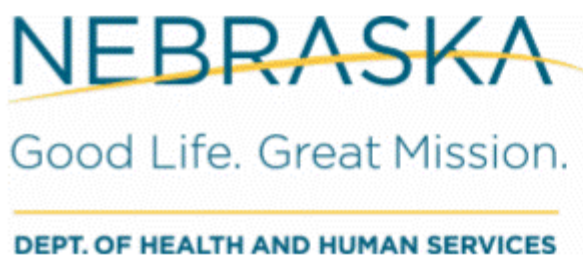


2025

**Adult Tobacco
Survey**

Report Date: April 2026





Summary of the 2025 Adult Tobacco Survey for the State of Nebraska

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Statistical Summary

Source: Nebraska Adult Tobacco Survey 2025 (NE ATS 2025)

Adult Tobacco Use in Nebraska

		95% CI	
	%	<u>Lower</u>	<u>Upper</u>
<i>Ever Tried</i>			
Have Tried a Cigarette	61.2%	61.1%	61.3%
Have Tried an E-Cigarette	27.4%	27.4%	27.5%
Have Tried a Cigar/Cigarillo/Small Cigar	44.5%	44.4%	44.6%
Have Tried Smokeless Tobacco	26.7%	26.6%	26.7%
Have Tried Nicotine Pouches	12.3%	12.2%	12.3%
<i>Current Use</i>			
Smoke Cigarettes Currently	10.1%	10.0%	10.1%
Use E-Cigarettes Currently	8.9%	8.8%	8.9%
Smoke Cigars/Cigarillos/Small Cigars Currently	3.9%	3.9%	3.9%
Use Smokeless Tobacco Currently	3.5%	3.4%	3.5%
Use Nicotine Pouches Currently	4.6%	4.6%	4.7%
<i>Cessation</i>			
Cigarette Smokers Who Have Attempted to Quit	81.7%	81.5%	81.9%
<i>Mass Media Recall</i>			
Read, Saw, or Heard Ad(s) About Dangers of Tobacco Use - Within Past Month	48.3%	48.2%	48.4%
<i>Policy and Taxes</i>			
Support for Increasing Cigarette Tax and Spending on Prevention	76.5%	76.5%	76.6%
Support for Increasing Tobacco Tax (Tobacco Users)	55.3%	55.2%	55.5%

Demographics

Age

18-24	12.4%
25-64	61.0%
65+	26.6%

Sex

Male	49.9%
Female	50.1%

Education

Less Than or Equal to GED/High School	34.3%
Some College	33.8%
Associate degree	7.0%
Bachelor's Degree or Higher	24.9%

Income

Less than \$35,000	31.3%
\$35,000 to \$74,999	33.1%
\$75,000 and Above	35.5%

Ethnicity

Hispanic or Latino(a)	14.1%
Non-Hispanic or Latino(a)	85.9%

Race

White (Non-Person of Color)	69.9%
Person of Color	30.1%

Marital Status

Married	54.5%
Unmarried (All other statuses)	45.5%

Housing

Own	66.5%
Rent	29.8%
Other Arrangement	3.7%

Employment Status

Employed for Wages	48.3%
Self-Employed	9.4%
Out of Work for More Than 1 Year	2.1%
Out of Work for Less Than 1 Year	3.1%
A Homemaker	5.4%
A Student	5.1%
Retired	22.5%
Unable to Work	4.1%

Military Service

Have ever Served on Active Duty in the United States Armed Forces	8.9%
Never Served on Active Duty in the United States Armed Forces	8.9%

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.¹

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 2025.

Study Design and Method

TFN contracted the Bureau of Sociological Research (BOSR) at the University of Nebraska – Lincoln to complete the ATS. The ATS sampling design, data collection, data cleaning, and weighting strategies were modeled closely after the 2025 Behavioral Risk Factor Surveillance System (BRFSS). The target population for the ATS is Nebraskan adults aged 18 years and older residing in a private residence or college housing. Though the age of majority in Nebraska is 19, 18 year-olds are included in the sample in alignment with standard national survey methods. 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.

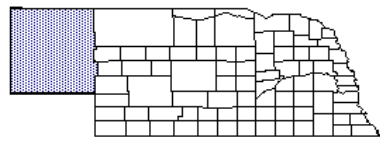
NEBRASKA ADULT TOBACCO SURVEY

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.

¹ 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

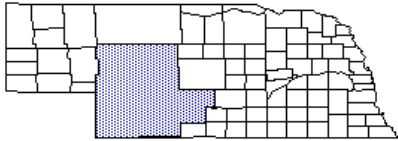


**Region 1 -
Panhandle**

Banner
Box Butte
Cheyenne
Dawes

Deuel
Garden
Kimball
Morrill

Scotts Bluff
Sheridan
Sioux

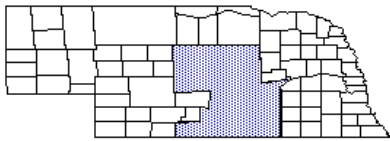


**Region 2 -
Southwest**

Arthur
Chase
Dawson
Dundy
Frontier
Gosper

Grant
Hayes
Hitchcock
Hooker
Keith
Lincoln

Logan
McPherson
Perkins
Red Willow
Thomas

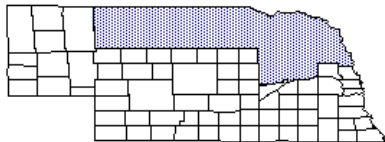


**Region 3 -
South
Central**

Adams
Blaine
Buffalo
Clay
Custer
Franklin
Furnas
Garfield

Greeley
Hall
Hamilton
Harlan
Howard
Kearney
Loup
Merrick

Nuckolls
Phelps
Sherman
Valley
Webster
Wheeler

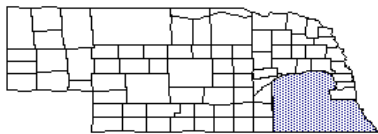


**Region 4 -
North**

Antelope
Boone
Boyd
Brown
Burt
Cedar
Cherry
Colfax

Cuming
Dakota
Dixon
Holt
Keya Paha
Knox
Madison
Nance

Pierce
Platte
Rock
Stanton
Thurston
Wayne

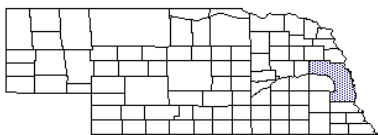


**Region 5 -
Southeast**

Butler
Fillmore
Gage
Jefferson
Johnson
Lancaster

Nemaha
Otoe
Pawnee
Polk
Richardson
Saline

Saunders
Seward
Thayer
York



**Region 6 -
Midland**

Cass
Dodge

Douglas
Sarpay

Washington

BOSR purchased the 2025 ATS sample from Marketing Systems Group on a quarterly basis for all four quarters.

Telephone interviewers placed calls to the sampled phone numbers. Upon reaching 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 2025 ATS had an annual target of 3200 completed interviews (400 interviews, combined landline and cell phone, 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 2025 ATS (Appendix A, see also Appendix B for 2021, 2022, 2023, and 2024 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 6, 2025, to January 27, 2026. Interviews were conducted during each calendar month in 2025. 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 53.0% (n=670 completed interviews, 42 partial interviews) and the cell phone survey had a response rate of 49.9% (n=1700 completed interviews, 127 partial interviews).

Data Cleaning and Weighting

Data were exported from WinCATI, the interviewing platform used by BOSR, and reviewed to exclude 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:

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

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 sex 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 3.30, which represents the loss in statistical efficiency that results from unequal weights².

Disproportionate stratification was used for the 2025 ATS. The use of this type of sampling resulted in a sampling design effect of 1.33³.

Appropriate adjustments need to be incorporated into statistical tests when using the 2025 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.

Estimates for smaller subpopulations may exhibit greater year-to-year variability due to sample size and weighting adjustments.

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.

² The formula used is: $1 + cv^2(w) = \frac{n(\sum_1^n w_i^2)}{(\sum_1^n w_i)^2}$.

$$deff = \frac{\text{var}_{\text{complex}}(\bar{y})}{\text{var}_{\text{SRS}}(\bar{y})}$$

³ The formula used is: . Used Q2 (Have you ever smoked a cigarette, even 1 or 2 puffs?) to calculate.

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) are defined as:
 - Someone who reports 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 are defined as:
 - Someone who was not currently using any amount of any major tobacco products,
 - and had not used any other tobacco products during the 30 days prior to the survey.
- Former users are defined as:
 - Someone who has used a particular tobacco product in the past, but has not used that product at all when the survey was administered were defined as former users of that tobacco product.
- Never smokers are defined as:
 - Someone who has never used a tobacco product,
 - or someone who has used less than a certain amount⁴ of that product in their lifetime.
- “Ever tried to quit” subgroups include:
 - Those who were trying to quit using tobacco products at the time of the survey,
 - have tried to quit in the past,
 - or both (were currently trying to quit and have tried to quit in the past).
- “All residents” is used to describe all respondents who provided an answer to the respective survey item under analysis.

Please note, the findings throughout this report have been rounded to the nearest tenth or hundredth of a percent. As a result, the sum of individual percentages do not always add up to 100.0%.

⁴Cigarette smokers: smoked at least 100 cigarettes in their entire life;

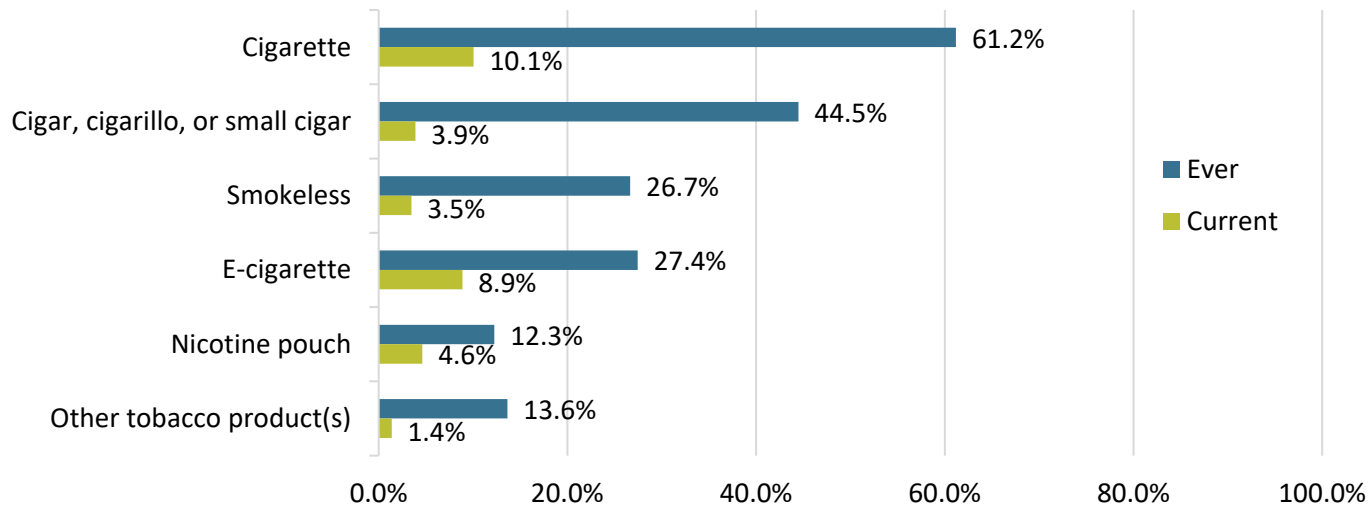
Cigar, cigarillo, or small cigar smokers: smoked at least 50 cigars, cigarillos, or small cigars in their entire life;

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

Ever Tried and Current Use Rates

More than half of respondents report having tried cigarettes at least once during their lifetime (Fig. 1.1).

Fig. 1.1 2025 - Adults Who Have Tried Tobacco Products At least Once and Current Use Prevalence - Nebraska



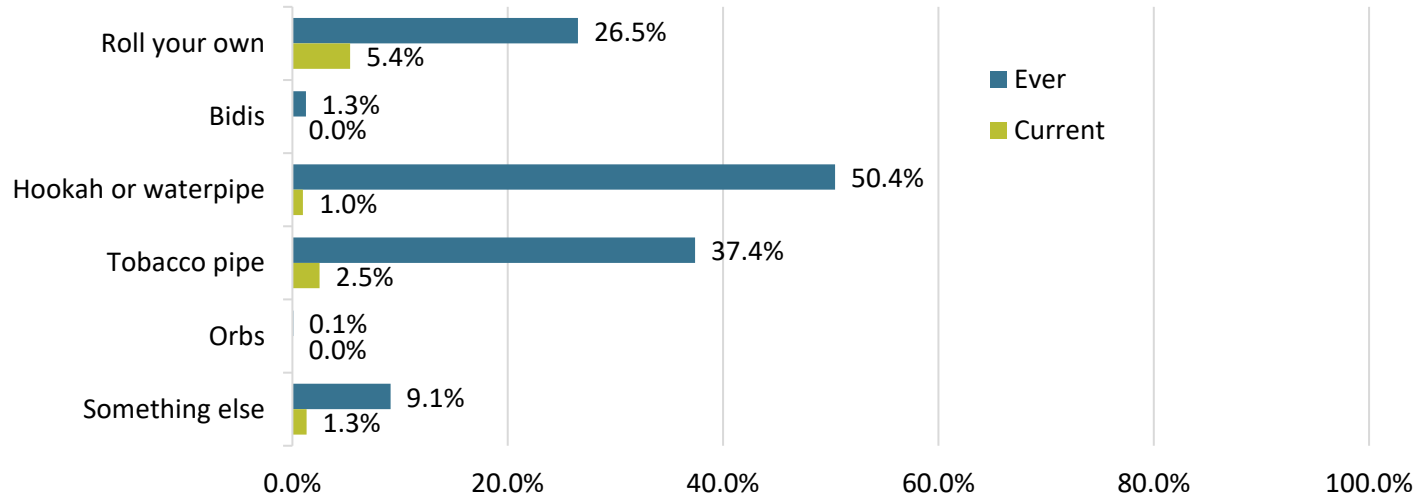
Questions: Q2, Q3, Q4, Q13ra, Q13rb, Q14r, QChew1, QChew2, QChew3, QEcig2rrr, QEcig3r, QPouch, QPouchTr, QPouchDa, QOtTobrr, QOTbSpcr_1 - QOTbSpcr_7, QOTob30rr_1 - QOTob30rr_7

Source: Nebraska Adult Tobacco Survey 2025

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 (61.2%) while 10.1% currently smoke cigarettes. About two-fifths of the adult population had tried a cigar, cigarillo, or small cigar (44.5%), but only 3.9% were regular cigar, cigarillo, or small cigar smokers. About one-fourth of adults had tried smokeless tobacco in their life (26.7%) while those who report current use accounted for 3.5% of the respondents who had ever tried the product. Less than one-third (27.4%) of respondents report having ever tried e-cigarettes, while 8.9% report using them in the last 30 days prior to the survey. Over one in ten (12.3%) adults have tried nicotine pouches, and 4.6% report current use. The percentage of respondents who had tried other tobacco products is 13.6%, whereas only 1.4% report current use. However, there may be sub-groups where prevalence is higher because of religious or cultural practices.

Over half (50.4%) of Nebraskans have tried smoking a hookah or waterpipe, over one-third (37.4%) have tried a tobacco pipe, and about one-fourth (26.5%) have tried roll your own (Fig. 1.2).

Fig. 1.2 2025 - Adults Who Have Tried Other Tobacco Products At least Once and Current Use Prevalence - Nebraska



Questions: QOtTobrrr, QOTbSpcr_1 - QOTbSpcr_7, QOTob30rr_1 - QOTob30rr_7

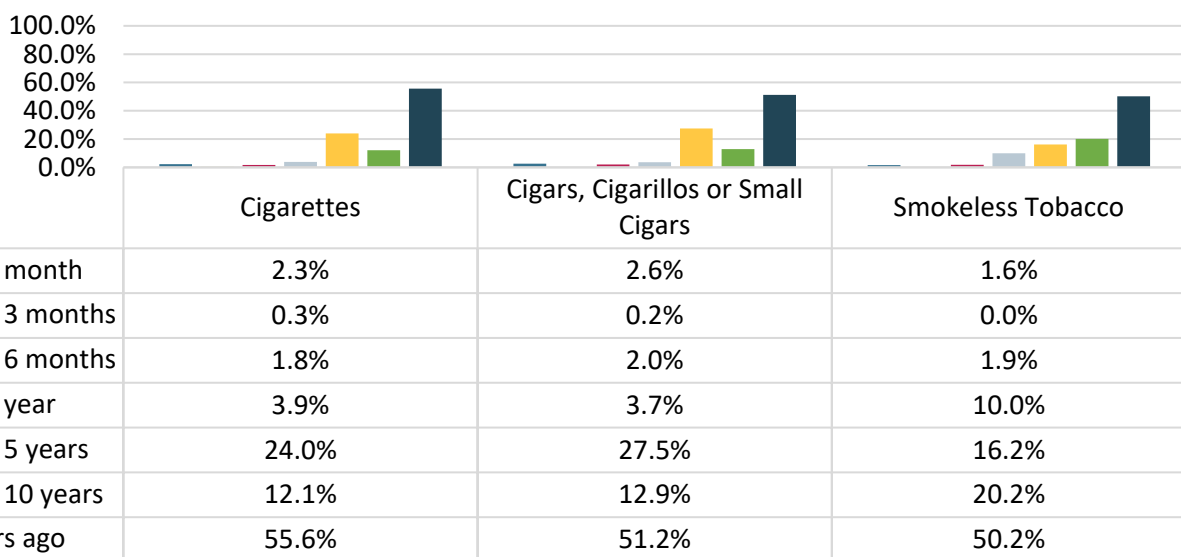
Source: Nebraska Adult Tobacco Survey 2025

Over half (50.4%) of Nebraskans who have tried smoking other types of tobacco products report having tried smoking a hookah or waterpipe; 1.0% of those who have tried a hookah or waterpipe have used a hookah or waterpipe in the last 30 days. Close to one-fourth (37.4%) of respondents report having tried a tobacco pipe, with 2.5% having used a tobacco pipe in the last 30 days. About one-fourth (26.5%) have tried roll your own tobacco products, with 5.4% having used roll your own tobacco products in the last 30 days. Some (9.1%) report having tried something else, with 1.3% having used something else in the last 30 days. Few report having tried bidis (1.3%), none of whom (0.0%) report 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 used that product regularly (Fig. 1.3).

Fig. 1.3 2025 - Length of Time Since Last Used Tobacco Product Regularly - Nebraska



Questions: Q8, Q14rd, Q18d

Source: Nebraska Adult Tobacco Survey 2025

Among former tobacco users, 2.3% of former cigarette users, 2.6% of former cigar, cigarillo, or small cigar users, and 1.6% of former smokeless tobacco users last used the product regularly within the past month.

Table 1.1 2023-2025 - Ratio of Current User to Ever Tried by Tobacco Product

Product	Ratio (Current User/Ever Tried)*		
	2023	2024	2025
Cigarette	14.9%	15.1%	16.4%
Cigar, Cigarillo, or Small Cigar	7.3%	8.4%	8.7%
Smokeless Tobacco	10.9%	9.7%	13.0%
E-Cigarette	31.1%	29.5%	32.3%
Nicotine Pouch	N/A	36.3%	37.8%
Other Tobacco Products	17.1%	10.7%	10.2%

Source: Nebraska Adult Tobacco Survey 2025

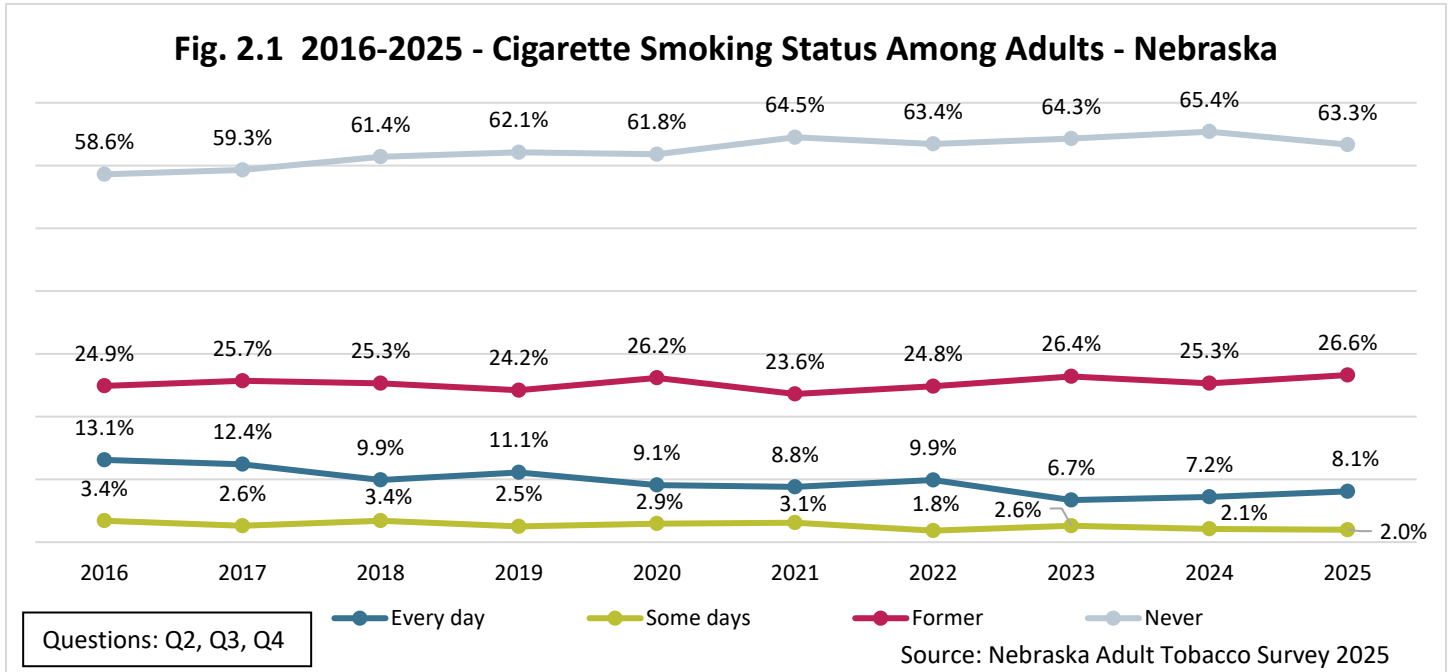
*The use of heated tobacco products is not included in this table due to extremely low frequencies

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 2025, the current user/ever tried ratio increased among cigarette, cigar, cigarillo, or small cigar, smokeless tobacco, e-cigarette, and nicotine pouch users. The ratio decreased among other tobacco product users. Questions regarding the use of nicotine pouches were not asked in 2023.

Cigarette Smoking

Cigarette Smoking Status 2016-2025

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

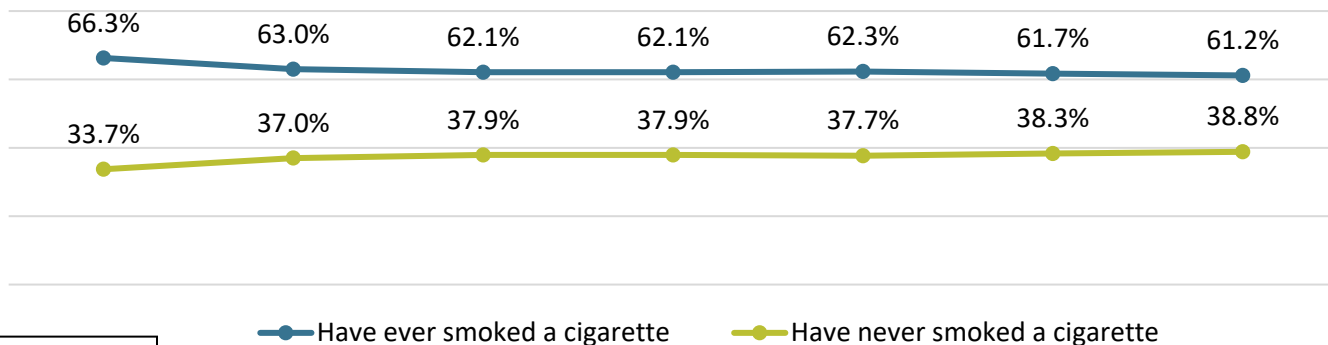


The proportion of adults who report smoking cigarettes every day rose from 7.2% in 2024 to 8.1% in 2025. Former smokers have consistently made up about one-fourth of this population year-over-year. The proportion of adults who report never having smoked has increased overall across the measurement period; starting at 58.6% in 2016 and rising to 63.3% in 2025.

Ever Smoked a Cigarette

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

Fig. 2.2 2019-2025 - Adults Who Have Ever Smoked a Cigarette, Even One or Two Puffs - Nebraska



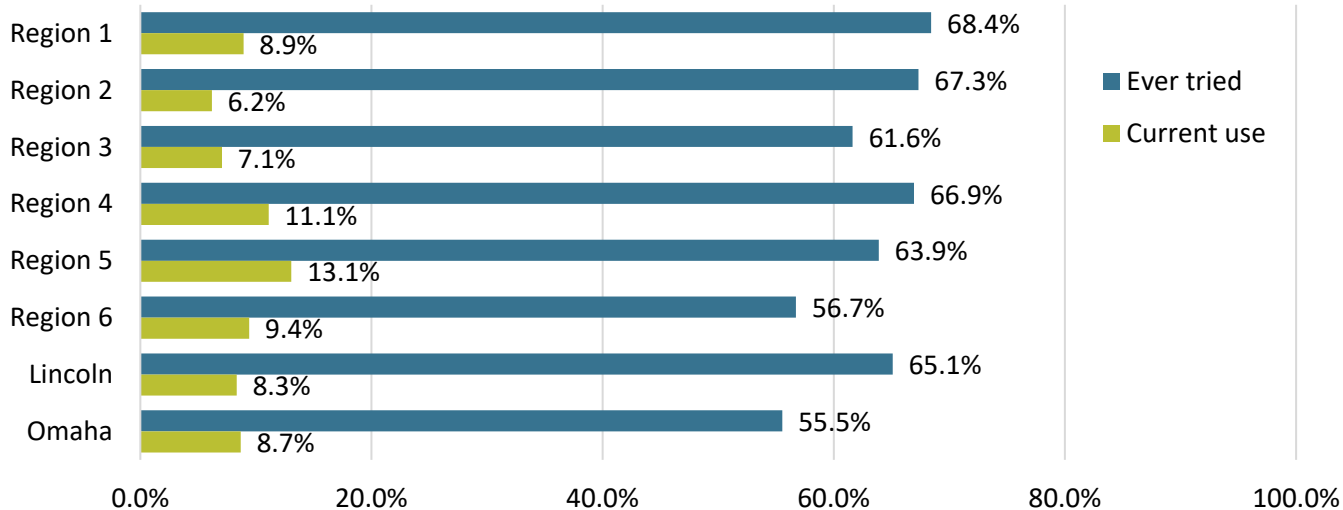
Question: Q2

Source: Nebraska Adult Tobacco Survey 2025

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 2025 (61.2%).

Over half of the adults in each region have tried smoking a cigarette (Fig. 2.3).

Fig. 2.3 2025 - Adults Who Have Ever Smoked and Currently Smoke Cigarettes - by Region



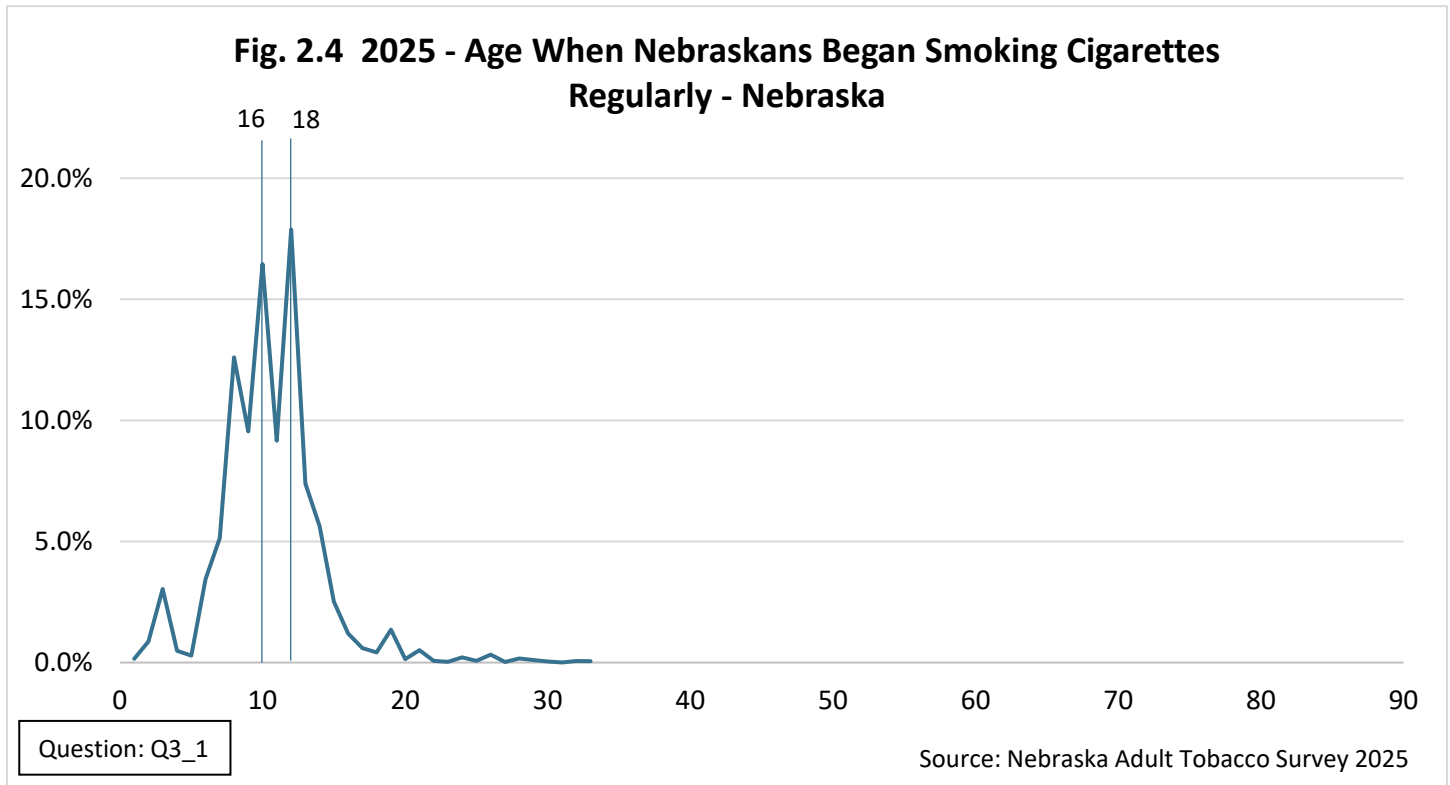
Questions: Q2, Q3, Q4, QD_zip

Source: Nebraska Adult Tobacco Survey 2025

A higher distribution of adults from Region 1 (68.4%) have smoked a cigarette, even one or two puffs, while the lowest rate comes from Omaha (55.5%).

Age When Started Smoking Regularly

Roughly two-fifths (43.5%) of Nebraskans who began smoking cigarettes regularly started between the ages of 16 and 18 years old (Fig. 2.4).

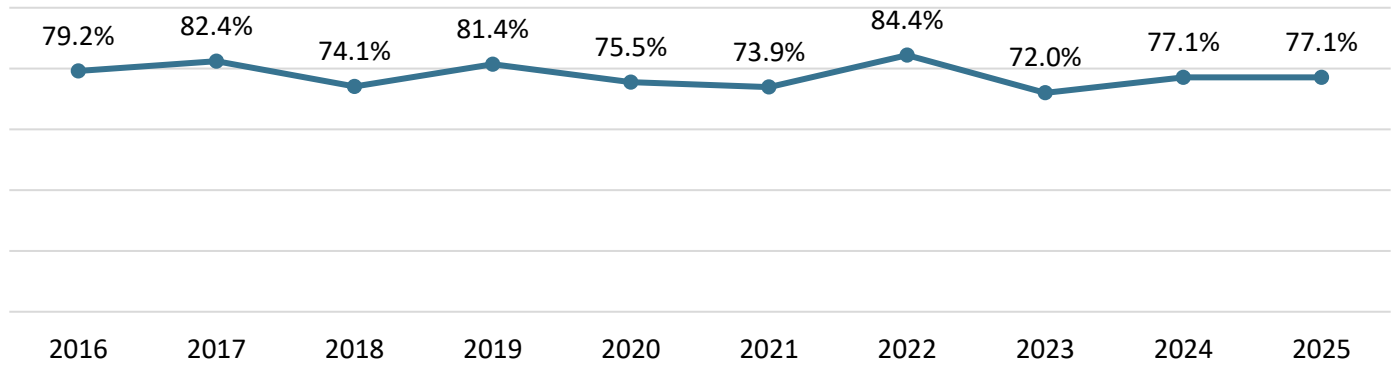


The start of regular cigarette smoking peaked at 16 and 18 years of age, and a majority of regular smokers (96.8%) started smoking cigarettes at or before 24 years old. These results revealed the importance of youth tobacco prevention.

Currently Smoke Every Day

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

Fig. 2.5 2016-2025 - Cigarette - Percent of Current Cigarette Smokers Who Smoke Every Day* - Nebraska



Question: Q4

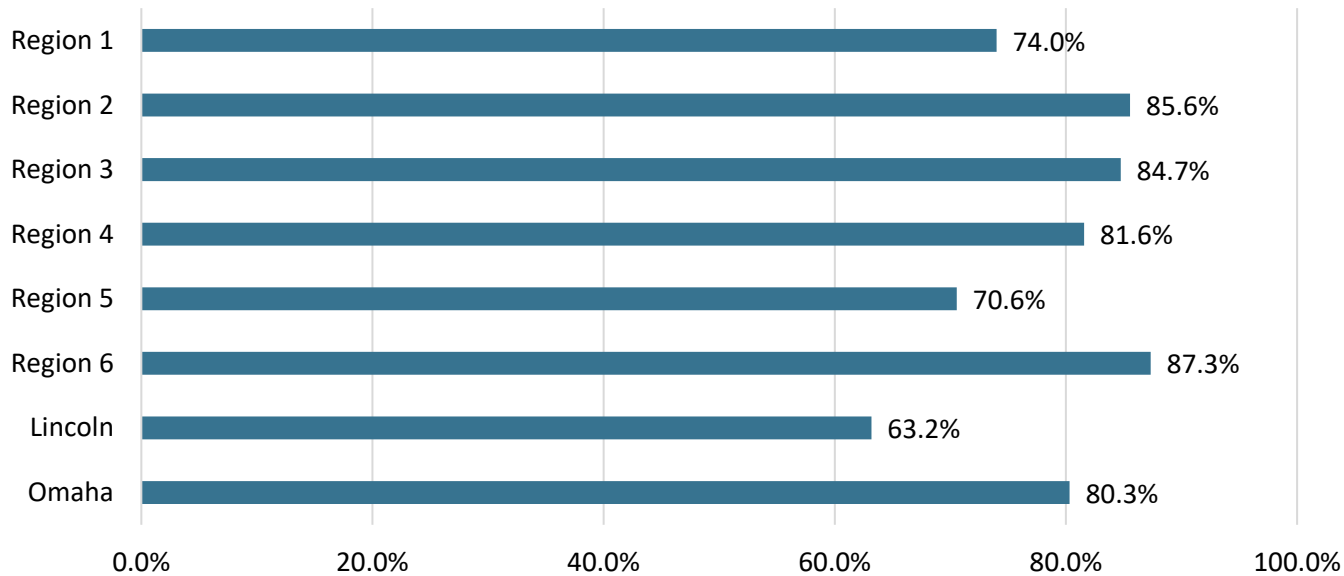
*Percentages are calculated among current cigarette smokers only

Source: Nebraska Adult Tobacco Survey 2025

Among current cigarette smokers, those who report smoking every day increased from 72.0% in 2023 to 77.1% in 2024 and 2025, but has remained below its peak rate of 84.4% in 2022.

Regardless of region, the majority of cigarette smokers smoke every day (Fig. 2.6).

Fig. 2.6 2025 - Percent of Current Cigarette Smokers Who Smoke Every Day - by Region



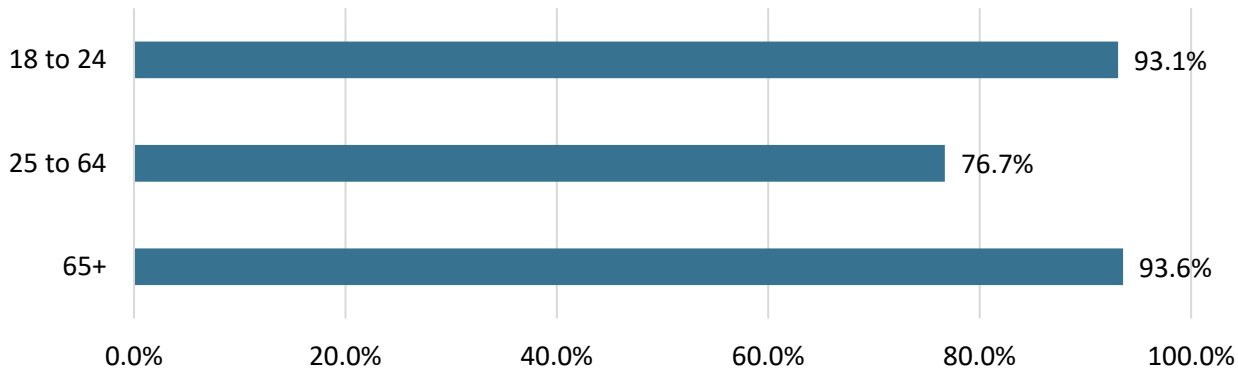
Questions: Q4, QD_zip

Source: Nebraska Adult Tobacco Survey 2025

Current cigarette smokers from Region 6 (87.3%) and Region 2 (85.6%) report smoking every day at higher rates than respondents from other Nebraska regions.

Current cigarette smokers between the ages of 25 to 64 years smoke every day at notably lower rates than both older and younger smokers (Fig. 2.7).

Fig. 2.7 2025 - Percent of Current Cigarette Smokers Who Smoke Every Day - by Age



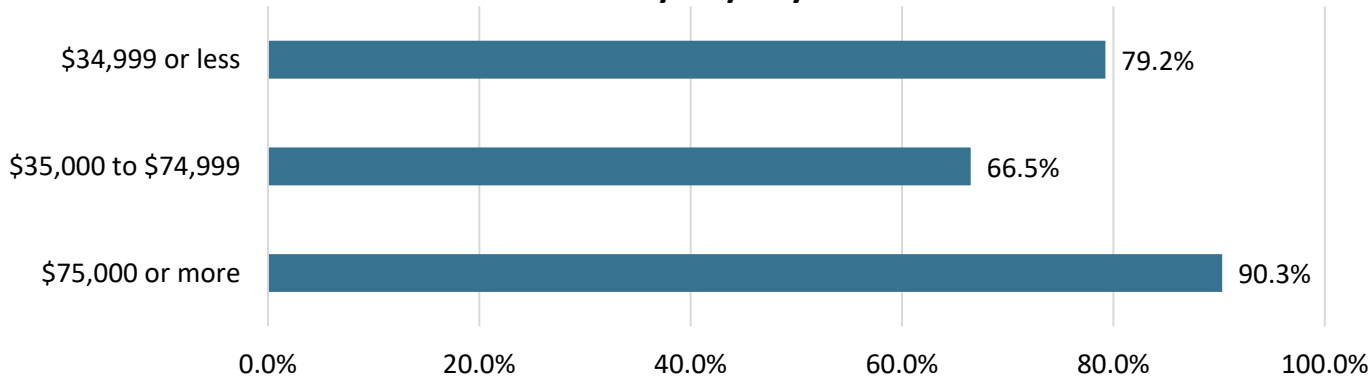
Questions: Q4, QD1

Source: Nebraska Adult Tobacco Survey 2025

While over half of all cigarette smokers, regardless of age, smoke every day, those aged 25 to 64 report daily cigarette use at much lower rates (76.7%) than those aged 18 to 24 (93.1%) and those aged 65 or older (93.6%).

Nebraskan cigarette smokers with an annual household income \$75,000 or more report smoking every day at higher rates than those with lower annual household incomes (Fig. 2.8).

Fig. 2.8 2025 - Cigarette - Percent of Current Cigarette Smokers Who Smoke Every Day - by Income



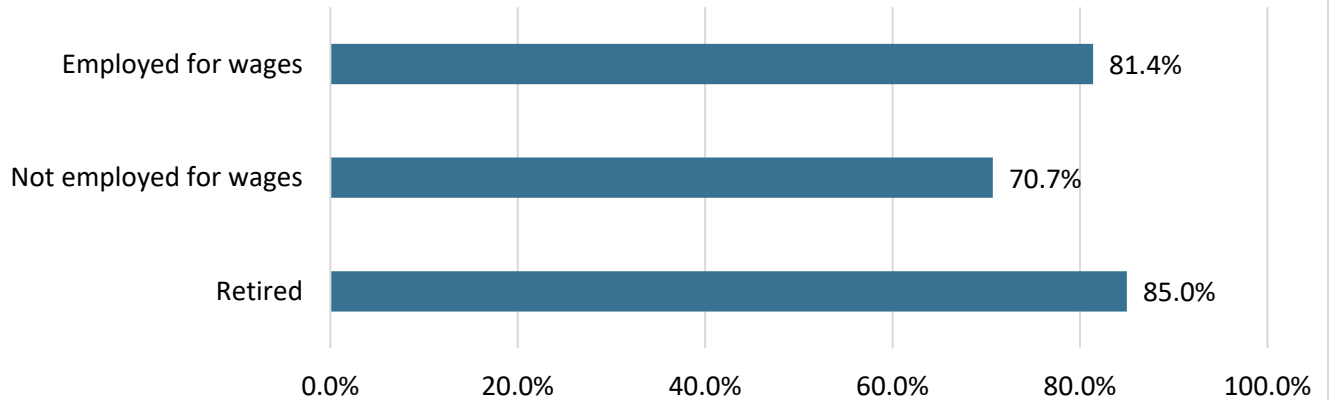
Questions: Q4, QD7ra - QD7rj

Source: Nebraska Adult Tobacco Survey 2025

Nebraskan cigarette smokers with an annual household income of \$75,000 or more report smoking every day (90.3%) at higher rates than Nebraskans with annual household incomes between \$35,000 to \$74,999 (66.5%) or \$34,999 or less (79.2%).

Nebraskan cigarette smokers who are retired smoke cigarettes every day at higher rates than those who are employed and not employed for wages (Fig. 2.9).

Fig. 2.9 2025 - Cigarette - Percent of Current Cigarette Smokers Who Smoke Every Day - by Employment Status



Questions: Q4, Q67

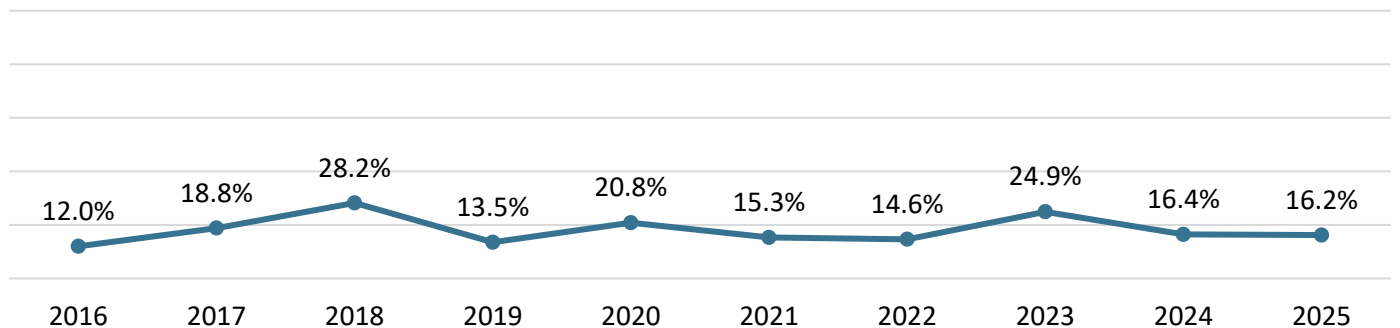
Source: Nebraska Adult Tobacco Survey 2025

Nebraskan cigarette smokers who are retired report smoking cigarettes every day (85.0%) at higher rates than those who are employed for wages (81.4%) and those who are not employed for wages (70.7%).

Time Before First Cigarette of the Day 2016-2025

Nicotine dependence remained relatively unchanged between 2024 and 2025 (Fig. 2.10).

Fig. 2.10 2016-2025 - Nicotine Dependence: First Cigarette of the Day is Smoked Within the First Five Minutes of Waking - Nebraska



Question: Q7

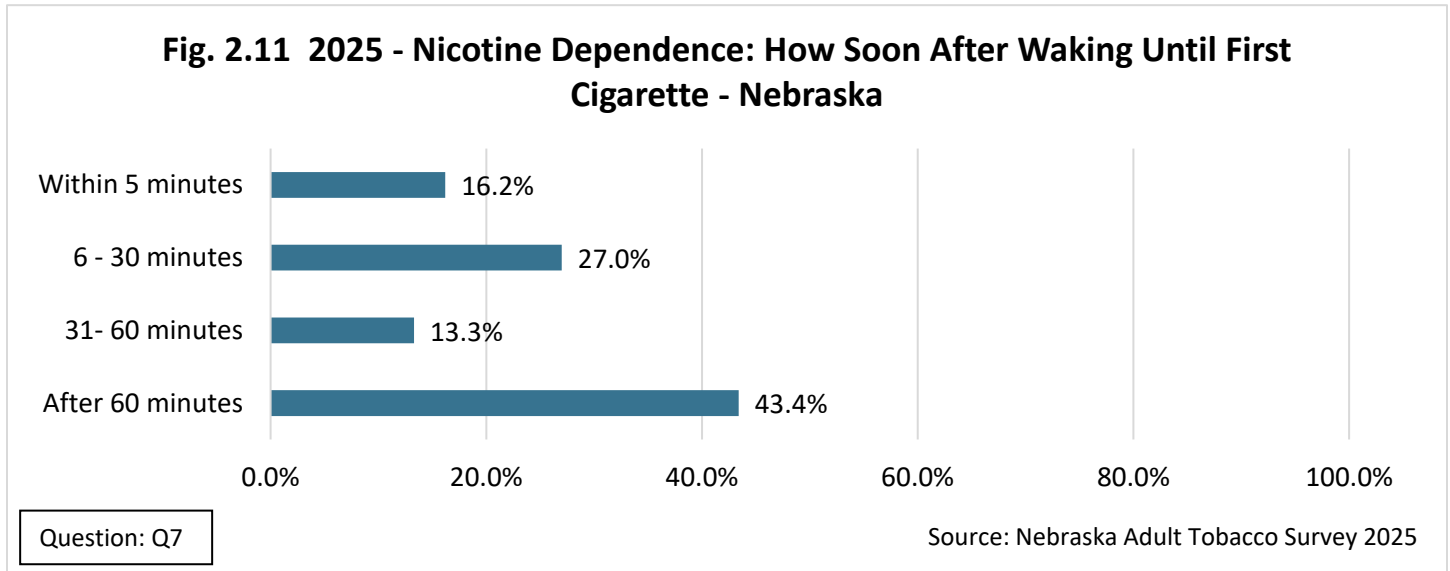
Source: Nebraska Adult Tobacco Survey 2025

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 report having 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 again to a rate of 16.4% in 2024 and 16.2% in 2025.

Time Before First Cigarette of the Day

About two-fifths of respondents report having their first cigarette after 60 minutes of waking (Fig. 2.11).

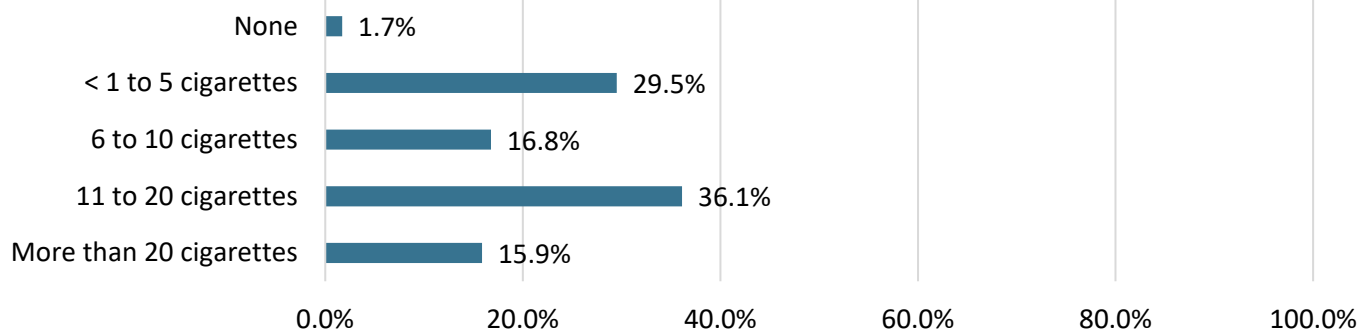


Roughly two-fifths (43.4%) of respondents report having their first cigarette after 60 minutes of waking. About one-fourth (27.0%) have their first cigarette 6-30 minutes after waking. Respondents report having their first cigarette within five minutes of waking (16.2%) and 31 to 60 minutes after waking (13.3%) at similar rates.

Average Number of Cigarettes Smoked a Day

Over one-third of Nebraskan cigarette smokers consumed an average of 11 to 20 cigarettes on each day that they smoked (Fig. 2.12).

Fig. 2.12 2025 - Number of Cigarettes Smoked a Day During the Past 30 Days - Nebraska



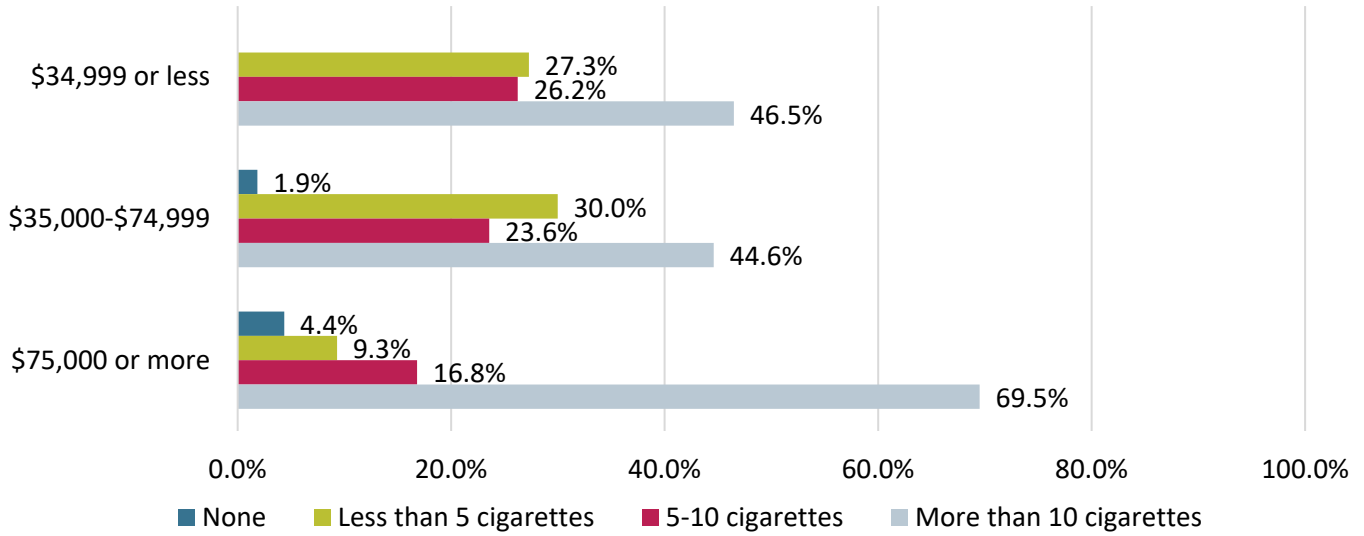
Question: Q6r

Source: Nebraska Adult Tobacco Survey 2025

For 29.5% of Nebraskan cigarette smokers, the average number of cigarettes smoked in a day is less than 1 cigarette to 5 cigarettes. Another 16.8% of cigarette smokers report smoking 6 to 10 cigarettes a day, and 15.9% report smoking more than 20 cigarettes in a single day. Over one-third (36.1%) consume 11 to 20 cigarettes each day, while a small portion (1.7%) who have consumed at least one cigarette during the past 30 days report that they do not smoke at all on most days.

A slim rate of current cigarette smokers (1.9%) with an annual household income of \$35,000-\$74,999 report that, during the past 30 days, they usually did not smoke at all (Fig. 2.13).

