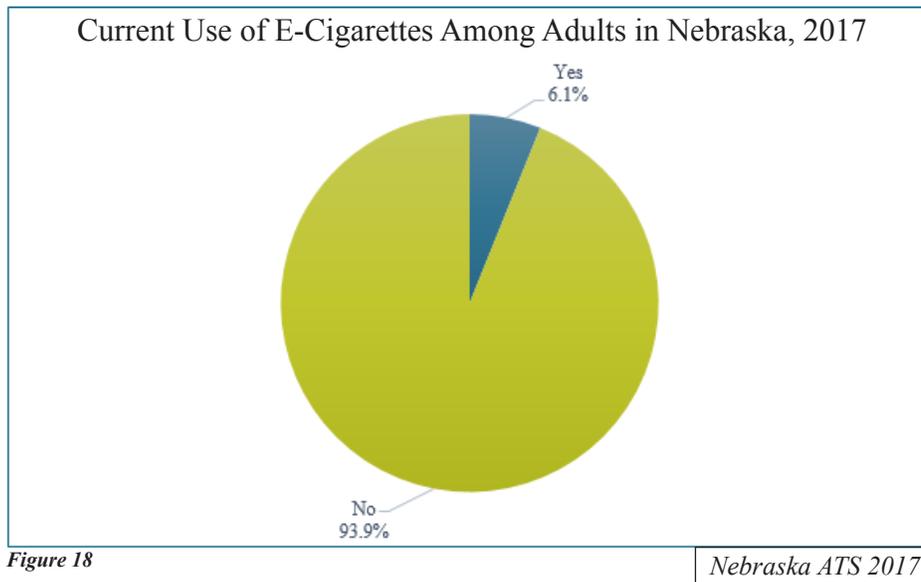
Electronic cigarettes Ever tried



Most (75.5%) adults in Nebraska have never tried an e-cigarette.

Figure 17: Proportion of all respondents who answered "Yes" or "No" to the question: Have you ever used an e-cigarette or other electronic "vaping" product, even just one time, in your entire life?

Current use rate



Though many respondents have tried e-cigarettes, about 6% of adults report they currently use e-cigarettes.

Figure 18: Responses to: Do you now use e-cigarettes or other electronic vaping products every day, some days, or not at all. Respondents who respond with "every day" or "some days" are classified as "yes" responses.

Age of initiation

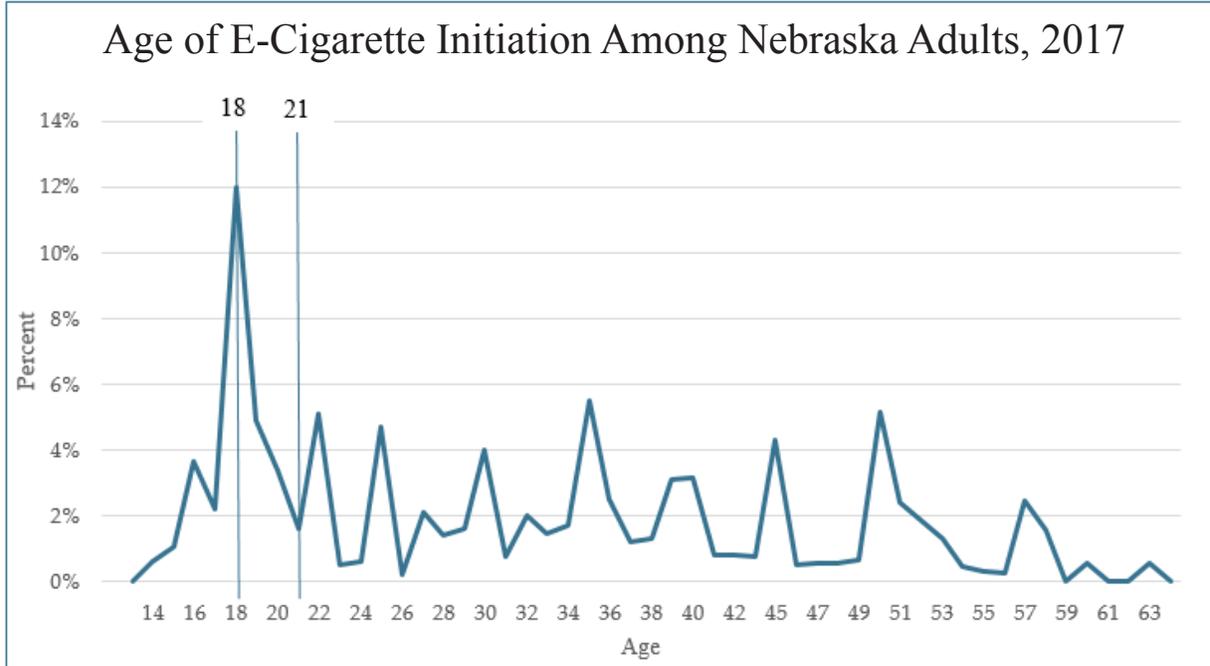


Figure 19

Nebraska ATS 2017

Nebraskans were asked what their age was when they first tried an e-cigarette. Responses ranged from ages 12 to 80. Compared to combustible cigarettes, the typical age is much higher and there is considerably more variation. E-cigarettes came onto the U.S. market in 2006.

Figure 19: Responses to the question: How old were you when you first tried an e-cigarette?

Motivation to try

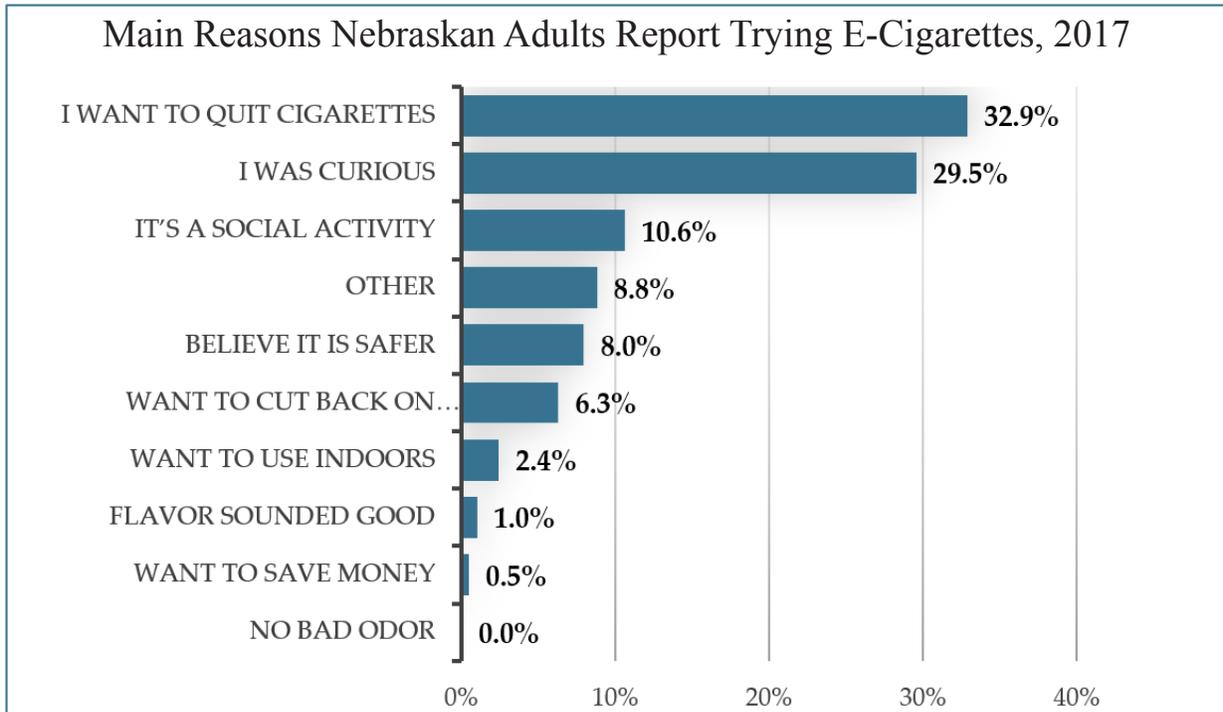


Figure 20

Nebraska ATS 2017

When asked what motivated the respondent to try an e-cigarette, nearly 1/3 of respondents cited having a desire to quit using combustible cigarettes. Very few (1%) of respondents cited flavor as the reason they tried e-cigarettes.

Figure 20: Responses to: What is the main reason you tried an e-cigarette?

Other tobacco products Lifetime and current use

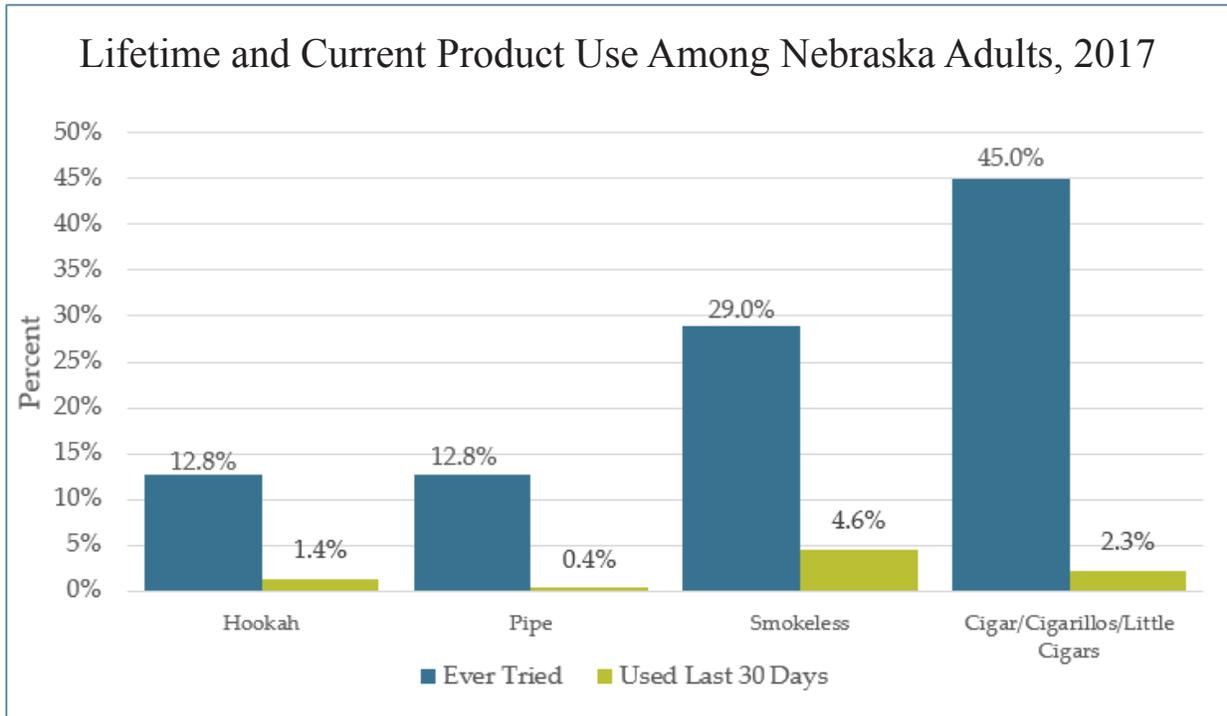


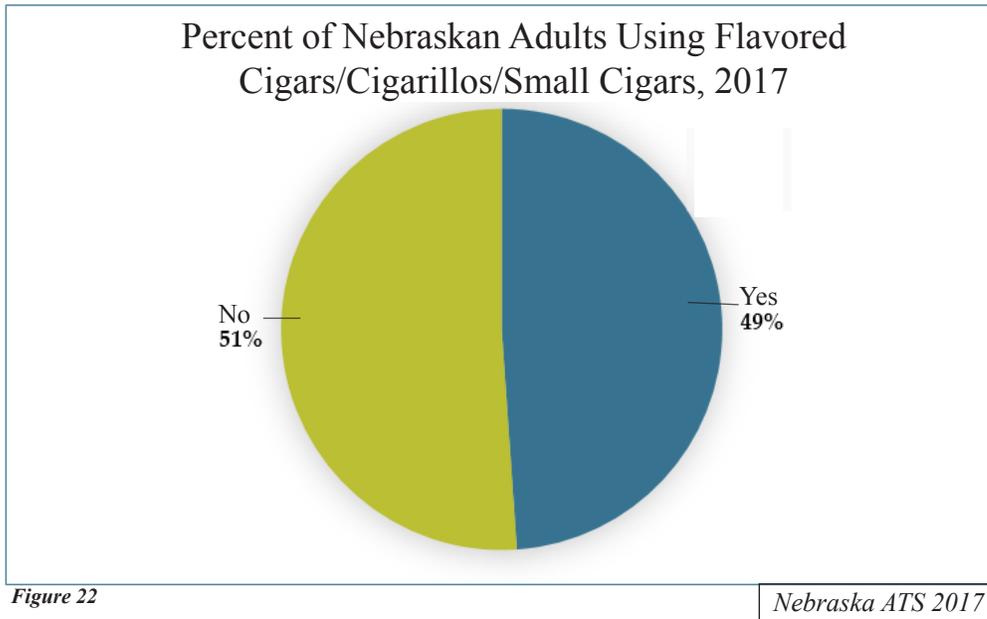
Figure 21

Nebraska ATS 2017

Hookah	Pipe	Smokeless	Cigar/Cigarillos
Nearly 13% of adults have tried a hookah at some point in their life. Current use is very low, averaging just slightly more than 1%.	The number of adults who have tried pipe smoking at some point in their life, 12.8%, is identical to the rate of hookah experimentation. However, very few adults report using a pipe in the last 30 days.	Research has shown that smokeless tobacco is almost exclusively used by males. While approximately 29% of the entire adult population has tried smokeless tobacco, 4.6% of the entire adult population has used smokeless in the last 30 days. If the analysis is limited to males, 9.1% of males reported using smokeless tobacco in the last 30 days. Based on U.S. Census population estimates, approximately 87,000 adult males in Nebraska have used smokeless tobacco in the last 30 days.	Almost half (45%) of the adult population has tried cigars but relatively few have continued using cigars over time. Slightly more than 2% reported smoking cigars within the last 30 days.

Figure 21: Proportion of the population indicating they have ever tried the product and the proportion who indicated they have used the product within the last 30 days.

Flavored cigars



Cigarette flavors other than menthol cannot be legally sold in the United States. However, there are not similar flavor restrictions on other products, like cigars, cigarillos and little cigars. In Nebraska, nearly half (49%) of respondents noted that they did smoke flavored cigars.

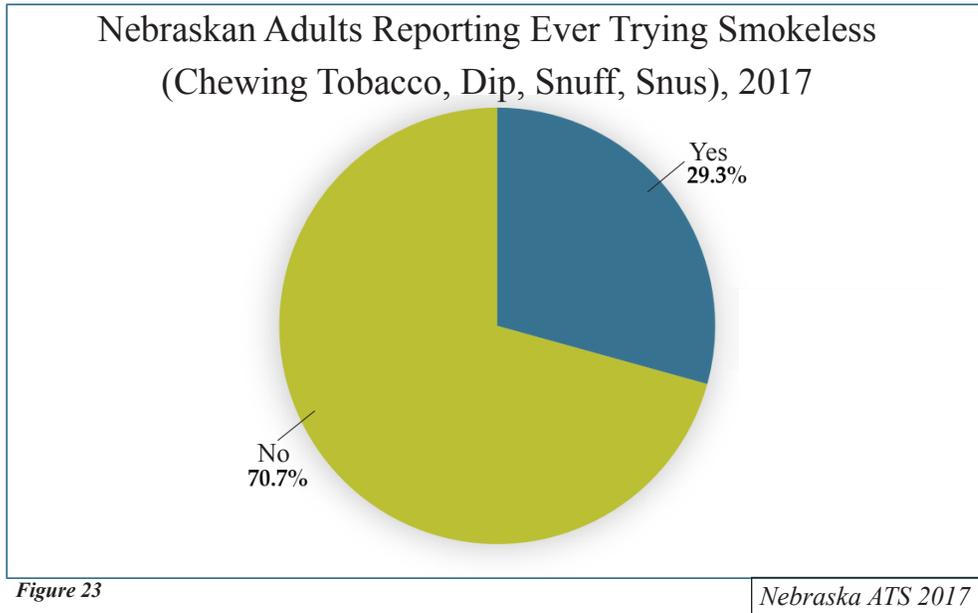
Figure 22: Proportion of all respondents who answered “Yes” or “No” to the question: Are (were) any of the cigars, cigarillos, or small cigars that you smoke (smoked) flavored to taste like candy, fruit, chocolate, or other sweets?

Cigar & pipe cessation

The number of current cigar and pipe smokers who provided cessation information is insufficient to provide valid data.

