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# Summary of the 2024 Adult Tobacco Survey for the State of Nebraska

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# **Statistical Summary**

Source: Nebraska Adult Tobacco Survey 2024 (NE ATS 2024)

Adult Tobacco Use in Nebraska		95%	% CI
	%	Lower	Upper
Ever Tried			
Have Tried a Cigarette	61.7%	61.6%	61.8%
Have Tried an E-Cigarette	29.0%	28.9%	29.1%
Have Tried a Cigar/Cigarillo/Small Cigar	41.9%	41.9%	42.0%
Have Tried Smokeless Tobacco	25.9%	25.9%	26.0%
Have Tried Nicotine Pouches	9.0%	8.9%	9.0%
Current Use			
Smoke Cigarettes Currently	9.3%	9.3%	9.4%
Use E-Cigarettes Currently	8.6%	8.5%	8.6%
Smoke Cigars/Cigarillos/Small Cigars Currently	3.5%	3.5%	3.6%
Use Smokeless Tobacco Currently	2.5%	2.5%	2.6%
Use Nicotine Pouches Currently	3.3%	3.2%	3.3%
Exposure to Secondhand Smoke			
Homes with Smoke-Free Rules	92.2%	92.2%	92.3%
Cessation			
Cigarette Smokers Who Have Attempted to Quit	83.1%	82.9%	83.3%
Mass Media Recall			
Read, Saw, or Heard Ad(s) About Dangers of Tobacco Use - Within Past Month	55.8%	55.7%	55.9%
Policy and Taxes			
Support for Increasing Cigarette Tax and Spending on Prevention	76.0%	76.0%	76.1%
Support for Increasing Tobacco Tax (Tobacco Users)	55.4%	55.2%	55.5%

# **Demographics**

Age		Marital Status	
18-24	12.7%	Married	54.5%
25-64	61.2%	Unmarried (All other statuses)	45.5%
65+	26.1%		
		Housing	
Gender		Own	66.8%
Male	50.2%	Rent	29.2%
Female	49.8%	Other Arrangement	4.0%
Education		Employment Status	
Less Than or Equal to GED/High School	34.2%	Employed for Wages	46.4%
Some College	34.2%	Self-Employed	11.9%
Associate degree	7.6%	Out of Work for More Than 1 Year	1.1%
Bachelor's Degree or Higher	24.0%	Out of Work for Less Than 1 Year	1.8%
		A Homemaker	4.6%
Income		A Student	6.1%
Less than \$35,000	26.9%	Retired	23.8%
\$35,000 to \$74,999	35.0%	Unable to Work	4.3%
\$75,000 and Above	38.0%		
		Military Service	
Ethnicity		Have ever Served on Active Duty in the United	9.8%
Hispanic or Latino(a)	11.9%	States Armed Forces	
Non-Hispanic or Latino(a)	88.1%	Never Served on Active Duty in the United States Armed Forces	90.2%
Race			
White (Non-Person of Color)	72.1%		
Person of Color	27.9%		

• •

## Introduction

Tobacco use remains the leading preventable cause of death in the United States. Annually, approximately 480,000 Americans die prematurely due to tobacco use including 2,500 Nebraskans.<sup>1</sup>

Each year Tobacco Free Nebraska (TFN), a program within the Nebraska Department of Health and Human Services – Division of Public Health, conducts the Nebraska Adult Tobacco Survey (ATS). The ATS monitors tobacco-related issues including trends among different groups of Nebraskans, new or emerging product evolution, and opportunities to support cessation efforts. This report summarizes the major findings from the ATS conducted in calendar year 2024.

## Study Design and Method

TFN contracted with the Bureau of Sociological Research (BOSR), University of Nebraska – Lincoln to complete the ATS. The ATS sampling design, data collection, data cleaning, and weighting strategies were modeled closely after the 2024 Behavioral Risk Factor Surveillance System (BRFSS). The target population for the ATS is adult Nebraskans (18 years and older) residing in a private residence or college housing. A probability sample of all households with telephones in the state of Nebraska was utilized. Landline and Cell Phone samples were drawn separately. A disproportionate stratified sample for the landline was employed, whereas cellular telephone numbers were drawn from commercially available frames at random. The total sample was stratified by the six Behavioral Health regions in Nebraska with two additional strata for Lincoln and Omaha. Please refer to Figure 1 for a description of the regions.

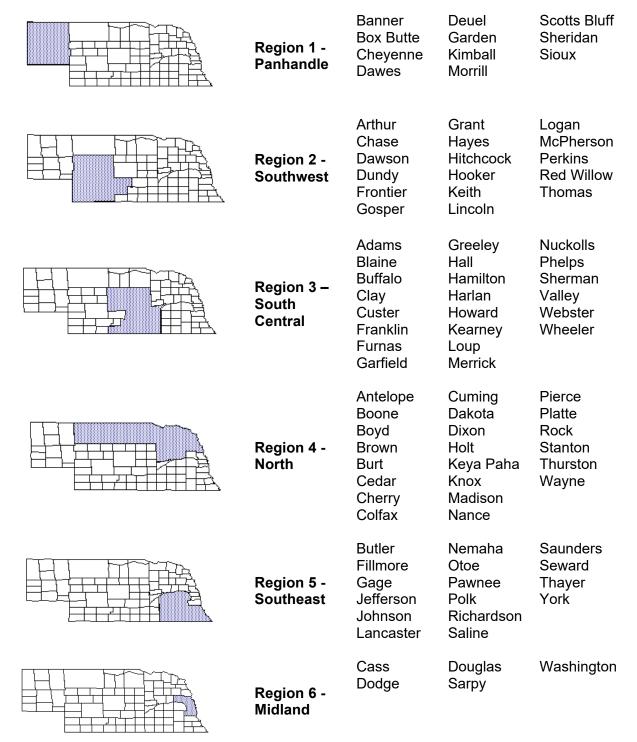
## NEBRASKA ADULT TOBACCO SURVEY

Adult Tobacco Survey is a statewide landline and cellular telephone survey of adults aged 18 years or older. Core questions assess adults' knowledge, attitudes, and behaviors related to tobacco use. secondhand smoke exposure, use of cessation assistance. and their awareness of and support for evidence-based policy interventions.

<sup>&</sup>lt;sup>1</sup> Centers for Disease Control and Prevention. Best Practices for Comprehensive Tobacco Control Programs — 2014. Atlanta: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2014. Page 105.

Figure 1

Definitions of Regions



. . .

BOSR purchased the 2024 ATS sample from Marketing Systems Group on a quarterly basis for all four quarters.

Upon speaking with a person, a series of qualification questions are asked to determine whether a household was reached and whether the household members were eligible. For the landline survey, the interviewer created a household roster by asking how many adult men and adult women live in the household. From there, one adult is randomly chosen by WinCATI as the selected respondent. Cell phones are largely personal devices, therefore, the person who answered the cell phone was the selected respondent as long as they met the eligibility requirements.

The 2024 ATS had an annual target of 3200 completed interviews (400 interviews, combined, from each stratum). Sample sizes were adjusted slightly in each order based on previous sample performance and the number of complete interviews needed to meet the annual target.

#### **Data Collection and Process**

The questionnaire for the 2024 ATS (Appendix A, see also Appendix B for 2021, 2022, and 2023 questions included in this report) was developed by TFN and implemented by BOSR in both English and Spanish. The questionnaire was programmed and administered in the WinCATI software. Sampled phone numbers were called by professionally trained BOSR interviewers from February 13, 2024, to January 22, 2025. Interviews were conducted during each calendar month in 2024. Calls were made 7 days a week, during both daytime and evening hours. Live monitoring and verification callbacks were performed for quality assurance purposes.

## Response Rate

Using the American Association for Public Opinion Research (AAPOR)'s standard definitions for Response Rate 4, the landline survey had a response rate of 49.1% (n=763 completed interviews, 15 partial interviews) and the cell phone survey had a response rate of 49.2% (n=2345 completed interviews, 67 partial interviews).

## **Data Cleaning and Weighting**

Data were exported from the BOSR's interviewing platform WinCATI and reviewed to exclude any duplicate cases. Responses that had reached the partial threshold with all of the demographic questions answered were coded as partial completes.

## Weighting

To ensure the results are representative and generalizable to all adult Nebraskans, the data were weighted by BOSR using the Stratum Weight, Design Weight, as well as Composite Weight for each completed interview.

The Stratum Weight accounts for the differences in the probability of being selected based on the geographic stratum. There are eight geographic strata that correspond to the six Behavioral Health Regions in Nebraska as well as an oversample for Lincoln and Omaha. A stratum weight is calculated as:

$$Stratum\ Weight = \frac{Number\ of\ phone\ numbers\ drawn\ into\ the\ sample\ for\ that\ quarter}{Total\ number\ of\ phone\ numbers\ available}$$

In order to combine the landline and cell phone samples, the Design Weight was applied taking into account the Stratum weight, the number of landline phone numbers in the household and the number of eligible adults in the household. The Design Weight was calculated (The BRFSS Data User Guide, 2013):

$$Design \ Weight = Stratum \ Weight \times \frac{1}{Number \ of \ Phones} \times Number \ of \ Adults$$

In the above calculations, the number of adults was capped at three, and the number of phone numbers was capped at two to minimize weight variation. If there was missing data for the number of phones, that value was set as one. For Cell phone respondents, both the number of phones and the number of adults were set to one. Therefore, the Cell phone Design weight equaled the Stratum Weight.

A dual-use adjustment to the design weights was needed to account for the overlapping sample frames. The design weight was multiplied by this adjustment factor for records that had the potential to be in both sample frames, creating a composite weight.

The dual-use adjustment is calculated for three categories based on phone usage. The three dual-use categories include landline survey respondents that have a cell phone, cell phone survey respondents that have a landline, and respondents that are not dual users in that they use only a landline or only a cell phone.

The formula for calculating the composite weight is as follows:

$$Composite\ weight\ for\ dual\ use = design\ weight\ \times\ \frac{N\ effective\ value\ for\ category\ 1\ or\ 2}{N\ effective\ category\ 1\ +\ N\ effective\ category\ 2}$$

where the N effective sample size is

$$N \ effective = \frac{N}{DEFF}$$

where N is number of interviews and

$$DEFF = 1 + \left(\frac{Standard\ Deviation\ of\ Design\ Weight}{Mean\ Value\ of\ Design\ Weight}\right)^{2}$$

Finally, the adjusted design weight was then used as the input weight for raking to represent the total population by iteratively introducing and adjusting one demographic variable at a time.

#### Raking

The raking variables used in the ATS included age, sex, race/ethnicity, education, marital status, home ownership, phone source and region. Prior to raking, any missing data is imputed for each of the variables. Landline and cell phone data are imputed separately. The age variable is imputed using the mean age of the gender and race/ethnicity category of the region the respondent is assigned. Race is imputed using the most common race category for the region. Education, marital status, and home ownership are imputed using hot-deck imputation. After the data has been collected, the region data is generated based on the self-reported county. On occasion, a respondent may not know in which county they live, or he or she will refuse this question. In this case, there is no county data to use to determine the region. However, prior to data collection, the sample is split into eight geographic strata that correspond to the regions described here. If a respondent does not provide a county during the survey, the region is imputed using the stratum to which the record was originally assigned.

The number of categories for each variable have been selected to match the BRFSS as closely as possible. However, there are some deviations to this based on what is publicly available for the population data as well as ensuring that there is enough data to produce statistically valid results. After the missing values have been imputed and the data has been collapsed, prior to raking, the frequencies of the collapsed data are checked to ensure that there is enough data in each category to proceed.

Raking margins are ordered starting with the smaller geographic regions and proceeding to the state population data. After each of these margins have been adjusted the process starts over with Race/Ethnicity by Region variable and continues until each of the margins reached fifty iterations or the margins have converged to 0.001. Some of these margins may be removed or collapsed further depending on the number of responses for the categories. The final weight in the dataset is named rakedwgt2.

## **Design Effects**

The design effect due to weighting adjustments is 3.31, which represents the loss in statistical efficiency that results from unequal weights<sup>2</sup>.

Disproportionate stratification was used for the 2024 ATS. The use of this type of sampling resulted in a sampling design effect of 1.43<sup>3</sup>.

Appropriate adjustments need to be incorporated into statistical tests when using the 2024 ATS data. See Estimate of Sampling Error in Appendix C.

Because BOSR used SPSS for analysis, the values have not been adjusted.

## Limitations

In telephone surveys, timing must be carefully considered. BOSR monitored the time of day of the call and varied the day of the week and time of the follow-up call. Telephone only surveys also exclude those who do not have a telephone.

## **Questions**

Any questions regarding this report or the data collected can be directed to the Tobacco Free Nebraska at the Nebraska Department of Health and Human Services by calling (402) 471-2101 or by sending an email to dhhs.tfn@nebraska.gov.

 $<sup>^2</sup>$  The formula used is:  $1+cv^2(w)=\frac{n(\sum_1^nw_i^2)}{\left(\sum_1^nw_i\right)^2}$ 

 $<sup>\</sup>textit{deff} = \frac{\text{var}_{\textit{complex}}(\overline{y})}{\text{var}_{\textit{SRS}}(\overline{y})} \text{ . Used Q2 (Have you ever smoked a cigarette, even 1 or 2 puffs?) to calculate.}$ <sup>3</sup> The formula used is:

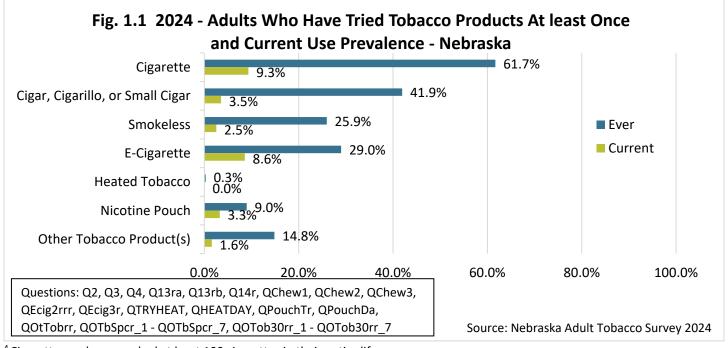
#### Adult Tobacco Use in Nebraska

The health burden of tobacco use falls primarily upon the adult population because nearly all health impacts (with some exception like fires, burns, and poisonings) of tobacco use are chronic medical conditions that take years or decades to develop; the impact of a tobacco-use decision in adolescence or young adulthood is not felt for many years. Consistent with past findings, cigarettes are the most frequently used tobacco products and e-cigarette use has slightly increased since 2023.

In this report, current tobacco users (also referred to as tobacco users) were defined as someone who reported using any of the major tobacco products (cigarettes, cigars/cigarillos/small cigars, smokeless tobacco, or e-cigarettes) every day or some days and/or used any other tobacco products (nicotine pouches, heated tobacco products, roll-your-own, bidis, kreteks, hookah/waterpipe, tobacco pipe, orbs, or some other product) in the past 30 days. Non-tobacco users were defined as someone who was not currently using any amount of any major tobacco products or any other tobacco products in the past 30 days prior to the survey. Additionally, those who reported using a particular tobacco product in the past but did not use that product at all when the survey was administered were defined as former users of that tobacco product. Moreover, respondents who reported having never used a tobacco product or having tried within a certain amount<sup>4</sup> of that product in their lifetime were categorized as "never smokers" of that product. Those who were either trying to quit using tobacco products at the time of the survey, have tried to quit in the past, or both, were included in the "ever tried to quit" subgroup. Please note, the findings throughout this report have been rounded to the nearest tenth or hundreth of a percent. As a result, the sum of individual percentages do not always add up to 100.0%.

#### Ever Tried and Current Use Rates

More than half of respondents reported that they had tried cigarettes at least once during their lifetime (Fig. 1.1).

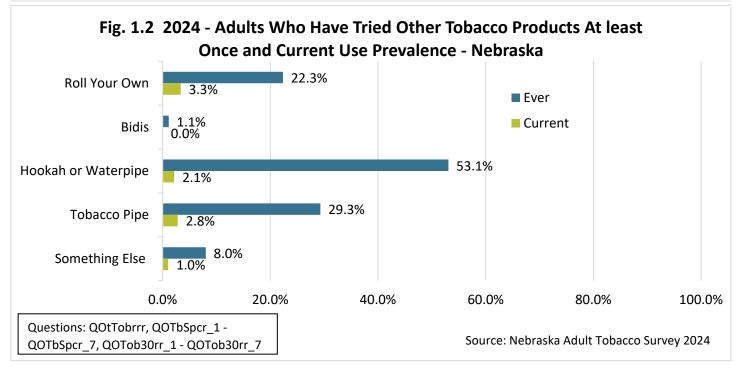


<sup>&</sup>lt;sup>4</sup> Cigarette smokers: smoked at least 100 cigarettes in their entire life; Cigar, cigarillo, or small cigar smokers: smoked at least 50 cigars, cigarillos, or small cigars in their entire life;

Smokeless tobacco users: used chewing tobacco, dip, snuff, or snus at least 20 times in their entire life.

The figure above (Fig. 1.1) highlights the use of tobacco products by adults in Nebraska. Both ever tried and current use rates are noted. Similarly to recent Adult Tobacco Survey (ATS) implementations, the most-often used product with adults remained the combustible cigarette. Around six out of ten adults had tried a cigarette in their lifetime (61.7%) while 9.3% currently smoke cigarettes. About two-fifths of the adult population had tried a cigar, cigarillo, or small cigar (41.9%), but only 3.5% were regular cigar, cigarillo, or small cigar smokers. About one-fourth of adults had tried smokeless tobacco in their life (25.9%) while those who reported current use accounted for 2.5% of the respondents who had ever tried the product. Less than one-third (29.0%) of respondents reported having ever tried e-cigarettes, while 8.6% reported using them in the last 30 days prior to the survey. Nearly one in ten (9.0%) of adults have tried nicotine pouches, 3.3% of whom reported current use. The percentage of respondents who had tried other tobacco products is 14.8%, whereas only 1.6% reported current use. But there are likely sub-groups where prevalence is higher because of religious or cultural practices.

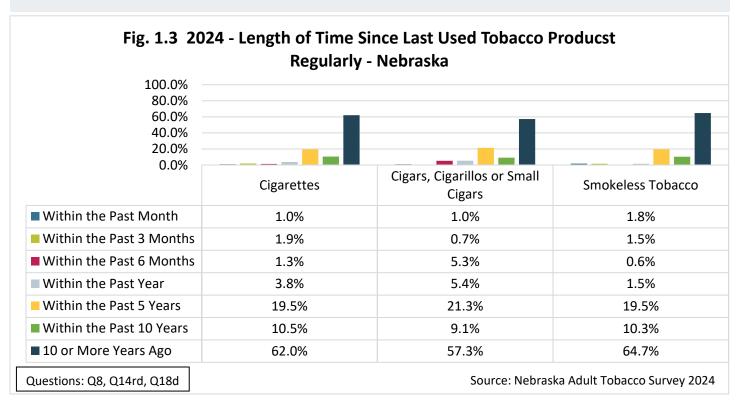
Over half (53.1%) of Nebraskans have tried smoking a hookah or waterpipe, close to one-third (29.3%) have tried a tobacco pipe, and about one-fourth (22.3%) have tried roll your own (Fig. 1.2).



Over half (53.1%) of Nebraskans who have tried smoking other types of tobacco products report having tried smoking a hookah or waterpipe; 2.1% of those who have tried a hookah or waterpipe have used a hookah or waterpipe in the last 30 days. Close to one-third (29.3%) of respondents indicated that they have tried a tobacco pipe, with 2.8% having used a tobacco pipe in the last 30 days. About one-fourth (22.3%) have tried roll your own tobacco products, with 3.3% having used roll your own tobacco products in the last 30 days. Some (8.0%) reported having tried something else, with 1.0% having used something else in the last 30 days. Few indicated that they have tried bidis (1.1%), none of whom (0.0%) reported the use of bidis during the last 30 days.

#### Time Elapsed Since Tobacco Use

For more than half of cigarette smokers, cigar, cigarillo, or small cigar smokers, and smokeless tobacco users, it has been 10 years or more since they have used that product regularly (Fig. 1.3).



Among former tobacco users, 1.0% of former cigarette users, 1.0% of former cigar, cigarillo, or small cigar users, and 1.8% of former smokeless tobacco users last used the product regularly within the past month.

Table 1.1 displays the ratio of Nebraskan adults who have ever tried various tobacco products and became current users of said product. Between 2023 and 2024, the current user/ever tried ratio decreased among smokeless tobacco, ecigarette, and other tobacco products. The ratio increased among cigarette and cigar, cigarillo, or small cigar products. Questions regarding the use of nicotine pouches were not asked in 2023.

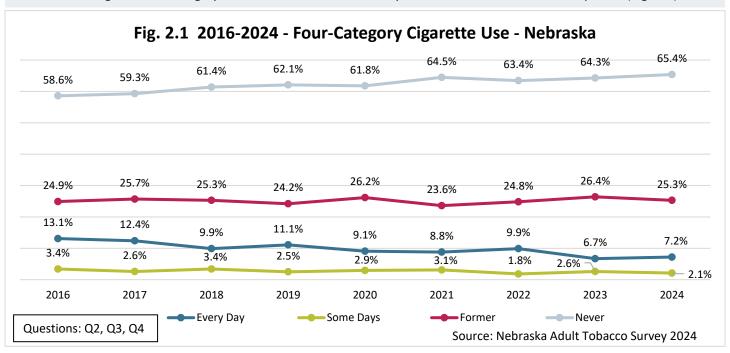
Table 1.1 2023-2024 - Ratio of Current User to Ever Tried by Tobacco Product			
D. J.	Ratio (Current User/Ever Tried)*		
Product	2023	2024	
Cigarette	14.9%	15.1%	
Cigar, Cigarillo, or Small Cigar	7.3%	8.4%	
Smokeless Tobacco	10.9%	9.7%	
E-Cigarette	31.1%	29.5%	
Nicotine Pouch	N/A	10.7%	
Other Tobacco Products	17.1%	14.4%	
Source: Nebraska Adult Tobacco Survey 2024			

<sup>\*</sup>The use of heated tobacco products is not included in this table due to extremely low frequencies

## **Cigarette Smoking**

## Cigarette Smoking Status 2016-2024

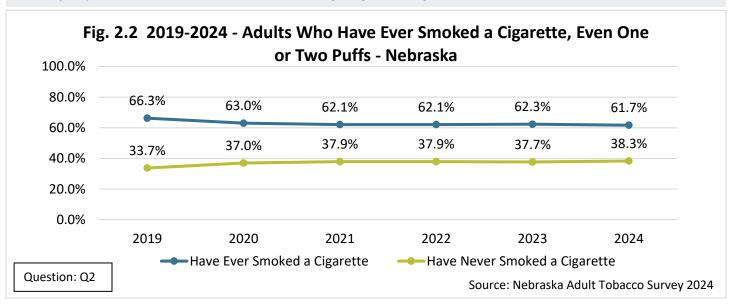
The status of cigarette smoking by adults has remained relatively stable over the measurement period (Fig. 2.1).



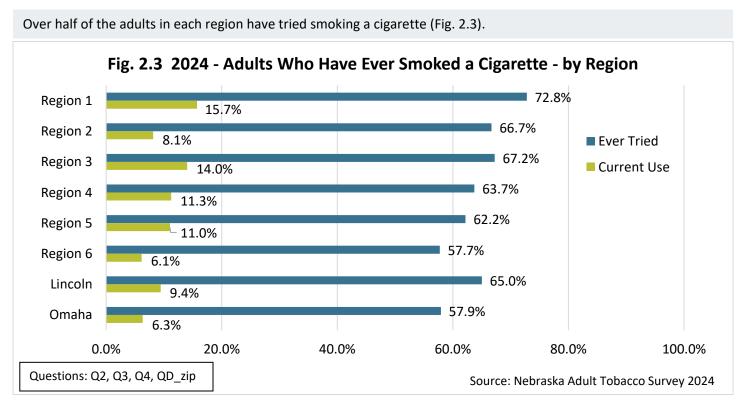
The proportion of adults who indicated smoking cigarettes every day rose from 6.7% in 2023 to 7.2% in 2024. The percentage of former smokers remained essentially unchanged at about one in four adults (25.3%) in 2024. The rate of adults who reported never having smoked has raised, overall, across the measurement period; starting at 58.6% in 2016 and rising to 65.4% in 2024.

#### Ever Smoked a Cigarette

The majority of adults in Nebraska have tried smoking a cigarette (Fig. 2.2).



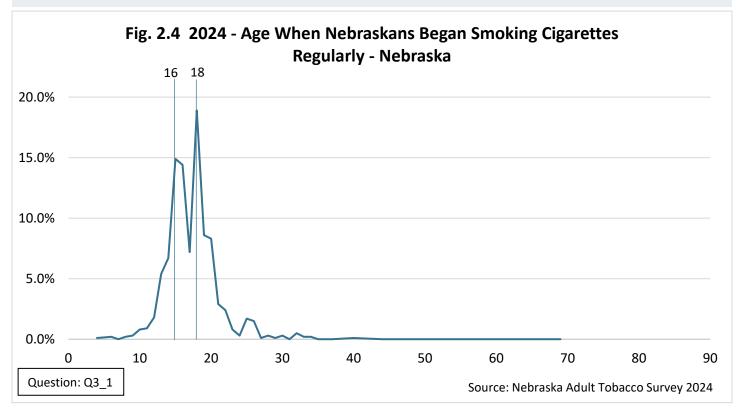
The figure above (2.2) highlights the percentage of adults in Nebraska who have ever smoked a cigarette, even one or two puffs, showing that this rate has decreased overall from 2019 (66.3%) to 2024 (61.7%).



A higher distribution of adults from Region 1 (72.8%) have smoked a cigarette, even one or two puffs, while the lowest rates come from Omaha (57.9%) and Region 6 (57.7%).

## Age When Started Smoking Regularly

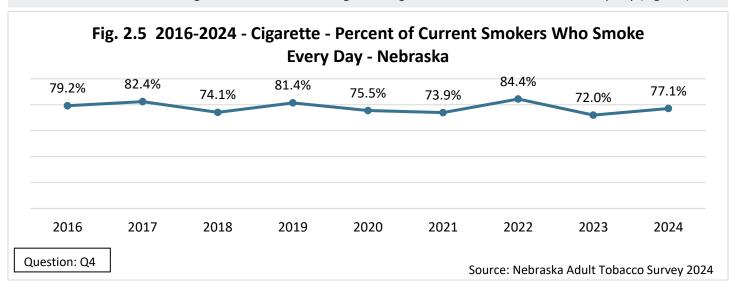
Roughly two-fifths (40.5%) of Nebraskans who began smoking cigarettes regularly started between the ages of 16 and 18 years old (Fig. 2.4).



The start of regular cigarette smoking peaked at 16 and 18 years of age, and a majority of regular smokers (95.1%) started smoking cigarettes at or before 24 years old. These results revealed the importance of youth tobacco prevention.

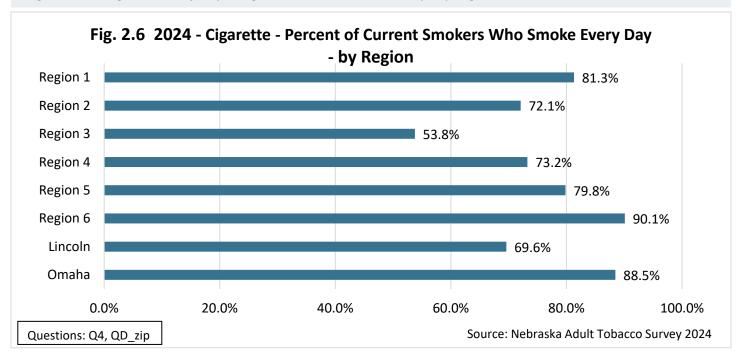
## **Currently Smoke Every Day**

While the occasional use of cigarettes does exist among some cigarette smokers, most smoke every day (Fig. 2.5).



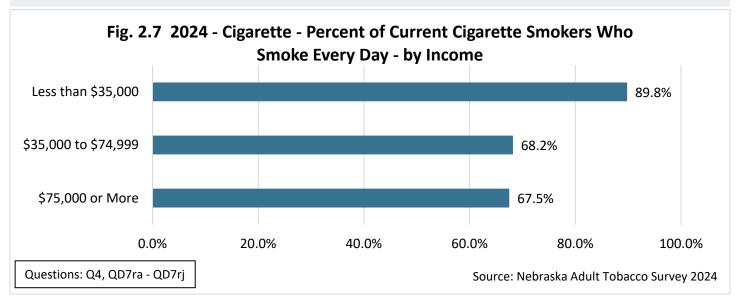
Among current cigarette smokers, those who report smoking every day increased from 72.0% in 2023 to 77.1% in 2024, but has remained below its peak rate of 84.4% in 2022.



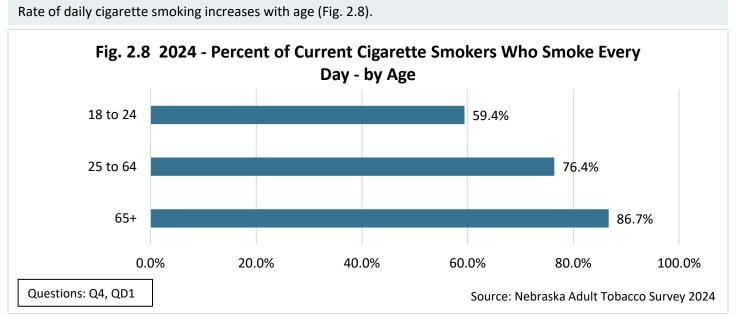


Current cigarette smokers from Region 6 (90.1%) and Omaha (88.5%) reported smoking every day at higher rates than respondents from other Nebraska regions. Interestingly, Region 6 and Omaha reported the lowest rates of having tried a cigarette, even one or two puffs (Fig. 2.3).

Nebraskan cigarette smokers with an annual household income of less than \$35,000 reported smoking every day at higher rates than those with higher annual household incomes (Fig. 2.7).



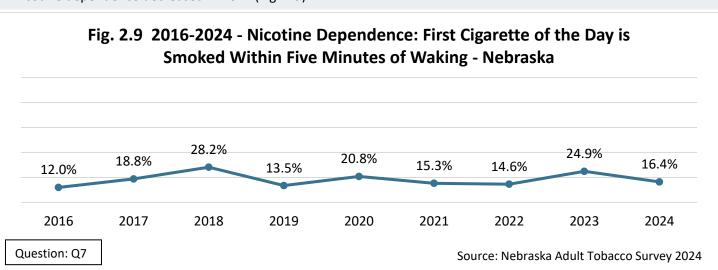
Nebraskan cigarette smokers with an annual household income of less than \$35,000 reported smoking every day (89.8%) at higher rates than Nebraskans with higher annual household incomes. There is little difference in daily smoking rates among Nebraskan cigarette smokers with an annual household income of \$35,000 to \$74,000 (68.2%) and Nebraskan cigarette smokers with an annual household income of \$75,000 or more (67.5%).



While over half of all cigarette smokers, regardless of age, smoke every day, the rate of smoking every day increases with age.

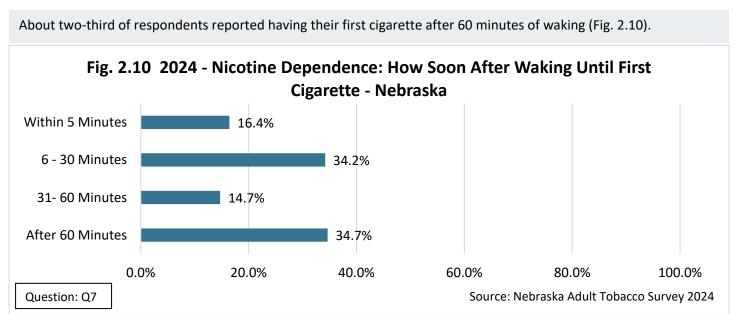
## Time Before First Cigarette of the Day 2016-2024

Nicotine dependence decreased in 2024 (Fig. 2.9).



An indicator of the extent an individual is dependent on nicotine is the urgency with which they need nicotine after waking in the morning. In 2016, 12.0% of the respondents indicated they used their first cigarette within five minutes of waking. In 2018, that heavily addicted population more than doubled to 28.2%, and dropped to 13.5% in 2019, before increasing again in 2020 to 20.8%, potentially related to the pandemic situation as the heavily addicted population dropped in 2021 to 15.3%, and again to 14.6% in 2022. In 2023 the rate of nicotine dependence reached its second highest point (24.9%) before dropping once more to a rate of 16.4% in 2024.

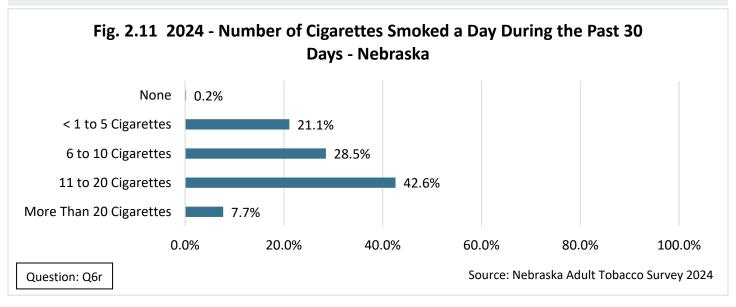
## Time Before First Cigarette of the Day



Roughly one-third (34.7%) of respondents reported having their first cigarette after 60 minutes of waking. A slightly lower proportion (34.2%) have their first cigarette 6-30 minutes after waking. Respondents reported having their first cigarette within five minutes of waking (16.4%) and 31 to 60 minutes after waking (14.7%) at similar rates.

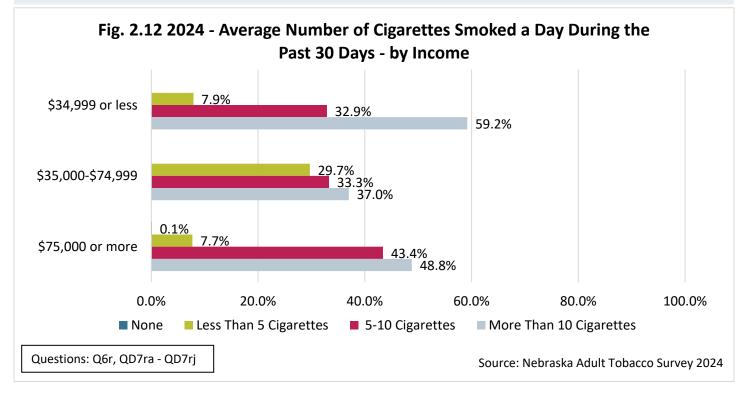
## Average Number of Cigarettes Smoked a Day

Roughly one-fourth of Nebraskan cigarette smokers consumed an average of 11 to 20 cigarettes on each day that they smoked (Fig. 2.11).



For 21.1% of Nebraskan cigarette smokers, the average number of cigarettes smoked in a day is less than 1 cigarette to 5 cigarettes. More than one fourth (28.5%) of cigarette smokers report smoking 6 to 10 cigarettes a day, while roughly two-fifths (42.6%) consume 11 to 20 cigarettes each day.

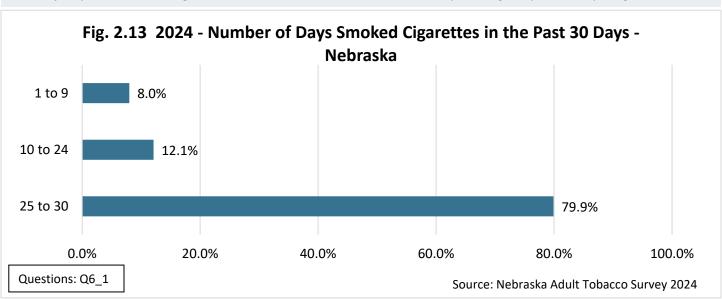
A slim rate of cigarette smokers (0.1%) with an annual household income of \$75,000 or more reported that, during the past 30 days, they usually did not smoke at all (Fig. 2.12).