Fig. 2.13 2025 - Average Number of Cigarettes Smoked a Day During the Past 30 Days - by Income



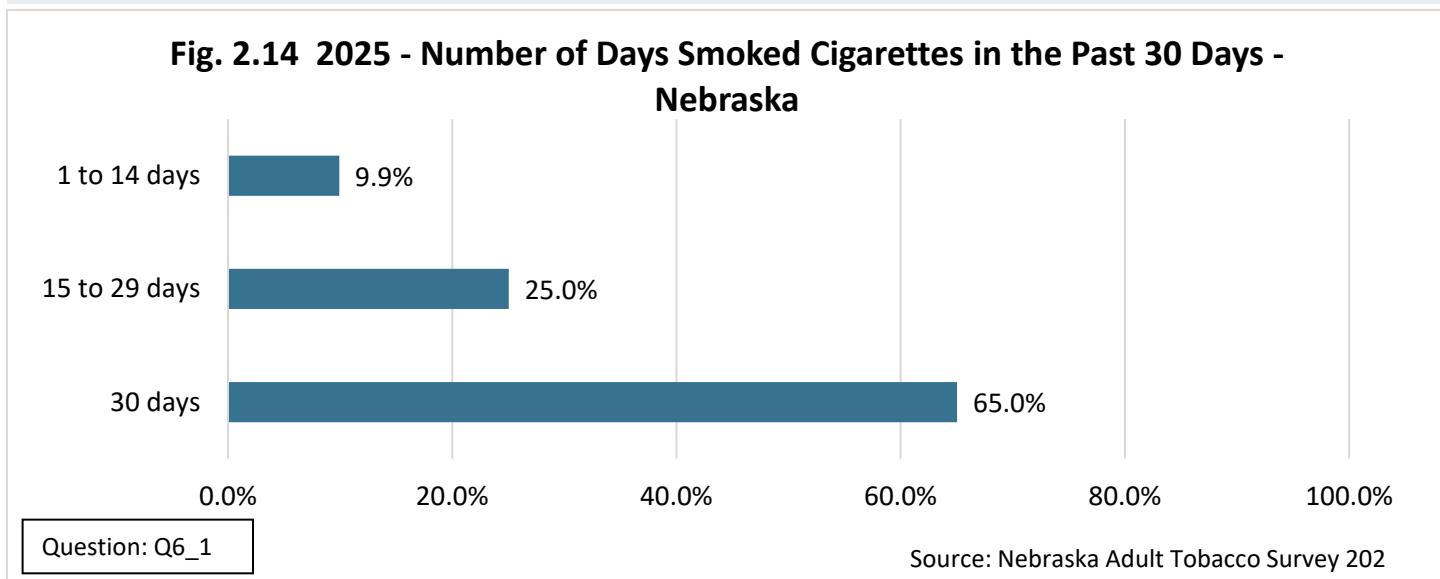
Questions: Q6r, QD7ra - QD7rj

Source: Nebraska Adult Tobacco Survey 2025

Among those who report smoking cigarettes either every day or some days, those with an annual household income of less than \$34,999 (46.5%) and between \$35,000 to \$74,999 (44.6%), report smoking more than 10 cigarettes on the days when they smoked during the past 30 days, on average. Those with an annual household income of \$75,000 or more report the same behavior at a higher rate (69.5%).

Number of Days when Cigarettes Were Smoked

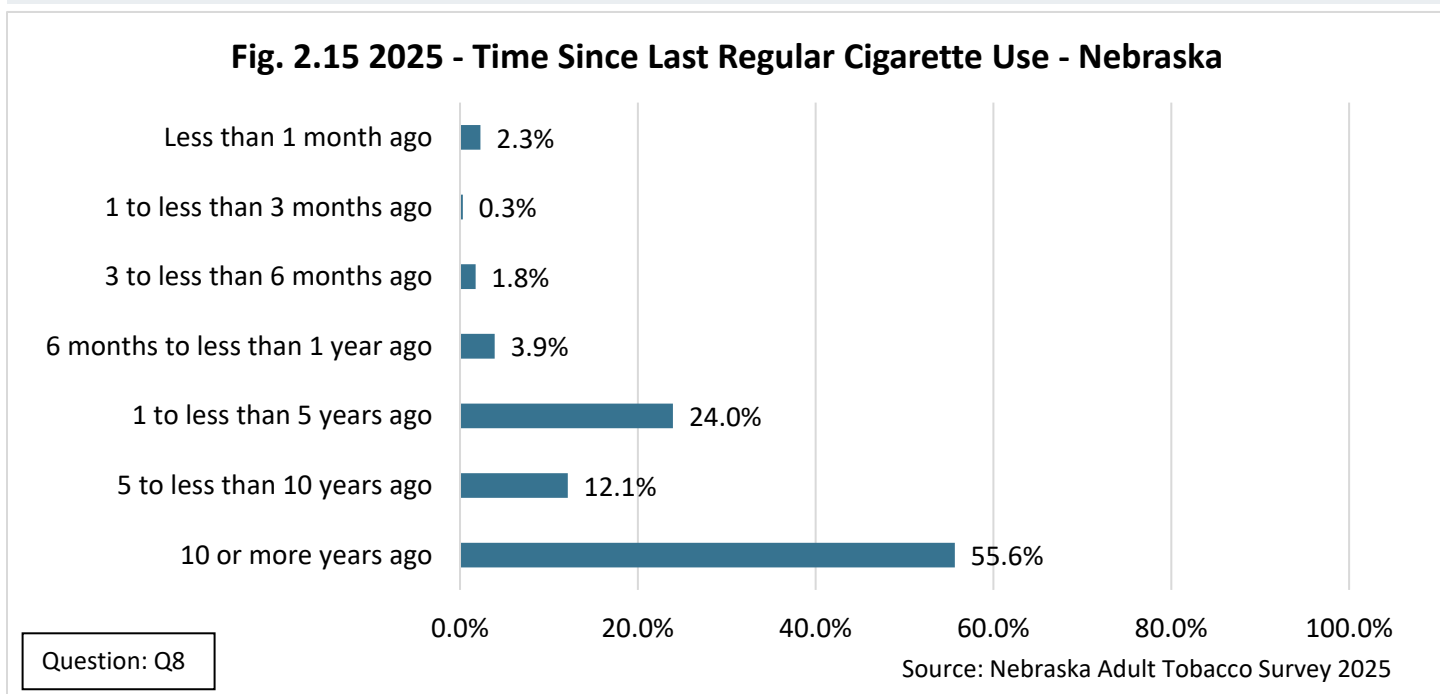
The majority of Nebraskan cigarette smokers have smoked every day during the past 30 days (Fig. 2.14).



The majority (65.0%) of Nebraskan cigarette smokers report having smoked every day during the past 30 days. Some (25.0%) smoked on 15 to 29 days, while the smallest distribution (9.9%) smoked on one to fourteen days.

Length of Time Since Regularly Smoked

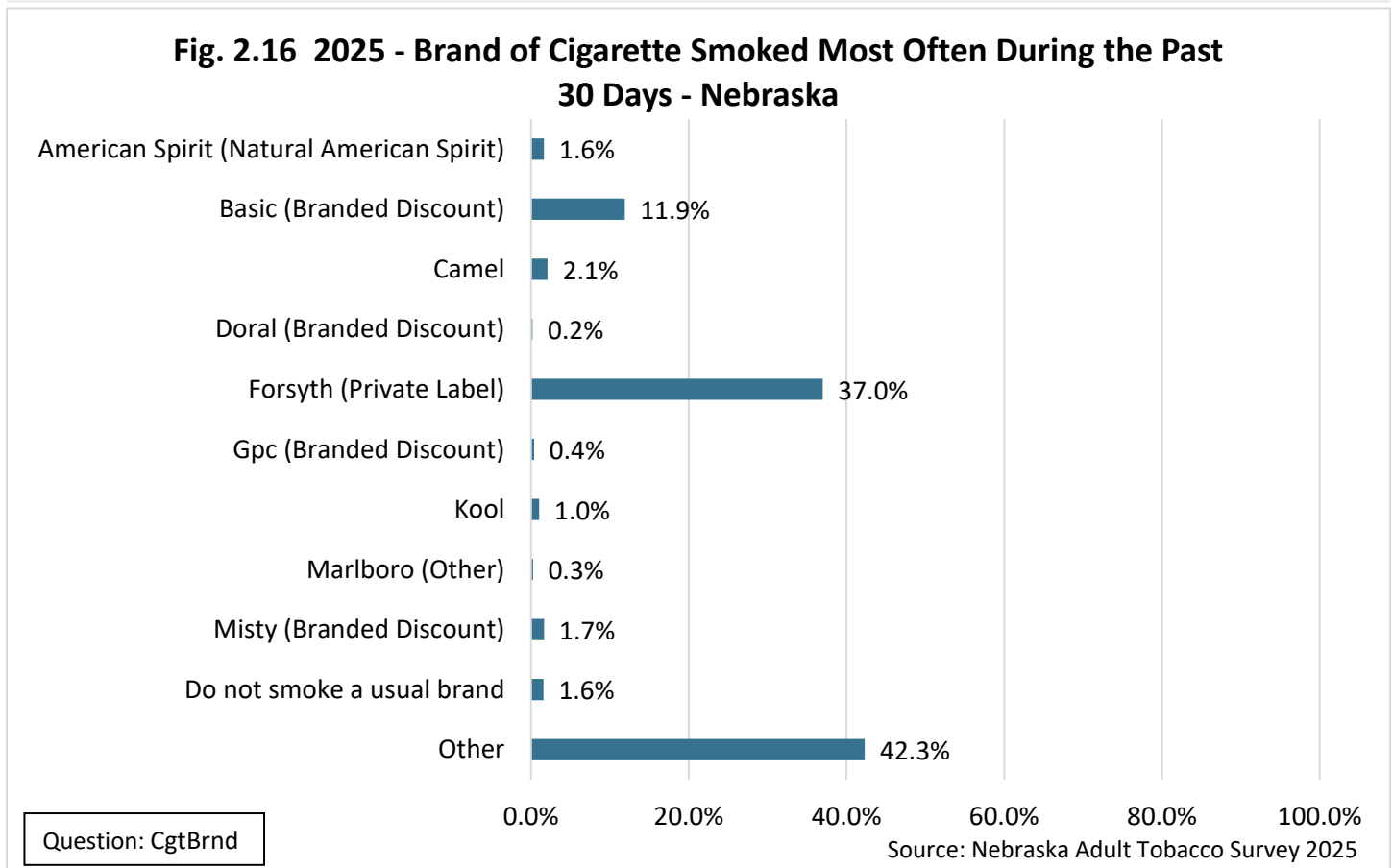
More than half of cigarette smokers have not smoked regularly for 10 years or more (Fig. 2.15).



For over half of cigarette smokers (55.6%), 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. 2.16).



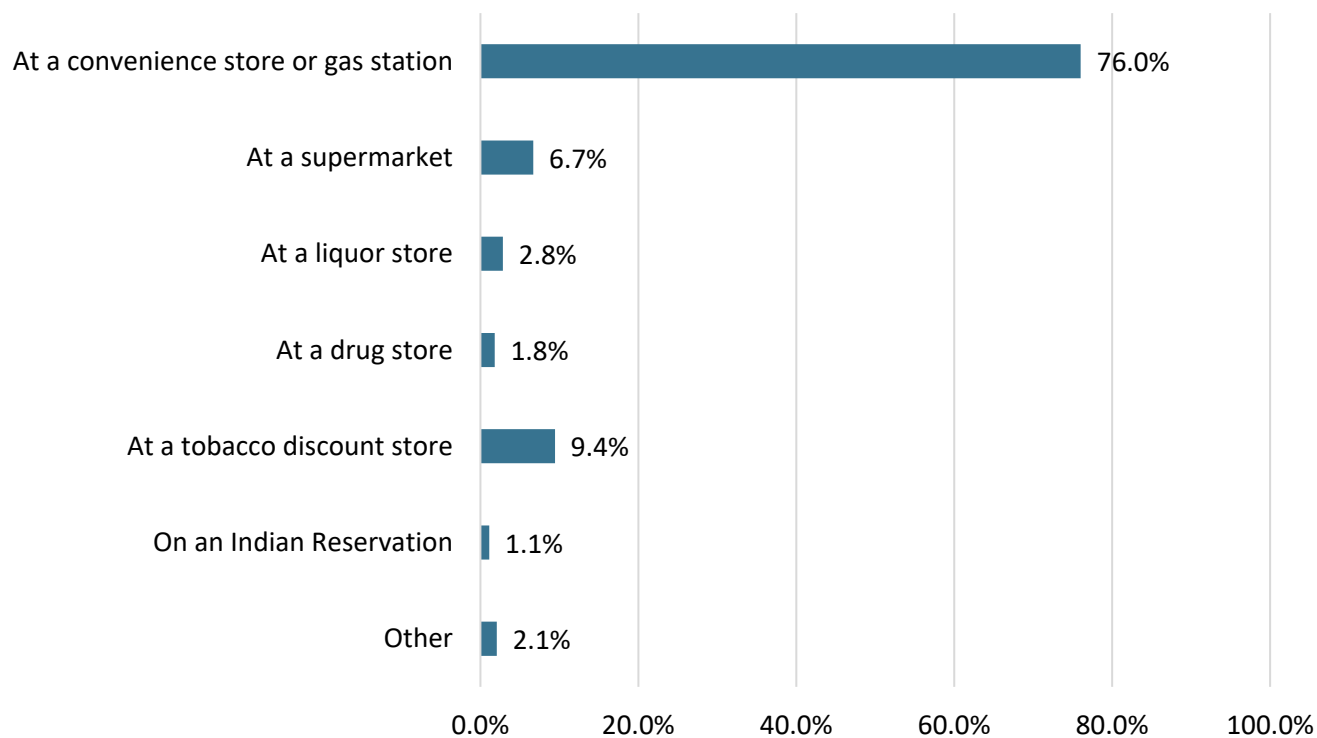
Over two-fifths (42.3%) of cigarette smokers smoked a brand other than the brands listed most often during the past 30 days, followed by Forsyth (37.0%) and Basic (11.9%).

Among adults who provided an “Other” response (n=113; Question: Brand2ot), the most frequently reported brand was Montego, followed by 24/7, Eagle and LD.

Location of Purchase

During the past 30 days, most cigarette smokers bought cigarettes for themselves at a convenience store or gas station (Fig. 2.17).

Fig. 2.17 2025 - Where Cigarettes Were Most Often Purchased During the Past 30 Days - Nebraska



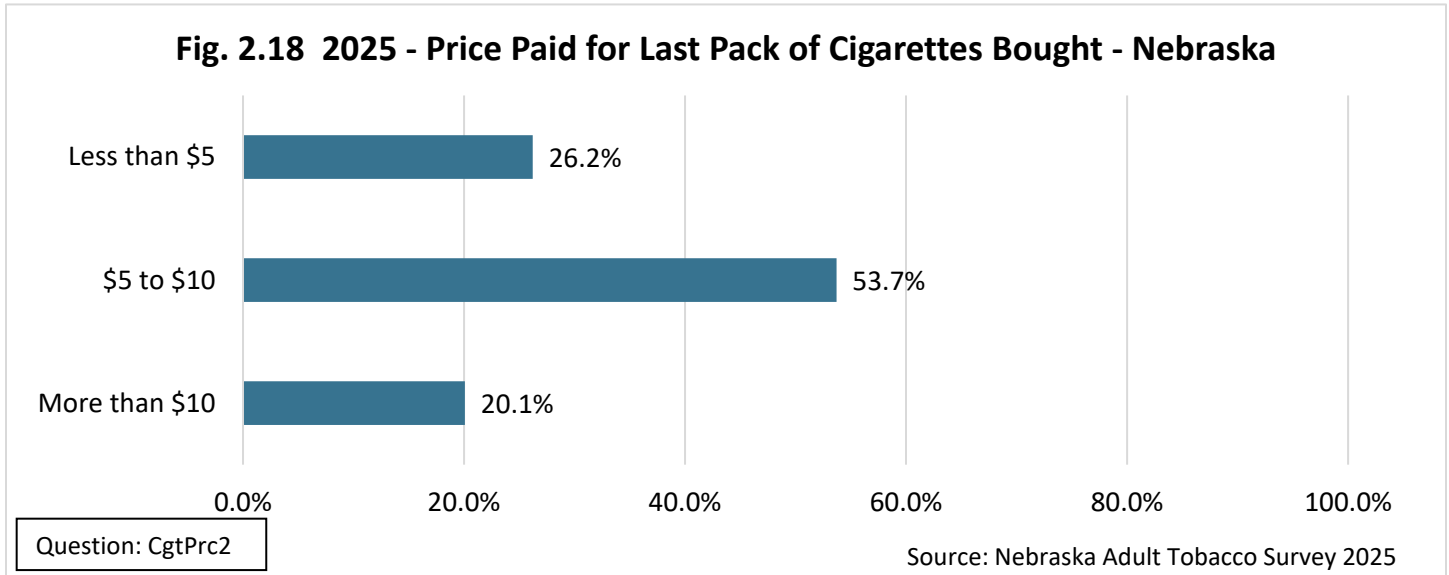
Question: CgtPlc1

Source: Nebraska Adult Tobacco Survey 2025

The majority of cigarette smokers (76.0%) bought their cigarettes from a convenience store or gas station, while 9.4% purchased from a tobacco discount store.

Price Paid for a Pack

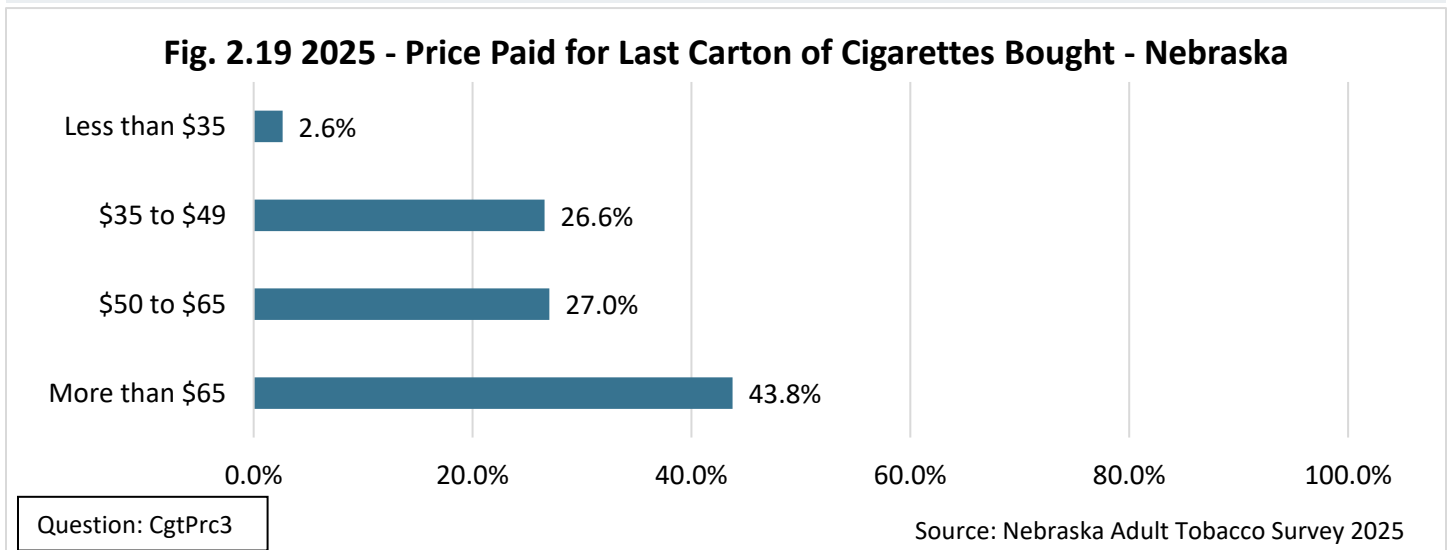
Most smokers paid \$5 to \$10 for the last pack of cigarettes they bought for themselves (Fig. 2.18).



Those who paid \$5 to \$10 for a pack of cigarettes made up 53.7% of respondents, while those who paid less than \$5 made up 26.2% of respondents, and the remaining 20.1% of respondents paid more than \$10.

Price Paid for a Carton

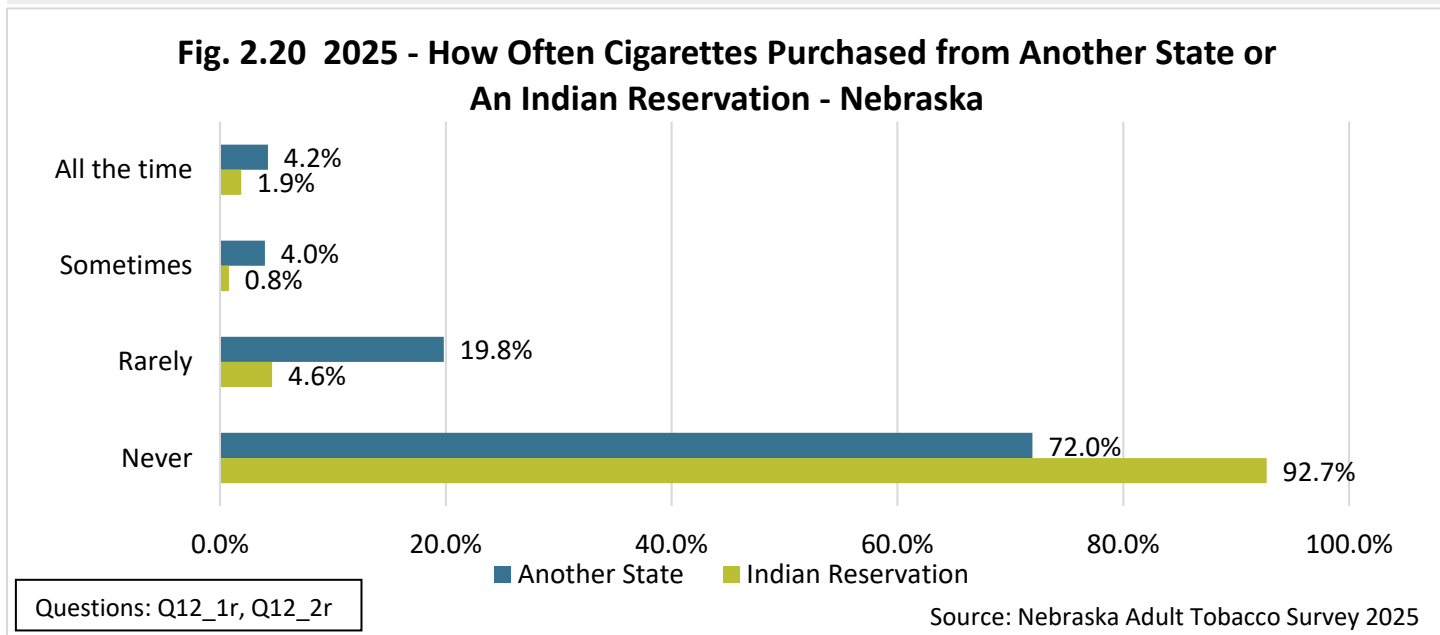
Roughly two-fifths of cigarette smokers paid over \$65 for the last carton of cigarettes that they bought for themselves (Fig. 2.19).



Those who paid more than \$65 for a carton of cigarettes made up 43.8% of respondents, while 2.6% paid less than \$35.

Out of State and Indian Reservation Purchases

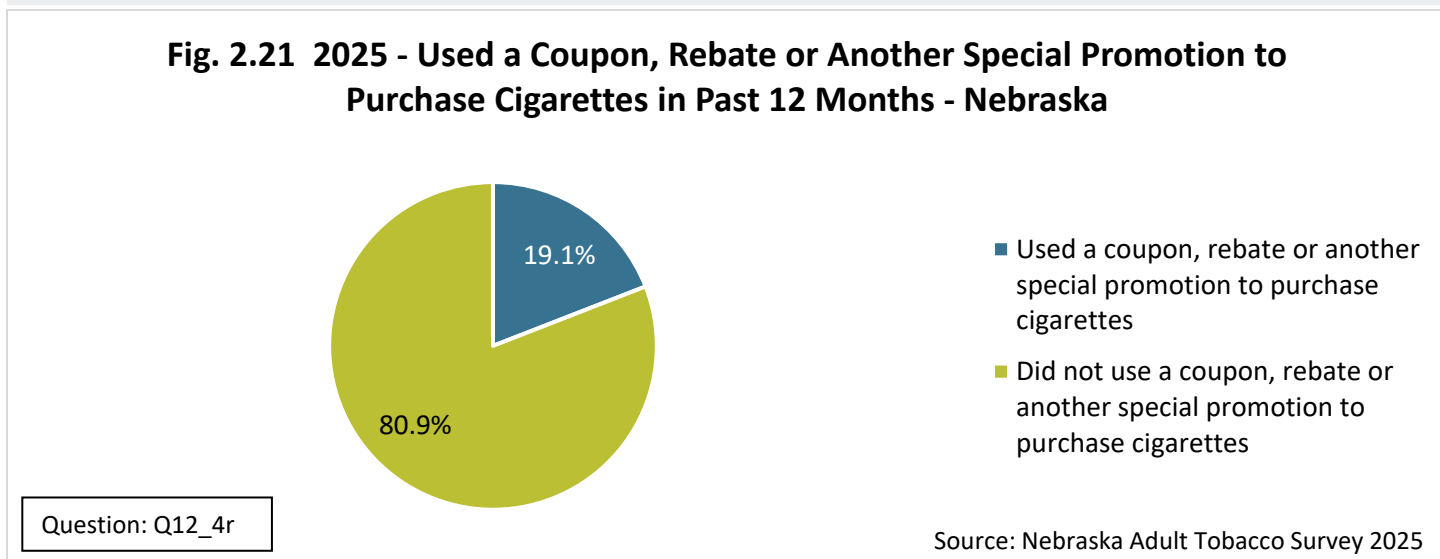
Few Nebraskan smokers regularly purchased cigarettes from another state or an Indian reservation (Fig. 2.20).



In 2025, the majority of Nebraskan smokers report having never purchase cigarettes from out of state (72.0%) or from Indian reservations (92.7%).

Use of Coupons or Other Promotions

About one-fifth of cigarette smokers had taken advantage of coupons or other special promotions for cigarettes (Fig. 2.21).

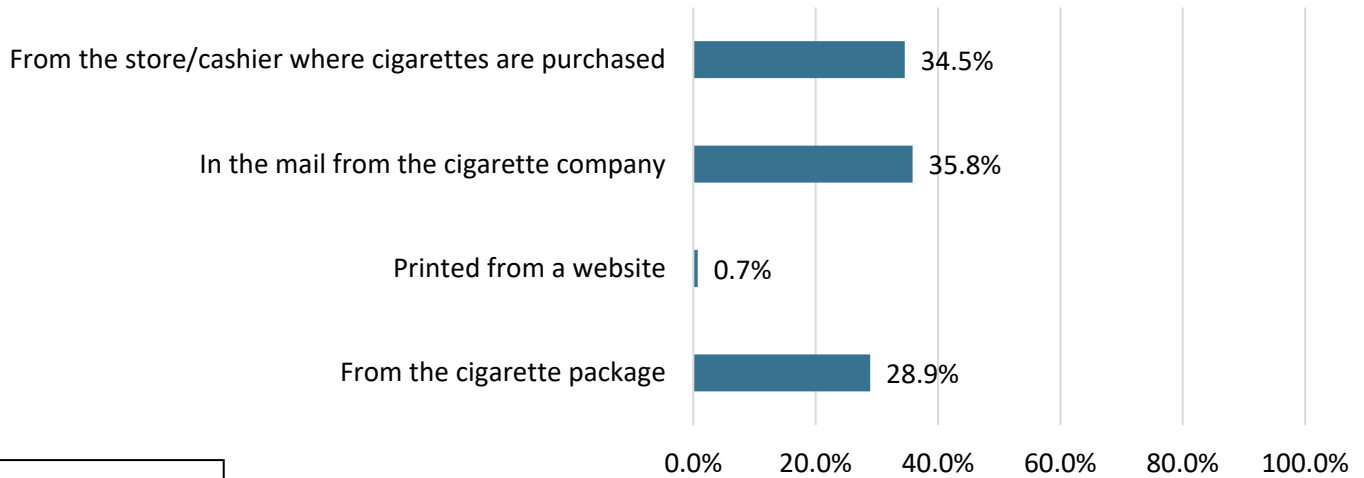


About one-fifth of cigarette smokers (19.1%) had taken advantage of promotions for cigarettes, while 80.9% had not.

Source of Coupons

About two-thirds of current smokers who use coupons report having gotten them through the mail from a cigarette company or from the store/cashier where cigarettes are purchased (Fig. 2.22).

Fig. 2.22 2025 - Where Coupons Usually Come from - Nebraska



Question: Q12_4br

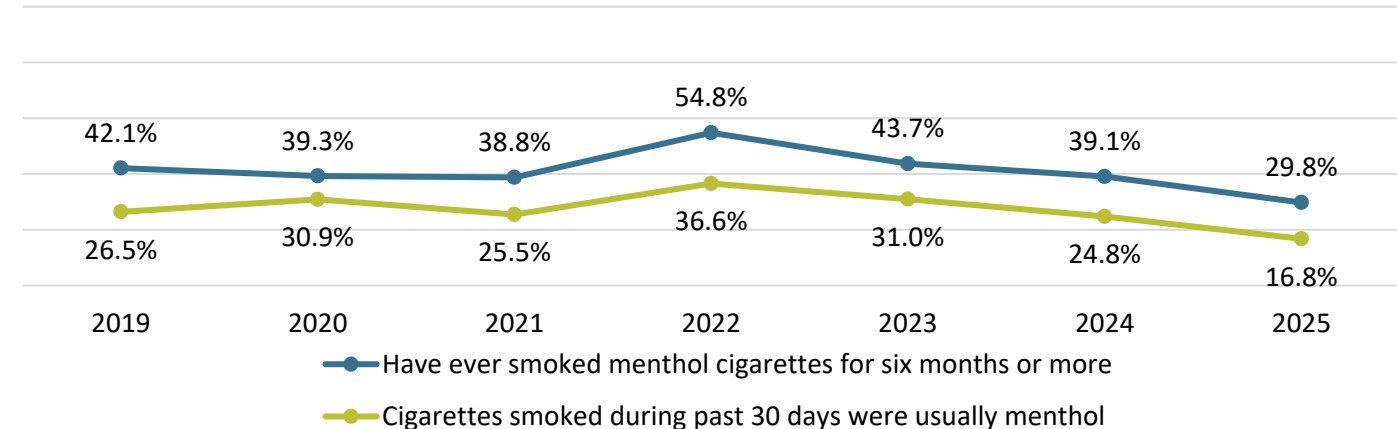
Source: Nebraska Adult Tobacco Survey 2025

About one-third (35.8%) of respondents who have used coupons to purchase cigarettes got their coupons in the mail from a cigarette company. Another roughly one-third (34.5%) got them from the store or cashier where they purchased their cigarettes. A meaningful proportion got them from the cigarette package (28.9%), and very few (0.7%) printed them from a website.

Use of Menthol Cigarettes

In 2025, about one-third of cigarette smokers report having ever used menthol cigarettes for six months or more, and a smaller proportion usually smoked menthol cigarettes during the past 30 days (Fig. 2.23).

Fig. 2.23 2019-2025 - Menthol Cigarette Use Among Adults: Ever Tried and Current Use - Nebraska



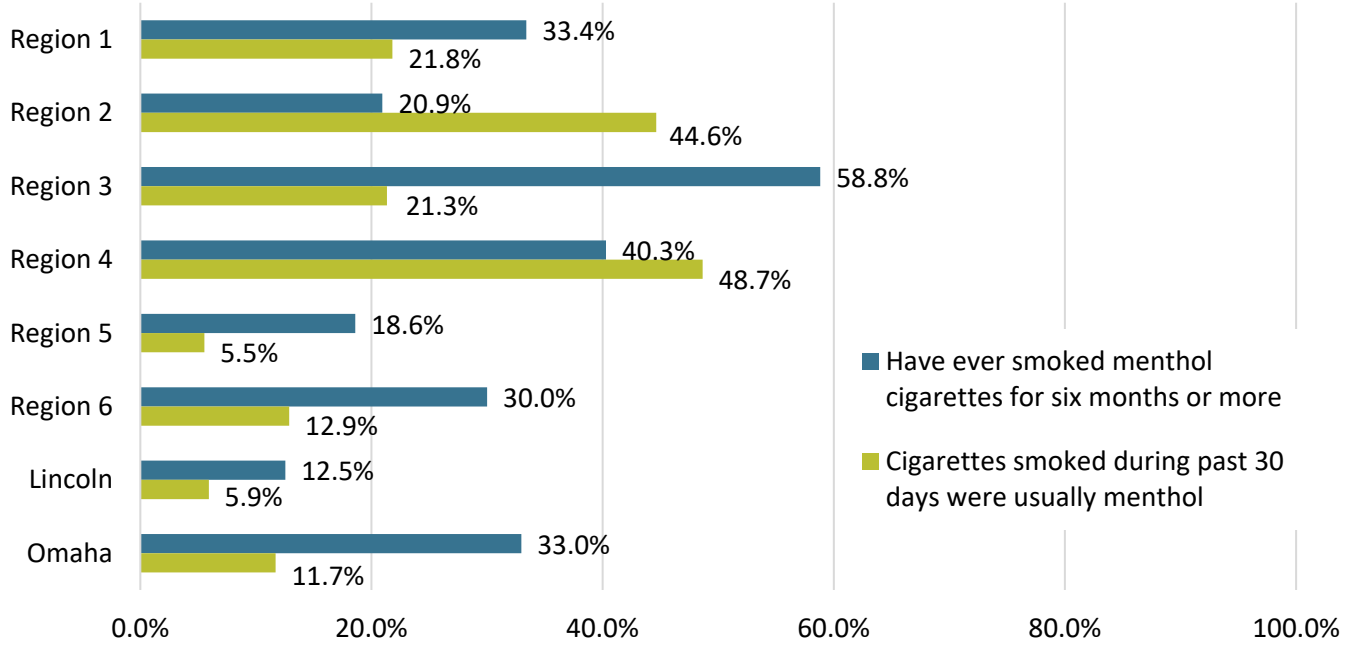
Questions: MENTREG, MENTH30

Source: Nebraska Adult Tobacco Survey 2025

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 2025, the distribution of respondents who report having smoked menthol cigarettes for six months or more reached 29.8%. A smaller proportion (16.8%) of cigarette smokers report having usually smoked menthol cigarettes during the past 30 days.

In 7 of the 8 Nebraska regions, less than half of cigarette smokers have ever used menthol cigarettes for six months or more (Fig. 2.24).

Fig. 2.24 2025 - Use of Menthol Cigarettes - by Region

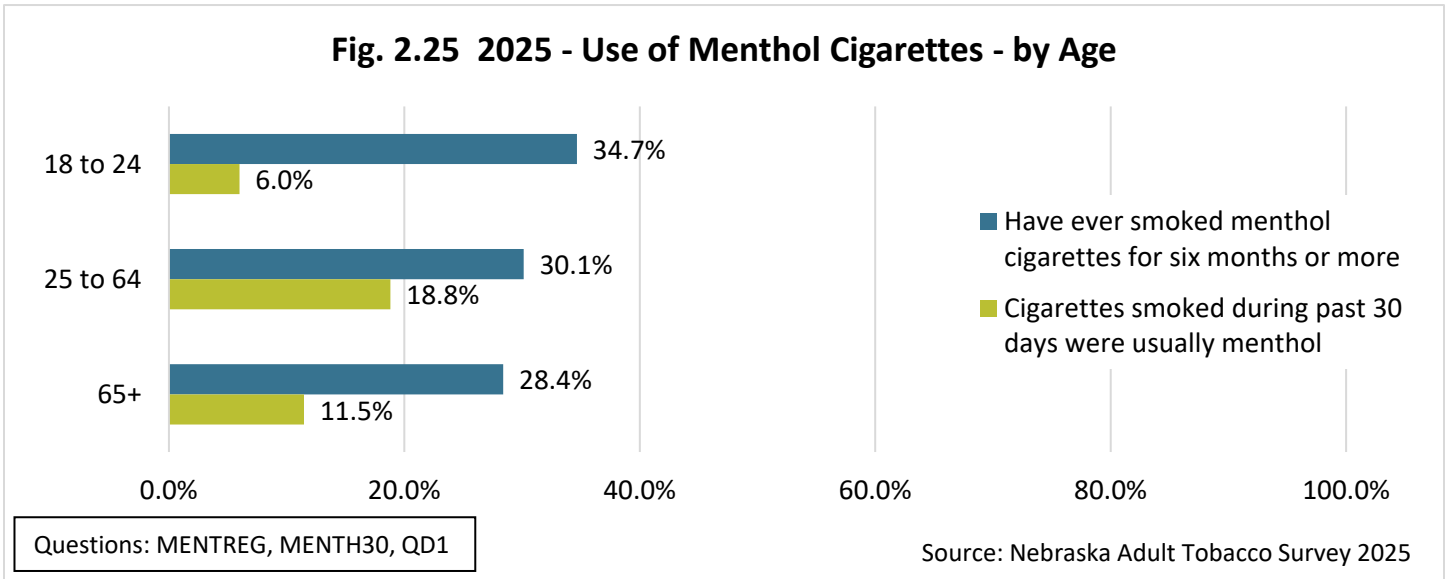


Questions: MENTREG, MENTH30, QD_zip

Source: Nebraska Adult Tobacco Survey 2025

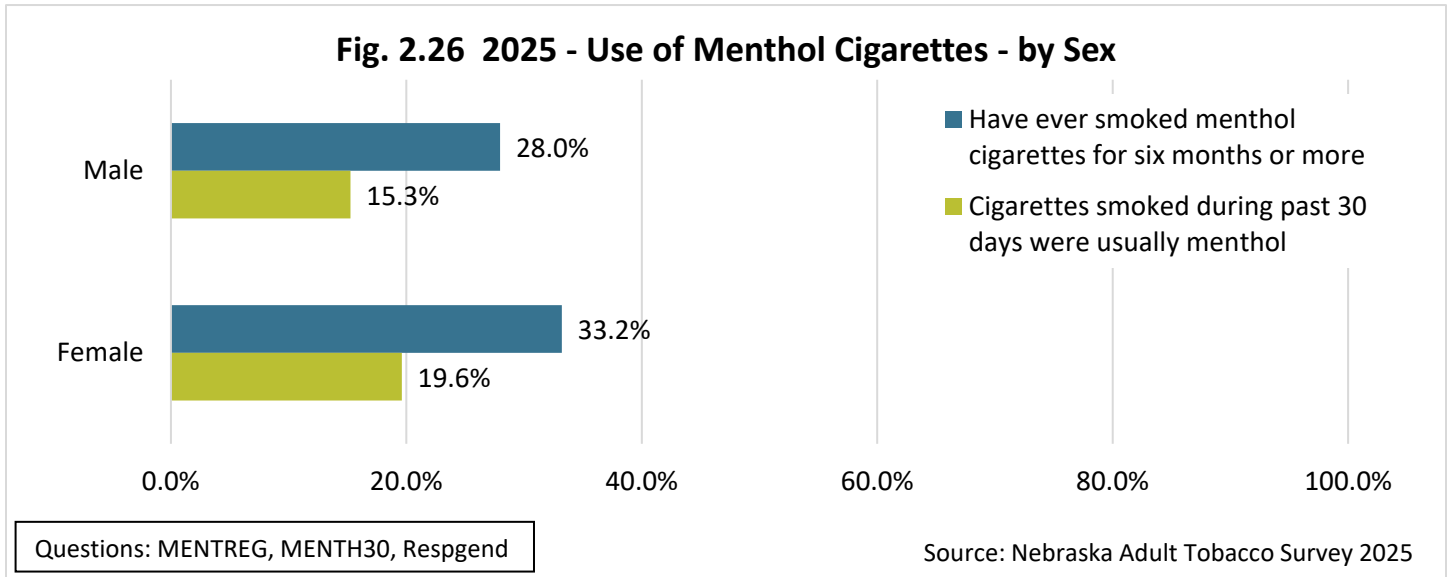
Some variance occurs in the rate of cigarette smokers who have ever used menthol cigarettes for six months or more across regions. Lincoln residents report the lowest rate (12.5%), while the highest rate (58.8%) come from Region 3. Similar variance occurs in the rate of cigarette smokers who usually smoked menthol cigarettes during the past 30 days, with the lowest rate (5.5%) coming from Region 5 and the highest rate (48.7%) coming from Region 4.

Cigarette smokers aged 18 to 24 years report using menthol cigarettes for six months or more at higher rates than those aged 25 years or older (Fig. 2.25).



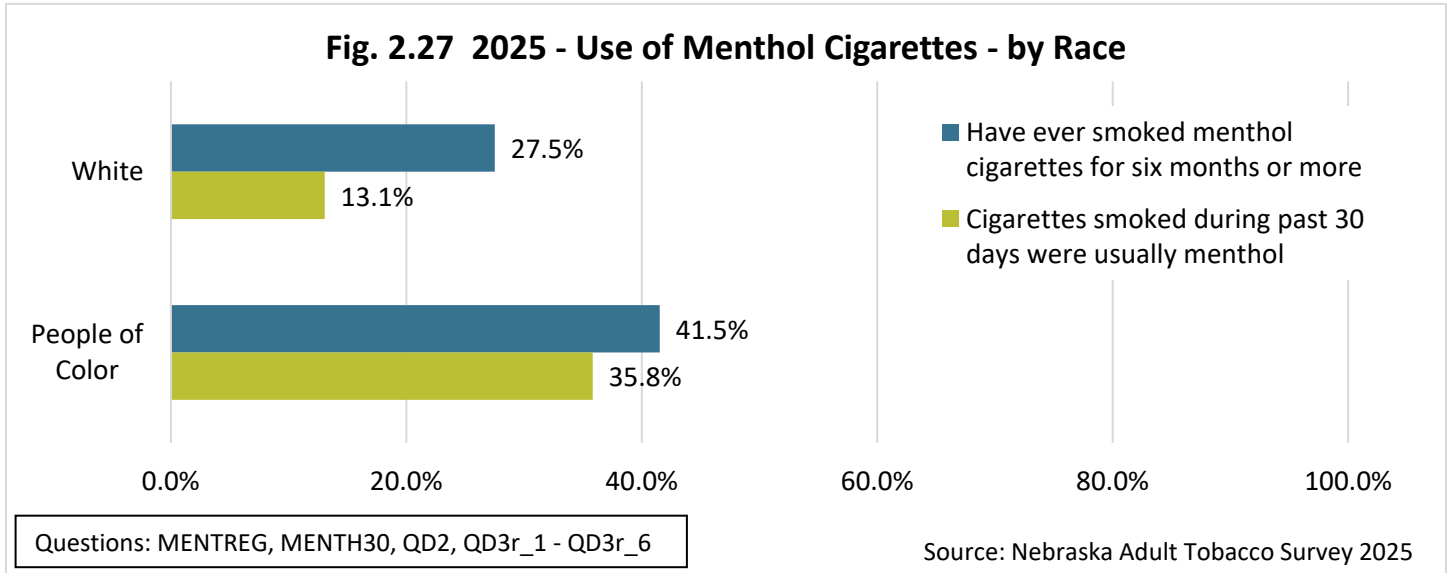
Respondents aged 18 to 24 years-old report having smoked menthol cigarettes for six months or more (34.7%) at a higher rate than those aged 25 to 64 (30.15%) and those aged 65 or older (28.4%). The prevalence of menthol cigarette use during the past 30 days was highest among 25 to 64 year-old respondents (18.8%), with lower rates being report by respondents aged 18 to 24 (6.0%) and those aged 65 or older (11.5%).

Women report higher rates of menthol cigarette use than men (Fig. 2.26).



Women report having, at any point, smoked menthol cigarettes for six months or more (33.2%) at higher rates than men (28.0%). A higher proportion of women (19.6%) over men (15.3%) also report having usually smoked menthol cigarettes during the past 30 days.

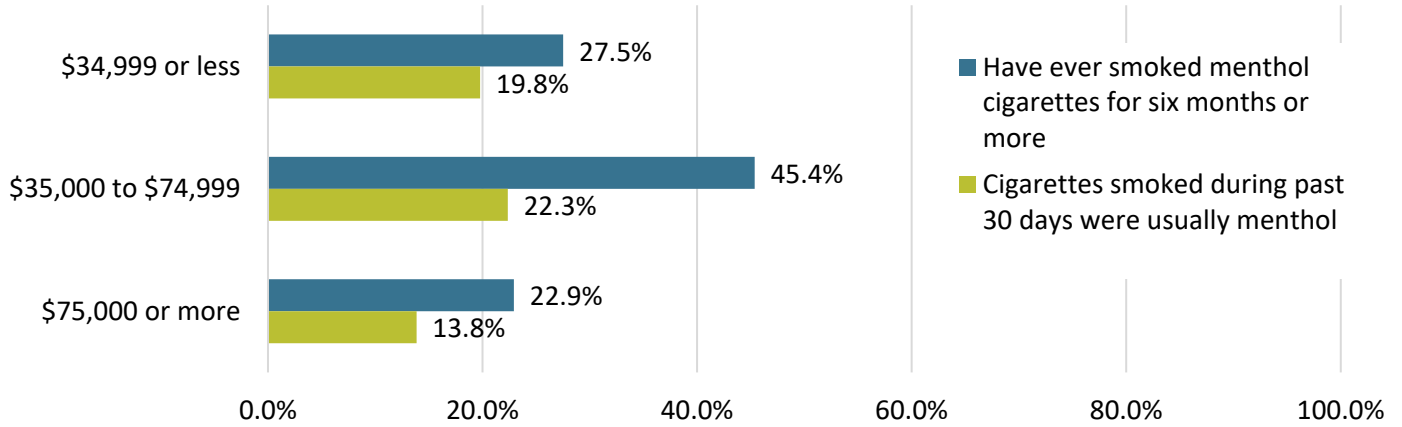
Nebraskans of Color report having smoked menthol cigarettes for six months or more and usually smoking menthol cigarettes during the past 30 days at higher rates than White Nebraskans (Fig. 2.27).



People of Color (41.5%) report having ever smoked menthol cigarettes for six months or more at higher rates than White respondents (27.5%). Nebraskans of Color who smoke cigarettes also report that, during the past 30 days, they usually smoked menthol cigarettes (35.8%) at higher rates than White Nebraskans (13.1%).

Respondents with an annual household income of \$75,000 or more report 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).

Fig. 2.28 2025 - Use of Menthol Cigarettes - by Income



Questions: MENTHREG, MENTH30, QD7ra - QD7rj

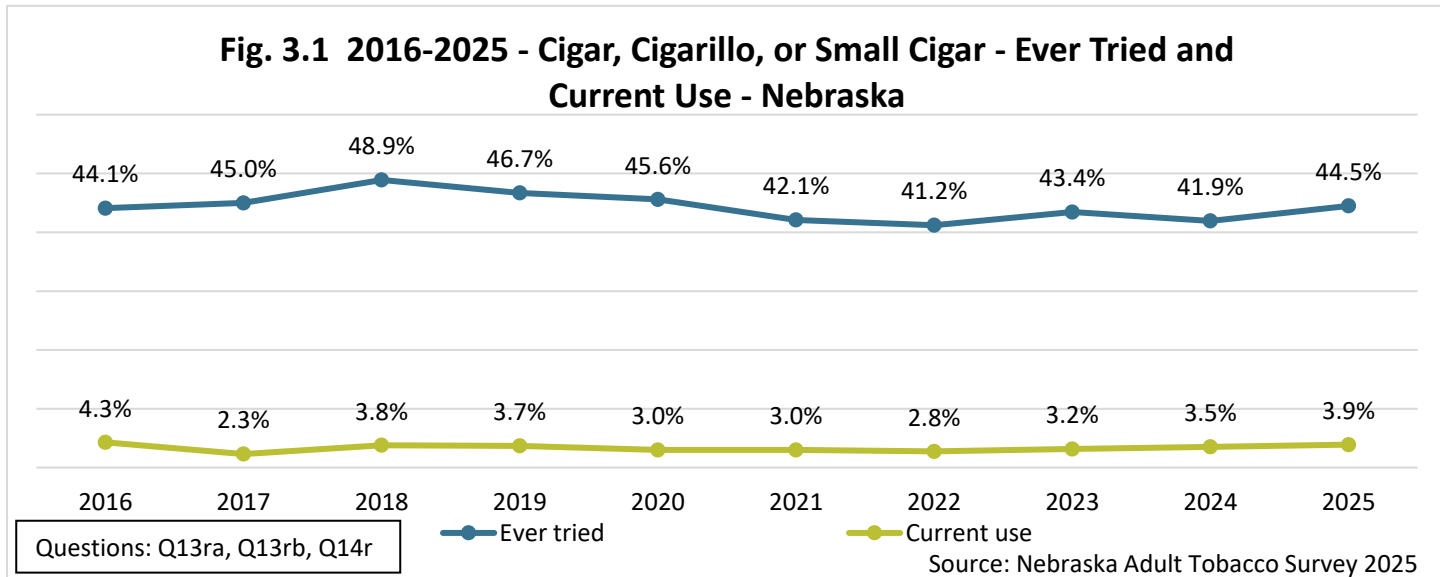
Source: Nebraska Adult Tobacco Survey 2025

Among cigarette smokers whose annual household income is less than \$35,000, 27.5% report having have ever smoked menthol cigarettes for six months or more, which is less than those with an annual household income of \$35,000 to \$74,999 (45.4%), and more than those whose annual household income is \$75,000 or more (22.9%). Those with an annual household income of \$35,000 to \$74,999 (22.3%) report higher rates of menthol cigarette use during the past 30 days than those within the lowest income category (19.8%), and those within the highest income category (13.8%).

Cigar Smoking

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

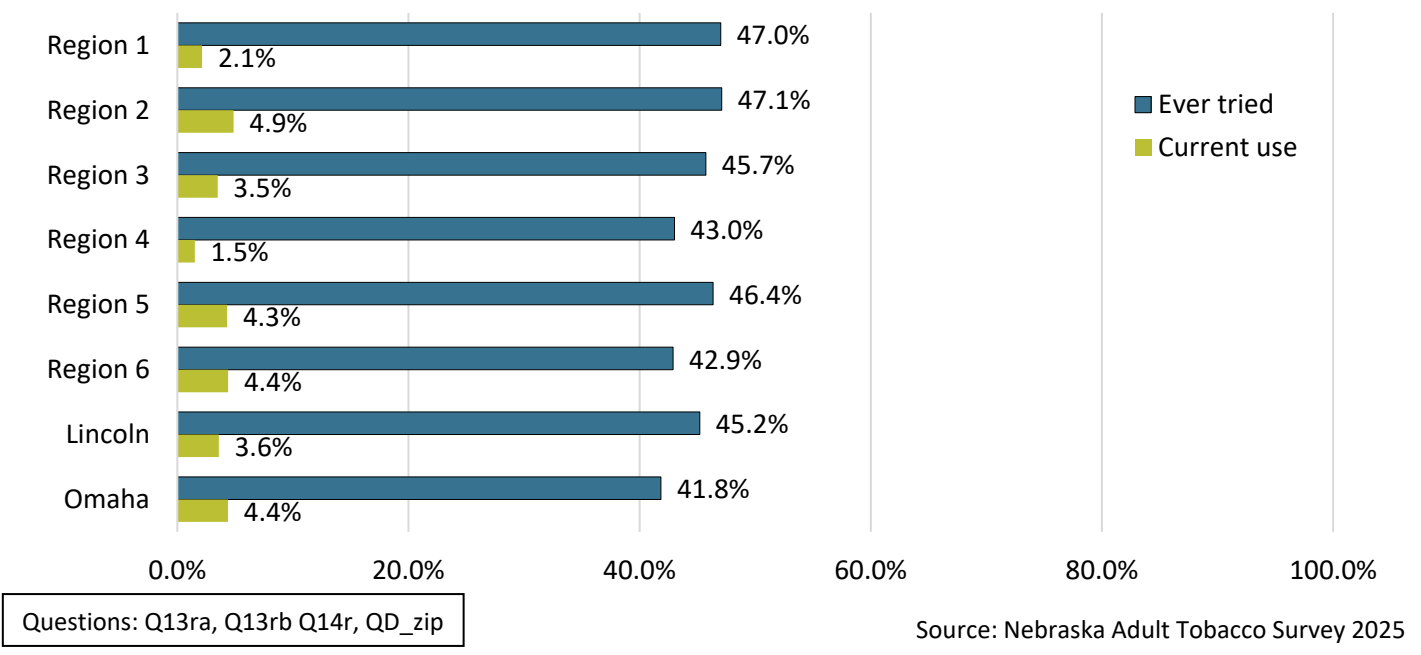
In 2025, over two-fifths of respondents report having ever tried a cigar, cigarillo, or small cigar, while only 3.9% report being current users (Fig. 3.1).



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 44.5% of 2025 respondents reporting that they have ever tried cigars, cigarillos, or small cigars; and 3.9% are current cigar, cigarillo, or small cigar smokers.

When compared across Regions, respondents from Region 2 report higher rates of having ever smoked and currently using cigars, cigarillos, or small cigars (Fig. 3.2).

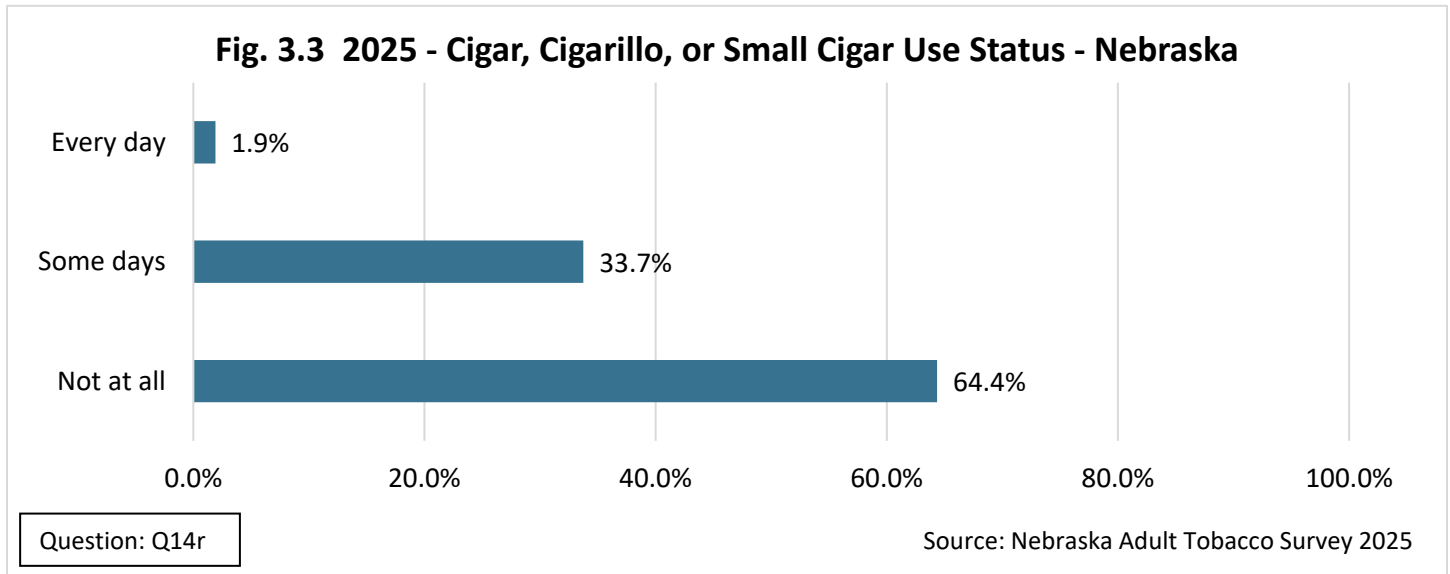
Fig. 3.2 2025 - Cigar, Cigarillo, or Small Cigar - Ever Tried and Current Use - by Region



Respondents from Regions 1 (47.0%) and 2 (47.1%) report having ever smoked a cigar, cigarillo, or small cigar at higher rates than respondents from other Nebraska regions, while those from Region 2 (4.9%) have the highest proportion of current cigar, cigarillo, or small cigar smokers.