Smokeless tobacco

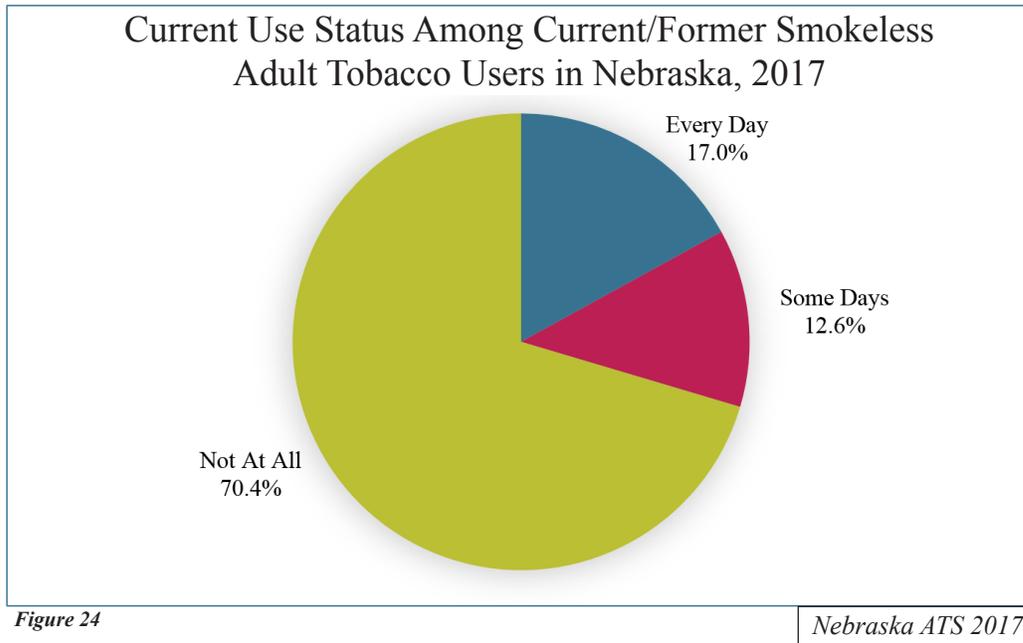
Ever tried



In Nebraska, nearly 1/3 of all adults (29.3%) report having tried smokeless tobacco at least once. However, when looking at differences by gender, a clear pattern emerges. More than half (51.5%) of adult males have tried smokeless tobacco, while 7.9% of females have tried a smokeless tobacco product.

Figure 23: Proportion of all respondents who answered “Yes” or “No” to the question: Have you ever used or tried any chewing tobacco, dip, snuff, or snus, even just one time?

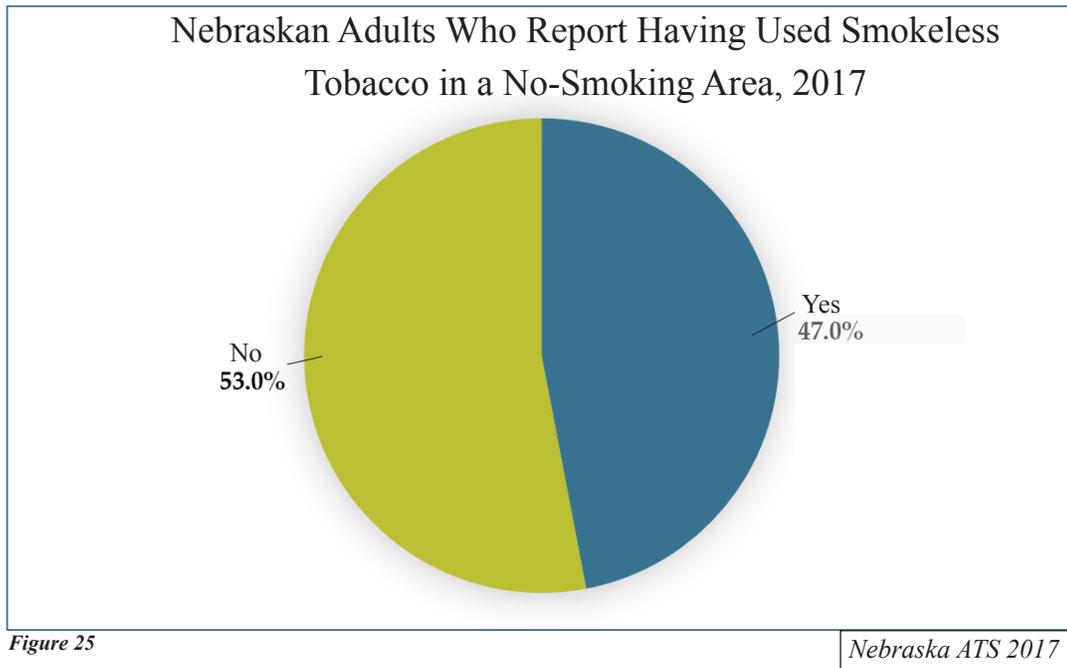
Current use rate



Of those Nebraskans who indicated that they had tried and were regular smokeless tobacco users, most (70.4%) reported that they no longer use smokeless tobacco. Seventeen percent use smokeless tobacco every day and almost 13% report that they use smokeless tobacco on some days.

Figure 24: The proportion of respondents who answered the question: Do you currently use chewing tobacco, dip, snuff, or snus, every day, some days, or not at all?

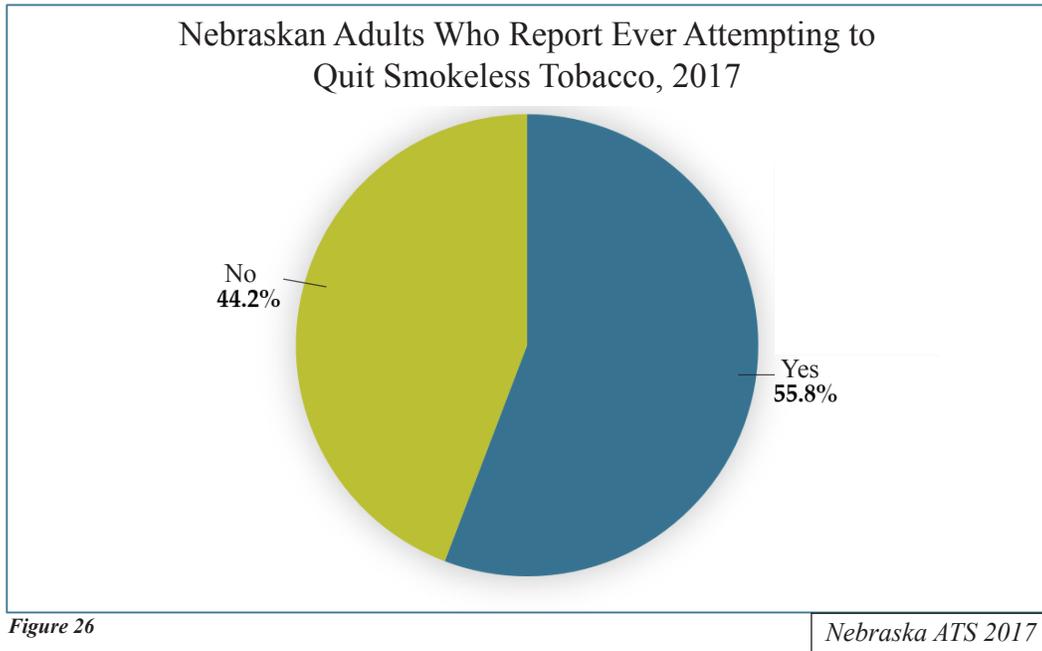
Used in no smoking area



In Nebraska, nearly half (47%) of the respondents indicated they had used smokeless tobacco where smoking is not allowed.

Figure 25: The proportion of respondents who answered “Yes” or “No” to the question: Have you ever used chewing tobacco, dip, snuff, or snus instead of smoking a cigarette or other tobacco product because you were in a place where smoking was not allowed?

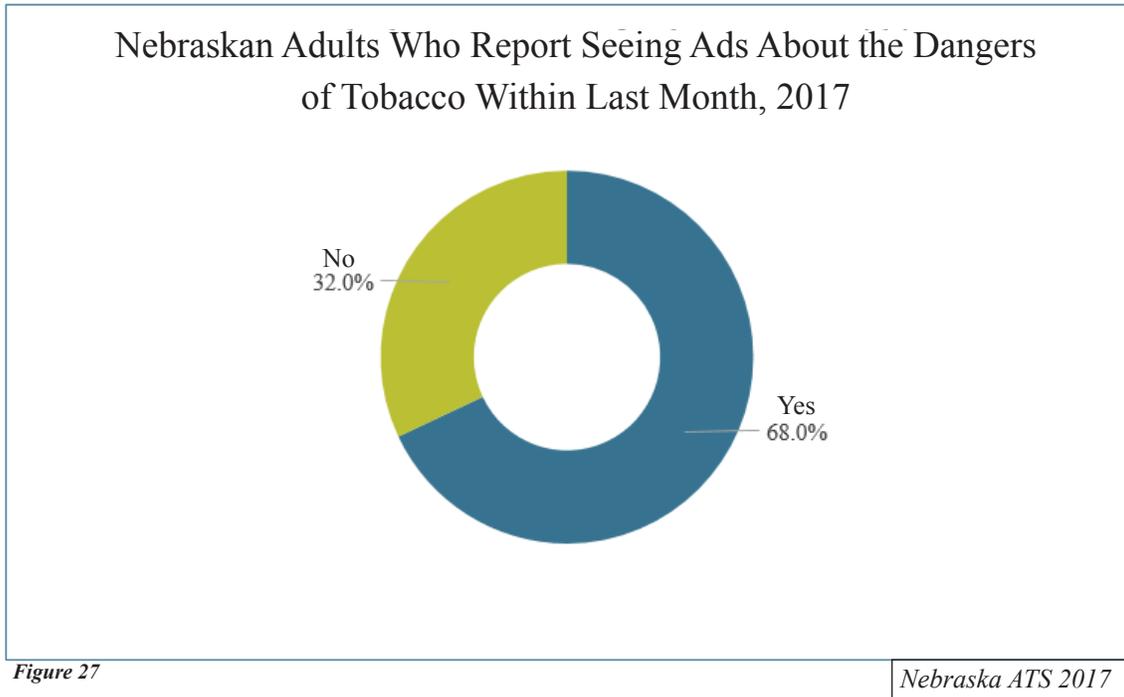
Ever tried to quit



Similar to other tobacco products, current smokeless tobacco users are motivated to quit. Nearly 56% of the Nebraskans indicated they are either currently or have previously tried to quit.

Figure 26: The proportion of all respondents who answered “Yes” or “No” to the question: Are you trying to quit now or have you ever tried to quit (using smokeless tobacco)?

Media Ad recall



Promotional efforts undertaken by Tobacco Free Nebraska, the Centers for Disease Control and Prevention, and other organizations are reaching a large number of people. Nearly seven out of ten respondents report seeing an advertisement about the dangers of tobacco in the previous month.

Figure 27: Proportion of respondents who answered “Yes” or “No” to the question: In the past month, do you recall seeing or hearing any advertisements about the dangers of tobacco use?

Ad location

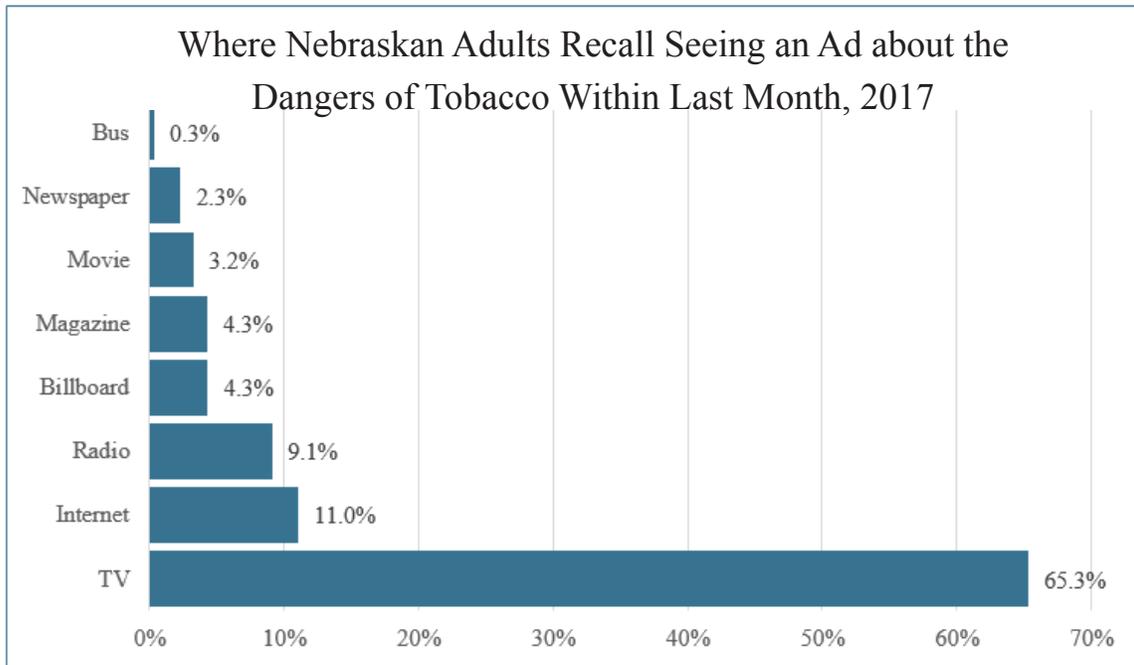


Figure 28

Nebraska ATS 2017

Tobacco Free Nebraska and partner coalitions use a variety of methods to attempt to reach the largest number of people. While a number of methods were recalled, television was by far the most commonly recalled media.

Figure 28: The proportion of respondents who answered the question: Where did you read, see, or hear this advertisement? Note, respondents are able to answer multiple types of media.

Ad subject

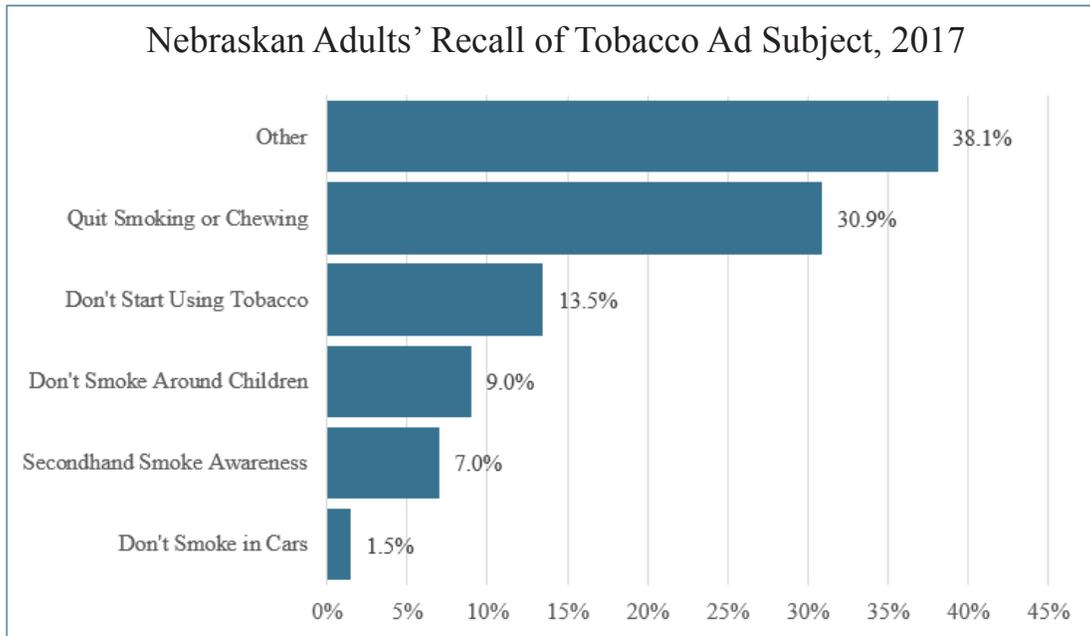


Figure 29

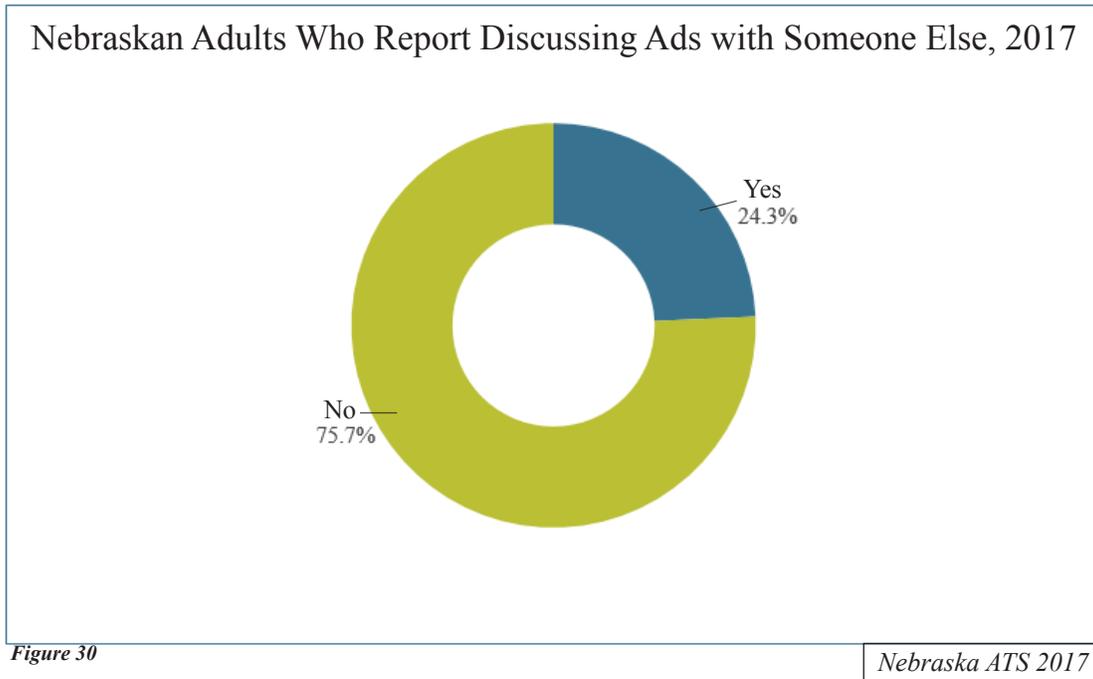
Nebraska ATS 2017

Responses to the question about advertising topic fell into three primary categories:

- Quit smoking or chewing.
- Don't start using tobacco products.
- Don't smoke around children.

Figure 29: The percentage of respondents who answered "other" or one of the categories included in the question What was the main topic of the advertisement?

Ad discussions



To evaluate the number of individuals potentially influenced by an advertisement, the respondent is asked if they shared the content of the advertisement with others. Almost a quarter of the respondents indicated that they discussed advertising content with others.

Figure 30: Proportion of respondents who answered "Yes" or "No" to the question: Have you ever discussed any of these ads with anyone else?