Among those who reported smoking cigarettes either every day or some days, those with an annual household income of \$34,999 or less reported, on average, smoking more than 10 cigarettes on days when they smoked during the past 30 days (59.2%) at higher rates than those whose annual household income is between \$35,000 to \$74,999 (37.0%), and those with an annual household income of \$75,000 or more (48.8%).

## Number of Days when Cigarettes Were Smoked

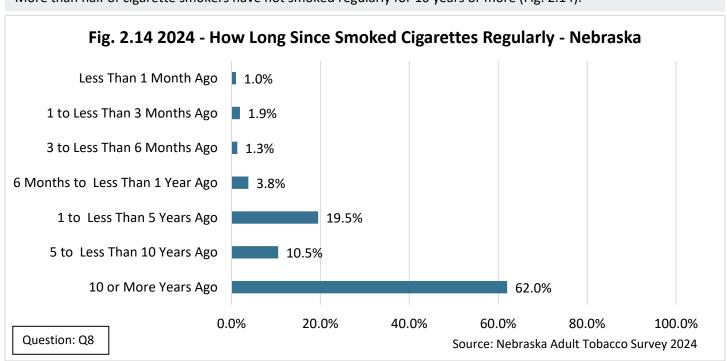
The majority of Nebraskan cigarette smokers have smoked on 25 to 30 days during the past 30 days (Fig. 2.13).



The majority (79.9%) of Nebraskan cigarette smokers reported smoking on 25 to 30 days during the past 30 days, indicating a dominant fraction of daily smokers. Some (12.1%) smoked on 10 to 24 days, while the smallest distribution (8.0%) smoked on one to nine days.

## Length of Time Since Regularly Smoked

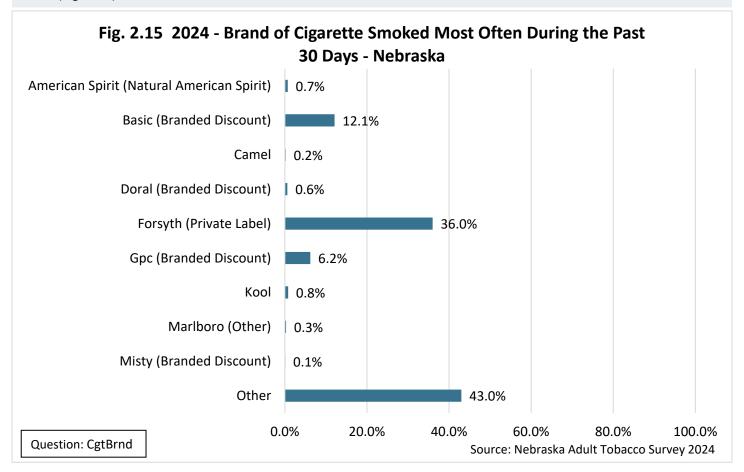
More than half of cigarette smokers have not smoked regularly for 10 years or more (Fig. 2.14).



For most cigarette smokers (62.0%), it has been 10 or more years since they quit using the product regularly.

#### **Brand Smoked Most Often**

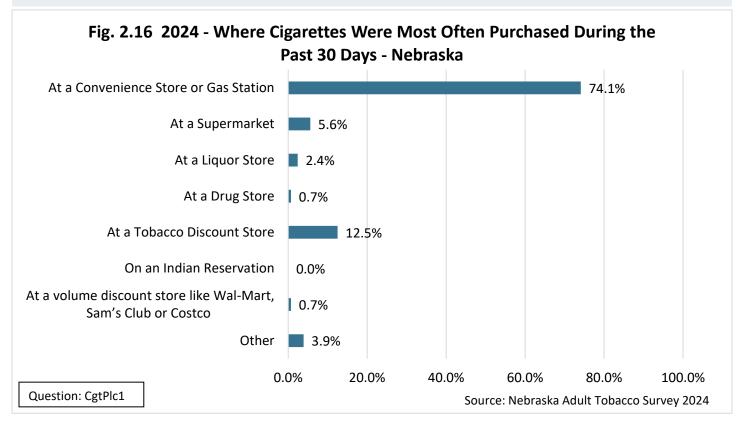
The most common brands of cigarettes smoked during the past 30 days were Forsyth, Basic, and other brands not listed (Fig. 2.15).



Over two-fifths (43.0%) of cigarette smokers smoked a brand other than the brands listed most often during the past 30 days, followed by Forsyth (36.0%) and Basic (12.1%).

## Location of Purchase

During the past 30 days, most cigarette smokers bought cigarettes for themselves at a convenience store or gas station (Fig. 2.16).

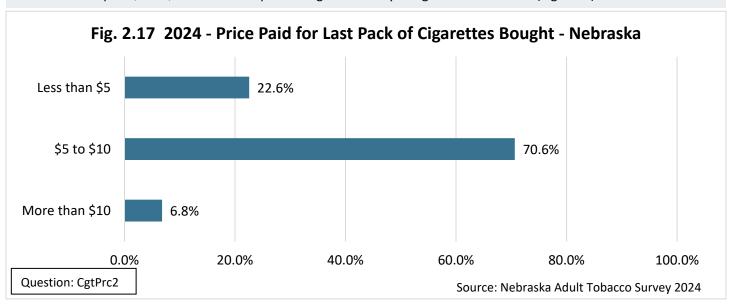


The majority of cigarette smokers (74.1%) bought their cigarettes from a convenience store or gas station, while 12.5% purchased from a tobacco discount store.

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#### Price Paid for a Pack

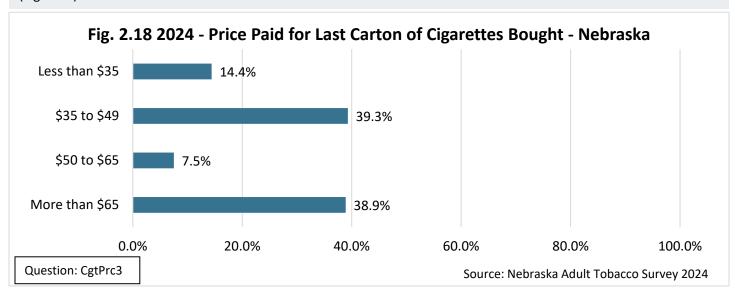




Those who paid \$5 to \$10 for a pack of cigarettes made up 70.6% of respondents, while those who paid less than \$5 made up 22.6% of respondents, and the remaining 6.8% of respondents paid more than \$10.

#### Price Paid for a Carton

Two-fifths of cigarette smokers paid over \$65 for the last carton of cigarettes that they bought for themselves (Fig. 2.18).

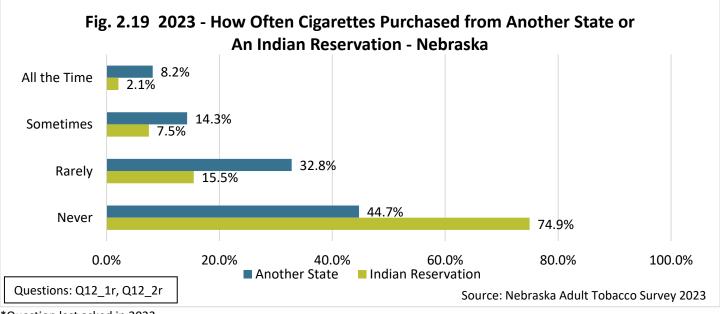


Those who paid more than \$65 for a carton of cigarettes made up 38.9% of respondents, while 14.4% paid less than \$35.

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#### Out of State and Indian Reservation Purchases

Few Nebraskan smokers regularly purchased cigarettes from another state or an Indian reservation (Fig. 2.19).

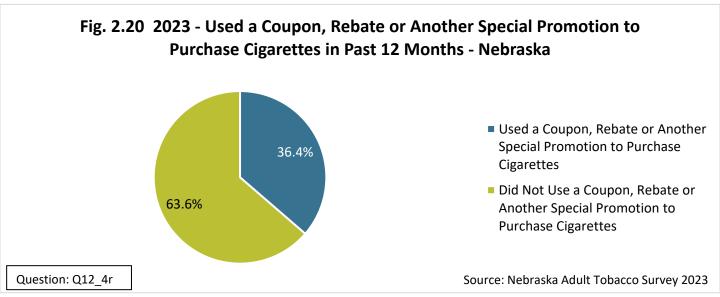


<sup>\*</sup>Question last asked in 2023

In 2023, over two-fifths (44.7%) of Nebraskan smokers indicated that they never purchase cigarettes from out of state, while roughly three-fourths (74.9%) never purchased cigarettes from an Indian reservation.

## Use of Coupons or Other Promotions

About one-third of cigarette smokers had taken advantage of coupons or other special promotions for cigarettes (Fig. 2.20).

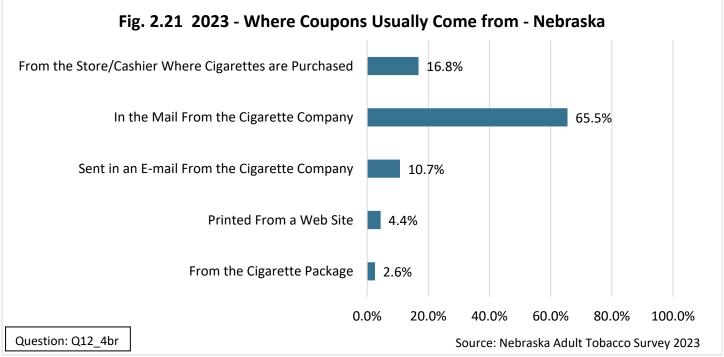


<sup>\*</sup>Question last asked in 2023

About one-third of cigarette smokers (36.4%) had taken advantage of promotions for cigarettes, while 63.6% had not.

## Source of Coupons

Almost half of current smokers who reported using coupons got the coupons through the mail from a cigarette company (Fig. 2.21).

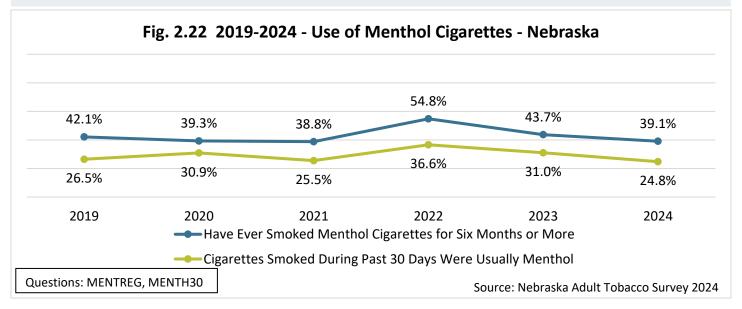


<sup>\*</sup>Question last asked in 2023

About two-thirds (65.5%) of respondents who have used coupons to purchase cigarettes got their coupons in the mail from a cigarette company, while 16.8% got them from the store or cashier where they purchased their cigarettes.

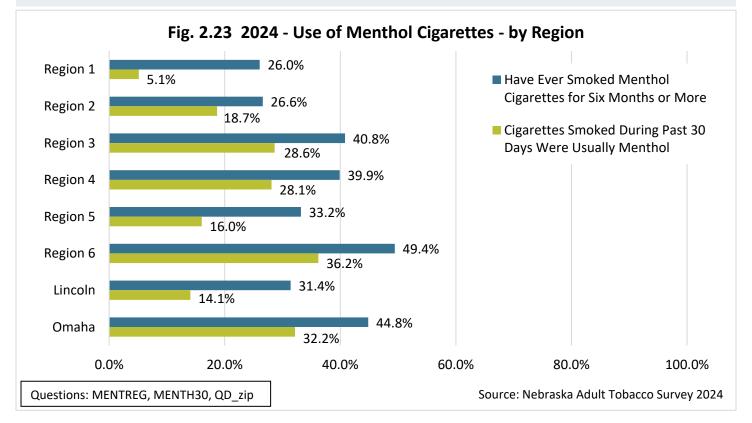
## **Use of Menthol Cigarettes**

In 2024, about two-fifths of cigarette smokers reported having ever used menthol cigarettes for six months or more, and just under one-fourth had usually smoked menthol cigarettes during the past 30 days (Fig. 2.22).



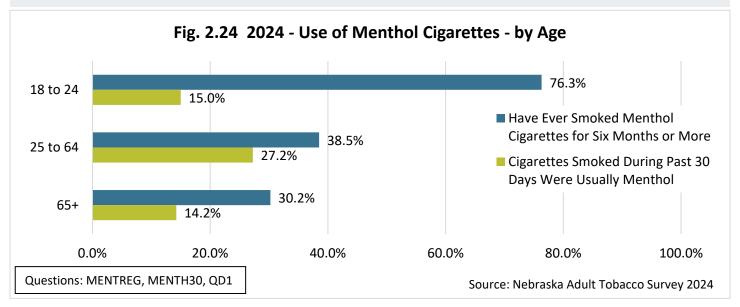
Flavorings for combustible cigarettes were banned in the United States except for menthol, a type of flavoring similar to mint that also has a soothing effect for the smoker's mouth, throat, and lungs. In 2024, the distribution of respondents who reported having smoked menthol cigarettes for six months or more reached 39.1%. About one-fourth (24.8%) of cigarette smokers reported that, during the past 30 days, they usually smoked menthol.

Less than half of Nebraskan cigarette smokers have ever used menthol cigarettes for six months or more across all Nebraska regions (Fig. 2.23).



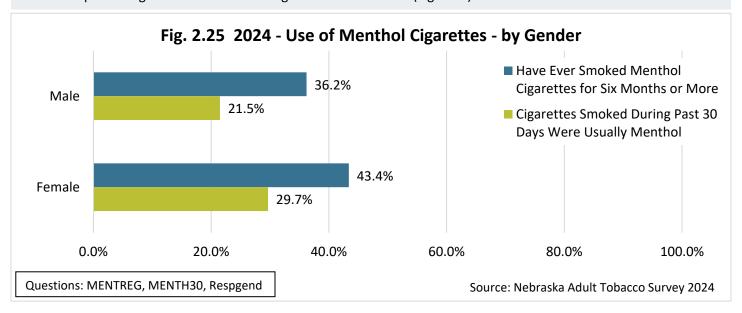
Some variance occurs in the rate of cigarette smokers who have ever used menthol cigarettes for six months or more across regions. The lowest rate (26.0%) was reported by respondents from Region 1, while the highest rate (49.4%) come from Region 6. Similar variance occurs in the rate of cigarette smokers who usually smoked menthol cigarettes during the past 30 days, with the lowest rate (5.1%) coming from Region 1 and the highest rate (36.2%) coming from Region 6.

Cigarette smokers aged 18 to 24 years reported using menthol cigarettes for six months or more at much higher rates than those aged 25 years or older (Fig. 2.24).



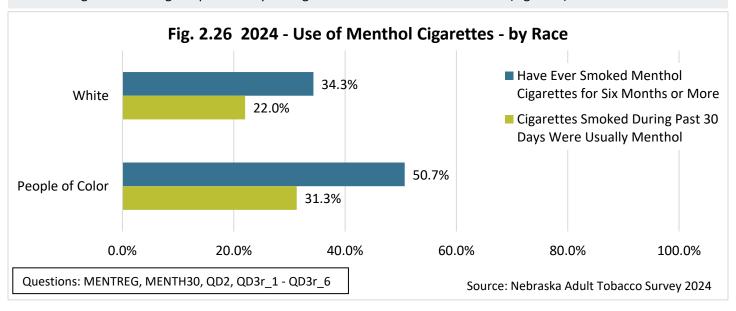
When looking at the prevalence of those who, at any point, smoked menthol cigarettes for 6 months or more based on age group, respondents aged 18 to 24 years old reported this behavior at a higher rate (76.3%) than those aged 25 to 64 (38.5%) and 65 or older (30.2%). The prevalence of menthol cigarette use during the past 30 days was highest among 25 to 64 year-old respondents (27.2%), with similar rates being reported by respondents aged 18 to 24 (15.0%) and 65 years or older (14.2%).

Women reported higher rates of menthol cigarette use than men (Fig. 2.25).



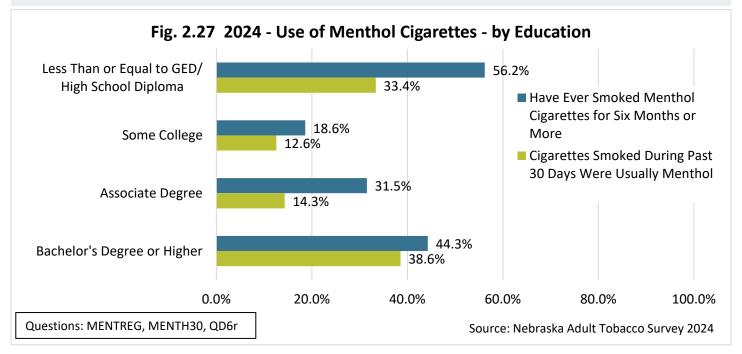
Women reported having, at any point, smoked menthol cigarettes for six months or more (43.4%) at higher rates than men (36.2%). A higher proportion of women (29.7%) over men (21.5%) also reported that the cigarettes they have used during the past 30 days were usually menthols.

Nebraskans of Color reported having smoked menthol cigarettes for six months or more and usually smoking menthol cigarettes during the past 30 days at higher rates than White Nebraskans (Fig. 2.26).



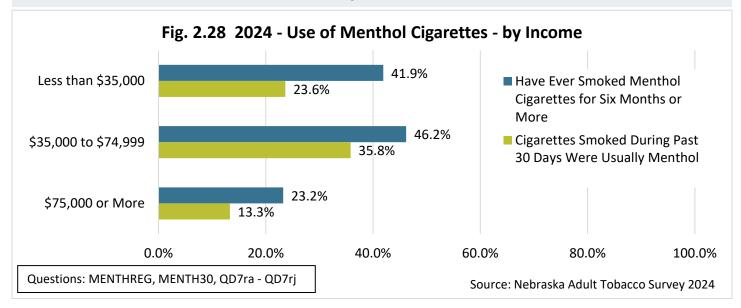
People of Color (50.7%) reported having ever smoked menthol cigarettes for six months or more at higher rates than White respondents (34.3%). Nebraskans of Color who smoke cigarettes also reported that, during the past 30 days, they usually smoked menthol cigarettes (31.3%) at higher rates than White Nebraskans (22.0%).

Across education levels, respondents with some college experience reported the lowest rates of menthol use (Fig. 2.27).



Cigarette smokers with some college experience (18.6%) reported the lowest rate of smokers who have ever smoked menthol cigarettes for six months or more and they reported usually smoking menthol cigarettes during the past 30 days (12.6%) at lower rates than respondents from any other education category.

Respondents with an annual household income of \$75,000 or more reported having ever smoked menthol cigarettes for six months or more and usually smoking menthol cigarettes during the past 30 days at lower rates than those with an annual household income less than \$75,000 (Fig. 2.28).

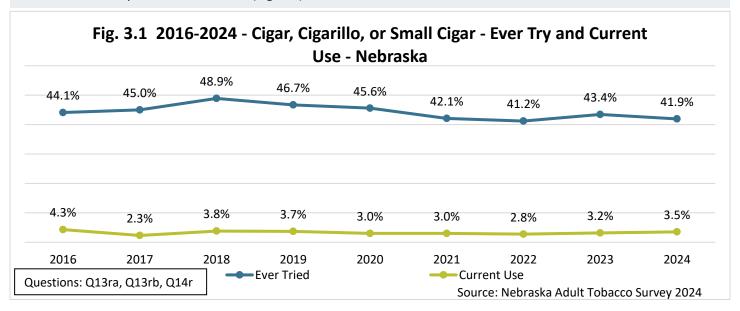


Among cigarette smokers whose annual household income is less than \$35,000, 41.9% indicated that they have ever smoked menthol cigarettes for six months or more, less than those with an annual household income of \$35,000 to \$74,999 (46.2%), and more than those whose annual household income is \$75,000 or more (23.2%). Those with an annual household income of \$35,000 to \$74,999 (35.8%) reported higher rates of menthol use during the past 30 days, than those within the lowest income category (23.6%) and those within the highest income category (13.3%).

# **Cigar Smoking**

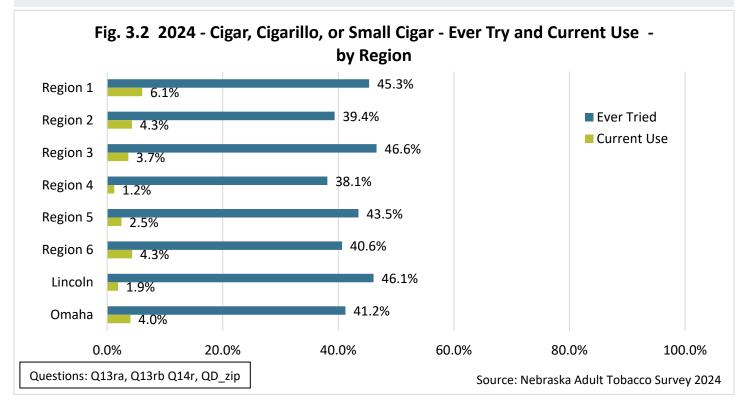
## Ever Tried and Current Use of Cigar/Cigarillo/Small Cigar

Around two-fifths of the 2024 respondents have ever tried a cigar, cigarillo, or small cigar, but a much smaller portion indicated that they were current users (Fig. 3.1).



The rate of Nebraskans who have ever tried or currently use cigars, cigarillos, or small cigars has remained relatively stable over the measurement period, with 49.1% of 2024 respondents reporting that they have ever tried cigars, cigarillos, or small cigars; among whom 3.5% are current cigar, cigarillo, or small cigar smokers.

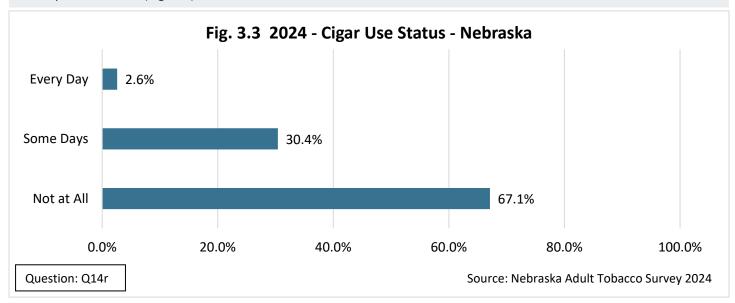
When compared across Regions, respondents from Region 3 reported higher rates of having ever smoked cigars, cigarillos, or small cigars, and those from Region 1 reported the highest rate of current use (Fig. 3.2).



Respondents from Region 3 reported having ever smoked a cigar, cigarillo, or small cigar (46.6%) at higher rates than respondents from other Nebraska regions, while those from Region 1 (6.1%) reported the highest rate of current cigar, cigarillo, or small cigar users.

# Currently Smoke Cigars, Cigarillos, or Small Cigars

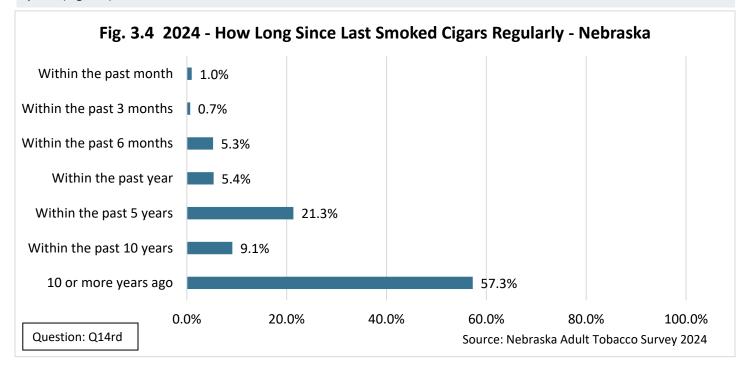
Most adults who have smoked at least 50 cigars, cigarillos, or small cigars in their lifetime currently do not smoke these products at all (Fig. 3.3).



Adults who indicated that they have smoked at least 50 cigars, cigarillos, or small cigars in their lifetime were asked about their current use of these tobacco products. While the majority of this population indicated that they currently do not smoke cigars, cigarillos, or small cigars at all (67.1%), 30.4% reported smoking them on some days and another 2.6% reported smoking them every day.

# Length of time Since Last Regularly Smoked

Over half of former cigar, cigarillo, or small cigar smokers have not used these products regularly for 10 or more years (Fig. 3.4).

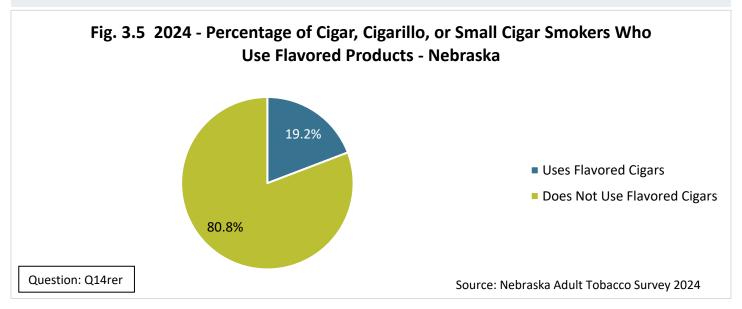


For a sizable proportion of former cigar, cigarillo, or small cigar smokers, (57.3%) it has been 10 or more years since they quit using the product(s) regularly. An additional 9.1% and 21.3% reported that it has been within the past 10 years and within the past 5 years, respectively, since they have regularly smoked cigars, cigarillos, or small cigars.

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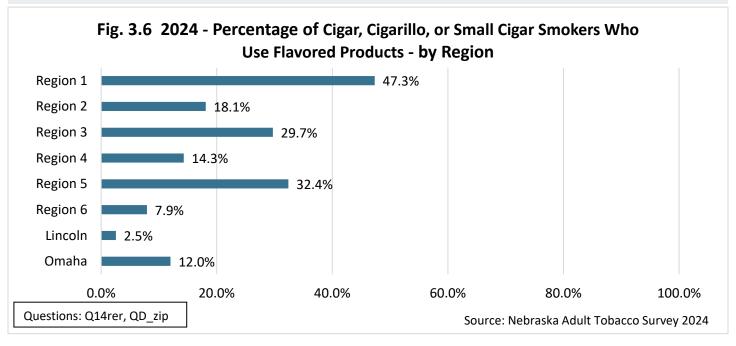
## Use Flavored Cigars, Cigarillos, or Small Cigars

Roughly one-fifth of current cigar, cigarillo, or small cigar users indicated using flavored versions of these products (Fig. 3.5).



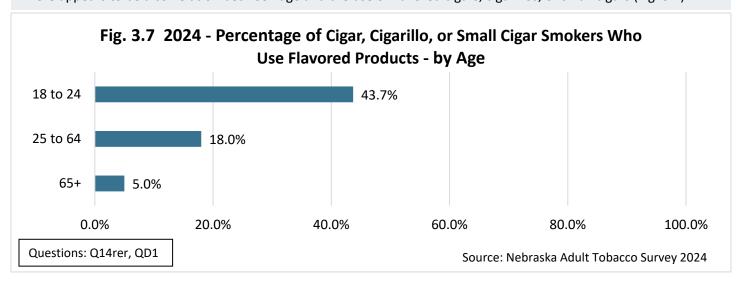
The majority (80.8%) of Nebraskans who reported smoking cigars, cigarillos, or small cigars stated that they do not use flavored versions of these products.

The use of flavored cigars, cigarillos, or small cigars among those who use these products varies across regions (Fig. 3.6).



Across Nebraska Regions, adults who reported smoking flavored cigars, cigarillos, or small cigars range from 2.5% (Lincoln) to nearly one-half (47.3%) (Region 1).

There appears to be a correlation between age and the use of flavored cigars, cigarillos, or small cigars (Fig. 3.7).

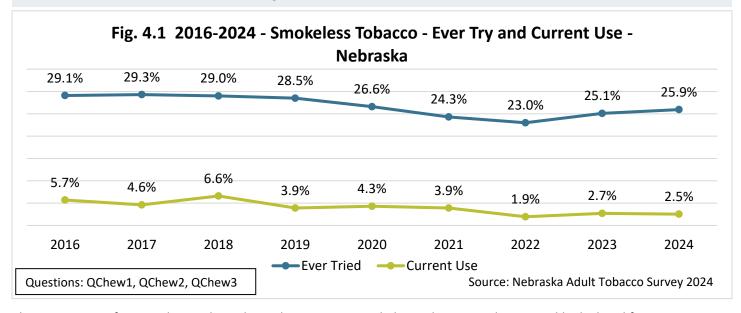


Respondents aged 18 to 24 (43.7%) reported using flavored cigar, cigarillo, or small cigar products at higher rates than respondents aged 25 to 64 (18.0%) and those aged 65 or older (5.0%).

## Smokeless Tobacco

#### Ever Tried and Current Use 2016-2024

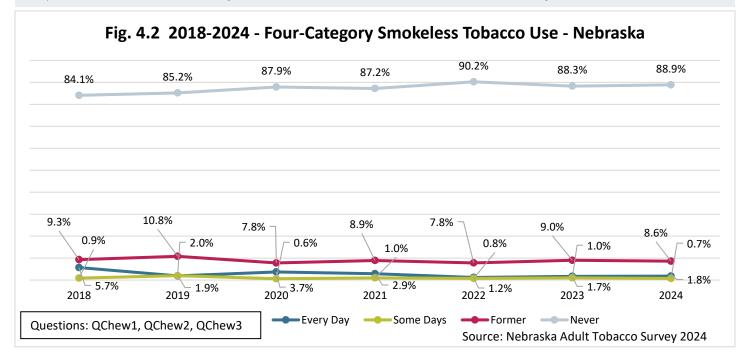
The proportion of respondents who reported having ever tried smokeless tobacco steadily declined from 2017 to 2022, then increased in 2023 and 2024 (Fig. 4.1).



The proportion of respondents who indicated ever trying smokeless tobacco products steadily declined from 2017 to 2022. For instance, 29.3% of respondents reported ever trying these products in 2017, then declined to 26.6% by 2020, and reached its lowest point of 23.0% in 2022. In 2023, this rate increased for the first time since 2017, to 25.1%, and increased once again in 2024 to 25.9%. The proportion of respondents indicating current smokeless tobacco use followed a similar trajectory between 2020 and 2024. In 2020, 4.3% of adults reported current use of these products, which dropped to 3.9% in 2021 and to 1.9% in 2022, and then increased to 2.7% in 2023.

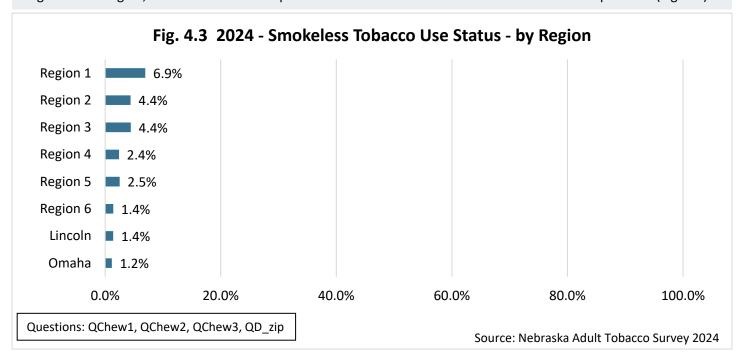
## Smokeless Tobacco Use Status 2018-2024

Respondents who indicated having never used smokeless tobacco increased in 2024 (Fig. 4.2).



While the majority of respondents indicated that they were never regular users of smokeless tobacco products, their proportion slightly increased from 88.3% in 2023 to 88.9% in 2024. Between 2023 and 2024, the proportion of former users decreased from 9.0% to 8.6%, every day use decreased slightly from 1.0% to 0.7%, and some day use increased slightly from 1.7% to 1.8%.

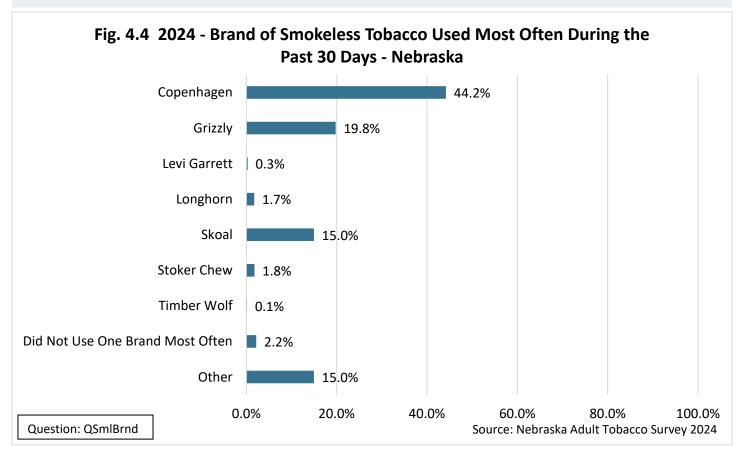
Regardless of region, less than 10.0% of respondents indicated current use of smokeless tobacco products (Fig. 4.3).



A larger distribution of adults from Region 1 (6.9%) indicated being current users of smokeless tobacco products than in any other Nebraska region. Omaha reported the lowest rate of current smokeless tobacco users at 1.2%.

#### Brand Used Most Often

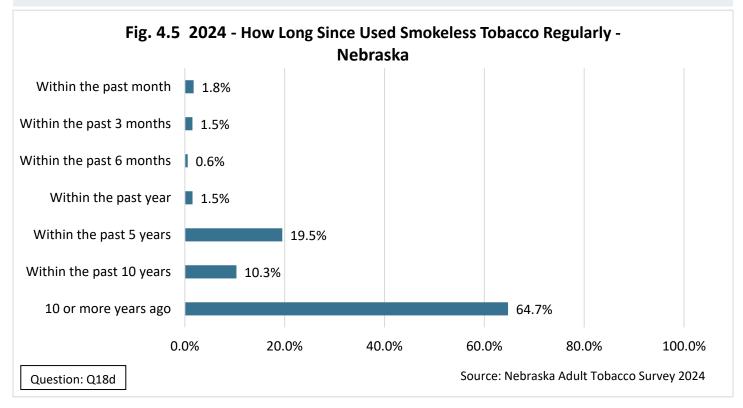
Smokeless tobacco users reported having used Copenhagen, Grizzly, Skoal, or other brands not listed more frequently during the past 30 days than any other brand (Fig. 4.4).



Among smokeless tobacco users, Copenhagen (44.2%) was the most frequently reported brand used most often during the past 30 days, followed by Grizzly (19.8%), Skoal (15.0%) and other brands not listed (15.0%).

# Length of Time Since Used Regularly

For most current and former smokeless tobacco users, it has been 10 or more years since they last used the product regularly (Fig. 4.5).

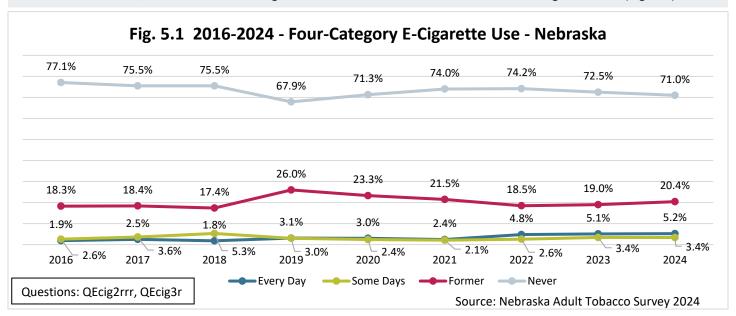


A sizable proportion of adults who have regularly used smokeless tobacco have not used these products in 10 or more years (64.7%). Several others indicated that they had last used smokeless tobacco products within the past 10 years (10.3%) or the past five years (19.5%).