Currently Smoke Cigars, Cigarillos, or Small Cigars

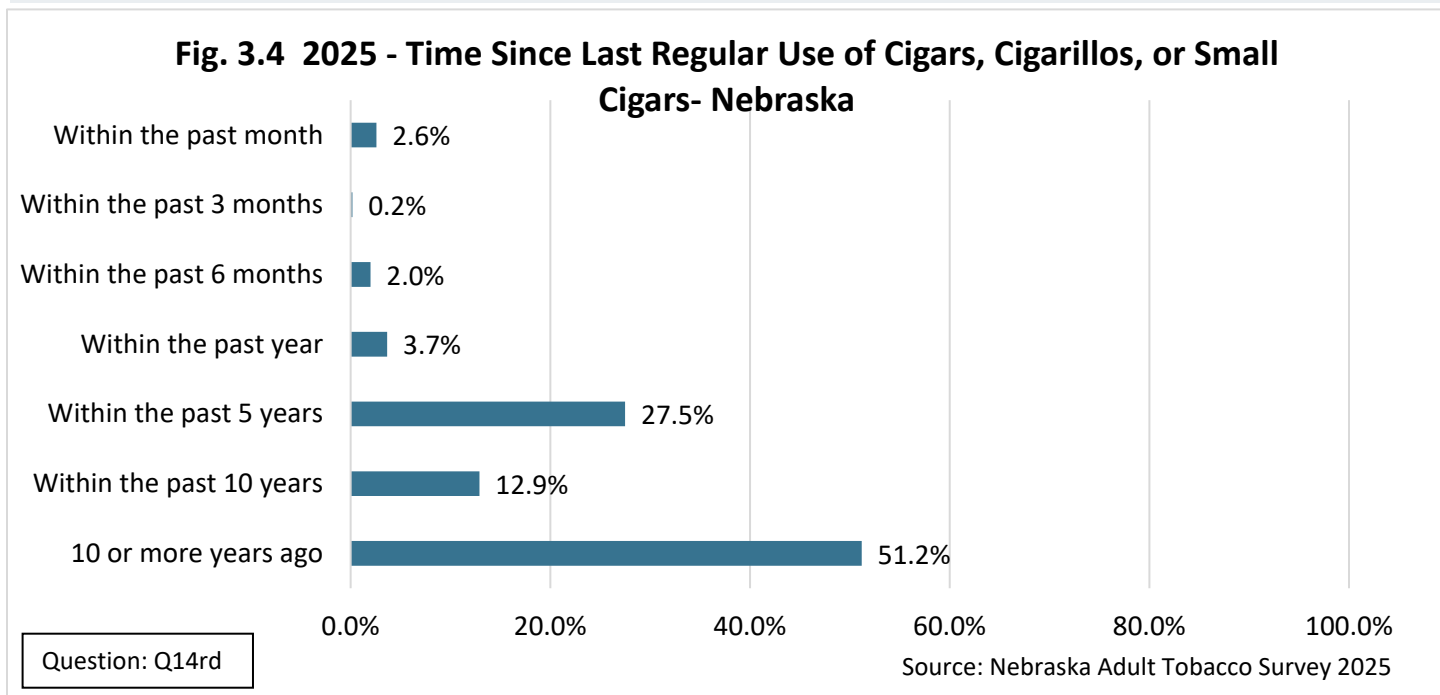
Most adults who have smoked at least 50 cigars, cigarillos, or small cigars in their lifetime currently do not smoke these products at all (Fig. 3.3).



Adults who reported having smoked at least 50 cigars, cigarillos, or small cigars in their lifetime were asked about their current use of these products. The majority (64.4%) of this population report not currently using these products at all, while roughly one-third (33.7%) report smoking them on some days, and some (1.9%) indicate 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).

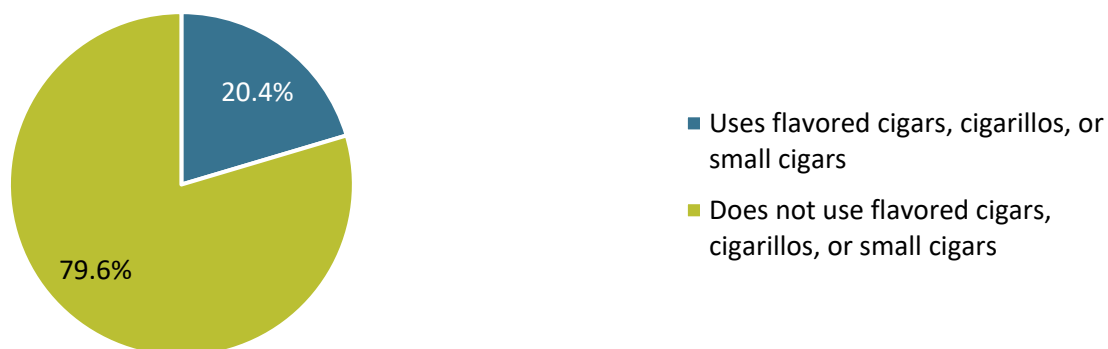


For over half (51.2%) of former cigar, cigarillo, or small cigar smokers, it has been 10 or more years since they last smoked these products regularly. An additional 12.9% and 27.5% report last regularly using these products within the past 10 years and within the past 5 years, respectively.

Use Flavored Cigars, Cigarillos, or Small Cigars

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

Fig. 3.5 2025 - Percentage of Cigar, Cigarillo, or Small Cigar Smokers Who Use Flavored Cigars - Nebraska



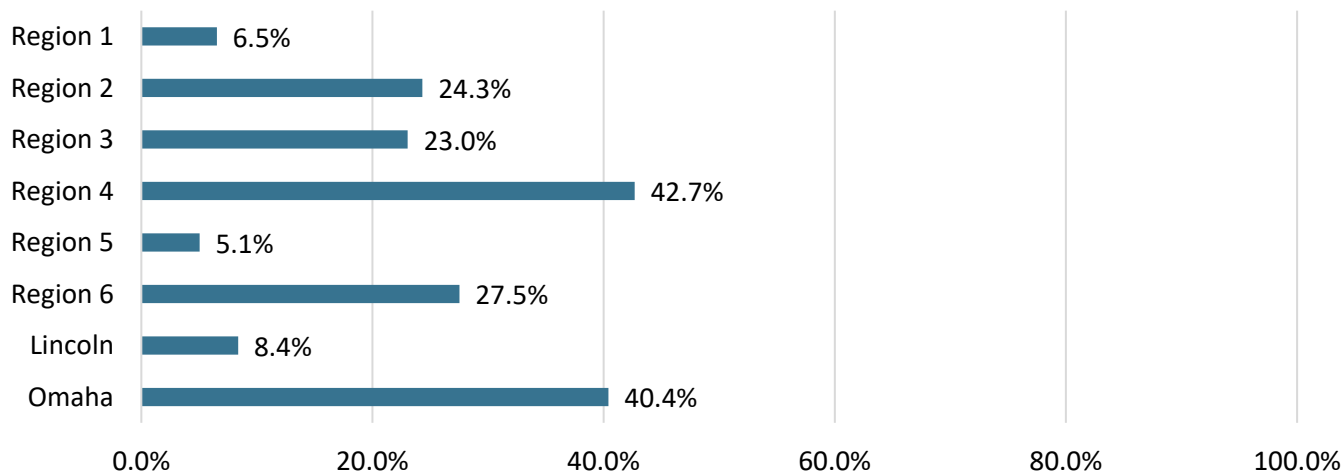
Question: Q14rer

Source: Nebraska Adult Tobacco Survey 2025

The majority (79.6%) of current cigar, cigarillo, or small cigar smokers report not using flavored versions of these products.

The use of flavored cigars, cigarillos, or small cigars among cigar smokers varies across regions (Fig. 3.6).

Fig. 3.6 2025 - Percentage of Cigar, Cigarillo, or Small Cigar Smokers Who Use Flavored Cigars - by Region

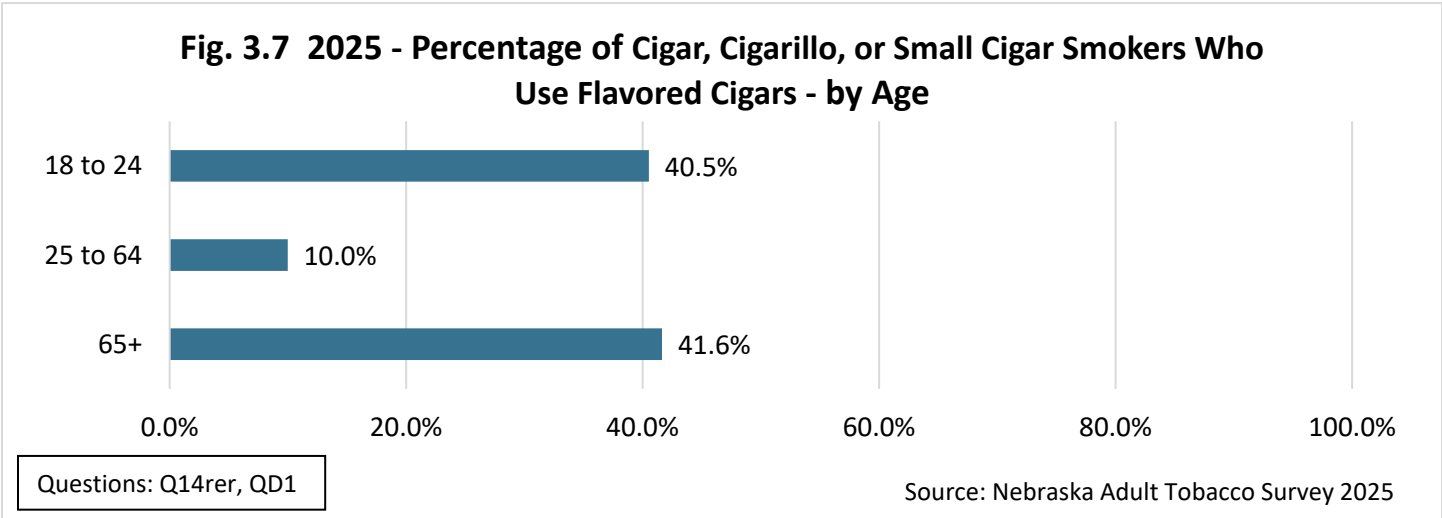


Questions: Q14rer, QD_zip

Source: Nebraska Adult Tobacco Survey 2025

Across Nebraska Regions, adults who report smoking flavored cigars, cigarillos, or small cigars range from 5.1% (Region 5) to over two-fifths (42.7%, 40.4%) (Region 4, Omaha).

Respondents aged 18 to 24 use flavored cigars, cigarillos, or small cigars at similar rates as those aged 65 or older (Fig. 3.7).

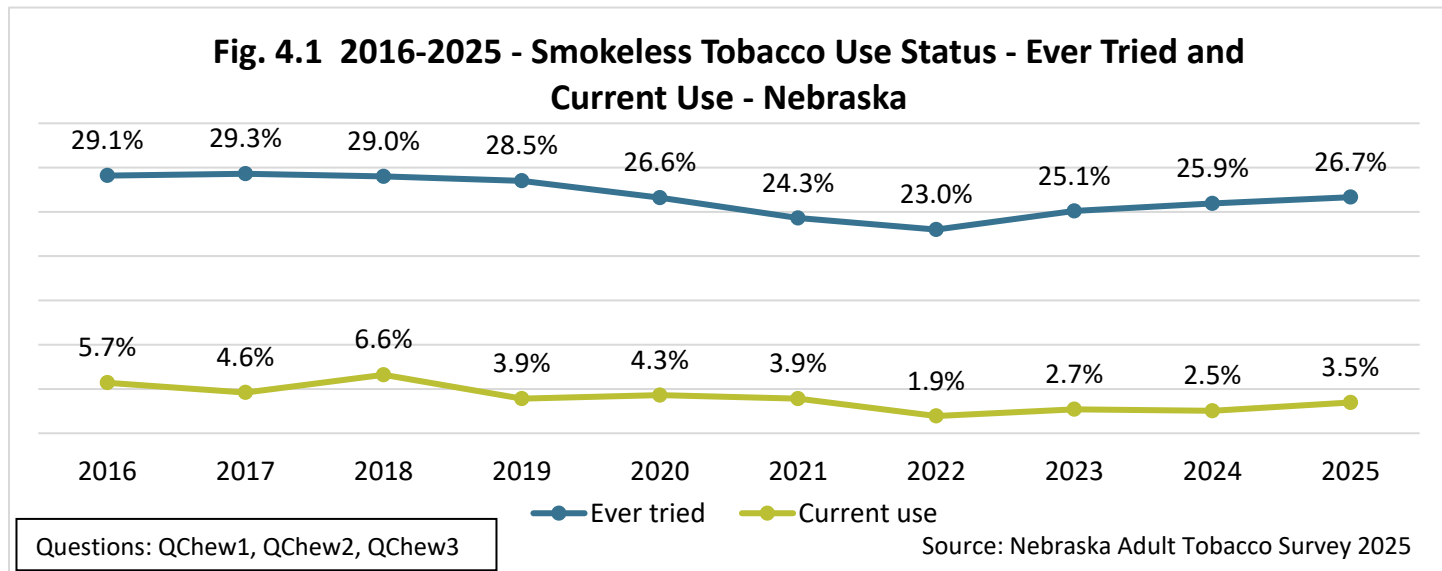


Respondents aged 18 to 24 (40.5%) and those 65 years or older (41.6%) report using flavored cigar, cigarillo, or small cigar products at similar rates.

Smokeless Tobacco

Ever Tried and Current Use 2016-2025

The proportion of respondents who report having ever tried smokeless tobacco steadily declined from 2017 to 2022, and has steadily increased since (Fig. 4.1).

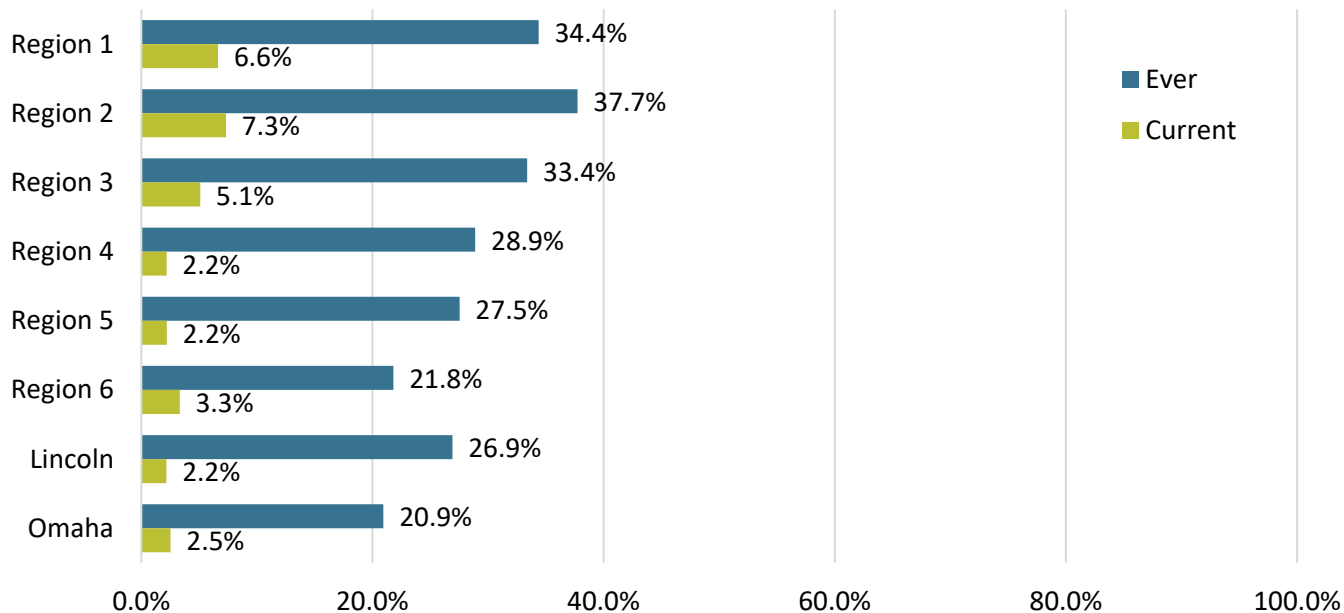


The proportion of respondents who report having ever tried smokeless tobacco products steadily declined from 2017 (29.3%) to 2022 (23.0%), where it reached its lowest point. In 2023, this rate increased for the first time since 2017, to 25.1%, and steadily rose to 26.7% in 2025. The proportion of respondents indicating current smokeless tobacco use shows similar rates of variance; peaking at 6.6% in 2018, reaching its lowest point at 1.9% in 2022, and rising to 3.5% in 2025.

Smokeless Tobacco Use Status

Regardless of region, less than 10.0% of respondents report current use of smokeless tobacco products (Fig. 4.2).

Fig. 4.2 2025 - Smokeless Tobacco Use Status - Ever Tried and Current Use - by Region



Questions: QChew1, QChew2, QChew3, QD_zip

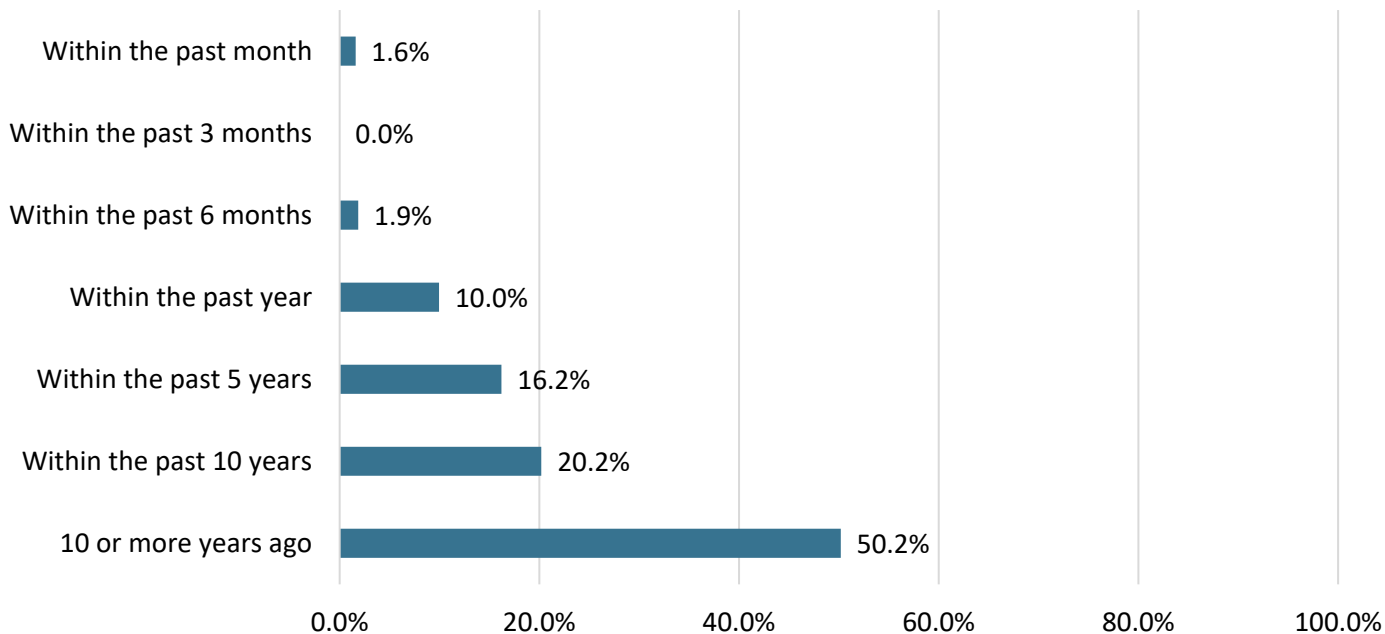
Source: Nebraska Adult Tobacco Survey 2025

A larger distribution of adults from Region 2 (7.3%) indicate being current users of smokeless tobacco products than in any other Nebraska region. Regions 4, 5, and Lincoln report the lowest rate of current smokeless tobacco users at 2.2%.

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. 4.3).

Fig. 4.3 2025 - Time Since Last Regular Use of Smokeless Tobacco - Nebraska



Question: Q18d

Source: Nebraska Adult Tobacco Survey 2025

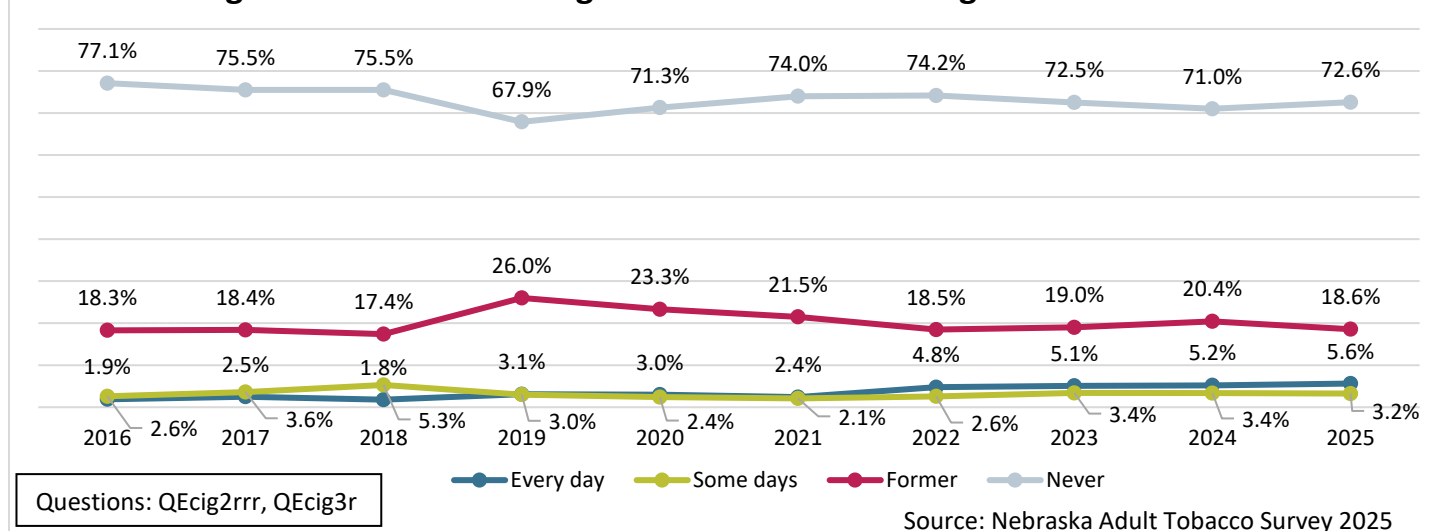
Former smokeless tobacco users were asked how long it has been since they last used smokeless tobacco regularly. About half report last using smokeless tobacco 10 or more years (50.2%), while some report last use within the past 10 years (20.2%) or the past five years (16.2%).

E-Cigarette Use

E-Cigarette Use Status 2016-2025

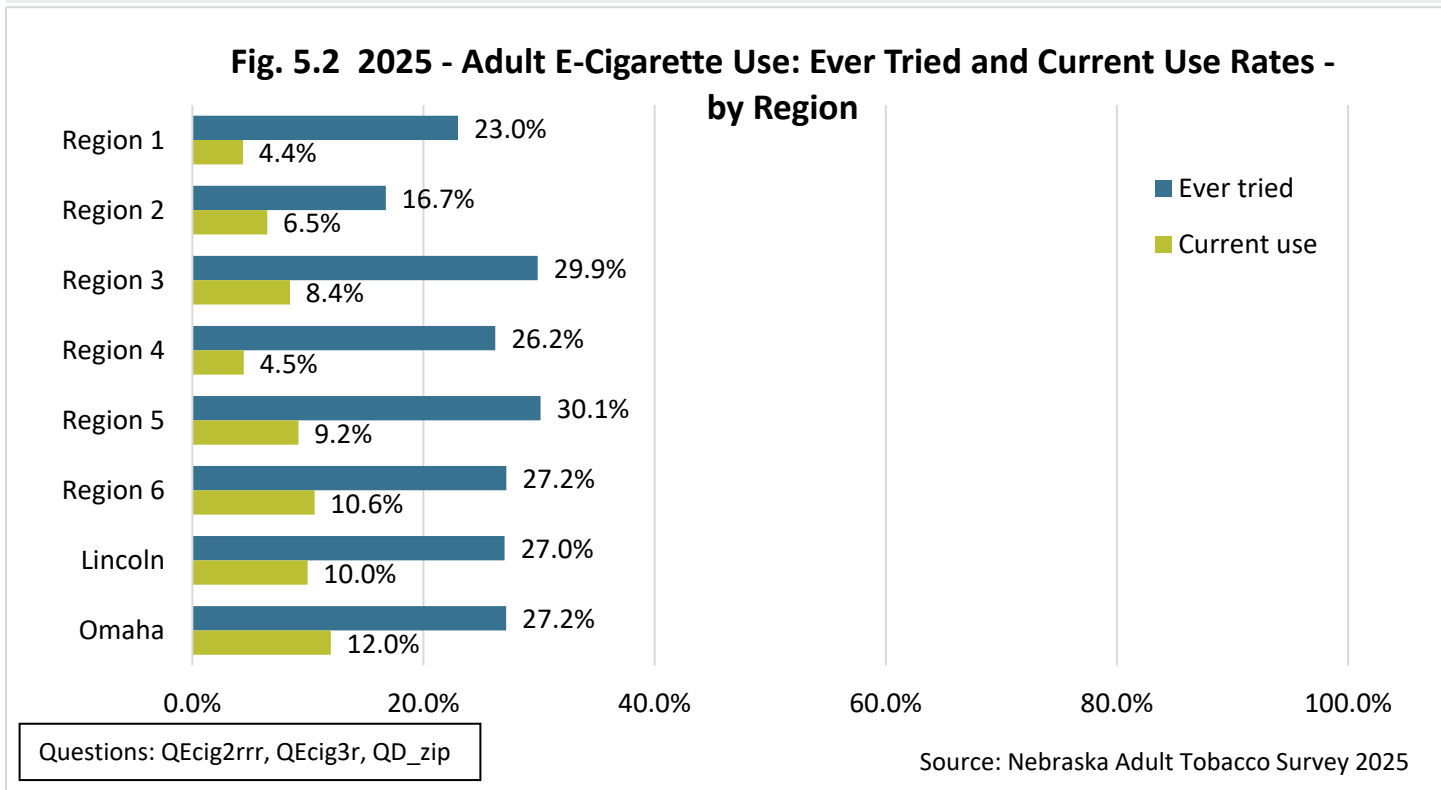
With some variance, the overall use of e-cigarettes has increased since documentation began in 2016 (Fig. 5.1).

Fig. 5.1 2016-2025 - E-Cigarette Use Status Among Adults - Nebraska



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 (72.5%) and remaining relatively stable through 2025 (72.6%). With some variance, former e-cigarette usage rates have maintained relative stability between 2022 (18.5%) and 2025 (18.6%). Some day and every day e-cigarette use both increased between 2021 and 2025.

Rates of having ever tried an e-cigarette range from 16.7% to 30.1% across regions (Fig. 5.2).



Respondents from Region 2 (16.7%) report having ever tried an e-cigarette at lower rates than those from other Nebraska regions, whereas the highest proportion comes from Region 5. Region 1 (4.4%) has the lowest rate of current e-cigarette users, while the highest proportion comes from Omaha (12.0%).

Table 5.1 2016-2025 – Current E-cigarette Use by Age – Nebraska (Percent of All E-Cigarette Users in Each Age Category)

	18-24	25-64	65+
2019	18.4%	4.4%	0.3%
2020	13.0%	4.6%	1.3%
2021	11.6%	4.1%	0.5%
2022	24.1%	6.8%	1.5%
2023	24.5%	8.4%	0.2%
2024	20.2%	9.7%	0.6%
2025	16.9%	10.9%	0.9%

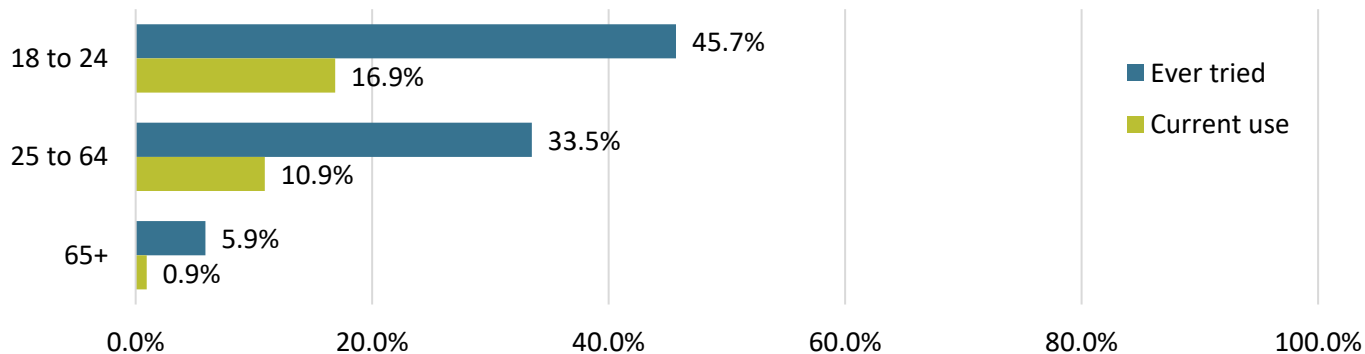
Questions: QEcig2rrr, QEcig3r, QD1

Source: Nebraska Adult Tobacco Survey 2025

As displayed in Table 5.1, every year e-cigarette use has been proportionately higher among respondents within the 18-24 year-old age group. In 2025, the proportion of 25-64 year-old Nebraskans who report current e-cigarette use (10.9%) reached its highest point since documentation began.

There appears to be a slight correlation between having ever used an e-cigarette and age (Fig. 5.3).

Fig. 5.3 2025 - Adult E-Cigarette Use Status: Ever Tried and Current Use - by Age



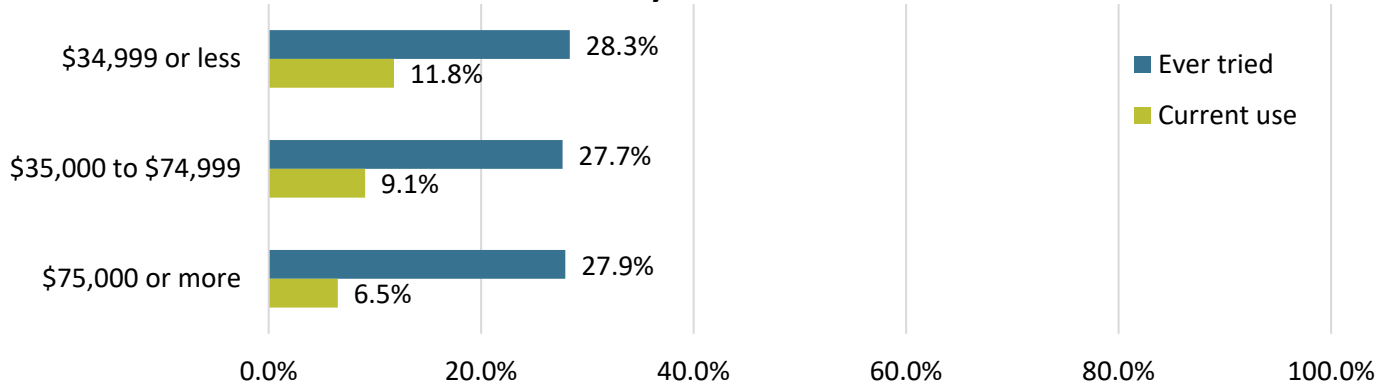
Questions: MENTREG, QD1

Source: Nebraska Adult Tobacco Survey 2025

Among respondents aged 18 to 24, 45.7% have ever tried an e-cigarette, while 33.5% of those aged 25 to 64 years, and 5.9% of those aged 65 or older report this behavior.

The proportion of respondents who report having ever tried an e-cigarette is similar across annual household income categories (Fig. 5.4).

Fig. 5.4 2025 - Adult E-Cigarette Use Status: Ever Tried and Current Use - by Income



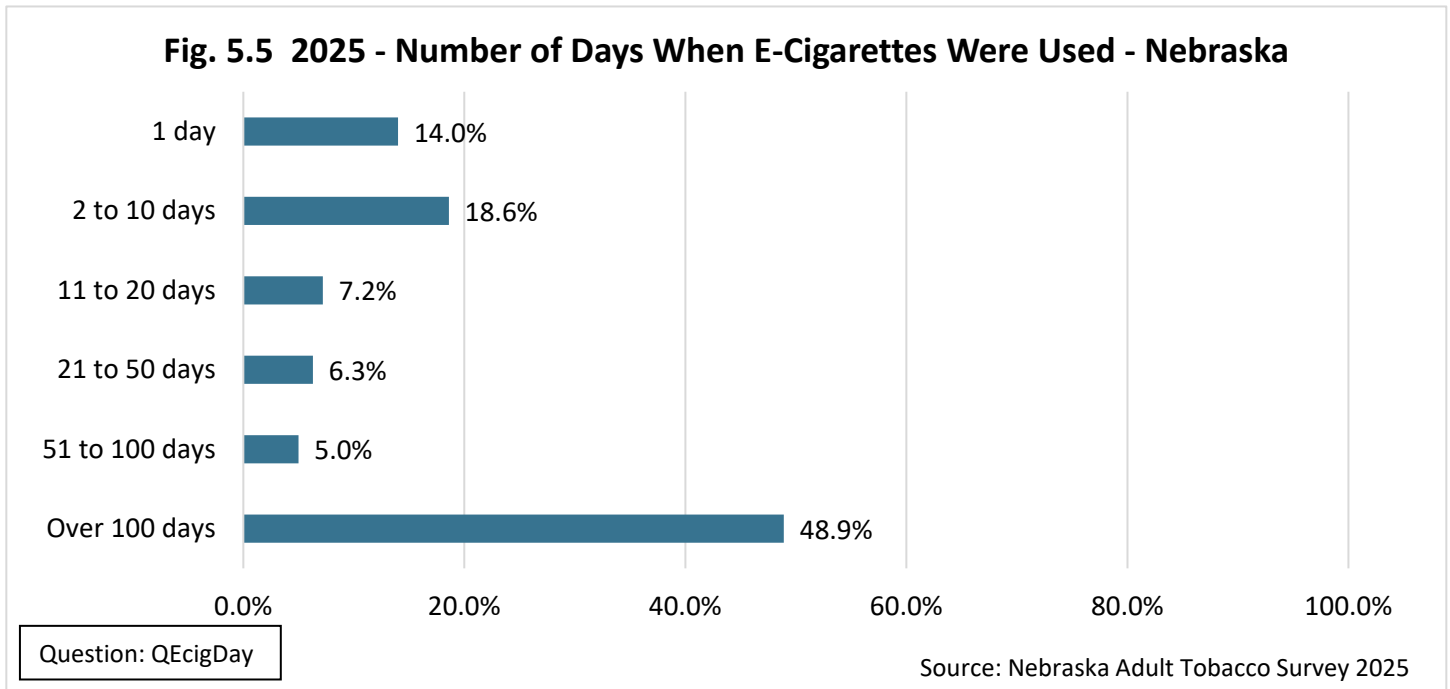
Questions: QEcig2rrr, QD7ra - QD7rj

Source: Nebraska Adult Tobacco Survey 2025

Among respondents with an annual household income below \$35,000, 28.3% report having ever tried an e-cigarette. Similar rates appear across respondents with an annual household income between \$35,000 and \$75,000 (27.7%) and those within the \$75,000 or more annual household income category (27.9%).

Number of Days When E-Cigarettes Were Used

Nearly half of e-cigarette users report having used e-cigarettes on more than 100 days in their entire life (Fig. 5.5).



Nearly half (48.9%) of e-cigarette users report having used e-cigarettes on more than 100 days in their entire life. Additionally, 14.0% report having used e-cigarettes only one day during their entire life, and roughly one-fifth (18.6%) report having 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. 5.6).

Fig. 5.6 2025 - First Product Tried Among Those Who Have Tried E-Cigarettes and Cigarettes - Nebraska



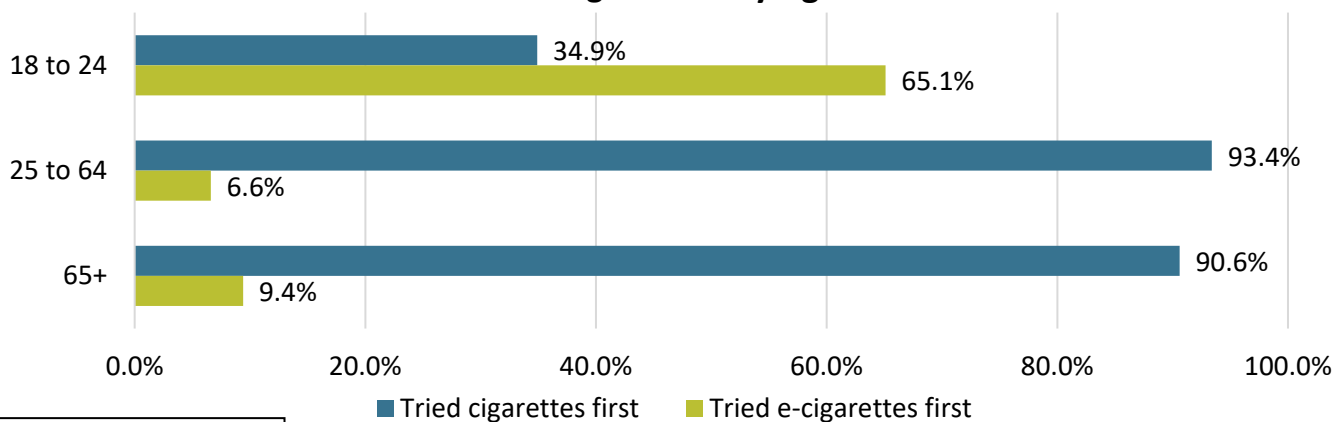
Question: QECigTry

Source: Nebraska Adult Tobacco Survey 2025

Among those who have tried both cigarettes and e-cigarettes, 84.1% tried cigarettes first, and 15.9% tried e-cigarettes first.

18 to 24 year-olds report having tried e-cigarettes first at proportionally higher rates compared to those aged 25 or older (Fig. 5.7).

Fig. 5.7 2025 - First Product Tried Among Those Who Have Tried E-Cigarettes and Cigarettes - by Age



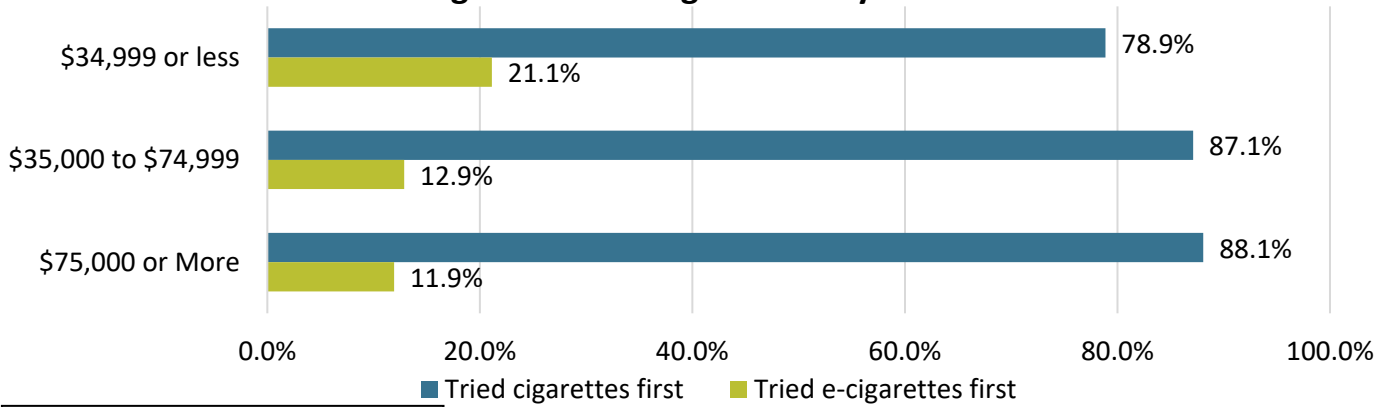
Questions: QECigTry, QD1

Source: Nebraska Adult Tobacco Survey 2025

A majority of respondents aged 25 to 64 years (93.4%) and those aged 65 years and older (90.6%) who have tried both cigarettes and e-cigarettes report having tried cigarettes first, while only 34.9% of respondents aged 18 to 24-year-olds report having tried cigarettes first.

Respondents were more likely to report having tried cigarettes first regardless of annual household income (Fig. 5.8).

Fig. 5.8 2025 - First Product Tried Among Those Who Have Tried E-Cigarettes and Cigarettes - by Income



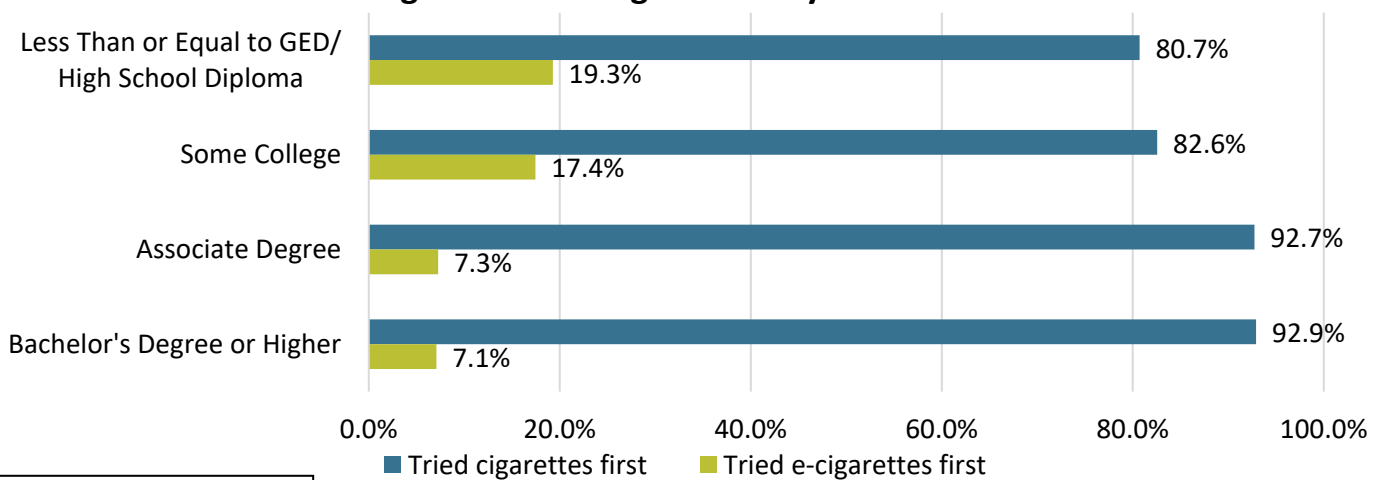
Questions: QECigTry, QD7ra - QD7rj

Source: Nebraska Adult Tobacco Survey 2025

Regardless of annual household income, more respondents who have tried both cigarettes and e-cigarettes report having tried cigarettes first. However, those with an annual household income of \$34,999 or less tried e-cigarettes first at higher rates (21.1%) than respondents with an annual household income of \$35,000 to \$74,999 (12.9%), and those whose annual household income of \$75,000 or more (11.9%).

About one-fifth (19.3%) of respondents with less than or equal to a GED/High school diploma tried e-cigarettes before they tried cigarettes (Fig. 5.9).

Fig. 5.9 2025 - First Product Tried Among Those Who Have Tried E-Cigarettes and Cigarettes - by Education



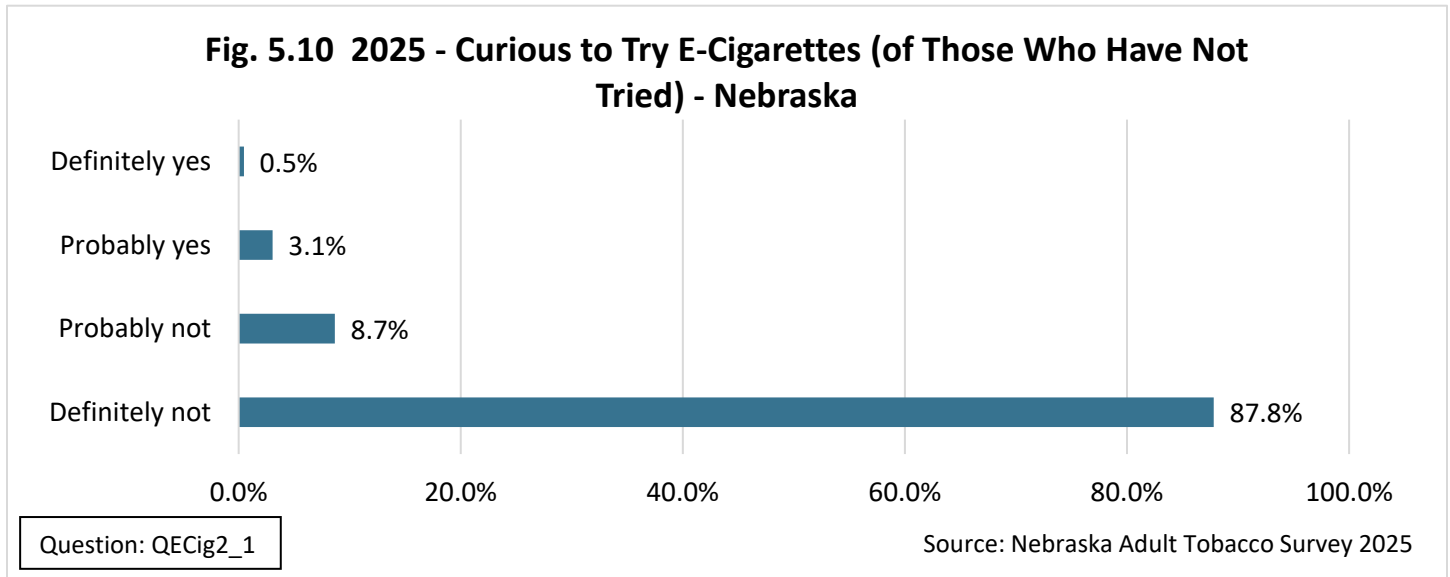
Questions: QECigTry, QD6r

Source: Nebraska Adult Tobacco Survey 2025

Regardless of education, a higher distribution of respondents who have tried both cigarettes and e-cigarettes report having tried cigarettes first. Those who hold a bachelor's degree or higher (92.9%) report the highest rate of cigarette use first, followed closely by those with an associate degree (92.7%).

Curious to Try

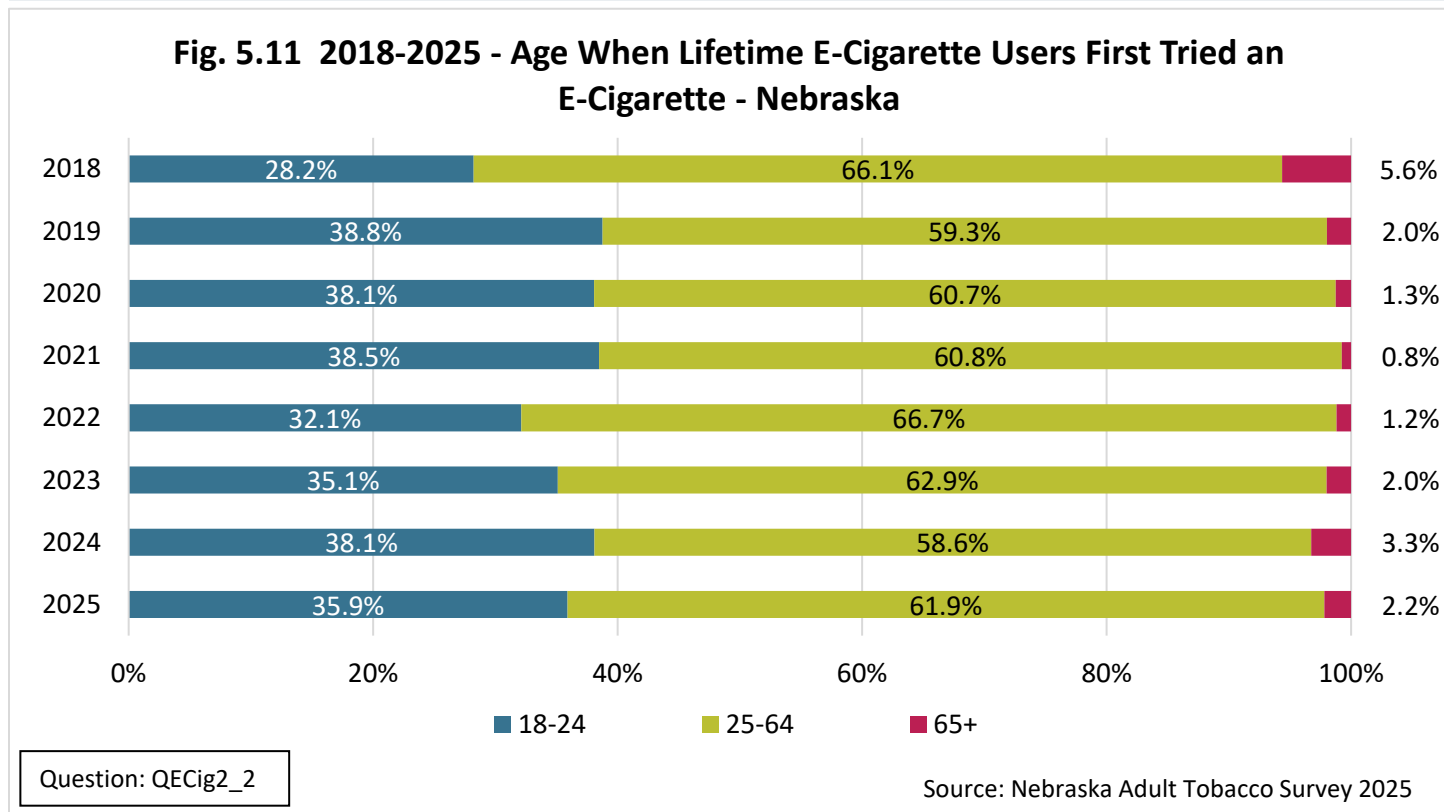
Most Nebraskans who have never tried e-cigarettes are not curious to try them (Fig. 5.10).



Individuals who have not tried e-cigarettes indicate a strong aversion to trying them. The majority of those who had never used an e-cigarette report that they are either definitely not curious (87.8%) or probably not curious (8.7%) to try them. Only 3.6% of respondents indicate that they are probably (3.1%) or definitely (0.5%) curious to try. This group, who are curious but have not tried, are at-risk for future e-cigarette use.

Age of Initiation 2018-2025

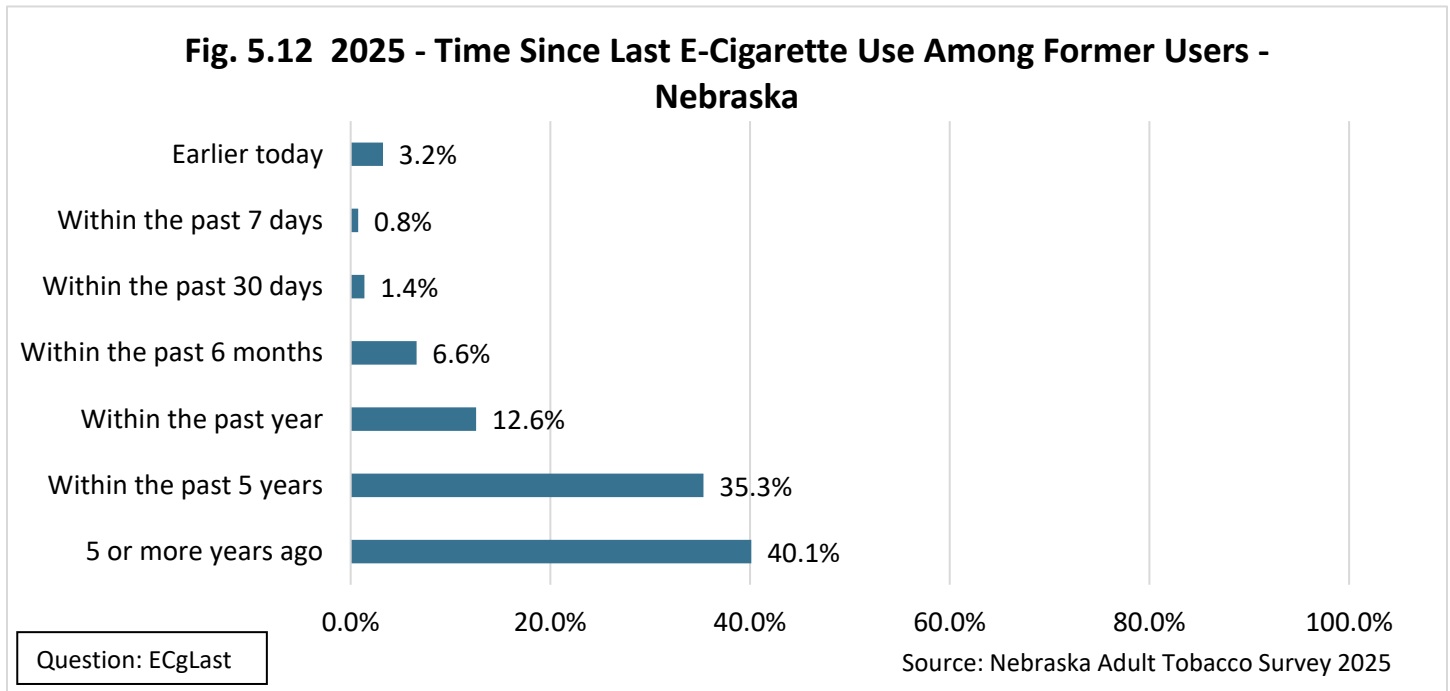
Most Nebraskans who use e-cigarettes tried them for the first time between 25- 64 years of age (Fig. 5.11).