Tobacco Sales & Marketing

Opinions on tobacco retail advertising

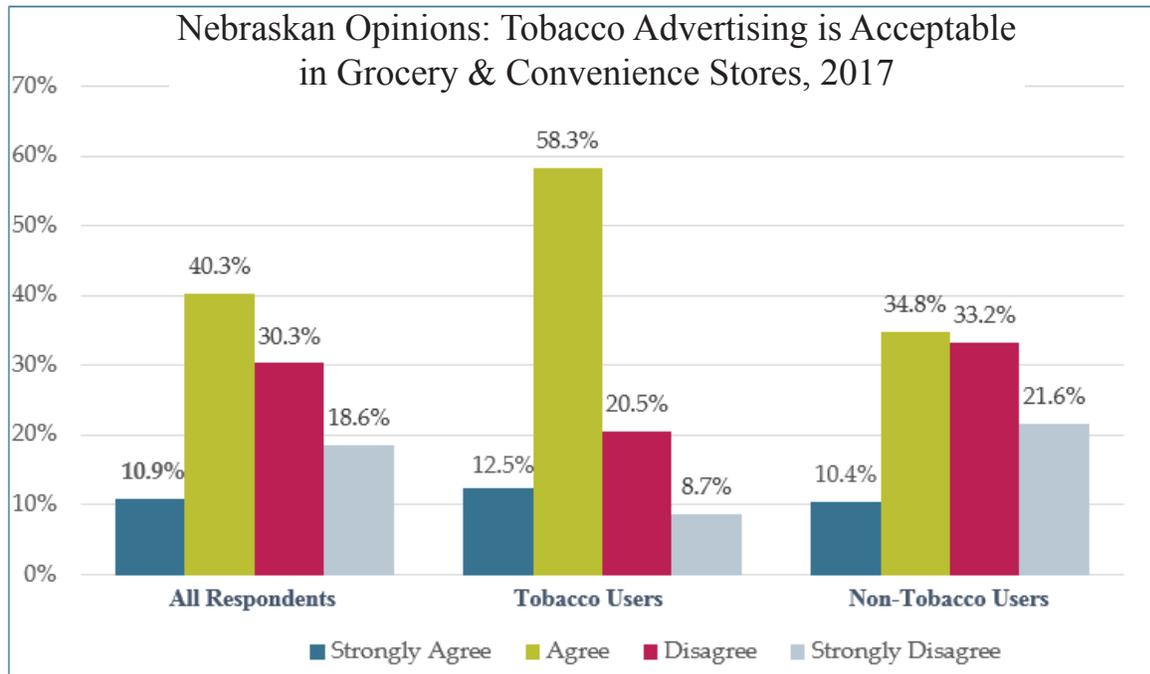


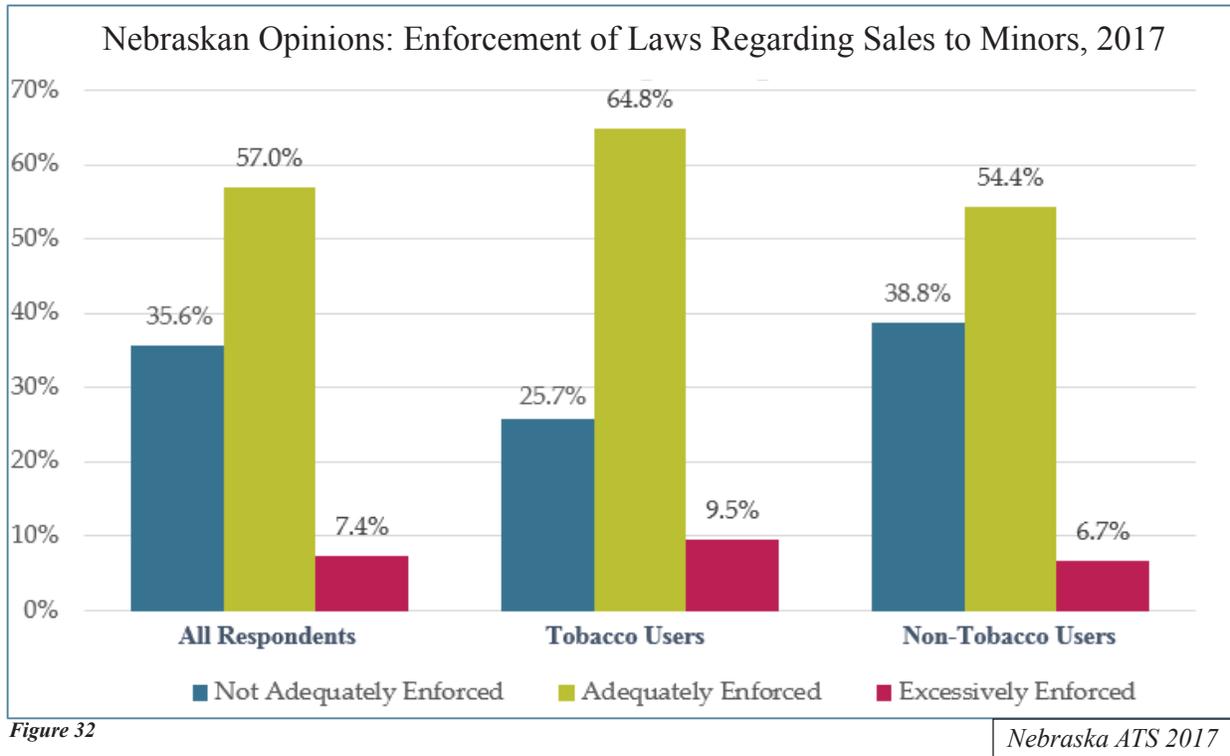
Figure 31

Nebraska ATS 2017

In Nebraska, there is mixed support for tobacco advertising in grocery and convenience stores. When analyzed as one group, 48.9% of all respondents either disagree or strongly disagree with in-store advertising. When looking at just tobacco users, only 29.2% disagree or strongly disagree with in-store advertising.

Figure 31: Responses to: Tobacco advertising is acceptable in grocery and convenience stores and comparing responses for all respondents, tobacco users, and non-tobacco users.

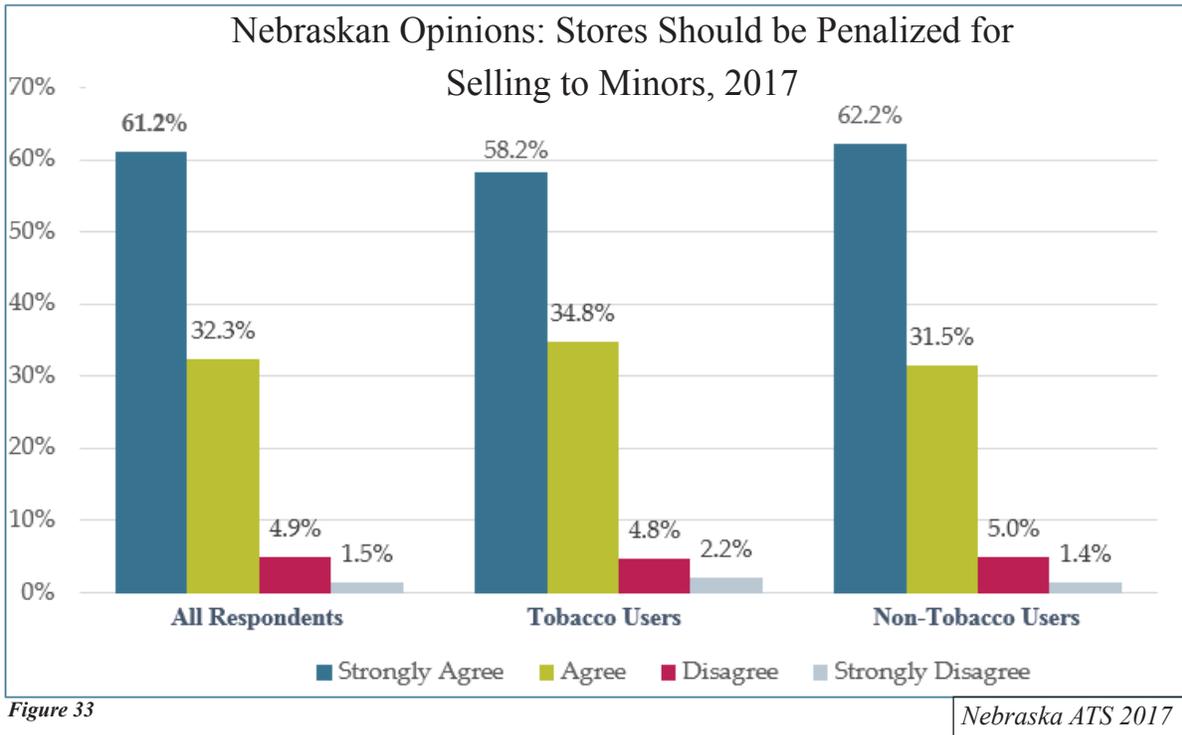
Opinions on enforcement



Most Nebraskans feel that current laws are adequately enforced (57%). However, more than one-third of respondents felt the laws were not adequately enforced, and 7.4% believed the laws were excessively enforced. While tobacco users were more likely to report that enforcement is adequate or excessive, one out of four tobacco-using respondents felt the laws are not adequately enforced.

Figure 32: Responses to: Do you think the laws banning the sale of tobacco products to minors have not been adequately enforced, have been adequately enforced or excessively enforced?

Opinions on penalizing stores



In Nebraska, there is strong and consistent support for penalizing stores that sell to minors (under age 18). When analyzing all respondents, 93.5% either agree or strongly agree stores should be penalized for the sale of tobacco products to those under 18. Among those who use tobacco, 93% either agree or strongly agree with penalties. Individuals who do not use tobacco have a slightly stronger preference at 93.7%.

Figure 33: Responses to: Stores should be penalized for the sale of tobacco products to persons under the age of 18. In addition, scores for tobacco uses and non-users were compared.

Opinions on teen tobacco sales

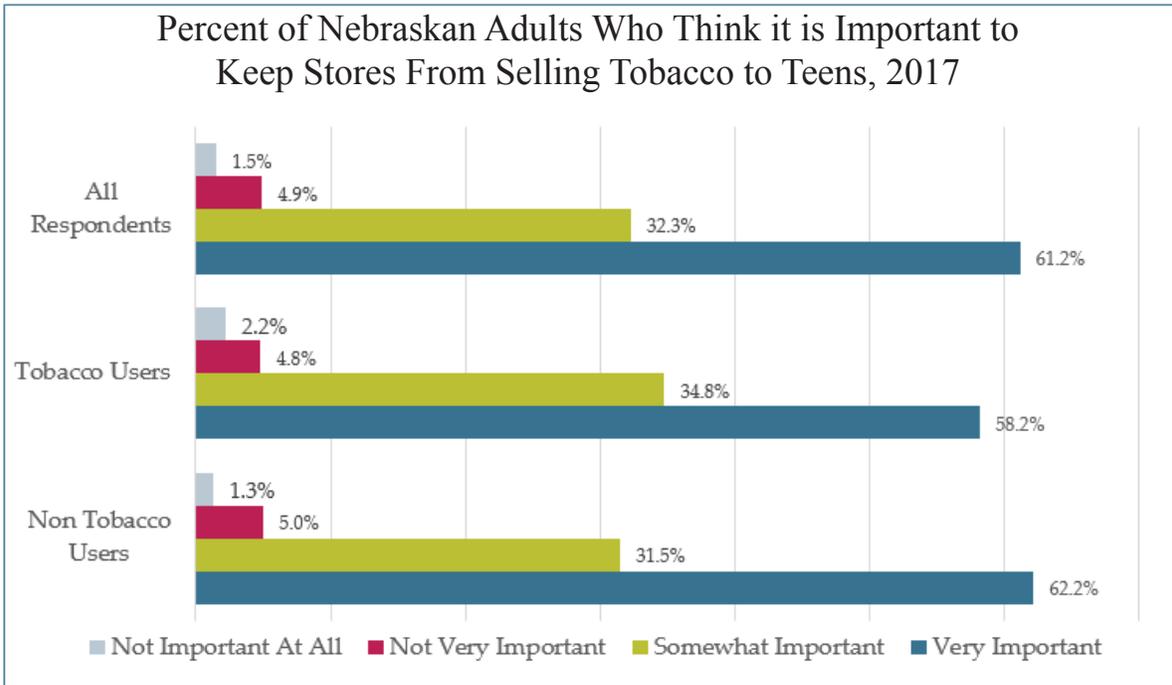


Figure 34

Nebraska ATS 2017

Breakdown of Support/Oppose by Category		
	Retail Control Important	Retail Control Not Important
All Respondents	93.5%	6.4%
Tobacco Users	93.0%	7.0%
Non-Tobacco Users	93.7%	6.3%

Figure 35

Nebraska ATS 2017

There is almost universal agreement among all respondents when asked “How important is it that communities keep stores from selling products to teenagers?”

Figure 34 & 35: Calculated by determining the valid percent who answered the question about retail control, “How important is it that communities keep stores from selling products to teenagers” and then splitting the results by tobacco use status.

Opinions on tobacco sales at pharmacies

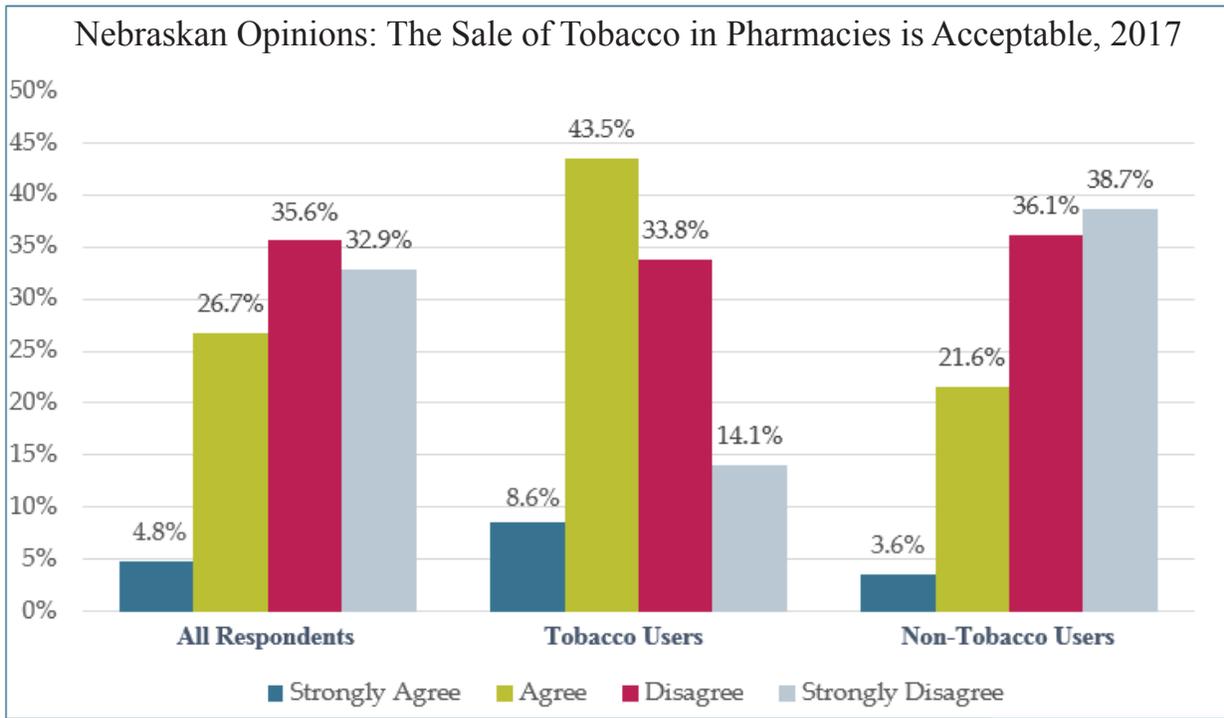


Figure 36

Nebraska ATS 2017

In Nebraska, most respondents (68.5%) either disagree or strongly disagree that it is acceptable for pharmacies to sell tobacco products.

The sale of tobacco products in pharmacies has been controversial. Pharmacies are the provider of health restoring pharmaceutical products and the sale of tobacco products, the leading cause of preventable death and disease, directly conflicts with their purpose. Many pharmacies have stopped selling tobacco.¹

Figure 36: Responses to the statement: The sale of tobacco products is acceptable in pharmacies.

¹ <https://cvshealth.com/thought-leadership/cvs-health-research-institute/we-quit-tobacco-heres-what-happened-next> -- accessed 5/4/2018.