# **E-Cigarette Use**

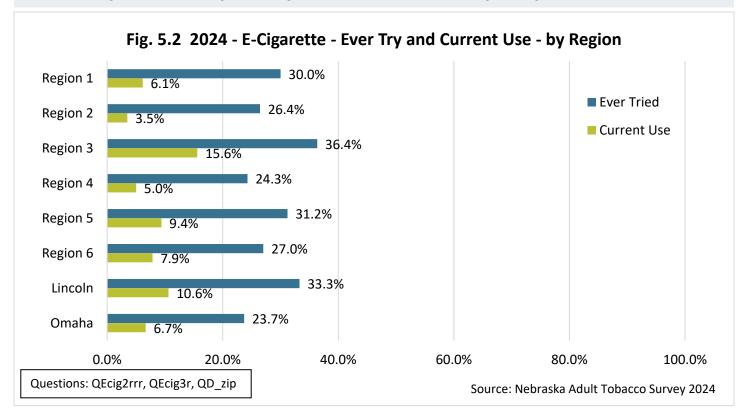
## E-Cigarette Use Status 2016-2024

With some variance, the overall use of e-cigarettes has increased since documentation began in 2016 (Fig. 5.1).



The number of adults in Nebraska who report having never used e-cigarettes steadily rose from 67.9% in 2019 to 74.2% in 2022, before decreasing in 2023 and 2024 (72.5% and 71.0%, respectively). Between 2023 and 2024, former e-cigarette usage rates increased from 19.0% to 20.4%, as did every day use (5.1% to 5.2%). The use of e-cigarettes on some days remained at 3.4% between 2023 and 2024.





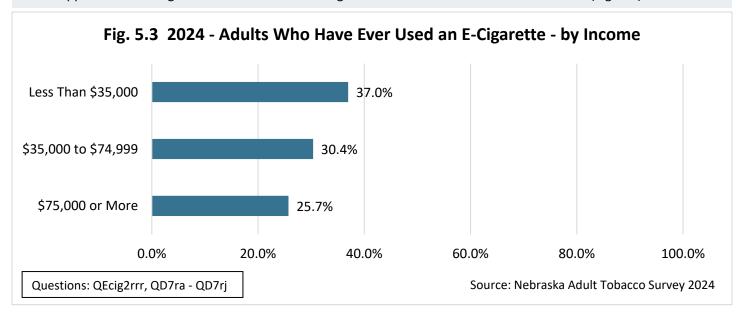
Around one-third of respondents from Region 1 (30.0%), Region 3 (36.4%), Region 5 (31.2%) and Lincoln (33.3%) reported having ever tried an e-cigarette. At 15.6%, the highest rate of current e-cigarette use was reported among respondents from Region 3, followed by Lincoln (10.6%), and Region 5 (9.4%).

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As displayed in the table below, every year e-cigarette use has been proportionately higher among respondents within the 18-24 year-old age group. Interestingly, a downward trend appeared in the use of e-cigarettes for this age group between 2018 (64.6%) and 2021 (11.6%). Use increased in 2022 (39.0%) before dropping again in 2023 (24.5%) and 2024 (20.2%). In 2024, usage rates between 18-24 year-olds (20.2%) and 25-34 year-olds (20.1%) were more similar to one another than they had been in previous years.

Table 5.1 2016-2024 – Current E-cigarette Use by age – Nebraska (Percent of All E-Cigarette Users in Each Age Category) 18-24 25-34 35-44 45-54 55-64 65+ 44.9% 14.4% 12.1% 2016 11.3% 8.3% 9.0% 2017 34.2% 27.1% 3.8% 16.9% 17.5% 0.3% 5.2% 2018 64.6% 9.3% 8.4% 0.1% 11.4% 2019 52.6% 19.9% 12.3% 11.7% 2.4% 1.1% 2020 45.6% 16.4% 13.6% 16.4% 3.3% 4.9% 2021 11.6% 3.5% 3.4% 3.6% 6.0% 0.5% 2022 39.0% 29.9% 10.3% 5.9% 10.0% 4.8% 2023 24.5% 17.1% 9.4% 4.3% 1.6% 0.2% 2024 20.2% 20.1% 9.6% 4.5% 2.3% 0.6% Source: Nebraska Adult Tobacco Survey 2024

There appears to be a slight correlation between e-cigarette use and annual household income (Fig. 5.3).

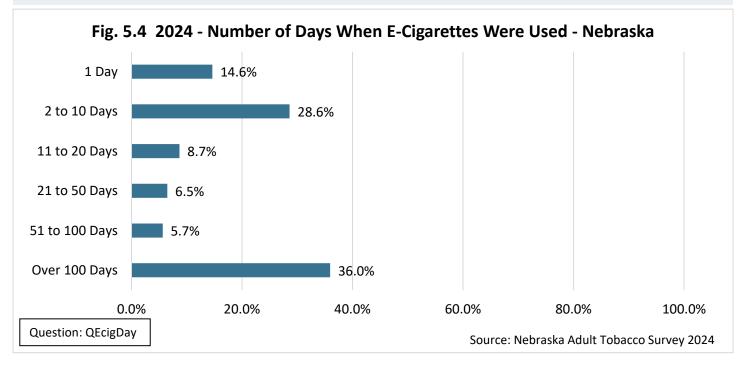


Among respondents with an annual household income below \$35,000, 37.0% reported having ever tried an e-cigarette, while 30.4% of those with an annual household income between \$35,000 and \$75,000 and 25.7% of those within the \$75,000 or more categories reported this behavior.

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# Number of Days When E-Cigarettes Were Used

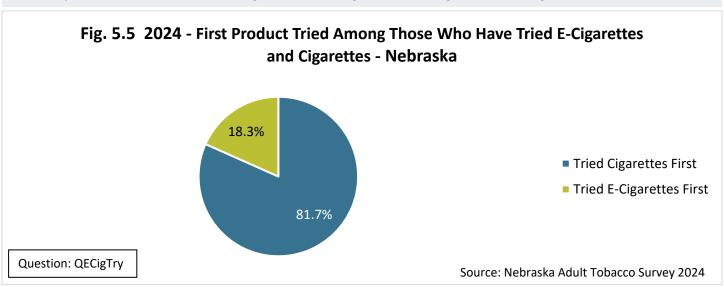
Over one-third of e-cigarette users reported having used e-cigarettes on more than 100 days in their entire life (Fig. 5.4).



Over one-third of e-cigarette users (36.0%) reported having used e-cigarettes on more than 100 days in their entire life. Additionally, 14.6% reported having used e-cigarettes only one day during their entire life, and over one-fourth (28.6%) reported that they have used e-cigarettes between two and ten days total during their entire life.

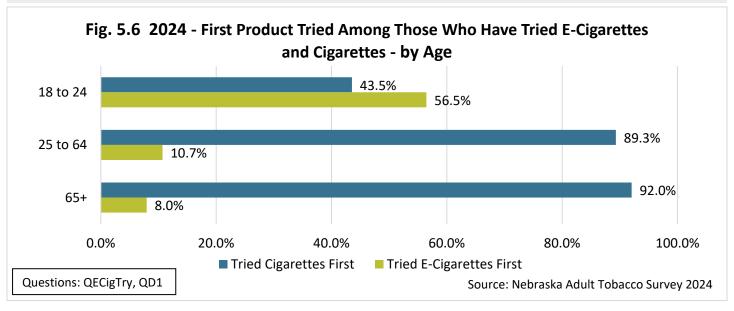
## Cigarettes or E-Cigarettes – First Product Tried

Most respondents who had tried both cigarettes and e-cigarettes tried cigarettes first (Fig. 5.5).



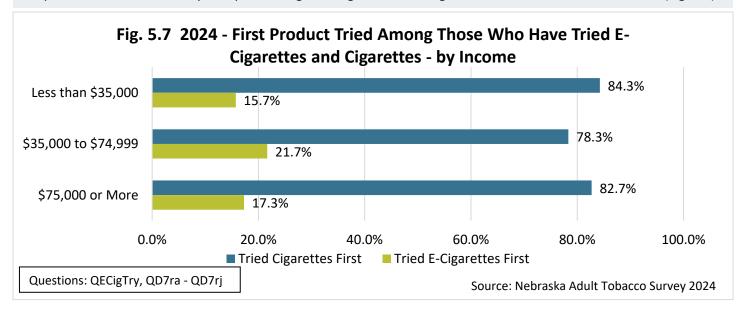
Among those who have tried both cigarettes and e-cigarettes, 81.7% tried cigarettes first, and 18.3% tried e-cigarettes first.

18 to 24 year-olds were much more likely to report having tried e-cigarettes first compared to those aged 25 or older (Fig. 5.6).



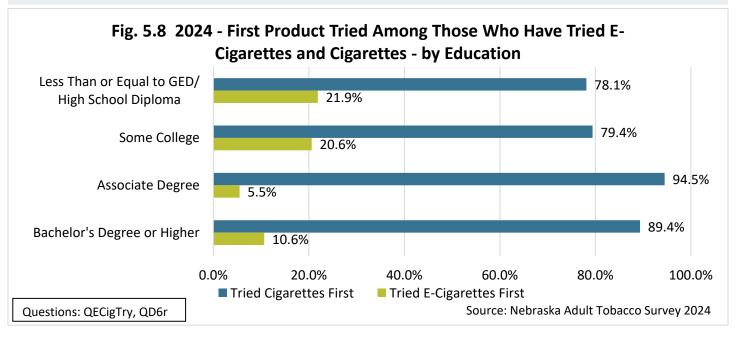
A majority of respondents aged 25 to 64 years (89.3%) and those aged 65 years and older (92.0%) who have tried both cigarettes and e-cigarettes reported having tried cigarettes first. 18 to 24-year-olds break this trend, with over half (56.5%) reporting that they used e-cigarettes first.

Respondents were more likely to report having tried cigarettes first regardless of annual household income (Fig. 5.7).



Regardless of annual household income, more respondents who have tried both cigarettes and e-cigarettes reported having tried cigarettes first. However, those with an annual household income between \$35,000 to \$74,999 tried e-cigarettes first at higher rates (21.7%) than respondents with lower (15.7%) or higher (17.3%) annual household incomes.

About one-fifth (21.9%) of respondents with less than or equal to a GED/High school diploma tried e-cigarettes before they tried cigarettes (Fig. 5.8).

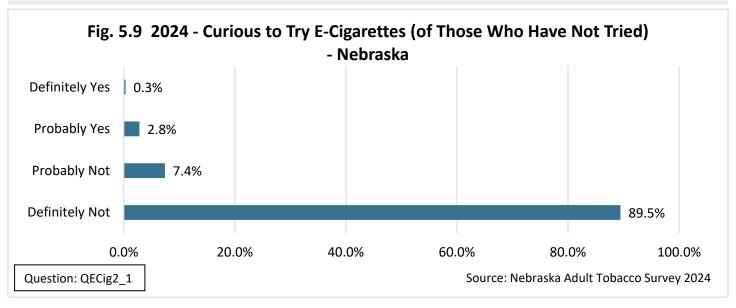


Regardless of education, a higher distribution of respondents who have tried both cigarettes and e-cigarettes reported having tried cigarettes first, with those who hold an associate degree (94.5%) reported the highest rate of cigarette use first.

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# Curious to Try

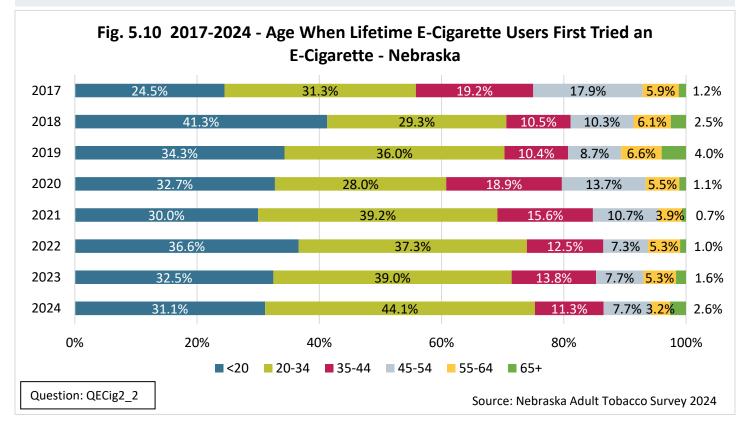
Most Nebraskans who have never tried e-cigarettes are not curious to try them (Fig. 5.9).



Individuals who have not tried e-cigarettes reported a strong aversion to trying them. The majority of those who had never used an e-cigarette reported that they are either definitely not curious (89.5%) or probably not curious (7.4%) to try them. Only 3.1% of respondents indicated that they are probably (2.8%) or definitely (0.3%) curious to try. This group, who are curious but have not tried, are at-risk for future e-cigarette use.

# Age of Initiation 2017-2024

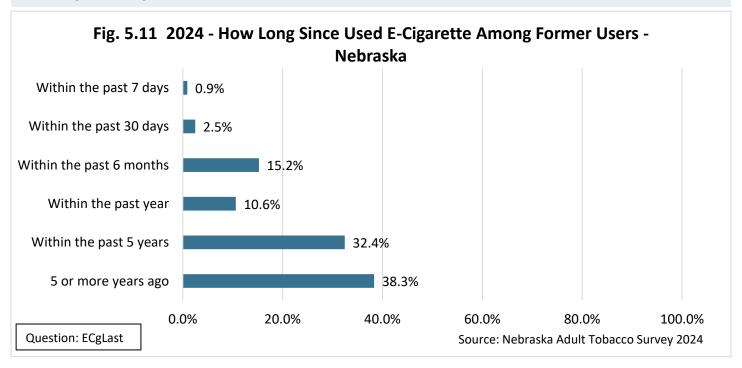
Most Nebraskans who use e-cigarettes tried them for the first time before the age of 35 years (Fig. 5.10).



The rate of adults who indicated they tried their first e-cigarette before the age of 35 has varied over the years. In 2017, this applied to 55.8% of respondents, the lowest proportion since documentation began. The highest rate (75.3%) appeared among adults in 2024, followed closely by the 2022 rate (73.9%).

# Length of Time Since Last Regularly Used

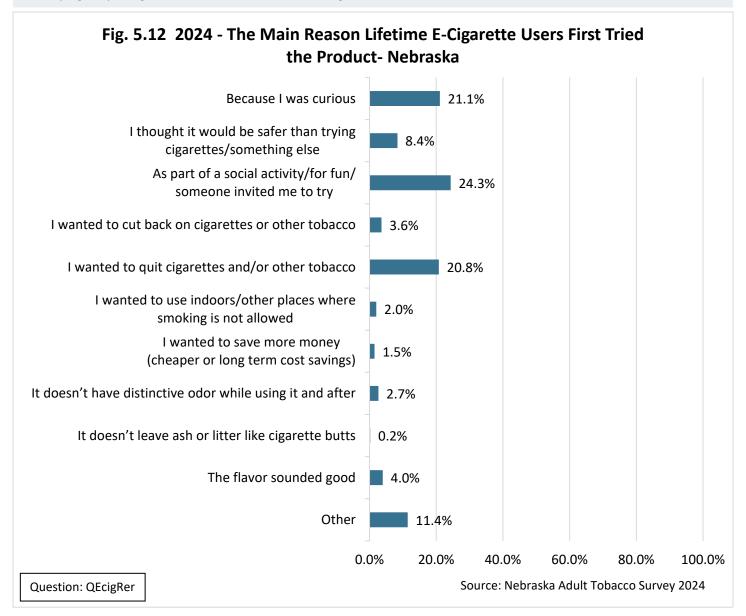
A large proportion of former e-cigarette users reported that it has been five or more years since they last regularly used e-cigarettes (Fig. 5.11).



Nearly two-fifths (38.3%) of former e-cigarette users reported that it has been five or more years since they last regularly used e-cigarettes. For an additional 32.4% of respondents, their last regular use of e-cigarettes occurred within the past five years.

#### Reason Tried

The top reasons for trying an e-cigarette were curiosity, as part of a social activity/for fun/someone invited them, and trying to quit cigarettes and/or other tobacco (Fig. 5.12).

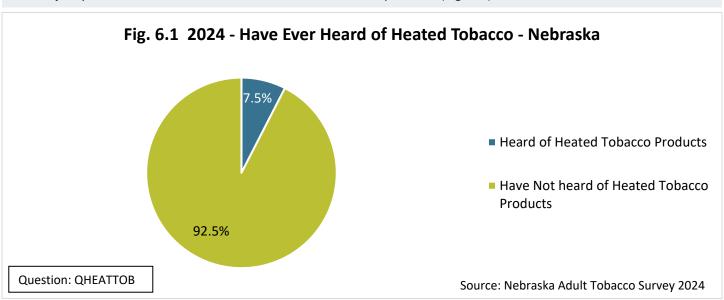


Nearly one-fourth of respondents who tried an e-cigarette reported that they tried an e-cigarette as part of a social activity, for fun or because someone invited them to try (24.3%). Those who tried an e-cigarette because they wanted to quit cigarettes or another tobacco product make up 20.8% of respondents, while another 21.1% reported having tried an e-cigarette because they were curious.

## **Heated Tobacco**

## **Heard of Heated Tobacco**

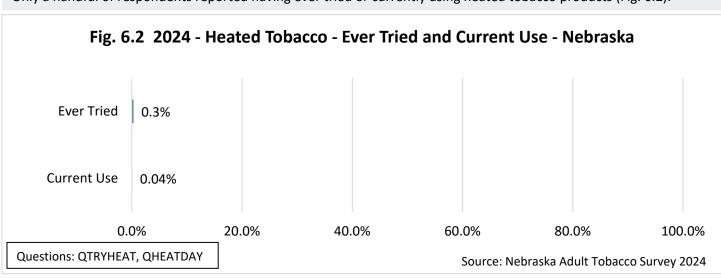
The majority of Nebraskans have not heard of heated tobacco products (Fig. 6.1).



Most (92.5%) of respondents indicated that they have not heard of heated tobacco products, while only 7.5% of respondents reported that they have.

#### Ever Tried and Current Use

Only a handful of respondents reported having ever tried or currently using heated tobacco products (Fig. 6.2).

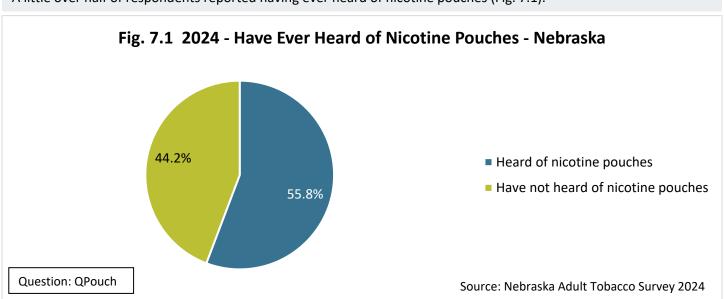


Less than 1.0% of respondents indicated that they have ever tried heated tobacco, and only 0.04% are current users.

## **Nicotine Pouches**

#### **Heard of Nicotine Pouches**

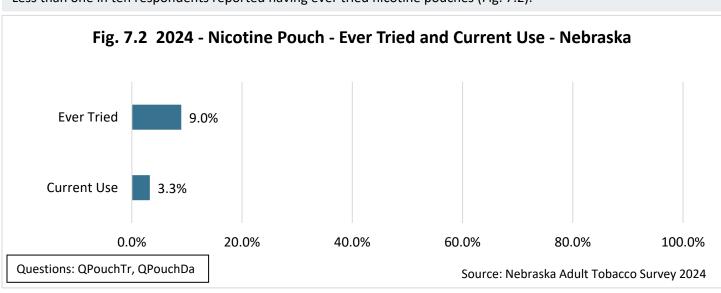
A little over half of respondents reported having ever heard of nicotine pouches (Fig. 7.1).



Just over half (55.8%) of respondents indicated having heard of nicotine pouches, with the remaining 44.2% reporting that they have not.

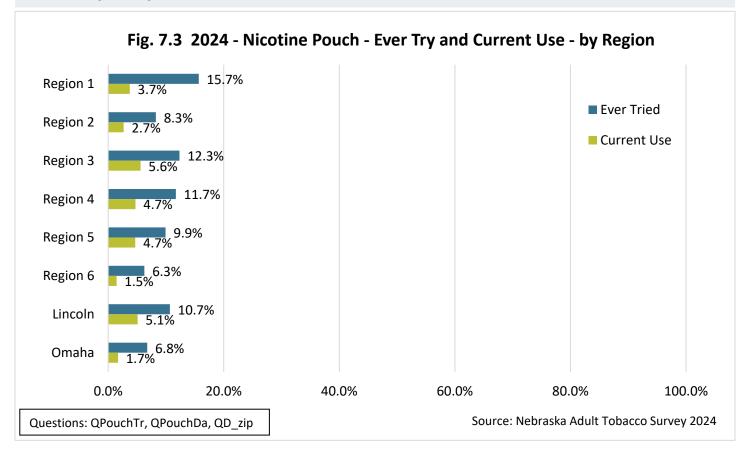
#### **Ever Tried and Current Use**

Less than one in ten respondents reported having ever tried nicotine pouches (Fig. 7.2).



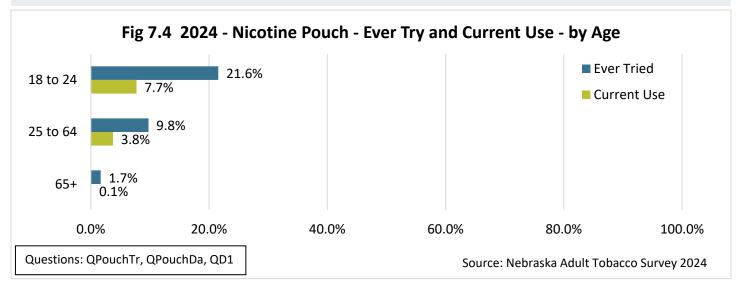
Less than one-tenth (9.0%) of respondents indicated that they had tried nicotine pouches, and 3.3% indicated that they are current users.

A larger proportion of Region 1 respondents indicated having ever tried nicotine pouches than adults from other Nebraska regions (Fig. 7.3).



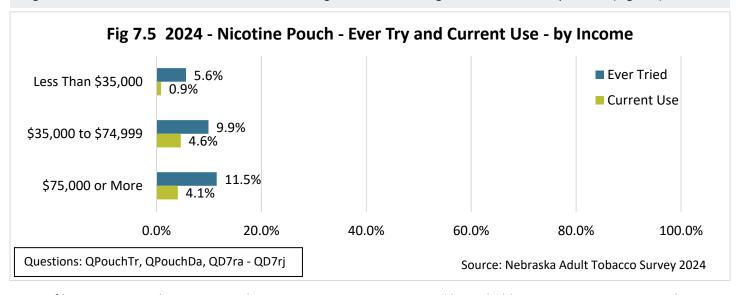
Region 1 saw the highest reporting rates of adults who have ever tried nicotine pouches (15.7%), whereas Region 3 reported the highest rates of current use (5.6%).

Rates of having ever tried and of currently using nicotine pouches appears to be negatively correlated with age (Fig. 7.4).



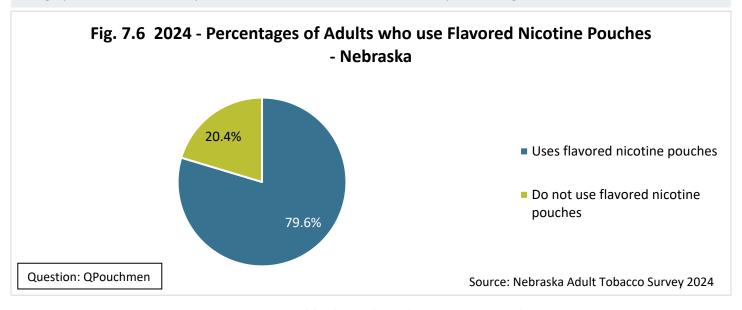
While about one-fifth (21.6%) of Nebraskans aged 18-24 years have ever tried nicotine pouches, only 9.8% of those aged 25 to 64 years and 1.7% of those aged 65 years or older report the same. Similarly, younger respondents report higher rates of current nicotine pouch use than older respondents, with 7.7% of 18-24 year-olds, 3.8% of 25-64 year-olds, and 0.1% of respondents aged 65 or older reporting this behavior.

Higher annual household income correlates with higher rates of having ever tried nicotine pouches (Fig. 7.5).



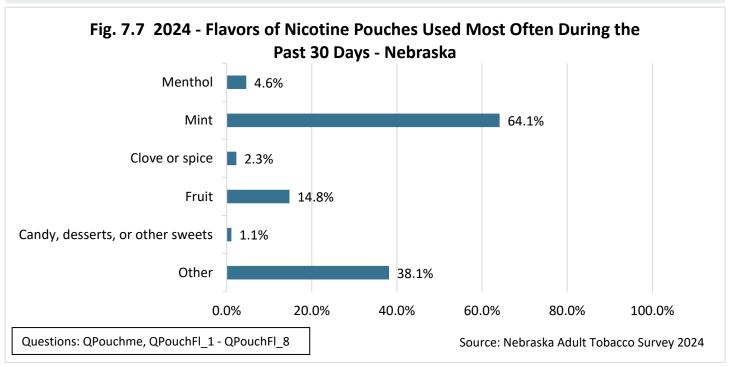
Rates of having ever tried nicotine pouches appears to increase as annual household income increases. Respondents who reported an annual household income of less than \$35,000 indicated trying nicotine pouches at a rate of 5.6%, while 9.9% and 11.5% of those with annual household incomes of \$35,000 to \$74,999 and \$75,000 or more, respectively, report the same. However, this potential correlation does not appear in current use rates, as those within the middle annual household income category (\$35,000 to \$74,999) report the highest rates of current nicotine pouch use (4.6%).

Roughly one-fifth of nicotine pouch users used flavored versions of the product (Fig. 7.6).



Among current nicotine pouch users, about one-fifth (79.6%) use flavored versions of the product.

Mint was the most frequently reported flavor of nicotine pouch used during the past 30 days (Fig. 7.7).



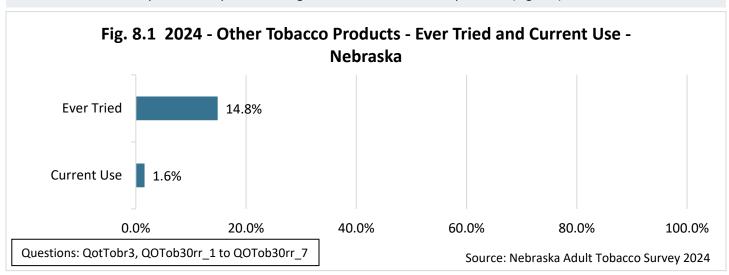
<sup>\*</sup>Respondents were permitted to select multiple flavors. As such, the sum of all percentages in the figure may exceed 100.0%.

When asked which flavor(s) of nicotine pouches they used most often during the past 30 days, current users of flavored nicotine pouches reported mint (64.1%), fruit (14.8%), menthol (4.6%), clove or spice (2.3%), candy, desserts, or other sweets (1.1%), and other flavors not listed (38.1%).

# **Other Tobacco Products**

#### **Ever Tried and Current Use**

Less than 15.0% of respondents reported having ever tried other tobacco products (Fig. 8.1).

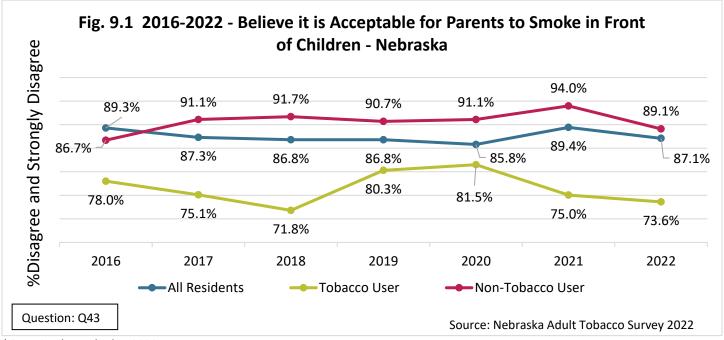


Only 14.8% of respondents indicated having tried other tobacco products, such as roll-your-own, bidis, kreteks, hookah/waterpipe, tobacco pipe, orbs, or some other product, and only 1.6% are current users.

# Health Impact of Smoking and Secondhand Smoke

## Opinions on Parents Smoking in Front of Children 2016-2022

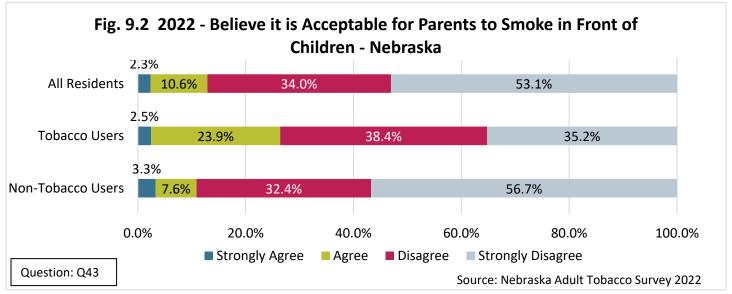
Non-tobacco users consistently indicated an unfavorable opinion regarding parents smoking in front of their children at higher rates than tobacco users (Fig. 9.1).



<sup>\*</sup>Question last asked in 2022

While the disapproval rate of parents smoking in front of their children has remained relatively stable throughout the years among all residents and non-tobacco users, tobacco users' disapproval rate of parents smoking in front of children shows much more variance, reaching its second lowest point (73.6%) in 2022.

Over half of non-tobacco users strongly disagreed that it is acceptable for parents to smoke in front of children (Fig. 9.2).

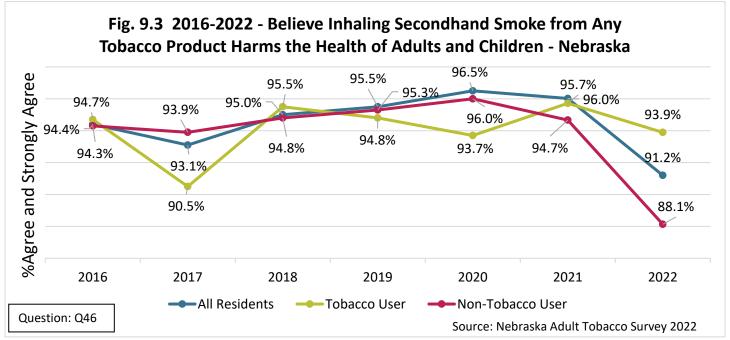


<sup>\*</sup>Question last asked in 2022

In 2022, non-tobacco users (56.7%) strongly disagreed that it was acceptable for parents to smoke in front of children at a much higher rate than tobacco users (35.2%).

# Opinions on the Harm of Tobacco Products 2016-2022

The majority of respondents in all categories believed that inhaling secondhand smoke harms both adults and children (Fig. 9.3).

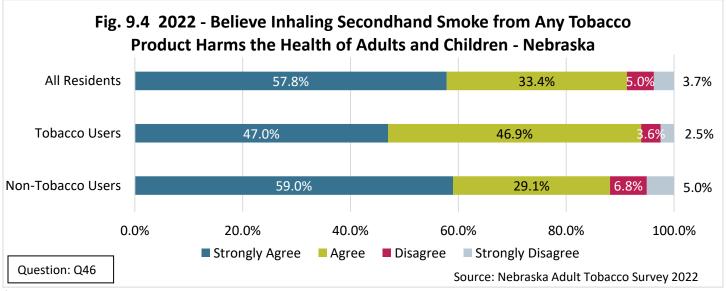


<sup>\*</sup>Question last asked in 2022

In 2022, 91.2% of all residents, 93.9% of tobacco users, and 88.1% of non-tobacco users agreed or strongly agreed that inhaling secondhand smoke from any tobacco product is harmful to the health of adults and children.

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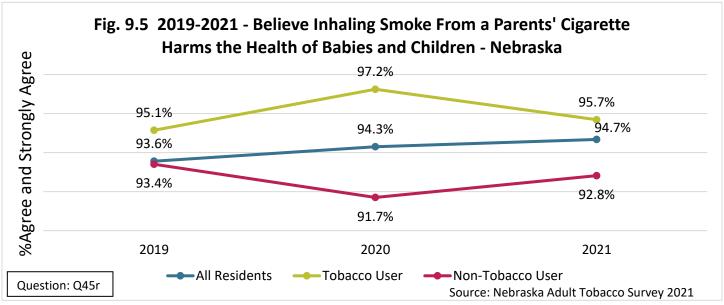
A higher proportion of tobacco users believed that inhaling secondhand smoke from any tobacco product harms the health of adults and children than non-tobacco users (Fig. 9.4).



<sup>\*</sup>Question last asked in 2022

Disagreement that inhaling secondhand smoke from any tobacco product harms the health of adults and children was higher among non-tobacco users (6.8% disagree and 5.0% strongly disagree) than tobacco users (3.6% disagree and 2.5% strongly disagree).

Tobacco users consistently agreed and strongly agreed that inhaling secondhand cigarette smoke harms the health of babies and children at higher rates than non-tobacco users (Fig. 9.5).

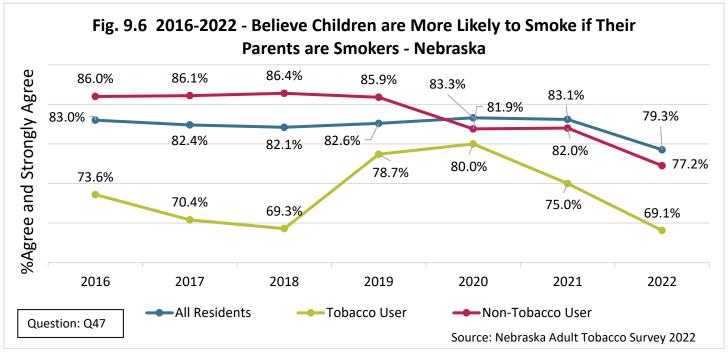


<sup>\*</sup>Question last asked in 2021

The rate of tobacco users who agreed or strongly agreed that inhaling secondhand cigarette smoke harms the health of babies and children dropped from 97.2% in 2020 to 95.7% in 2021, but remained higher than the 2019 rate of 95.1%.

# Opinions on Parents' Influence on Children's Smoking Behaviors 2016-2022

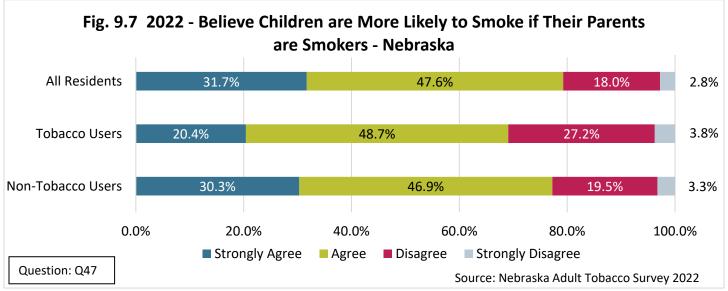
The majority of respondents, including both tobacco users and non-tobacco users, believed that parents' smoking behaviors would influence children (Fig. 9.6).



<sup>\*</sup>Question last asked in 2022

While the majority of all residents, tobacco users, and non-tobacco users have consistently agreed or strongly agreed that parents' smoking behaviors influence children, the rate of those who agree or strongly agree reached its lowest point in 2022 for all residents (79.3%), tobacco users (69.1%), and non-tobacco users (77.2%).