The rate of adults who report having tried their first e-cigarette between the ages of 18-24 has varied over the years. The lowest proportion of initiation for this age group occurred in 2018 (28.2%), with the largest proportion occurring in 2019 (38.8%).

Length of Time Since Last Regularly Used

A large proportion of former e-cigarette users report that it has been five or more years since they last regularly used e-cigarettes (Fig. 5.12).

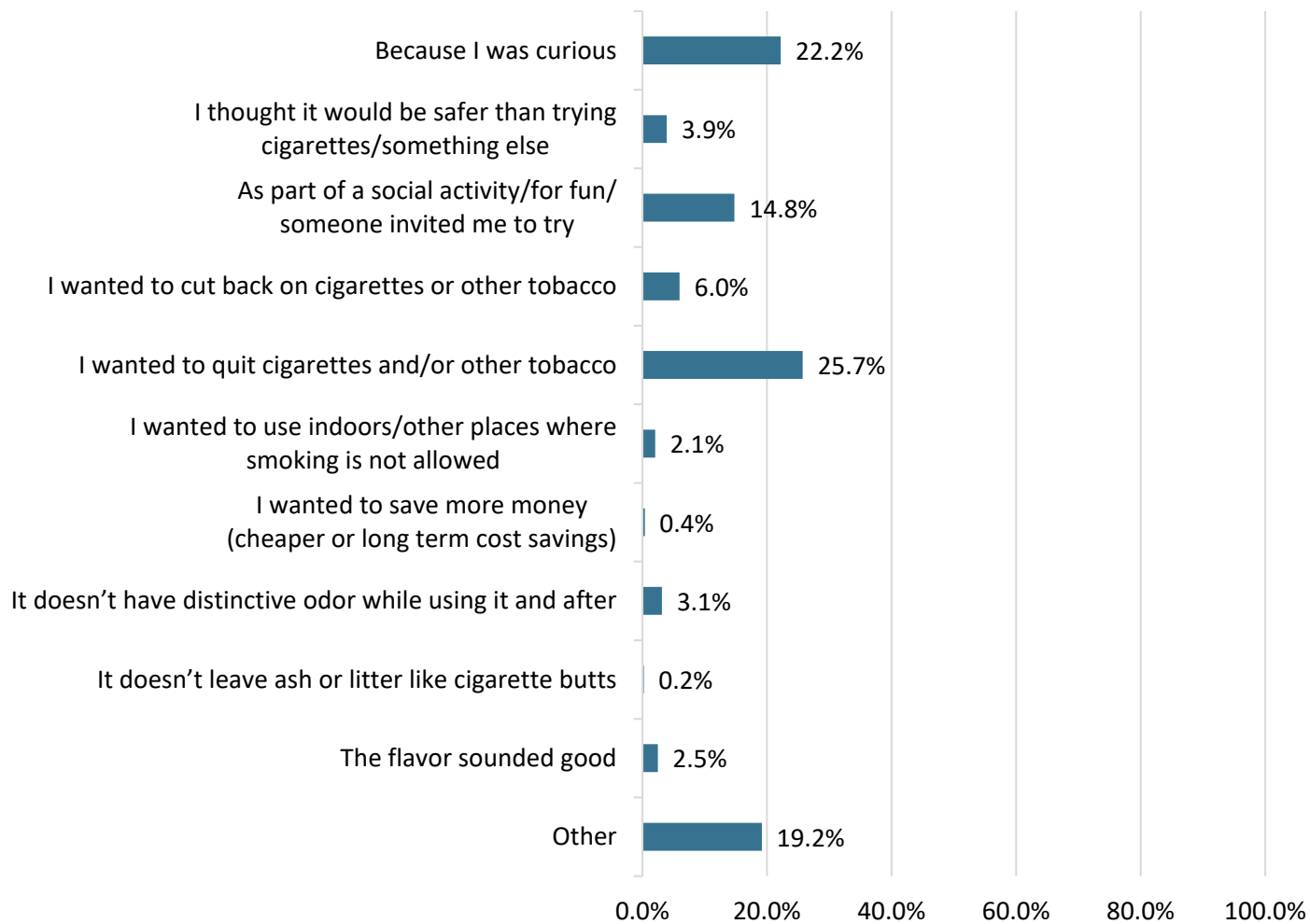


Roughly two-fifths (40.1%) of former e-cigarette users report that it has been five or more years since they last regularly used e-cigarettes. For an additional 35.3% of respondents, their last regular use of e-cigarettes occurred within the past five years.

Reason Tried

The top reasons for trying an e-cigarette were curiosity, as part of a social activity/for fun/someone invited them, trying to quit cigarettes and/or other tobacco, and other reasons not listed (Fig. 5.13).

Fig. 5.13 2025 - Main Reason for Trying an E-Cigarette Among Lifetime E-Cigarette Users - Nebraska



Question: QEcgRer

Source: Nebraska Adult Tobacco Survey 2025

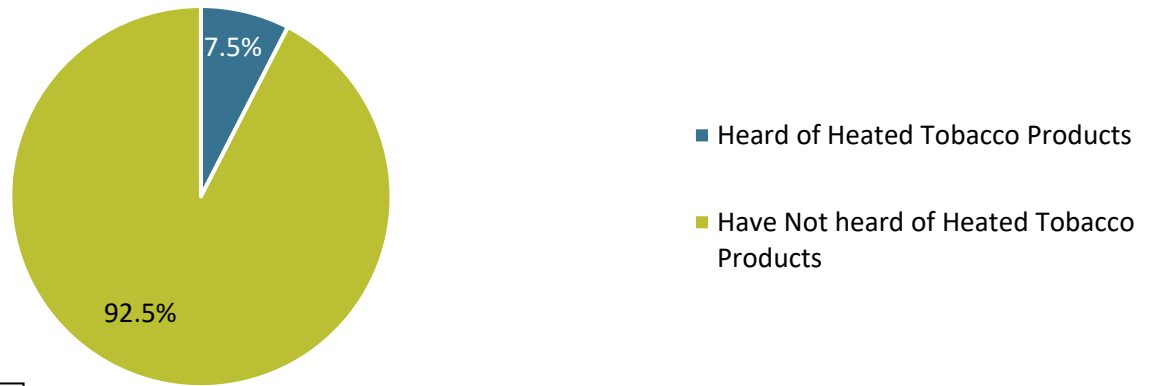
About one-fourth of e-cigarette users report wanting to quit cigarettes or another tobacco product as their main reason for first trying e-cigarettes. For about one-fifth (22.2%) of respondents, they first tried e-cigarettes because they were curious. Another 14.8% report trying e-cigarettes for the first time as part of a social activity, for fun, or because someone invited them to try, and another 19.2% report another reason not listed.

Heated Tobacco

Heard of Heated Tobacco

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

Fig. 6.1 2024 - Have Ever Heard of Heated Tobacco - Nebraska



Question: QHEATTOB

Source: Nebraska Adult Tobacco Survey 2024

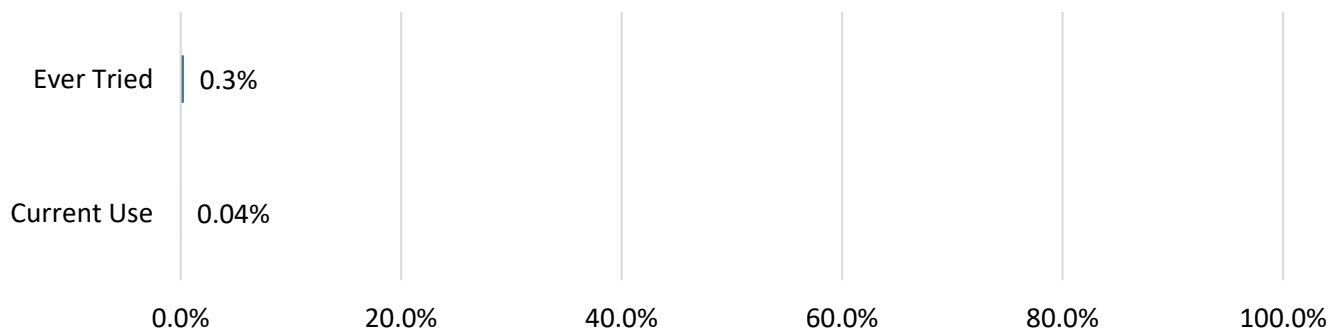
*Question last asked in 2024

Most respondents (92.5%) report not having heard of heated tobacco products, while 7.5% report that they have.

Ever Tried and Current Use

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

Fig. 6.2 2024 - Heated Tobacco - Ever Tried and Current Use - Nebraska



Questions: QTRYHEAT, QHEATDAY

Source: Nebraska Adult Tobacco Survey 2024

*Question last asked in 2024

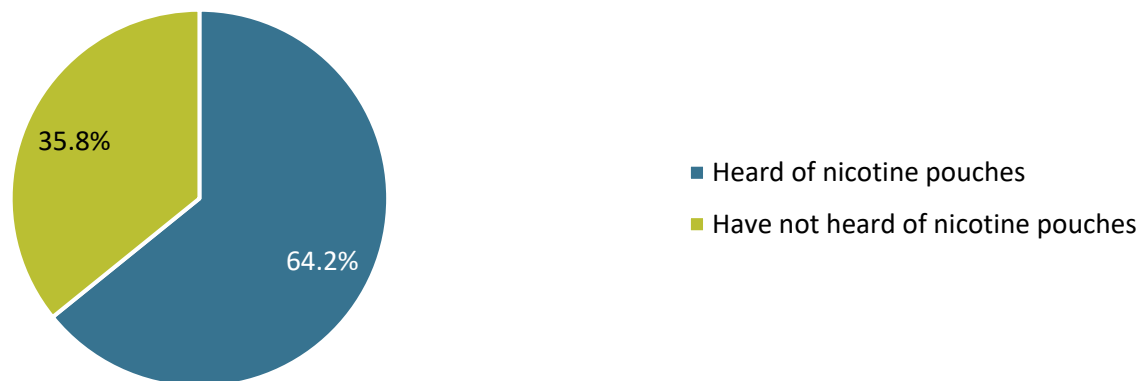
In 2024, less than 1.0% of respondents report having ever tried heated tobacco products, and only 0.04% are current users.

Nicotine Pouches

Heard of Nicotine Pouches

Roughly two-thirds of respondents report having ever heard of nicotine pouches (Fig. 7.1).

Fig. 7.1 2025 - Have Ever Heard of Nicotine Pouches - Nebraska



Question: QPouch

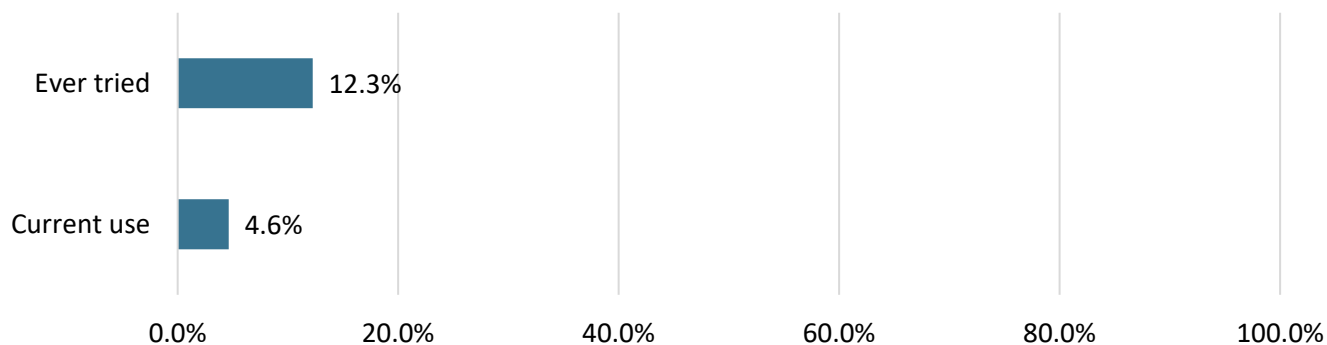
Source: Nebraska Adult Tobacco Survey 2025

Roughly two-thirds (64.2%) of respondents report having ever heard of nicotine pouches, while the remaining 35.8% report that they have not.

Ever Tried and Current Use

Just over one in ten respondents report having ever tried nicotine pouches (Fig. 7.2).

Fig. 7.2 2025 - Nicotine Pouch - Ever Tried and Current Use - Nebraska



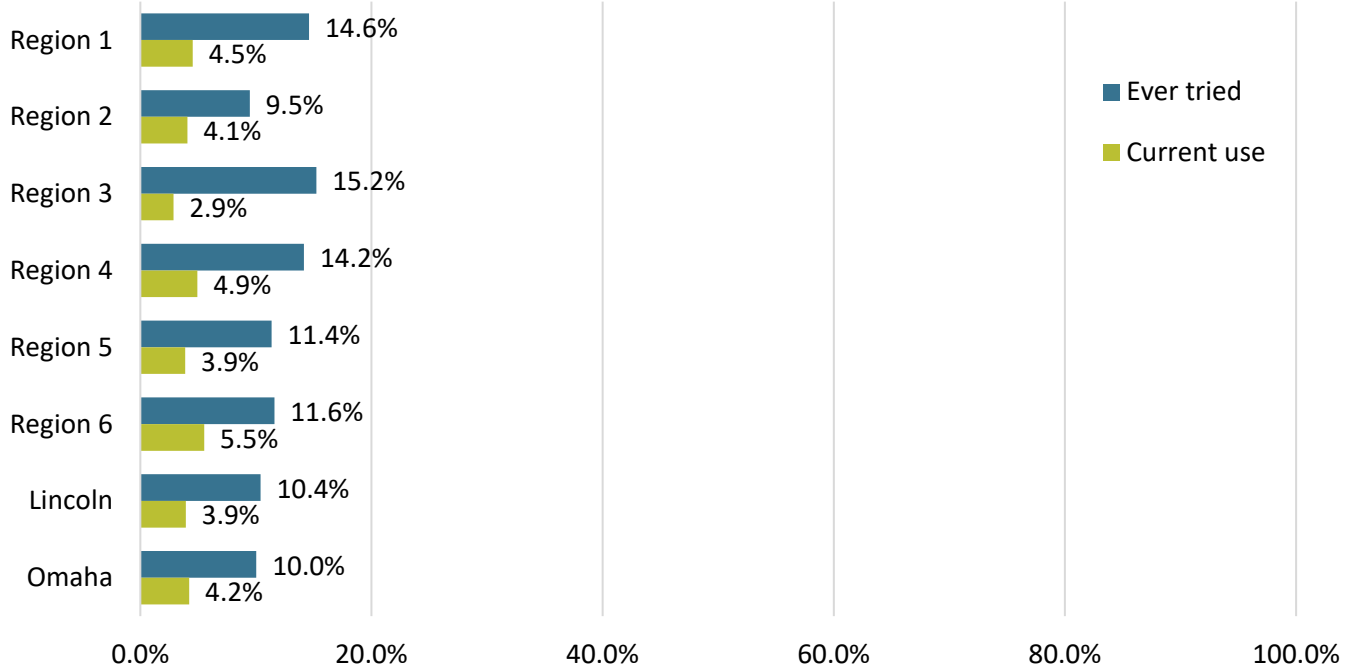
Questions: QPouchTr, QPouchDa

Source: Nebraska Adult Tobacco Survey 2025

Just over one-tenth (12.3%) of respondents indicate having ever tried nicotine pouches, and 4.6% report being current users of the product.

A larger proportion of Region 3 respondents indicate having ever tried nicotine pouches than adults from other Nebraska regions (Fig. 7.3).

Fig. 7.3 2025 - Nicotine Pouch - Ever Tried and Current Use - by Region



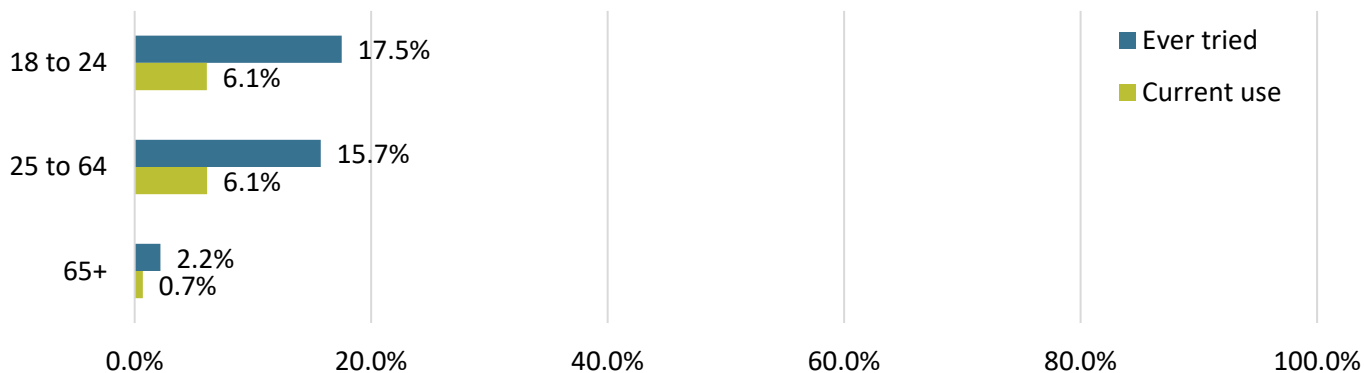
Questions: QPouchTr, QPouchDa, QD_zip

Source: Nebraska Adult Tobacco Survey 2025

Respondents from Region 3 (15.2%) report having ever tried nicotine pouches at higher rates than those from other Nebraska regions. Region 6 respondents report the highest rate of current use of these products (5.5%).

Respondents over the age of 64 report having ever tried or currently using nicotine pouches at comparatively lower rates than younger respondents (Fig. 7.4).

Fig 7.4 2025 - Nicotine Pouch - Ever Tried and Current Use - by Age



Questions: QPouchTr, QPouchDa, QD1

Source: Nebraska Adult Tobacco Survey 2025

Nebraskans aged 18 to 24 (17.5%) and 25 to 64 (15.7%) report having ever tried at relatively similar rates, whereas respondents aged 65 and older (2.2%) report this behavior at comparatively lower rates. Similarly, respondents aged 18 to 24 and respondents aged 25 to 64 report currently using nicotine products (6.1%, each) at higher rates than respondents aged 65 and older (0.7%).

The majority of nicotine pouch users use flavored versions of the product (Fig. 7.5).

Fig. 7.5 2025 - Percentages of Adults who use Flavored Nicotine Pouches - Nebraska



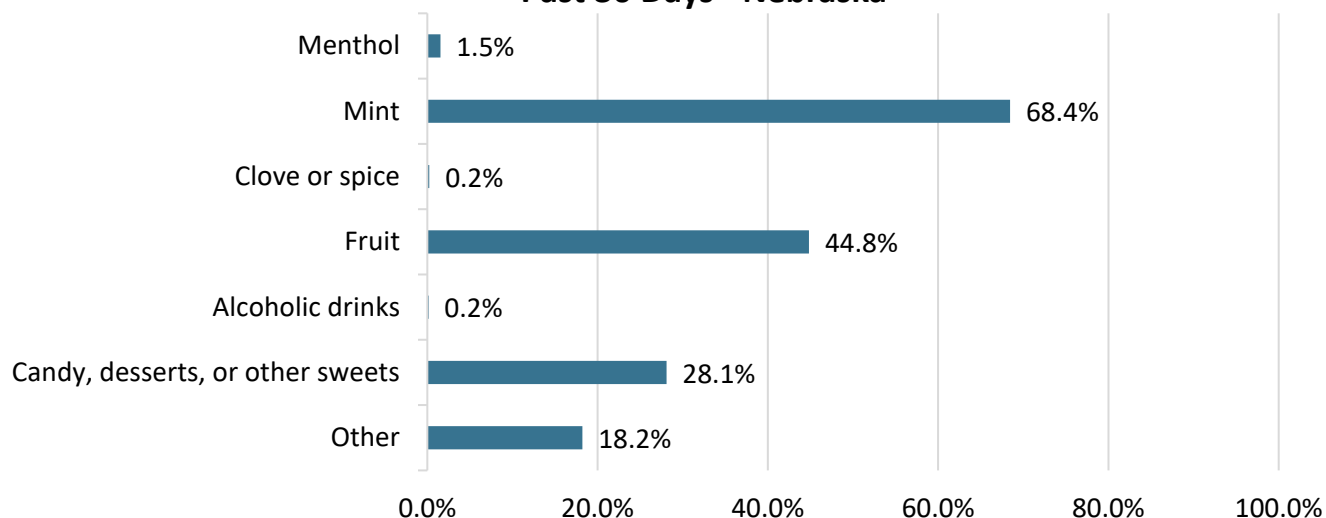
Question: QPouchmen

Source: Nebraska Adult Tobacco Survey 2025

Among current nicotine pouch users, the majority (88.0%) use flavored versions of the product.

More respondents report using mint flavored nicotine pouches during the past 30 days than any other flavor (Fig.

Fig. 7.6 2025 - Flavors of Nicotine Pouches Used Most Often During the Past 30 Days - Nebraska



Questions: QPouchme, QPouchFI_1 - QPouchFI_8

Source: Nebraska Adult Tobacco Survey 2025

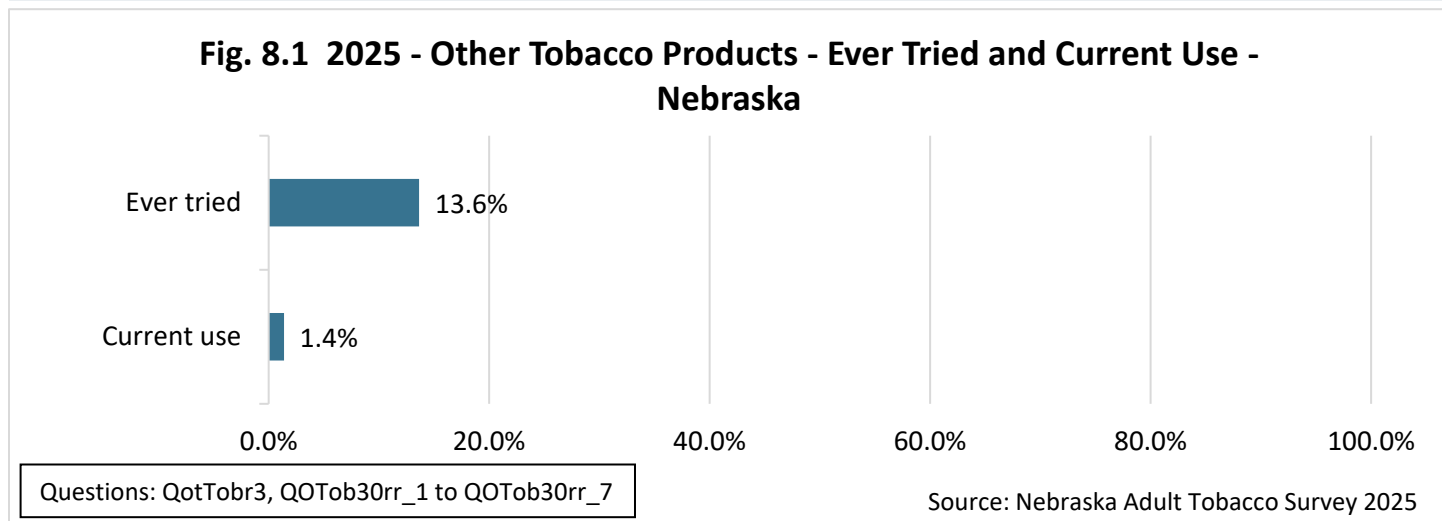
*Respondents were permitted to select multiple flavors. As such, the sum of all percentages in the figure may exceed 100.0%.

When asked which flavor(s) of nicotine pouches they used most often during the past 30 days, current users of flavored nicotine pouches report using mint (68.4%), fruit (44.8%), candy, desserts, or other sweets (28.1%), menthol (1.5%), clove or spice (0.2%), alcoholic drinks (0.2%), and other flavors not listed (18.2%).

Other Tobacco Products

Ever Tried and Current Use

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

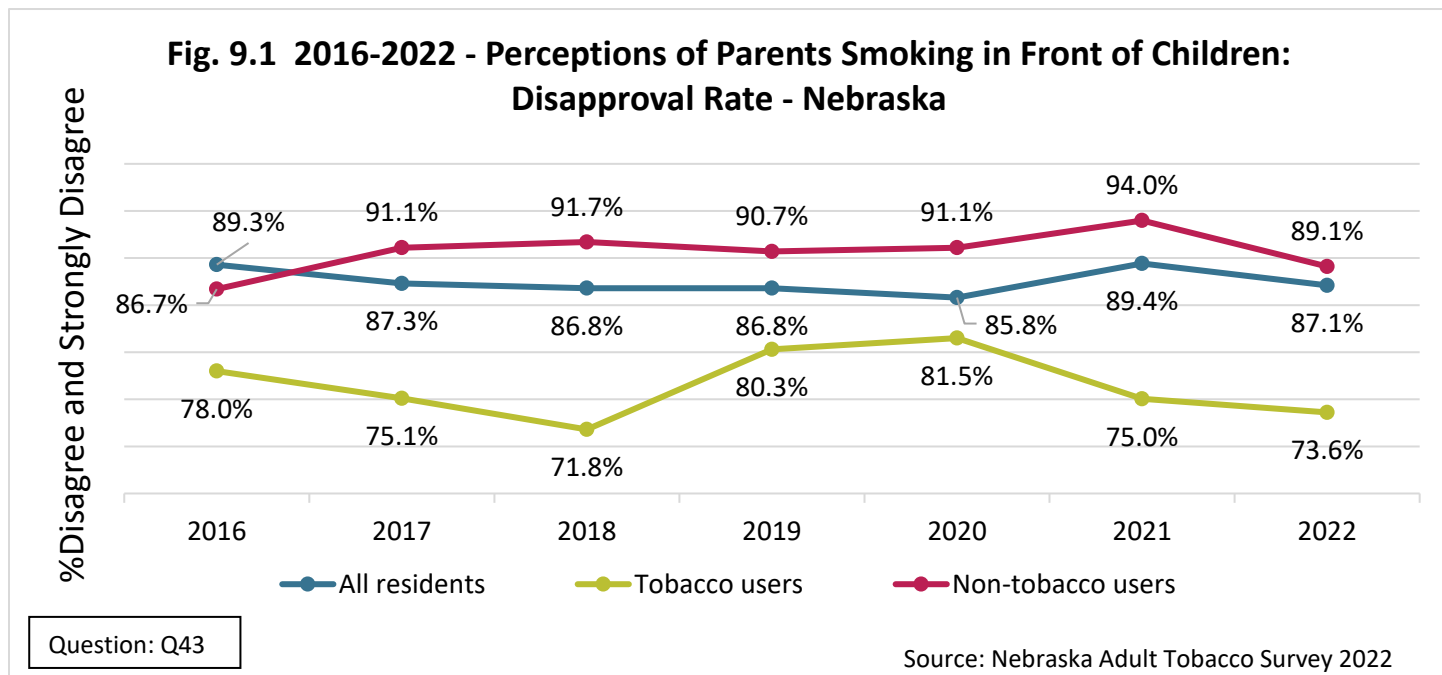


Only 13.6% of respondents report having ever tried other tobacco products, such as roll-your-own, bidis, kreteks, hookah/waterpipe, tobacco pipe, orbs, or some other products; among whom 1.4% are current users of these products.

Health Impact of Smoking and Secondhand Smoke

Opinions on Parents Smoking in Front of Children 2016-2022

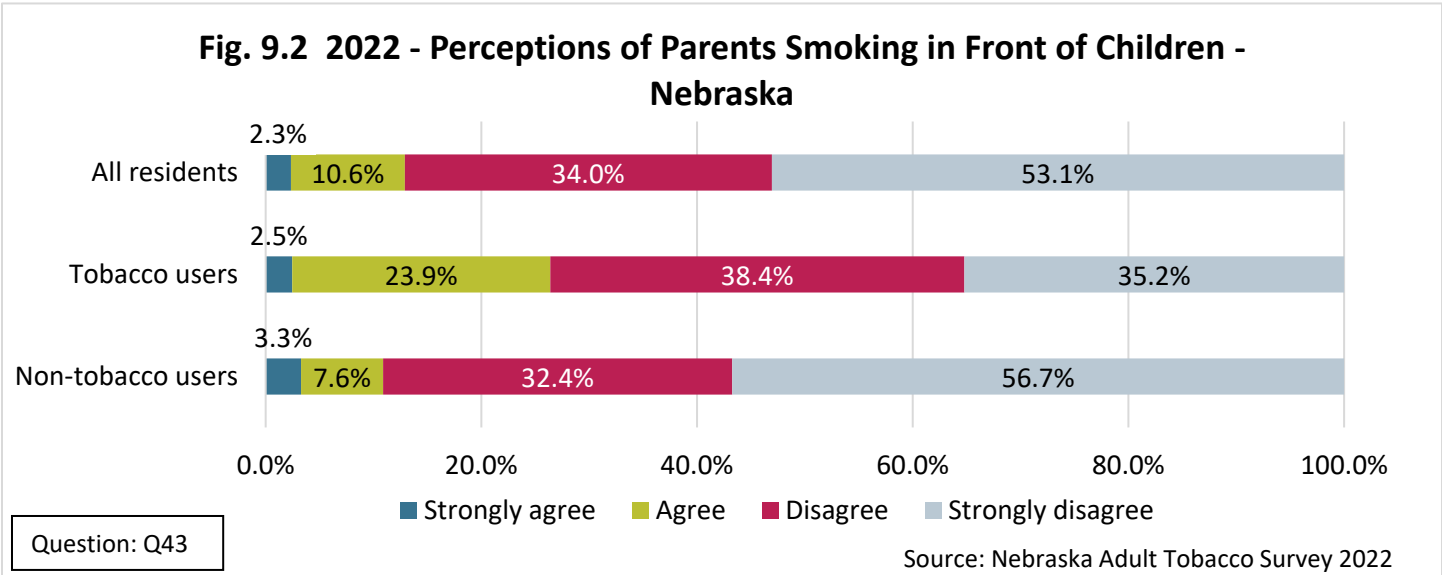
Non-tobacco users consistently disapprove of parents smoking in front of children at higher rates than tobacco users (Fig. 9.1).



*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 of parents smoking in front of children shows much more variance, with a low of 71.8% in 2018 to a high of 81.5% in 2020.

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

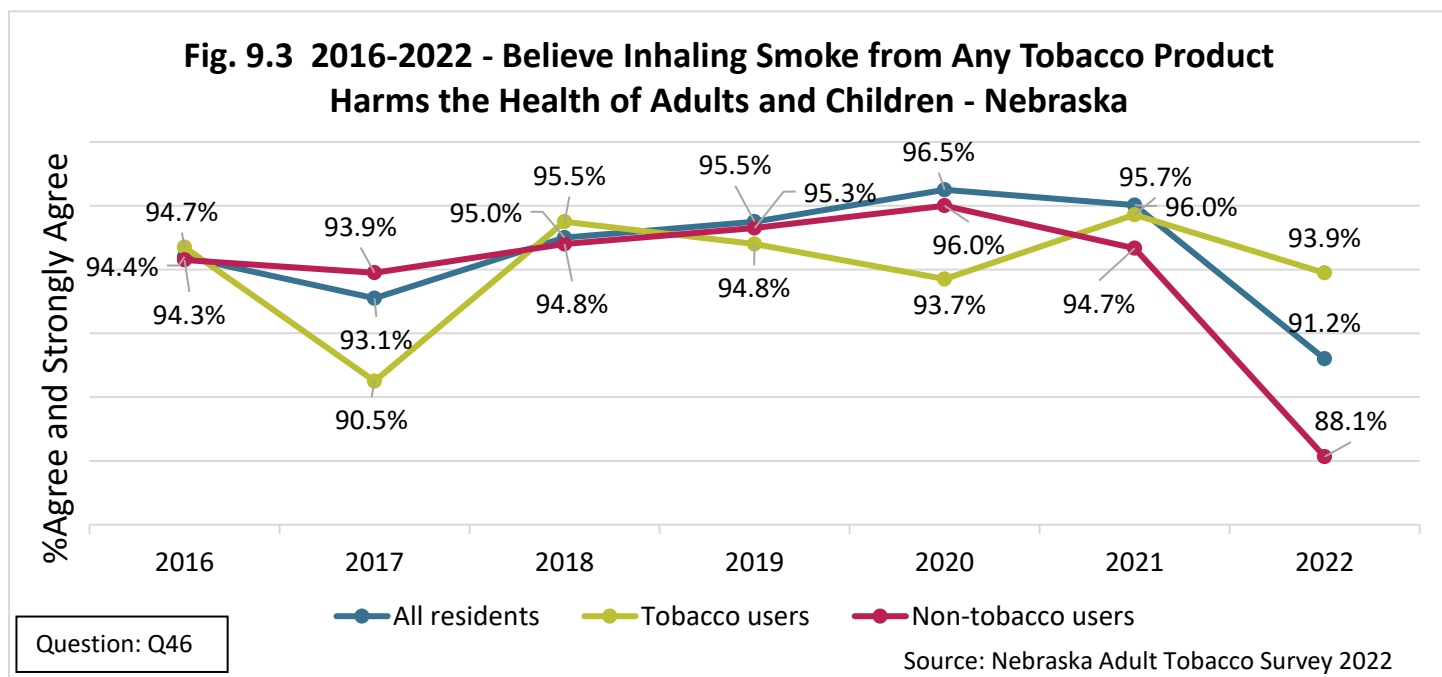


*Question last asked in 2022

In 2022, non-tobacco users (56.7%) strongly disagree 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 across all categories believe that inhaling secondhand smoke harms both adults and children (Fig. 9.3).

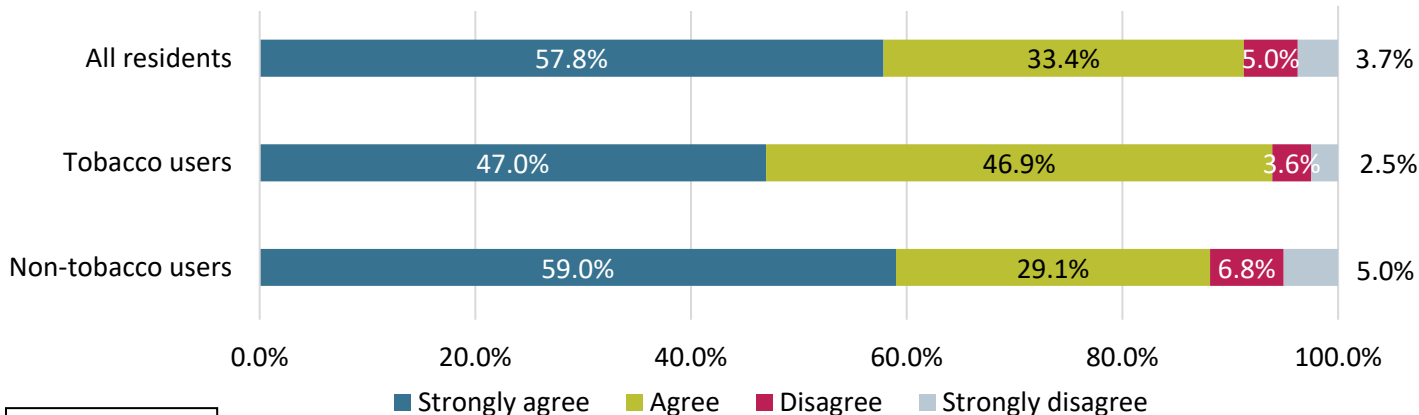


*Question last asked in 2022

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

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

Fig. 9.4 2022 - Believe Inhaling Smoke from Any Tobacco Product Harms the Health of Adults and Children - Nebraska



Question: Q46

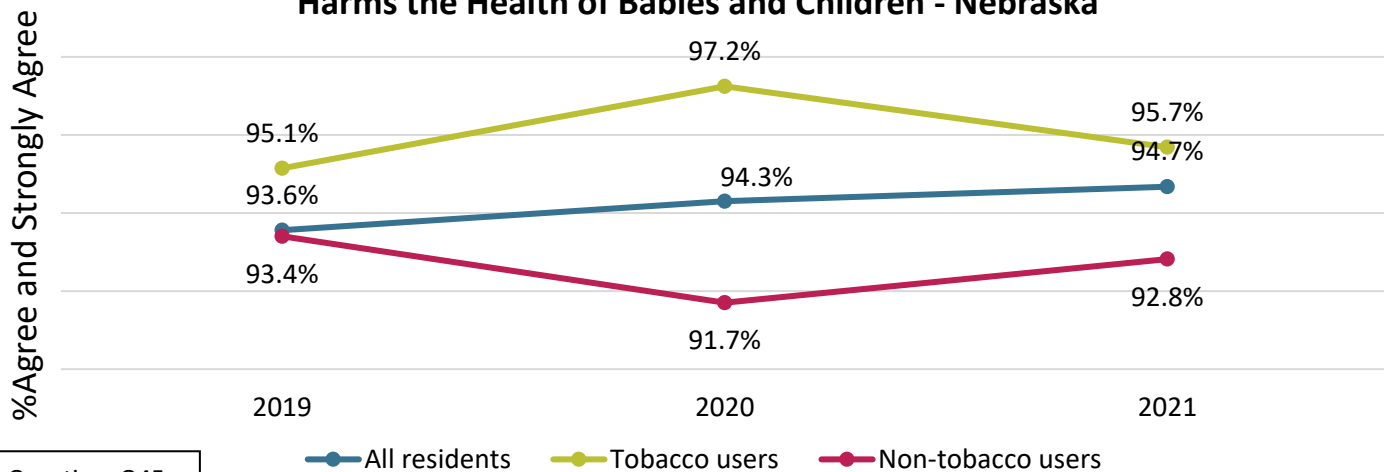
Source: Nebraska Adult Tobacco Survey 2022

*Question last asked in 2022

Disagreement that inhaling secondhand smoke from any tobacco product harms the health of adults and children is 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 agree and strongly agree that inhaling secondhand cigarette smoke harms the health of babies and children at higher rates than non-tobacco users (Fig. 9.5).

Fig. 9.5 2019-2021 - Believe Inhaling Smoke From a Parents' Cigarette Harms the Health of Babies and Children - Nebraska



Question: Q45r

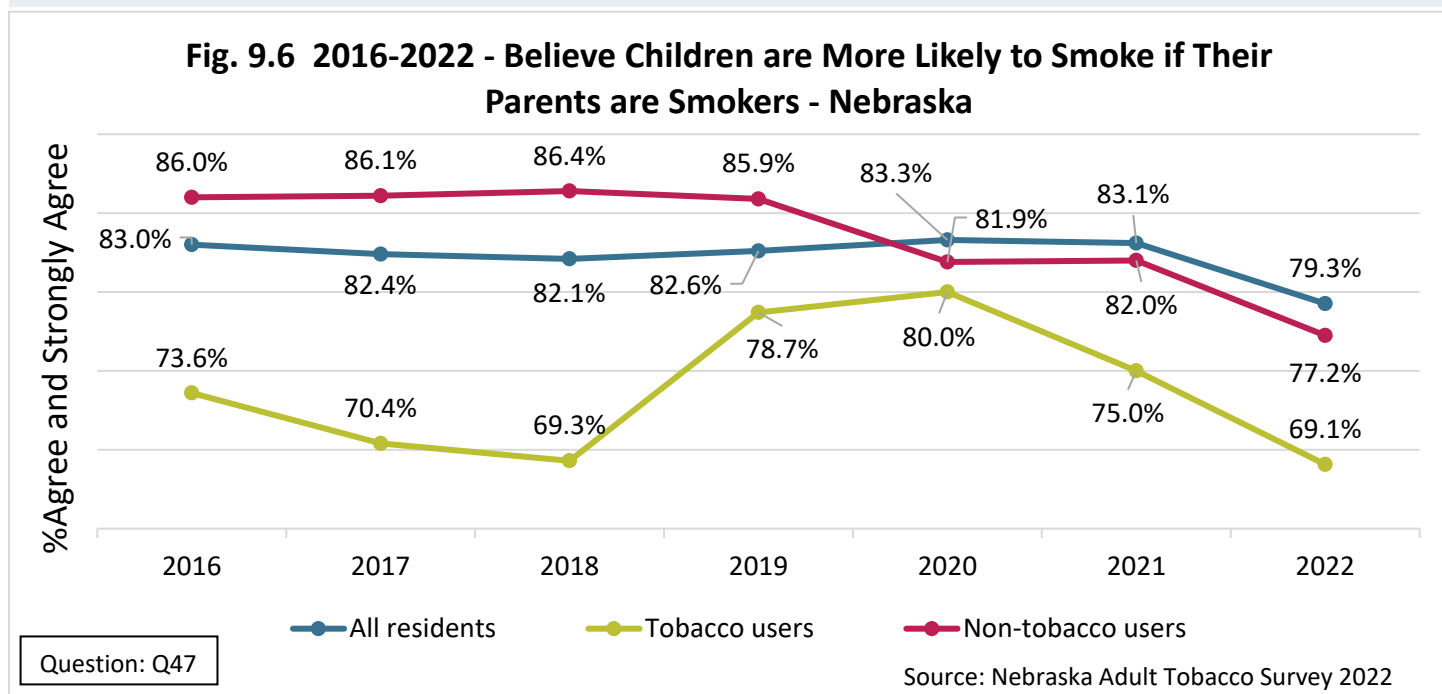
Source: Nebraska Adult Tobacco Survey 2021

*Question last asked in 2021

The rate of tobacco users who agree or strongly agree 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, believe that parents' smoking behaviors influence their children (Fig. 9.6).

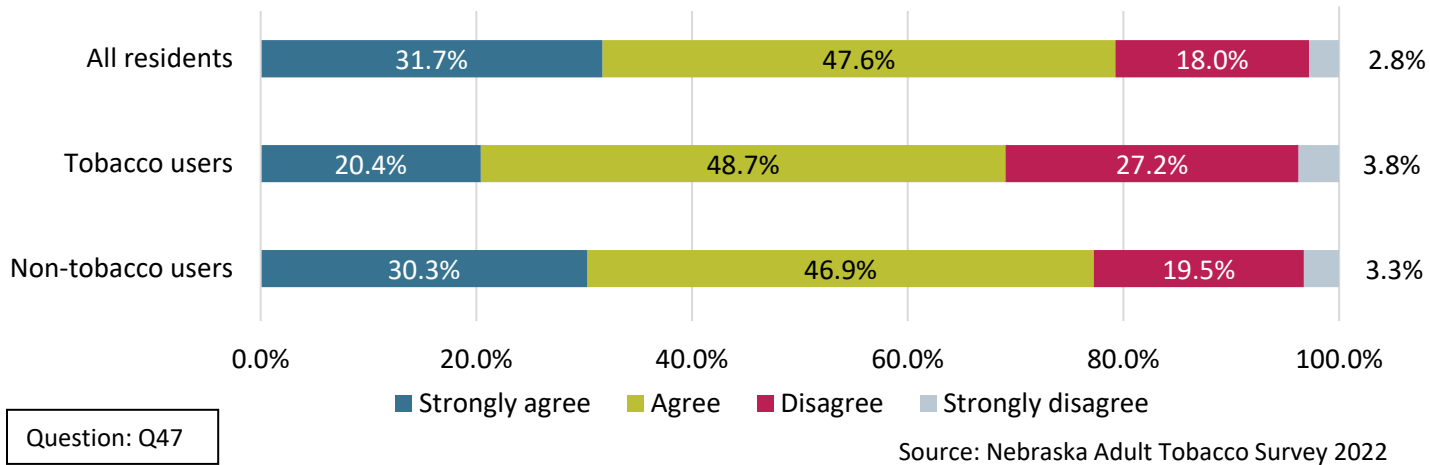


*Question last asked in 2022

Over the years, the majority of all residents, tobacco users, and non-tobacco users consistently agree or strongly agree that children are more likely to smoke if their parents are smokers. The rate of those who agree or strongly agree reached its lowest point in 2022 across all residents (79.3%), tobacco users (69.1%), and non-tobacco users (77.2%).

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

Fig. 9.7 2022 - Believe Children are More Likely to Smoke if Their Parents are Smokers - Nebraska

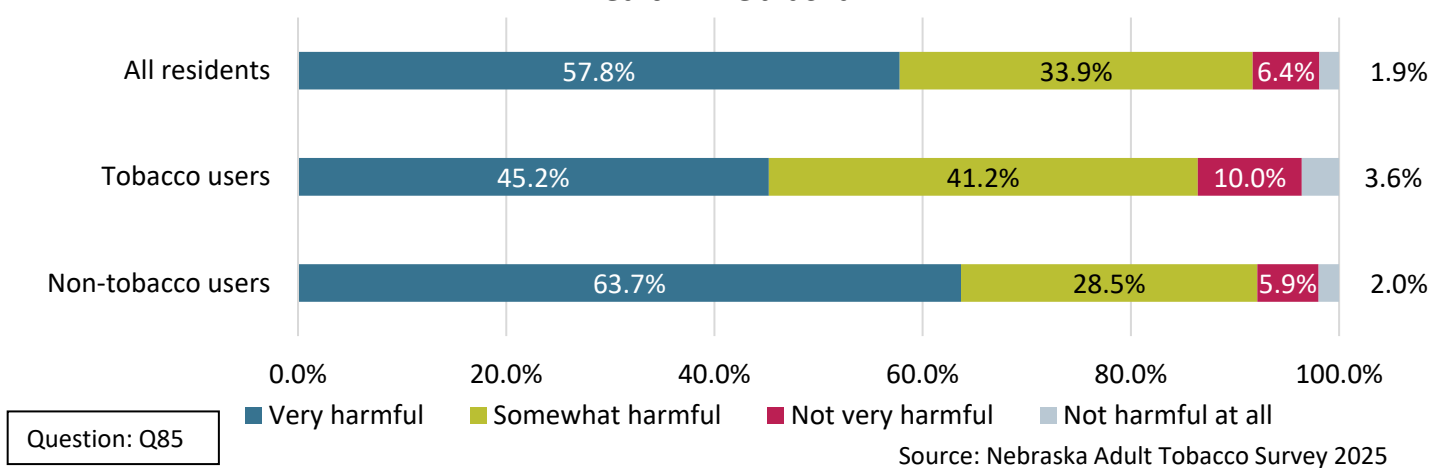


*Question last asked in 2022

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

Non-tobacco users view breathing smoke from other people’s cigarettes as very harmful at higher rates than tobacco users (Fig. 9.8).

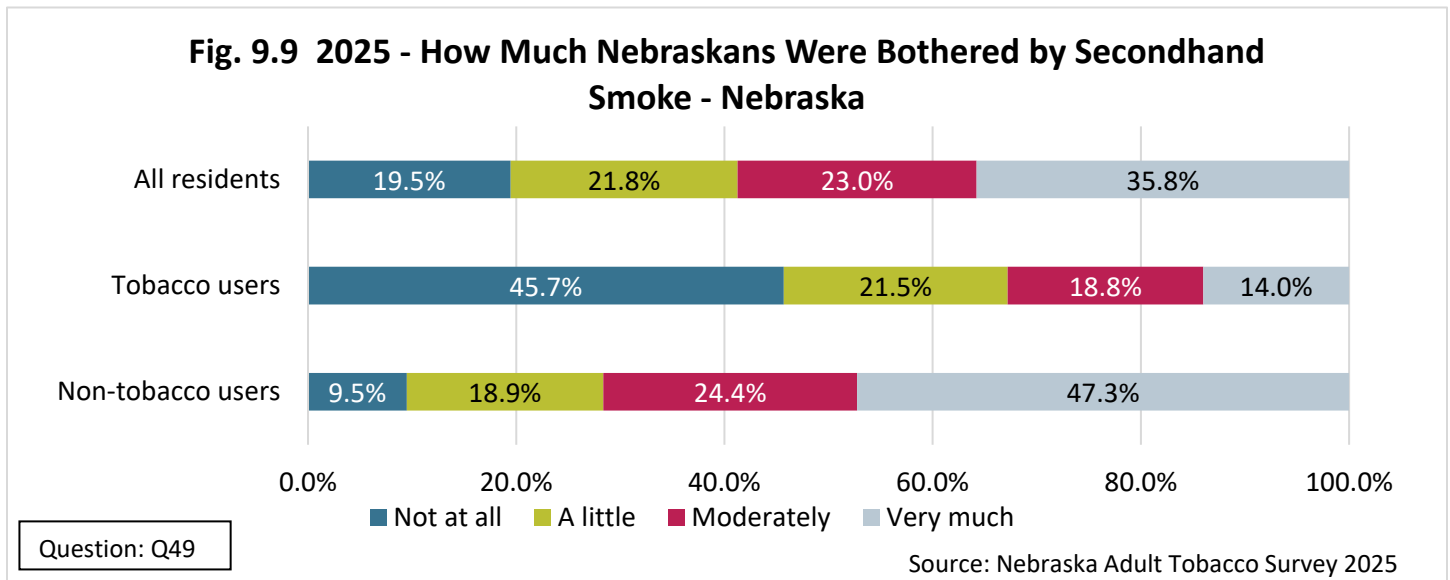
Fig. 9.8 2025 - Secondhand Smoke is Harmful/Not Harmful to One's Health - Nebraska



Over half of all respondents (57.8%) believe that breathing smoke from other people’s cigarettes is very harmful to one’s health, with 63.7% of non-tobacco users and 45.2% of tobacco-users holding this view.

Nebraskans Bothered by Secondhand Smoke from Cigarettes

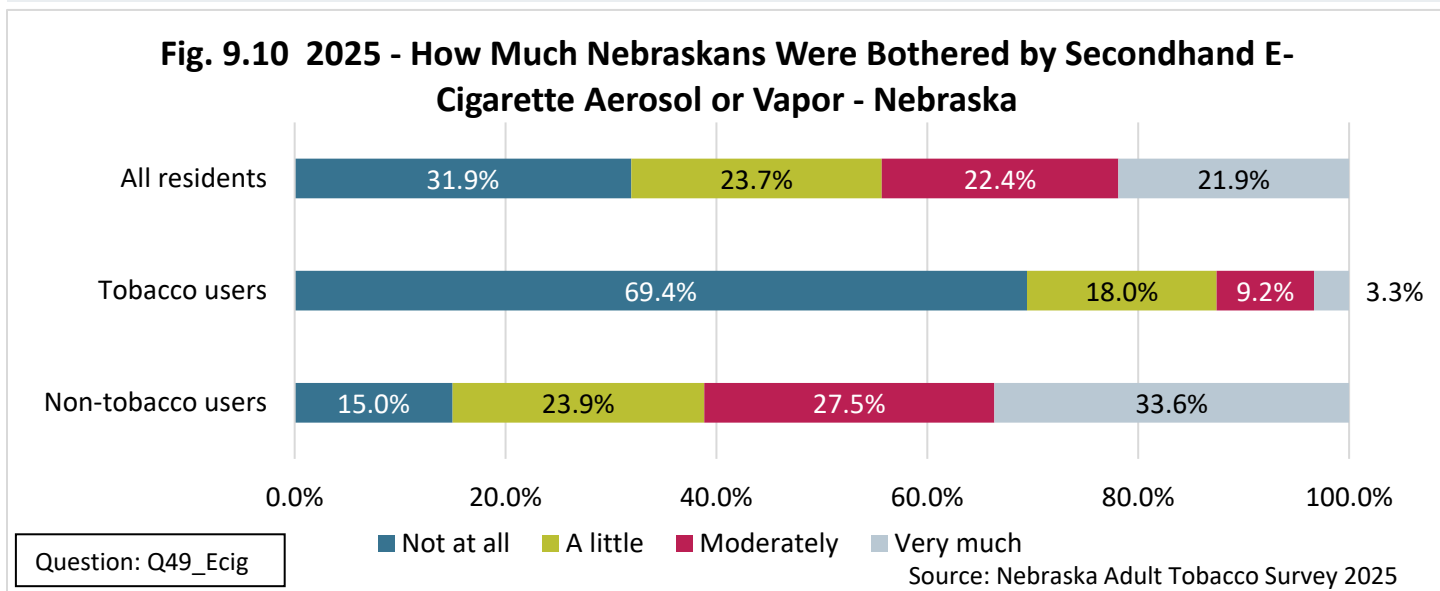
Non-tobacco users were much more likely to report being bothered by secondhand smoke from cigarettes than tobacco users (Fig. 9.9).