Online advertising

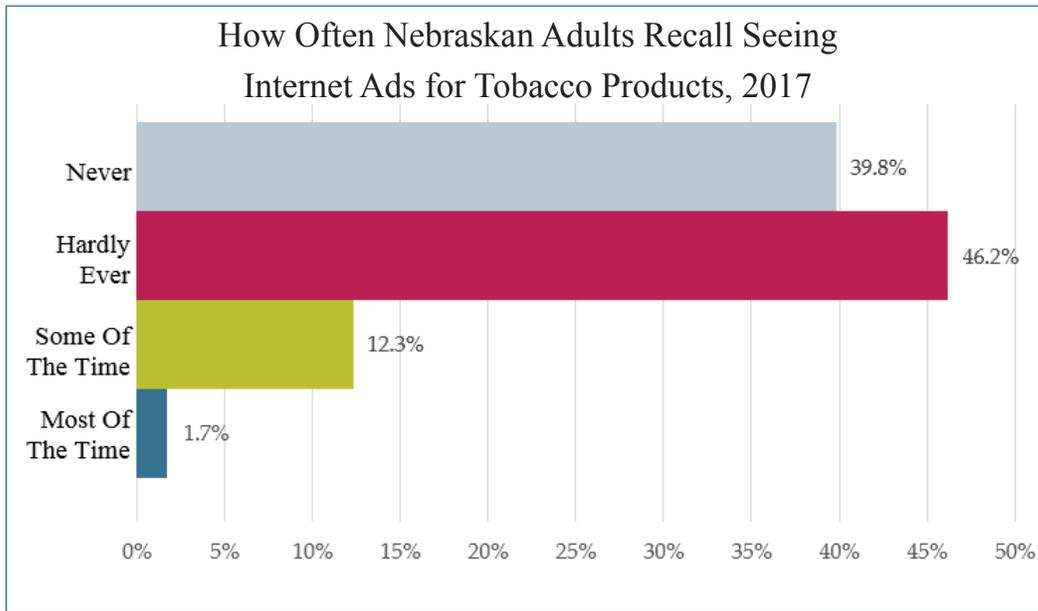


Figure 37

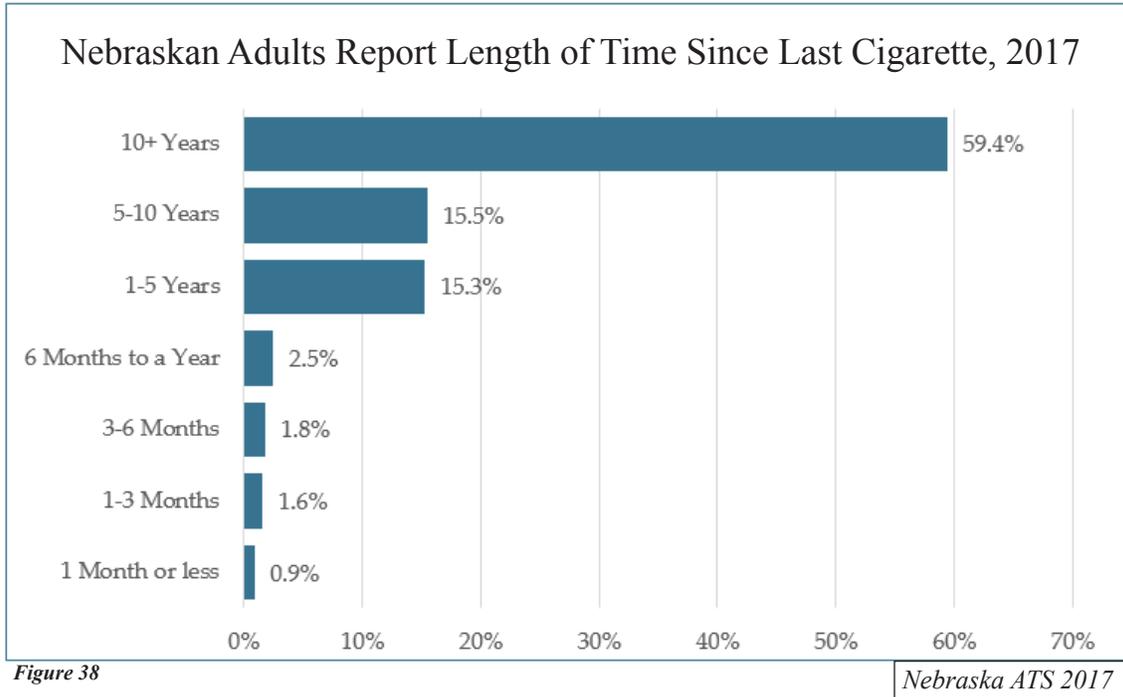
Nebraska ATS 2017

Eighty-six percent of Nebraskans reported that they either ‘never’ or ‘hardly ever’ see tobacco ads online. A comparison between tobacco users and non-users was completed, but there was virtually no difference in the results.

Figure 37: Responses to: When you are on the Internet, how often do you see ads for tobacco products?

Cessation

Time lapsed since quit



When Nebraska cigarette smokers who have quit are asked about the length of time since quitting, the largest proportion (59.4%) quit smoking 10 or more years ago. That said, there are individuals who report actively quitting even within the last month.

Figure 38: Responses to:

About how long has it been since you last smoked cigarettes?

Within the past month

Within the past 3 months

Within the past 6 months

Within the past year

Within the past 5 years

Within the past 10 years

10 or more years ago

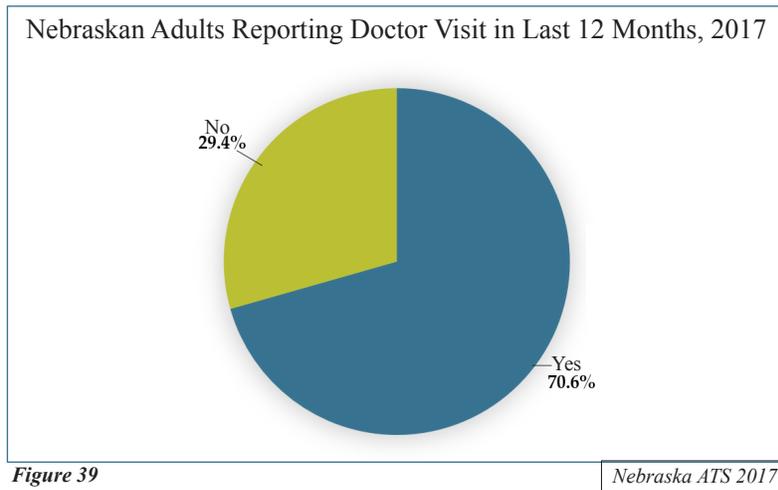
Where:

Have you ever smoked a cigarette, even 1 or 2 puffs? = yes

Have you smoked at least 100 cigarettes in your entire life? = yes

And then answered the question: Do you now smoke cigarettes every day, some days, or not at all? = not at all

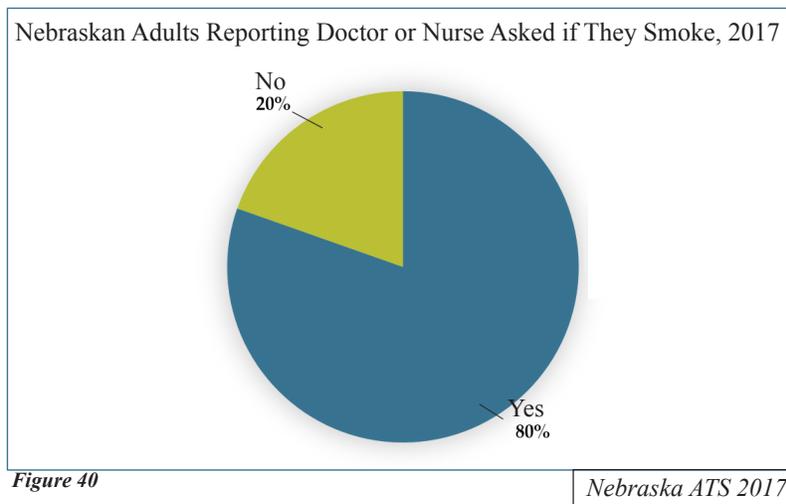
Visits to health care providers Seen a doctor



About 70% of the Nebraska adult population has seen a doctor, nurse or other health provider in the last year.

Figure 39: Calculated by analyzing the proportion of all respondents who answered “Yes” or “No” to the question: In the past 12 months, have you seen a doctor, nurse or other health professional?

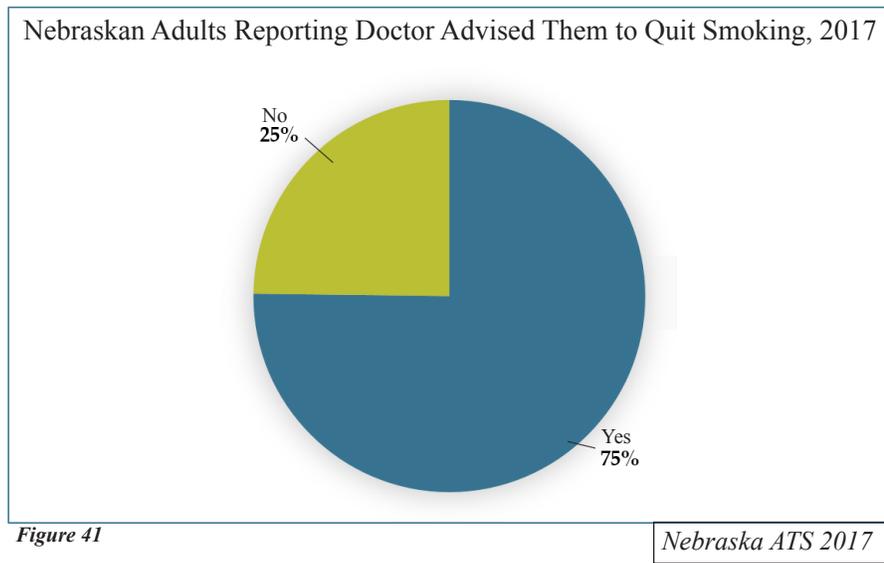
Doctor or nurse asked about smoking



If the health care provider is not asking about smoking or tobacco use, the ability for the provider to provide cessation services or make a referral is eliminated. Most of the time (80%) when an individual has a visit the provider is asking about smoking.

Figure 40: Calculated by analyzing the proportion of respondents with a doctor visit who answered “Yes” or “No” to the question: During the past 12 months, did any doctor or other health professional ask if you smoke?

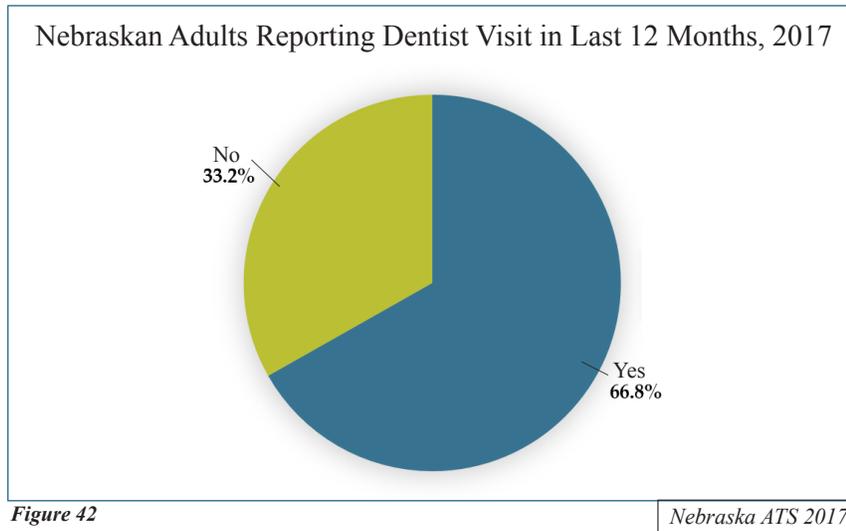
Doctor advised patient to quit



For those Nebraskans who saw a provider and were tobacco users, 75% were advised to stop smoking.

Figure 41: Calculated by analyzing the proportion of respondents with a doctor visit where the provider asked if they smoked and answered “Yes” or “No” to the question: During the past 12 months, did any doctor or other health professional advise you to not smoke.

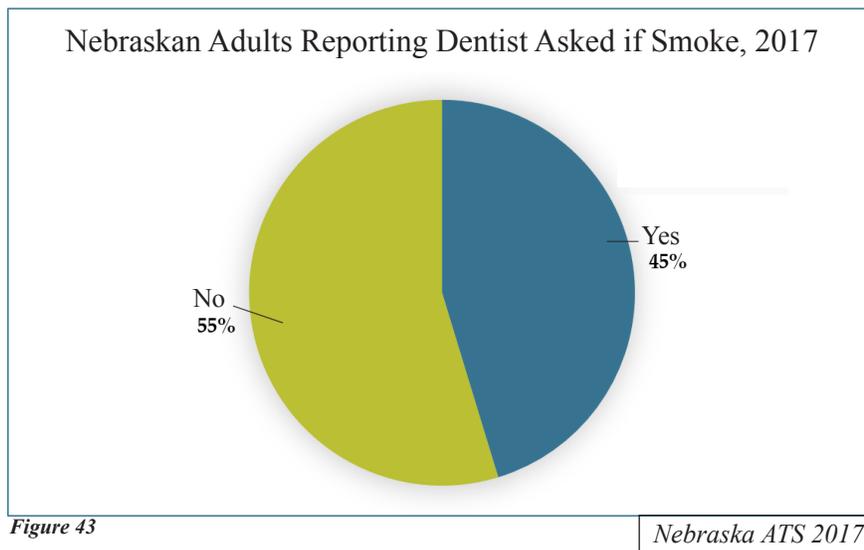
Seen a dentist



About 67% of the Nebraska adult population has seen a dentist in the last year. Dentist and oral health providers play a critical role in promoting cessation.

Figure 42: Proportion of all respondents who answered “Yes” or “No” to the question: In the past 12 months, have you seen a dentist?

Dentist asked about smoking



If the dentist is not asking about smoking or tobacco use, the ability for the provider to provide cessation services or make a referral is eliminated. Less than half (45%) of the individuals who visited a dentist reported being asked about smoking.

Figure 43: Calculated by analyzing the proportion of respondents with a dentist visit who answered “Yes” or “No” to the question: During the past 12 months, did the dentist ask if you smoke?

Dentist advised patient to quit

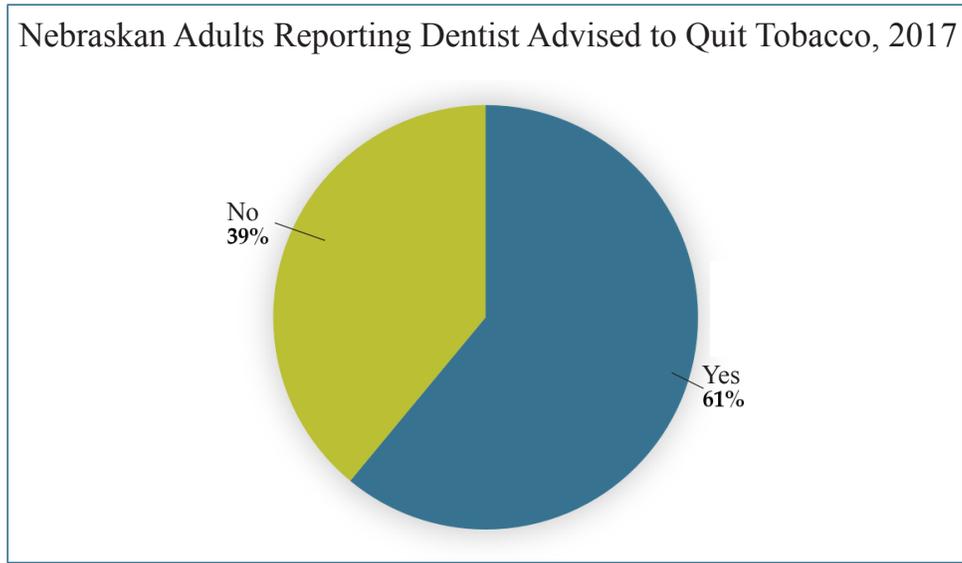


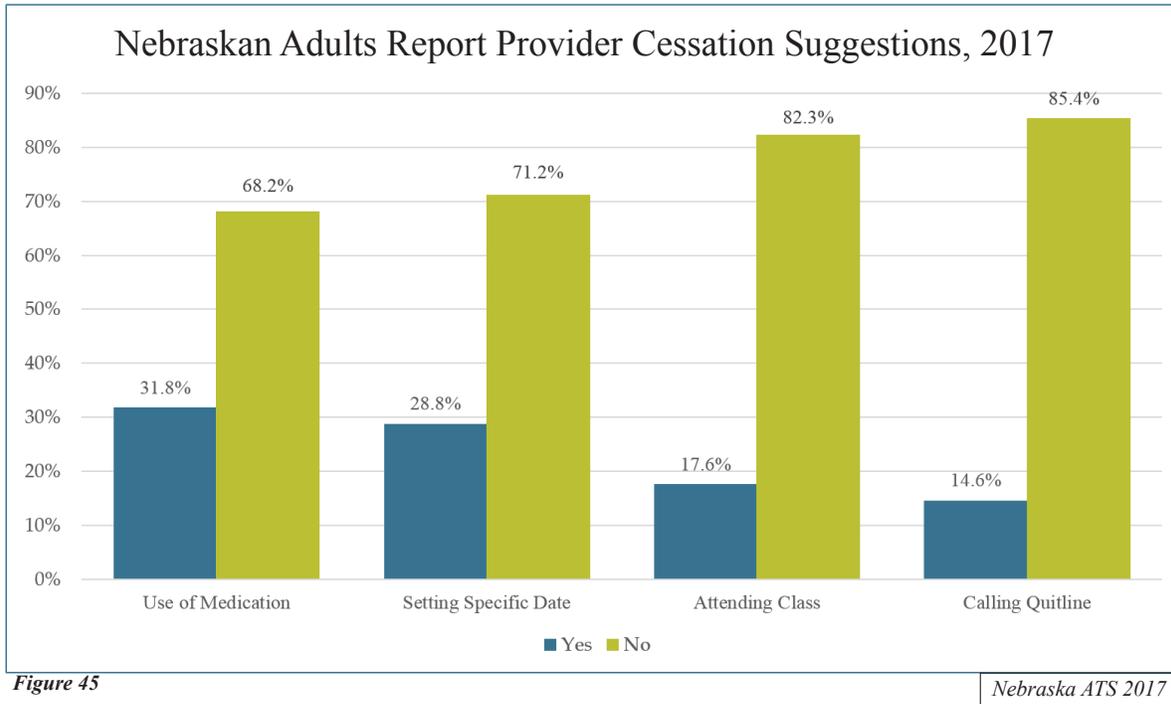
Figure 44

Nebraska ATS 2017

For those Nebraskans who saw a provider and were tobacco users, 61% were advised to stop using tobacco.

Figure 44: Calculated by analyzing the proportion of respondents with a dentist visit where the provider asked if they smoked and answered "Yes" or "No" to the question: During the past 12 months, did a dentist advise you to quit smoking or using tobacco.