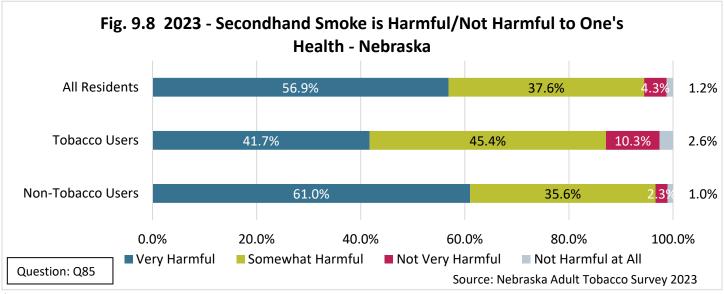
In 2022, tobacco users disagreed and strongly disagreed that children are more likely to smoke if their parents are smokers at higher rates than non-tobacco users (Fig. 9.7).



<sup>\*</sup>Question last asked in 2022

In 2022, roughly seven in ten tobacco users (69.1%) and three-fourths of non-tobacco users (77.2%) strongly agreed or agreed that children are more likely to smoke if their parents are smokers.

Non-tobacco users were much more likely than tobacco users to view breathing smoke from other people's cigarettes as very harmful (Fig. 9.8).

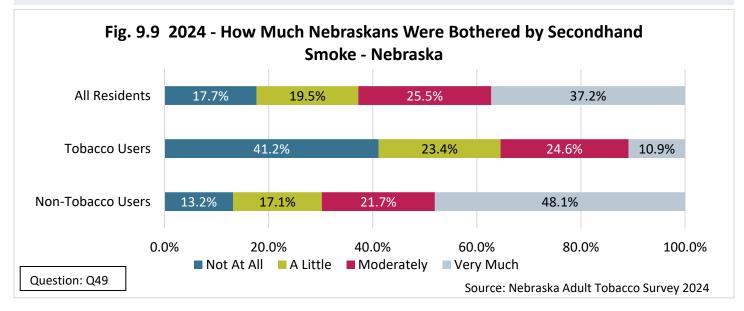


<sup>\*</sup>Question last asked in 2023

Over half of all respondents (56.9%) believed that breathing smoke from other people's cigarettes is very harmful to one's health. However, non-tobacco users were much more likely to believe this (61.0%) than tobacco users (41.7%).

# Nebraskans Bothered by Secondhand Smoke from Cigarettes

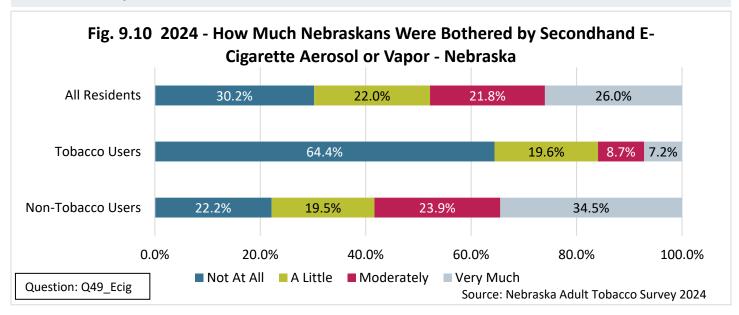
Non-tobacco users were much more likely to report being bothered by secondhand smoke from cigarettes than tobacco users (Fig. 9.9).



Nearly half (48.1%) of non-tobacco users reported being bothered very much by secondhand smoke from cigarettes as compared to only 10.9% of tobacco users. Additionally, 41.2% of tobacco users reported that they are not at all bothered by secondhand smoke from cigarettes while only 13.2% of non-tobacco users reported the same.

## Nebraskans Bothered by Secondhand E-Cigarette Aerosol or Vapor

Non-tobacco users were much more likely to report being bothered by secondhand e-cigarette aerosol or vapor than tobacco users (Fig. 9.10).



About one-third (34.5%) of non-tobacco users reported being bothered very much by secondhand e-cigarette aerosol or vapor as compared to only 7.2% of tobacco users. Additionally, 64.4% of tobacco users reported that they are not at all bothered by secondhand e-cigarette aerosol or vapor while only 22.2% of non-tobacco users reported the same.

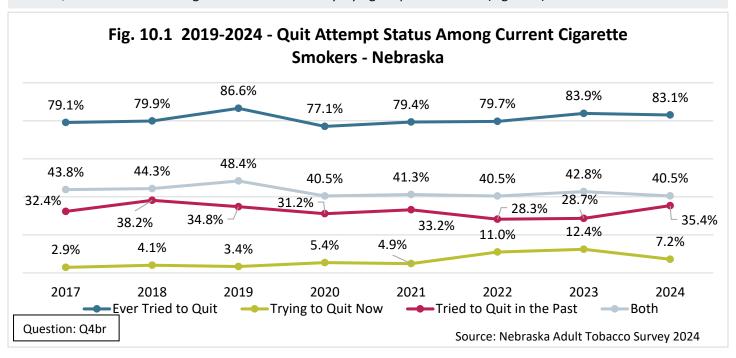
# **Tobacco Cessation for All Tobacco Products**

## Quit Attempt Status of Cigarette Smokers 2017-2024

As seen in Table 10.1 below, the cigarette smoking population has historically tried to quit smoking cigarettes, with 83.1% having ever tried to quit in 2024.

Table 10.1 2017-2024 - Two-Category Quit Attempt Status Among Current Cigarette Smokers		
Year	Ever Tried to Quit	Never Tried to Quit
2017	79.1%	20.9%
2018	79.9%	20.1%
2019	86.6%	13.4%
2020	77.1%	22.9%
2021	79.4%	20.6%
2022	79.7%	20.3%
2023	83.9%	16.1%
2024	83.1%	16.9%
		Source: Nebraska Adult Tobacco Survey 2024

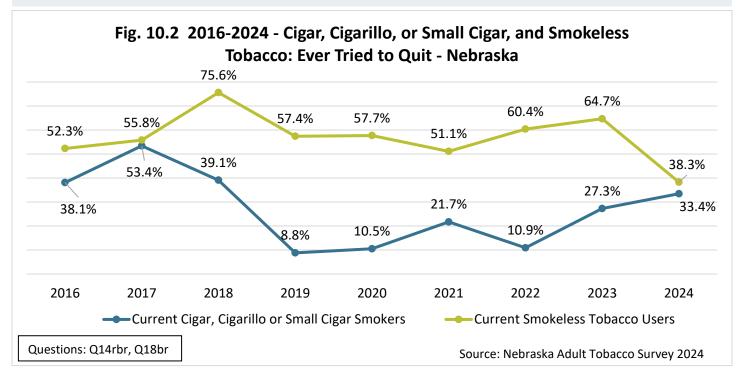
In 2024, the rate of current cigarette smokers actively trying to quit decreased (Fig. 10.1).



In 2024, 83.1% of cigarette smokers indicated that they have ever tried to quit smoking cigarettes. Among that 83.1%, 7.2% reported that they were quitting right now and about two-fifths (40.5%) had both tried to quit in the past and were quitting right now. The rate of current smokers who had tried to quit smoking in the past but were not actively trying to quit at the time of survey increased from 28.7% in 2023 to 35.4% in 2024.

# Quit Attempt Status of Cigar/Cigarillo/Small Cigar Smokers and Smokeless Tobacco Users 2016-2024

The year-to-year rates of current cigar, cigarillo, or small cigars, and smokeless tobacco users has varied since documentation began in 2016 (Fig. 10.2).



No clear trends in cessation attempts among cigar, cigarillo, or small cigar smokers, nor among current smokeless tobacco users has been established since documentation began in 2016. The rate of current cigar, cigarillo, or small cigar smokers who have ever tried to quit increased from 27.3% in 2023 to 33.4%. The rate of current smokeless tobacco users who have ever tried to quit decreased from 64.7% in 2023 to 33.4% in 2024.

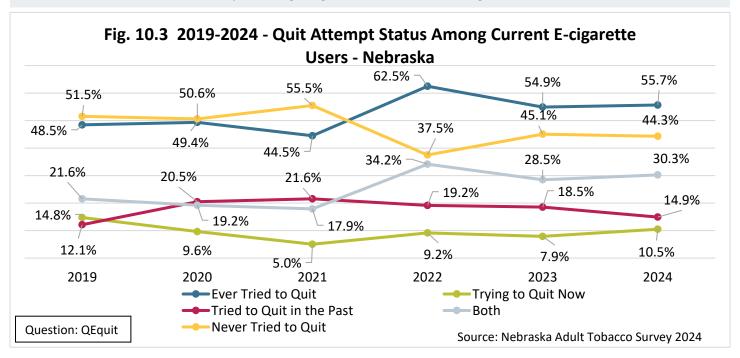
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# Quit Attempt Status of E-cigarette Users 2019-2024

As seen in Table 10.2 below, quit attempts among the e-cigarette using population increased substantially from 44.5% in 2021 to 62.5% in 2022. Quit attempts among this population decreased to 54.9% in 2023 and saw a slight increase (55.7%) in 2024.

Table 10.2 2019-2024 - Two-Category Quit Attempt Status Among Current E-Cigarette Users		
Year	Ever Tried to Quit	Never Tried to Quit
2019	48.5%	51.5%
2020	49.4%	50.6%
2021	44.5%	55.5%
2022	62.5%	37.5%
2023	54.9%	45.1%
2024	55.7%	44.3%
		Source: Nebraska Adult Tobacco Survey 2024

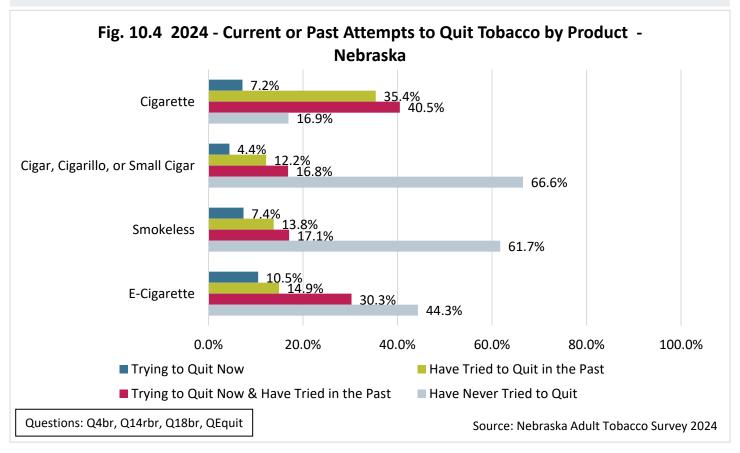
In 2024, the rate of cessation attempts among e-cigarette users increased (Fig. 10.3).



In 2024, 55.7% of e-cigarette users indicated that they have ever tried to quit using e-cigarettes. Among this 55.7% is 10.5% of current e-cigarette users who reported that they were quitting right now, 14.9% who have tried to quit in the past, and 30.3% who had both tried to quit in the past and were quitting right now.

## **Quitting Status of Tobacco Users**

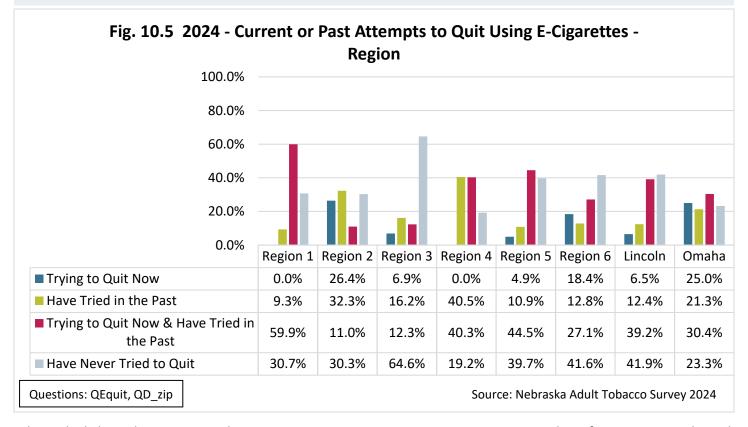
Cigar, cigarillo, or small cigar users reported never having tried to quit at higher rates than users of other tobacco products (Fig. 10.4).



With the exception of cigarette smokers, a higher proportion of tobacco users reported having never tried to quit than those who were trying to quit at the time of the survey (Trying to quit now), had tried to quit in the past, or were trying to quit at the time of the survey and had also tried to quit in the past.

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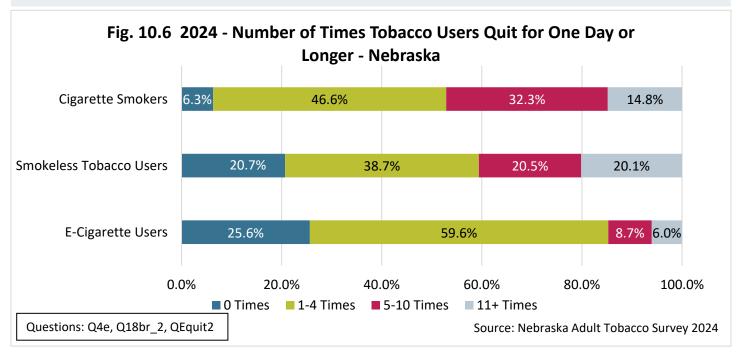
Across all Nebraska regions, a large proportion of e-cigarette users were either trying to quit now and have tried to quit in the past or have never tried to quit (Fig. 10.5).



When asked about their current and past attempts to quit using e-cigarettes, more respondents from Region 3 indicated that they have never tried to quit (64.6%) than any other region. In Regions 1 and 4, none (0.0%) of adults indicated that they were trying to quit using e-cigarettes at the time of the survey.

#### Ever Quit for One Day or Longer

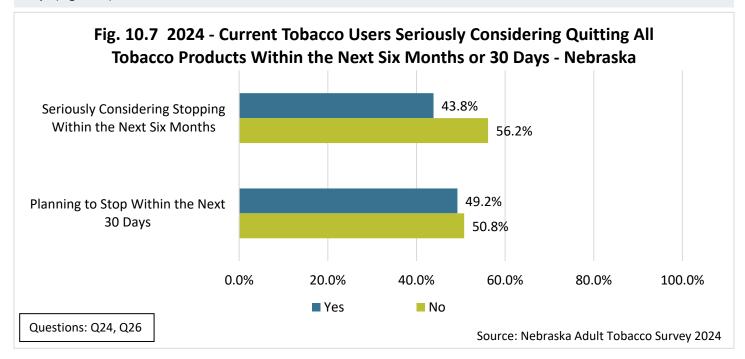
About one-fifth of smokeless tobacco users reported quitting the product for one day or longer 11 or more times (Fig. 10.6).



Smokeless tobacco users reported the highest proportion of 11+ instances of stopping the use of their respective tobacco product for one day or longer (20.1%), while e-cigarette users reported never trying to quit (25.6%) at higher rates than cigarette smokers (6.3%) and smokeless tobacco users (20.7%).

#### Intent to Quit Within the Next Six Months or 30 Days

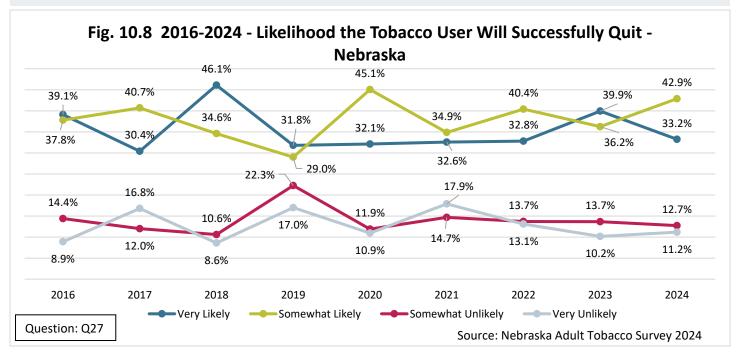
At the time of the survey, over two-fifths of current tobacco users were seriously considering quitting all tobacco products within the next six months, and nearly half were planning to quit all tobacco products within the next 30 days (Fig. 10.7).



Among current tobacco users, about two-fifths (43.8%) were seriously considering quitting all tobacco products within the next six months at the time of the survey. Additionally, almost half (49.2%) were planning to stop within the next 30 days.

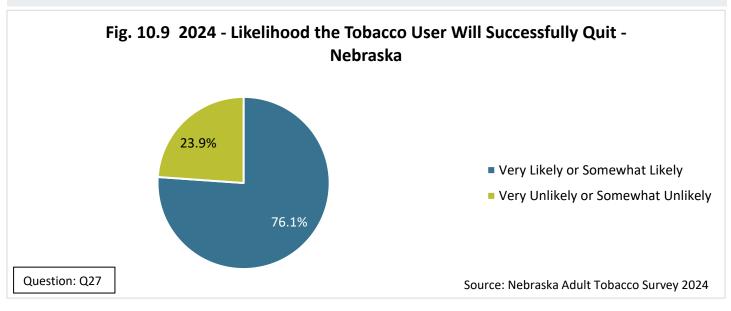
## Likelihood of Quitting Successfully 2016-2024

Respondents appeared optimistic in their likelihood of successfully quitting tobacco products (Fig. 10.8).



Throughout the years, tobacco users consistently reported their likelihood of successfully quitting tobacco products as somewhat likely or very likely at higher rates than somewhat unlikely and very unlikely.

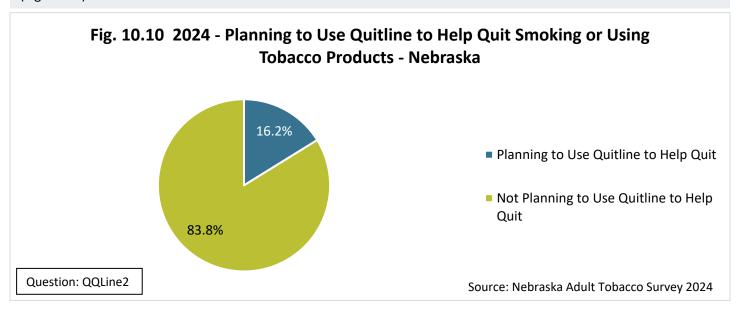
Over three-fourths of tobacco users reported their likelihood of successfully quitting their use of tobacco products as very likely or somewhat likely (Fig. 10.9).



The likelihood in which respondents thought they would successfully quit using tobacco products is very high (76.1%) compared to those who believed success is unlikely (23.9%).

# Use Quitline to Help Quit

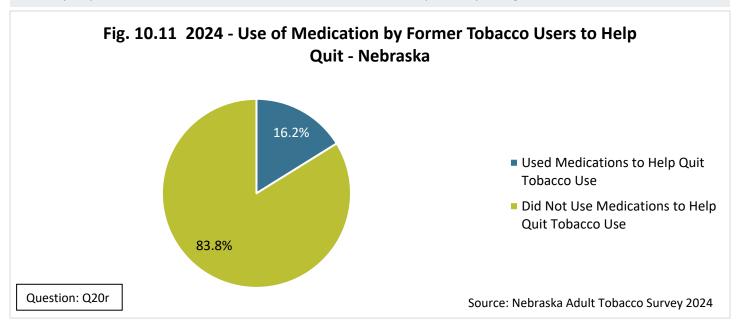
The majority of tobacco users did not plan to use a Quitline to help them quit smoking or using tobacco products (Fig. 10.10).



Only 16.2% of tobacco users planned to use a Quitline to help them quit smoking or using tobacco products while the majority (83.8%) did not plan to use a Quitline.

#### Use Medications to Help Quit

The majority of former tobacco users did not use medications to help them quit (Fig. 10.11).

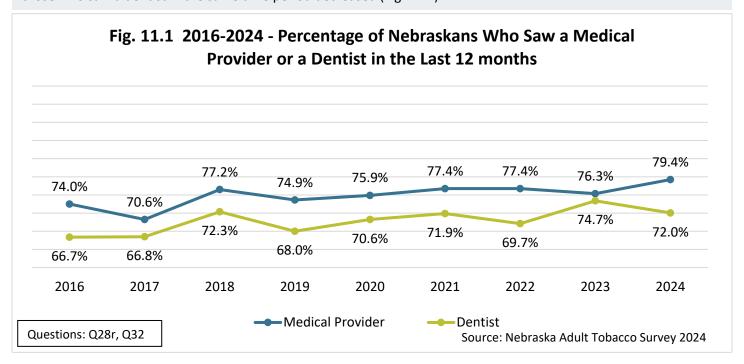


According to the U.S. Department of Health and Human Services, evidence-based treatments, including cessation medications approved by the U.S. Food and Drug Administration (FDA), significantly increase success in quitting tobacco. At the time of the survey, 16.2% of former tobacco users used medications to help them quit, whereas 83.8% of former tobacco users did not.

#### Visits to Health Care Providers

#### Visited a Medical Provider or Dentist 2016-2024

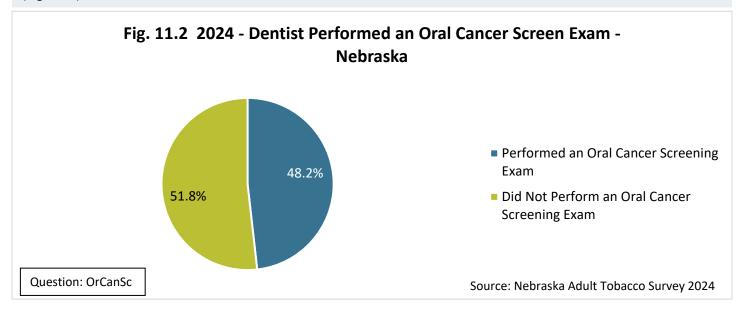
The distribution of Nebraskans who saw a medical provider within the last 12 months increased in 2024, whereas those who saw a dentist in the same time period decreased (Fig. 11.1).



Almost four-fifths (79.4%) of respondents indicated that they had seen a medical provider within the last 12 months, and nearly three quarters (72.0%) said that they had seen a dentist.

# Oral Cancer Screening Exam

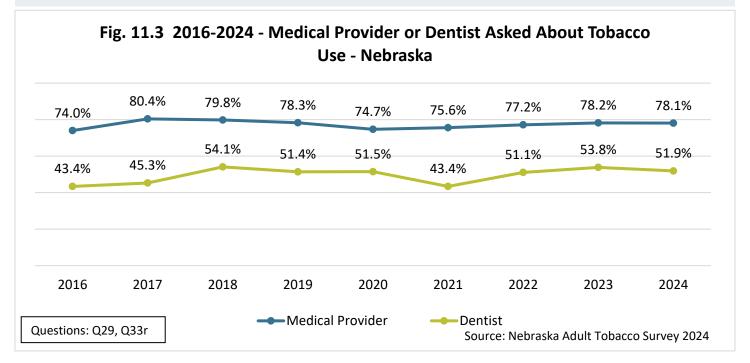
Almost half of respondents who saw a dentist reported that their dentist performed an oral cancer screening exam (Fig. 11.2).



The proportion of respondents whose dentist did (48.2%) or did not (51.8%) perform an oral cancer screen exam is nearly equal.

#### Medical Provider or Dentist Asked About Tobacco Use 2016-2024

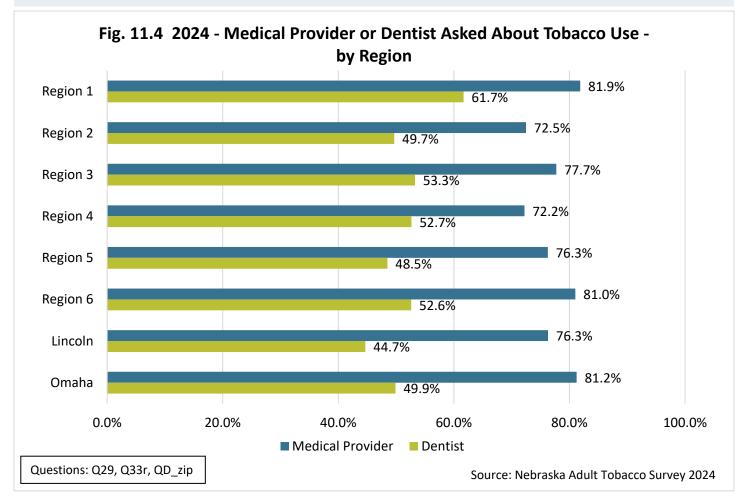
The percentage of medical providers and dentists who asked Nebraskans if they used tobacco has remained relatively stable since 2022 (Fig. 11.3).



In 2024, the rate of medical providers (78.1%) and dentists (51.9%) asking Nebraskans about tobacco use was comparable to their 2023 rates (78.2%, and 53.8%, respectively).

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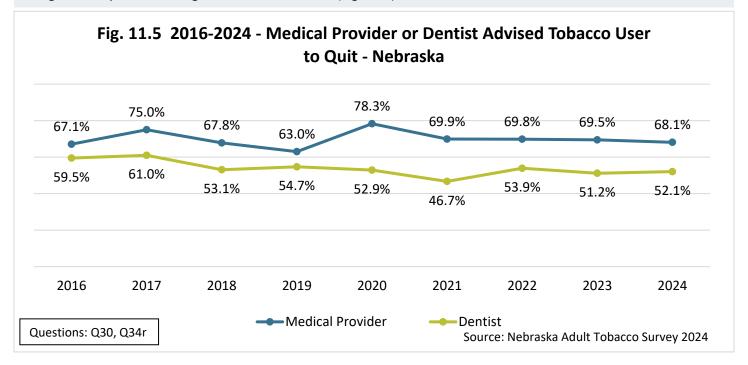
Regardless of region, medical providers asked their patients about tobacco use at higher rates than dentists (Fig. 11.4).



Dentists in Regions 1, 3, 4, and 6 asked their patients about tobacco use in over half of their reported interactions in most regions, whereas dentists in Regions 2, 5, Lincoln, and Omaha asked their patients about tobacco use in less than half of their interactions.

#### Medical Provider or Dentist Advised Patient to Quit 2016-2024

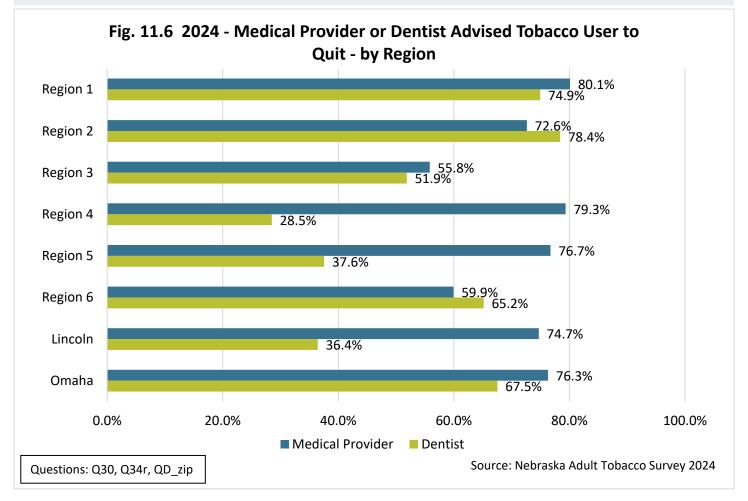
Since documentation began in 2016, medical providers have consistently advised their tobacco using patients to quit using tobacco products at higher rates than dentists (Fig. 11.5).



In 2024, just over half (52.2%) of respondents who used tobacco products at the time of the survey were advised by their dentist to quit, while 68.1% of tobacco users were advised by their medical providers to quit.

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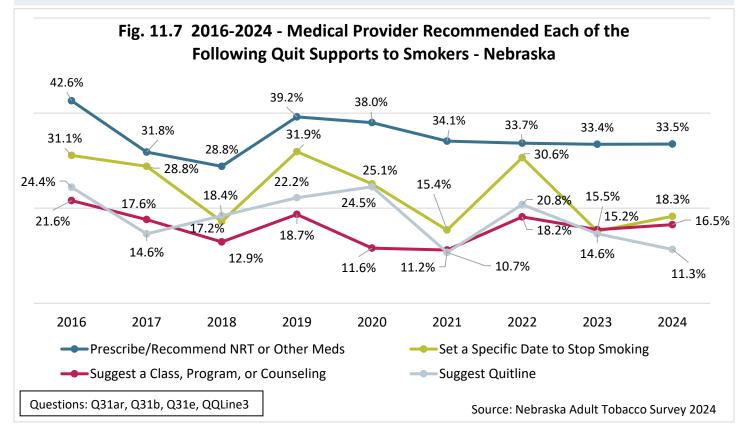
A higher proportion of medical providers advised tobacco users to quit using tobacco products than did dentists in six of the eight regions (Fig. 11.6).



Medical providers advised their patients to quit using tobacco products in over half of all interactions regardless of region. Dentists, overall, advised their patients to quit using tobacco products at lower rates than did medical providers, with the exception of Regions 2 and 6.

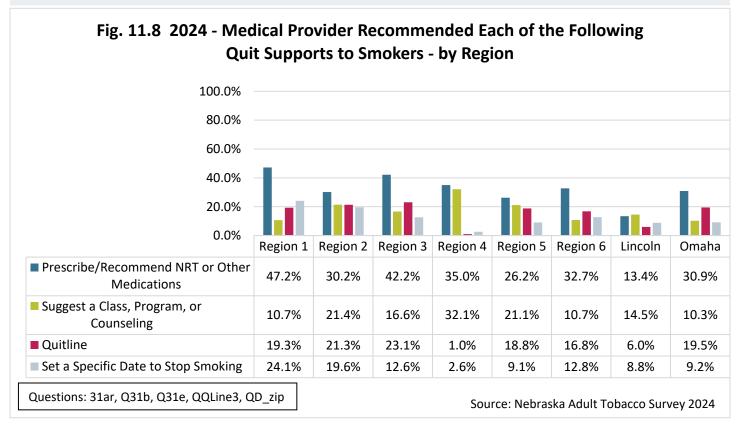
## Provider Cessation Suggestions 2016-2024

Since 2016, medical providers' most highly recommended quit support has been NRT or other medications (Fig. 11.7).



Prescribing or recommending Nicotine Replacement Therapy (NRT) or other medications as quit supports to smokers remained the highest recommendation from medical providers at 33.5% in 2024. Setting a specific date to stop smoking was next with 18.3%, followed by suggesting a class, program, or counseling (16.5%), and suggesting a Quitline (11.3%).

The rate in which medical providers suggested a class, program, or counseling to smokers to help them quit varies across regions (Fig. 11.8).

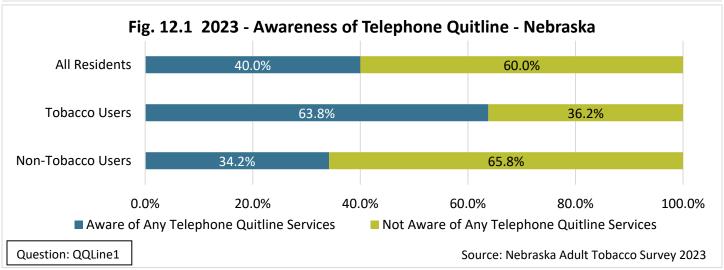


With the exception of Lincoln, medical providers prescribed or recommended NRT or other medications to stop smoking at higher rates than other tobacco cessation supports in all regions. In Lincoln, suggesting a class, program, or counseling was the most highly recommended guit support (14.5%).

# **Telephone Quitline**

#### Awareness of a Telephone Quitline

Two-fifths of all respondents and nearly two-thirds of tobacco users reported being aware of some telephone Quitline services (Fig. 12.1).

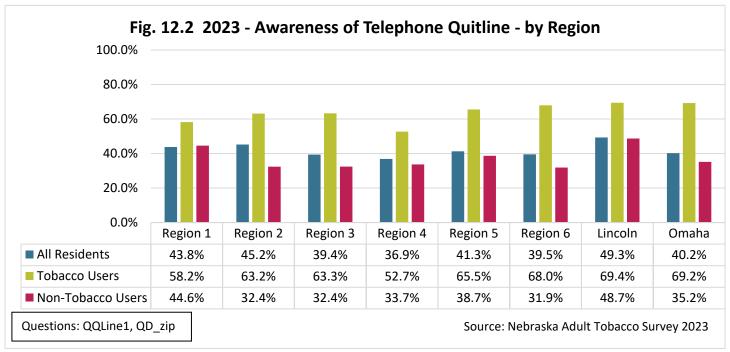


<sup>\*</sup>Question last asked in 2023

Out of all respondents, 40.0% indicated awareness of some types of telephone Quitline services. Close to two-thirds (63.8%) of tobacco users were aware of these services, while 34.2% of non-tobacco users were aware of these services.

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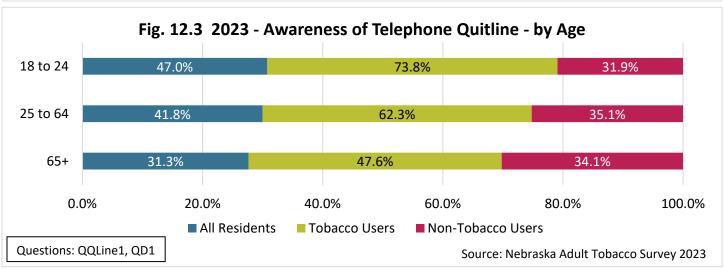
Tobacco users indicated awareness of some telephone Quitline services more than non-tobacco users across all Nebraska regions (Fig. 12.2).



<sup>\*</sup>Question last asked in 2023

Tobacco users indicated higher rates of awareness of some telephone Quitline services than non-tobacco users in each of the eight Nebraska regions.

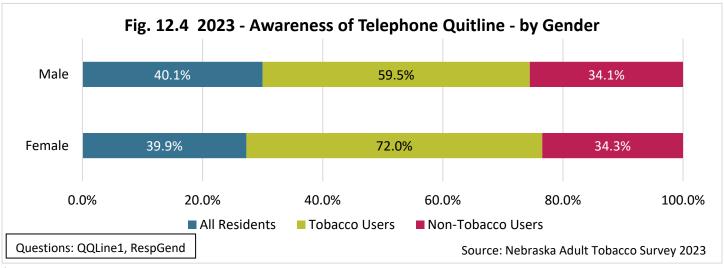
Tobacco users aged 18 to 24 years reported more awareness of some Quitline services than older tobacco users (Fig. 12.3).



<sup>\*</sup>Question last asked in 2023

Tobacco users aged 18 to 24 years reported the highest rate of awareness of some telephone Quitline services (73.8%) across all age groups and tobacco-use statuses.

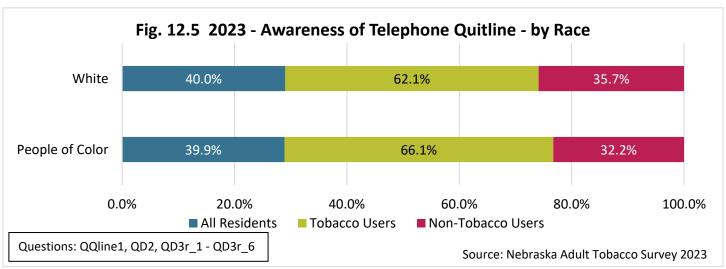
Female tobacco users are exceedingly more likely to report awareness of some Quitline services than male tobacco users (Fig. 12.4).



<sup>\*</sup>Question last asked in 2023

Female tobacco users reported the highest rate of awareness of some Quitline services (72.0%) across all gender and tobacco-use status categories.

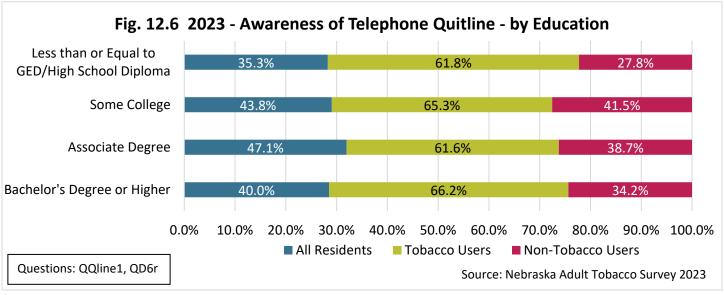
Awareness of Quitline services appeared at similar rates regardless of race (Fig. 12.5).