Nearly half (47.3%) of non-tobacco users report being bothered very much by secondhand smoke from cigarettes as compared to only 14.0% of tobacco users. Additionally, 45.7% of tobacco users report not being bothered at all by secondhand smoke from cigarettes, while only 9.5% of non-tobacco users report 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).

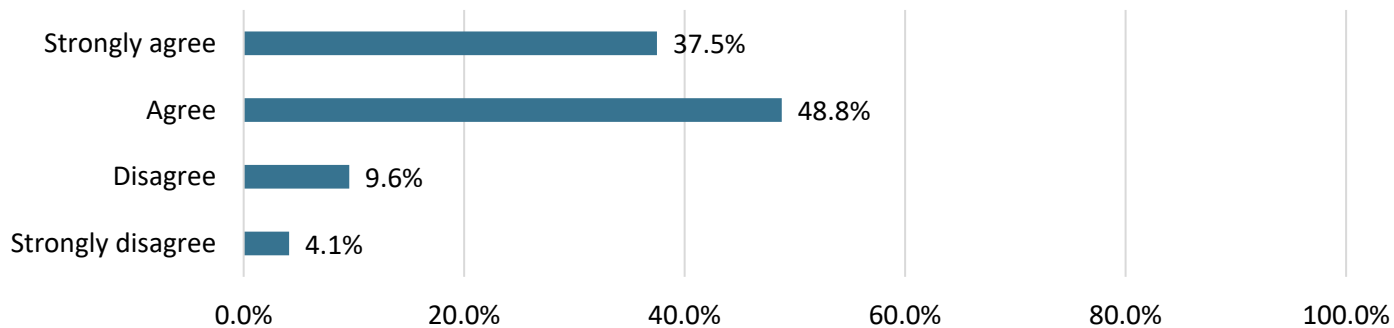


About one-third (33.6%) of non-tobacco users report being bothered very much by secondhand e-cigarette aerosol or vapor as compared to only 3.3% of tobacco users. Additionally, 69.4% of tobacco users report that they are not at all bothered by secondhand e-cigarette aerosol or vapor while only 15.0% of non-tobacco users report the same.

Views Regarding the Immediate Benefits of Quitting

The majority of respondents either agree or strongly agree that there are immediate benefits of quitting smoking after having smoked a pack of cigarettes a day for more than 20 years (Fig. 9.11).

Fig. 9.11 2025 - Think There are Immediate Benefits of Quitting Smoking After Having Smoked a Pack of Cigarettes a Day for More Than 20 Years - Nebraska



Question: Q84

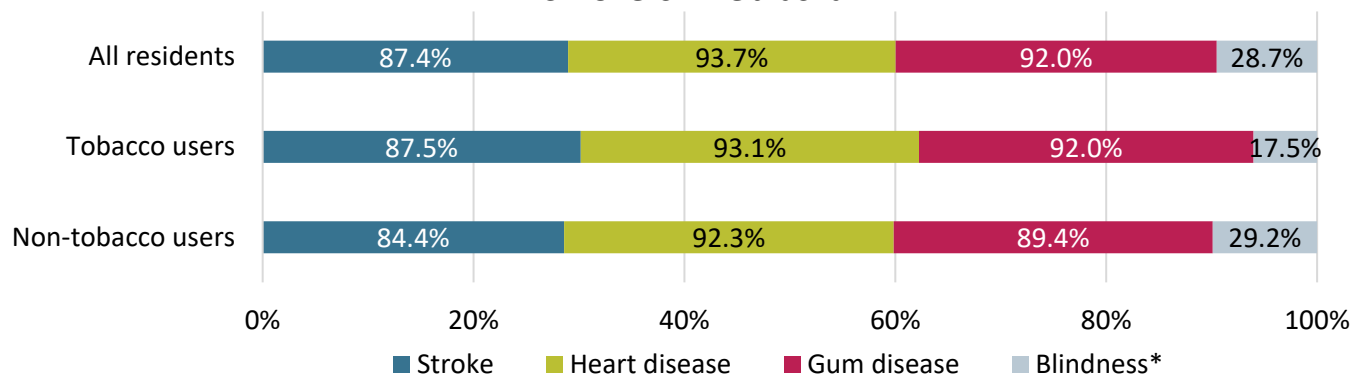
Source: Nebraska Adult Tobacco Survey 2025

Nearly half (48.8%) of respondents agree that there are immediate benefits of quitting smoking after having smoked a pack of cigarettes a day for more than 20 years. An additional 37.5% of respondents strongly agree with this statement. Some, 9.6% disagree that there are immediate benefits of quitting smoking after having smoked a pack of cigarettes a day for more than 20 years, and few (4.1%) strongly disagree with this statement.

Believe that Smoking Causes Diseases

Aside from blindness, tobacco users and non-tobacco users are largely in agreement regarding smoking related diseases (Fig. 9.12).

Fig. 9.12 2025 - Believe That Smoking Causes the Following Diseases in Smokers - Nebraska



Questions: Q84_1, Q84_2, Q84_3, Q84_4

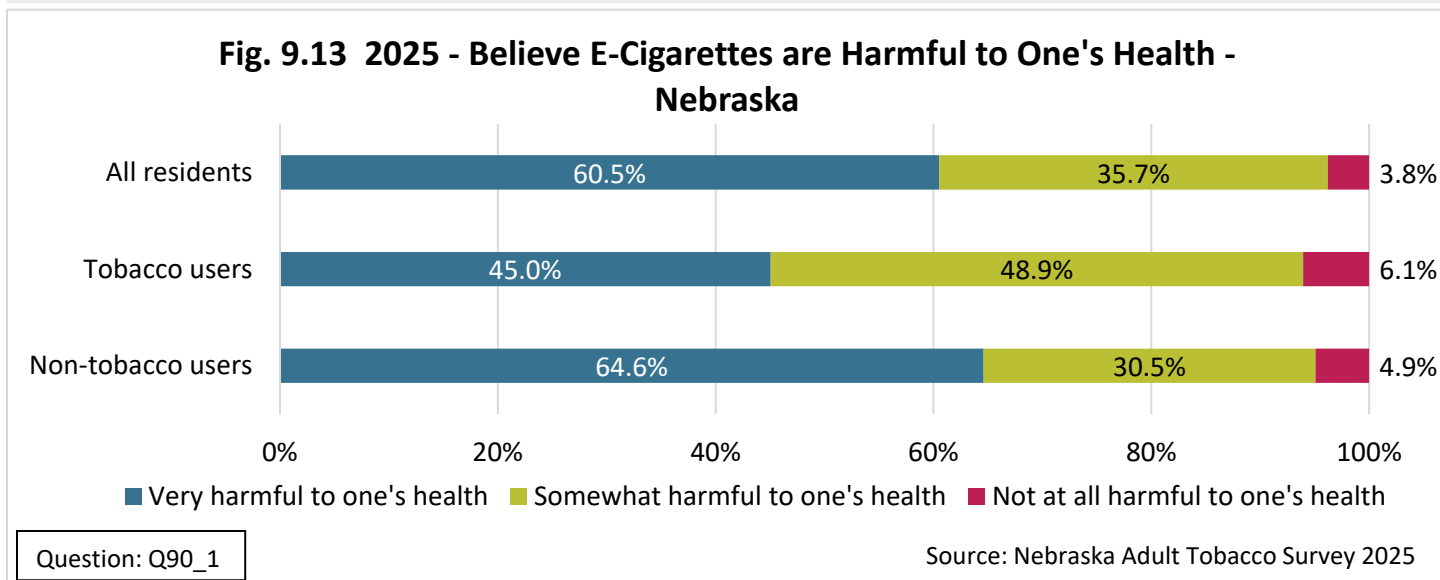
Sources: Nebraska Adult Tobacco Survey 2025

*Question Q84_3 last asked in 2021

The majority of tobacco users and non-tobacco users alike agree that smoking causes stroke, heart disease, and gum disease. However, a much lower proportion of tobacco users (17.5%) and non-tobacco users (29.2%) believe that smoking causes blindness*.

Believe E-Cigarettes are Harmful to One's Health

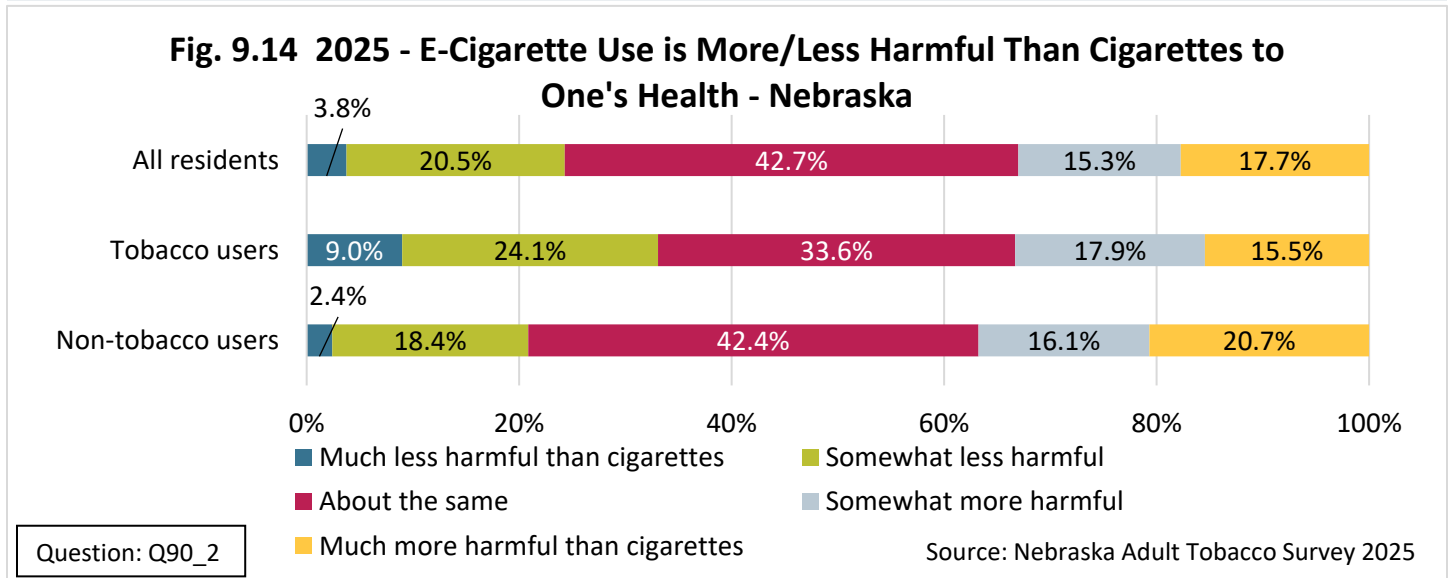
Tobacco users and non-tobacco users alike agree that e-cigarettes are somewhat or very harmful to one's health (Fig. 9.13).



Nearly two-thirds of non-tobacco users (64.6%) and under one-half (45.0%) of tobacco users believe e-cigarettes are very harmful to one's health. Just under one-third (30.5%) of non-tobacco users and nearly half (48.9%) of tobacco users believe e-cigarettes are somewhat harmful to one's health. Very few non-tobacco users (4.9%) and tobacco users (6.1%) feel that e-cigarettes are not at all harmful to one's health.

Believe E-Cigarettes are More/Less Harmful than Cigarettes to One's Health

A higher proportion of tobacco users believe that e-cigarette use is less harmful than cigarette use, compared to non-tobacco users (Fig. 9.14).



A higher proportion of tobacco users believe that e-cigarette use is much less harmful (9.0%) or somewhat less harmful (24.1%) than non-tobacco users (2.4% and 18.4%, respectively). Additionally, a lower proportion of tobacco users believe e-cigarette use is about as harmful (33.6%) or much more harmful (15.5%) than cigarettes, compared to non-tobacco users (42.4% and 20.7%, respectively).

Tobacco Cessation for All Tobacco Products

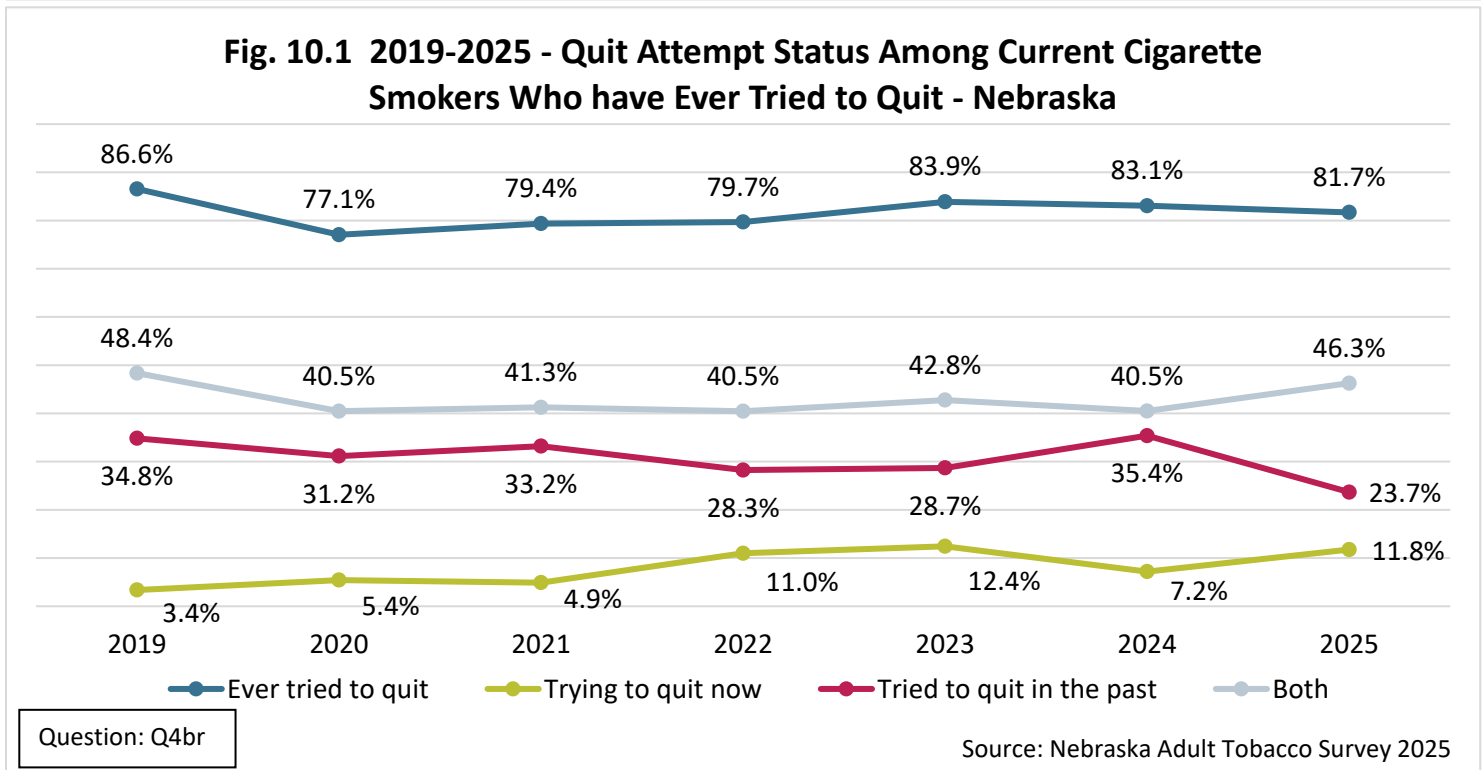
Quit Attempt Status of Cigarette Smokers 2017-2025

As seen in Table 10.1 below, the cigarette smoking population has historically tried to quit smoking cigarettes, with 81.7% having ever tried to quit in 2025.

2019-2025 Two-Category Quit Attempt Status Among Current Cigarette Smokers		
Year	Ever Tried to Quit	Never Tried to Quit
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%
2025	81.7%	18.3%

Question: Q4br Source: Nebraska Adult Tobacco Survey 2025

In 2025, the rate of current cigarette smokers actively trying to quit increased (Fig. 10.1).



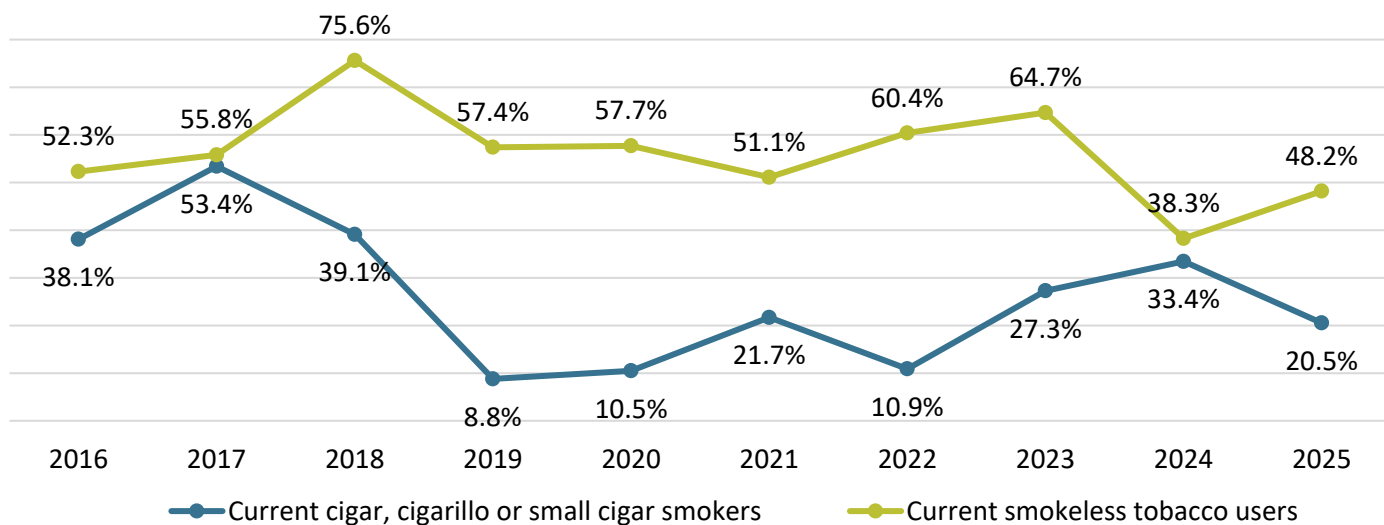
In 2025, 81.7% of cigarette smokers indicate having ever tried to quit smoking cigarettes. This includes the 11.8% who report trying to quit now, the 23.7% who tried to quit in the past, and the 46.3% who are both trying to quit now and

have tried to quit in the past. 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 decreased from 35.4% in 2024 to 23.7% in 2025.

Quit Attempt Status of Cigar/Cigarillo/Small Cigar Smokers and Smokeless Tobacco Users 2016-2025

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).

Fig. 10.2 2016-2025 - Cigars and Smokeless Tobacco: Ever Tried to Quit - Nebraska



Questions: Q14rbr, Q18br

Source: Nebraska Adult Tobacco Survey 2025

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 decreased from 33.4% in 2024 to 20.5% in 2025. The rate of current smokeless tobacco users who have ever tried to quit increased from 38.3% in 2024 to 48.2% in 2025.

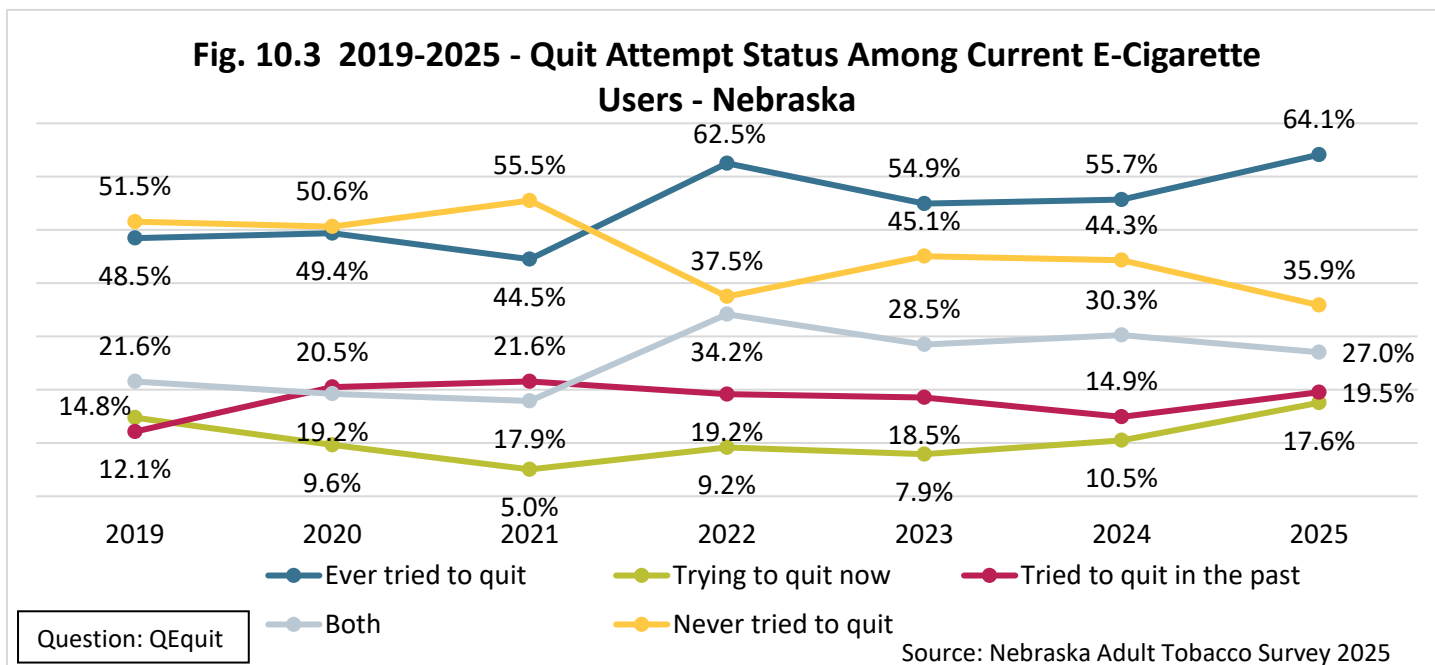
Quit Attempt Status of E-cigarette Users 2019-2025

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%
2025	64.1%	35.9%

Question: QEquit Source: Nebraska Adult Tobacco Survey 2025

As seen in Table 10.2 above, 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 followed by a sizable increase in 2025 (64.1%).

In 2025, the overall rate of cessation attempts among e-cigarette users increased (Fig. 10.3).

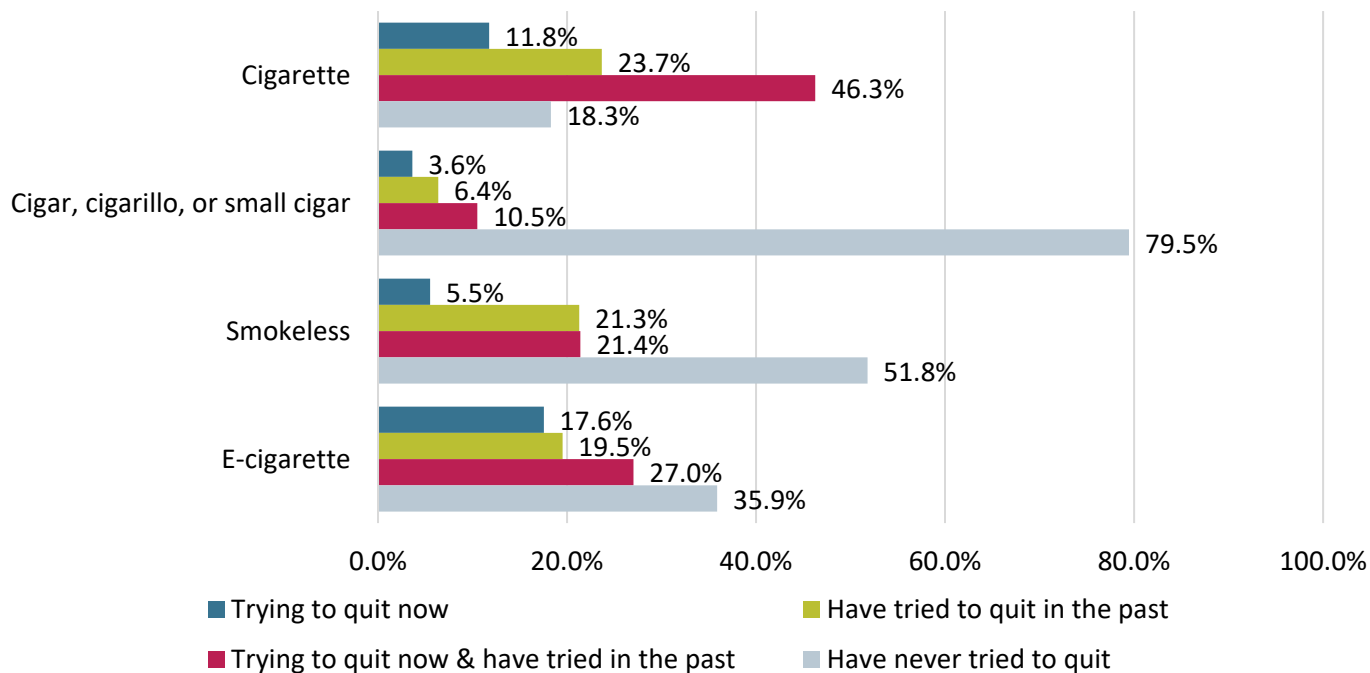


In 2025, the proportion of e-cigarette users who indicate having ever tried to quit using the product reached its highest point since documentation began (64.1%). This includes the 17.6% of current e-cigarette users who report trying to quit now, the 19.5% who have tried to quit in the past, and the 27.0% are both trying to quit now and have tried to quit in the past.

Quitting Status of Tobacco Users

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

Fig. 10.4 2025 - Current or Past Attempts to Quit Tobacco by Product - Nebraska



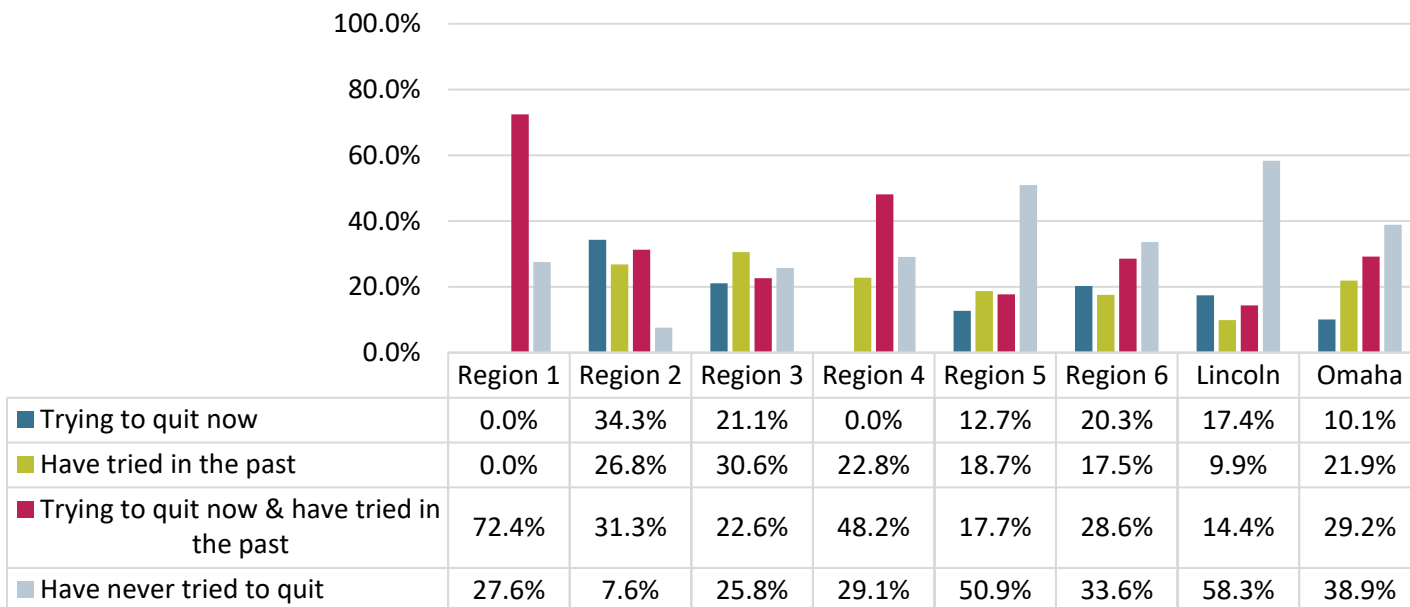
Questions: Q4br, Q14rbr, Q18br, QEquit

Source: Nebraska Adult Tobacco Survey 2025

A sizable proportion of cigar, cigarillo, or small cigar users (79.5%), smokeless tobacco users (51.8%), and e-cigarette users (35.9%) report having never tried to quit using the product. This “Have never tried to quit” population makes up the highest proportion of users among these three products. Among current cigarette users, nearly half (46.3%) report both trying to quit now and having tried to quit in the past.

Current e-cigarette users who have never tried to quit using the product make up the largest proportion of respondents in 4 of the 8 Nebraska Regions (Fig. 10.5).

Fig. 10.5 2025 - Current or Past Attempts to Quit Using E-Cigarettes - Region



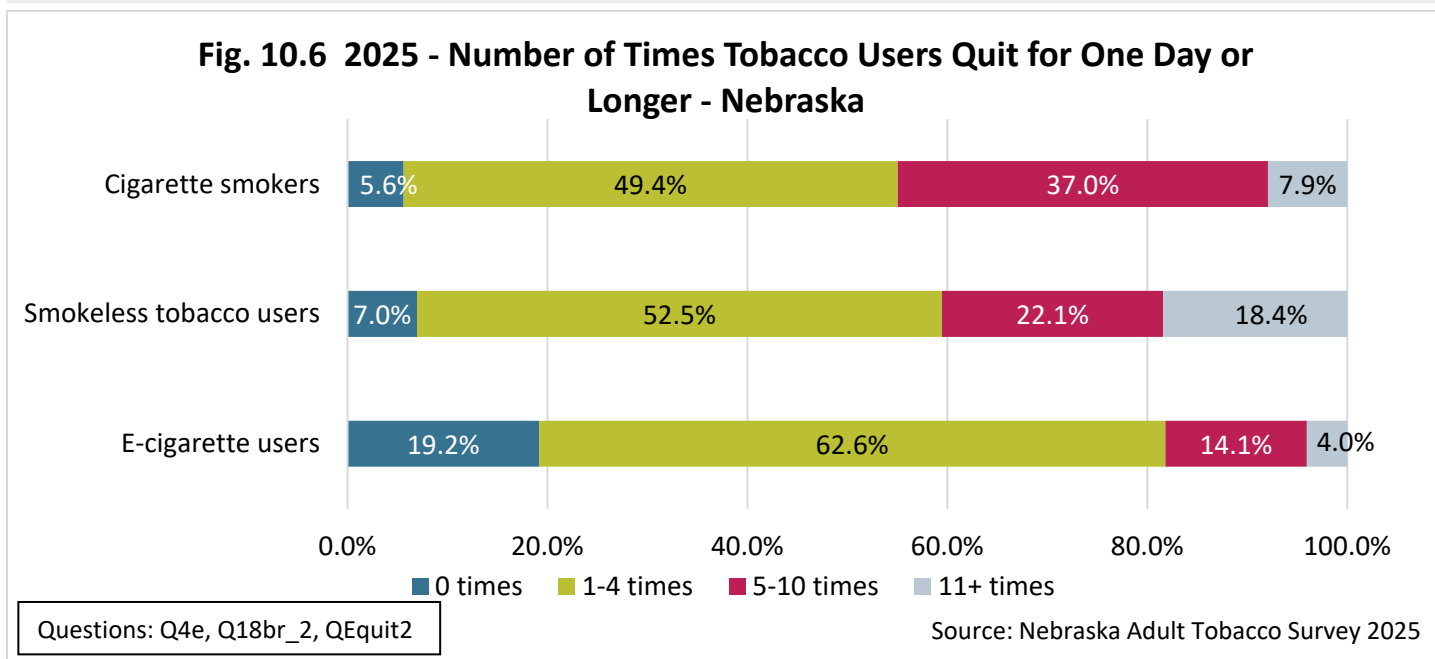
Questions: QEquit, QD_zip

Source: Nebraska Adult Tobacco Survey 2025

The highest proportion of current e-cigarette users who report trying to quit now come from Region 2 (34.3%). Notably, no (0.0%) current e-cigarette users from Regions 1 and 4 report trying to quit now. However, the majority of current e-cigarette users in Region 1 (72.4%), and nearly half (48.2%) in Region 4 report both trying to quit now and having tried to quit in the past. A plurality of respondents from Region 5 (50.9%), Region 6 (33.6%), Lincoln (58.3%) and Omaha (38.9%) report having never tried to quit using e-cigarettes. It is important to note that, because Region 5 includes Lincoln and Region 6 includes Omaha, respondents from Lincoln and Omaha may be skewing the Region 5 and 6 results.

Ever Quit for One Day or Longer

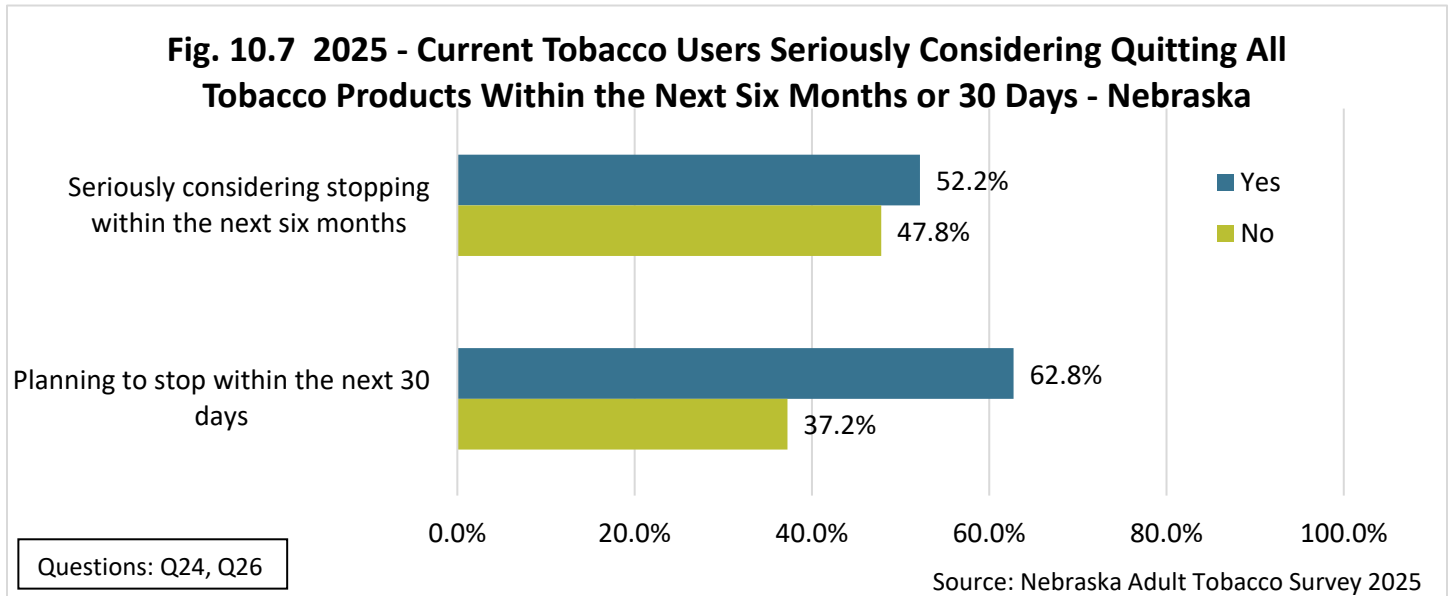
About one-fifth of smokeless tobacco users report quitting the product for one day or longer 11 or more times (Fig. 10.6).



When current tobacco users were asked how many times they have attempted to quit using their respective product(s) one day or longer in an attempt to quit for good, a higher proportion of smokeless tobacco users report quitting for one day or longer 11+ times than current users of any other product. About half of cigarette smokers (49.4%), smokeless tobacco users (52.5%), and roughly three-fifths of current e-cigarette users (62.6%) report having tried to quit for one day or longer 1-4 times. Current e-cigarette users (19.2%) make up the highest proportion of current tobacco users who have never quit using for one day or longer in an attempt to quit for good.

Intent to Quit Within the Next Six Months or 30 Days

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

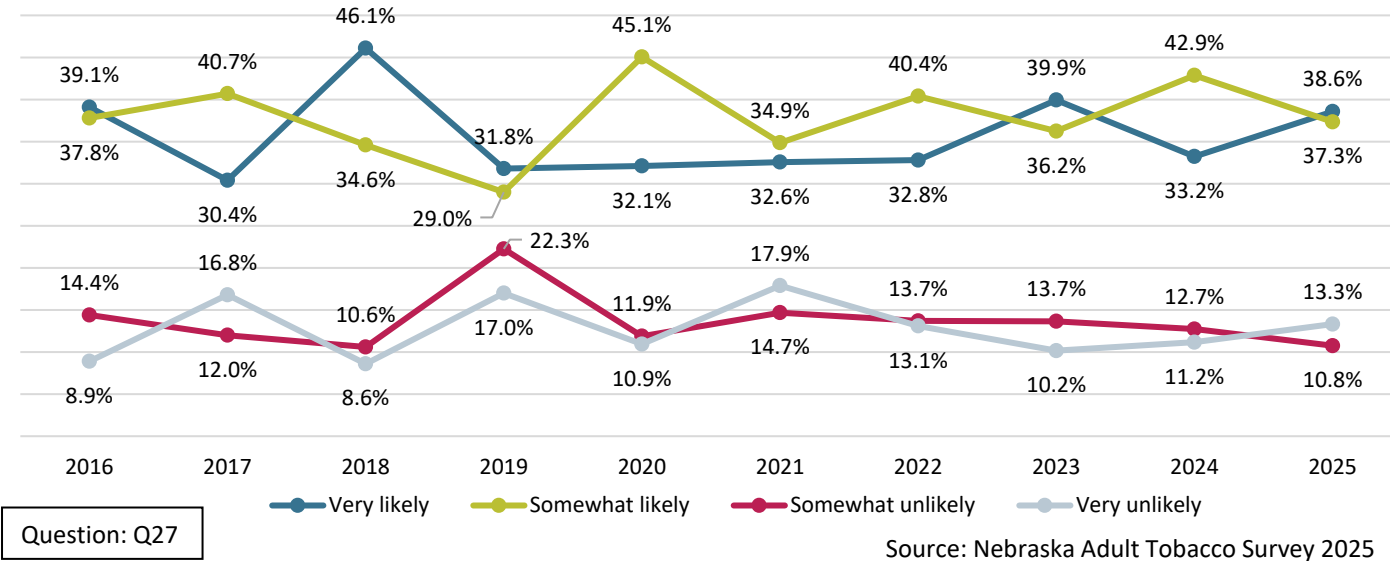


Among current tobacco users, about half (52.2%) are seriously considering quitting all tobacco products within the next six months at the time of the survey. Additionally, nearly two-thirds (62.8%) were planning to stop within the next 30 days.

Likelihood of Quitting Successfully 2016-2025

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

Fig. 10.8 2016-2025 - Likelihood the Tobacco User Will Successfully Quit - Nebraska



Throughout the years, tobacco users consistently report being somewhat or very likely to successfully quit using tobacco products at higher rates than being somewhat or very unlikely to succeed.

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).

Fig. 10.9 2025 - Likelihood the Tobacco User Will Successfully Quit - Nebraska

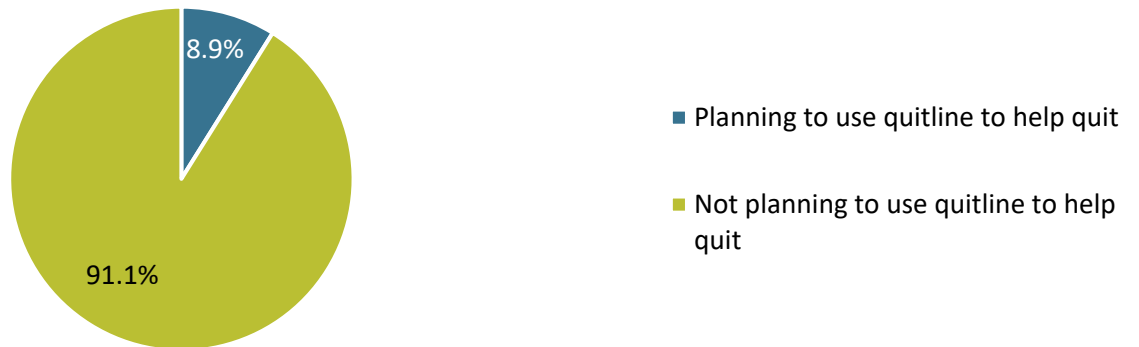


Most respondents believe they could successfully quit using tobacco products (75.9%), compared to 24.1% who believe success is unlikely.

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).

Fig. 10.10 2025 - Planning to Use Quitline to Help Quit Smoking or Using Tobacco Products - Nebraska



Question: QQLine2

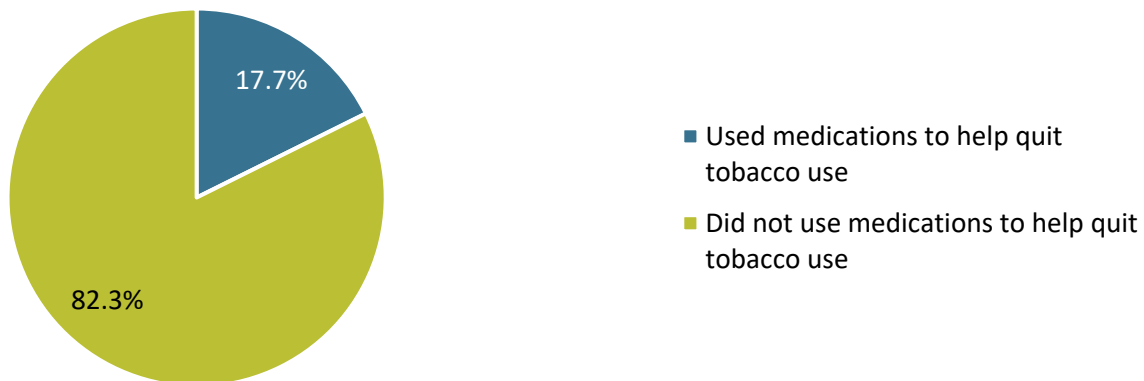
Source: Nebraska Adult Tobacco Survey 2025

Only 8.9% of tobacco users plan to use a Quitline to help them quit smoking or using tobacco products while the majority (91.1%) do 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).

Fig. 10.11 2025 - Use of Medication by Former Tobacco Users to Help Quit - Nebraska



Question: Q20r

Source: Nebraska Adult Tobacco Survey 2025

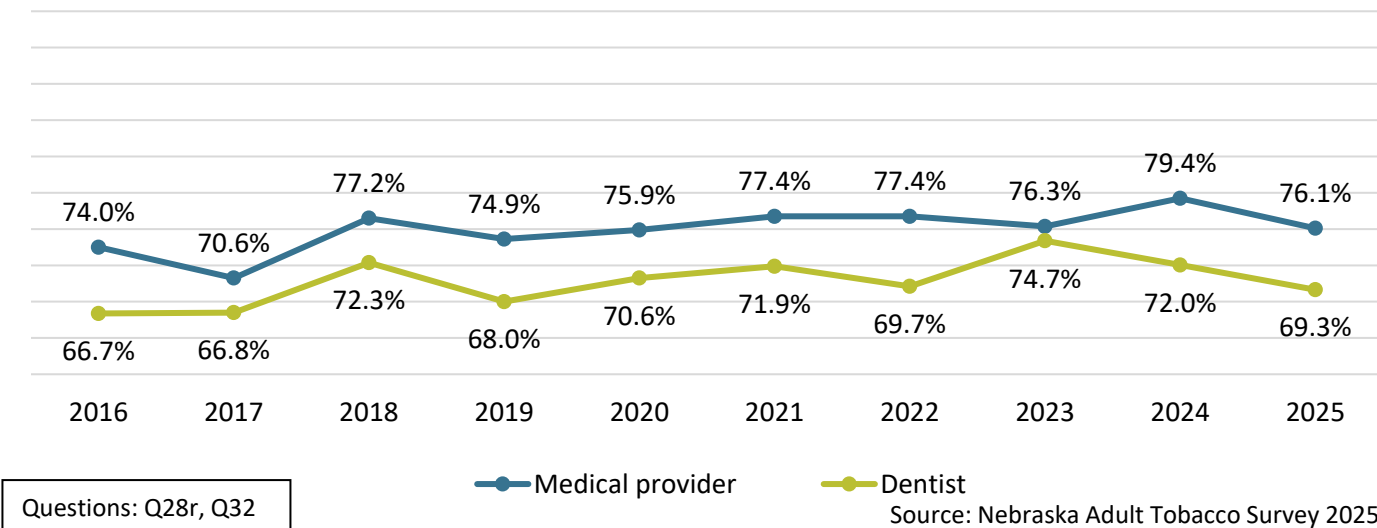
According to the U.S. Department of Health and Human Services, evidence-based treatments, including cessation medications approved by the U.S. Food and Drug Administration (FDA), significantly increase success in quitting tobacco. At the time of the survey, 17.7% of former tobacco users report having used medications to help them quit, whereas 82.3% of former tobacco users did not.

Visits to Health Care Providers

Visited a Medical Provider or Dentist 2016-2025

The distribution of Nebraskans who saw a medical provider or dentist within the last 12 months decreased in 2025 (Fig. 11.1).

Fig. 11.1 2016-2025 - Percentage of Nebraskans Who Saw a Medical Provider or a Dentist in the Last 12 months

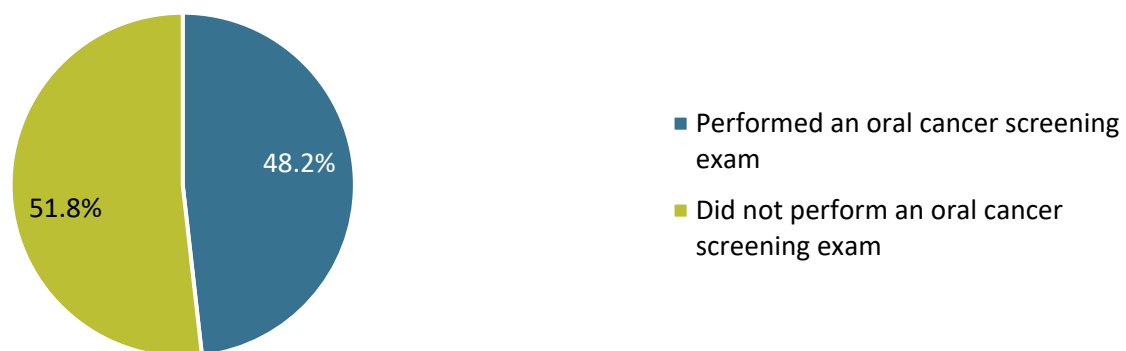


Just over three-fourths (76.1%) of respondents indicate having seen a medical provider and 69.3% report having seen a dentist within the last 12 months.

Oral Cancer Screening Exam

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

Fig. 11.2 2024 - Dentist Performed an Oral Cancer Screen Exam - Nebraska



Question: OrCanSc

Source: Nebraska Adult Tobacco Survey 2024

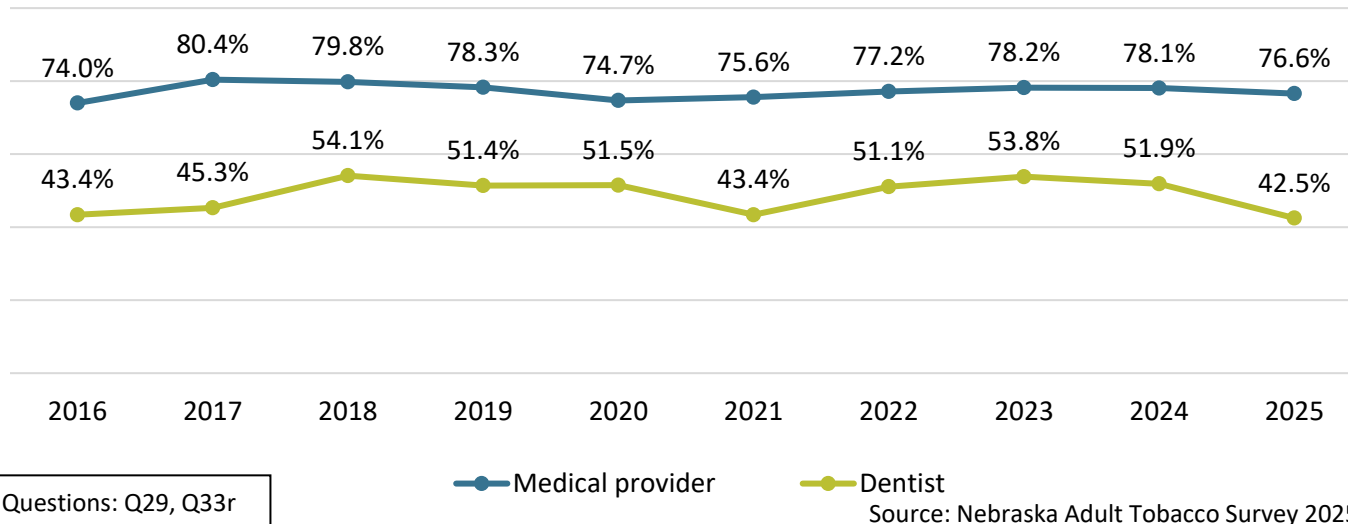
*Question last asked in 2024

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 2016-2025

The percentage of medical providers who asked Nebraskans if they used tobacco has remained relatively stable since documentation began in 2016 (Fig. 11.3).

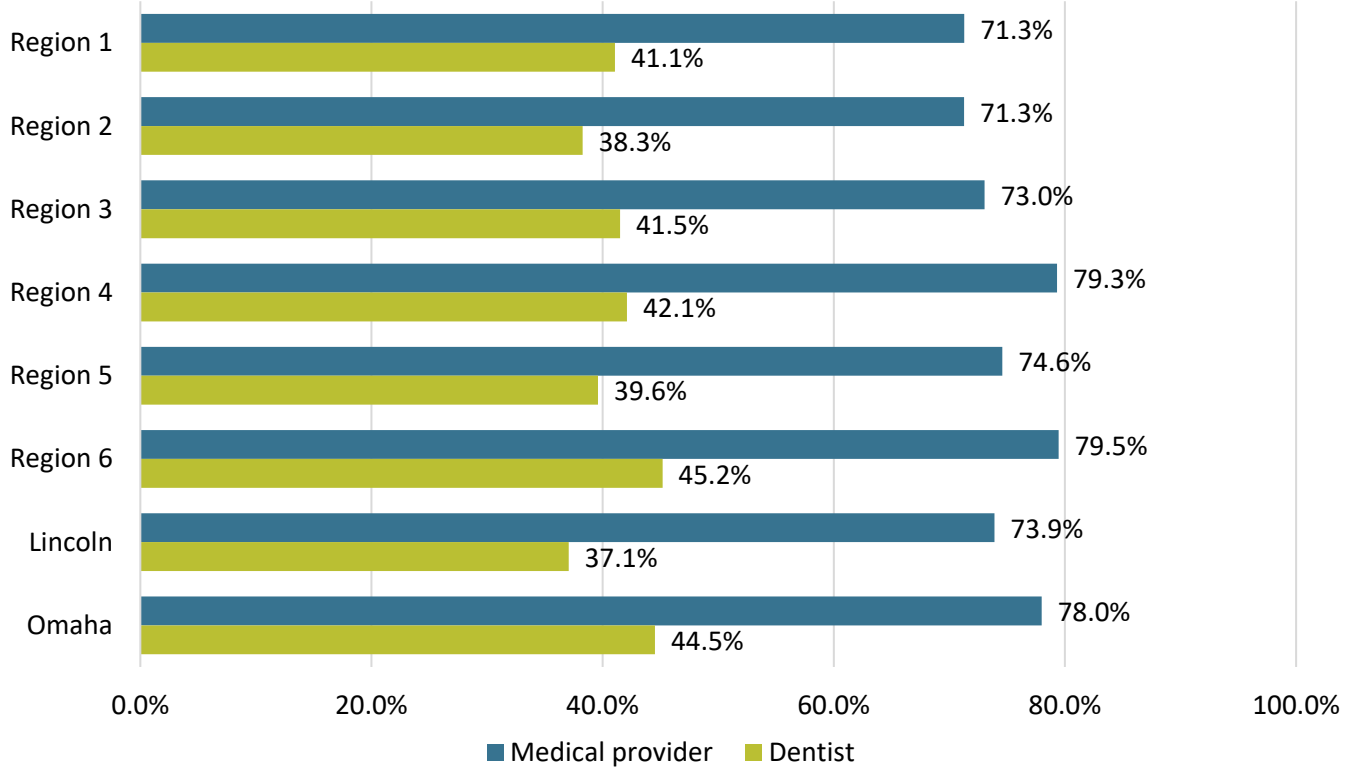
Fig. 11.3 2016-2025 - Medical Provider or Dentist Asked if They Use Tobacco - Nebraska



The proportion of medical providers who asked Nebraskans if they used tobacco has maintained relative stability from 2016 (74.0%) to 2025 (76.6%), while the proportion of dentists who asked the same of their patients has shown more variability over the years.