Provider cessation suggestions



Nebraska tobacco users were asked if their health care provider made any suggestions for cessation methods. As seen in the above graph, these additional resources are not widely recommended by providers.

Figure 45: Proportion of respondents with a doctor visit where the provider asked if they smoked, and they were advised to quit smoking.

Secondhand smoke and aerosol Opinions on smoking at parks

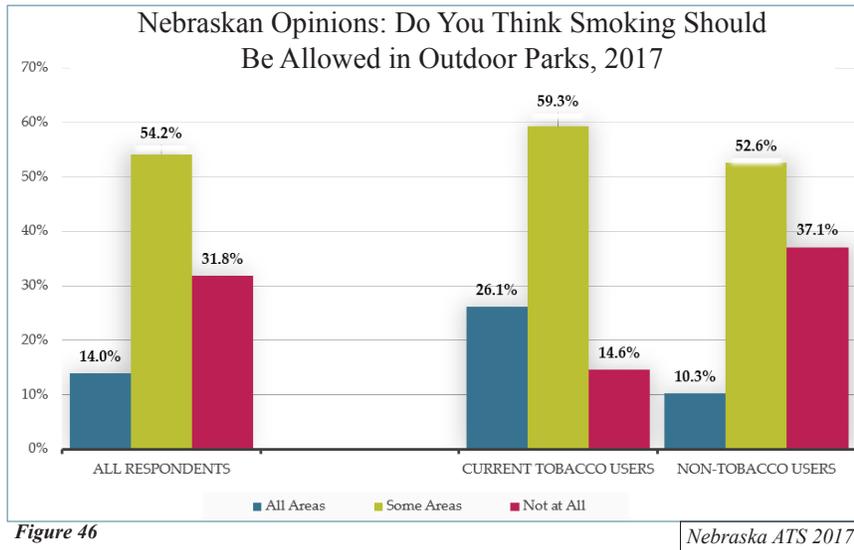


Figure 46

Nebraska ATS 2017

A majority of Nebraskans (86%) support some type of smoking restrictions in outdoor parks.

Figure 46: This graph represents responses to: In outdoor parks do you think smoking should be allowed in all areas, some areas or not at all?

Opinions on smoking at sporting events

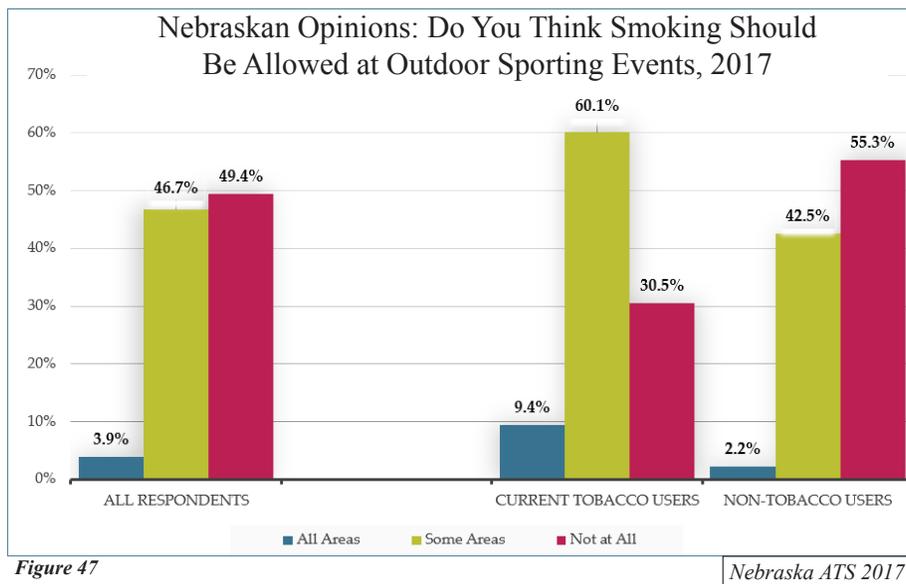


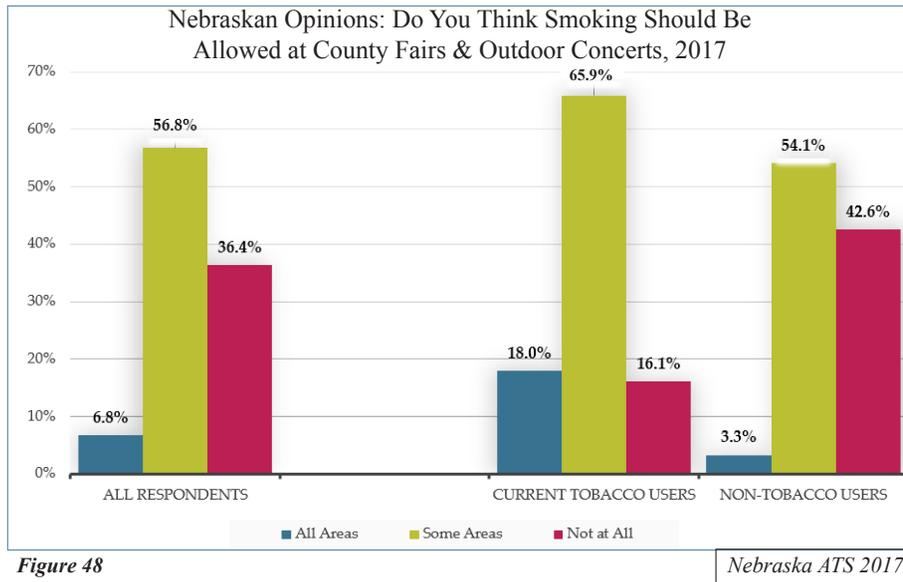
Figure 47

Nebraska ATS 2017

In Nebraska, there is strong support for restricting smoking at outdoor sporting events. Nearly half (49.4%) of respondents believe that smoking should not be permitted at all.

Figure 47: This graph represents responses to the question: At outdoor sporting events do you think smoking should be allowed in all areas, some areas or not at all?

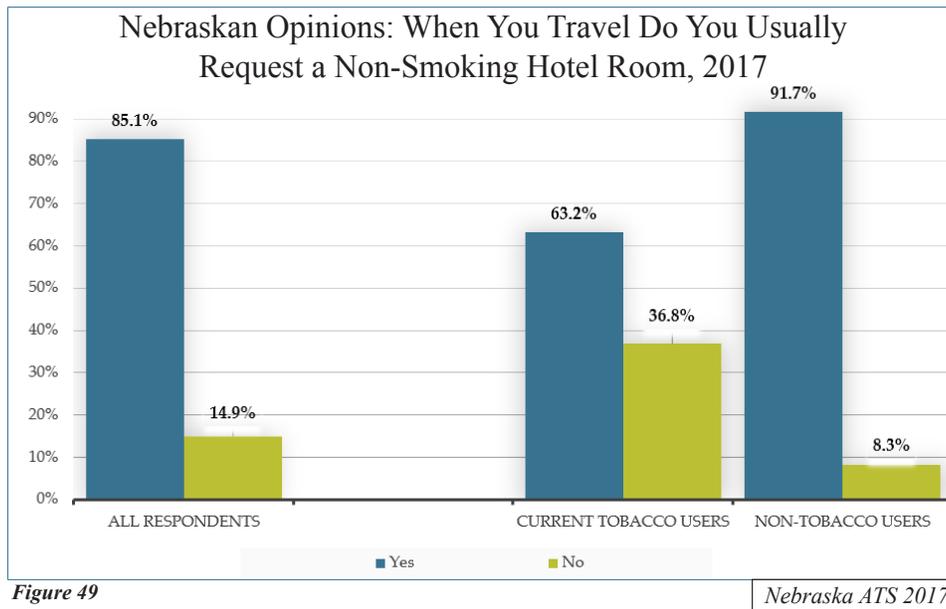
Opinions on smoking at fairs & concerts



Most Nebraskans (93.2%) support smoking restrictions at outdoor public events.

Figure 48: This graph represents responses to the question to: At outdoor public events such as county fairs and outdoor concerts, do you think smoking should be allowed in all areas, some areas or not at all?

Opinions on smoke-free hotel rooms



Non-smoking hotel rooms are highly preferred by tobacco users and non-users alike. Overall, 85% of all respondents reported a preference for non-smoking environments.

Figure 49: Includes responses of “Yes” and “No” to the question: If you travel and stay in a hotel or motel, do you usually request a non-smoking room?

Opinions on smoking in outdoor dining areas

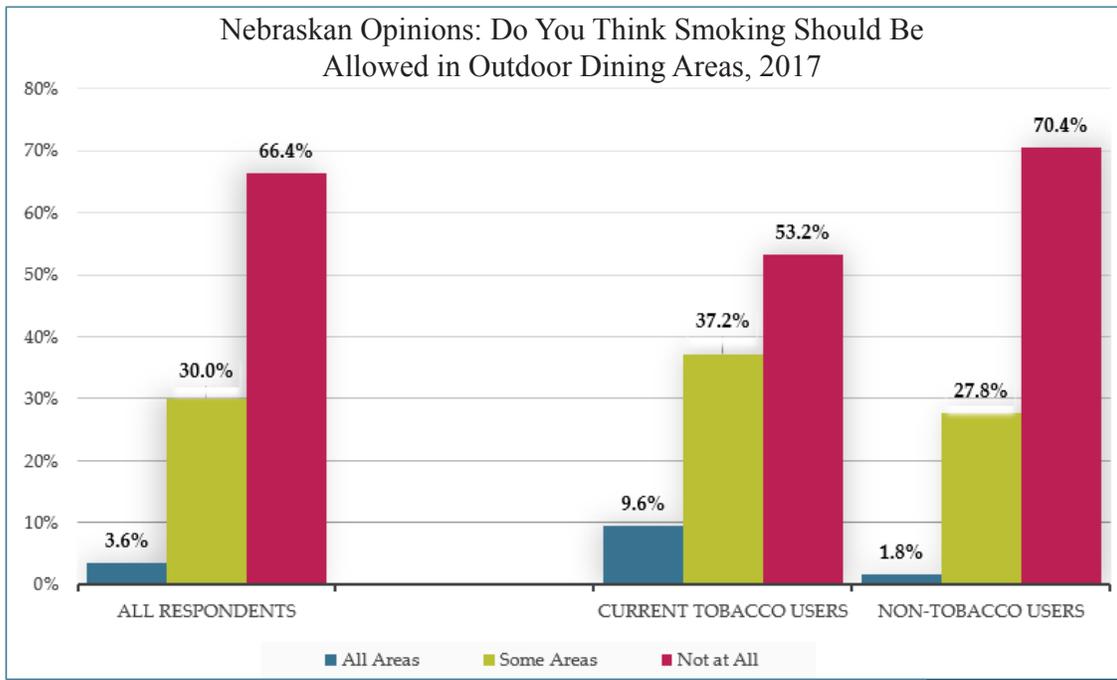


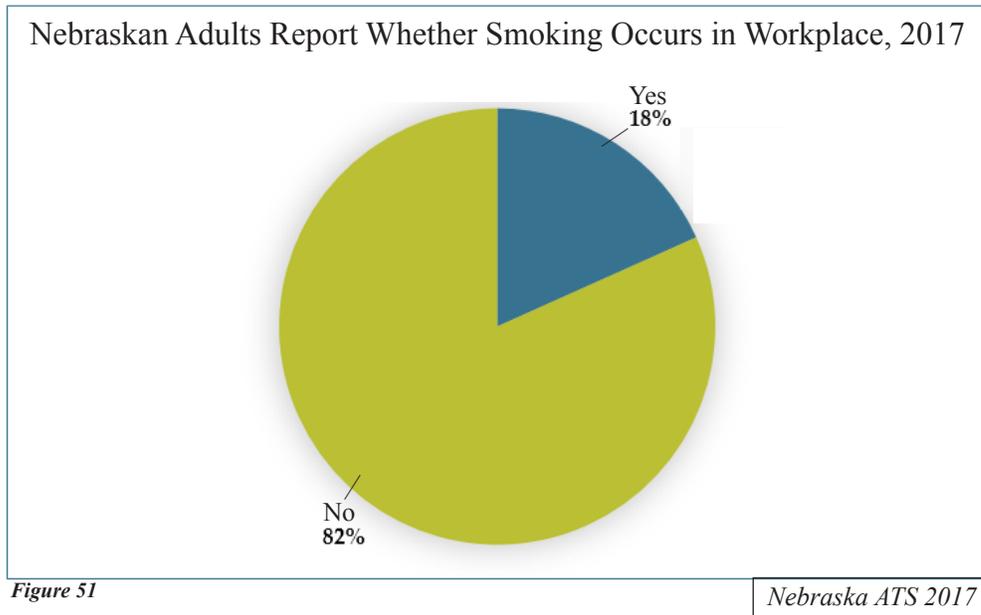
Figure 50

Nebraska ATS 2017

As can be seen above, 66% of Nebraskans feel there should be no smoking in outdoor dining areas.

Figure 50: In outdoor dining areas, do you think smoking should be allowed in all areas, some areas or not at all?

Smoking occurs in workplace

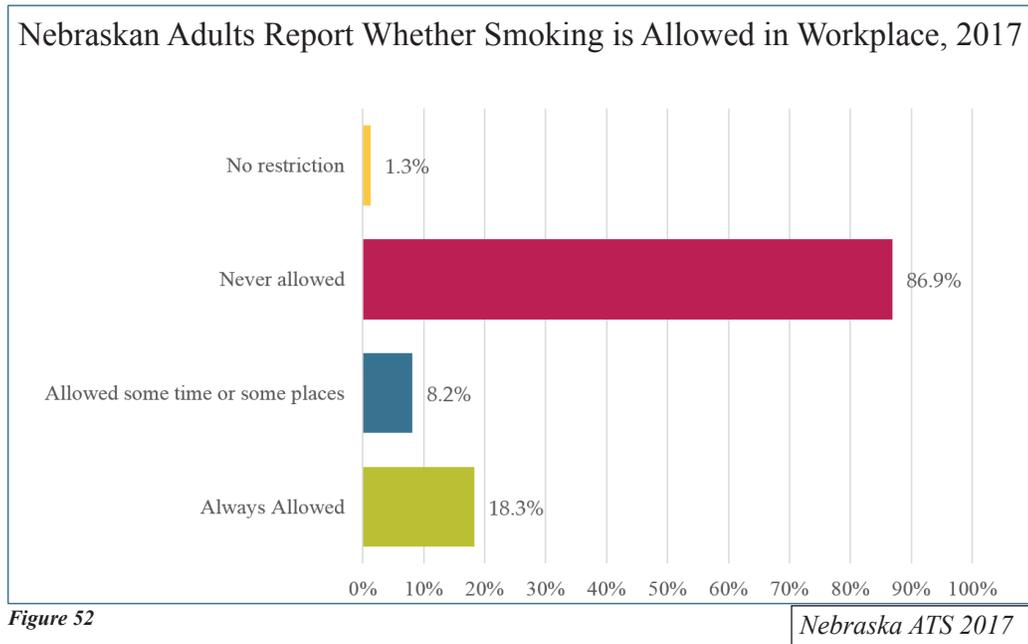


Nearly one in five (18%) of Nebraskans report that someone smoked in their workplace in the last 7 days.

Smoking is prohibited in most indoor workplaces under the Nebraska Clean Indoor Air Act. Outdoor workplaces are not covered under this law, but businesses may implement a smoke-free outdoor policy of their own.

Figure 51: Proportion of respondents who answered "Yes" or "No" to the question: As far as you know, in the past seven days, has anyone smoked in your work area?

Smoking allowed in workplace



Smoking is prohibited in most workplaces by Nebraska state law. Despite this law, nearly one in five (18%) of Nebraskans report that smoking is always allowed at their workplace.

Figure 52: Proportion of all respondents who answered “Yes” or “No” to the question: At your workplace, is smoking in indoor work areas always allowed, allowed only at some times or in some places, or never allowed?