<sup>\*</sup>Question last asked in 2023

Out of all respondents, 40.0% of White respondents and 39.9% of Respondents of Color reported awareness of some Quitline services. People of Color who use tobacco reported a slightly higher awareness rate of telephone Quitline services (66.1%) than White tobacco users (62.1%), while White non-tobacco users reported a slightly higher awareness rate of telephone Quitline services (35.7%) than non-tobacco users of Color (32.2%).

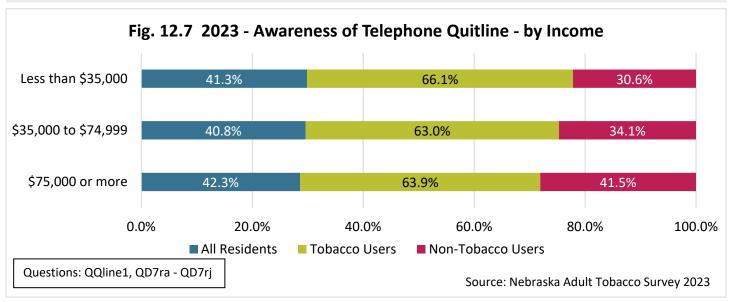
Across all residents, awareness of some Quitline services rose with education level, until dropping among respondents with a bachelor's degree or higher (Fig. 12.6).



<sup>\*</sup>Question last asked in 2023

Tobacco users reported higher awareness of Quitline services than non-tobacco users regardless of education level.

Tobacco users with an annual household income less than \$35,000 reported higher rates of awareness of Quitline services than tobacco users with an annual household income of \$35,000 or more (Fig. 12.7).

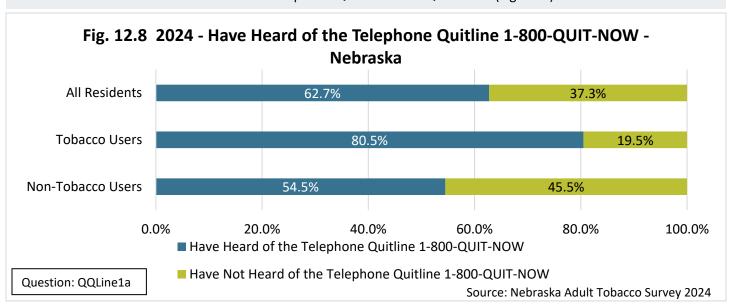


Question last asked in 2023

Among all residents, those with an annual household income of \$75,000 or more reported slightly higher rates of awareness of some Quitline services (42.3%) than those with an annual household income of \$35,000 to \$74,999 (40.8%) and less than \$35,000 (41.3%). Tobacco users reported awareness of some Quitline services at higher rates than non-tobacco users regardless of annual household income.

# Heard of 1-800-QUIT-NOW or 1-855-DEJÉLO-YA

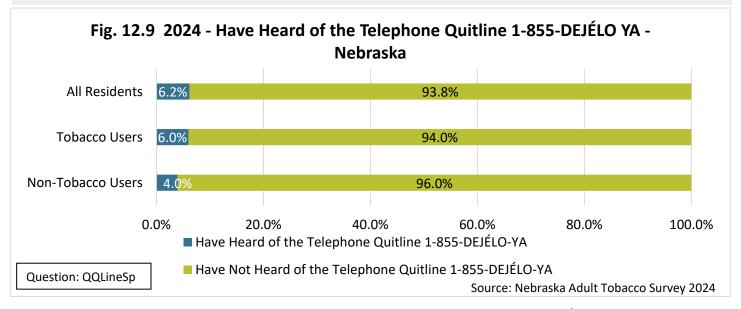
Over half of Nebraskans have heard of the telephone Quitline 1-800-QUIT-NOW (Fig. 12.8).



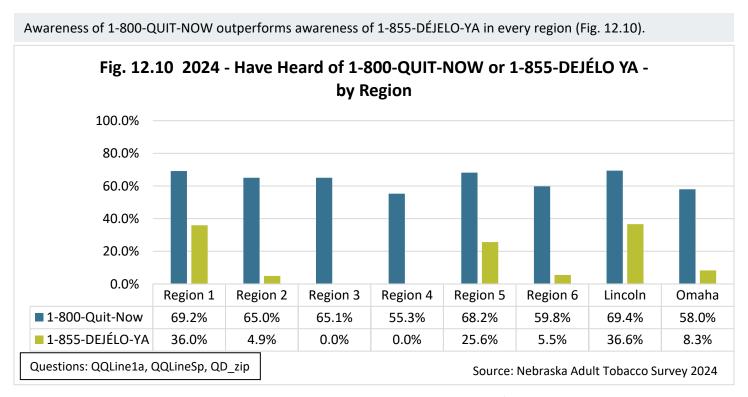
Tobacco users (80.5%) showed a much higher rate of awareness of the telephone Quitline 1-800-QUIT-NOW than non-tobacco users (54.5%).

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Tobacco users reported having heard of the telephone Quitline 1-855-DEJÉLO-YA at higher rates than non-tobacco users (Fig. 12.9).



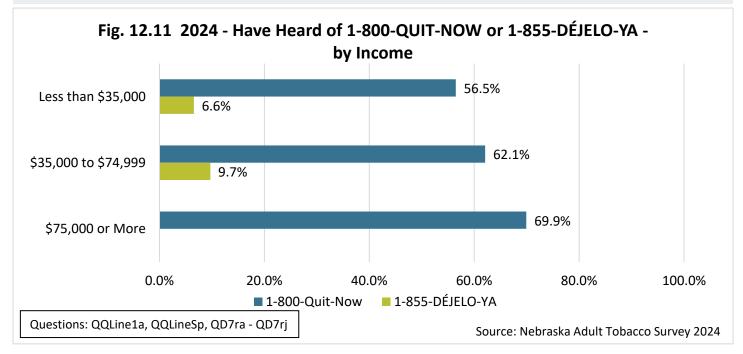
Tobacco users (6.0%) showed a higher rate of awareness of the telephone Quitline 1-855-DEJÉLO-YA than non-tobacco users (4.0%).



Awareness of 1-800-QUIT-NOW consistently outperformed awareness of 1-855-DÉJELO-YA across all Nebraska regions. This difference may be a result of the unequal distribution of native English and Spanish speakers across the state.

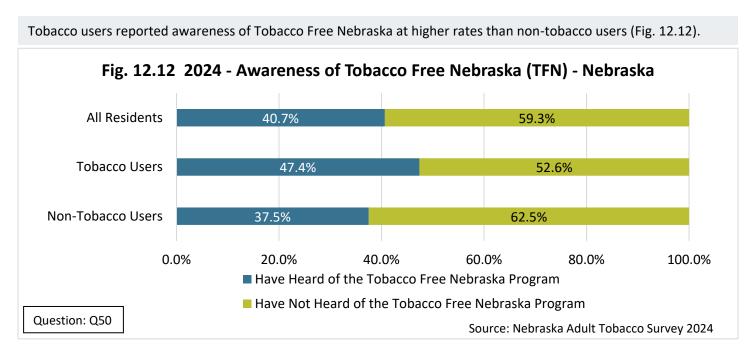
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Among English-speaking respondents, awareness of 1-800-QUIT-NOW rises as annual household income increases. (Fig. 12.11).



Among English-speaking respondents, awareness of the Quitline service 1-800-QUIT-NOW rises as annual household income increases, rising from 56.5% among those with an annual household income of less than \$35,000 to 62.1% among those with an annual household income between \$35,000 and \$74,999, to 69.9% among those with an annual household income of \$75,000 or more. Among Spanish-speaking respondents, 6.6% of those with an annual household income of less than \$35,000, and 9.7% of those with an annual household income of \$35,000 to \$74,999 reported awareness of 1-855-DÉJELO-YA. Spanish-speaking respondents with an annual household income of \$75,000 or more were excluded from this analysis due to low frequency.

## Awareness of Tobacco Free Nebraska (TFN)



Around half (47.4%) of tobacco users reported awareness of Tobacco Free Nebraska (TFN) whereas only 37.5% of non-tobacco users and 40.7% of all residents reported awareness of TFN.

## Secondhand Smoke and Aerosol

#### Number of Smokers in the Household

Question: Q35

The majority (86.2%) of households do not have smokers, excluding the respondent (Fig. 13.1).

Fig. 13.1 2024 - Number of People Within Household Who Smoke - Nebraska

1.2%

1.2%

1.26%

1 to 2 People

1 to 2 People

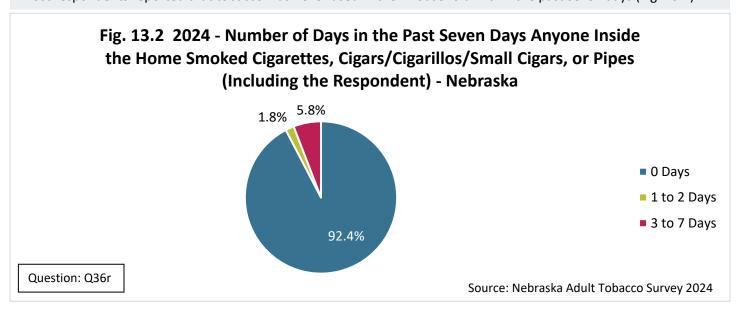
3 People or More

The majority (86.2%) of respondents reported the number of people (excluding their self) within their household who smoke cigarettes, cigars, cigarillos, small cigars, or pipes as zero (0), while 12.6% reported one to two people, and only 1.2% reported three or more.

Source: Nebraska Adult Tobacco Survey 2024

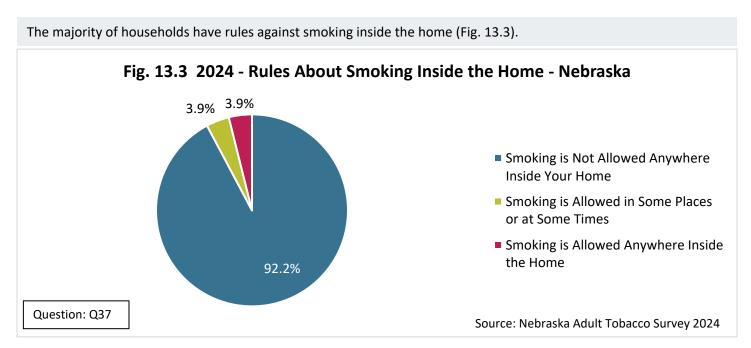
#### Number of Days Tobacco Used in the Household

Most respondents reported that tobacco was never used in their household within the past seven days (Fig. 13.2).



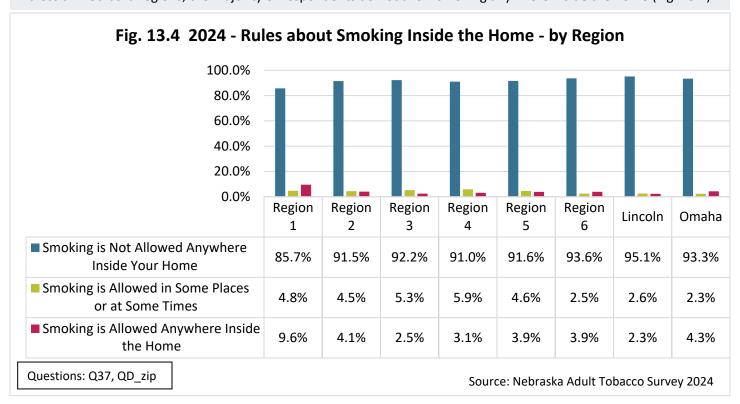
For 92.4% of households, there was no tobacco use inside the home in the past seven days. For 5.8% of households, tobacco was used indoors on three to seven days.

#### Inside-Home Smoking Rules



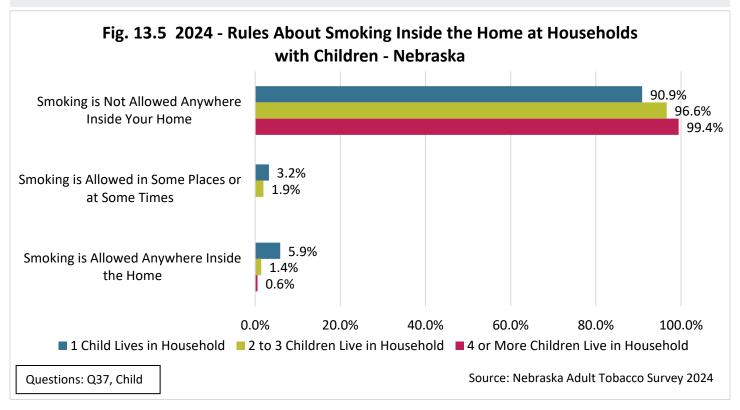
Smoking is not allowed anywhere in the home by 92.2% of respondents. It is allowed in some places or at some times in 3.9% of households and 3.9% of households allow smoking anywhere inside the home.

Across all Nebraska regions, the majority of respondents do not allow smoking anywhere inside the home (Fig. 13.4).



Smoking is not allowed anywhere inside the home for most Nebraska households regardless of region. Lincoln (95.1%) has the highest rate of households that do not allow smoking anywhere inside the home, while Region 1 (14.3%) has the highest combined rate of households that allow smoking in some (4.8%) or all (9.6%) places inside the home.

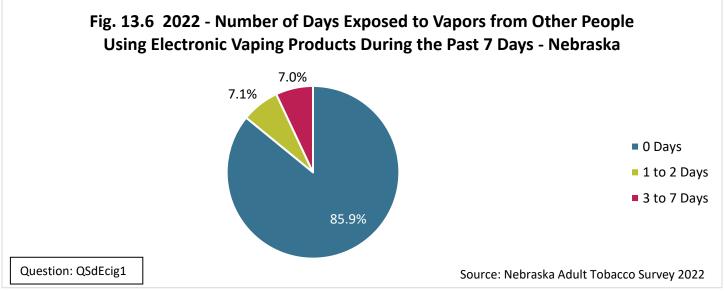
The majority of households with children have rules against smoking inside the home (Fig. 13.5).



Households where smoking is not allowed anywhere inside the home make up 90.9% of households where 1 child is present, 96.6% of households where 2 or 3 children are present, and 99.4% of households where 4 or more children are present.

# Number of Days of Exposure to Secondhand E-Cigarette Aerosol or Vapor

The majority of respondents were not exposed to secondhand e-cigarette aerosol or vapor in the past seven days (Fig. 13.6).

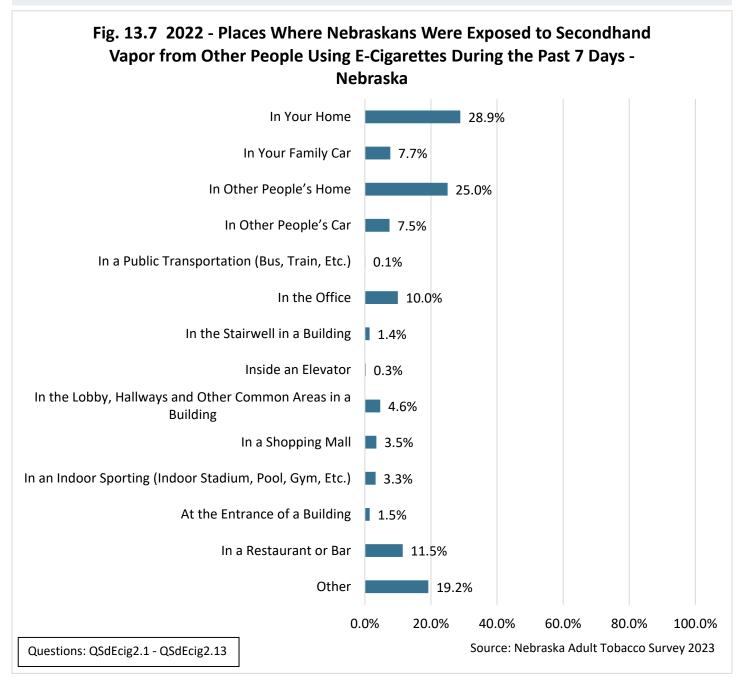


<sup>\*</sup>Question last asked in 2022

The majority of respondents (85.9%) were not exposed to secondhand e-cigarette aerosol or vapor in the last seven days, while 7.1% were exposed one to two days, and 7.0% were exposed three to seven days.

#### Location of Exposure to Secondhand E-Cigarette Aerosol or Vapor

Respondents were exposed to secondhand e-cigarette aerosol or vapor in their homes or in other people's homes at higher rates than other locations (Fig. 13.7).



<sup>\*</sup>Question last asked in 2022

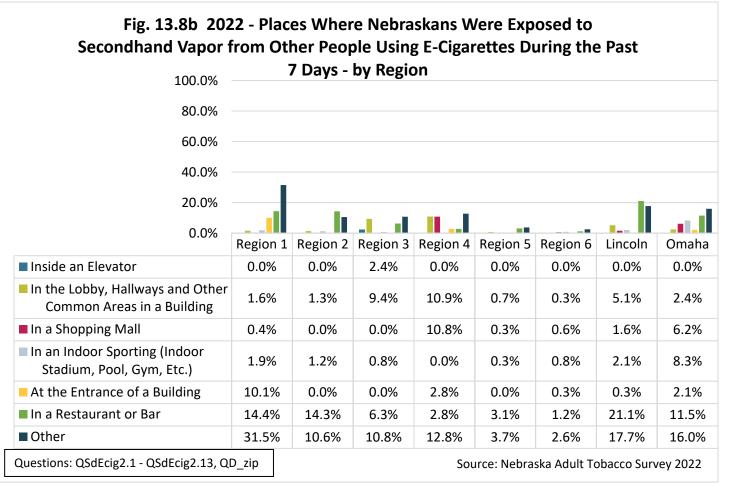
Among respondents who were exposed to secondhand e-cigarettes aerosol or vapor, 28.9% of them reported exposure in their own homes, 25.0% in other people's homes, and 19.2% in locations other than the ones listed.

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Respondents' own homes, other people's homes, and locations other than the ones listed remained common locations of exposure to secondhand e-cigarette aerosol or vapor across regions (Fig. 13.8a/b).

Fig. 13.8a 2022 - Places Where Nebraskans Were Exposed to Secondhand Vapor from Other People Using E-Cigarettes During the Past 7 Days - by Region 100.0% 80.0% 60.0% 40.0% 20.0% 0.0% Region 1 Region 4 Region 2 Region 3 Region 5 Region 6 Lincoln Omaha ■ In Your Home 25.6% 18.8% 35.6% 36.2% 4.5% 3.9% 23.5% 27.8% 7.6% ■ In Your Family Car 26.5% 18.8% 2.8% 1.5% 0.8% 7.9% 1.6% ■ In Other People's Home 6.5% 44.4% 18.7% 14.0% 5.4% 3.1% 37.1% 18.8% ■ In Other People's Car 15.6% 29.3% 8.9% 12.0% 1.3% 0.4% 4.2% 24.5% ■ In a Public Transportation (Bus, 0.0% 1.3% 0.0% 0.6% 0.0% 0.0% 0.0% 0.4% Train, Etc.) ■ In the Office 3.3% 12.1% 1.7% 2.4% 1.2% 7.9% 13.1% 15.5% ■ In the Stairwell in a Building 0.0% 0.0% 0.0% 0.0% 0.4% 0.1% 2.7% 1.4% Questions: QSdEcig2.1 - QSdEcig2.13, QD\_zip Source: Nebraska Adult Tobacco Survey 2022

<sup>\*</sup>Question last asked in 2022



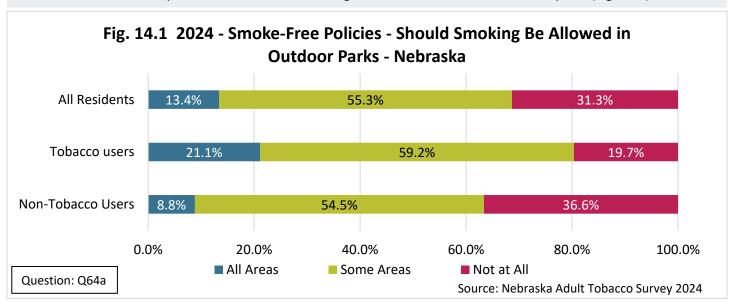
<sup>\*</sup>Question last asked in 2022

Similarly, respondents' own homes, other people's homes, and locations other than the ones listed remain the most frequently cited locations of exposure to secondhand vapor from other people using e-cigarettes across regions.

#### Smoke Free Policies

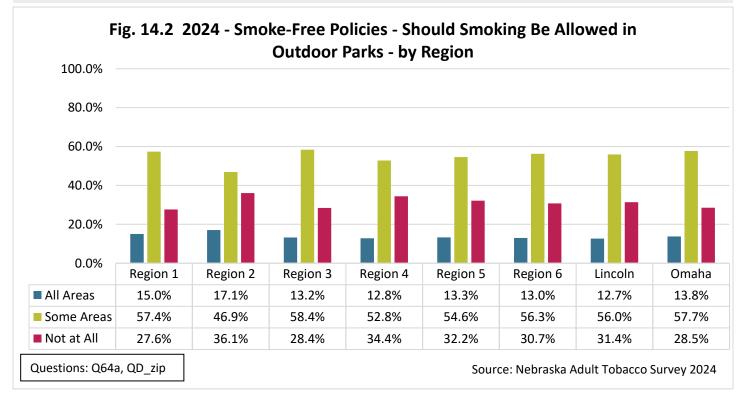
#### Opinions on Smoking in Outdoor Parks

About one-third of all respondents believe that smoking should not be allowed in outdoor parks (Fig. 14.1).



Among all respondents, 31.3% believe that smoking in outdoor parks should not be allowed at all. For tobacco users, 19.7% felt this way, as did 36.6% of non-tobacco users.

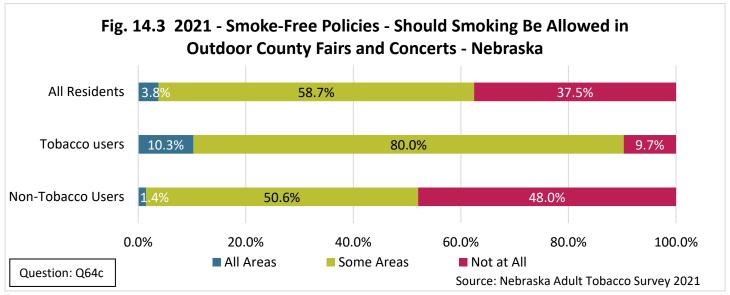
With some variation, opinions regarding the acceptability of smoking in outdoor parks is relatively similar across all Nebraska regions (Fig. 14.2).



Similarly, about one-third of all respondents across Regions 2, 4, 5, 6, and Lincoln believe smoking should not be allowed at all in outdoor parks. This opinion reached a rate closer to one-fourth among respondents in Regions 1, 3, and Omaha.

## Opinions on Smoking in Outdoor Fairs and Concerts

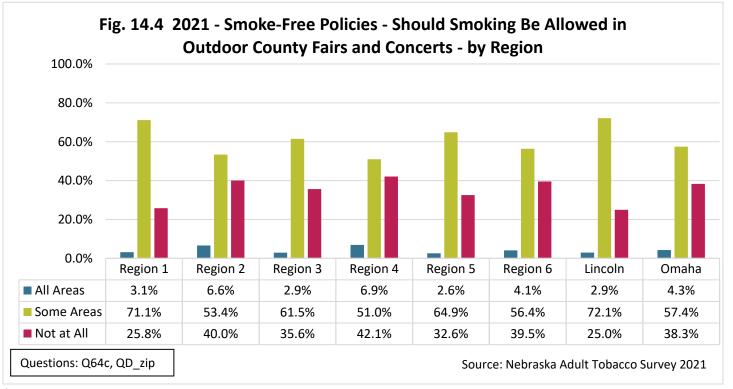
Nearly half of non-tobacco users did not think smoking should be allowed at all in outdoor county fairs and concerts (Fig. 14.3).



<sup>\*</sup>Question last asked in 2021

Among tobacco users, 80.0% believed smoking should be allowed in some areas in outdoor county fairs and concerts, whereas only 50.6% of non-tobacco users felt the same way. Almost half (48.0%) of non-tobacco users felt smoking should not be allowed at all in outdoor county fairs and concerts, while only 9.7% of tobacco users reported the same sentiment.

Over 50.0% of respondents in each region believed that smoking should be allowed in some areas in outdoor county fairs and concerts (Fig. 14.4).

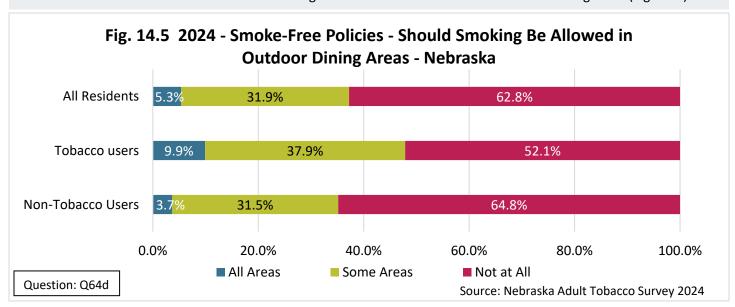


<sup>\*</sup>Question last asked in 2021

In 2021, over half of respondents in each region believed smoking should be allowed in some areas during outdoor county fairs and concerts. Region 4 (6.9%) had the highest acceptability rate of smoking in outdoor county fairs and concerts in all areas. Interestingly, Region 4 also had the highest rate of respondents who did not believe smoking should be allowed at all (42.1%).

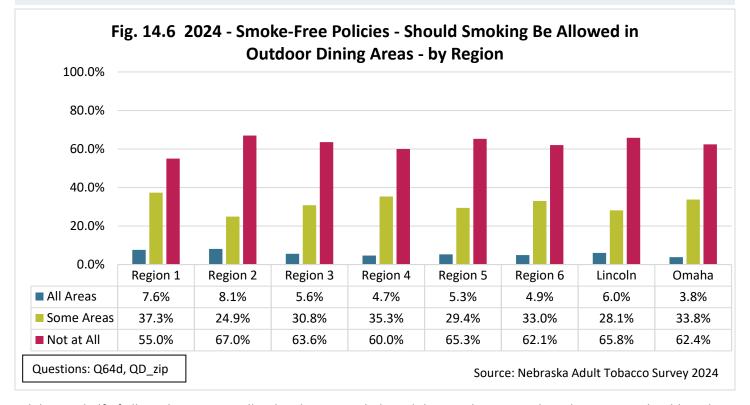
## Opinions on Smoking in Outdoor Dining Areas

About two-thirds of all residents felt that smoking should not be allowed at all in outdoor dining areas (Fig. 14.5).



Among all respondents, 62.8% felt that smoking in outdoor dining areas should not be allowed at all. For tobacco users, 52.1% felt it should not be allowed at all, as did 64.8% of non-tobacco users.

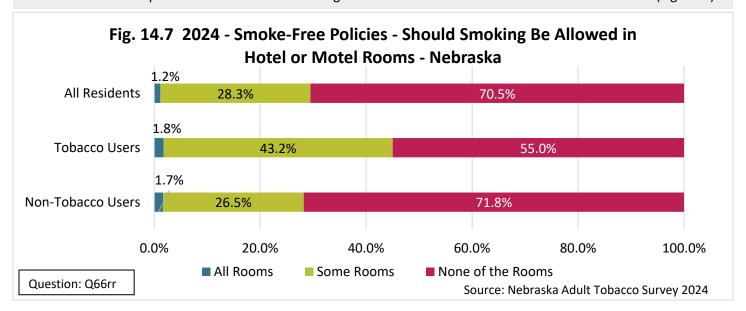
Over half of all residents across all Nebraska regions believed that smoking in outdoor dining areas should not be allowed at all. (Fig. 14.6).



While over half of all residents across all Nebraska regions believed that smoking in outdoor dining areas should not be allowed at all, 8.1% of residents in Region 2 and 7.6% in Region 1 believed smoking should be allowed in all outdoor dining areas, which is a higher rate of acceptability of smoking in all outdoor dining areas compared to the other Nebraska regions.

## Opinions on Smoking in Hotel or Motel Rooms

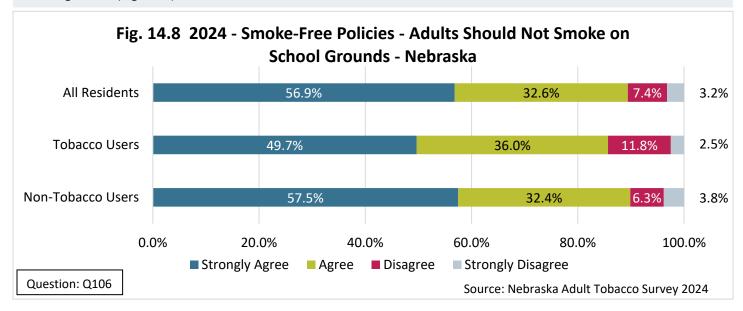
Over 7 in 10 of all respondents believed that smoking should not be allowed at all in hotel or motel rooms (Fig. 14.7).



Among all residents, 70.5% believed that smoking should not be allowed at all in hotel or motel rooms, 71.8% of non-tobacco users felt the same, while just over half (55.0%) of tobacco users felt smoking in hotel or motel rooms should not be allowed at all.

## Opinions on Smoking on School Grounds

The majority of respondents across all response groups agreed or strongly agreed that adults should not smoke on school grounds (Fig. 14.8).

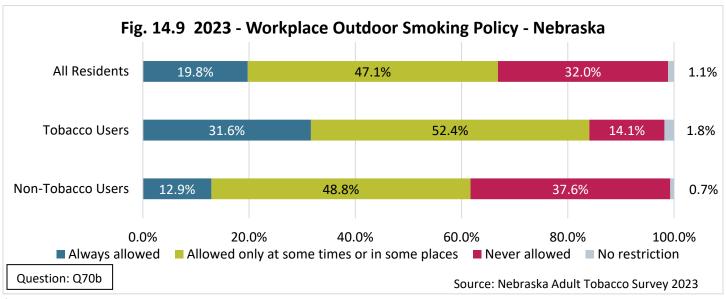


Non-tobacco users (57.5%) strongly agreed that adults should not smoke on school grounds at higher rates than tobacco users (49.7%).

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### Workplace Smoking Policy

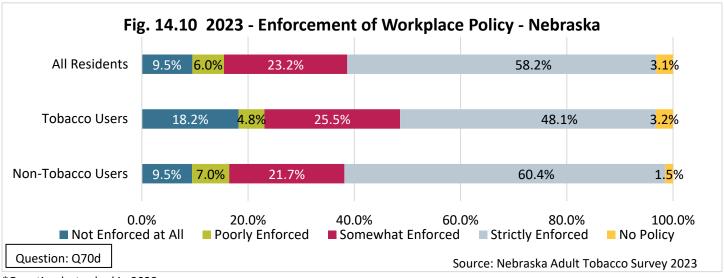
Non-tobacco users were more than twice as likely to state that outdoor smoking is never allowed at their workplace than tobacco users (Fig. 14.9).



<sup>\*</sup>Question last asked in 2023

Non-tobacco users (37.6%) stated that outdoor smoking is never allowed at their workplace at a much higher rate than tobacco users (14.1%).

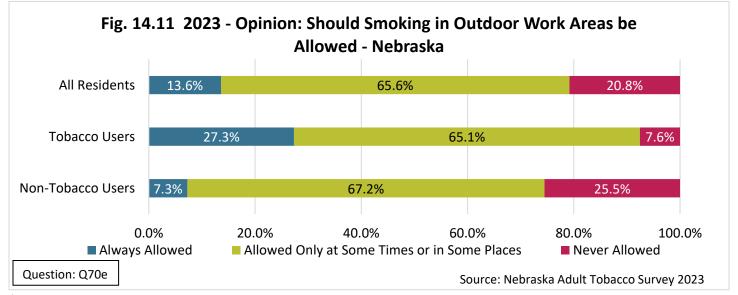
Non-tobacco users reported their workplace smoking policy as "Strictly enforced" at higher rates than tobacco users (Fig. 14.10).



<sup>\*</sup>Question last asked in 2023

Non-tobacco users reported that their workplace smoking policy is strictly enforced (60.4%) at much higher rates than tobacco users (48.1%). Additionally, tobacco users reported that their workplace does not have a smoking policy (3.2%) at higher rates than non-tobacco users (1.5%).

The majority of respondents across all response groups felt that smoking in outdoor work areas should be allowed only at some times or in some places (Fig. 14.11).

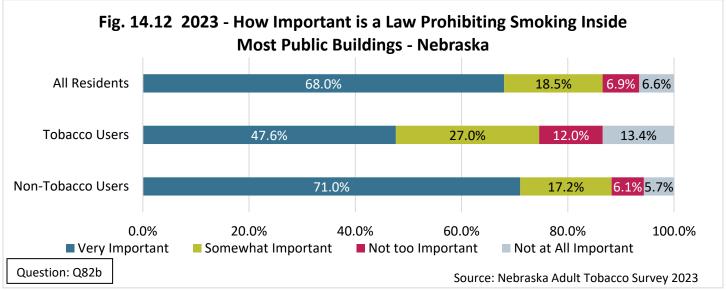


<sup>\*</sup>Question last asked in 2023

Roughly one-fourth (27.3%) of tobacco users believed that smoking in outdoor work areas should always be allowed. On the other hand, about one-fourth (25.5%) of non-tobacco users felt that smoking in outdoor work areas should never be allowed.

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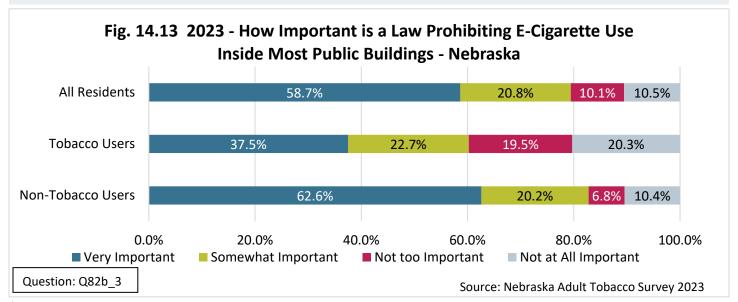
Less than half of tobacco users believed that it is very important to lawfully prohibit smoking inside most public buildings (Fig. 14.12).



<sup>\*</sup>Question last asked in 2023

Nearly three-fourths of non-tobacco users (71.0%) placed a law prohibiting smoking inside most public buildings as very important, whereas less than half (47.6%) of tobacco users did the same.

The majority of all residents believed that it is very important to lawfully prohibit e-cigarette use inside most public buildings (Fig. 14.13).



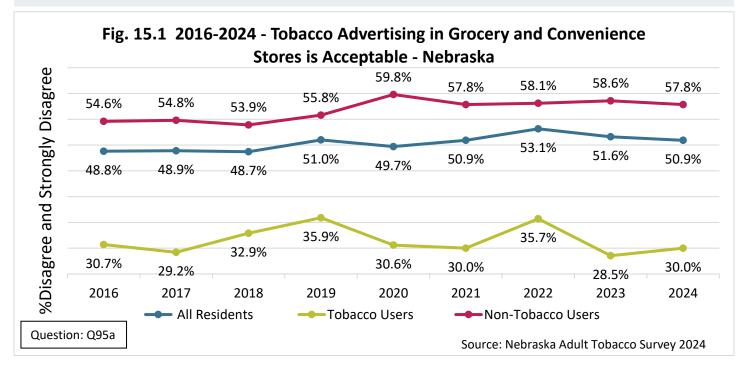
<sup>\*</sup>Question last asked in 2023

While nearly two-thirds (62.6%) of non-tobacco users believed a law prohibiting e-cigarettes inside most public buildings is very important, just over one-third (37.5%) of tobacco users felt the same. Additionally, just over one fifth (20.3%) of tobacco users believed that a law prohibiting e-cigarettes inside most public buildings is not at all important, whereas only 10.4% of non-tobacco users felt the same.

