

Nebraska

2010 SYNAR Compliance Checks

List Verification Study

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Objective

The objective of this project was to verify the adequacy and coverage of the master list of tobacco retailers from which the state of Nebraska draws its sample for SYNAR compliance checks.

The Center for Substance Abuse Prevention has requested states to verify that at least 80% of the establishments likely to sell tobacco are on the list of businesses from which the sample of businesses are selected for SYNAR compliance checks.

Methods

A list of Nebraska postal zip codes was the primary sampling unit. A simple random sample of 25 zip codes from all Nebraska zip codes was selected. The 577 zip codes for Nebraska were first listed in zip code order – 68001 to 69367. Using Microsoft Excel RAND, a random number was assigned to each zip code. The resulting RAND list was sorted in numeric order, lowest to highest, and the lowest 25 zip codes were selected as the sample.

Using the InfoUSA list of businesses in each selected zip code, a list of businesses likely to sell tobacco was created. The likelihood of selling tobacco was based on the most recent canvas of municipal and county clerks and the SIC/NAICS codes (Standardized Industrial Codes/ North American Industry Classification System). Selection of the site for beginning the field survey was a randomly selected business from Nebraska's list of municipal and county tobacco licensees. In the absence of a listed licensee in the zip code area, a randomly selected point on a map was the starting point. The field surveyor visited the first identified business to determine if it sold tobacco and had a tobacco license. The field surveyor recorded the business name, address, main phone number and business type. They also determined if there was a vending machine on the premises. This information was recorded on the Merchant Field List form (Appendix B). Following that check, the surveyor exited the business, turned left and proceeded to each subsequent business until a total of 10 businesses were checked. In some cases this meant crossing the street after reaching the edge of the town and returning on the other side of the street. If 10 businesses were still not located, cross streets and parallel streets were systematically checked and if 10 businesses were still not located, a systematic search of all roads in the zip code area was completed. A zip code map of all streets/roads within the zip code was provided to the field surveyor. Many zip codes were in rural areas requiring complete searches of all roads/streets in the area. In these rural areas, as in towns, business signs, logos or other visual signs that suggested the presence of a business were used to identify businesses. Rural businesses such as ranches and home/farm businesses were frequently unidentifiable.

When surveying in a zip code area was complete and data from 10 businesses recorded, this list of 10 businesses was compared to the list of businesses for that zip code area provided by InfoUSA. The objective was to identify a match between the observed businesses and the InfoUSA business list.

If the initial search of the InfoUSA business list did not reveal a match with the businesses identified by the surveyor, a search for matching addresses was completed. This was to identify businesses that remained at the same address but had changed their business name. If the address checks failed to reveal a match, telephone numbers were compared. If the match was not completed using these three steps, it was concluded that the business identified by the fieldworker was not on the InfoUSA business list.

Results

The sample of 10 zip codes should have identified 250 businesses but in some rural counties the number of businesses was less than 10. Two hundred and eighteen (218) businesses were identified in the sample of 25 zip codes and of these 173 were visited. Thirty-five businesses were not visited because they had either gone out of business, could not be located, or were inappropriate business such as churches, post offices, volunteer fire stations or local government offices. Of the 173 businesses, 169 (97.7%) were on the InfoUSA business list (Table 1).

Table 1: Zip Codes, Businesses Observed and Businesses on the Business List

<u>Zip Code</u>	<u>City</u>	<u>Observed</u>	<u>On Business List</u>	<u>Percentage</u>	<u>Comments</u>
68001	Abie	1	0	0.0%	1
68003	Ashland	10	10	100.0%	
68048	Plattsmouth	10	10	100.0%	
68068	Washington	1	1	100.0%	3
68104	Omaha	10	10	100.0%	
68325	Byron	10	10	100.0%	
68430	Roco	10	10	100.0%	
68436	Shickly	10	10	100.0%	
68441	Steineuer	5	5	100.0%	
68475	Verden	3	1	33.3%	4
68626	Brainard	10	10	100.0%	
68666	Stromsberg	10	10	100.0%	
68718	Bloomfield	10	9	90.0%	
68745	Laurel	10	10	100.0%	
68751	Maskell	0	0	-	5
68789	Winnetoon	1	1	100.0%	
68863	Overton	10	10	100.0%	
68873	Scotia	10	10	100.0%	
68933	Clay Center	10	10	100.0%	
68955	Juniata	10	10	100.0%	
68960	Naponee	1	1	100.0%	2
69030	Haigler	3	3	100.0%	
69133	Dix	3	3	100.0%	
69167	Tyron	5	5	100.0%	
69210	Ainsworth	10	10	100.0%	
Totals		173	169	97.7%	

Comments

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|---|----------------|----------------------------------|
| 1 | Rural zip code | One business on business list |
| 2 | Rural zip code | Five businesses on business list |
| 3 | Rural zip code | Six businesses on business list |
| 4 | Rural zip code | Six businesses on business list |
| 5 | Rural zip code | No businesses on business list |