Nebraska Clean Indoor Air Act

Support for smoke-free law

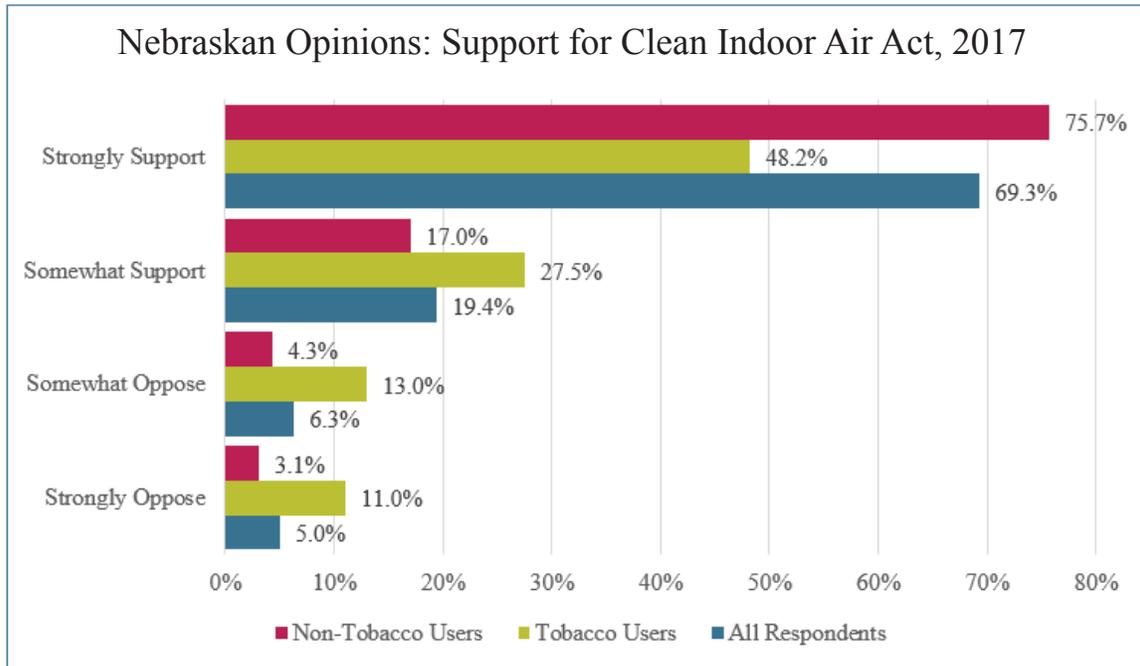


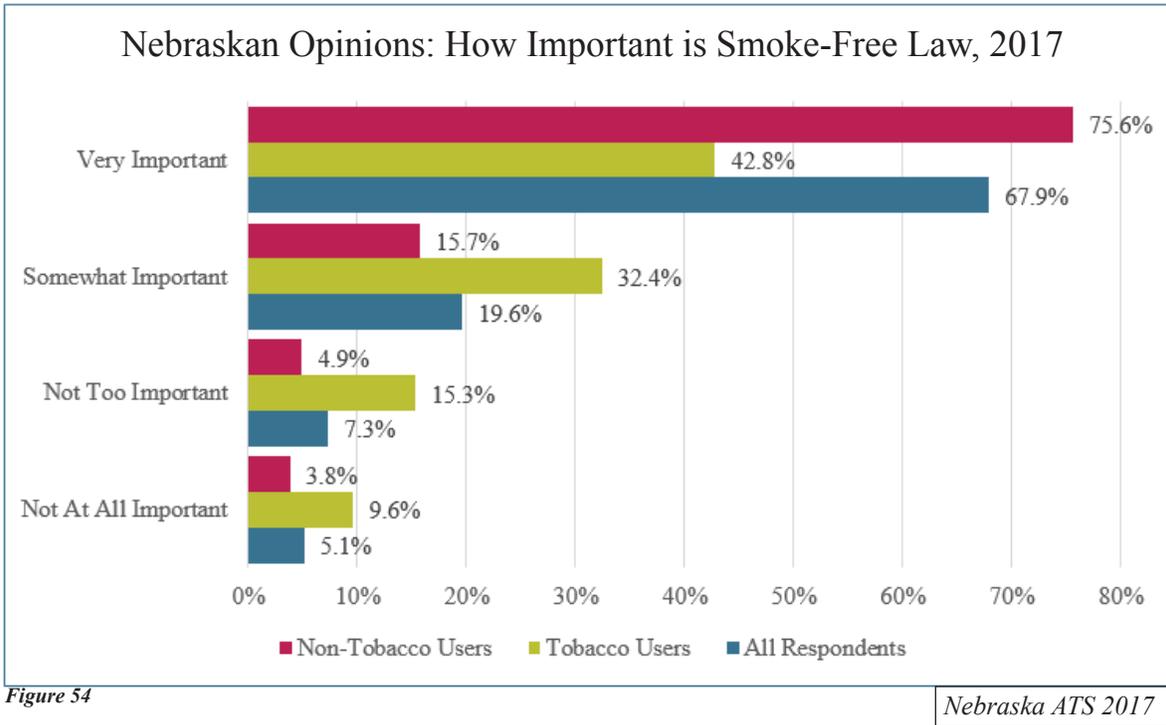
Figure 53

Nebraska ATS 2017

Nebraskans strongly support the Clean Indoor Air Act, with 88.7% of respondents reporting they either strongly support or somewhat support the law.

Figure 53: Based on responses to the question: On February 25, 2008, the Nebraska State Legislature passed a law banning smoking in public places in the state including all enclosed public buildings, restaurants, and bars. Would you say that you strongly support, somewhat support, somewhat oppose, or strongly oppose the law?

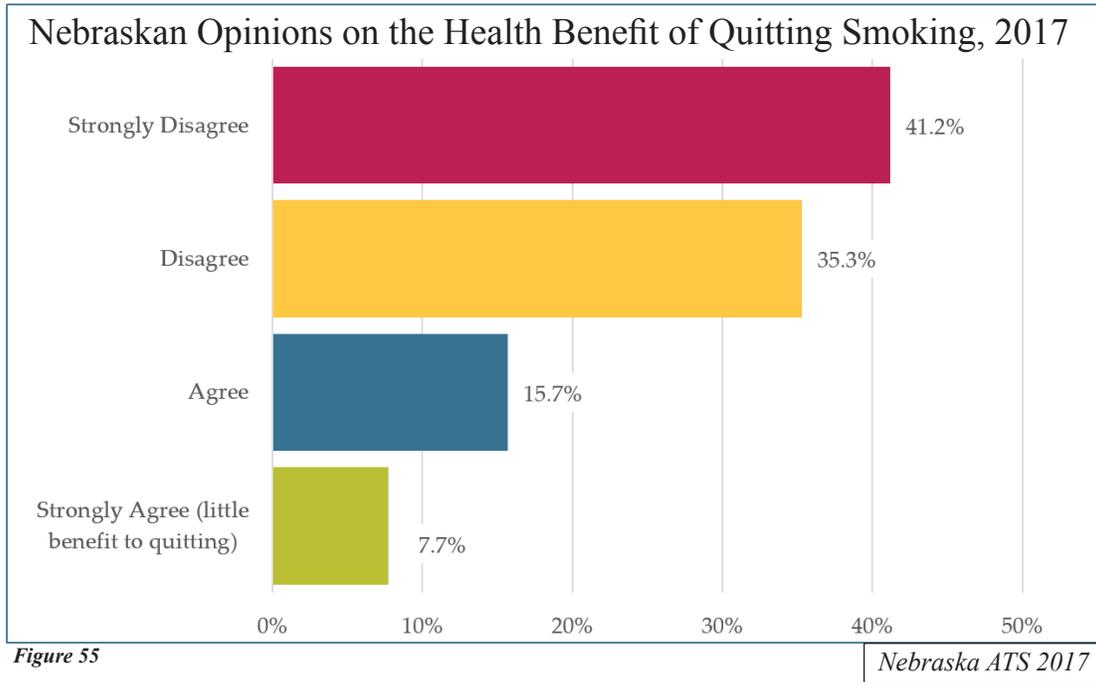
Opinions on importance of smoke-free law



Not only is the Clean Indoor Air Act strongly supported (Figure 53), it is also seen as highly important. Nearly 68% of Nebraskans rated the law as Very Important.

Figure 54: Calculated based on answers to the question: How important is it to you to have a law prohibiting smoking inside most public buildings including restaurants and bars?

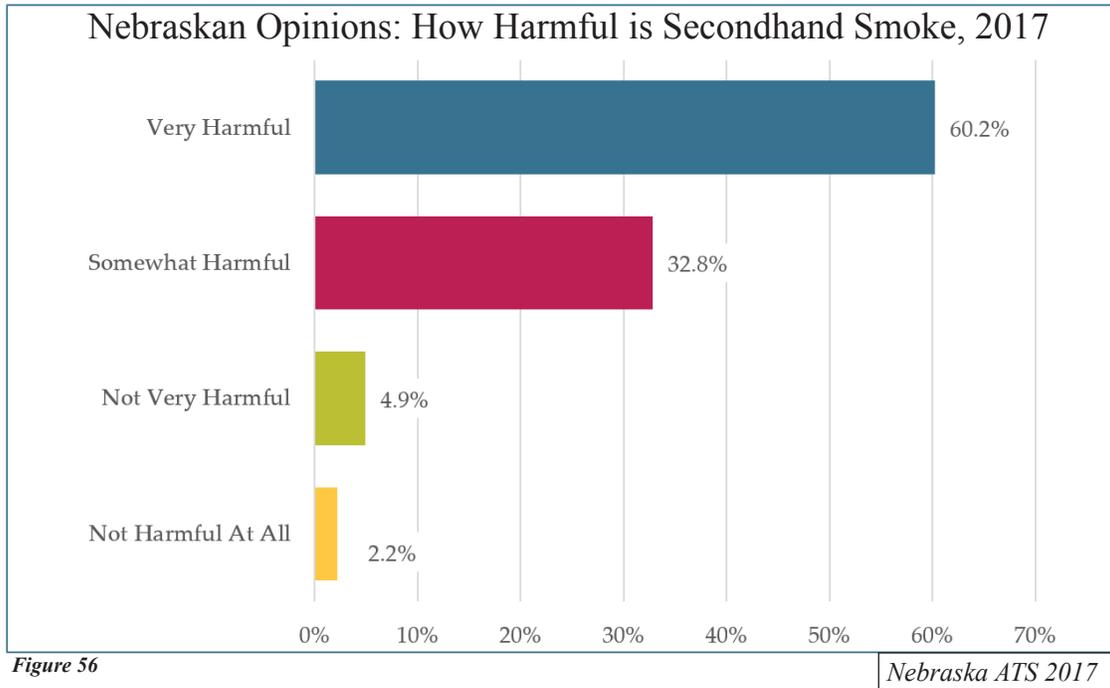
Health impact of smoking & secondhand smoke Opinions on benefit of quitting



Three out of four Nebraskans (76.5%) indicate they believe there are health benefits to quitting smoking even after 20 years of smoking.

Figure 55: Includes responses to the statement: If a person has smoked a pack of cigarettes a day for more than 20 years, there is little health benefit to quitting smoking.

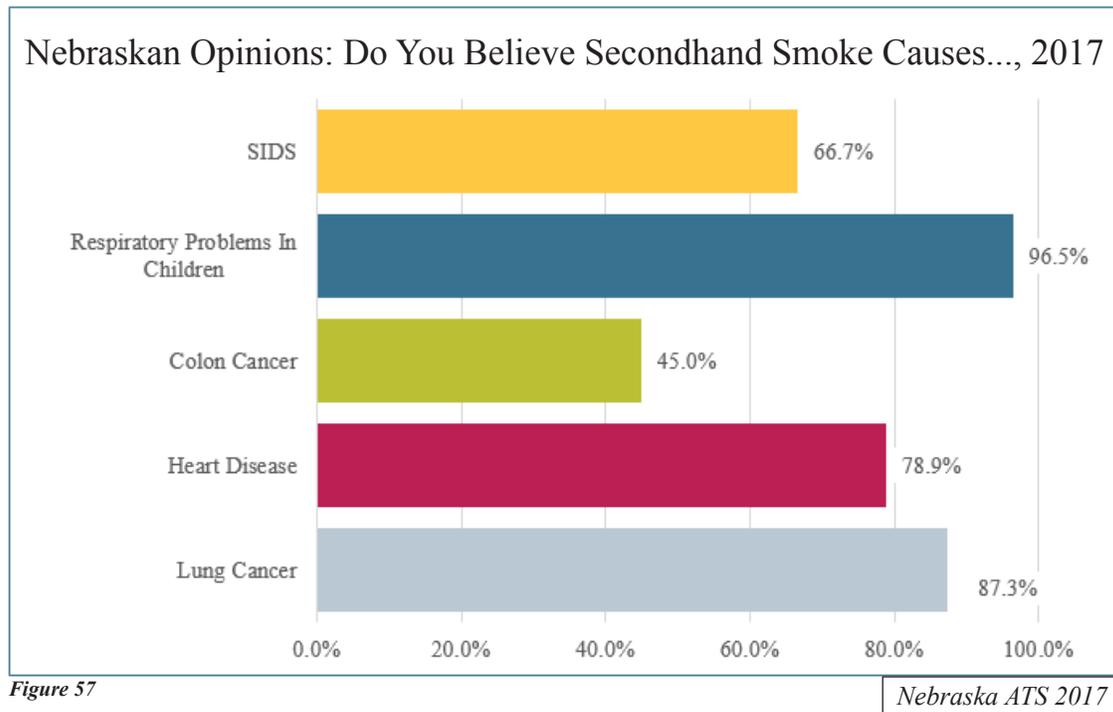
Opinions on harm of secondhand smoke



Nebraskans know the risks of secondhand smoke. Ninety-three percent of the respondents believe secondhand smoke to be very harmful or somewhat harmful. About 7% of the adult population believe secondhand smoke causes no harm or minimal harm.

Figure 56: These are responses to the question: Do you think that breathing smoke from other people’s cigarettes is very harmful to one’s health, somewhat harmful to one’s health, not very harmful to one’s health, or not harmful at all to one’s health?

Opinions on attributable diseases



Smoking, tobacco use, and secondhand smoke has been causally linked to many cancers and other diseases. Respondents are read a few medical conditions and asked if secondhand smoke can cause those illnesses.

Respondents report a high degree of understanding that secondhand smoke can cause respiratory problems, lung cancer, and heart disease with more than 75% of the respondents answering 'yes' to those questions. There is lower attribution for Sudden Infant Death Syndrome (SIDS) (66.7%) and colon cancer (45.0%).

Figure 57: This graph represents the proportion of respondents who answered 'yes' to the following questions:

Would you say that breathing smoke from other people's cigarettes causes:

- Lung cancer in adults?
- Heart disease in adults?
- Colon cancer?
- Respiratory problems in children?
- Sudden infant death syndrome?

Tobacco taxes

Opinions on funding tobacco prevention

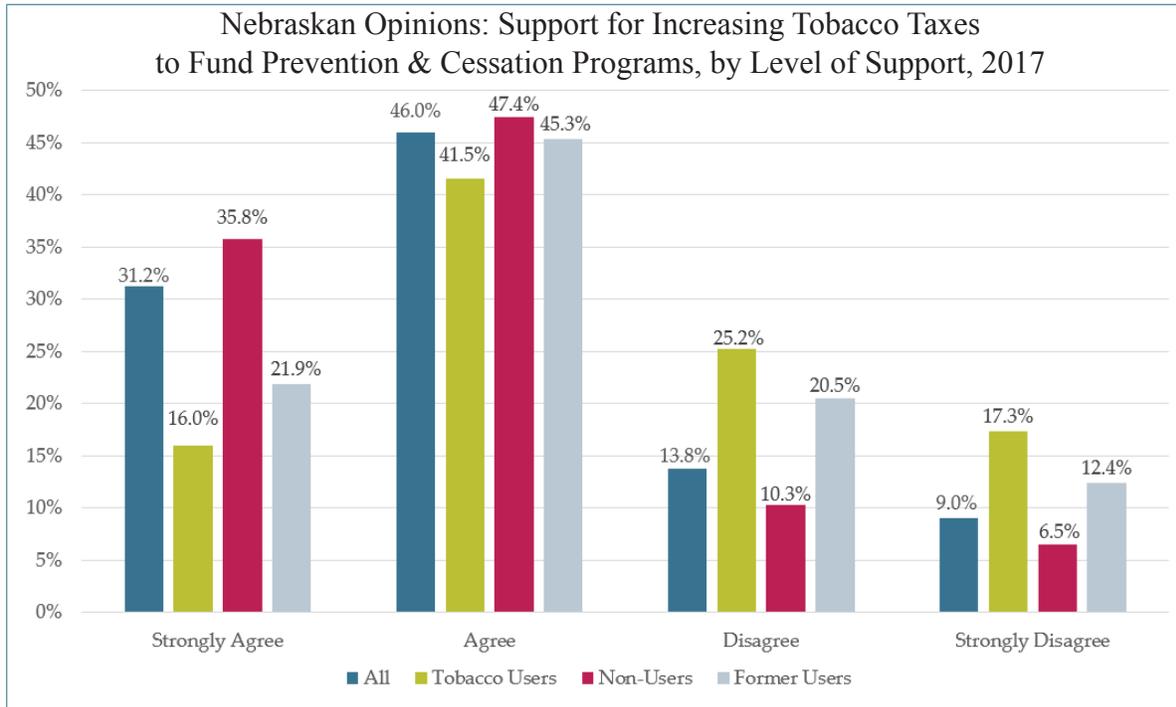


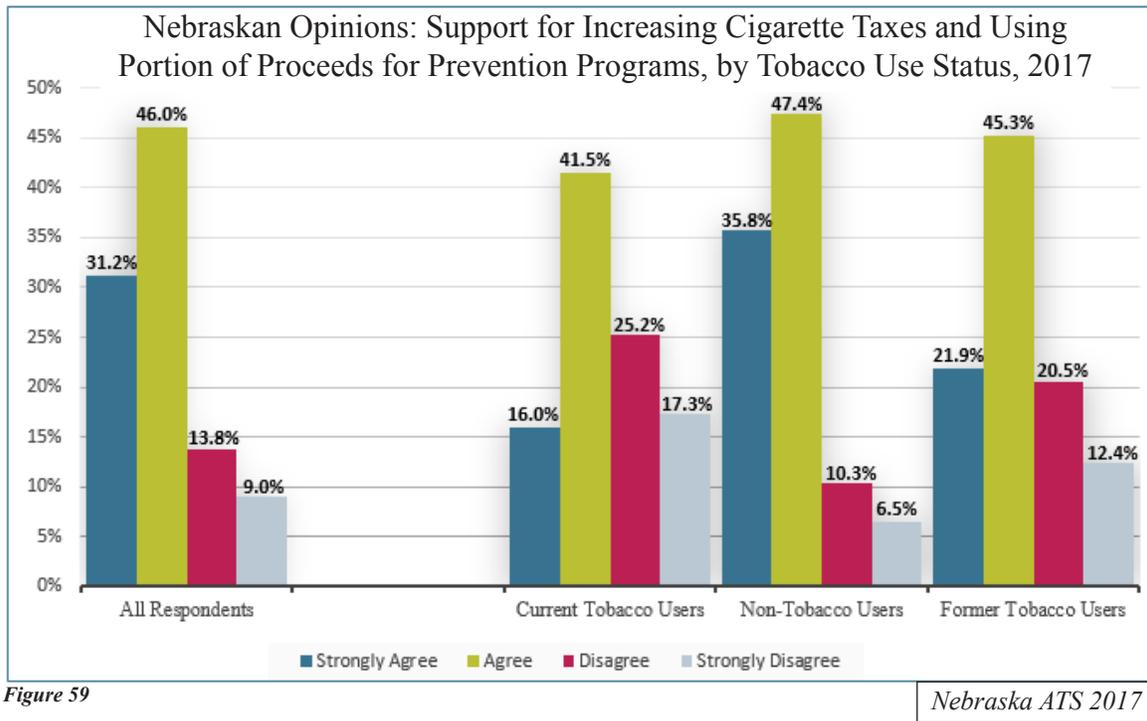
Figure 58

Nebraska ATS 2017

There is broad support for a tax increase to fund tobacco prevention programs in Nebraska. Among all respondents, 77.2% indicated that they support or strongly support such an increase. A majority (57.5%) of current tobacco users support a tobacco tax increase to fund prevention and cessation programs.