# **Tobacco Sales and Marketing**

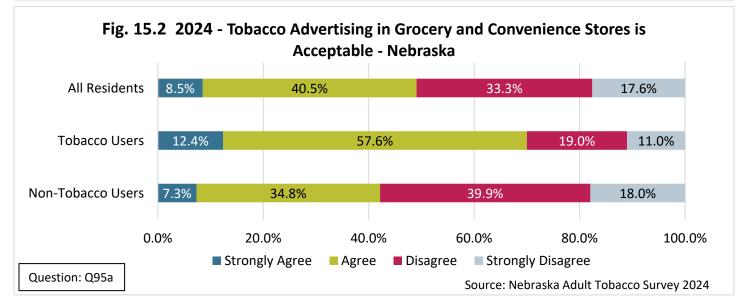
## Acceptability of Tobacco Advertising in Grocery and Convenience Stores 2016-2024

The percentage of all residents who believed that tobacco advertising in grocery and convenience stores is not acceptable has remained almost unchanged over time, with a consistently higher disapproval rate among non-tobacco users compared to tobacco users (Fig. 15.1).



Disapproval of tobacco advertising in grocery and convenience stores has remained almost unchanged over time, with more variation appearing among tobacco-users.

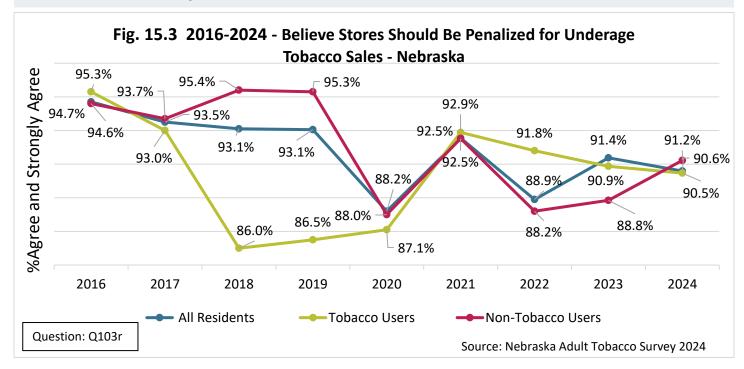
Non-tobacco users disagreed and strongly disagreed with tobacco advertising in grocery and convenience stores at higher rates than tobacco users (Fig. 15.2).



The majority of tobacco users either strongly agreed (12.4%) or agreed (57.6%) that tobacco advertising in grocery and convenience stores is acceptable, whereas only 7.3% of non-tobacco users strongly agreed and 34.8% agreed with such advertising.

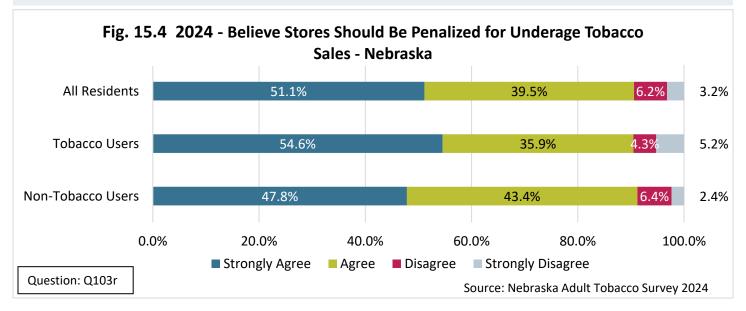
## Opinions on Penalizing Stores for Underage Tobacco Sales 2016-2024

In 2023, a higher proportion of non-tobacco users believed that stores should be penalized for underage tobacco sales than tobacco users (Fig. 15.3).



In 2016, 2021, and 2022 the proportion of tobacco users who agreed or strongly agreed that stores should be penalized for underage tobacco sales exceeded the proportion of non-tobacco users who felt the same.

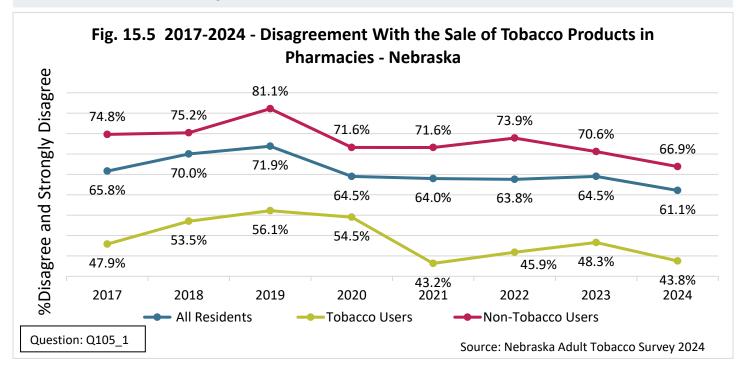
A higher proportion of tobacco-users strongly agreed or agreed that stores should be penalized for underage tobacco sales than non-tobacco users (Fig. 15.4).



In 2024, the proportion of tobacco users who agreed that stores should be penalized for underage tobacco sales (54.6%) exceeded the proportion of non-tobacco users (47.8%) who felt the same.

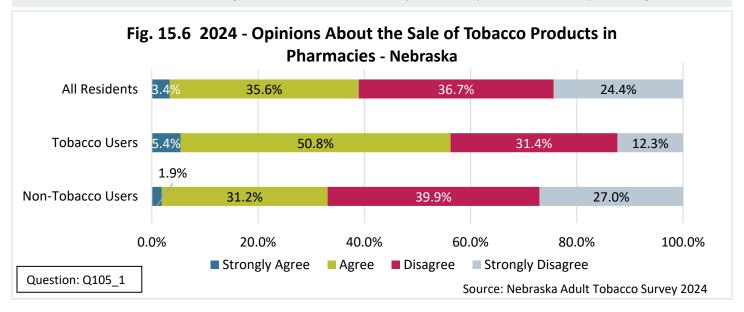
## Opinions on Tobacco Sales at Pharmacies 2017-2024

Tobacco users disagree and strongly disagree that it is acceptable to sell tobacco products in pharmacies at lower rates than non-tobacco users (Fig. 15.5).



When asked if it is acceptable to sell tobacco products in pharmacies, non-tobacco users have consistently disagreed and strongly disagreed at higher rates than tobacco users. The rate in which tobacco users disagreed and strongly disagreed with this practice dropped from 48.3% in 2023 to 43.8% in 2024.

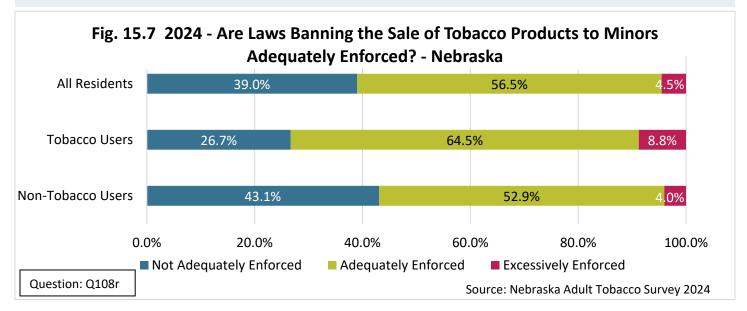
Less than half of tobacco users disagree that the sale of tobacco products in pharmacies is acceptable (Fig. 15.6).



Non-tobacco users were much more likely to disagree or strongly disagree that the sale of tobacco products in pharmacies is acceptable compared to tobacco users. While 39.9% of non-tobacco users disagreed and 27.0% strongly disagreed with this sales practice, only 31.4% and 12.3% of tobacco users disagreed and strongly disagreed, respectively.

#### Opinions on Banning the Sale to Minors

A sizable portion of respondents felt that laws banning the sale of tobacco products to minors have not been adequately enforced (Fig. 15.7).

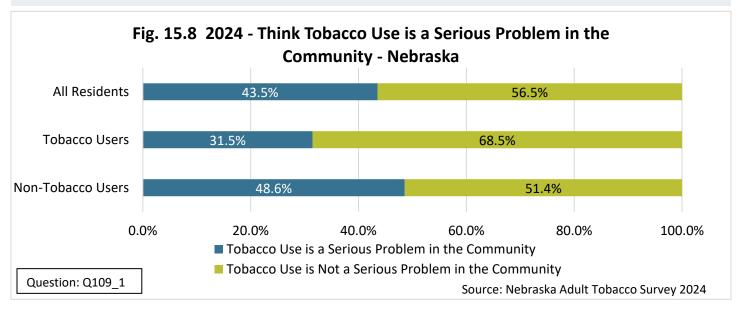


Over half (52.9%) of non-tobacco users felt that laws banning the sale of tobacco products to persons under the legal age is adequately enforced, while about two-thirds (64.5%) of tobacco users felt the same.

. . .

### Tobacco Use as a Problem in the Community

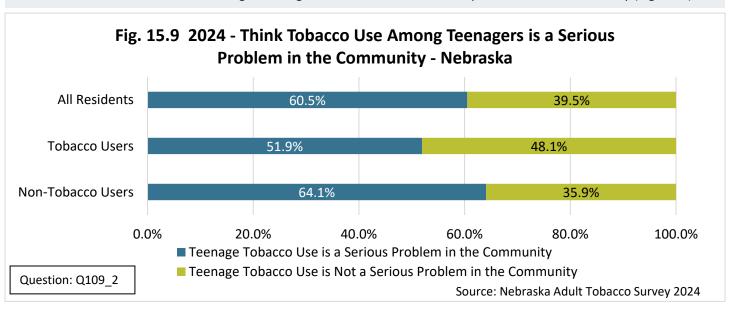
A lower proportion of tobacco users viewed tobacco use as a serious problem in the community compared to non-tobacco users (Fig. 15.8).



Nearly half (48.6%) of non-tobacco users believed that tobacco use is a serious problem in the community, whereas less than one-third (31.5%) of tobacco users felt the same.

# Tobacco Use as a Problem for Teenagers

About two-thirds of all residents thought teenage tobacco use was a serious problem in the community (Fig. 15.9).

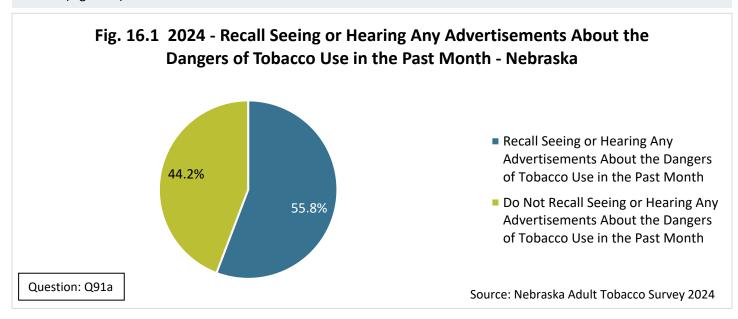


Over half (60.5%) of all residents felt that tobacco use among teenagers is a serious problem in the community. Just over half (51.9%) of tobacco users felt this way, as did about two-thirds (64.1%) of non-tobacco users.

#### Media

## Recall of Advertisements About the Dangers of Tobacco Use

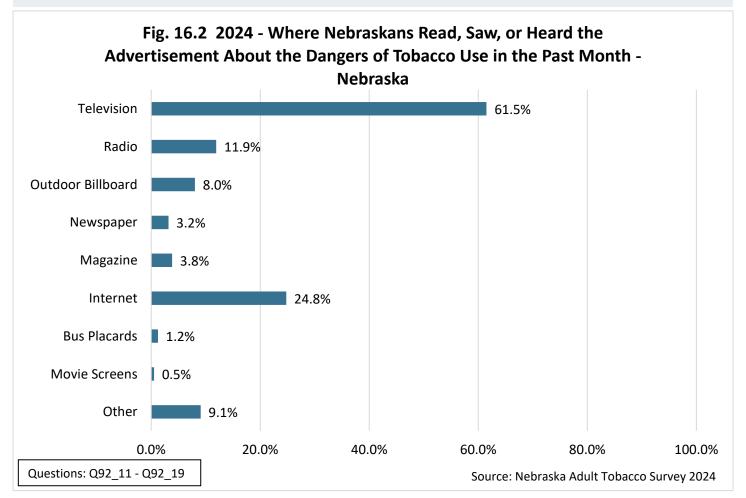
Over half of Nebraskans recalled seeing or hearing advertisements about the dangers of tobacco use in the past month (Fig. 16.1).



Over half (55.8%) of Nebraskans recalled seeing or hearing advertisements about the dangers of tobacco use during the month prior to taking the survey, leaving 44.2% who did not recall seeing or hearing such advertisements.

#### Media Sources of Prevention Ad

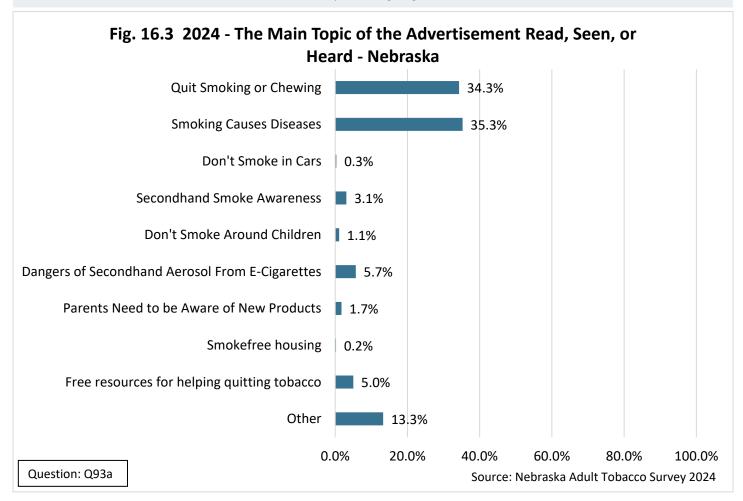
The most common advertisement recalls were television, internet, and radio (Fig. 16.2).



The majority of respondents recalled reading, seeing, or hearing advertisements about the dangers of tobacco on television (61.5%). Another 24.8% recalled the advertisement from the internet, and another 11.9% recalled hearing an advertisement on the radio.

## Topics of Prevention Ad

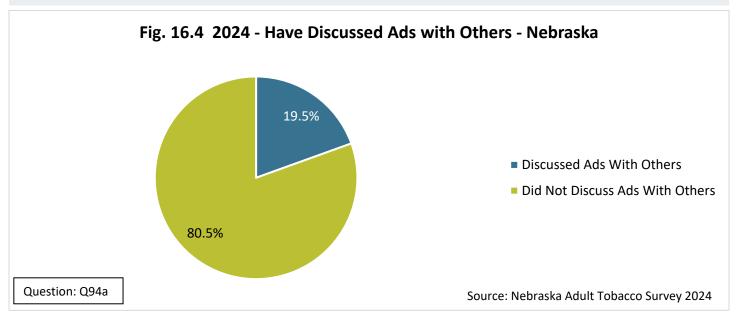
Around one-third of respondents read, saw, or heard ads about smoking or chewing cessation, and about one-third read, saw, or heard ads related to diseases caused by smoking (Fig. 16.3).



Among respondents who heard, saw, or read tobacco prevention ads, about one-third (34.3%) recalled adds to quit smoking or chewing tobacco, 35.3% recalled ads about smoking causing diseases, and 13.3% read, saw or heard a type of ad other than the ones listed.

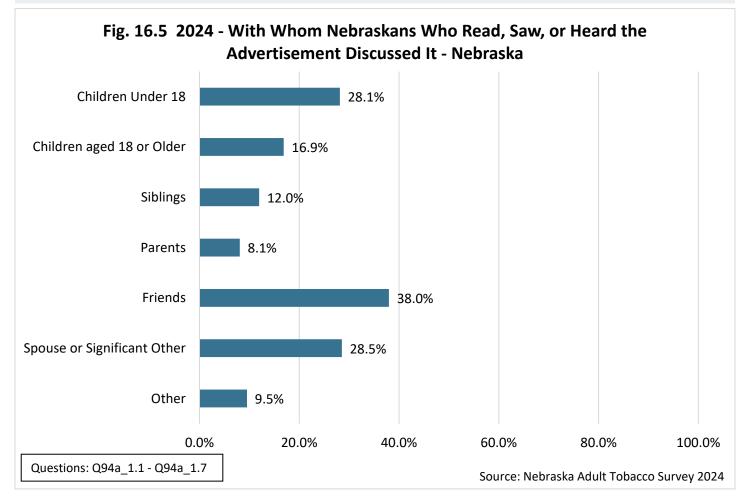
#### Discussion of Prevention Ad

Just below one-fifth of Nebraskans who read, saw, or heard any ads about the dangers of tobacco use in the past month discussed the ads with others (Fig. 16.4).



Just below one-fifth (19.5%) of respondents who heard, saw, or read tobacco ads during the past month discussed them with others, while 80.5% did not.

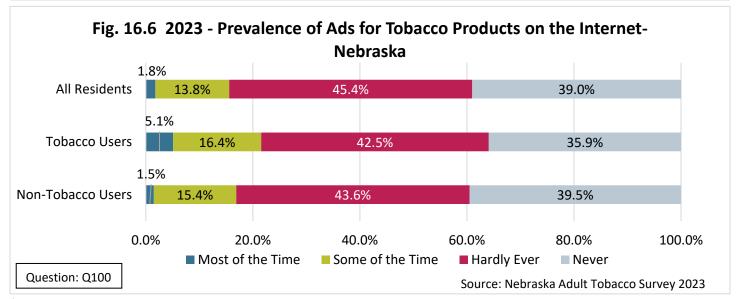
Of those who discussed the ads with others, most respondents discussed them with their friends, children, spouse or significant other (Fig. 16.5).



Of those who discussed the ads with others, 28.5% discussed them with their spouse or significant other, 38.0% with friends, 28.1% with children under 18 years of age, and 16.9% discussed them with children aged 18 years or older.

## Frequency of Ads for Tobacco Products Seen on the Internet

The number of ads for tobacco products seen on the internet was relatively similar across respondent groups (Fig. 16.6).



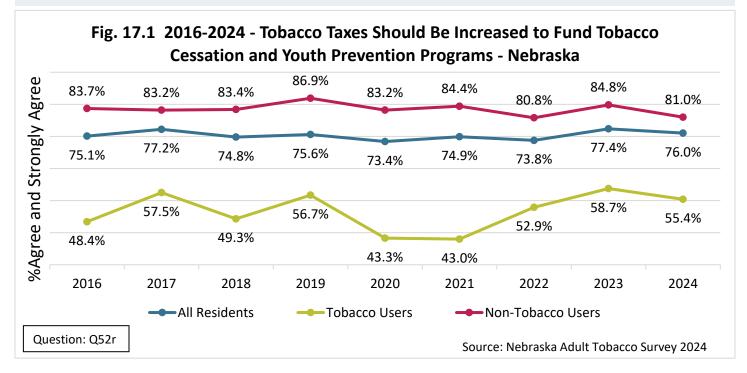
<sup>\*</sup>Question last asked in 2023

Non-tobacco users (43.6%) were slightly more likely to report hardly ever seeing ads for tobacco products on the internet than were tobacco users (42.5%).

# Support for Tobacco Tax and Use of Revenue

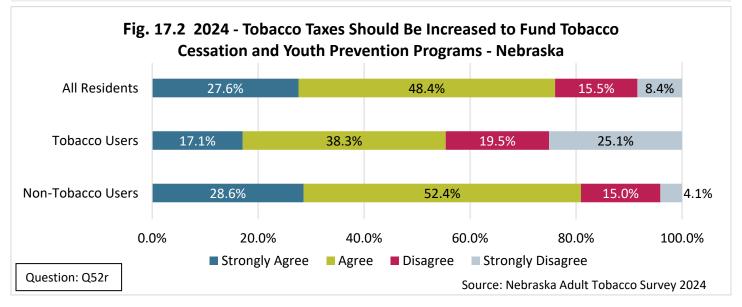
## Opinions on Funding Tobacco Prevention 2016-2024

Among all residents and non-tobacco users, the overall support for increasing tobacco taxes to fund tobacco cessation and youth prevention remains relatively high (Fig. 17.1).



Among all residents and non-tobacco users, the overall support for increasing tobacco taxes to fund tobacco cessation and youth prevention programs remains high, with 81.0% of non-tobacco users and 76.0% of all residents agreeing or strongly agreeing in 2024. Support from tobacco users slightly decreased from 58.7% in 2023 to 55.4% in 2024.

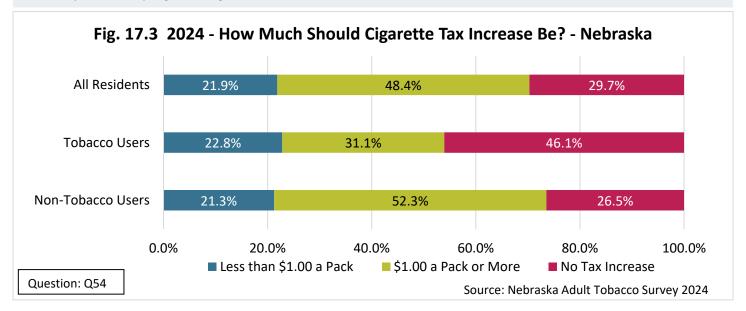
Among all Nebraska residents, 76.0% agreed or strongly agreed that tobacco taxes should be increased to fund tobacco cessation and youth prevention programs (Fig. 17.2).



In 2024, tobacco users agreed or strongly agreed (55.4%) that tobacco taxes should be increased to fund tobacco cessation and youth prevention programs at lower rates than non-tobacco users (81.0%).

#### Opinions on Cigarette Tax Increase

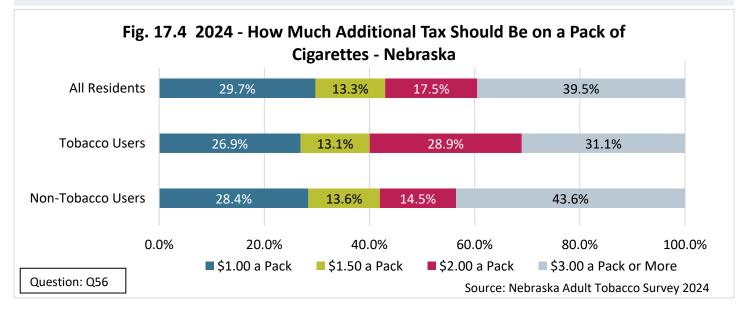
Roughly half of all respondents felt that cigarette taxes should be increased by \$1.00 or more per pack to fund tobacco prevention programs (Fig. 17.3).



Most Nebraska residents and non-tobacco users felt that there should be a tax increase on cigarette packs to fund tobacco prevention programs. About one-fifth (21.9%) of all residents were in favor of increasing the tax by less than \$1.00 and 48.4% favored increasing the tax by \$1.00 or more. About one-fifth (22.8%) of tobacco users showed support for increasing the tax by less than \$1.00, 31.1% supported a tax increase of \$1.00 or more, and 46.1% were not in favor of any tax increase. Over half (52.3%) of non-tobacco users supported a tax increase of \$1.00 or more.

## Opinions on Additional Tax on a Pack of Cigarettes

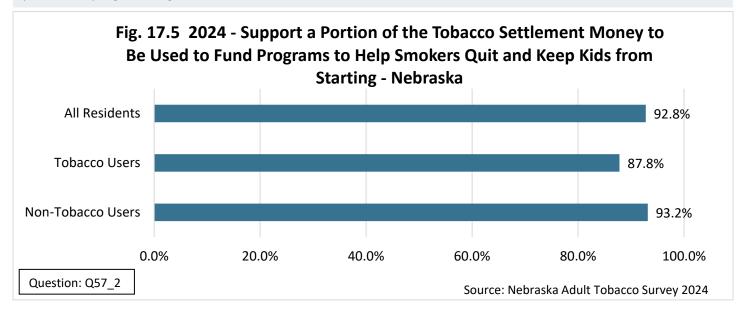
Among all residents who supported a cigarette tax increase of \$1.00 or more per pack, about two-fifths felt the tax increase should be \$3.00 or more per pack (Fig. 17.4).



Around two-thirds (29.7%) of all respondents who supported a cigarette tax increase of \$1.00 or more per pack felt that an additional tax of \$1.00 is sufficient, while 26.9% of tobacco-users and 28.4% of non-tobacco users felt the same.

## **Support for Funding Tobacco Prevention Programs**

Respondents showed strong support for a portion of the national tobacco settlement money being used for tobacco prevention programs (Fig. 17.5).



The majority of all residents (92.8%) indicated their support for a portion of money from the nationwide tobacco settlement being used to fund tobacco prevention programs, while 87.8% of tobacco users and 93.2% of non-tobacco users also indicated their support for this.

#### **Conclusion**

As shown in this report (ATS, 2024), cigarettes are the most commonly used tobacco product, with a 9.3% current use prevalence in 2024. Cigarettes were closely followed by e-cigarettes, with a current use rate of 8.6%. It is striking that 61.7% of the respondents reported having ever tried cigarettes, even one or two puffs, which is much higher than any other product. Roughly one out of every ten of those respondents (9.3%) became regular cigarette smokers and remained current smokers at the time of survey. Once the smoking behavior has been established, the majority of cigarette smokers (77.1%) indicated smoking daily. These results suggest a strong correlation between ever trying a cigarette, even one or two puffs, and daily cigarette smoking. Another interesting finding is that the start of regular cigarette smoking peaks at 16 and 18 years of age and a majority of regular smokers (95.1%) started smoking cigarettes at or before 24 years-old. Thus, it is apparent that the prevention of ever trying a cigarette, even one or two puffs, is critical in tobacco control, especially among youth and young adults.

Studies show that flavors increase the appeal of tobacco and possibly decrease the chances of smoking cessation. According to this survey, in Nebraska, about two-fifths (39.1%) of cigarette smokers reported having used menthol cigarettes for six months or more and roughly one-fourth (24.8%) of them reported having smoked menthol cigarettes in the past 30 days.

E-cigarettes emerged in the U.S. market in 2007. While the use of e-cigarettes increased slowly among the whole adult population, its popularity grew rapidly in youth and young adults. This survey showed that, in 2024, e-cigarettes were more commonly used among young adults (age 18-24, 20.2%; age 25-34, 20.1%). Over half of young adults (56.5%) who have tried both cigarettes and e-cigarettes, tried e-cigarettes first. Using e-cigarettes as part of a social activity, for fun, or because the user was invited to try them was the most frequently cited reason for trying e-cigarettes (24.3%), followed closely by curiosity (21.1%), and wanting to quit cigarettes or other tobacco products (20.8%). These results made it clear that reducing e-cigarette initiation and use needs to remain a focus of tobacco prevention and control efforts.

Secondhand smoke is a proven cause of numerous diseases and is responsible for tens of thousands of deaths in the U.S. each year. The survey results suggest that support for smoke-free policies, less tolerance to secondhand smoke, and stricter inside-home smoking rules is prevalent among non-tobacco users. For instance, 52.1% of tobacco users and 64.8% of non-tobacco users felt that smoking should not be allowed in outdoor dining areas; and 92.2% of all respondents indicated that smoking is not allowed anywhere inside their home.

Increasing the price of tobacco products is demonstrated to be effective in preventing tobacco initiation, reducing consumption, and promoting cessation. In this survey, about half (48.4%) of all respondents felt cigarette taxes should be increased by \$1.00 or more per pack, among whom 39.5% indicated the tax increase should be \$3.00 or more per pack.

Different tobacco use prevalence and trends were seen among different groups of Nebraskans based on characteristics such as age, gender, education level, race, or socioeconomic status. For instance, the rate of cigarette smokers who have usually smoked menthol cigarettes during the past 30 days is higher among People of Color (31.3%) compared to White respondents (22.0%), and respondents with less than or equal to a GED/high school diploma reported having ever smoked menthol cigarettes for six months are more (56.2%) at higher rates than respondents with higher levels of education. Many other tobacco-related disparities may exist beyond what is described in this report.

# **Appendices**

Appendix A: 2024 Nebraska Adult Tobacco Survey Questionnaire

# 2024 NEBRASKA ATS SURVEY QUESTIONNAIRE

### **Landline Introduction:**

**IntroQst.** Hello, I'm calling for the Nebraska Department of Health. My name is \_\_\_\_\_. We are gathering information about the health of Nebraska residents. This project is conducted by the health department. Your telephone number has been chosen randomly, and I would like to ask some questions about health and health practices. Is this (Phone number)?

- 1. Yes → Go to PrivRes
- 2. No → Go to Wrongnum

**Wrongnum**. Thank you very much, but I seem to have dialed the wrong number. It's possible that your number may be called at a later time.

**PrivRes.** Is this a private residence?

- 1. Yes → Go to LLState
- 2. No, continue → Go to CollegeH
- 3. No, Business phone only → Go to LLNotPR

**LLNotPR.** Thank you very much, but we are only interviewing persons on residential phone lines at this time.

**CollegeH.** Do you live in college housing?

- 1. Yes  $\rightarrow$  Go to LLAdult
- 2. No → Go to NonRes

**LLAdult.** Are you 18 years of age or older?

**NonRes.** Thank you very much, but we are only interviewing persons who live in a private residence or college housing at this time.

**LLState.** Do you reside in Nebraska?

- 1. Yes  $\rightarrow$  Go to IsCell
- 2. No → Go to LLNotST

**LLNotST.** Thank you very much, but we are only interviewing persons who live in the state of Nebraska at this time.

**IsCell.** Is this a cellular telephone?

- 1. Yes, a cellular telephone → Go to CellYes
- 2. No, not a cellular telephone, continue. → Go to Adults

**CellYes:** Thank you very much, but we are only interviewing by land line telephones at this time.

**Adults.** I need to randomly select one adult who lives in your household to be interviewed. How many members of your household, including yourself, are 18 years of age or older?

Men. How many of these adults are men?

Women. How many of these adults are women?

**OneAdult.** (If there is only one adult) Are you the adult?

- 1. Yes and the respondent is male → Go to Yourthe1
- 2. Yes and the respondent is female 

  Go to Yourthel
- 3. No → Go to Ask Gendr

**AskGendr.** Is the Adult a man or woman?

**GetAdult.** May I speak with \_\_\_\_\_?

Yourthe1. Then you are the person I need to speak with.

## **Cell Phone Introduction:**

**CPIntroQ.** Hello, I'm calling for the Nebraska Department of Health. My name is \_\_\_\_\_. We are gathering information about the health of Nebraska residents. This project is conducted by the health department. Your telephone number has been chosen randomly, and I would like to ask some questions about health and health practices.

**CPSafe.** Is this a safe time to talk with you?

- 1. Yes → Go to CPConTel
- 2. No → Go to CPUnsafe

**CPUnsafe.** Thank you very much, we will call you back at a more convenient time.

**CPConTel.** Is this (phone number)?

- 1. Yes → Go to CPIsCell
- 2. No → Go to CPWrongN

**CPWrongN.** Thank you very much, but I seem to have dialed the wrong number. It's possible that your number may be called at a later time.

**CPIsCell.** Is this a cellular telephone?

- 1. Yes → Go to CPAdult
- 2. No → Go to CPCellNo

**CPCellNo.** Thank you very much, but we are only interviewing cell telephones at this time.

**CPAdult.** Are you 18 years of age or older?

- 1. Yes → Go to CPSexAD
- 2. No → Go to CPNoAdlt

**CPNoAdlt.** Thank you very much, but we are only interviewing persons aged 18 or older at this time.

**CPSexAD.** Are you male or female?

- 1. Male
- 2. Female

**CPNSxAD.** (if sex not provided) Thank you for your time, your number may be selected for another survey in the future.

**CPPvtRes.** Do you live in a private residence?

- 1. Yes → Go to CPState
- 2. No → Go to CPColleg

**CPColleg.** Do you live in college housing?

- 1. Yes → Go to CPState
- 2. No → Go to CPNonRes

**CPNonRes.** Thank you very much, but we are only interviewing persons who live in private residence or college housing at this time.

**CPState.** Are you a resident of Nebraska?

- 1. Yes → Go to CPLandLi
- 2. No → Go to CPNotST

**CPNotST.** Thank you very much, but we are only interviewing persons who live in Nebraska at this time.

**CPLandLi.** Do you also have a landline telephone in your home that is used to make and receive calls?

- 1. Yes
- 2. No

CPNumAdlt. How many members of your household, including yourself, are 18 years of age or older?

I will not ask for your last name, address, or other personal information that can identify you. You do not have to answer any question you do not want to, and you can end the interview at any time. Any information you give me will not be connected to any personal information. If you have any questions about the survey, please call 1-877-791-7359.

## Section 1: General Health Status

0

#### 1.1 Would you say that in general your health is excellent, very good, good, fair, or poor?

- 1. Excellent
- 2. Very good
- 3. Good
- 4. Fair
- 5. Poor
- 7. DON'T KNOW/NOT SURE
- 9. REFUSED

# Section 2: Cigarette Smoking

Q2

## 2.1 Have you ever smoked a cigarette, even 1 or 2 puffs?

- 1. YES  $\rightarrow$  Go to Q3
- 2. NO → Go to Q13ra
- 7. DON'T KNOW/NOT SURE → Go to Q13ra
- 9. REFUSED → Go to Q13ra

02

#### 2.2 Have you smoked at least 100 cigarettes in your entire life?

NOTE: 5 packs = 100 cigarettes

- 1. YES  $\rightarrow$  Go to Q3 1
- 2. NO → Go to Q13ra
- 7. DON'T KNOW/NOT SURE → Go to Q13ra
- 9. REFUSED → Go to Q13ra

03

2.3 How old were you when you first started smoking regularly?

\_\_\_\_\_ Enter age in years (000-099)

- 777. DON'T KNOW/NOT SURE
- 888. I NEVER SMOKED REGULARLY
- 999. REFUSED

()4

2.4 Do you now smoke cigarettes every day, some days, or not at all?

- 1. Every day → Go to Q4br
- 2. Some days  $\rightarrow$  Go to O4br
- 3. Not at all  $\rightarrow$  Go to Q8
- 7. DON'T KNOW/NOT SURE → Go to O4br
- 9. REFUSED → Go to O4br

# Section 3: Cigarette Smoking - Cessation

O4b1

3.1 Are you trying to quit smoking cigarettes now or have you tried to quit in the past, or both?

- 1. Trying to quit now  $\rightarrow$  Go to Q4e
- 2. Have tried to quit in the past  $\rightarrow$  Go to Q4e
- 3. Both  $\rightarrow$  Go to O4e
- 4. No, you have never tried to quit smoking cigarettes. → Go to Q6r
- 7. DON'T KNOW/NOT SURE → Go to O6r
- 9. REFUSED  $\rightarrow$  Go to Q6r

O4e

3.2 In your whole life, how many times have you stopped smoking for one day or longer because you were trying to quit smoking cigarettes for good?