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

Fig. 11.4 2025 - Medical Provider or Dentist Asked if They Use Tobacco - by Region



Questions: Q29, Q33r, QD_zip

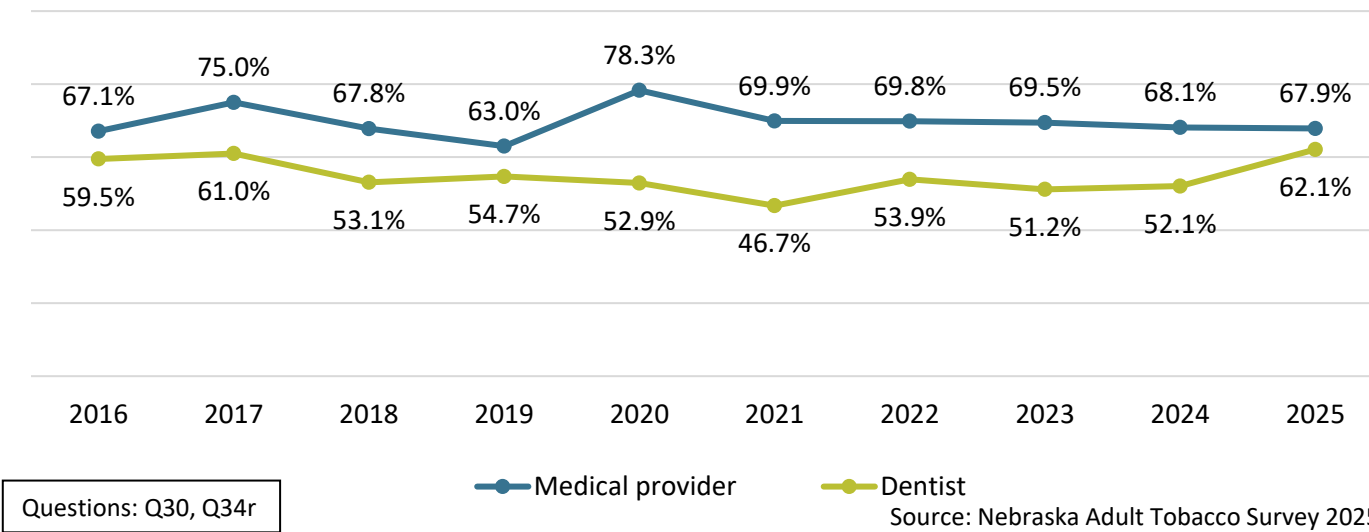
Source: Nebraska Adult Tobacco Survey 2025

Over 70.0% of medical providers across all Nebraska regions asked their patients about tobacco use, while less than half of dentists asked their patients about tobacco use.

Medical Provider or Dentist Advised Patient to Quit 2016-2025

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).

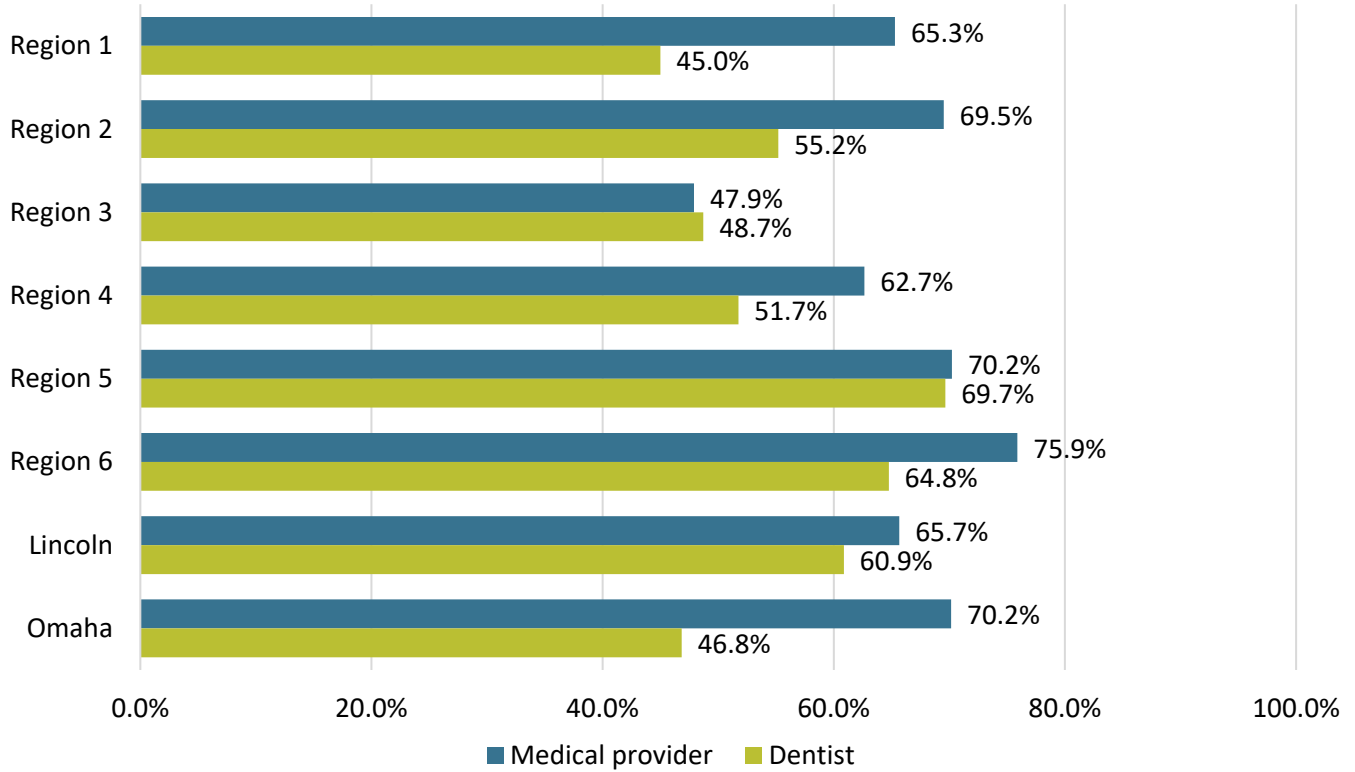
Fig. 11.5 2016-2025 - Medical Provider or Dentist Advised Tobacco User to Quit - Nebraska



In 2025, the majority of respondents who used tobacco products at the time of the survey and who report having seen a medical provider or dentist within the past 12 months were advised by their medical provider (67.9%) or their dentist (62.1%) to quit using tobacco products.

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

Fig. 11.6 2025 - Medical Provider or Dentist Advised Tobacco User to Quit - by Region



Questions: Q30, Q34r, QD_zip

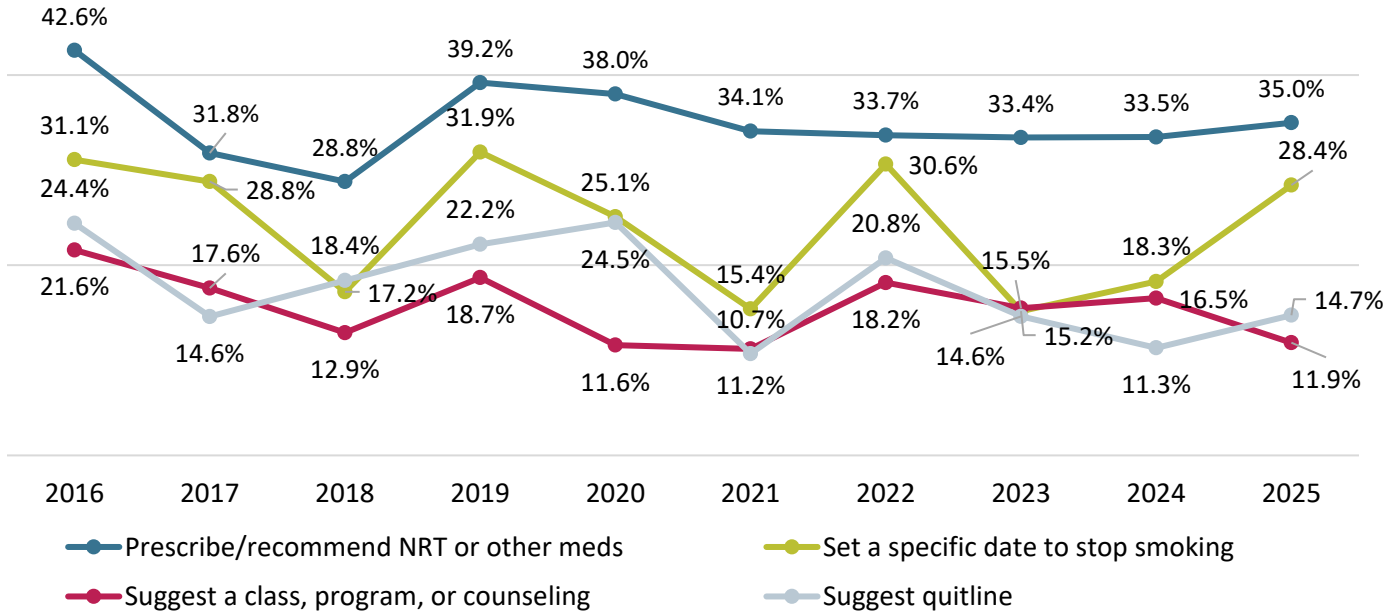
Source: Nebraska Adult Tobacco Survey 2025

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 medical providers, with the exception of Region 3. While more medical providers (70.2%) in Region 5 advised their patients to quit using tobacco products than dentists (69.7%), the difference between them is minimal.

Provider Cessation Suggestions 2016-2025

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

Fig. 11.7 2016-2025 - Medical Provider Recommended Each of the Following Quit Supports to Smokers - Nebraska



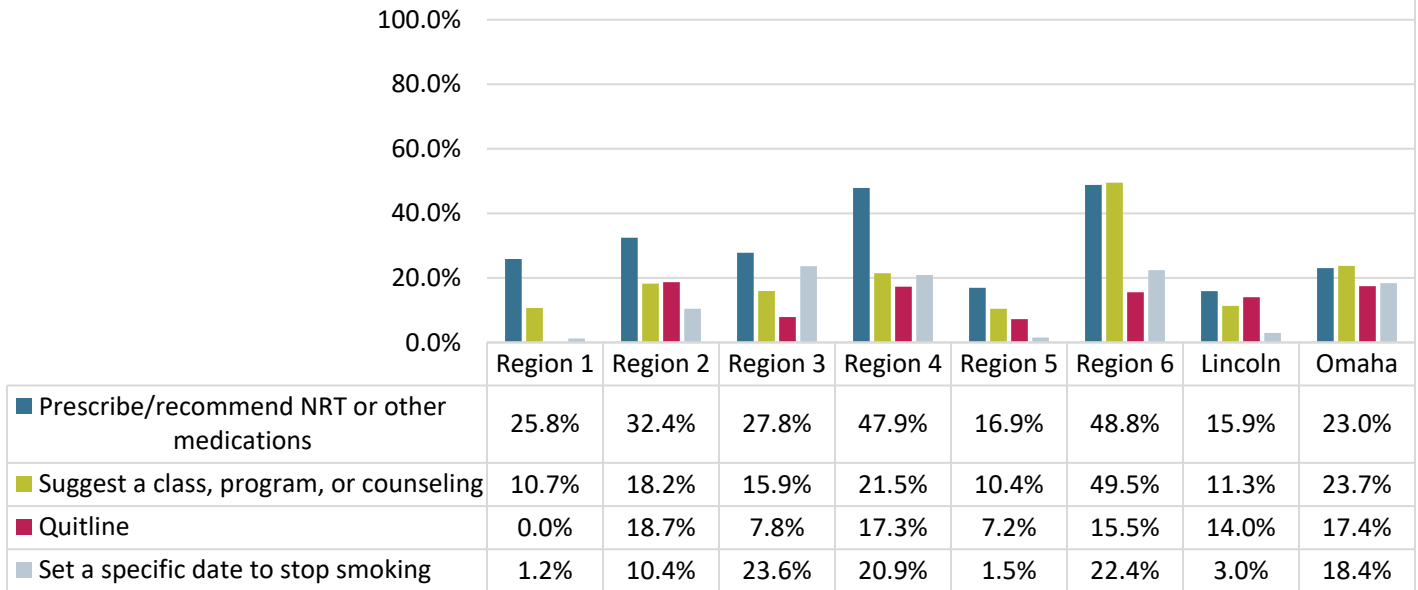
Questions: Q31ar, Q31b, Q31e, QQLine3

Source: Nebraska Adult Tobacco Survey 2025

Prescribing or recommending Nicotine Replacement Therapy (NRT) or other medications as quit supports to smokers remained the highest recommendation from medical providers at 35.0% in 2025. Setting a specific date to stop smoking (28.4%) is the next most common quit support suggested by medical providers, followed by suggesting a Quitline (14.7%), and suggesting a class, program, or counseling (11.9%).

Respondents report their medical providers prescribing or recommending NRT or other medications at higher rates than other quit supports across most Nebraska regions (Fig. 11.8).

Fig. 11.8 2025 - Medical Provider Recommended Each of the Following Quit Supports to Smokers - by Region



Questions: 31ar, Q31b, Q31e, QQLine3, QD_zip

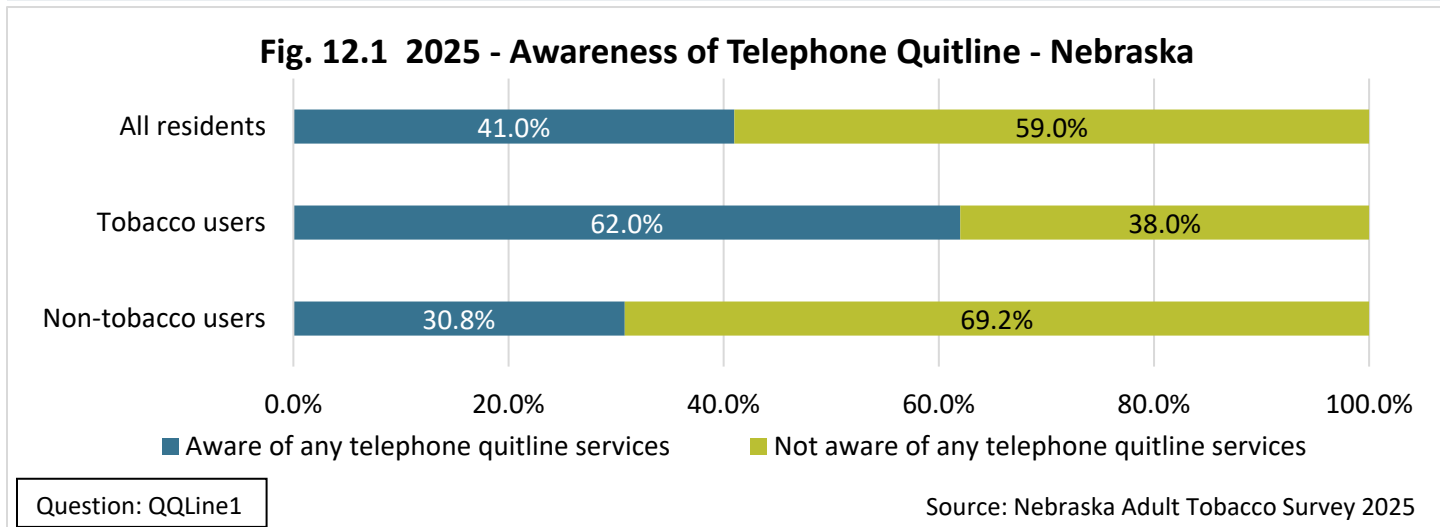
Source: Nebraska Adult Tobacco Survey 2025

With the exceptions of Region 6 and Omaha, medical providers prescribed or recommended NRT or other medications to stop smoking at higher rates than other tobacco cessation supports in all regions. In Region 6 (49.5%) and Omaha (23.7%) suggesting a class, program, or counseling was the most highly recommended quit support. It is important to note that, because Region 6 includes Omaha, respondents from Omaha may be skewing the Region 6 results.

Telephone Quitline

Awareness of a Telephone Quitline

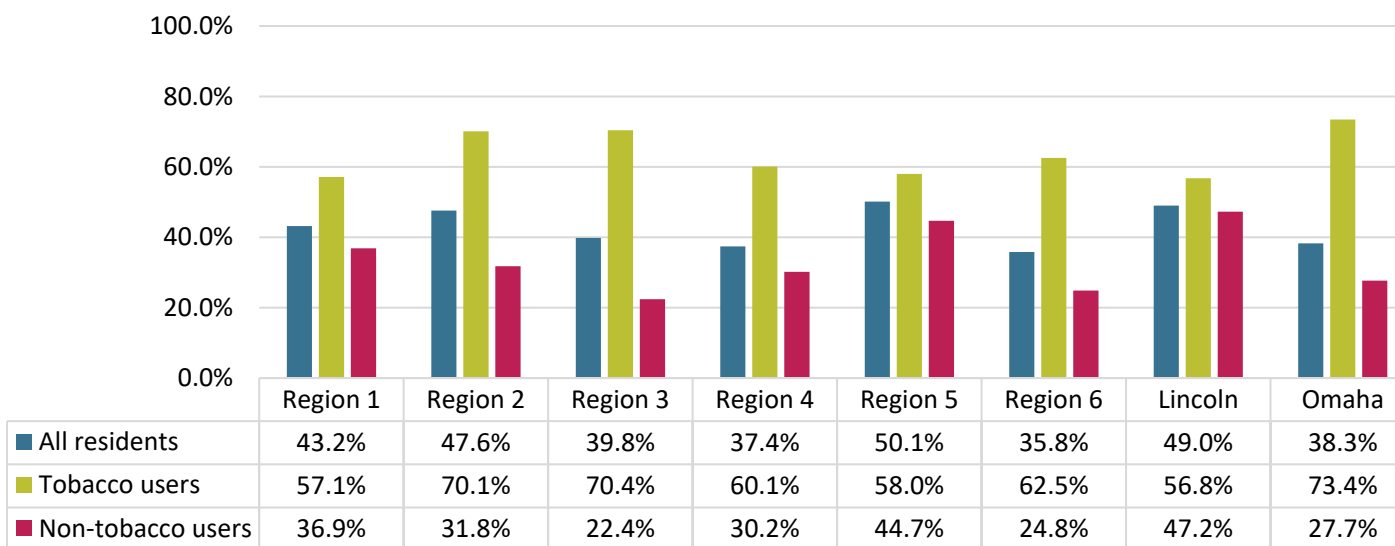
Two-fifths of all respondents and roughly three-fifths of tobacco users report being aware of some telephone Quitline services (Fig. 12.1).



Among all respondents, 41.0% indicate awareness of some types of telephone Quitline services. Just over three-fifths (62.0%) of tobacco users are aware of these services, while less than one-third (30.8%) of non-tobacco users report awareness of these services.

A higher proportion of tobacco users indicate awareness of some telephone Quitline services than non-tobacco users across all Nebraska regions (Fig. 12.2).

Fig. 12.2 2025 - Awareness of Telephone Quitline - by Region



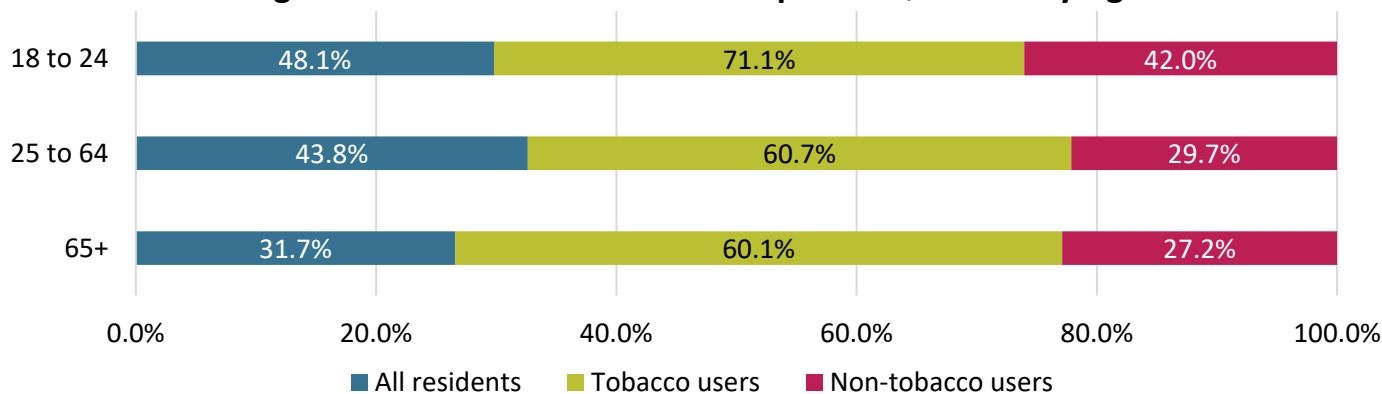
Questions: QQLine1, QD_zip

Source: Nebraska Adult Tobacco Survey 2025

Tobacco users indicate 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 report more awareness of some Quitline services than older tobacco users (Fig. 12.3).

Fig. 12.3 2025 - Awareness of Telephone Quitline - by Age



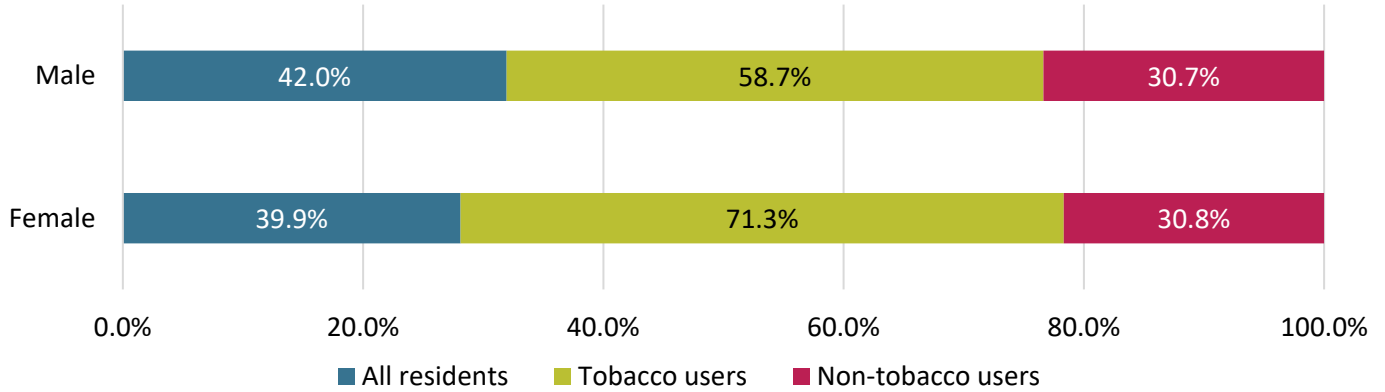
Questions: QQLine1, QD1

Source: Nebraska Adult Tobacco Survey 2025

Tobacco users aged 18 to 24 years report the highest rate of awareness of some telephone Quitline services (71.1%) 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).

Fig. 12.4 2025 - Awareness of Telephone Quitline - by Sex



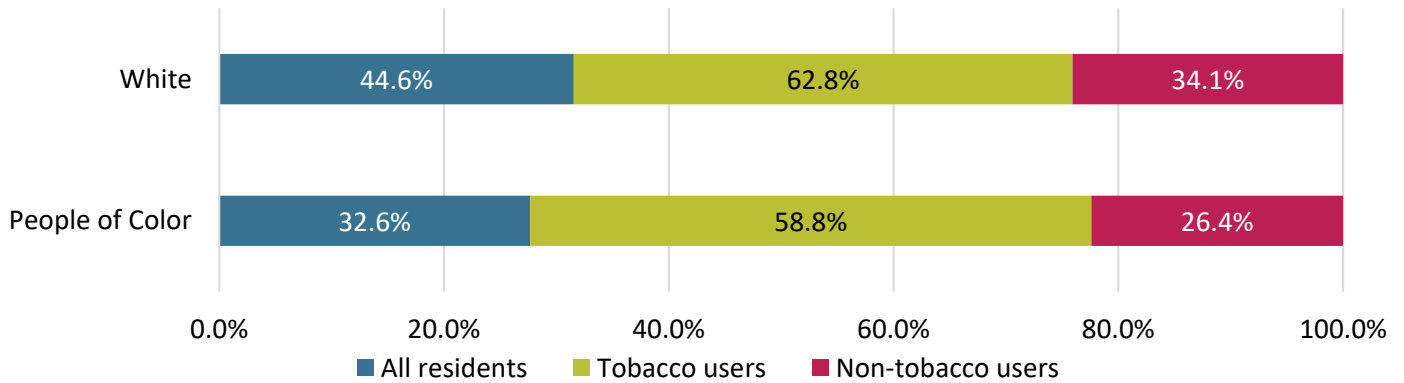
Questions: QQLine1, RespGend

Source: Nebraska Adult Tobacco Survey 2025

Female tobacco users report the highest rate of awareness of some Quitline services (71.3%) across all sex and tobacco-use status.

White respondents report higher awareness of Quitline services than People of Color, regardless of tobacco-use status (Fig. 12.5).

Fig. 12.5 2025 - Awareness of Telephone Quitline - by Race



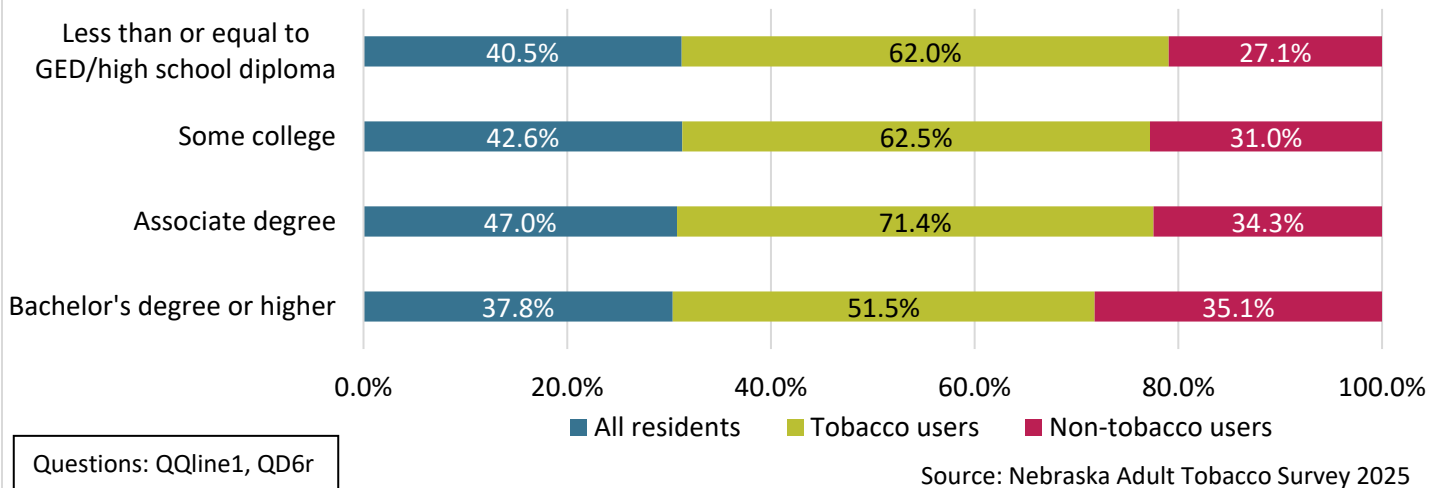
Questions: QQline1, QD2, QD3r_1 - QD3r_6

Source: Nebraska Adult Tobacco Survey 2025

Across all racial and tobacco-use groups, White tobacco users (62.8%) exhibit the highest awareness of Telephone Quitline services overall.

Among tobacco-users, respondents with an associate degree report higher rates of awareness of some Quitline services than those with higher or lower levels of education (Fig. 12.6).

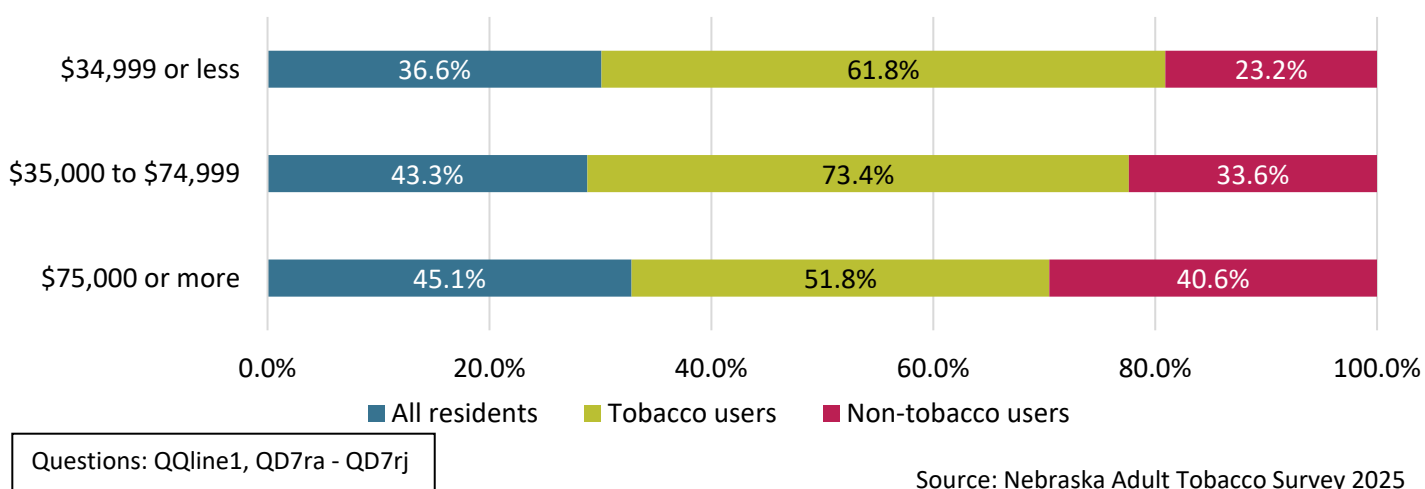
Fig. 12.6 2025 - Awareness of Telephone Quitline - by Education



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

Tobacco users with an annual household income of \$35,000 to \$74,999 report the highest rates of awareness of Quitline services across all income and tobacco-use status groups (Fig. 12.7).

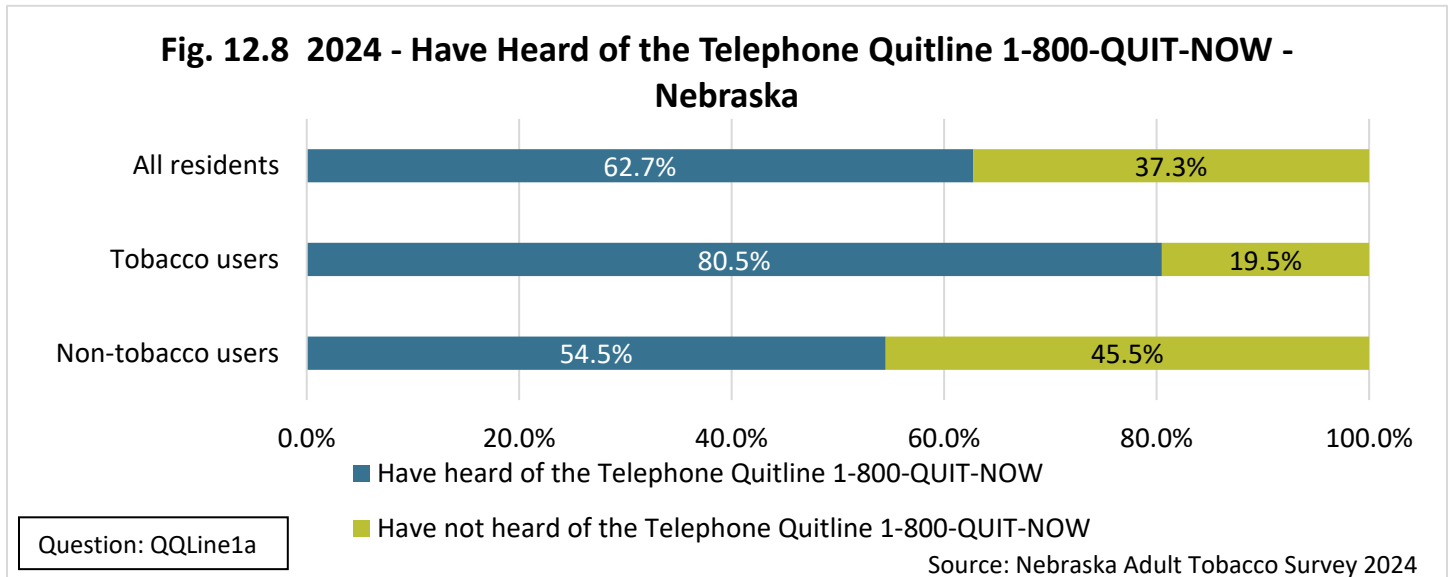
Fig. 12.7 2025 - Awareness of Telephone Quitline - by Income



Among all residents, those with an annual household income of \$75,000 or more report slightly higher rates of awareness of some Quitline services (45.1%) than those with an annual household income of \$35,000 to \$74,999 (43.3%) and \$34,999 or less (36.6%). Tobacco users report 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).

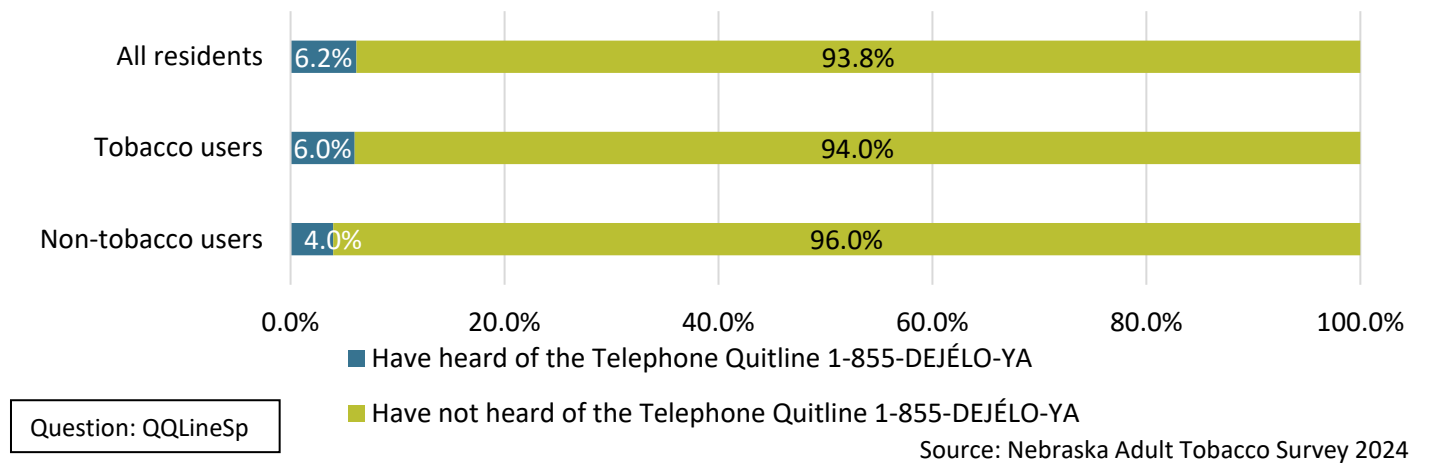


*Question last asked in 2024

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%).

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

Fig. 12.9 2024 - Have Heard of the Telephone Quitline 1-855-DEJÉLO-YA - Nebraska

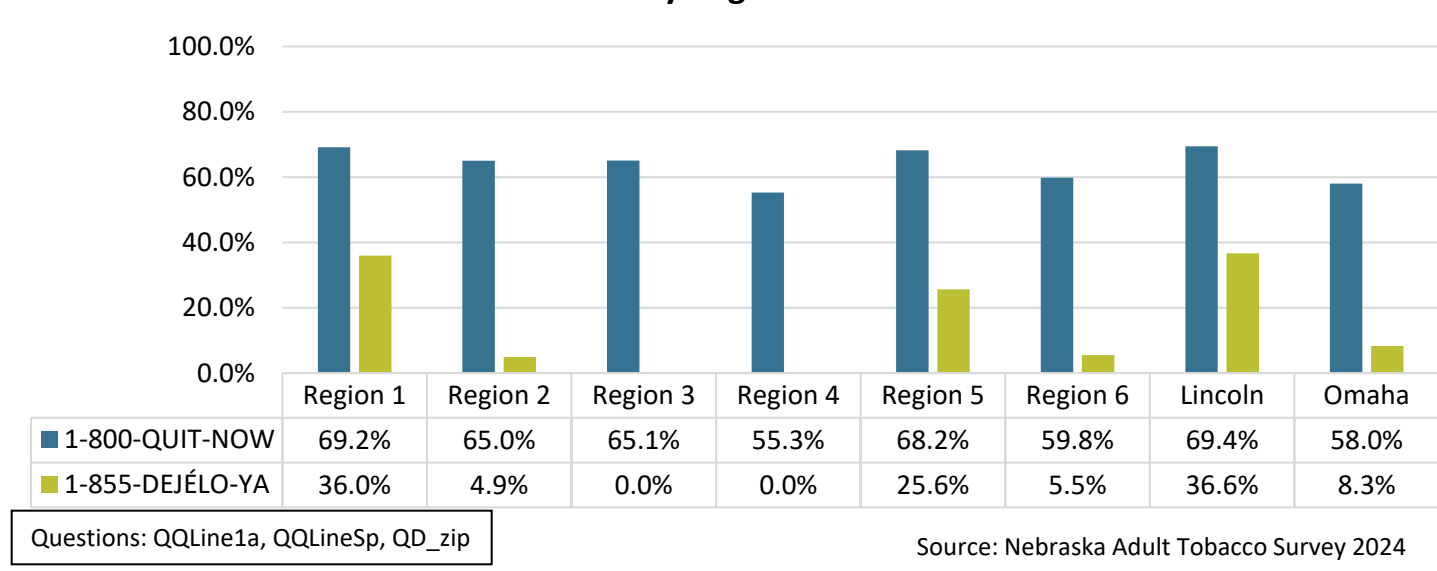


*Question last asked in 2024

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 outperforms awareness of 1-855-DÉJELO-YA in every region (Fig. 12.10).

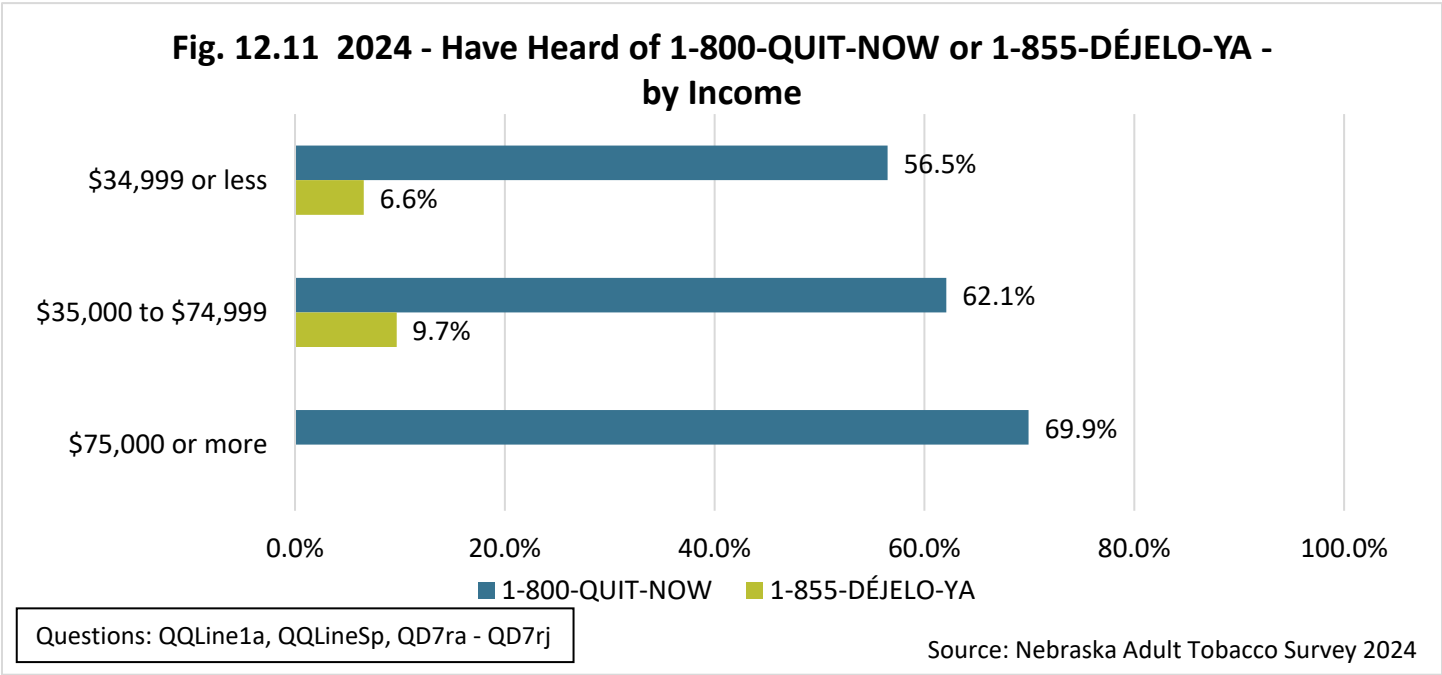
Fig. 12.10 2024 - Have Heard of 1-800-QUIT-NOW or 1-855-DEJÉLO-YA - by Region



*Questions last asked in 2024

English speaking respondents were asked about their awareness of the tobacco Quitline 1-800-QUIT-NOW and Spanish speaking respondents were asked about their awareness of the tobacco Quitline 1-855-DÉJELO-YA. Awareness of 1-800-QUIT-NOW consistently outperformed awareness of 1-855-DÉJELO-YA across all Nebraska regions.

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

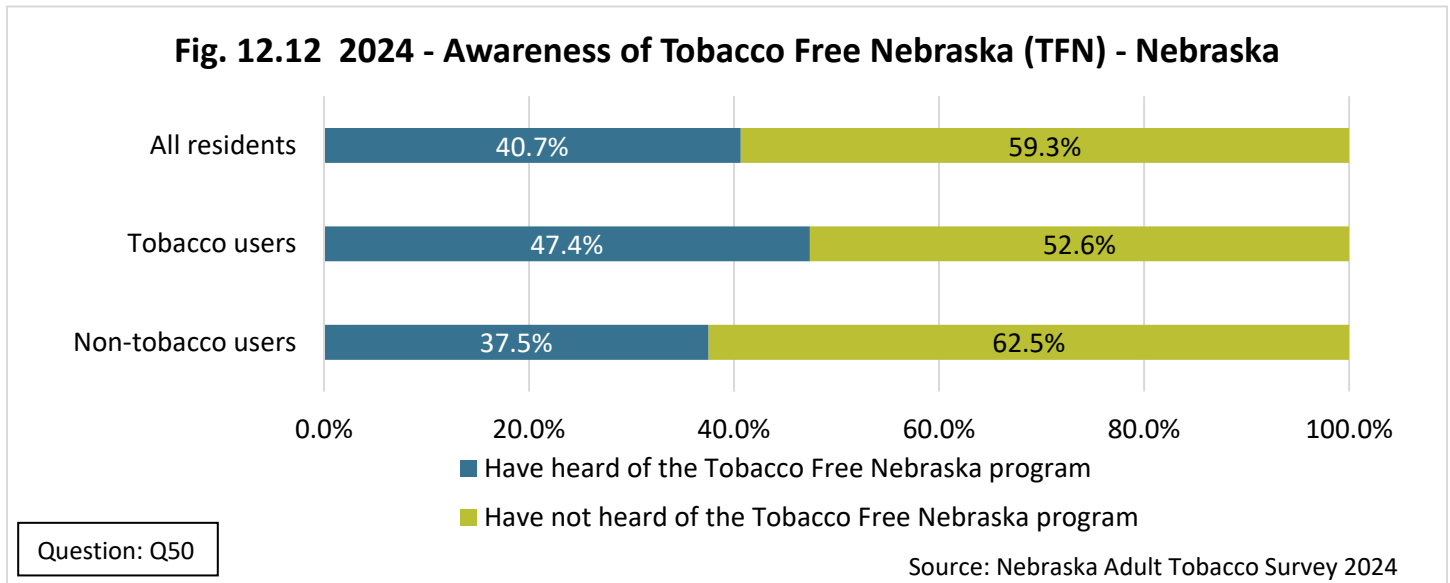


*Questions last asked in 2024

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 report 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)

Tobacco users report awareness of Tobacco Free Nebraska at higher rates than non-tobacco users (Fig. 12.12).



*Question last asked in 2024

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

Secondhand Smoke and Aerosol

Number of Smokers in the Household

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



Question: Q35

Source: Nebraska Adult Tobacco Survey 2024

*Question last asked in 2024

The majority (86.2%) of respondents report that no one within their household (excluding their self) smoke cigarettes, cigars, cigarillos, small cigars, or pipes, while 12.6% report that one to two people in their household do, and only 1.2% report that three or more people within their household do.

Number of Days Tobacco Used in the Household

Most respondents report that no one smoked tobacco products inside their home during the past seven days (Fig. 13.2).

Fig. 13.2 2024 - Number of Days in the Past Seven Days Anyone Inside the Home Smoked Cigarettes, Cigars/Cigarillos/Small Cigars, or Pipes (Including the Respondent) - Nebraska



Question: Q36r

Source: Nebraska Adult Tobacco Survey 2024

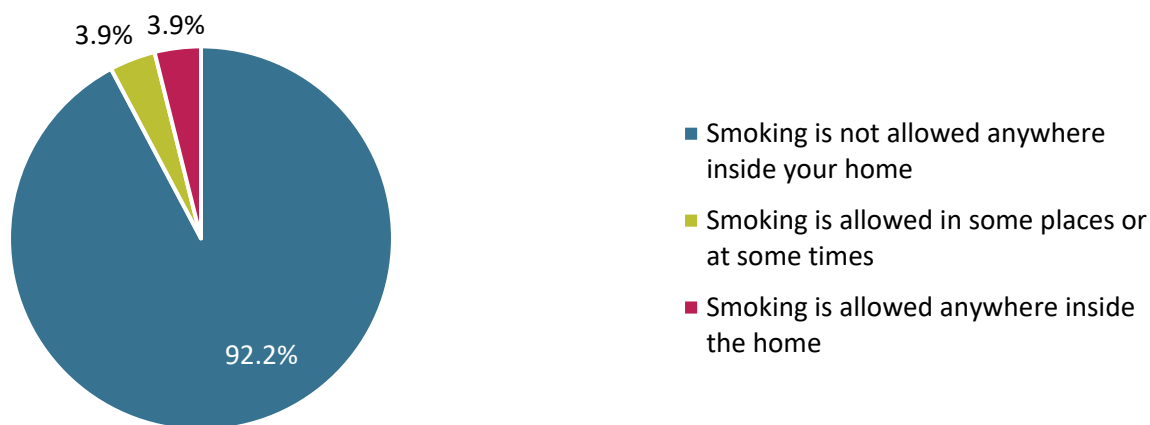
*Question last asked in 2024

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

The majority of households have rules against smoking inside the home (Fig. 13.3).

Fig. 13.3 2024 - Rules About Smoking Inside the Home - Nebraska



Question: Q37

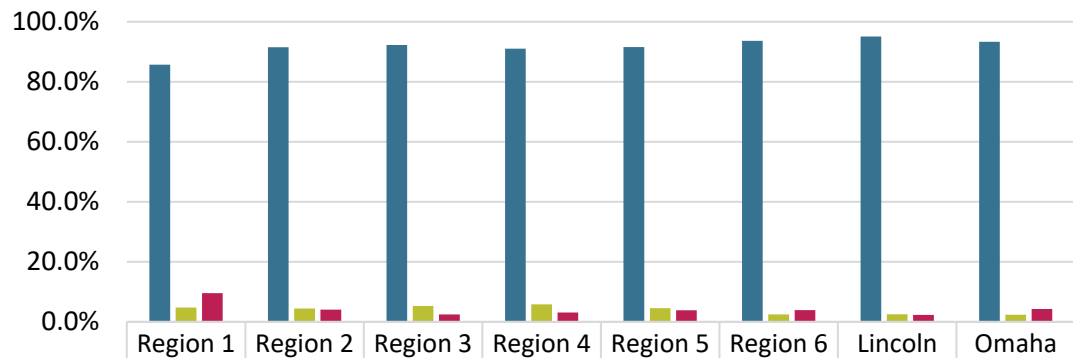
Source: Nebraska Adult Tobacco Survey 2024

*Questions last asked in 2024

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).

Fig. 13.4 2024 - Rules about Smoking Inside the Home - by Region



	Region 1	Region 2	Region 3	Region 4	Region 5	Region 6	Lincoln	Omaha
■ Smoking is not allowed anywhere inside your home	85.7%	91.5%	92.2%	91.0%	91.6%	93.6%	95.1%	93.3%
■ Smoking is allowed in some places or at some times	4.8%	4.5%	5.3%	5.9%	4.6%	2.5%	2.6%	2.3%
■ Smoking is allowed anywhere inside the home	9.6%	4.1%	2.5%	3.1%	3.9%	3.9%	2.3%	4.3%

Questions: Q37, QD_zip

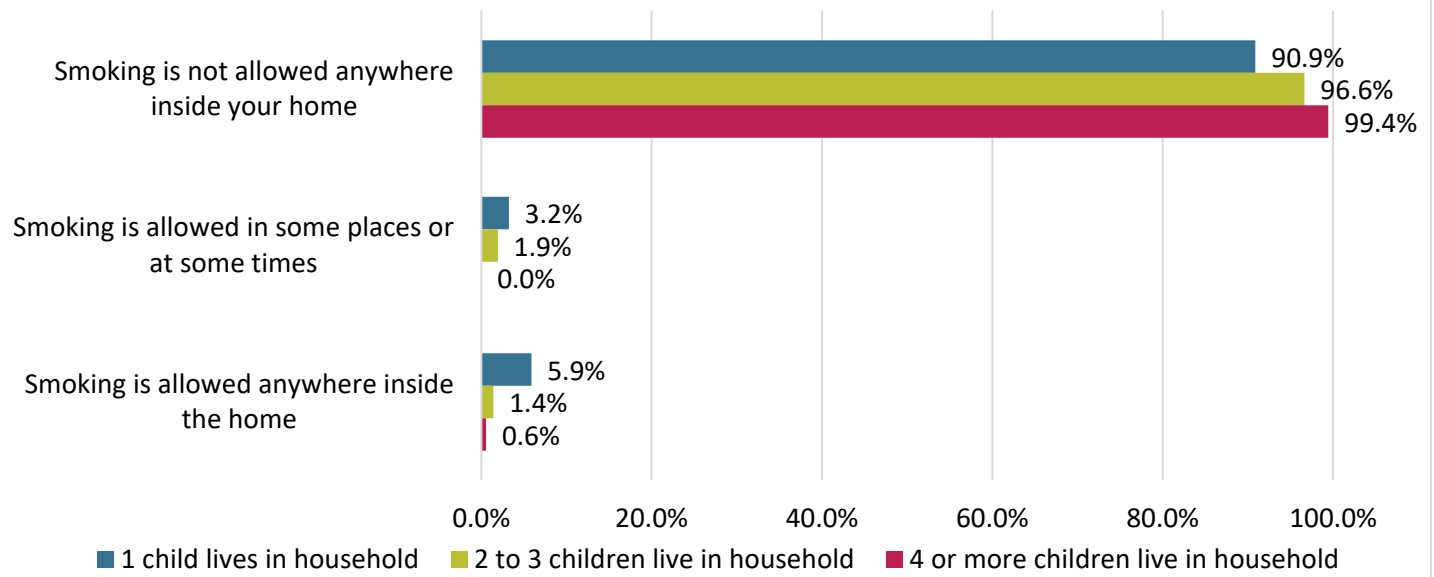
Source: Nebraska Adult Tobacco Survey 2024

*Questions last asked in 2024

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).

Fig. 13.5 2024 - Rules About Smoking Inside the Home at Households with Children - Nebraska



Questions: Q37, Child

Source: Nebraska Adult Tobacco Survey 2024

* Questions last asked in 2024

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 report not having been exposed to secondhand e-cigarette aerosol or vapor in the past seven days (Fig. 13.6).