Figure 58: Responses to: State tobacco taxes should be increased to fund programs to help smokers quit and keep kids from starting.

Opinions on funding tobacco prevention



In Nebraska, when looking at just support and opposition to using tobacco tax dollars for prevention programs, a clear pattern emerges. In all categories, those supporting a tax increase far exceed those who oppose.

Figure 59: Responses to: State tobacco taxes should be increased to fund programs to help smokers quit and keep kids from starting

Opinions on increasing cigarette taxes

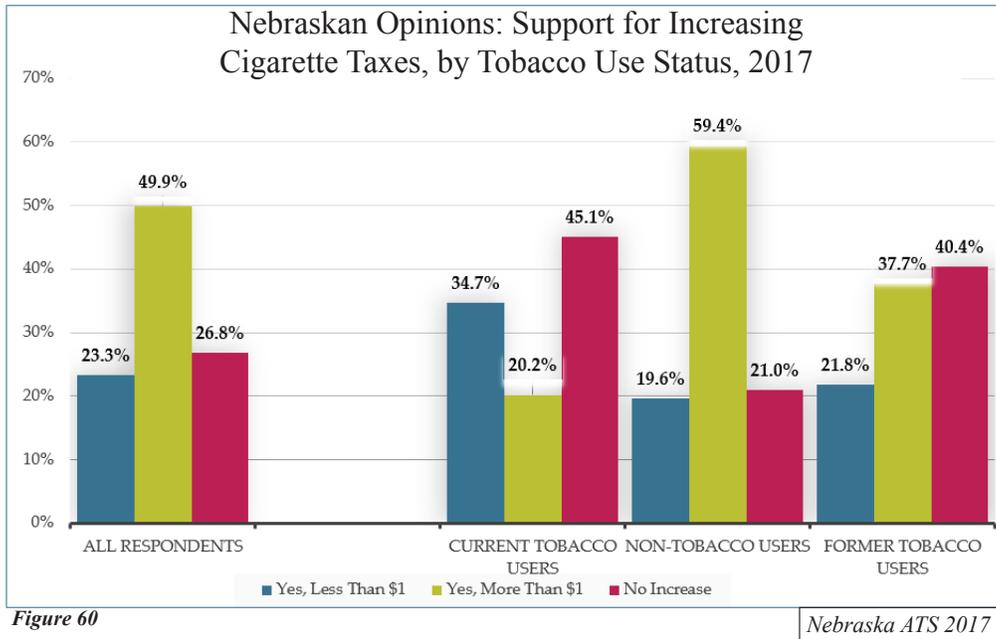


Figure 60

Nebraska ATS 2017

When asked how much the tax should be increased, almost half of Nebraskans (49.9%) support an increase of more than \$1. Among current tobacco users, 20% support an increase of more than \$1. The greatest level of support for increasing taxes is among the non-tobacco users.

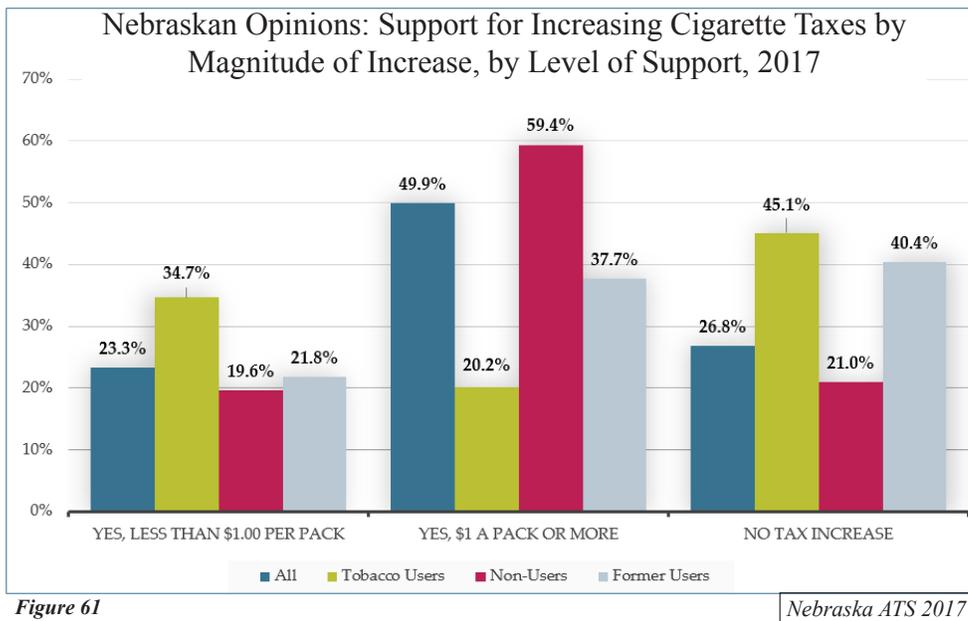


Figure 61

Nebraska ATS 2017

Opinions on increasing cigarette taxes

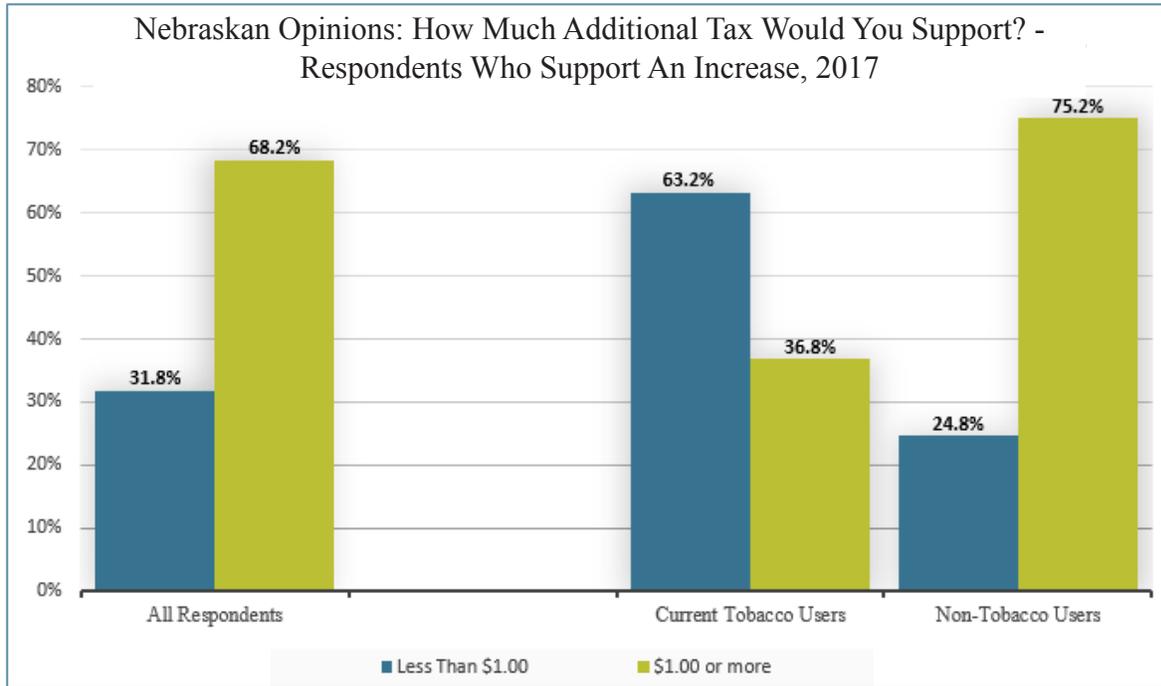


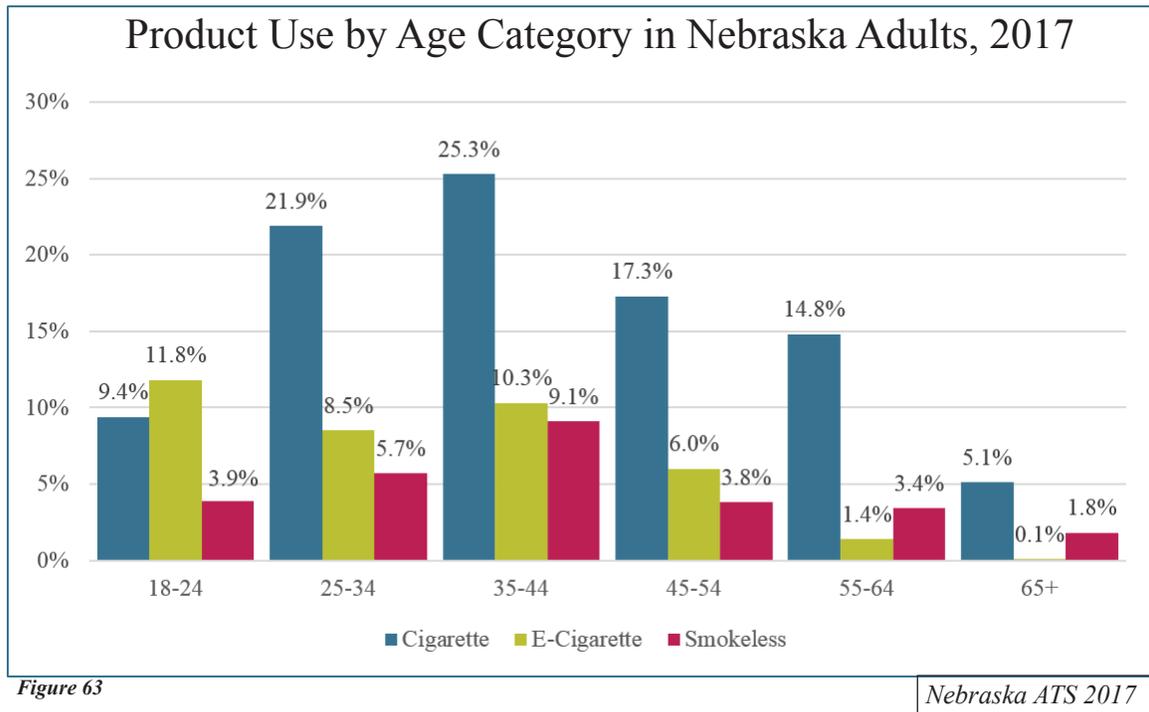
Figure 62

Nebraska ATS 2017

Figure 60, 61 & 62: These graphs are based on responses to the question: How much additional tax on a pack of cigarettes would you be willing to support if some or all of the money was used to fund tobacco prevention programs?

Demographics & disparities

Products & age



When analyzing product use by age category, several observations are apparent.

- E-cigarettes have moved into the most used product among young adults.
- E-cigarettes appeal to many ages. The product is new, yet e-cigarettes are used more than smokeless in all ages under 54.
- The 35-44 category has the highest cigarette and smokeless tobacco utilization and the second highest e-cigarette use.

Figure 63: Calculated by determining the prevalence for each product and then splitting the results for each age category.

Products & gender

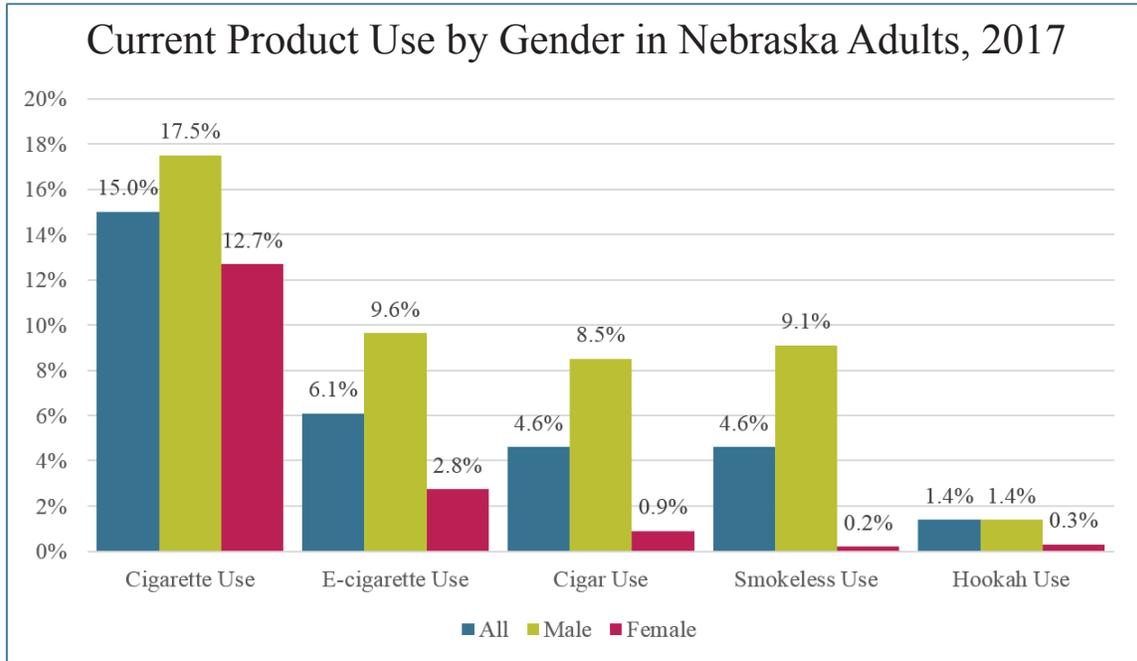


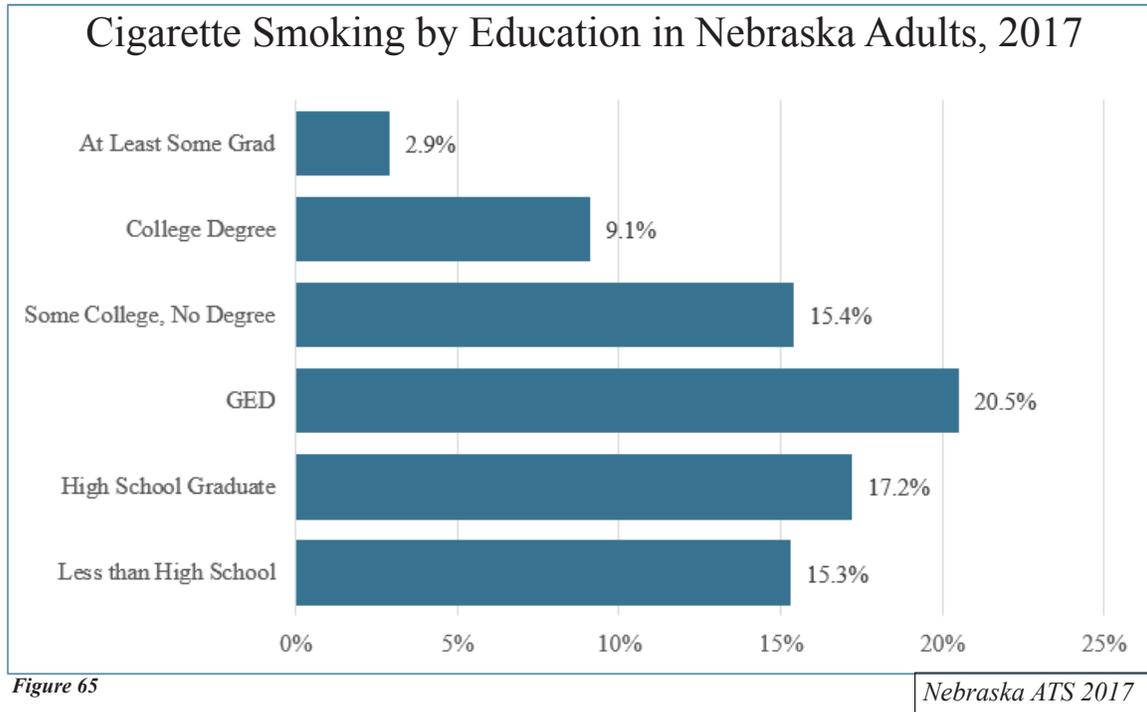
Figure 64

Nebraska ATS 2017

In Nebraska, across all tobacco products, there is a higher prevalence of use among males. Within cigar, smokeless tobacco, and hookah products there are few females who use the products.

Figure 64: Calculated by taking the results for current use and splitting it by males and females.

Cigarette use & education



In general, as educational attainment increases, the cigarette smoking rate decreases. In Nebraska, those reporting “at least some graduate school” have a very low smoking rate of 2.9% while individuals with a GED (thus did not graduate from high school) have a smoking rate of 20.5%.

Figure 65: Calculated by taking the cigarette use prevalence and splitting it by responses to the education question.