NUMBER OF TIMES (VERIFY IF > 20)

- 88. NONE
- 77. DON'T KNOW/NOT SURE
- 99. REFUSED

# Section 4: Cigarette Smoking – Use of Cigarettes

061

4.1 On the average, on days when you smoked during the past 30 days, about how many cigarettes did you smoke a day?

NOTE: 1 pack = 20 cigarettes

\_\_\_\_\_Number of cigarettes (0-50) → Go to Q6\_1

55. More than 50 a day → Go to Q6\_1

66. None → Go to Q8

88. Less than one cigarette a day → Go to Q6\_1

77. DON'T KNOW/NOT SURE → Go to Q6\_1

99. REFUSED → Go to Q6\_1

Q6\_1

4.2 During the past 30 days, on how many days did you smoke cigarettes?

Number of days (1-30, 77 or 99)

- 77. DON'T KNOW/NOT SURE
- 99. REFUSED

07

4.3 How soon after you wake up do you have your first cigarette?

- 1. WITHIN 5 MINUTES
- 2. 6-30 MINUTES
- 3. 31-60 MINUTES
- 4. AFTER 60 MINUTES
- 7. DON'T KNOW/NOT SURE
- 9. REFUSED

Go to MentReg

08

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

## Read only if necessary

- 01. WITHIN THE PAST MONTH (ANYTIME LESS THAN 1 MONTH AGO)
- 02. WITHIN THE PAST 3 MONTHS (1 MONTH BUT LESS THAN 3 MONTHS AGO)
- 03. WITHIN THE PAST 6 MONTHS (3 MONTHS BUT LESS THAN 6 MONTHS AGO)
- 04. WITHIN THE PAST YEAR (6 MONTHS BUT LESS THAN 1 YEAR AGO)
- 05. WITHIN THE PAST 5 YEARS (1 YEAR BUT LESS THAN 5 YEARS AGO)
- 06. WITHIN THE PAST 10 YEARS (5 YEARS BUT LESS THAN 10 YEARS AGO)
- 07. 10 OR MORE YEARS AGO
- 77. DON'T KNOW/NOT SURE
- 88. I NEVER SMOKED REGULARLY
- 99. REFUSED

If Answer>01, go to Q13ra

# Section 5: Cigarette Smoking – Type/Brand Preferences

## MENTREG (MENTHOL6)

# 5.1 Have you ever smoked menthol cigarettes for 6 months or more?

- 1. YES
- 2. NO
- 7. DON'T KNOW/NOT SURE
- 9. REFUSED

#### MENTH30 (CGT MENTHOL)

# 5.2 During the past 30 days, were the cigarettes that you usually smoked menthol?

- 1. YES
- 2. NO
- 7. DON'T KNOW/NOT SURE
- 9. REFUSED

#### CGTBRND

# 5.3 During the past 30 days, what brand of cigarettes did you smoke most often?

- 01. AMERICAN SPIRIT (NATURAL AMERICAN SPIRIT)
- 02. CAMEL
- 03. GPC, Basic, DORAL, or USA GOLD (BRANDED DISCOUNT)
- 04. KOOL
- 05. MARLBORO
- 06. NEWPORT
- 07. PALL MALL
- 08. PARLIAMENT
- 09. WINSTON
- 96. OTHER (SPECIFY Brand2ot)
- 66. DID NOT SMOKE A USUAL BRAND DURING THE PAST 30 DAYS
- 77. DON'T KNOW/NOT SURE
- 88. DID NOT BUY ANY CIGARETTES DURING THE PAST 30 DAYS
- 99. REFUSED

# Section 6: Cigarette Smoking – Purchasing Cigarettes

## BuyCig (CGT BUY)

# 6.1 Have you bought any cigarettes for yourself in the past 30 days?

- 1. YES  $\rightarrow$  Go to CgtPlc1
- 2. NO  $\rightarrow$  Go to 13ra
- 7. DON'T KNOW/NOT SURE → Go to 13ra
- 9. REFUSED → Go to 13ra

### CgtPlc

# 6.2 Where did you buy cigarettes for yourself during the past 30 days most often?

(Read only if necessary)

- 01. At a convenience store or gas station
- 02. At a supermarket
- 03. At a liquor store
- 04. At a drug store
- 05. At a tobacco discount store
- 06. On an Indian Reservation
- 07. From a vending machine
- 08. On the internet
- 09. From another person
- 11. At a volume discount store like Wal-Mart, Sam's Club or Costco
- 10. Other (Specify CgPl1ot)

- 77. DON'T KNOW/NOT SURE
- 99. REFUSED

CgtPrc1 (CGT PACK OR CRTN

# 6.3 Do (Did) you buy cigarettes by the pack or by the carton?

- 1. By the pack → Go to CgtPrc2
- 2. By the carton → Go to CgtPrc3
- 7. DON'T KNOW/NOT SURE 

  Go to O12 1r on ODD years, Go to O13ra on EVEN years
- 9. REFUSED → Go to Q12 1r on ODD years, Go to Q13ra on EVEN years

CgtPrc2 (CGT PRC PACK)

# 6.4 The last time you bought a pack of cigarettes for yourself, what price did you pay?

Go to Q12 1r on ODD years, Go to Q13ra on EVEN years

CgtPrc3 (CGT PRC CART)

# 6.5 The last time you bought a carton of cigarettes for yourself, what price did you pay?

Note: IF RESPONDENT ASKS ABOUT DISCOUNTS OR COUPONS, READ: Please report the cost after discounts or coupons.

\$\_\_\_\_\_. (amount paid for last carton of cigarettes)

777.77 DON'T KNOW/NOT SURE 999.99 REFUSED

Go to Q12 1r on ODD years, Go to Q13ra on EVEN years

# Section 7: Cigar, Cigarillo, or Small Cigar Smoking

## O13ra (EVR-TRY CGR)

# 7.1 Have you ever smoked a cigar, cigarillo or small cigar, even 1 or 2 puffs?

Note: Cigarillo sounds like sig-uh-ril-oh

Note: Cigarillos are small, regular cigars. They are usually sold individually or in packs of 5 or 8. Some common brands are *Black and Mild's*, *Swisher Sweets Cigarillos*, and *Phillies Blunts*, but there are others.

Note: Small Cigars look like cigarettes that are usually brown in color and have a spongy filter like a cigarette. They are about the same size as cigarettes and are often sold in packs of 20. Some common brands are *Prime Time* little filter cigars and *Winchester* little filter cigars, but there are others.

- 1. YES  $\rightarrow$  Go to Q13rb
- 2. NO → Go to QChew1
- 7. DON'T KNOW/NOT SURE → Go to OChew1
- 9. REFUSED → Go to QChew1

## O13rb (EVR CGR LIFE50)

# 7.2 Have you smoked at least 50 cigars, cigarillos or small cigars in your entire life?

- 1. YES  $\rightarrow$  Go to Q14r
- 2. NO → Go to QChew1
- 7. DON'T KNOW/NOT SURE → Go to QChew1
- 9. REFUSED → Go to OChew1

#### O14r (CGR EDAY)

## 7.3 Do you now smoke cigars, cigarillos or small cigars every day, some days, or not at all?

- 1. Every day → Go to Q14rbr
- 2. Some days  $\rightarrow$  Go to O14rbr
- 3. Not at all  $\rightarrow$  Go to O14rd
- 7. DON'T KNOW/NOT SURE → Go to QChew1
- 9. REFUSED → Go to OChew1

## O14rbr (CGR OUIT TRY)

# 7.4 Are you trying to quit smoking cigars now or have you tried to quit in the past, or both?

- 1. Trying to quit now
- 2. Have tried to quit in the past
- 3. Both
- 4. No, you have not tried to quit smoking cigars
- 7. DON'T KNOW/NOT SURE
- 9. REFUSED

## Go to Q14rer

## O14rd (CGR HLONG LUSE)

## 7.5 About how long has it been since you last smoked cigars, cigarillos or small cigars regularly?

## Read only if necessary

- 01. WITHIN THE PAST MONTH (ANYTIME LESS THAN 1 MONTH AGO)
- 02. WITHIN THE PAST 3 MONTHS (1 MONTH BUT LESS THAN 3 MONTHS AGO)
- 03. WITHIN THE PAST 6 MONTHS (3 MONTHS BUT LESS THAN 6 MONTHS AGO)
- 04. WITHIN THE PAST YEAR (6 MONTHS BUT LESS THAN 1 YEAR AGO)
- 05. WITHIN THE PAST 5 YEARS (1 YEAR BUT LESS THAN 5 YEARS AGO
- 06. WITHIN THE PAST 10 YEARS (5 YEARS BUT LESS THAN 10 YEARS AGO)
- 07. 10 OR MORE YEARS AGO
- 77. DON'T KNOW/NOT SURE
- 88. I NEVER SMOKED CIGARS REGULARLY
- 99. REFUSED

## If Answer>1, go to QChew1

#### O14rer (CGR FLAV)

# 7.6 Were any of the cigars, cigarillos, or small cigars that look like cigarettes that you smoked in the past 30 days flavored to taste like candy, fruit, chocolate, or other sweets?

- 1. YES
- 2. NO
- 7. DON'T KNOW/NOT SURE
- 9. REFUSED

# Section 8: Smokeless Tobacco

OChew1 (EVR TRY SML)

## 8.1 Have you ever used or tried any chewing tobacco, dip, snuff, or snus, even just one time?

NOTE: Smokeless tobacco is tobacco that is not burned but placed inside the mouth. It comes in many forms including

- Chewing tobacco, which is placed between the cheek and gums,
- Dip, moist snuff used like chewing tobacco,
- Snuff, which can be sniffed if dried, and
- Snus, a small pouch of moist snuff
- 1. YES  $\rightarrow$  Go to OChew2
- 2. NO → Go to QEcig2rrr
- 7. DON'T KNOW/NOT SURE → Go to QEcig2rrr
- 9. REFUSED → Go to QEcig2rrr

OChew2 (EVR SML LIFE20)

# 8.2 Have you used chewing tobacco, dip, snuff, or snus at least 20 times in your entire life?

- 1. YES → Go to OChew3
- 2. NO → Go to QEcig2rrr
- 7. DON'T KNOW/NOT SURE → Go to QEcig2rrr
- 9. REFUSED → Go to QEcig2rrr

OChew3 (SML EDAY)

## 8.3 Do you currently use chewing tobacco, dip, snuff, or snus, every day, some days, or not at all?

- 1. Every day → Go to QSmlAlt on ODD years, Go to QSmlBrnd on EVEN years
- 2. Some days → Go to QSmlAlt, Go to QSmlBrnd on EVEN years
- 3. Not at all  $\rightarrow$  Go to O18d
- 7. DON'T KNOW/NOT SURE → Go to QEcig2rrr
- 9. REFUSED → Go to QEcig2rrr

QSmlBrnd (SML BRND) (Rotating Core – EVEN Years)

# 8.4 During the past 30 days, what brand of chewing tobacco, dip, snuff, or snus did you use most often?

- 01. BEECH-NUT REGULAR
- 02. COPENHAGEN
- 16. GOLD RIVER
- 03. GRIZZLY
- 17. KAYAK
- 04. KODIAK
- 05. LEVI GARRETT
- 06. LONGHORN
- 07. MORGAN'S
- 08. RED MAN
- 09. RED MAN GOLDEN BLEND
- 10. RED SEAL
- 11. SKOAL
- 12. SOUTHERN PRIDE
- 13. STOKER CHEW
- 14. TAYLOR'S PRIDE
- 15. TIMBER WOLF
- 96. OTHER (SPECIFY smlbrdot)
- 66. DID NOT USE ONE BRAND MOST OFTEN DURING THE PAST 30 DAYS
- 77. DON'T KNOW/NOT SURE
- 99. REFUSED

#### O18br (SML TRY OUIT)

## 8.5 Are you trying to quit using smokeless tobacco now or have you tried to quit in the past, or both?

- 1. Trying to quit now  $\rightarrow$  Go to Q18br 2
- 2. Have tried to quit in the past  $\rightarrow$  Go to O18br 2
- 3. Both  $\rightarrow$  Go to Q18br 2
- 4. No, you have not tried to quit smoking cigars (new response option) → Go to OEcig2rrr
- 7. DON'T KNOW/NOT SURE → Go to OEcig2rrr
- 9. REFUSED → Go to QEcig2rrr

#### O18br 2 (SML NUM OUIT)

8.6 In your whole life, how many times have you stopped using smokeless tobacco for one day or longer because you were trying to quit using smokeless tobacco for good?

NUMBER OF TIMES

- 88. NONE
- 77. DON'T KNOW/NOT SURE
- 99. REFUSED

## O18d (ML HLONG LUSE)

## 8.7 About how long has it been since you last used smokeless tobacco regularly?

## Read only if necessary

- 01. WITHIN THE PAST MONTH (ANYTIME LESS THAN 1 MONTH AGO)
- 02. WITHIN THE PAST 3 MONTHS (1 MONTH BUT LESS THAN 3 MONTHS AGO)
- 03. WITHIN THE PAST 6 MONTHS (3 MONTHS BUT LESS THAN 6 MONTHS AGO)
- 04. WITHIN THE PAST YEAR (6 MONTHS BUT LESS THAN 1 YEAR AGO)
- 05. WITHIN THE PAST 5 YEARS (1 YEAR BUT LESS THAN 5 YEARS AGO
- 06. WITHIN THE PAST 10 YEARS (5 YEARS BUT LESS THAN 10 YEARS AGO)
- 07. 10 OR MORE YEARS AGO
- 77. DON'T KNOW/NOT SURE
- 88. I'VE NEVER USED SMOKELESS TOBACCO REGULARLY
- 99. REFUSED

# Section 9: Electronic Cigarette or E-cigarette Use

For these next questions, the term e-cigarette includes all electronic smoking devices. E-cigarettes come in many shapes and sizes and are known by different names, such as e-cigs, e-hookah, mods, vape pens, vapes, tank systems, and electronic nicotine delivery systems (ENDS).

#### QEcig2rrr (EVR TRY ECGT)

# 9.1 Have you ever used an e-cigarette or other electronic smoking devices, even just one time, in your entire life?

- 1. YES  $\rightarrow$  Go to QEcigDay
- 2. NO → Go to QEcig2 1
- 7. DON'T KNOW/NOT SURE → Go to OHeatTob
- 9. REFUSED → Go to QHeatTob

#### EcioDay

## 9.2 In total, on how many days have you used e-cigarettes in your entire life?

- 1. 1 day
- 2. 2 to 10 days
- 3. 11 to 20 days
- 4. 21 to 50 days
- 5. 51 to 100 days
- 6. Over 100 days
- 7. DON'T KNOW/NOT SURE
- 9. REFUSED

**OEcigTrv** 

# 9.3 You said you have at least TRIED cigarettes and e-cigarettes. Which did you use first?

(Asked only if respondent says they have tried both cigarettes and e-cigarettes)

- 1. Cigarettes
- 2. E-Cigarettes
- 7. DON'T KNOW/NOT SURE
- 9. REFUSED

OEcig2 1 (ECGT CUR 2TRY)

# 9.4 Have you ever been curious about using an e-cigarette? Would you say definitely yes, probably not, or definitely not?

(Asked only if respondent says they have not used an e-cigarette, even one or two puffs)

- 1. Definitely yes
- 2. Probably yes
- 3. Probably not
- 4. Definitely not
- 7. DON'T KNOW/NOT SURE
- 9. REFUSED

Go to OHeatTob

QEcig2 2 (ECGT TRY AGE)

# 9.5 How old were you when you first tried an e-cigarette, even once or twice?

\_\_\_\_\_ Enter age in years (00-99)

- 777. DON'T KNOW/NOT SURE
- 999. REFUSED

OEcig3r (ECGT EDAY)

# 9.6 Do you now use e-cigarettes or other electronic vaping products every day, some days, or not at all?

- 1. Every day → Go to QEcigRer
- 2. Some days  $\rightarrow$  Go to QEcigRer
- 3. Not at all  $\rightarrow$  Go to EcgLast
- 7. DON'T KNOW/NOT SURE → Go to QEcigRer
- 9. REFUSED → Go to QEcigRer

• •

## EcgLast

## 9.7 When was the last time you used an e-cigarette, even one or two times?

Interviewer: Choose the first answer that fits

- 01. EARLIER TODAY
- 02. WITHIN THE PAST 7 DAYS (NOT TODAY, BUT SOMETIME DURING THE PAST 7 DAYS)
- 03. WITHIN THE PAST 30 DAYS (NOT DURING THE PAST 7 DAYS, BUT SOMETIME DURING THE PAST 30 DAYS)
- 04. WITHIN THE PAST 6 MONTHS (NOT DURING THE PAST 30 DAYS, BUT SOMETIME DURING THE PAST 6 MONTHS)
- 05. WITHIN THE PAST YEAR (NOT DURING THE PAST 6 MONTHS, BUT SOMETIME DURING THE PAST YEAR)
- 06. WITHIN THE PAST 5 YEARS (1 YEAR BUT LEST THAN 5 YEARS AGO)
- 07. 5 OR MORE YEARS AGO
- 77. DON'T KNOW/NOT SURE
- 79. REFUSED

## **QEcigRen**

## 9.8 What is the MAIN reason you tried an e-cigarette?

Read only if necessary

Mark only ONE

- 01. BECAUSE I WAS CURIOUS
- 02. I THOUGHT IT WOULD BE SAFER THAN TRYING CIGARETTES/SOMETHING ELSE
- 03. AS PART OF A SOCIAL ACTIVITY/FOR FUN/SOMEONE INVITED ME TO TRY
- 04. I WANTED TO CUT BACK ON CIGARETTES OR OTHER TOBACCO
- 05. I WANTED TO QUIT CIGARETTES AND/OR OTHER TOBACCO
- 06. I WANTED TO USE INDOORS/OTHER PLACES WHERE SMOKING IS NOT ALLOWED
- 07. I WANTED TO SAVE MORE MONEY (CHEAPER OR LONG TERM COST SAVINGS)
- 08. IT DOESN'T HAVE DISTINCTIVE ODOR WHILE USING IT OR AFTER.
- 09. IT DOESN'T LEAVE ASH OR LITTER LIKE CIGARETTE BUTTS.
- 10. THE FLAVOR SOUNDED GOOD.
- 11. OTHER REASON (SPECIFY QECRO)
- 77. DON'T KNOW/NOT SURE
- 99. REFUSED

## **OCurWhy**

# 9.9 Why do you currently use e-cigarettes? (Select one or more)

- 1. A friend uses them
- 2. A family member uses them
- 3. To try to quit using other tobacco products, such as cigarettes
- 4. They cost less than other tobacco products, such as cigarettes
- 5. They are easier to get than other tobacco products, such as cigarettes
- 6. I've seen people on TV, online, or in movies use them
- 7. They are less harmful than other forms of tobacco, such as cigarettes
- 8. They were available in flavors, such as menthol, mint, candy, fruit, or chocolate
- 9. It doesn't have a distinctive order while using it or after.
- 10. It doesn't leave ash or litter like cigarette butts
- 11. Because I feel anxious, stressed, or depressed
- 12. I use them for some other reason (Specify QCWhyOt)
- 77. DON'T KNOW/NOT SURE
- 99. REFUSED

## **QEType**

# 9.10 Which of the following best describes the type of e-cigarette you have used in the past 30 days? If you have used more than one type, please think about the one you use most often.

- 1. A disposable e-cigarette (for example, Puff Bar or STIG)
- 2. An e-cigarette that uses pre-filled or refillable pods or cartridges (for example, JUUL, SMOK, or Suorin)
- 3. An e-cigarette with a tank that you refill with liquids (including mod systems that can be customized by the user)
- 4. I don't know the type
- 7. DON'T KNOW/NOT SURE
- 9. REFUSED

### **OEBrand**

## 9.11 During the past 30 days, what e-cigarette brands did you use? (Select one or more)

- 1. blu
- 2. Eonsmoke
- 3. JUUL
- 4. Leap
- 5. Logic
- 6. Mojo
- 7. NJOY
- 8. Posh
- 9. Puff Bar
- 10. SMOK (including NOVO)
- 11. STIG
- 12. Suorin
- 13. Vuse
- 14. Some other brand(s) not listed here (Specify QEbrOt)
- 15. Not sure / I don't know the brand
- 77. DON'T KNOW/NOT SURE
- 99. REFUSED

### **O**EcigMen

# 9.12 Currently, when you use e-cigarettes, do you usually use menthol e-cigarettes?

(skip if QEcig3r >=3)

- 1. YES
- 2. NO
- 7. DON'T KNOW/NOT SURE
- 9. REFUSED

#### OEquit (ECGT TRY OUIT)

# 9.13 Are you trying to quit using e-cigarettes now or have you tried to quit in the past, or both?

(skip if EcigDay = 1 and QEcig $3r \ge 3$  – Used Ecig 1 day and say they now use not at all) (asked if EcigLast  $\le 3$  – within the past 30 days)

- 1. Trying to quit now → Go to QEQuit2
- 2. Have tried to quit in the past → Go to QEQuit2
- 3. Both → Go to OEOuit2
- 4. No, you have not tried to quit smoking e-cigarettes → Go to OHeatTob
- 6. NOT APPLICABLE/NEVER A REGULAR E-CIG USER
- 7. DON'T KNOW/NOT SURE → Go to OHeatTob
- 9. REFUSED → Go to OHeatTob

## OEquit2 (ECGT OUIT NUM)

- 9.14 In your whole life, how many times have you stopped using e-cigarettes for one day or longer because you were trying to quit using e-cigarettes for good?
  - NUMBER OF TIMES (65 = 65 OR MORE)
  - 88. NONE
  - 66. NOT APPLICABLE/NEVER A REGULAR E-CIG USER
  - 77. DON'T KNOW/NOT SURE
  - 99. REFUSED

# Section 10: Heated Tobacco Product Use

The next section is about "heated tobacco products." These products heat tobacco sticks to produce an aerosol. They are different from e-cigarettes, which heat a liquid to produce an aerosol. Right now they are sold in some places with the brand name iQOS (eye-kose) or Marlboro Heatsticks, and might be referred to as "heat-not-burn tobacco products".

#### OHEATTOR

# 10.1 Before today, had you heard of "heated tobacco products?"

- 1. YES  $\rightarrow$  Go to QTryHeat
- 2. NO → Go to OOtTobr3
- 7. DON'T KNOW/NOT SURE → Go to OOtTobr3
- 9. REFUSED → Go to QOtTobr3

#### OTRYHEAT

## 10.2 Have you ever tried a "heated tobacco product," even just one time?

- 1. YES → Go to OHeatDay
- 2. NO → Go to OOtTobr3
- 7. DON'T KNOW/NOT SURE → Go to OOtTobr3
- 9. REFUSED → Go to OOtTobr3

#### QHEATDAY

# 10.3 During the past 30 days, on how many days did you use a heated tobacco product?

- . NUMBER OF DAYS
- o. NONE
- 77. DON'T KNOW/NOT SURE
- 99. REFUSED

# Section 11: Nicotine Pouches

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 dissolvable tobacco when answering these questions.

## **OPouch**

# Q11.1 Before today, have you heard of "nicotine pouches"?

- 1. YES  $\rightarrow$  Go to QPouchTry
- 2. NO  $\rightarrow$  Go to QOtTobr3
- 7. DON'T KNOW/NOT SURE → Go to QOtTobr3
- 9. REFUSED → Go to OOtTobr3

## **QPouchTry**

# Q11.2 Have you ever used a "nicotine pouch," even just one time?

- 1. YES  $\rightarrow$  Go to QPouchDay
- 2. NO  $\rightarrow$  Go to OOtTobr3
- 7. DON'T KNOW/NOT SURE → Go to OOtTobr3
- 9. REFUSED → Go to QOtTobr3

#### **OPouchDay**

## Q11.3 During the past 30 days, on how many days did you use a "nicotine pouch"?

- NUMBER OF DAYS
- 0. NONE
- 77. DON'T KNOW/NOT SURE
- 99. REFUSED

#### **QPouchMen**

Q11.4 Were any of the nicotine pouches that you used in the past 30 days flavored to taste like menthol, mint, clove or spice, alcoholic drinks, candy, fruit, chocolate, or any other flavor?

- 1. YES  $\rightarrow$  Go to QPouchFlav
- 2. NO → Go to OOtTobr3
- 7. DON'T KNOW/NOT SURE → Go to OOtTobr3
- 9. REFUSED → Go to OOtTobr3

### **OPouchFlav**

## Q11.5 What flavors were the nicotine pouches that you have used in the past 30 days?

Select all that apply.

- 1. Menthol
- 2. Mint
- 3. Clove or spice
- 4. Fruit
- 5. Chocolate
- 6. Alcoholic drinks (such as wine, margarita, or other cocktails)
- 7. Candy, desserts, or other sweets
- 8. Some other flavor not listed here (Specify QPouchOt)

# Section 12: Other Tobacco Product Use

### OOtTobr3

- 12.1 Have you ever used or tried any other tobacco product I haven't asked about, even just one time? Other kinds of tobacco products could be tobacco pipe, roll-your-own, hookah or waterpipe, bidis, kreteks, orbs or something else with nicotine and/or tobacco.
  - 1. YES  $\rightarrow$  Go to QOtbSpcrr
  - 2. NO → Go to QQLine1 on ODD years, Go to QQLine1a on EVEN years
  - 7. DON'T KNOW/NOT SURE → Go to QQLine1 on ODD years, Go to QQLine1a on EVEN years
  - 9. REFUSED → Go to QQLine1 on ODD years, Go to QQLine1a on EVEN years

#### OOthSperr

## 12.2 What other types of tobacco product have you used?

Check all that apply.

- 01. Roll-your-own
- 02. Bidis
- 03. Kreteks
- 05. Hookah or waterpipe
- 06. Tobacco pipe
- 07. Orbs
- 04. Something else (specify QOTobOth)
- 07. DON'T KNOW/NOT SURE
- 09. REFUSED

### OOTob30m

# 12.3 Which of these other types of tobacco have you used in the past 30 days?

Check all that apply.

- 01. Roll-your-own
- 02. Bidis
- 03. Kreteks
- 05. Hookah or waterpipe
- 06. Tobacco pipe
- 07. Orbs
- 04. Something else (Specify QOTb300t)
- 88. NONE
- 77. DON'T KNOW/NOT SURE
- 99. REFUSED

# Section 13: Cessation for All Tobacco Products

QQLinela. (Rotating Core – Even Years

# 13.2 Have you ever heard of the telephone quitline 1-800-quit-now?

- 1. YES
- 2. NO
- 7. DON'T KNOW/NOT SURE
- 9. REFUSED

QQLineSp (Spanish version only) (Rotating Core – Even Years

# 13.3 Have you ever heard of the telephone quit line 1-855-DEJELO YA? (¿Ha oído alguna vez acerca de la línea de teléfono Quitline 1-855-DEJELO YA?)

- 1. YES
- 2. NO
- 7. DON'T KNOW/NOT SURE
- 9. REFUSED

O24 (OUIT NEXT 6MON)

# 13.4 Are you seriously considering stopping smoking or using other tobacco products within the next six months? (asked of current smokers)

- 1. YES  $\rightarrow$  Go to O26
- 2. NO  $\rightarrow$  Go to Q27
- 7. DON'T KNOW/NOT SURE → Go to Q27
- 9. REFUSED  $\rightarrow$  Go to O27

## O26 (OUIT NEXT 30DAYS)

- 13.5 Are you planning to stop smoking or using other tobacco products within the next 30 days?
  - 1. YES
  - 2. NO
  - 7. DON'T KNOW/NOT SURE
  - 9. REFUSED

## Q27 (QUIT LIKELY)

- 13.6 If you decided to give up smoking or using other tobacco products altogether, how likely do you think you would be to succeed? Would you say very likely, somewhat likely, somewhat unlikely or very unlikely?
  - 1. Very likely
  - 2. Somewhat likely
  - 3. Somewhat unlikely
  - 4. Very unlikely
  - 7. DON'T KNOW/NOT SURE
  - 9. REFUSED

If 
$$Q24 = 2$$
, 7, 9  $\rightarrow$  Go to  $Q32$   
If  $Q24 = 1 \rightarrow$  Go to  $QQLine2$ 

## OOLine2 (OLINE OUIT)

- 13.7 When you try to quit smoking or using other tobacco products, do you plan to use a Quitline to help you quit?
  - 1. YES
  - 2. NO
  - 7. DON'T KNOW/NOT SURE
  - 9. REFUSED

#### O20r (OMEDS)

13.8 When you quit smoking or using any other tobacco product did you use any of the following medications: a nicotine patch, nicotine gum, nicotine lozenges, nicotine nasal spray, a nicotine inhaler, or pills such as Wellbutrin, Zyban, bupropion, Chantix, or varenicline to help you quit?

(Asked of former smokers only)

- 1. YES
- 2. NO
- 7. DON'T KNOW/NOT SURE
- 9. REFUSED

**Pronunciations:** 

Welbutrin = well-byoo-trin

Bupropion = byoo-pro-pee-on

# Section 14: Cessation Assistance by Dentists

## Q32 (DEN SEEN)

## 14.1 In the past 12 months, have you seen a dentist?

- 1. YES → Go to OrCanSc
- 2. NO  $\rightarrow$  Go to Q28r
- 7. DON'T KNOW/NOT SURE → Go to Q28r
- 9. REFUSED → Go to Q28r

## OrCanSc (DEN CAN) (Rotating Core – Even Years)

# 14.2 In the past 12 months, did a dentist perform an oral cancer screening exam?

Note: Oral cancer screening is an examination performed by a dentist or doctor to look for signs of cancer or precancerous conditions in your mouth. A dentist will feel for any lumps or irregular tissue changes in the neck, head, face, and oral cavity. When examining the mouth, a dentist should look for any sores or discolored tissue. This means a thorough look at parts of the mouth, including the lips, both outside and inside, the tongue from all sides and underneath, the insides of the cheeks, the roof of the mouth, and back of the throat.

If wearing dentures, they will have to be taken out so the dentist can check the tissue underneath them. The dentist may put one finger in the mouth under the tongue and a couple of fingers on the skin under the chin and move them around to feel the tissue between them.

- 1. YES
- 2. NO
- 7. DON'T KNOW/NOT SURE
- 9. REFUSED

#### O33r (DEN ASK SMK)

## 14.3 In the past 12 months, did a dentist ask if you smoke or use any tobacco product?

- 1. YES
- 2. NO
- 7. DON'T KNOW/NOT SURE
- 9. REFUSED

## Q34r (DEN ADV QSMK)

# 14.4 In the past 12 months, did a dentist advise you to quit smoking or using tobacco?

(Current smokers or those who have smoked in the past year)

- 1. YES
- 2. NO
- 7. DON'T KNOW/NOT SURE
- 9. REFUSED

# Section 15: Cessation Assistance by Health Care Providers

O28r (DOC SEEN R)

# 15.1 In the past 12 months, have you seen a doctor, nurse, or other health professional to get any kind of care for yourself? Do not include visits to a dentist.

- 1. YES  $\rightarrow$  Go to O29
- 2. NO → Go to Q35 on EVEN years/ Go to QChild on odd years
- 7. DON'T KNOW/NOT SURE → Go to Q35 on EVEN years / Go to QChild on odd years
- 9. REFUSED → Go to Q35 on EVEN years / Go to QChild on odd years

O29 (DOC ASK SMK)

# 15.2 During the past 12 months, did any doctor or other health professional ask if you smoke?

- 1. YES  $\rightarrow$  Go to Q30
- 2. NO → Go to Q35 on EVEN years / Go to QChild on odd years
- 7. DON'T KNOW/NOT SURE → Go to Q35 on EVEN years / Go to QChild on odd years
- 9. REFUSED → Go to Q35 on EVEN years / Go to QChild on odd years

O30 (DOC ADV OSMK)

## 15.3 During the past 12 months, did any doctor or other health professional advise you to not smoke?

- 1. YES  $\rightarrow$  Go to Q31ar
- 2. NO → Go to Q35 on EVEN years / Go to QChild on odd years
- 7. DON'T KNOW/NOT SURE → Go to Q35 on EVEN years / Go to QChild on odd years
- 9. REFUSED → Go to Q35 on EVEN years / Go to QChild on odd years

## O31ar (DRMED)

# 15.4 In the past 12 months, when a doctor, or other health professional advised you to quit smoking, did they also do any of the following?

Prescribe or recommend a patch, nicotine gum, nasal spray, an inhaler or pills?

- 1. YES
- 2. NO
- 7. DON'T KNOW/NOT SURE
- 9. REFUSED

## Q31b (DOC ADV SPDATE)

# 15.5 Suggest that you set a specific date to stop smoking?

- 1. YES
- 2. NO
- 7. DON'T KNOW/NOT SURE
- 9. REFUSED

## O31e (DOC ADV CLASS)

# 15.6 Suggest that you use a smoking cessation class, program, or counseling?

- 1. YES
- 2. NO
- 7. DON'T KNOW/NOT SURE
- 9. REFUSED

#### OOLine3 (OLINE DOCTOR)

# 15.7 Suggest that you use a Quitline, with telephone or web counseling services?

- 1. YES
- 2. NO
- 7. DON'T KNOW/NOT SURE
- 9. REFUSED

# Section 16: Secondhand Smoking at Home (Rotating Core – Even Years)

O35 (NUM HHOLD TUSERS) (Rotating Core – Even Years)

- 16.1 Not including yourself, how many of the people who live in your household smoke cigarettes, cigars or pipes? (Interviewer: Children 5 and older in household are included.)
  - # of persons in household who smoke (0 to 12)
  - 0. NONE
  - 77. DON'T KNOW/NOT SURE
  - 99. REFUSED

Q36r (NUM\_DAYS\_SMK\_HOME\_R) (Rotating Core – Even Years)

- 16.2 During the past seven days how many days did anyone, including yourself, smoke cigarettes, cigars or pipes anywhere inside your home?
  - \_\_\_\_# of days (1 to 7)
  - 0. NONE
  - 77 DON'T KNOW/NOT SURE
  - 99 REFUSED

Q37 (SFRULE HOME) (Rotating Core – Even Years)

- 16.3 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?
  - 1. Smoking is not allowed anywhere inside your home
  - 2. Smoking is allowed in some places or at some times
  - 3. Smoking is allowed anywhere inside the home
  - 7. DON'T KNOW/NOT SURE
  - 9. REFUSED

Child (Every Year)

16.4 How many children less than 18 years of age live in your household?

Enter number of children (Verify >= 7)

- 88. NONE → Go to QSdEcig1 on EVEN years/Go to Q49 on ODD years
- 99. REFUSED → Go to QSdEcig1 on EVEN years/Go to Q49 on ODD years

OSdEcig1 (DAYS EXP 2VAP) (Rotating Core – Even Years)

16.5 During the past seven days, how many days were you exposed to vapors from other people using	g e-
cigarettes or other electronic vaping products in indoor places?	

\_\_\_\_# of days (1 to 7)

- 0. NONE
- 77 DON'T KNOW/NOT SURE
- 99 REFUSED

OSdEcig2 (PLC EXP OTH) (Rotating Core – Even Years)

# 16.6 Where did it happen?

Select all that apply.

Prompt "anywhere else?" until not productive.

- 01. IN YOUR HOME
- 02. IN YOUR FAMILY CAR
- 03. IN OTHER PEOPLE'S HOME
- 04. IN OTHER PEOPLE'S CAR
- 14. IN A RESTAURANT OR BAR
- 05. IN A PUBLIC TRANSPORTATION (BUS, TRAIN, ETC.)
- 06. IN THE OFFICE
- 07. IN THE STAIRWELL IN A BUILDING
- 08. INSIDE AN ELEVATOR
- 09. IN THE LOBBY, HALLWAYS AND OTHER COMMON AREAS IN A BUILDING
- 10. IN A SHOPPING MALL
- 11. IN AN INDOOR SPORTING PLACE (INDOOR STADIUM, POOL, GYM, ETC.)
- 12. AT THE ENTRANCE OF A BUILDING
- 13. OTHER: SPECIFY
- 77 DON'T KNOW/NOT SURE
- 99 REFUSED.

OSdEc2ot

Other (Specify)

OSdEcig3 (Rotating Core – Even Years)

16.7 During the past seven days, how many days were you exposed to vapors from other people using ecigarettes or other electronic vaping products in <u>outdoor</u> places?