Fig. 13.6 2025 - Number of Days Exposed to Vapors from Other People Using Electronic Vaping Products During the Past 7 Days - Nebraska



Question: QSdEcig1

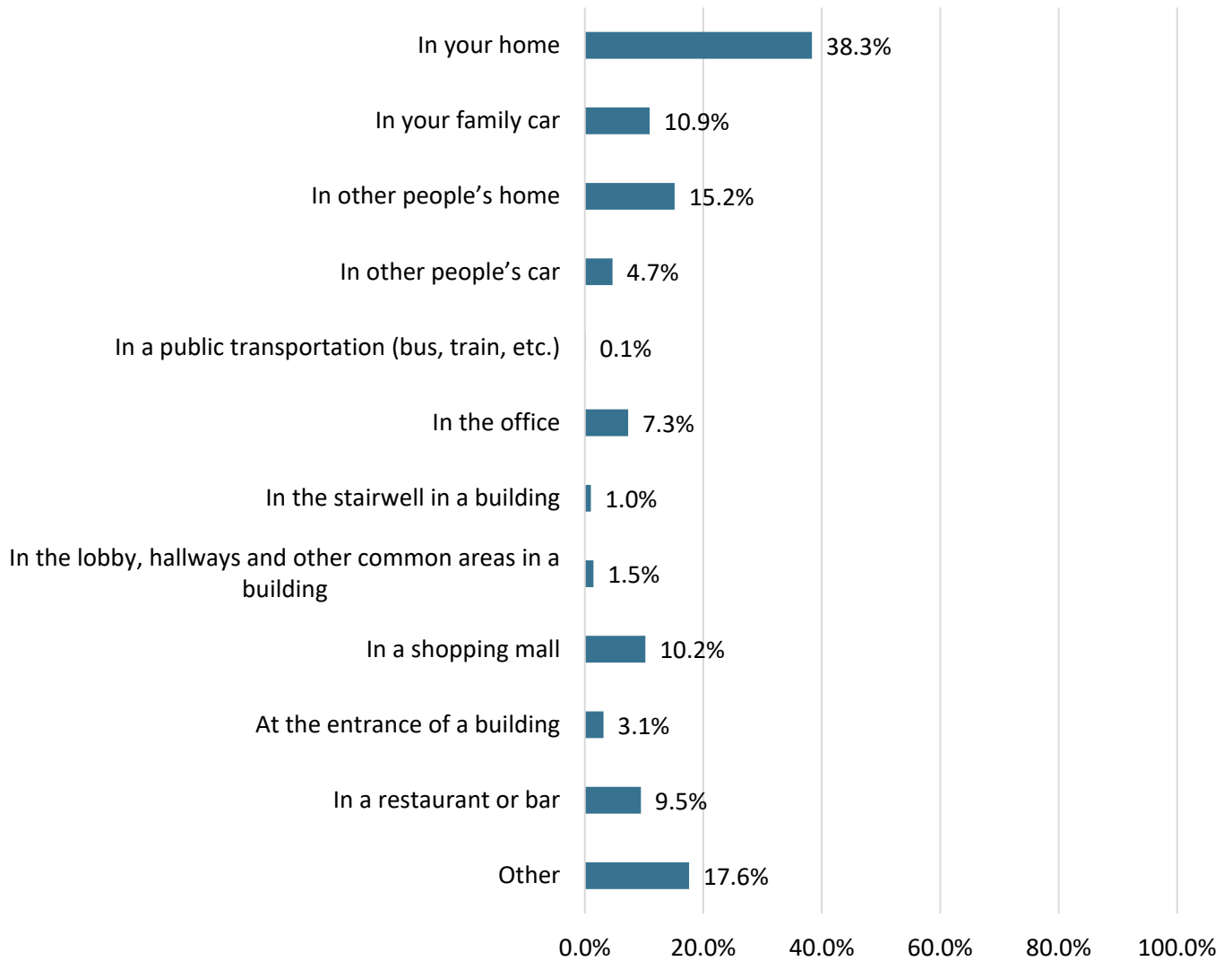
Source: Nebraska Adult Tobacco Survey 2025

The majority of respondents (83.2%) report that they were not exposed to secondhand e-cigarette aerosol or vapor in the last seven days, while 7.9% report exposure to these chemicals on one to two day, and 8.9% on 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 places not listed at higher rates than other locations (Fig. 13.7).

Fig. 13.7 2025 - Places Where Nebraskans Were Exposed to Secondhand Vapor from Other People Using E-Cigarettes During the Past 7 Days - Nebraska



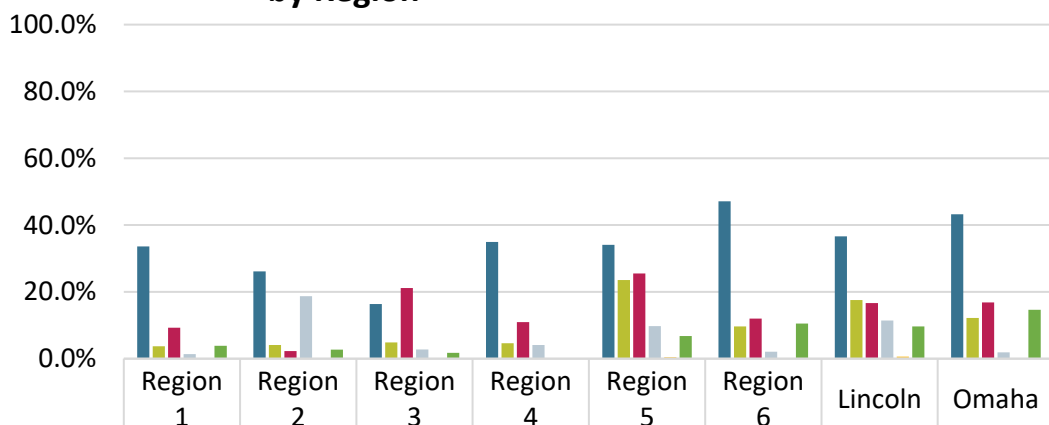
Questions: QSdEcig2.1 - QSdEcig2.13

Source: Nebraska Adult Tobacco Survey 2025

Among respondents who were exposed to secondhand e-cigarettes aerosol or vapor, 38.3% of them report having been exposed in their own homes, 15.2% in other people's homes, and 17.6% in locations other than the ones listed.

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 2025 - Places Where Nebraskans Were Exposed to Secondhand Vapor from Other People Using E-Cigarettes During the Past 7 Days - by Region

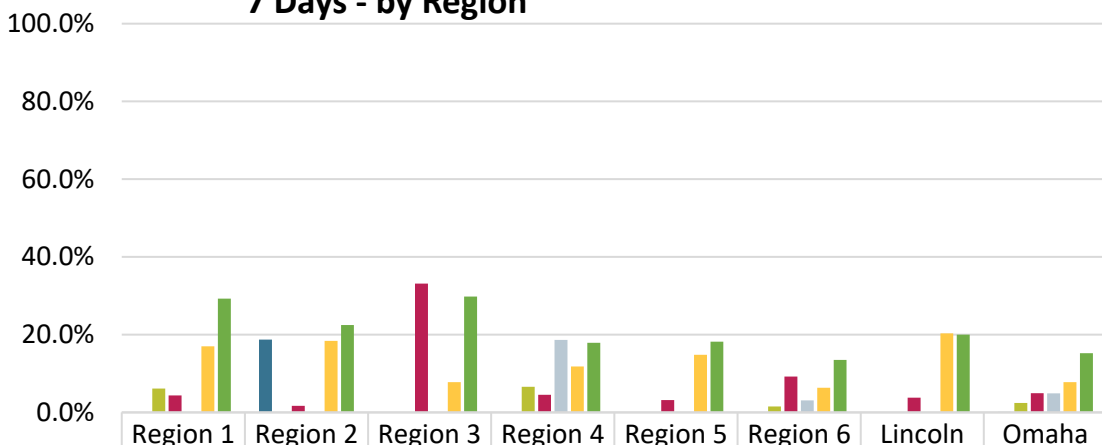


	Region 1	Region 2	Region 3	Region 4	Region 5	Region 6	Lincoln	Omaha
■ In your home	33.6%	26.1%	16.3%	34.9%	34.1%	47.1%	36.6%	43.2%
■ In your family car	3.7%	4.1%	4.9%	4.7%	23.5%	9.7%	17.6%	12.2%
■ In other people's home	9.3%	2.3%	21.2%	10.9%	25.5%	12.0%	16.7%	16.8%
■ In other people's car	1.4%	18.7%	2.8%	4.1%	9.7%	2.1%	11.4%	1.9%
■ In a public transportation (bus, train, etc.)	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.7%	0.0%
■ In the office	3.9%	2.7%	1.8%	0.0%	6.8%	10.5%	9.7%	14.6%

Questions: QSdEcig2.1 - QSdEcig2.13, QD_zip

Source: Nebraska Adult Tobacco Survey 2025

Fig. 13.8b 2025 - Places Where Nebraskans Were Exposed to Secondhand Vapor from Other People Using E-Cigarettes During the Past 7 Days - by Region



Questions: QSdEcig2.1 - QSdEcig2.13, QD_zip

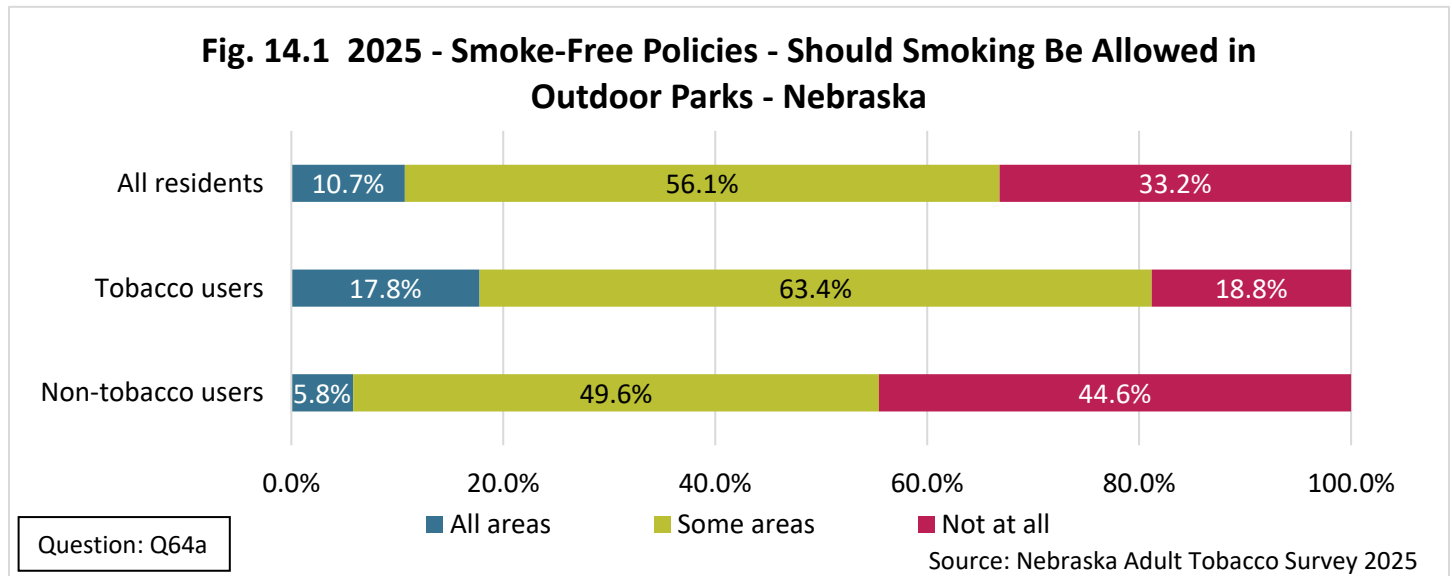
Source: Nebraska Adult Tobacco Survey 2025

Similarly, on average, respondents' own 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

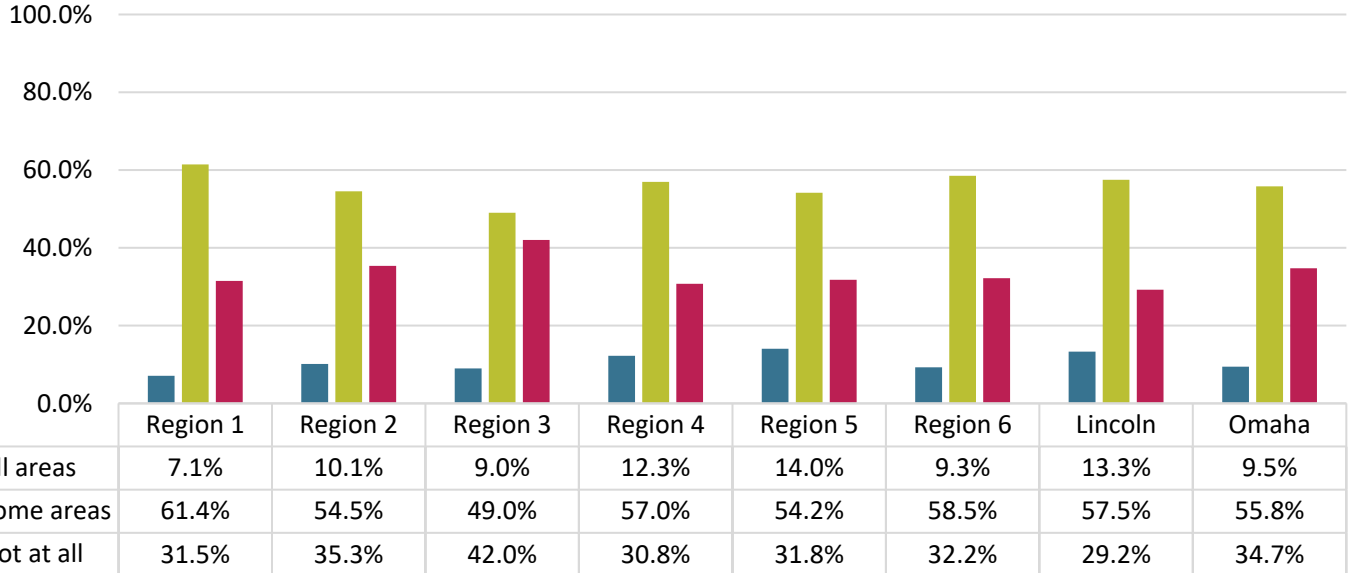
About one-third of all respondents believe that smoking should not be allowed in outdoor parks (Fig. 14.1).



Among all respondents, 33.2% believe that smoking in outdoor parks should not be allowed at all. For tobacco users, 18.8% feel this way, as do 44.6% 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).

Fig. 14.2 2025 - Smoke-Free Policies - Should Smoking Be Allowed in Outdoor Parks - by Region



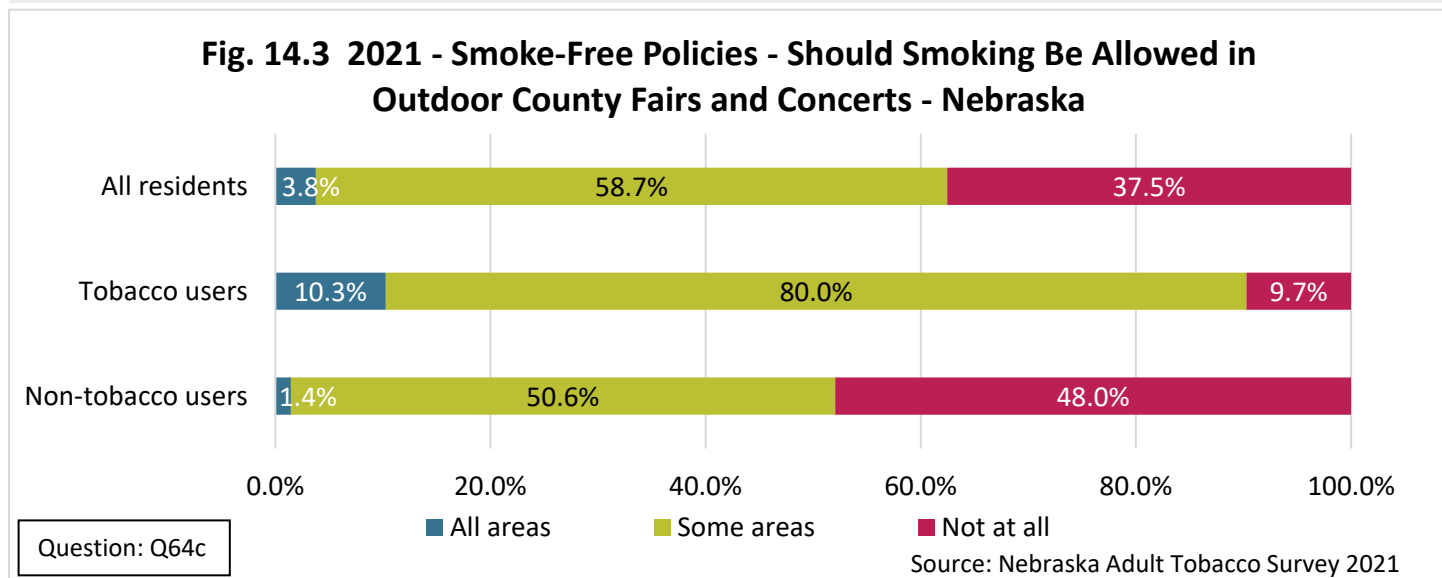
Questions: Q64a, QD_zip

Source: Nebraska Adult Tobacco Survey 2025

Similarly, about one-third of all respondents across Regions 1, 2, 4, 5, 6, and Omaha believe smoking should not be allowed at all in outdoor parks. This opinion reached a slightly lower proportion of respondents in Lincoln (29.2%), and a larger proportion of respondents in Region 3 (42.0%).

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).

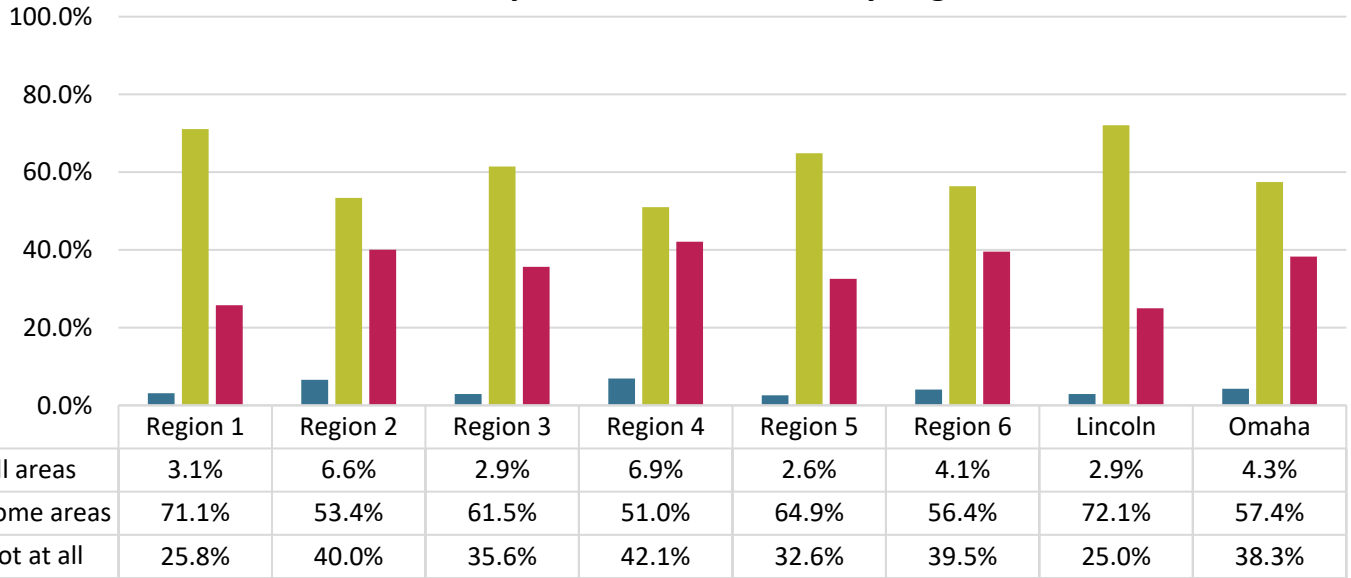


*Question last asked in 2021

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

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

Fig. 14.4 2021 - Smoke-Free Policies - Should Smoking Be Allowed in Outdoor County Fairs and Concerts - by Region



Questions: Q64c, QD_zip

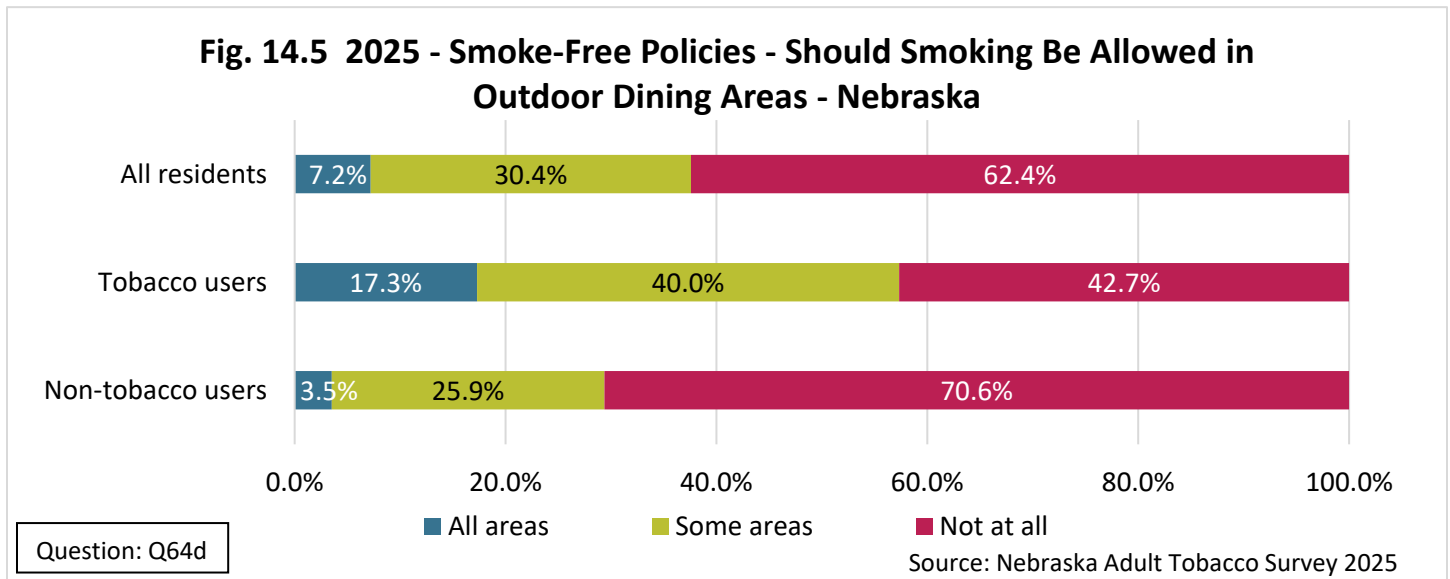
Source: Nebraska Adult Tobacco Survey 2021

*Question last asked in 2021

In 2021, more than half of respondents in each region believe smoking should be allowed in some areas during outdoor county fairs and concerts. Region 4 (6.9%) has the highest proportion of respondents who believe smoking should be allowed in all areas. Interestingly, Region 4 also has the highest proportion of respondents who do not believe smoking should be allowed at all (42.1%).

Opinions on Smoking in Outdoor Dining Areas

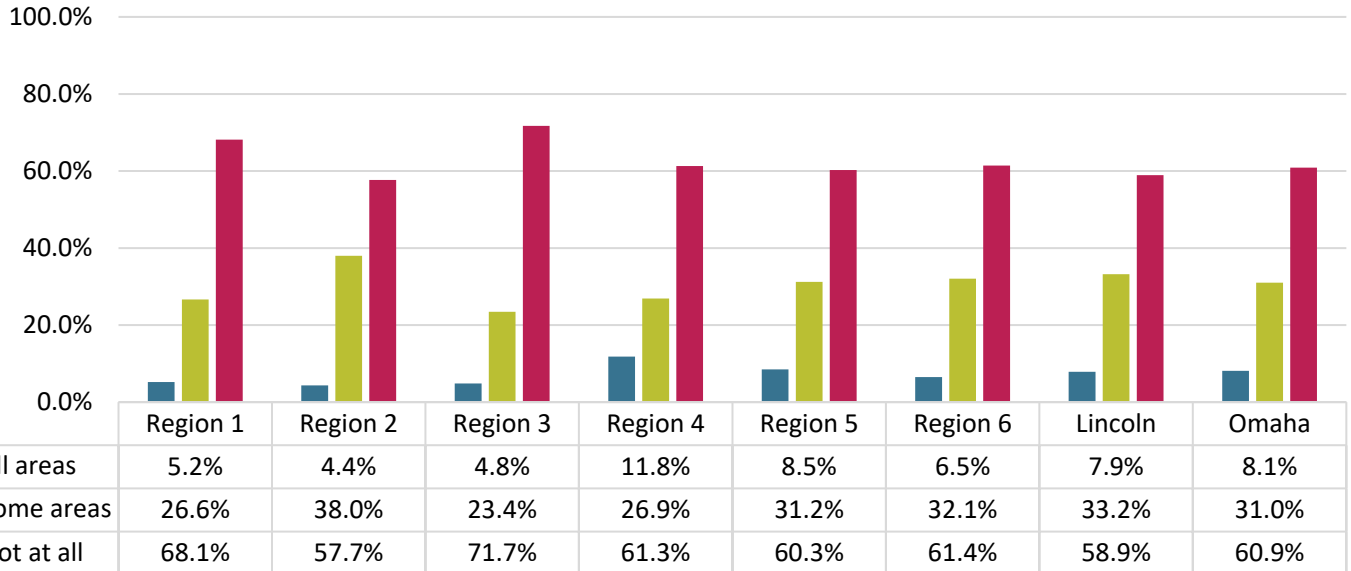
About two-thirds of all residents feel that smoking should not be allowed at all in outdoor dining areas (Fig. 14.5).



Among all respondents, 62.4% feel that smoking in outdoor dining areas should not be allowed at all. For tobacco users, 42.7% feel it should not be allowed at all, as do 70.6% of non-tobacco users.

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

Fig. 14.6 2025 - Smoke-Free Policies - Should Smoking Be Allowed in Outdoor Dining Areas - by Region



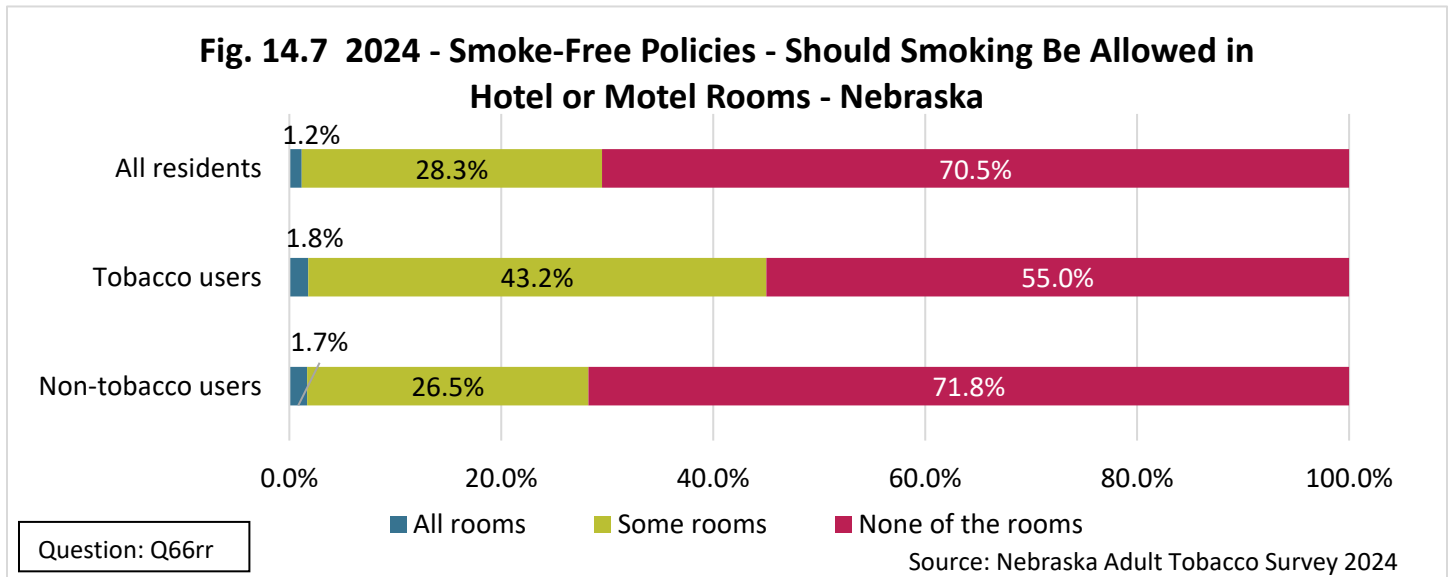
Questions: Q64d, QD_zip

Source: Nebraska Adult Tobacco Survey 2025

Over half of all residents across all Nebraska regions believe that smoking in outdoor dining areas should not be allowed at all. Region 4 has the highest proportion of respondents who feel smoking should be allowed in all areas (11.8%) and Region 2 has the highest proportion of respondents who believe smoking should be allowed in some areas (38.0%).

Opinions on Smoking in Hotel or Motel Rooms

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

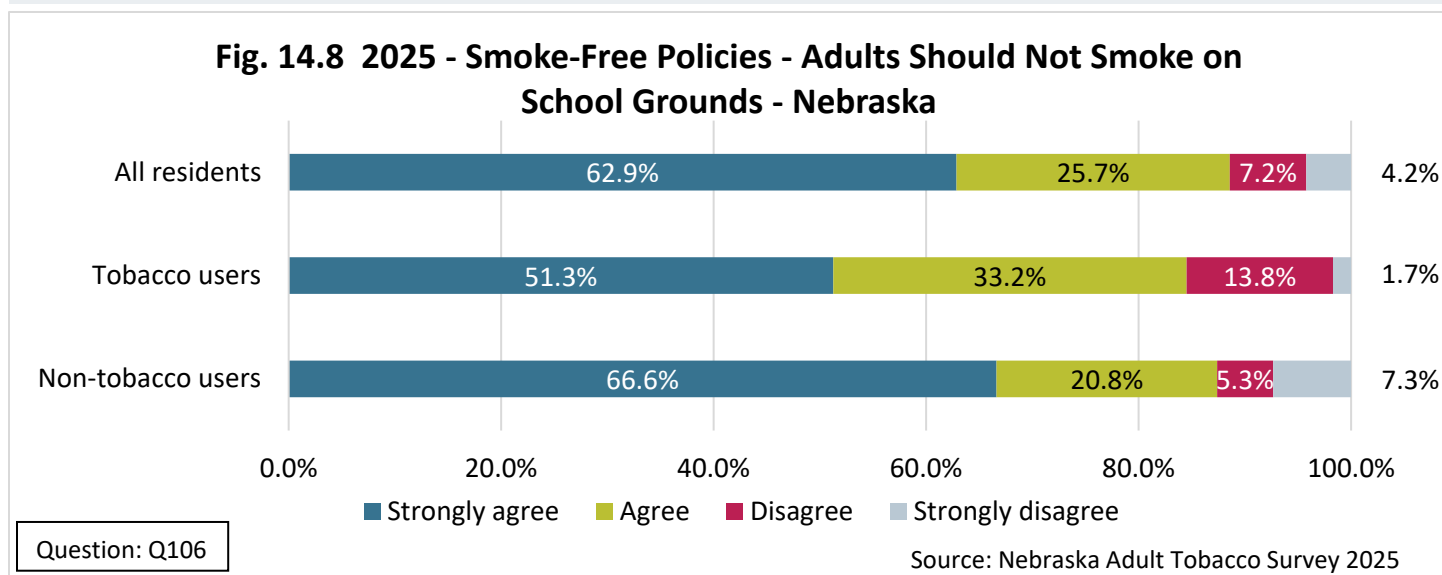


*Question last asked in 2024

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

Opinions on Smoking on School Grounds

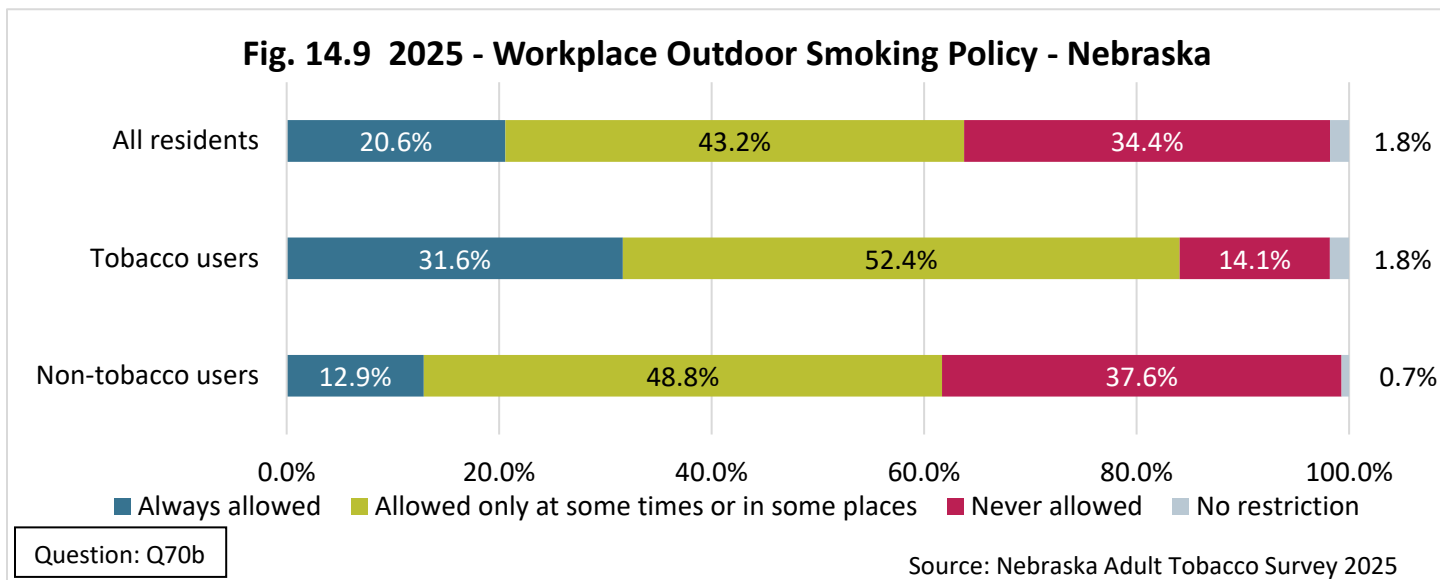
The majority of respondents across all response groups agree or strongly agree that adults should not smoke on school grounds (Fig. 14.8).



A larger proportion of non-tobacco users (66.6%) strongly agree that adults should not smoke on school grounds than tobacco users (51.3%).

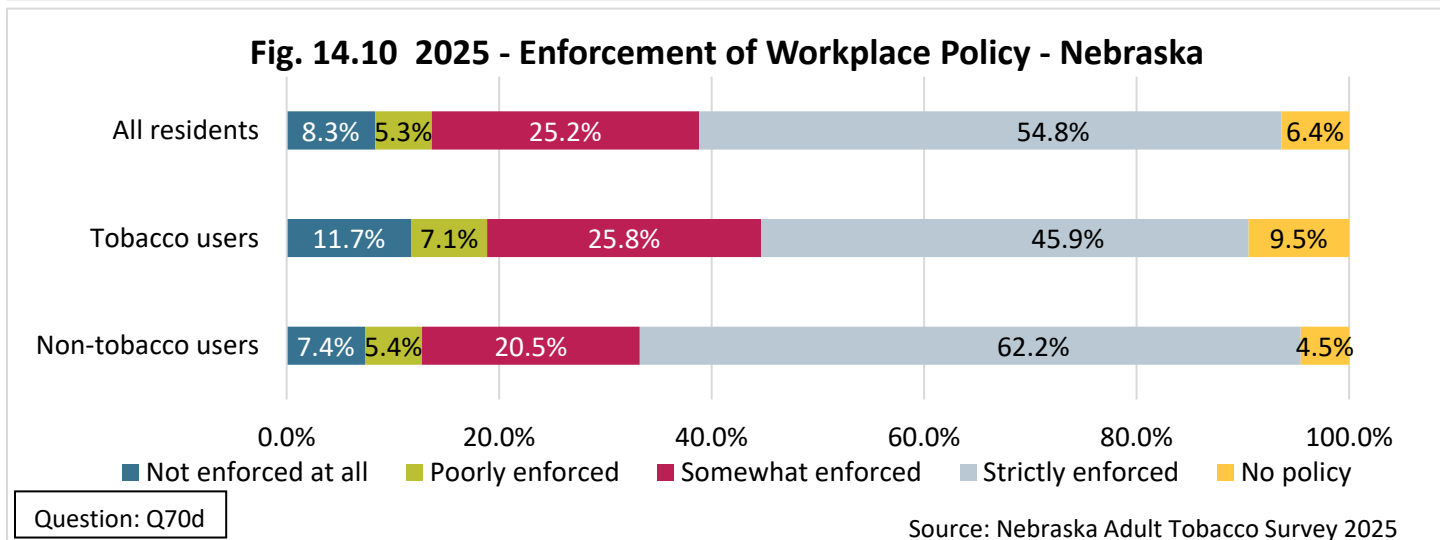
Workplace Smoking Policy

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).



A higher proportion of non-tobacco users (37.6%) than tobacco users (14.1%) report that outdoor smoking is never allowed at their workplace.

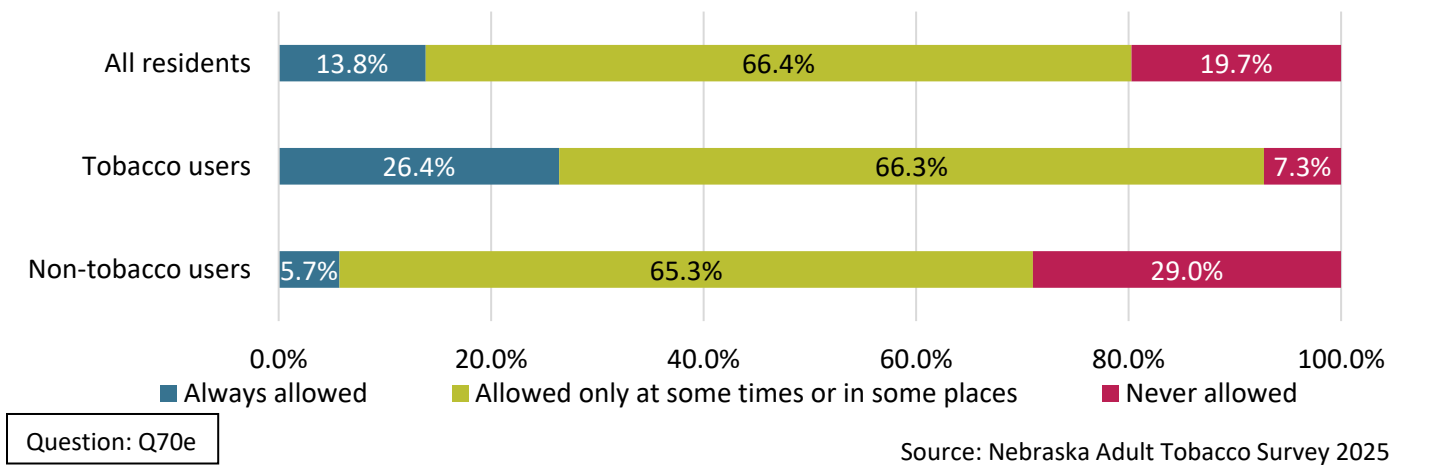
Non-tobacco users report their workplace smoking policy as “Strictly enforced” at higher rates than tobacco users (Fig. 14.10).



Non-tobacco users describe their workplace smoking policy as “Strictly enforced” (62.2%) at higher rates than tobacco users (45.9%). Additionally, a higher proportion of tobacco users (9.5%) than non-tobacco users (4.5%) report that their workplace does not have a smoking policy.

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

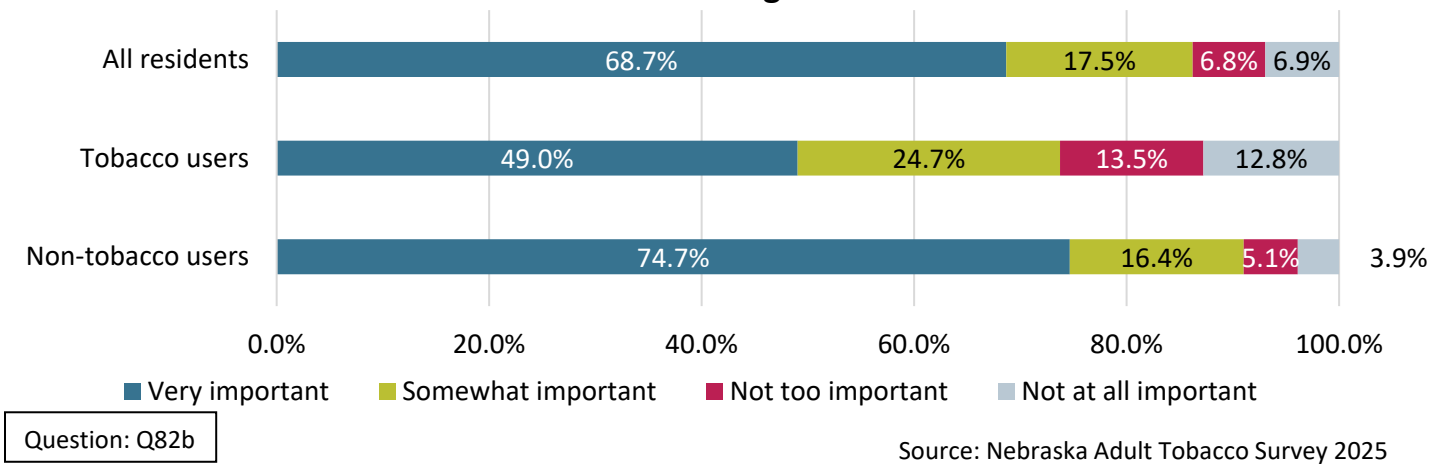
Fig. 14.11 2025 - Opinion: Should Smoking in Outdoor Work Areas be Allowed - Nebraska



Roughly one-fourth (26.4%) of tobacco users believe that smoking in outdoor work areas should always be allowed, while only 5.7% of non-tobacco users feel the same.

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

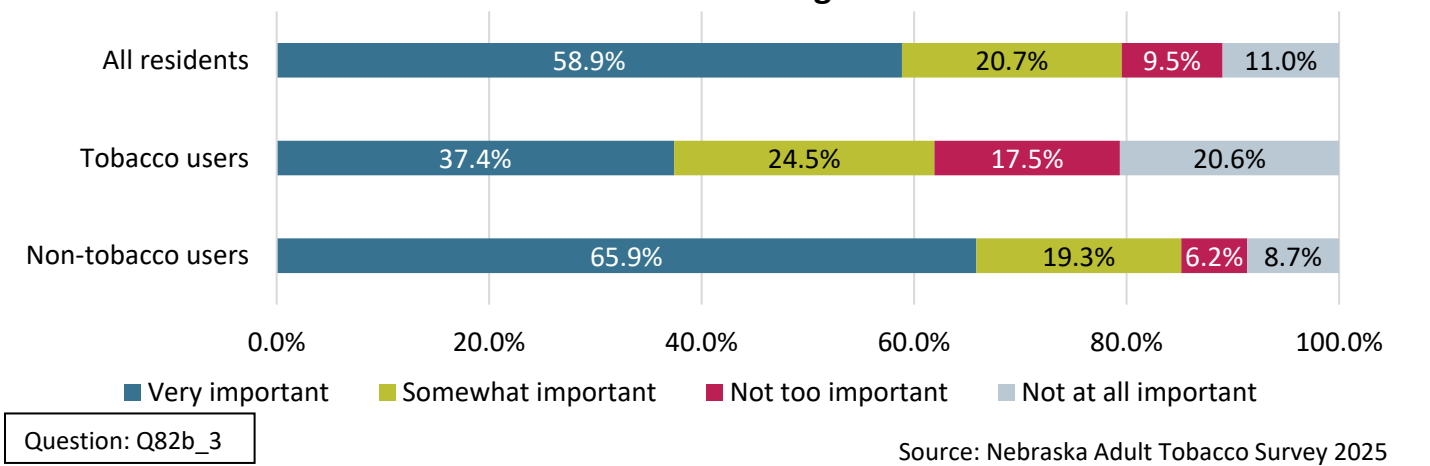
Fig. 14.12 2025 - How Important is a Law Prohibiting Smoking Inside Most Public Buildings - Nebraska



Nearly three-fourths of non-tobacco users (74.7%) perceive it as “Very important” to have a law prohibiting smoking inside most public buildings, whereas less than half (49.0%) of tobacco users feel the same.

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

Fig. 14.13 2025 - How Important is a Law Prohibiting E-Cigarette Use Inside Most Public Buildings - Nebraska

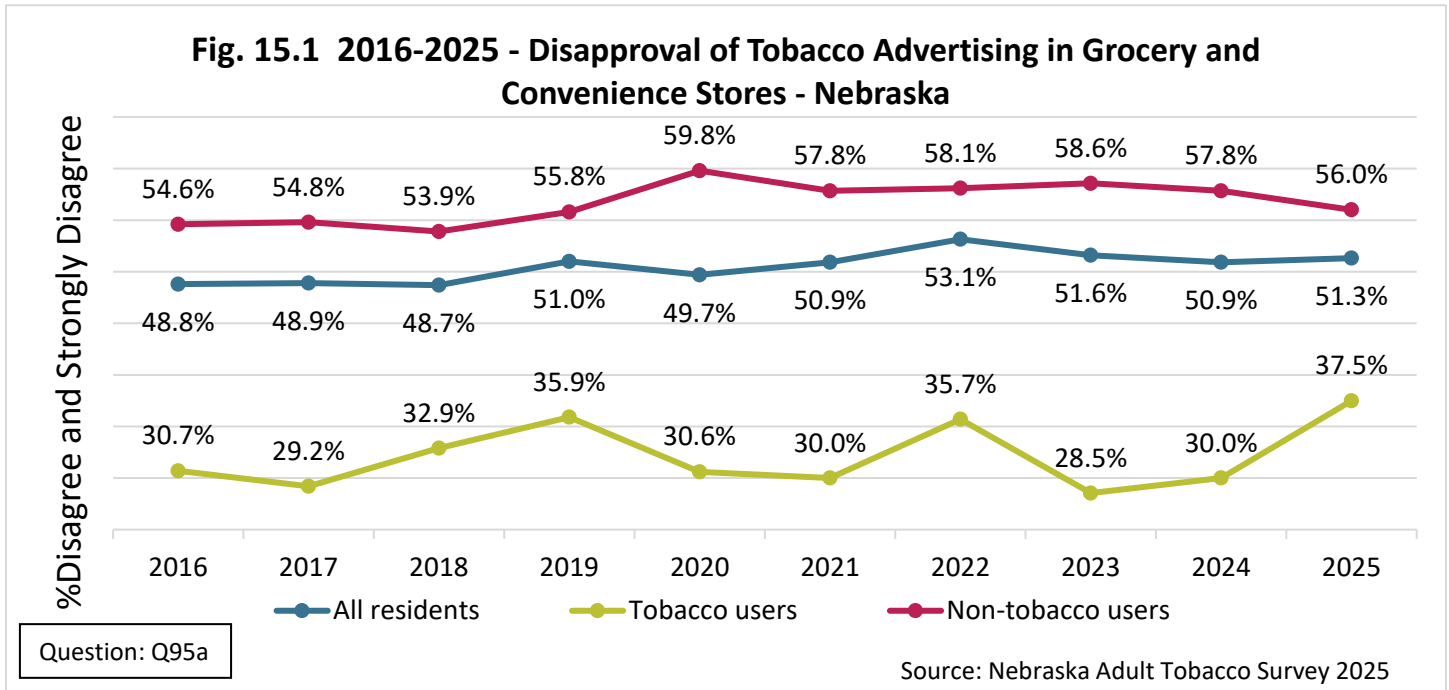


While nearly two-thirds (65.9%) of non-tobacco users believe a law prohibiting e-cigarette use inside most public buildings is very important, just over one-third (37.4%) of tobacco users feel the same. Additionally, just over one fifth (20.6%) of tobacco users believe that such a law is not at all important, whereas only 8.7% of non-tobacco users feel the same.

Tobacco Sales and Marketing

Acceptability of Tobacco Advertising in Grocery and Convenience Stores 2016-2025

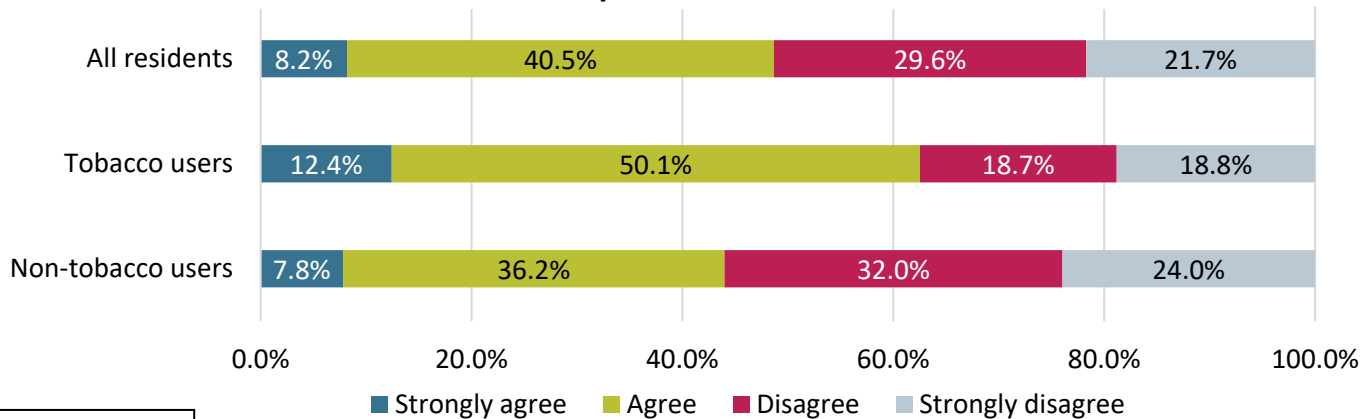
The percentage of all residents who believe that tobacco advertising in grocery and convenience stores is not acceptable has remained relatively stable over time, with a consistently higher disapproval rate among non-tobacco users compared to tobacco users (Fig. 15.1).



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

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

Fig. 15.2 2025 - Tobacco Advertising in Grocery and Convenience Stores is Acceptable - Nebraska



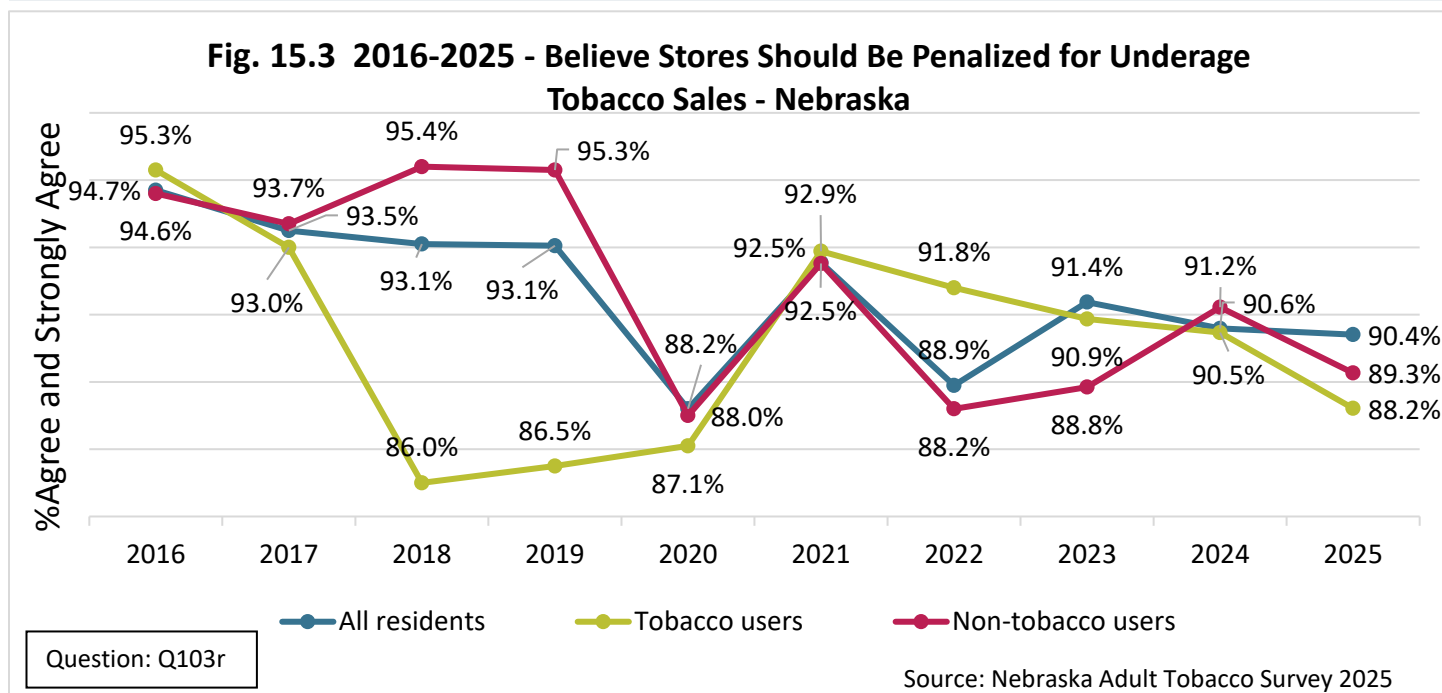
Question: Q95a

Source: Nebraska Adult Tobacco Survey 2025

The majority of tobacco users either strongly agree (12.4%) or agree (50.1%) that tobacco advertising in grocery and convenience stores is acceptable, whereas only 7.8% of non-tobacco users strongly agree and 36.2% agree that this is acceptable.