Products & home ownership

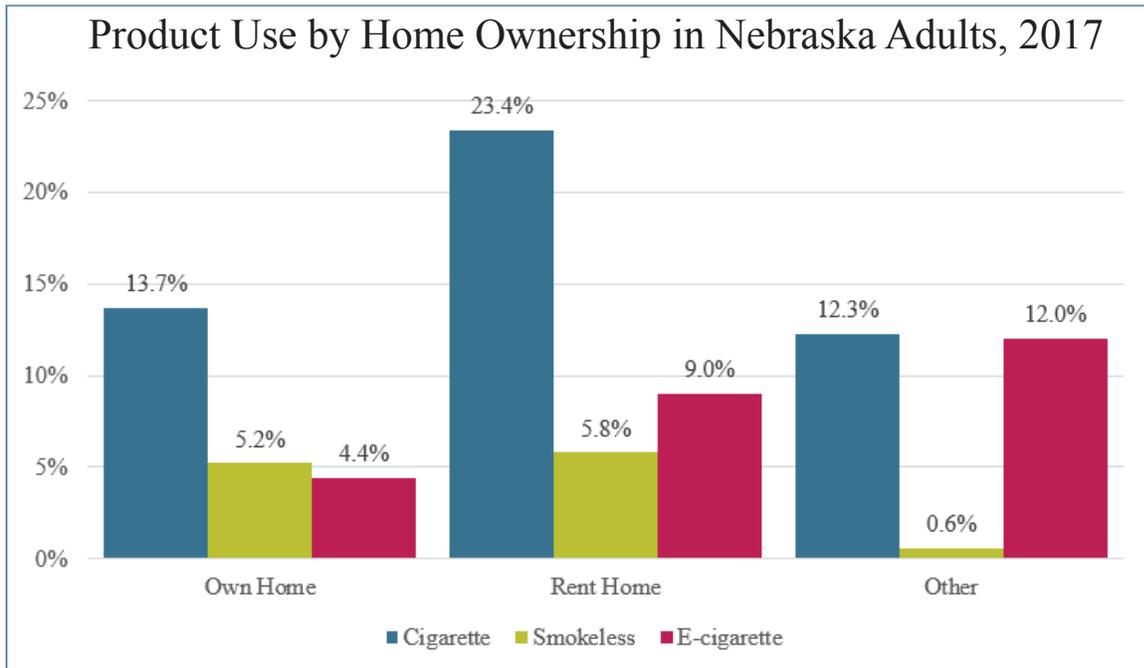


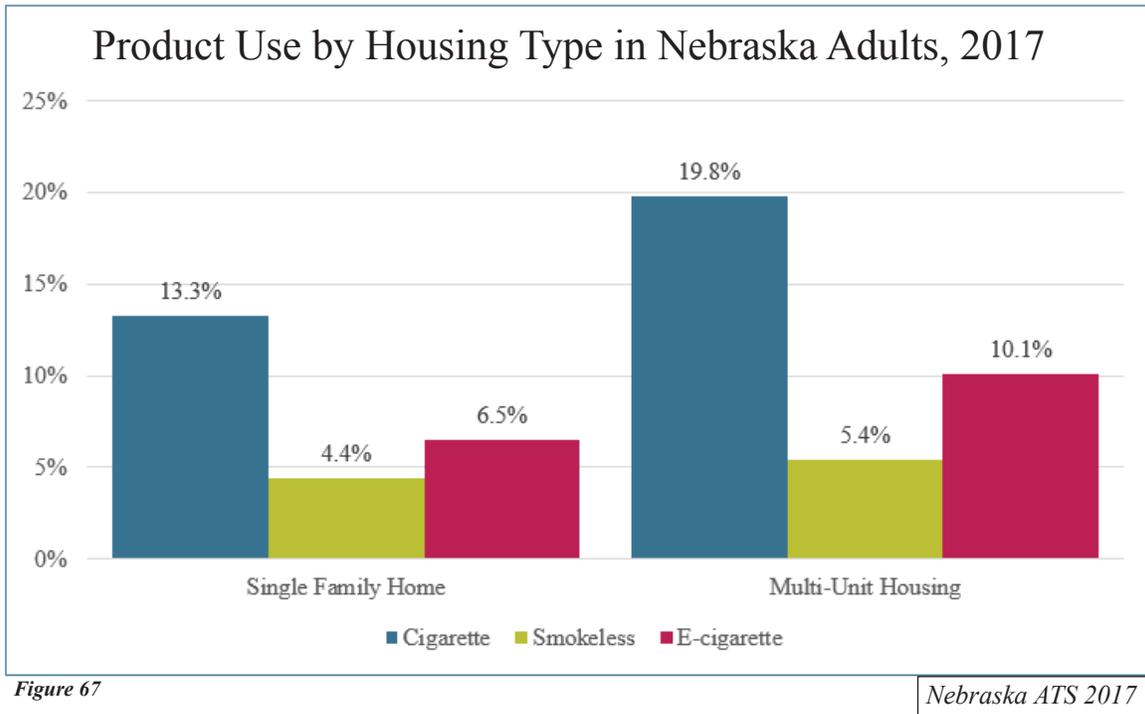
Figure 66

Nebraska ATS 2017

Nebraska homeowners use cigarettes and e-cigarettes less than those who rent.

Figure 66: Calculated by taking the prevalence of each product and dividing the results into three housing categories.

Products & housing



In Nebraska, the use of tobacco products is more prevalent in individuals who live in multi-unit housing across all types of tobacco.

Figure 67: Calculated by taking the prevalence use rate and splitting it by the type of housing indicated on the questionnaire.

Products & income

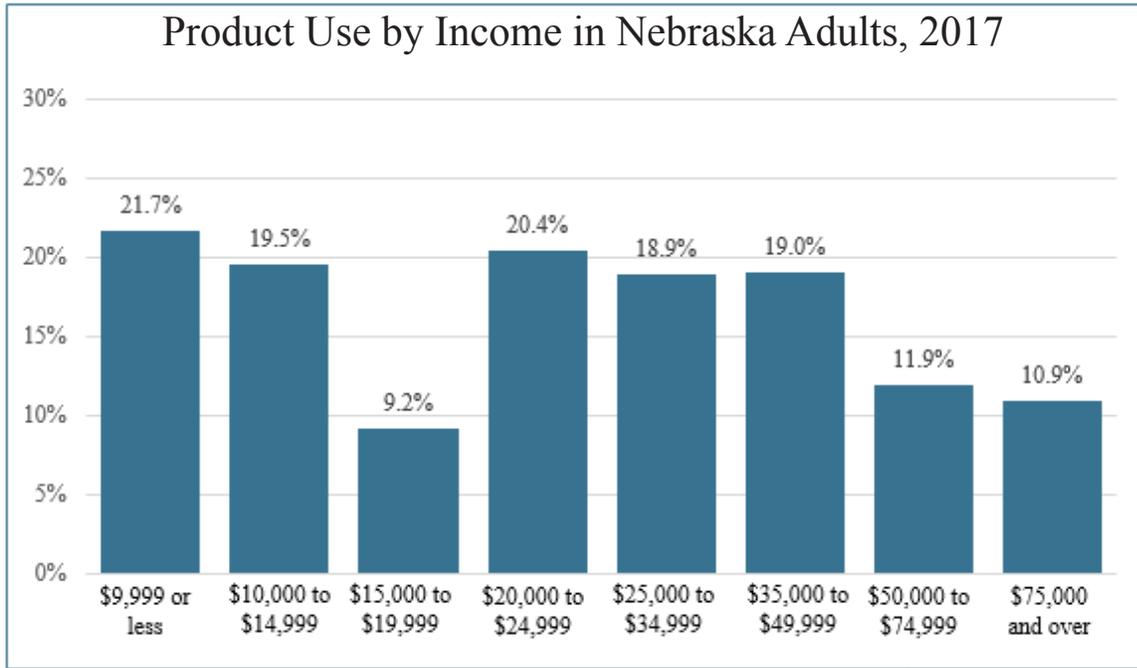


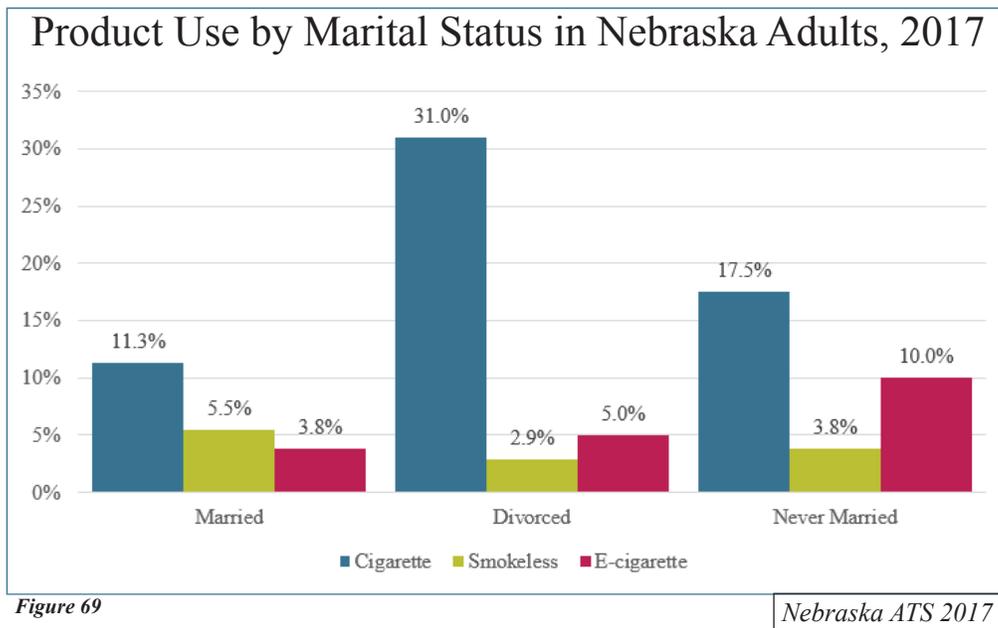
Figure 68

Nebraska ATS 2017

In general, cigarette smoking rates decline as income increases. The \$15,000-\$19,999 category is an anomaly, likely due to sample size of that subcategory. The overall trend of the other categories, however, is a declining trend as income increases.

Figure 68: Calculated by taking the cigarette use rate (have used cigarettes in the last month) and cross-tabulating it with the self-reported income.

Products & marital status



In Nebraska, individuals who are married report lower rates of cigarette smoking, smokeless tobacco, and e-cigarette use. Individuals who are divorced have a high rate of smoking (over 30%).

Figure 69: Calculated by taking the prevalence of each product and splitting it by responses to the marital status question.

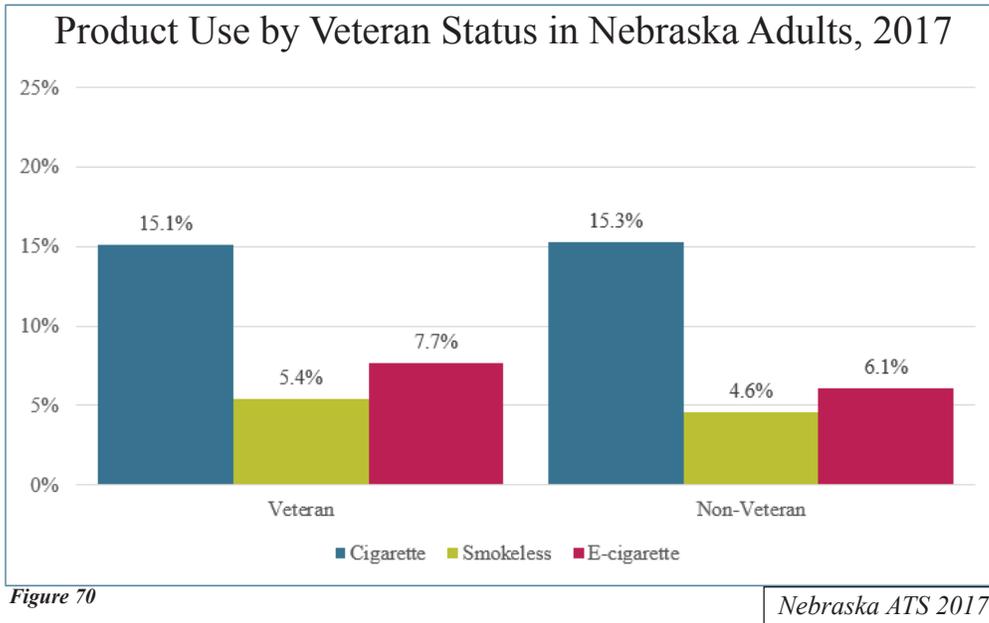
Hispanic ethnicity

There was an insufficient number of respondents who identified as Hispanic and used tobacco products to calculate a reliable estimate.

Products & race

There is insufficient representation from different race categories to calculate reliable estimates. The U.S. Census Bureau estimates 88.6% of Nebraska's population is White alone (no other races and not Hispanic). When randomly selecting adults to participate in the Adult Tobacco Survey, there are very few minority tobacco users who completed the survey.

Products & vet status

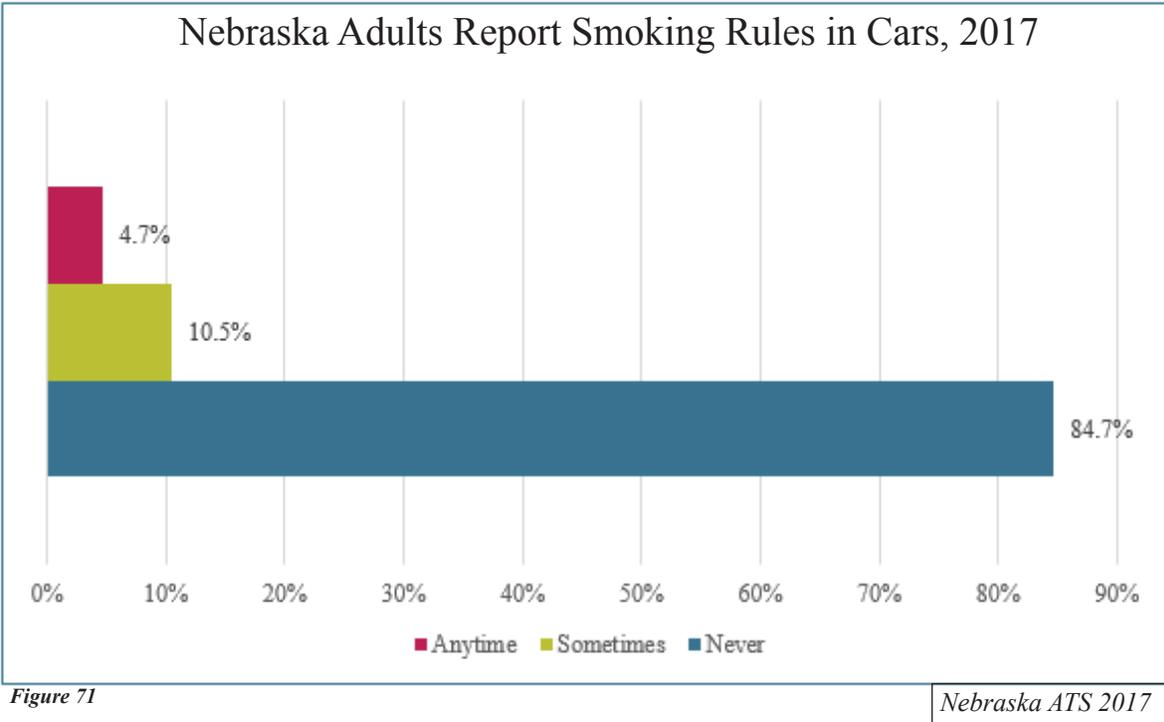


Although some research has shown higher tobacco use among veterans, the veteran and non-veteran populations in Nebraska have similar tobacco product use rates.

Figure 70: Calculated by determining the prevalence rate for the three products shown above and then splitting the file by veteran and non-veteran groups.

Smoke-free policies

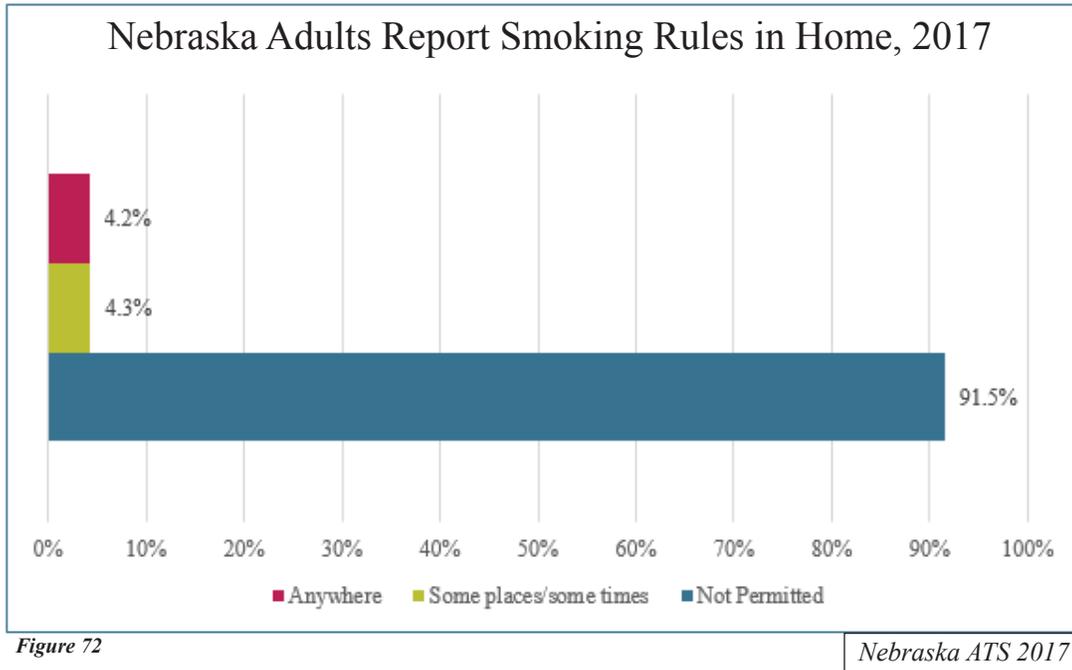
Smoke-free vehicles policies



The vast majority of Nebraskans (84.7%) do not allow smoking in their car. These rules prevent exposure to secondhand smoke for many individuals.

Figure 71: Which statement best describes the rules about smoking inside your home? Do not include decks, garages or porches. Would you say smoking is not allowed anywhere inside your home, smoking is allowed in some places or at some times, or smoking is allowed anywhere inside the home.

Smoke-free home policies



More than 90% of homes in Nebraska are smoke-free.

Figure 72: Which statement best describes the rules about smoking inside your home? Do not include decks, garages or porches. Would you say smoking is not allowed anywhere inside your home, smoking is allowed in some places or at some times, or smoking is allowed anywhere inside the home.