\_\_\_\_# of days (1 to 7)

- 0. NONE
- 77 DON'T KNOW/NOT SURE
- 99 REFUSED

## OSdEcig4 (Rotating Core – Even Years)

# 16.8 Where did it happen?

Select all that apply.

Prompt "anywhere else?" until not productive.

- 01. Sidewalk
- 02. Outdoor parks
- 03. Outdoor dining areas
- 04. Outdoor sporting events
- 05. Outdoor workplaces
- 06. Outdoor county fairs
- 07. Outdoor concerts
- 08. Public transportation stops
- 09. Outdoor common areas
- 10. OTHER: SPECIFY
- 77 DON'T KNOW/NOT SURE
- 99 REFUSED.

OSdSmk1 (Rotating Core – Even Years)

16.9 During the past seven days, how many days were you exposed to secondhand smoke from other people smoking cigarettes in <u>indoor</u> places?

- # of days (1 to 7)
- 0. NONE
- 77 DON'T KNOW/NOT SURE
- 99 REFUSED

## QSdSmk2 (Rotating Core – Even Years)

# 16.10 Where did it happen?

Select all that apply.

Prompt "anywhere else?" until not productive.

- 01. IN YOUR HOME
- 02. IN YOUR FAMILY CAR
- 03. IN OTHER PEOPLE'S HOME
- 04. IN OTHER PEOPLE'S CAR
- 14. IN A RESTAURANT OR BAR
- 05. IN A PUBLIC TRANSPORTATION (BUS, TRAIN, ETC.)
- 06. IN THE OFFICE
- 07. IN THE STAIRWELL IN A BUILDING
- 08. INSIDE AN ELEVATOR
- 09. IN THE LOBBY, HALLWAYS AND OTHER COMMON AREAS IN A BUILDING
- 10. IN A SHOPPING MALL
- 11. IN AN INDOOR SPORTING PLACE (INDOOR STADIUM, POOL, GYM, ETC.)
- 12. AT THE ENTRANCE OF A BUILDING
- 13. OTHER: SPECIFY (go to QSdSk2ot)
- 77 DON'T KNOW/NOT SURE
- 99 REFUSED.

QSdSmk3 (Rotating Core – Even Years)

16.11 During the past seven days, how many days were you exposed to vapors from other people smoking cigarettes in outdoor places?

# of days (1 to 7)

- 0. NONE
- 77 DON'T KNOW/NOT SURE
- 99 REFUSED

## QSdSmk4 (Rotating Core – Even Years)

# 16.12 Where did it happen?

Select all that apply.

Prompt "anywhere else?" until not productive.

- 01. Sidewalk
- 02. Outdoor parks
- 03. Outdoor dining areas
- 04. Outdoor sporting events
- 05. Outdoor workplaces
- 06. Outdoor county fairs
- 07. Outdoor concerts
- 08. Public transportation stops
- 09. Outdoor common areas
- 10. OTHER: SPECIFY (go to QSdSk4ot)
- 77 DON'T KNOW/NOT SURE
- 99 REFUSED.

## O43 (AF SMK INFRONT CHILD) (Rotating Core – Even Years)

Now I am going to read several statements. Please tell me how strongly you feel about each statement. 16.13 "It is acceptable for parents to smoke in front of children." Would you say you strongly agree, agree, disagree or strongly disagree?

- 1. Strongly Agree
- 2. Agree
- 3. Disagree
- 4. Strongly disagree
- 7. DON'T KNOW/NOT SURE
- 9. REFUSED

#### Q46 (AF INHALE ANY TOB HARM) (Rotating Core – Even Years

16.14 "Inhaling smoke from any tobacco product harms the health of adults and children." (Would you say you strongly agree, agree, disagree or strongly disagree?)

- 1. Strongly Agree
- 2. Agree
- 3. Disagree
- 4. Strongly disagree
- 7. DON'T KNOW/NOT SURE
- 9. REFUSED

• •

## O47 (AF PAR SMK CHLD SMK) (Rotating Core – Even Years)

# 16.15 "Children are more likely to smoke if their parents are smokers." (Would you say you strongly agree, agree, disagree or strongly disagree?)

- 1. Strongly Agree
- 2. Agree
- 3. Disagree
- 4. Strongly disagree
- 7. DON'T KNOW/NOT SURE
- 9. REFUSED

## O49 (AF HMUCH BOTH OTH SMK)

# 16.16 How much does it bother you when you are exposed to other people's cigarette smoke? Would you say it bothers you not at all, a little, moderately or very much?

- 1. Not at all
- 2. A little
- 3. Moderately
- 4. Very much
- 7. DON'T KNOW/NOT SURE
- 9. REFUSED

#### 049 Ecia (AF HMICH VAP)

# 16.17 How much does it bother you when you are exposed to other people's e-cigarette aerosol or vapor? Would you say it bothers you not at all, a little, moderately or very much?

- 1. Not at all
- 2. A little
- 3. Moderately
- 4. Very much
- 7. DON'T KNOW/NOT SURE
- 8. HAVE NEVER BEEN EXPOSED TO E-CIGARETTE AEROSOL OR VAPES
- 9. REFUSED

# Section 17: Name Recognition for Tobacco Free Nebraska (TFN)

Q50 (TFN HEARD) (Rotating Core – Even Years)

## 17.1 Have you heard of the Tobacco Free Nebraska Program?

- 1. YES
- 2. NO
- 7. DON'T KNOW/NOT SURE
- 9. REFUSED

# Section 18: Cigarette Taxes

## O52r (TAXUSE HELP ADULT OUIT)

Next, please tell me how strongly you feel about the following statement.

- 18.1 "State tobacco taxes should be increased to fund programs to help smokers quit and keep kids from starting" Do you strongly agree, agree, disagree or strongly disagree?
  - 1. Strongly agree
  - 2. Agree
  - 3. Disagree
  - 4. Strongly disagree
  - 7. DON'T KNOW/NOT SURE
  - 9. REFUSED

## O54 (HMUCH ADDTAX TPP1)

- 18.2 How much additional tax on a pack of cigarettes would you be willing to support if some or all of the money raised was used to fund tobacco prevention programs?
  - 1. Less than \$1.00 a pack → Go to Q57 2
  - 2. \$1.00 a pack or more → Go to Q56
  - 3. No tax increase → Go to Q57 2
  - 7. DON'T KNOW/NOT SURE → Go to Q57 2
  - 9. REFUSED → Go to Q57\_2

## Q56 (HMUCH\_ADDTAX\_TPP2)

# 18.3 Do you think it should be:

- 1. \$1.00 a pack
- 2. \$1.50 a pack
- 3. \$2.00 a pack or
- 4. \$3.00 a pack or more
- 7. DON'T KNOW/NOT SURE
- 9. REFUSED

#### Q57-2 (STMFUNUSE QLINE)

- 18.4 In 1998 Nebraska was awarded its share of the nationwide tobacco settlement. Do you feel that a portion of this money should be used yearly to fund programs to help smokers quit and keep kids from starting?
  - 1. YES
  - 2. NO
  - 7. DON'T KNOW/NOT SURE
  - 9. REFUSED

# Section 19: Smoke Free Policy

## Q64a (SF OUTDOOR PARK)

19.1 Next, please tell me about smoking in the following places in your community.

In outdoor parks do you think smoking should be allowed in all areas, some areas or not at all?

- 1. All areas
- 2. Some areas
- 3. Not at all
- 7. DON'T KNOW/NOT SURE
- 9. REFUSED

## Q64d (SF OUTDOOR DINING)

# 19.2 In outdoor dining areas, do you think smoking should be allowed in all areas, some areas or not at all?

- 1. All areas,
- 2. Some areas
- 3. Not at all
- 7. DON'T KNOW/NOT SURE
- 9. REFUSED

### Q66rr (SF HOTEL) (Rotating Core – Even Years)

# 19.3 In hotel or motel rooms, do you think smoking should be allowed in all rooms, some rooms, or none of the rooms.

- 1. All rooms
- 2. Some rooms
- 3. None of the rooms
- 7. DON'T KNOW/NOT SURE.
- 9. REFUSED

# Section 20: Secondhand Smoking at Work

## O67 (EMPLOYED)

- 20.1 Are you currently: Employed for wages, Self-employed, Out of work for more than 1 year, Out of work for less than 1 year, a Homemaker, a Student, Retired, or Unable to work?
  - 1. Employed for wages → Go to Q70b on ODD years/Go to QD8r on EVEN years
  - 2. Self-employed → Go to Q82b
  - 3. Out of work for more than 1 year → Go to Q82b
  - 4. Out of work for less than 1 year  $\rightarrow$  Go to Q82b
  - 5. A Homemaker → Go to Q82b
  - 6. A Student → Go to Q82b
  - 7. Retired  $\rightarrow$  Go to Q82b
  - 8. Unable to work → Go to Q82b
  - 9. REFUSED → Go to Q82b

# Section 23: Demographic Information

Read if necessary: I will ask you some questions about yourself in the next section. We include these questions so we can compare health indicators by groups

## QD8r (PHONE)

- 23.1 Not including cell phones or numbers used for computers, fax machines or security systems, do you have more than one telephone number in your household?
  - 1. YES  $\rightarrow$  Go to QD9
  - 2. NO → Go to D Cellr
  - 7. DON'T KNOW/NOT SURE → Go to D Cellr
  - 9. REFUSED → Go to D Cellr

#### OD9 (NI IMPHONE2)

- 23.2 How many of these are residential numbers?
  - 1. ONE
  - 2. TWO
  - 3. THREE
  - 4. FOUR
  - 5. FIVE
  - 6. SIX OR MORE
  - 7. DON'T KNOW/NOT SURE
  - 8. NONE
  - 9. REFUSED

OD Cellr

# 23.3 How many cell phones do you have for personal use?

Note: Include cell phones used for both business and personal use.

- \_\_ Enter number (1-5)
- $\overline{6}$  Six or more
- 7 DON'T KNOW/NOT SURE
- 8 NONE
- 9 REFUSED

OD1 (AGE)

# 23.4 What is your age?

Enter age in years

- 7. DON'T KNOW/NOT SURE
- 9. REFUSED

OD2 (HISPANIC)

# 23.5 Are you Hispanic or Latino?

- 1. YES
- 2. NO
- 7. DON'T KNOW/NOT SURE
- 9. REFUSED

OD3r

# 23.6 Which one or more of the following would you say is your race? Would you say White, Black or African American, American Indian or Alaska Native, Asian or Pacific Islander?

Note: Check all that apply

- 1. White
- 2. Black or African American
- 5. American Indian or Alaska Native
- 3. Asian
- 4. Pacific Islander
- 6. OTHER:(SPECIFY QD3ot)
- 7. DON'T KNOW/NOT SURE
- 9. REFUSED

SexOr

# 23.7 Do you consider yourself to be gay, lesbian, bisexual, and/or transgender?

- 1. YES  $\rightarrow$  Go to SOSpec
- 2. NO  $\rightarrow$  Go to D5
- 7. DON'T KNOW/NOT SURE → Go to D5
- 9. REFUSED  $\rightarrow$  Go to D5

SOSpe

# 23.8 Thank you, please indicate all of the following which apply to you: a) Bisexual, b) Gay or [for a woman] Lesbian, c) Queer, d) Transgender or gender variant

- 1. Bisexual
- 2. Gay or [for a woman] lesbian
- 3. Queer
- 4. Transgender or gender variant
- 7. DON'T KNOW/NOT SURE
- 9. REFUSED

OD5.

# 23.9 Are you: Married, Divorced, Widowed, Separated, Never married, or a member of an unmarried couple?

- 1. Married
- 2. Divorced
- 3. Widowed
- 4. Separated
- 5. Never married
- 6. A member of an unmarried couple
- 9. REFUSED

OD6r

## 23.10 What is the highest grade or year of school you completed or the highest degree you received?

{Read only if necessary}

- 01. LESS THAN HIGH SCHOOL
- 02. HIGH SCHOOL GRADUATE
- 03. GED
- 04. SOME COLLEGE (NO DEGREE)
- 05. ASSOCIATE'S DEGREE
- 06. BACHELOR'S DEGREE
- 07. GRADUATE OR PROFESSIONAL DEGREE
- 77. DON'T KNOW/NOT SURE

## 99. REFUSED

OD71

# 23.11 Is your annual household income from all sources:

(QD7rj) Less than \$200,000?

(QD7ri) Less than \$150,000?

(QD7rh) Less than \$100,000?

(QD7rg) Less than \$75,000?

(QD7rf) Less than \$50,000?

(QD7re) Less than \$35,000?

(QD7rd) Less than \$25,000?

(QD7rc) Less than \$20,000?

(QD7rb) Less than \$15,000?

(QD7ra) Less than \$10,000?

- 7. DON'T KNOW/NOT SURE
- 9. REFUSED

OD7i

# 23.12 INTERVIEWER: Annual household income is

Is this correct?

- 1. NO, re-ask question
- 2. Yes, correct as is

OD rent

# 23.13 Do you own or rent your home?

- 1. Own
- 2. Rent
- 3. OTHER ARRANGEMENT
- 7. DON'T KNOW/NOT SURE
- 9. REFUSED

OD htypeR

# 23.14 In what type of living space do you currently reside?

Probe: A house, an apartment, or something else?"

IF HOUSE: A one-family house detached from any other house or a one-family house attached to one or more houses?

IF APARTMENT: How many apartments or living units?

- 1. A one-family house detached from any other house.
- 2. A one-family house attached to one or more houses, such as a townhouse or a duplex.
- 3. A small apartment building with 2-9 apartments.
- 4. An apartment building with 10 or more apartments
- 5. A mobile home, boat, RV, or van
- 6. Some other type of living space
- 7. DON'T KNOW/NOT SURE
- 9. REFUSED

OD Cntv.

# 23.15 In what county do you currently live?

Enter the county name:	
R = REFUSED	
(CntyFIPS – County FIPS/ANSI Code	

OD zip

## 23.16 What is the ZIP Code where you live?

					Zip Code
7	7	7	7	7	DON'T KNOW/NOT SURE
9	9	9	9	9	REFUSED

OD Vetr

# 23.17 Have you ever served on active duty in the United States Armed Forces, either in the regular military or in a National Guard or military reserve unit?

INTERVIEWER NOTE: Active duty DOES NOT include training for the Reserves or National Guard, but DOES include activation, for example, for the Persian Gulf War.

- 1. YES
- 2. NO
- 7. DON'T KNOW/NOT SURE
- 9. REFUSED

### OMHCon1

# 23.18 Have you ever been told by a doctor or other health professional that you have any mental health conditions, such as an anxiety disorder, depression disorder, bipolar disorder, schizophrenia?

- 1. YES
- 2. NO
- 7. DON'T KNOW/NOT SURE
- 9. REFUSED

### OMHCon2

# 23.19 Which condition? Select all that apply

- 1. Anxiety Disorder
- 2. Depression Disorder
- 3. Bipolar Disorder
- 4. Schizophrenia and Schizoaffective Disorders
- 5. Other (go to QMH oth)
- 7. Don't know/not sure
- 9. Refused

## ODrMore

# 23.20 In the last year, have you ever drunk or used drugs more than you meant to?

- 1. YES
- 2. NO
- 7. DON'T KNOW/NOT SURE
- 9. REFUSED

#### OCutDr

# 23.21 Have you felt you wanted or needed to cut down on your drinking or drug use in the last year?

- 1. YES
- 2. NO
- 7. DON'T KNOW/NOT SURE
- 9. REFUSED

# Section 25: Media Campaign

091a

# 25.1 In the past month, do you recall seeing or hearing any advertisements about the dangers of tobacco use?

- 1. YES  $\rightarrow$  Go to Q92
- 2. NO → Go to Q95a
- 7. DON'T KNOW/NOT SURE → Go to Q95a
- 9. REFUSED → Go to Q95a

092

# 25.2 Where did you read, see or hear this advertisement?

Select all that apply

Read only if necessary

- 11. TELEVISION
- 12. RADIO
- 13. OUTDOOR BILLBOARD
- 14. NEWSPAPER
- 15. MAGAZINE
- 16. INTERNET
- 17. BUS SIGNS
- 18. MOVIE SCREENS
- 19. OTHER (SPECIFY Q92 oth)
- 77. DON'T KNOW/NOT SURE
- 99. REFUSED

0939

# 25.3 What was the main topic of the advertisement?

Read only if necessary

- 01. QUIT SMOKING OR CHEWING
- 02. SMOKING CAUSES DISEASES
- 03. DON'T SMOKE IN CARS
- 04. SECONDHAND SMOKE AWARENESS
- 05. DON'T SMOKE AROUND CHILDREN
- 07. DANGERS OF SECONDHAND AEROSOL FROM E-CIGARETTES
- 08. PARENTS NEED TO BE AWARE OF NEW PRODUCTS
- 09. SMOKEFREE HOUSING
- 10. FREE RESOURCES FOR HELP QUITTING TOBACCO
- 06. OTHER (SPECIFY Q93a oth)
- 77. DON'T KNOW/NOT SURE

## 99. REFUSED

O94a

# 25.4 Have you ever discussed any of these ads with anyone else?

- 1. YES  $\rightarrow$  Go to Q94a 1
- 2. NO → Go to Q95a
- 7. DON'T KNOW/NOT SURE → Go to Q95a
- 9. REFUSED → Go to Q95a

O94a

# 25.5 Who have you discussed these ads with?

Select all that apply Read only if necessary

- 01. CHILDREN UNDER 18
- 02. CHILDREN AGED 18 OR OLDER
- 03. SIBLINGS
- 04. PARENTS
- 05. FRIENDS
- 08. SPOUSE OR SIGNIFICANT OTHER
- 06. OTHER (SPECIFY Q94a1oth)
- 77. DON'T KNOW/NOT SURE
- 99. REFUSED

O95a

# 25.6 Please tell me how strongly you feel about the following statement.

"Tobacco advertising is acceptable in grocery and convenience stores." Do you strongly agree, agree, disagree or strongly disagree?

- 1. Strongly Agree
- 2. Agree
- 3. Disagree
- 4. Strongly disagree
- 7. DON'T KNOW/NOT SURE
- 9. REFUSED

# Section 26: Tobacco Purchase and Related Policy

O103r

26.1 Next please tell me how strongly you feel about the following statements.

"Stores should be penalized for the sale of tobacco products to persons under the minimum legal sales age ." Do you strongly agree, agree, disagree or strongly disagree?

- 1. Strongly Agree
- 2. Agree
- 3. Disagree
- 4. Strongly disagree
- 7. DON'T KNOW/NOT SURE
- 9. REFUSED

0105 1

26.2 Next please tell me how strongly you feel about the following statements.

"The sale of tobacco products is acceptable in pharmacies." Do you strongly agree, agree, disagree or strongly disagree?

- 1. Strongly Agree
- 2. Agree
- 3. Disagree
- 4. Strongly disagree
- 7. DON'T KNOW/NOT SURE
- 9. REFUSED

O106.

26.3 "Tobacco use by adults should not be allowed on school grounds or at any school events." Do you strongly agree, agree, disagree or strongly disagree?

- 1. Strongly Agree
- 2. Agree
- 3. Disagree
- 4. Strongly disagree
- 7. DON'T KNOW/NOT SURE
- 9. REFUSED

0108r

26.4 Do you think the laws banning the sale of tobacco products to youth and young adults under the legal age to purchase have not been adequately enforced, have been adequately enforced, or excessively enforced?

1. Not adequately enforced

- 2. Adequately enforced
- 3. Excessively enforced
- 7. DON'T KNOW/NOT SURE
- 9. REFUSED

0109 1

# 26.5 Overall, do you think that tobacco use is a serious problem in your community?

- 1. YES
- 2. NO
- 7. DON'T KNOW/NOT SURE
- 9. REFUSED

Q109 2

# 26.6 Overall, do you think that tobacco use by teenagers is a serious problem in your community?

- 1. YES
- 2. NO
- 7. DON'T KNOW/NOT SURE
- 9. REFUSED

# Appendix B: Past Nebraska Adult Tobacco Survey Questions\*

# 2021 NEBRASKA ATS SURVEY QUESTIONNAIRE

O45r (AF INHALE)

15.13 "Inhaling smoke from a cigarette harms the health of babies and children." Would you say you strongly agree, agree, disagree or strongly disagree?

- 1. Strongly Agree
- 2. Agree
- 3. Disagree
- 4. Strongly disagree
- 7. DON'T KNOW/NOT SURE
- 9. REFUSED

Q64c (SF OUTDOOR PUBLICE)

18.3 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?

- 1. All areas,
- 2. Some areas
- 3. Not at all
- 7. DON'T KNOW/NOT SURE
- 9. REFUSED

<sup>\*</sup>Appendix B provides the questions from the 2021 and 2022 ATS that appear in this report. It does not provide the 2021 and 2022 ATS questionnaires in full and should be used for reference only.

# **2022 Nebraska ATS Survey Questionnaire**

#### O43 (AF SMK INFRONT CHILD) (Rotating Core – Even Years)

Now I am going to read several statements. Please tell me how strongly you feel about each statement. 15.13 "It is acceptable for parents to smoke in front of children." Would you say you strongly agree, agree, disagree or strongly disagree?

- 1. Strongly Agree
- 2. Agree
- 3. Disagree
- 4. Strongly disagree
- 7. DON'T KNOW/NOT SURE
- 9. REFUSED

#### OSdEcig1 (DAYS EXP 2VAP) (Rotating Core – Even Years)

15.5 During the past seven days, how many days were you exposed to vapors from other people using ecigarettes or other electronic vaping products in <u>indoor</u> places?

\_\_\_\_# of days (1 to 7)

- 0. NONE
- 77 DON'T KNOW/NOT SURE
- 99 REFUSED

OSdEcig2 (PLC EXP OTH) (Rotating Core – Even Years)

## 15.6 Where did it happen?

Select all that apply.

Prompt "anywhere else?" until not productive.

- 01. IN YOUR HOME
- 02. IN YOUR FAMILY CAR
- 03. IN OTHER PEOPLE'S HOME
- 04. IN OTHER PEOPLE'S CAR
- 14. IN A RESTAURANT OR BAR
- 05. IN A PUBLIC TRANSPORTATION (BUS, TRAIN, ETC.)
- 06. IN THE OFFICE
- 07. IN THE STAIRWELL IN A BUILDING
- 08. INSIDE AN ELEVATOR
- 09. IN THE LOBBY, HALLWAYS AND OTHER COMMON AREAS IN A BUILDING
- 10. IN A SHOPPING MALL
- 11. IN AN INDOOR SPORTING PLACE (INDOOR STADIUM, POOL, GYM, ETC.)
- 12. AT THE ENTRANCE OF A BUILDING
- 13. OTHER: SPECIFY
- 77 DON'T KNOW/NOT SURE
- 99 REFUSED.

QSdEc2ot	
Other (Specify)	

Q46 (AF INHALE ANY TOB HARM) (Rotating Core – Even Years)

- 15.14 "Inhaling smoke from any tobacco product harms the health of adults and children." (Would you say you strongly agree, agree, disagree or strongly disagree?)
  - 1. Strongly Agree
  - 2. Agree
  - 3. Disagree
  - 4. Strongly disagree
  - 7. DON'T KNOW/NOT SURE
  - 9. REFUSED

Q47 (AF PAR SMK CHLD SMK) (Rotating Core – Even Years)

- 15.15 "Children are more likely to smoke if their parents are smokers." (Would you say you strongly agree, agree, disagree or strongly disagree?)
  - 1. Strongly Agree
  - 2. Agree
  - 3. Disagree
  - 4. Strongly disagree
  - 7. DON'T KNOW/NOT SURE
  - 9. REFUSED

# **2023 Nebraska ATS Survey Questionnaire**

#### O12 1r (CGT BUY OSTATE)

# 6.6 How often do you purchase cigarettes from a state other than Nebraska? Would you say all the time, sometimes, rarely or never?

- 1. All the time
- 2. Sometimes
- 3. Rarely
- 4. Never
- 7. DON'T KNOW/NOT SURE
- 9. REFUSED

#### O12 2r (CGT BUY INDIANR)

# 6.7 How often do you purchase cigarettes from an Indian reservation? Would you say all the time, sometimes, rarely or never?

- 1. All the time
- 2. Sometimes
- 3. Rarely
- 4. Never
- 7. DON'T KNOW/NOT SURE
- 9. REFUSED

#### O12. 4r (COUPON)

# 6.8 In the past 12 months have you ever taken advantage of coupons, rebates, buy 1 get 1 free, or any other special promotions for cigarettes?

- 1. YES  $\rightarrow$  Go to Q12 4br
- 2. NO  $\rightarrow$  Go to Q13ra
- 7. DON'T KNOW/NOT SURE → Go to Q13ra
- 9. REFUSED → Go to Q13ra

#### O12 4br (COUPON FROM)

# 6.9 Where do you usually get the coupons you use?

## DO NOT READ LIST UNLESS NECESSARY.

- 1. FROM THE STORE/CASHIER WHERE CIGARETTES ARE PURCHASED
- 2. IN THE MAIL FROM THE CIGARETTE COMPANY
- 3. SENT IN A TEXT MESSAGE FROM THE CIGARETTE COMPANY.
- 4. SENT IN AN E-MAIL FROM THE CIGARETTE COMPANY
- 5. PRINTED FROM A WEB SITE
- 6. FROM THE CIGARETTE PACKAGE

- 7. DON'T KNOW/NOT SURE
- 9. REFUSED

Q85. (Rotating Core – Odd Years)

- 23.5 Now I am going to ask about smoke from other people's cigarettes. 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?
  - 1. Very harmful to one's health
  - 2. Somewhat harmful to one's health
  - 3. Not very harmful to one's health
  - 4. Not harmful at all to one's health
  - 7. DON'T KNOW/NOT SURE
  - 9. REFUSED

**QQLine1 (LINE AWARE)** 

- 12.1 A telephone Quitline is a free telephone-based service that connects people who smoke cigarettes or use other tobacco products with someone who can help them quit. Technology-mediated services, such as text messages and web-based options, might also be provided. Are you aware of any telephone Quitline services that are available to help people quit using tobacco?
  - 1. YES
  - 2. NO
  - 7. DON'T KNOW/NOT SURE
  - 9. REFUSED

O70b (WK OLITDOOR WKARFA) (Rotating Core - Odd Years)

- 19.2 At your workplace, is smoking in outdoor work areas always allowed, allowed only in some places or at some times or never allowed?
  - 1. Always allowed
  - 2. Allowed only in some places or at some times
  - 3. Never allowed
  - 4. NO RESTRICTION
  - 7. DON'T KNOW/NOT SURE
  - 9. REFUSED

O70d (WK ENFORCEMENT) (Rotating Core – Odd Years)

- 19.3 Would you say that the smoking policy is not enforced at all, poorly enforced, somewhat enforced or strictly enforced?
  - 1. Not enforced at all
  - 2. Poorly enforced

- 3. Somewhat enforced
- 4. Strictly enforced
- 5. NO POLICY
- 7. DON'T KNOW/NOT SURE
- 9. REFUSED

#### O70e (WK OUTDOOR SHOULD) (Rotating Core – Odd Years)

- 19.4 Do you think smoking in outdoor work areas should be always allowed, allowed only in some places or at some times, or never allowed?
  - 1. Always allowed
  - 2. Allowed only in some places or at some times
  - 3. Never allowed
  - 7. DON'T KNOW/NOT SURE
  - 9. REFUSED

## Q82b (AF IMPORTANT LAW) (Rotating Core – Odd Years)

- 20.1 How important is it to you to have a law prohibiting smoking inside most public buildings including restaurants and bars? Is it very important, somewhat important, not too important or not at all important?
  - 1. Very important
  - 2. Somewhat important
  - 3. Not too important
  - 4. Not at all important
  - 7. DON'T KNOW/NOT SURE
  - 9. REFUSED

#### O82b 3 (Rotating Core – Odd Years)

- 20.2 How important is it to you to have a law prohibiting the use of e-cigarettes, vapes, and other electronic smoking devices inside most public buildings including restaurants and bars? Is it very important, somewhat important, not too important or not at all important?
  - 1. Very important
  - 2. Somewhat important
  - 3. Not too important
  - 4. Not at all important
  - 7. DON'T KNOW/NOT SURE
  - 9. REFUSED

0100

24.7 When you are on the Internet, how often do you see ads for tobacco products? Would you say most of the time, some of the time, hardly ever, or never?

- 1. I DON'T USE THE INTERNET
- 2. Most of the time
- 3. Some of the time
- 4. Hardly ever
- 5. Never
- 6. DON'T OWN A COMPUTER
- 7. DON'T KNOW/NOT SURE
- 9. REFUSED

# Appendix C: Estimate of Sampling Error

Table 1 presents margins of sampling error for some of the most likely sample sizes *not* taking the design effect from the weighting into account. Exact margins of error for alternative specifications of sample size and reported percentages can be easily computed by using the following formula for the 95% confidence level:

Margin of error = 1.96 \* square root (p(1-p)/n)

p = the expected proportion selecting the answer

n = number of responses

Table 1. Approximate Margins of Error of Percentages by Selected Sample Size NOT Accounting for Design Effect

	Full	75%	50%	33.3%	25%	10%	
	Sample*	Sample	Sample	Sample	Sample	Sample	
Reported Percentage	n=3194	n=2395	n=1597	n=1064	n=798	n=319	
50	1.73%	2.00%	2.45%	3.00%	3.47%	5.49%	
40 or 60	1.70%	1.96%	2.40%	2.94%	3.40%	5.38%	
30 or 70	1.59%	1.84%	2.25%	2.75%	3.18%	5.03%	
20 or 80	1.39%	1.60%	1.96%	2.40%	2.78%	4.39%	
10 or 90	1.04%	1.20%	1.47%	1.80%	2.08%	3.29%	
5 or 95	0.76%	0.87%	1.07%	1.31%	1.51%	2.39%	

<sup>\* 95%</sup> confidence interval states that in 95 out of 100 samples drawn using the same sample size and design, the interval will contain the population value

When accounting a design effect, the adjusted sampling error will be increased as is shown when comparing Table 1 to Table 2 where the sampling design effect is incorporated:

Margin of error = square root (deff) \* 1.96 \* square root (p(1-p)/n)

deff = design effects

p = the expected proportion selecting the answer

n = number of responses

Table 2. Approximate Margins of Error of Percentages by Selected Sample Size Accounting for the Design Effect of Sampling

	Full	75%	50%	33.3%	25%	10%
	Sample*	Sample	Sample	Sample	Sample	Sample
Reported Percentage	n=3194	n=2395	n=1597	n=1064	n=798	n=319
50	2.07%	2.39%	2.93%	3.59%	4.14%	6.56%
40 or 60	2.03%	2.34%	2.87%	3.52%	4.06%	6.42%
30 or 70	1.90%	2.19%	2.69%	3.29%	3.80%	6.01%
20 or 80	1.66%	1.91%	2.34%	2.87%	3.32%	5.24%
10 or 90	1.24%	1.44%	1.76%	2.15%	2.49%	3.93%
5 or 95	0.90%	1.04%	1.28%	1.56%	1.81%	2.86%

<sup>\* 95%</sup> confidence interval states that in 95 out of 100 samples drawn using the same sample size and design, the interval will contain the population value

The same is true when accounting for the design effect due to weighting, as is shown when comparing Table 1 to Table 3.

Table 3. Approximate Margins of Error of Percentages by Selected Sample Size Accounting for the Design Effect of Weighting

	Full	75%	50%	33.3%	25%	10%	
	Sample*	Sample	Sample	Sample	Sample	Sample	
Reported Percentage	n=3194	n=2395	n=1597	n=1064	n=798	n=319	_
50	3.15%	3.64%	4.46%	5.46%	6.31%	9.98%	
40 or 60	3.09%	3.57%	4.37%	5.35%	6.18%	9.78%	
30 or 70	2.89%	3.34%	4.09%	5.01%	5.78%	9.14%	
20 or 80	2.52%	2.91%	3.57%	4.37%	5.05%	7.98%	
10 or 90	1.89%	2.18%	2.68%	3.28%	3.79%	5.99%	
5 or 95	1.37%	1.59%	1.94%	2.38%	2.75%	4.35%	

<sup>\* 95%</sup> confidence interval states that in 95 out of 100 samples drawn using the same sample size and design, the interval will contain the population value

## Appendix D: AAPOR Transparency Initiative Immediate Disclosure Items

1. Describe the data collection strategies employed (e.g. surveys, focus groups, content analyses).

## **Study Design and Method and Data Collection and Process**

2. Name the sponsor of the research and the party(ies) who conducted it. If the original source of funding is different than the sponsor, this source will also be disclosed.

#### **Introduction and Study Design and Method**

3. The exact wording and presentation of any measurement tool from which results are reported as well as any preceding contextual information that might reasonably be expected to influence responses to the reported results and instructions to respondents or interviewers should be included.

# Appendices A and B

4. A definition of the population under study, including location, age, other social or demographic characteristics (e.g., persons who access the internet), time (e.g., immigrants entering the US between 2015 and 2019).

#### **Study Design and Method**

5. Dates of data collection.

#### **Data Collection and Process**

6. Explicitly state whether the sample comes from a frame selected using a probability-based methodology (meaning selecting potential participants with a known non-zero probability from a known frame) or if the sample was selected using non-probability methods (potential participants from opt-in, volunteer, or other sources).

#### **Study Design and Method**

7. Probability-based sample specification should include a description of the sampling frame(s), list(s), or method(s). If a frame, list, or panel is used, the description should include the name of the supplier of the sample or list and nature of the list (e.g., registered voters in the state of Texas in 2018, pre-recruited panel or pool). If a frame, list, or panel is used, the description should include the coverage of the population, including describing any segment of the target population that is not covered by the design.

## **Study Design and Method**

8. Provide a clear indication of the method(s) by which participants were contacted, selected, recruited, intercepted, or otherwise contacted or encountered, along with any eligibility requirements and/or oversampling. Describe any use of quotas.

## **Study Design and Method and Data Collection and Process**

9. Provide details of any strategies used to help gain cooperation (e.g., advance contact, letters and scripts, compensation or incentives, refusal conversion contacts) whether for participation in a survey, group, panel, or for participation in a particular research project. Describe any compensation/incentives provided to research subjects and the method of delivery (debit card, gift card, cash).

## Study Design and Method, Data Collection and Process, and Appendices A and B

10. A description of all mode(s) used to contact participants or collect data or information (e.g., CATI, CAPI, ACASI, IVR, mail survey, web survey) and the language(s) offered or included.

#### **Data Collection and Process**

11. Sample sizes (by sampling frame if more than one was used) and (if applicable) a discussion of the precision of the results. Provide sample sizes for each mode of data collection (for surveys include sample sizes for each frame, list, or panel used). For probability samples, report estimates of sampling error (often described as "the margin of error"), and discuss whether or not the reported sampling error or statistical analyses have been

. . .

adjusted for the design effect due to weighting, clustering, or other factors. Reports of non-probability sample surveys will only provide measures of precision if they are defined and accompanied by a detailed description of how the underlying model was specified, its assumptions validated and the measure(s) calculated.

## Data Collection and Process, Design Effects, and Appendix C

12. A description of how the weights were calculated, including the variables used and the sources of weighting parameters, if weighted estimates are reported.

## **Data Cleaning and Weighting**

13. Describe validity checks, where applicable, including but not limited to whether the researcher added attention checks, logic checks, or excluded respondents who straight-lined or completed the survey under a certain time constraint, any screening of content for evidence that it originated from bots or fabricated profiles, re-contacts to confirm that the interview occurred or to verify respondent's identity or both, and measures to prevent respondents from completing the survey more than once. Any data imputation or other data exclusions or replacement will also be discussed.

#### **Data Cleaning and Weighting**

14. Contact for obtaining more information about the study.

#### Questions

15. A general statement acknowledging the limitations of the design and data collection.

#### Limitations