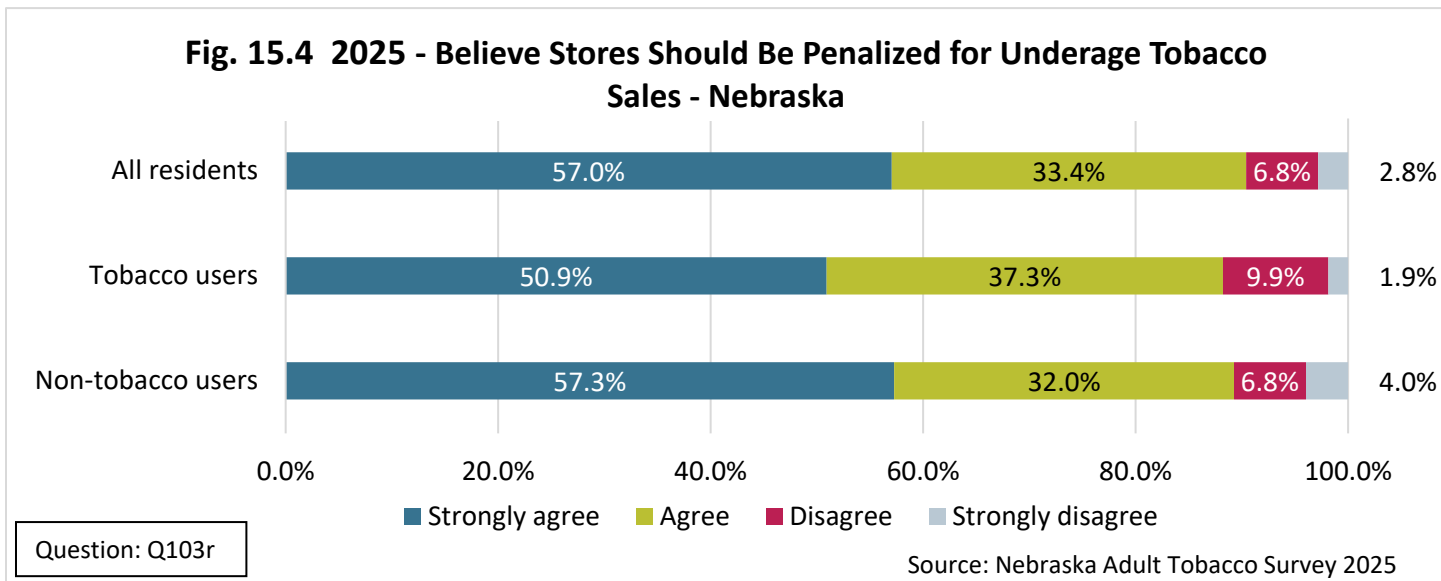
Opinions on Penalizing Stores for Underage Tobacco Sales 2016-2025

In 2025, a higher proportion of non-tobacco users believe 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 agree or strongly agree that stores should be penalized for underage tobacco sales exceeds the proportion of non-tobacco users who feel the same.

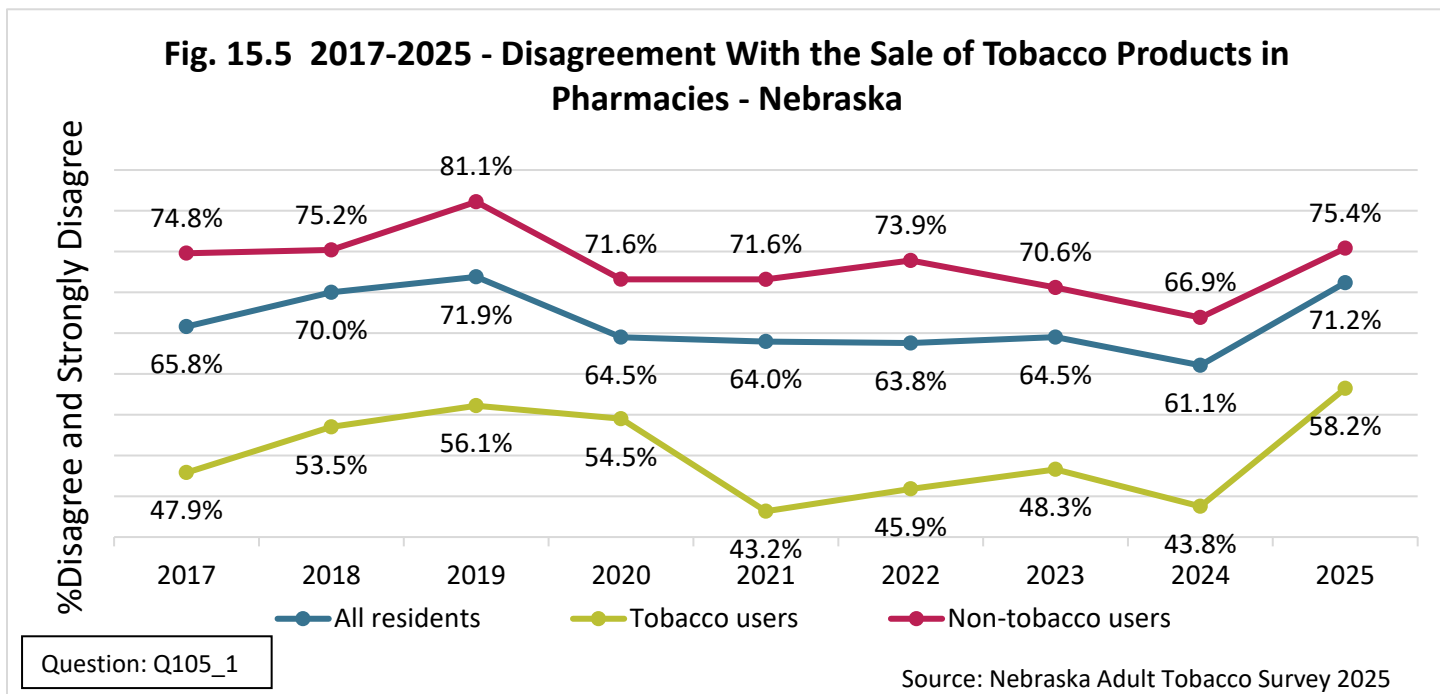
A higher proportion of non-tobacco users strongly agree or agree that stores should be penalized for underage tobacco sales than tobacco users (Fig. 15.4).



While a larger proportion of Non-tobacco users (57.3%) than tobacco users (50.9%) strongly agree that stores should be penalized for underage tobacco sales, the combined proportion (88.2%) of tobacco users who agree (37.3%) or strongly agree (50.9%) is very similar to the combined proportion (89.3%) of non-tobacco users who agree (32.0%) or strongly agree (57.3%).

Opinions on Tobacco Sales at Pharmacies 2017-2025

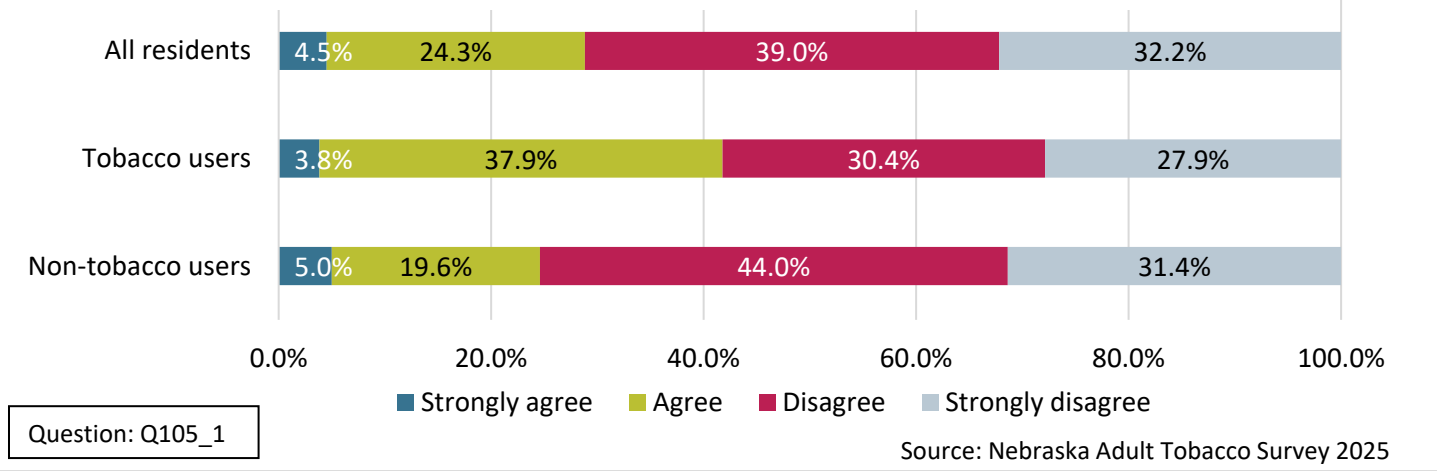
Tobacco users disagree and strongly disagree that it is acceptable to sell tobacco products in pharmacies at lower rates than non-tobacco users (Fig. 15.5).



When asked if it is acceptable to sell tobacco products in pharmacies, non-tobacco users consistently disagree and strongly disagree at higher rates than tobacco users. Nevertheless, the proportion of all residents who disagree with the sale of tobacco products in pharmacies increased from 61.1% in 2024 to 71.2% in 2025.

About three-fifths of tobacco users disagree or strongly disagree that the sale of tobacco products in pharmacies is acceptable (Fig. 15.6).

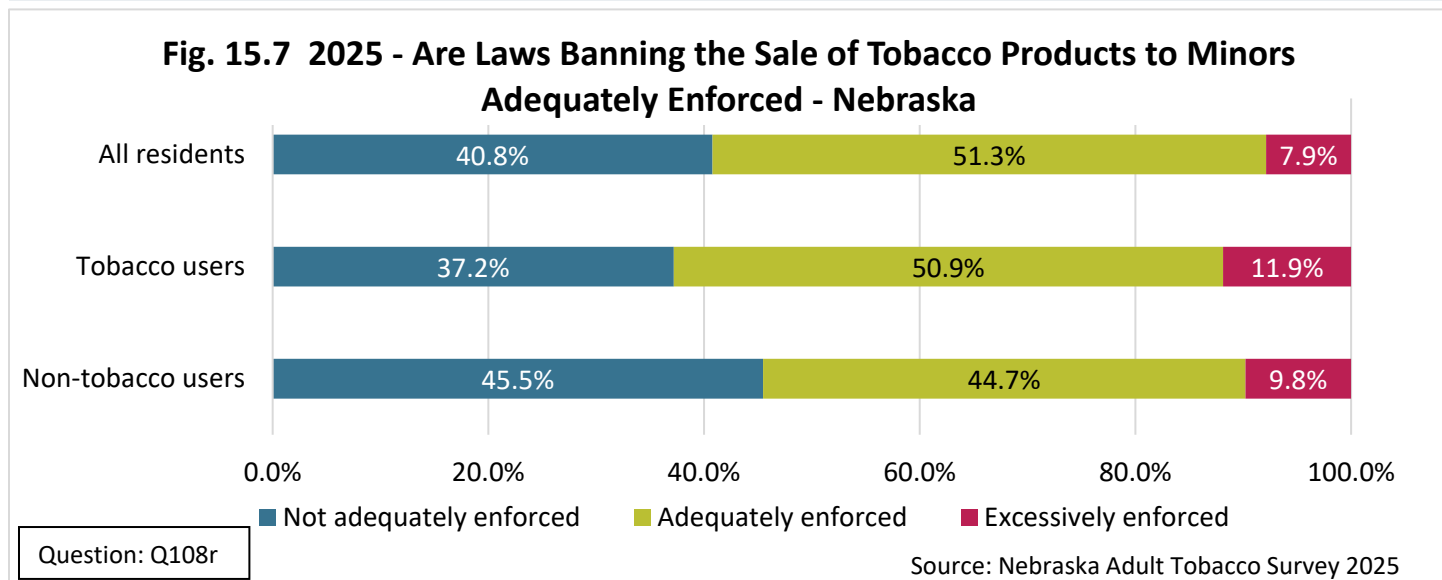
Fig. 15.6 2025 - Agreement with Tobacco Products Sale in Pharmacies - Nebraska



A higher proportion of non-tobacco users disagree or strongly disagree that the sale of tobacco products in pharmacies is acceptable compared to tobacco users. While 44.0% of non-tobacco users disagree and 31.4% strongly disagree with this sales practice, only 30.4% and 27.9% of tobacco users disagree and strongly disagree, respectively.

Opinions on Banning the Sale to Minors

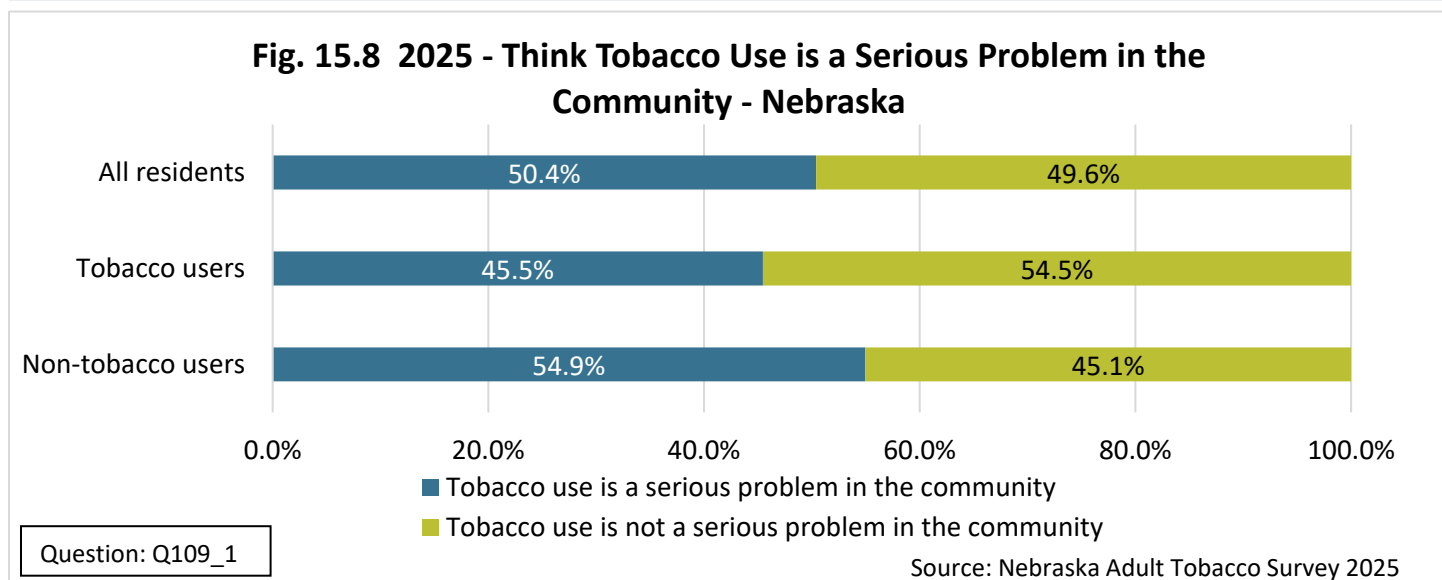
A sizable portion of respondents feel that laws banning the sale of tobacco products to minors are adequately enforced (Fig. 15.7).



Among non-tobacco users, 45.5% feel that laws banning the sale of tobacco products to minors are not adequately enforced, while about one-third (37.2%) of tobacco users feel the same.

Tobacco Use as a Problem in the Community

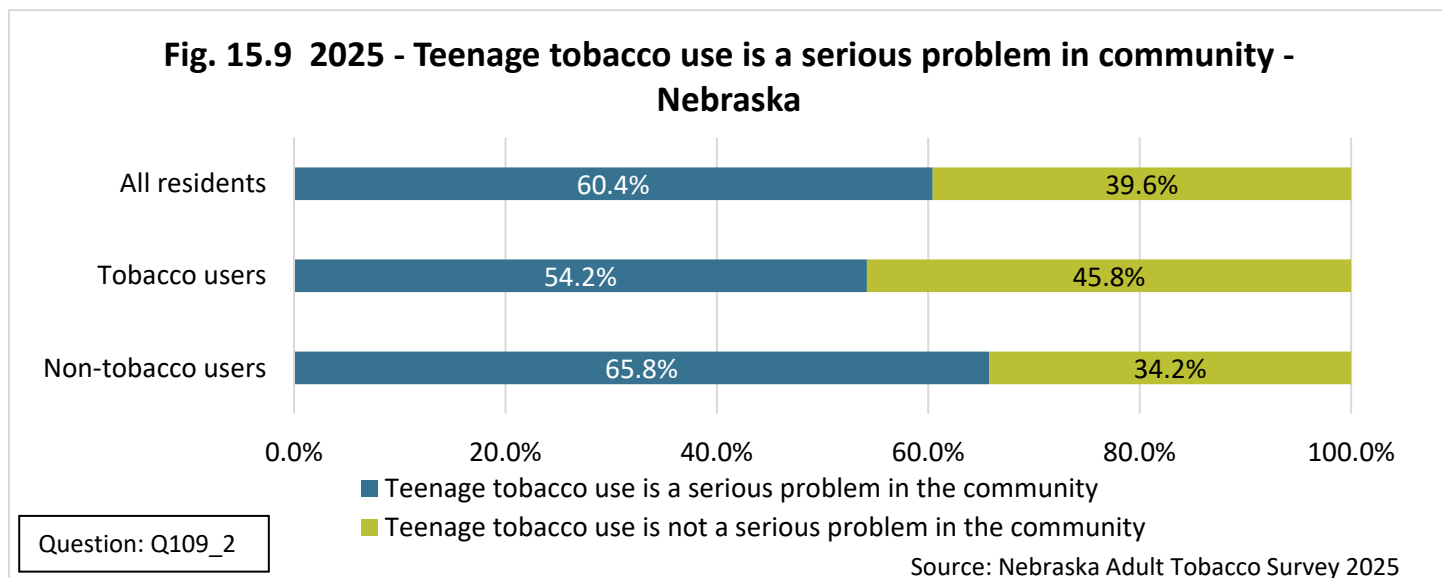
A lower proportion of tobacco users view tobacco use as a serious problem in the community compared to non-tobacco users (Fig. 15.8).



Less than half (45.5%) of tobacco users think that tobacco use is a serious problem in the community, whereas over half (54.9%) of non-tobacco users feel 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).



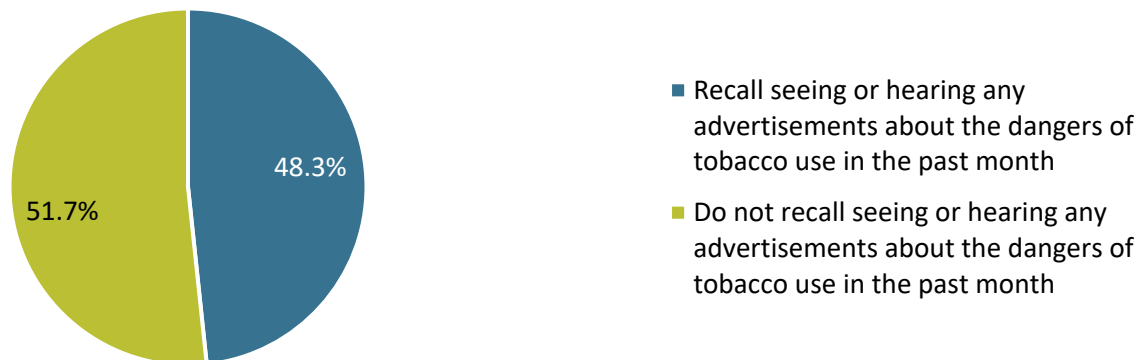
Over half (54.2%) of tobacco users, and nearly two-thirds (65.8%) of non-tobacco users feel that tobacco use among teenagers is a serious problem in the community.

Media

Recall of Advertisements About the Dangers of Tobacco Use

Nearly half of Nebraskans recall having seen or heard advertisements about the dangers of tobacco use in the past month (Fig. 16.1).

Fig. 16.1 2025 - Recall Seeing or Hearing Any Advertisements About the Dangers of Tobacco Use in the Past Month - Nebraska



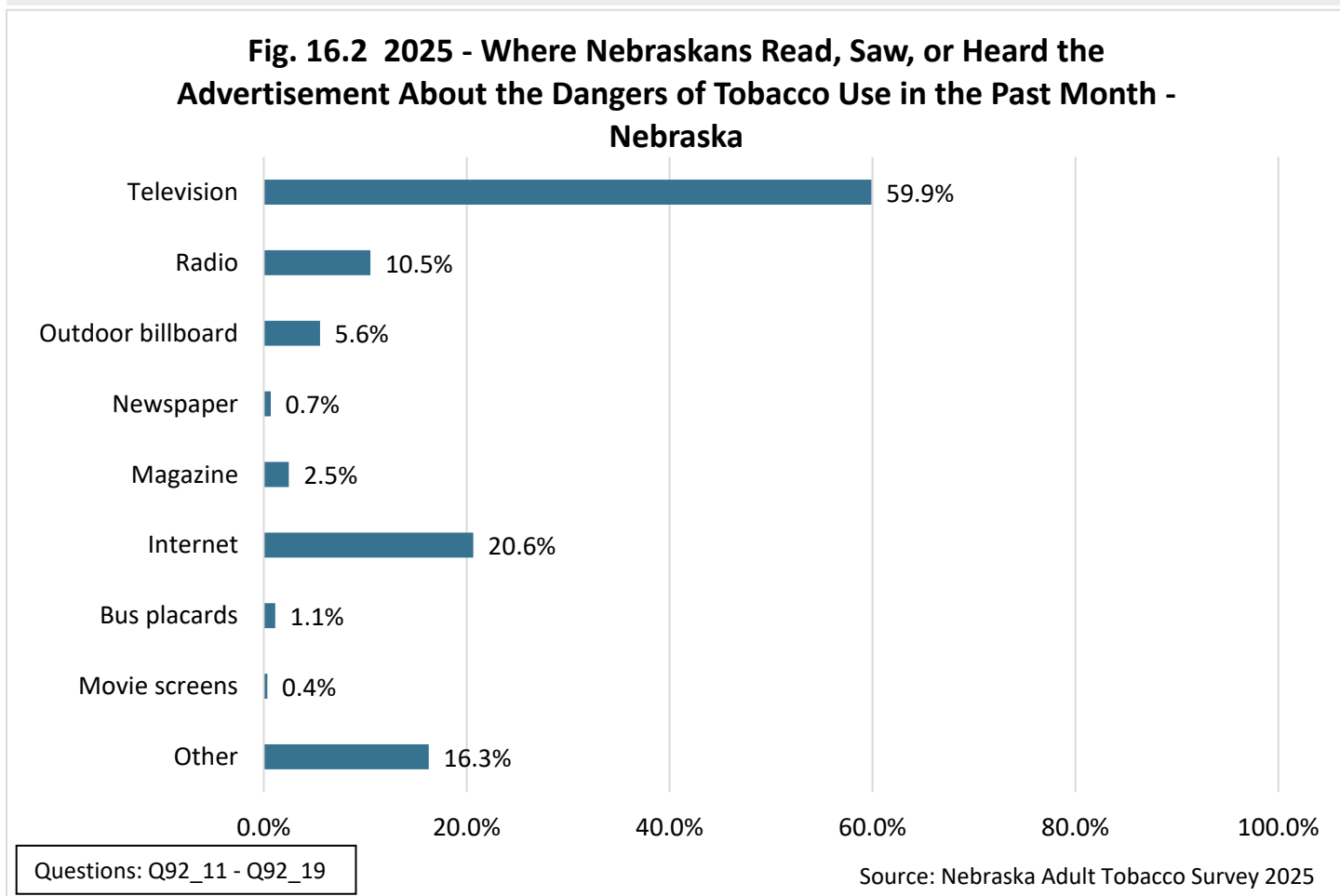
Question: Q91a

Source: Nebraska Adult Tobacco Survey 2025

Nearly half (48.3%) of Nebraskans recall having seen or heard advertisements about the dangers of tobacco use during the month prior to taking the survey, leaving 51.7% who do not recall having seen or heard such advertisements.

Media Sources of Prevention Advertisements

More Nebraskans recall advertisements about the dangers of tobacco use from television than other media sources (Fig. 16.2).

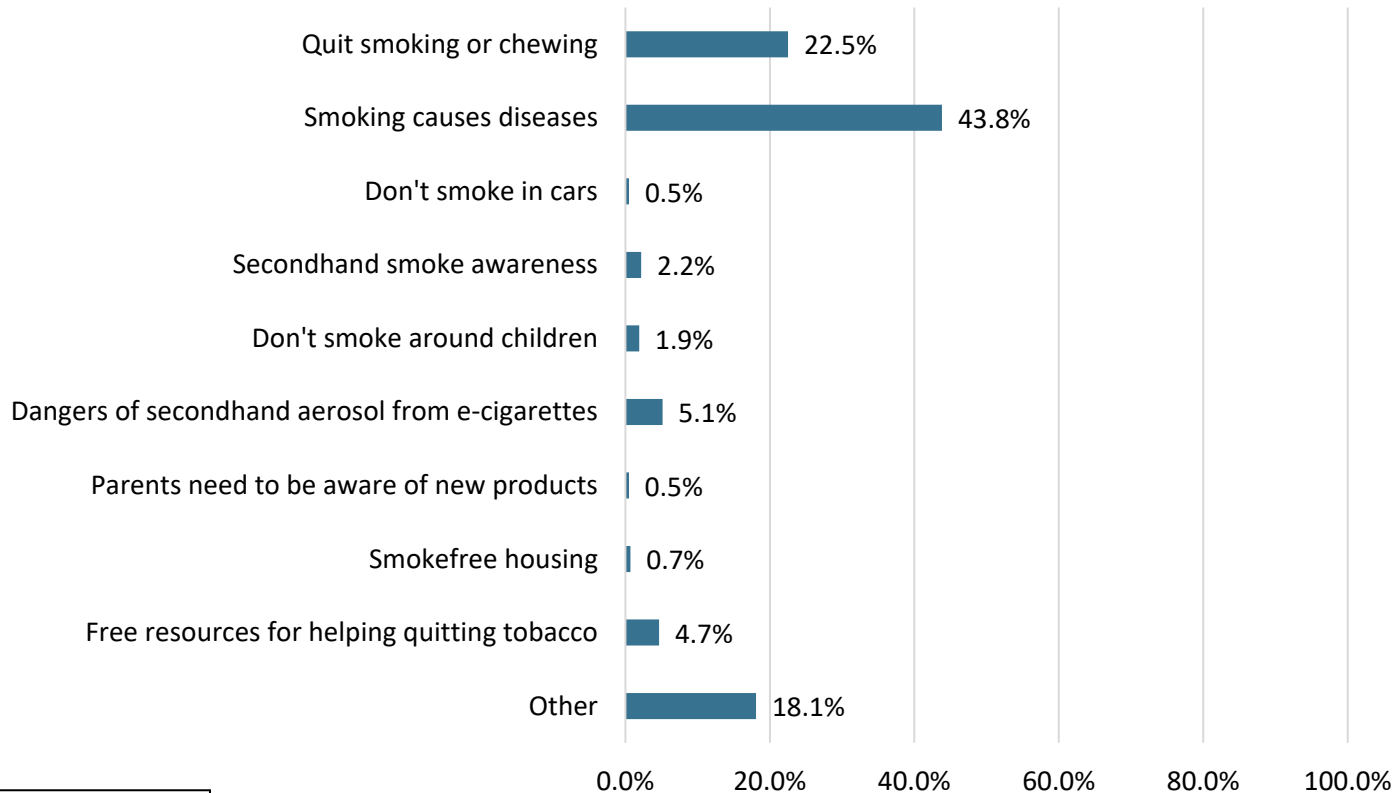


Among respondents who recall having seen or heard an advertisement regarding the dangers of tobacco use in the past month, the majority (59.9%) report having seen or heard the advertisement on television.

Topics of Prevention Advertisements

More respondents recall advertisements about diseases caused by smoking than any other topic (Fig. 16.3).

Fig. 16.3 2025 - The Main Topic of the Advertisement Read, Seen, or Heard - Nebraska



Question: Q93a

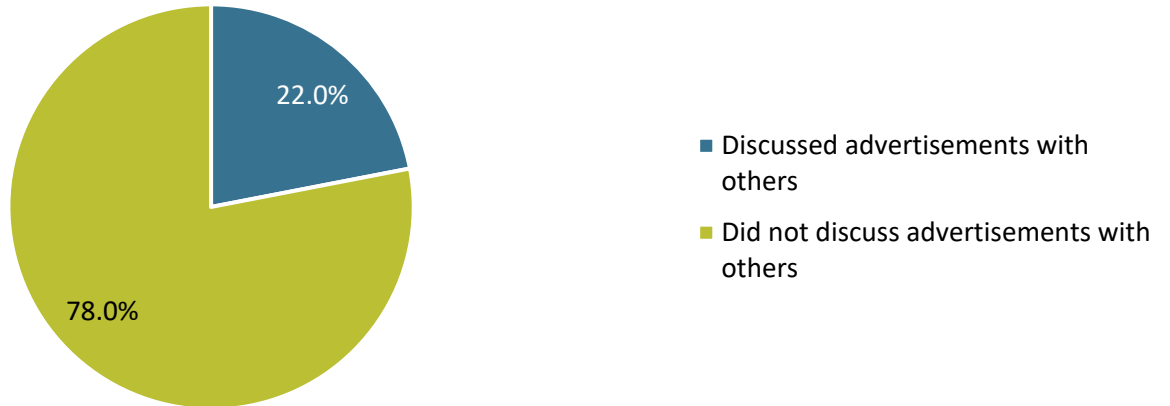
Source: Nebraska Adult Tobacco Survey 2025

Among respondents who heard, saw, or read tobacco prevention advertisements, about two-fifths (43.8%) recall advertisements about diseases caused by smoking. About one-fifth recall advertisements about quitting smoking or chewing, or other topics not listed (22.5% and 18.1%, respectively).

Discussion of Prevention Advertisements

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

Fig. 16.4 2025 - Have Discussed Advertisements with Others - Nebraska



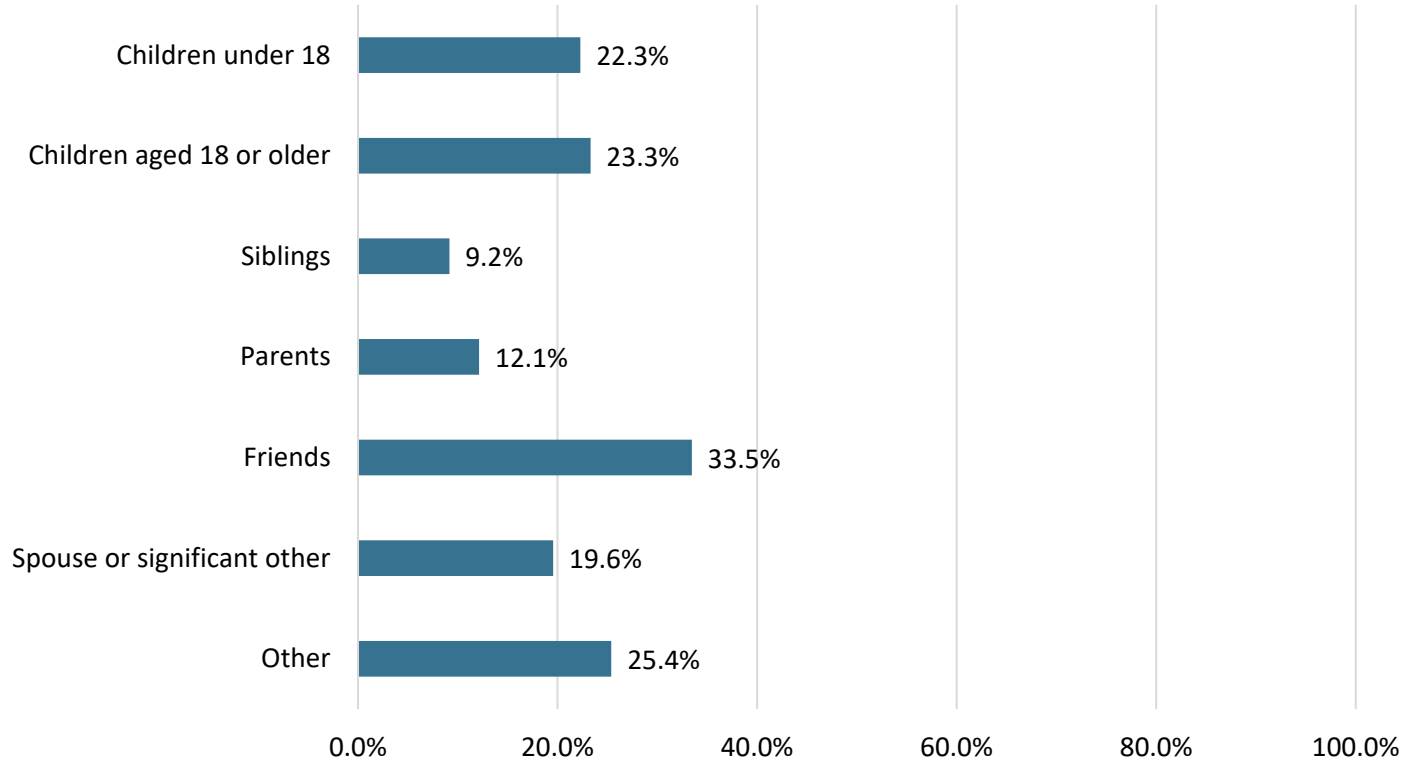
Question: Q94a

Source: Nebraska Adult Tobacco Survey 2025

Just over one-fifth (22.0%) of respondents who heard, saw, or read advertisements regarding the dangers of tobacco use during the past month report having discussed them with others.

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

Fig. 16.5 2025 - With Whom Nebraskans Who Read, Saw, or Heard the Advertisement Discussed It - Nebraska



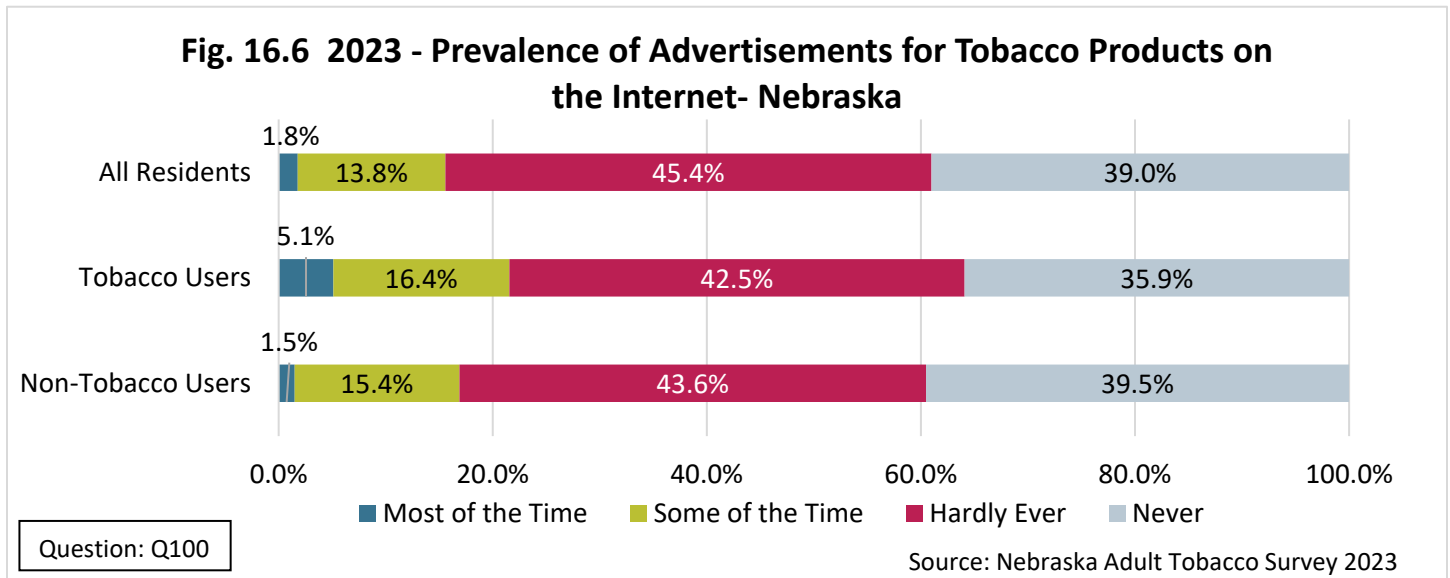
Questions: Q94a_1.1 - Q94a_1.7

Source: Nebraska Adult Tobacco Survey 2025

Of those who discussed these advertisements with others, 33.5% report discussing them with their friends, 23.3% with their children aged 18 or older, 22.3% with their children under 18, and 25.4% with another person not listed.

Frequency of Advertisements for Tobacco Products Seen on the Internet

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



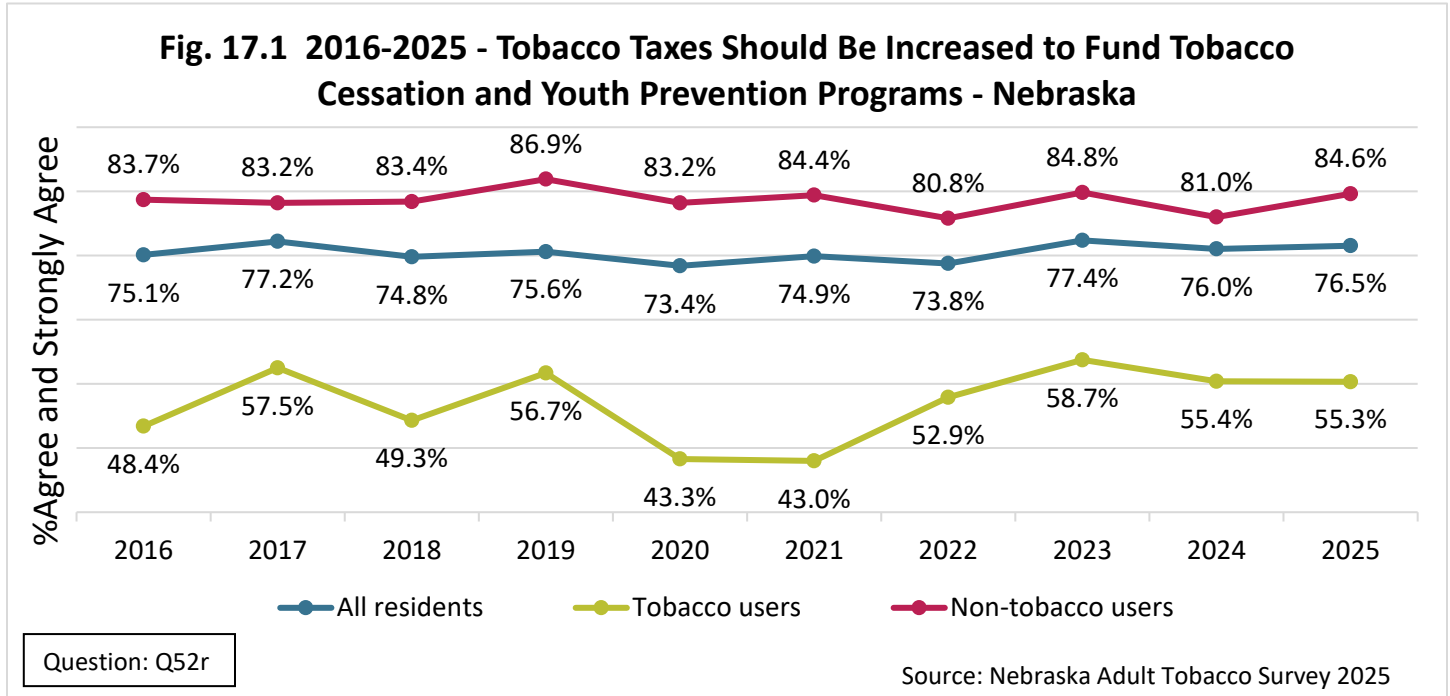
*Question last asked in 2023

A slightly higher proportion of non-tobacco users (43.6%) report hardly ever seeing advertisements for tobacco products on the internet than tobacco users (42.5%).

Support for Tobacco Tax and Use of Revenue

Opinions on Funding Tobacco Prevention 2016-2025

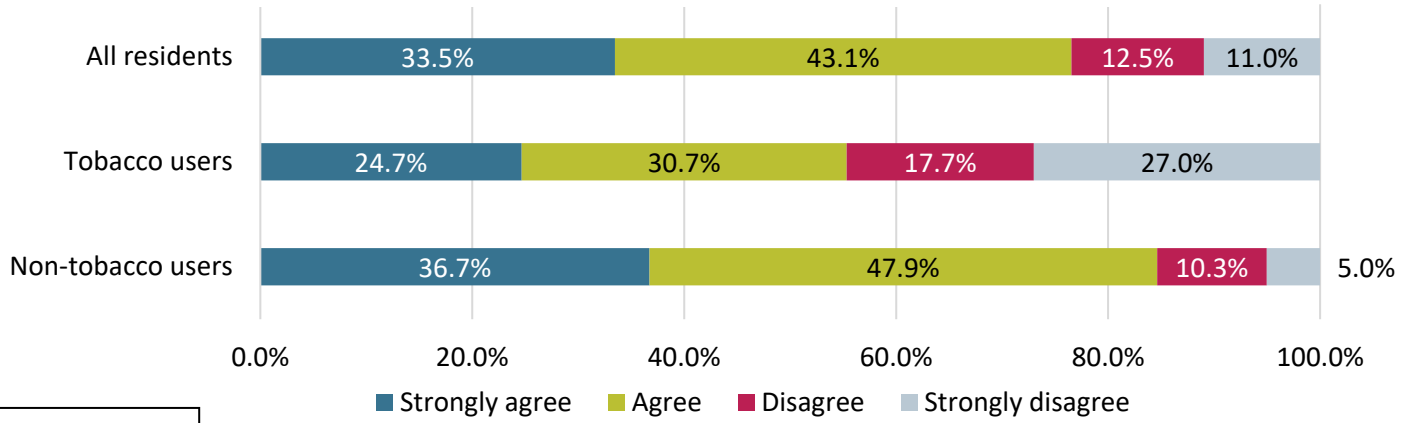
Among all residents and non-tobacco users, the overall support for increasing tobacco taxes to fund tobacco cessation and youth prevention remains relatively high (Fig. 17.1).



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 84.6% of non-tobacco users and 76.5% of all residents agreeing or strongly agreeing in 2025. Support from tobacco users slightly decreased from 55.4% in 2024 to 55.3% in 2025.

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

Fig. 17.2 2025 - Tobacco Taxes Should Be Increased to Fund Tobacco Cessation and Youth Prevention Programs - Nebraska



Question: Q52r

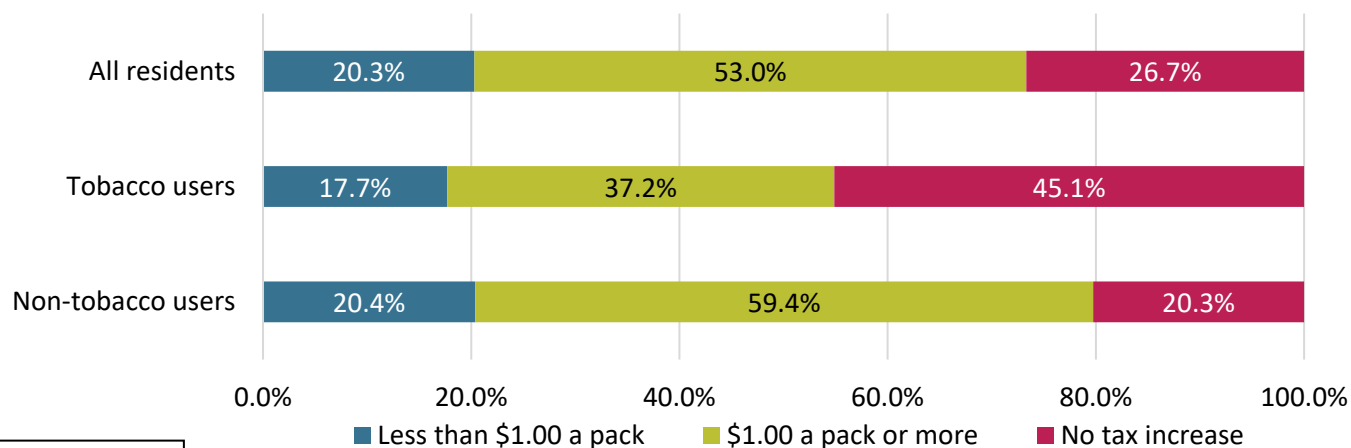
Source: Nebraska Adult Tobacco Survey 2025

In 2025, non-tobacco users report agreeing (47.9%) or strongly agreeing (36.7%) that tobacco taxes should be increased to fund tobacco cessation and youth prevention programs at higher rates than tobacco users, among whom only 30.7% agree and 24.7% strongly agree with this statement.

Opinions on Cigarette Tax Increase

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

Fig. 17.3 2025 - How Much Should Cigarette Tax Increase Be? - Nebraska



Question: Q54

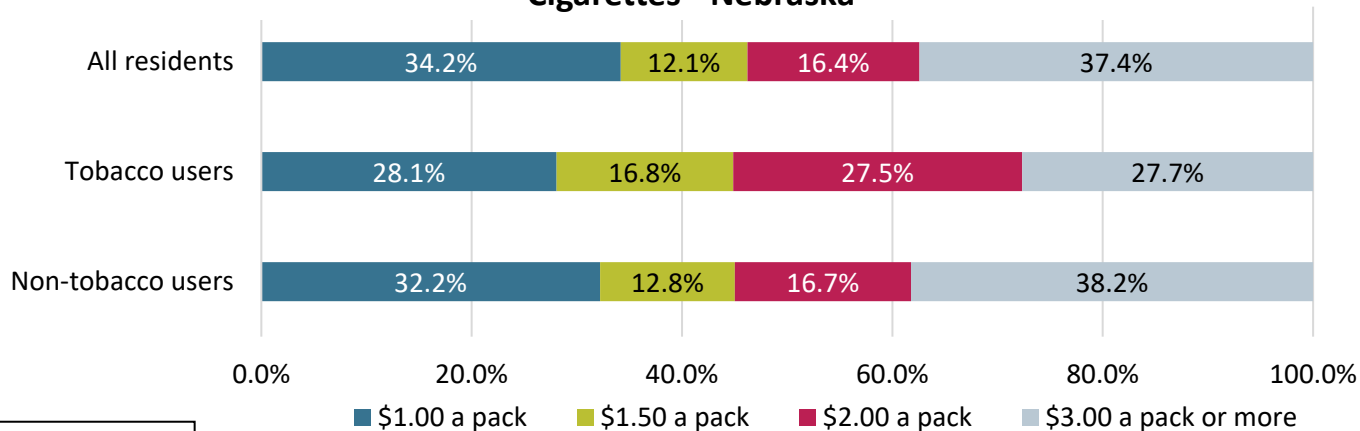
Source: Nebraska Adult Tobacco Survey 2025

Most Nebraska residents and non-tobacco users feel that there should be a tax increase on cigarette packs to fund tobacco prevention programs. About one-fifth (20.3%) of all residents support increasing the tax by less than \$1.00 and 53.0% support increasing the tax by \$1.00 or more. Among non-tobacco users, the majority (59.4%) support an increase of \$1.00 or more per pack, while nearly half (45.1%) of tobacco users favor no tax increase.

Opinions on Additional Tax on a Pack of Cigarettes

Among all residents who support a cigarette tax increase of \$1.00 or more per pack, over one-third feel the tax increase should be \$3.00 or more (Fig. 17.4).

Fig. 17.4 2025 - How Much Additional Tax Should Be on a Pack of Cigarettes - Nebraska



Question: Q56

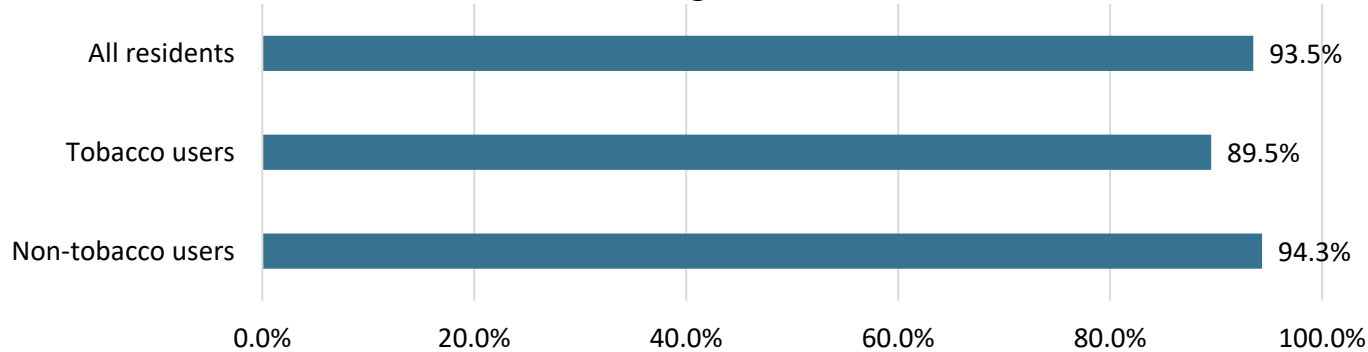
Source: Nebraska Adult Tobacco Survey 2025

Among all respondents who support an additional tax increase on cigarettes to fund tobacco cessation and youth prevention programs, roughly one-third (34.2%) feel that an additional tax of \$1.00 is sufficient, while 37.4% feel it should be \$3.00 or more.

Support for Funding Tobacco Prevention Programs

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

Fig. 17.5 2025 - Support a Portion of the Tobacco Settlement Money to Be Used to Fund Programs to Help Smokers Quit and Keep Kids from Starting - Nebraska



Question: Q57_2

Source: Nebraska Adult Tobacco Survey 2025

The majority of all residents (93.5%) indicate their support for a portion of money from the nationwide tobacco settlement being used to fund tobacco prevention programs, with 89.5% of tobacco users and 94.3% of non-tobacco users indicating their support.

Conclusion

As shown in this report (ATS, 2025), cigarettes are the most commonly used tobacco product, with a 10.1% current use prevalence in 2025. Cigarettes are closely followed by e-cigarettes, with a current use rate of 8.9%. It is striking that 61.2% of the respondents report 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 (10.1%) 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%) report 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 (96.8%) 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 (29.8%) of cigarette smokers report having used menthol cigarettes for six months or more and roughly one-fourth (16.8%) of them report 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 2025, e-cigarettes are more commonly used among young adults (age 18-24, 16.9%). Nearly two-third of young adults (65.1%) who have tried both cigarettes and e-cigarettes, tried e-cigarettes first. Using e-cigarettes to quit cigarettes and/or other tobacco products is the most frequently cited reason for initially trying e-cigarettes (25.7%), followed closely by curiosity (22.2%), as part of a social activity, for fun, or because the user was invited to try them (14.8%). 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, 42.7% of tobacco users and 70.6% of non-tobacco users think that smoking should not be allowed in outdoor dining areas; and 92.2% of all respondents report that smoking is not allowed anywhere inside their home (ATS, 2024).

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 (53.0%) of all respondents think cigarette taxes should be increased by \$1.00 or more per pack, among whom 37.4% think the tax increase should be \$3.00 or more per pack.

Different tobacco use prevalence and trends are seen among different groups of Nebraskans based on characteristics such as age, sex, 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 (35.8%) compared to White respondents (13.1%), and women report having ever smoked menthol cigarettes for six months or more (33.2%) at higher rates than men (28.0%).

Appendices

Appendix A: 2025 Nebraska Adult Tobacco Survey Questionnaire

This is the full survey instrument; not all questions are analyzed in the report.

2025 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 → [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 → [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 Yourthe1**
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 CPUUnsafe](#)

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

Q1

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
2. NO → [Go to Q13ra](#)

7. DON'T KNOW/NOT SURE → [Go to Q13ra](#)
9. REFUSED → [Go to Q13ra](#)

Q3

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

NOTE: 5 packs = 100 cigarettes

1. YES
2. NO → [Go to Q13ra](#)

7. DON'T KNOW/NOT SURE → [Go to Q13ra](#)
9. REFUSED → [Go to Q13ra](#)

Q3_1

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

Q4

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

- 1. Every day → Go to Q4br
- 2. Some days → Go to Q4br
- 3. Not at all → Go to Q8

- 7. DON'T KNOW/NOT SURE → Go to Q4br
- 9. REFUSED → Go to Q4br

Section 3: Cigarette Smoking - Cessation

Q4br

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 → Go to Q4e
- 2. Have tried to quit in the past → Go to Q4e
- 3. Both → Go to Q4e
- 4. No, you have never tried to quit smoking cigarettes. → Go to Q6r

- 7. DON'T KNOW/NOT SURE → Go to Q6r
- 9. REFUSED → Go to Q6r

Q4e

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 8: Smokeless Tobacco

QChew1 (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 → Go to QChew2
2. NO → Go to QEcig2rrr
7. DON'T KNOW/NOT SURE → Go to QEcig2rrr
9. REFUSED → Go to QEcig2rrr

QChew2 (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 QChew3
2. NO → Go to QEcig2rrr
7. DON'T KNOW/NOT SURE → Go to QEcig2rrr
9. REFUSED → Go to QEcig2rrr

QChew3 (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 QSmlBrnd (Even years), Go to Q18br (Odd years)
2. Some days → Go to QSmlBrnd (Even years), Go to Q18br (Odd years)
3. Not at all → Go to Q18d
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

Q18br (SML_TRY_QUIT)

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 → [Go to Q18br_2](#)
- 2. Have tried to quit in the past → [Go to Q18br_2](#)
- 3. Both → [Go to Q18br_2](#)
- 4. No, you have not tried to quit smoking cigars (new response option) → [Go to QEcig2rrr](#)

- 7. DON'T KNOW/NOT SURE → [Go to QEcig2rrr](#)
- 9. REFUSED → [Go to QEcig2rrr](#)

Q18br_2 (SML_NUM_QUIT)

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

[Go to QEcig2rrr](#)

Q18d (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 4: Cigarette Smoking – Use of Cigarettes

Q6r

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

Q7

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

Q8

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)
03. CAMEL
04. GPC, Basic, DORAL, or USA GOLD (BRANDED DISCOUNT)
07. KOOL
18. MARLBORO
21. NEWPORT
11. PALL MALL
12. PARLIAMENT
17. 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 → Go to CgtPlc1 (Odd years), Go to Q12_4r (even years)
2. NO → Go to 13ra

7. DON'T KNOW/NOT SURE → Go to 13ra
9. REFUSED → Go to 13ra

CgtPlc1

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_CARTN)

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 Q12_1r](#)
- 9. REFUSED → [Go to Q12_1r](#)

CgtPrc2 (CGT_PRC_PACK)

6.4 The last time you bought a pack 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 pack of cigarettes)

77.77 DON'T KNOW/NOT SURE

99.99 REFUSED

[Go to Q12_1r](#)

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](#)

Q12_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

Q12_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

Q12_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 → [Go to Q12_4br](#)
2. NO → [Go to Q13ra](#)

7. DON'T KNOW/NOT SURE → [Go to Q13ra](#)
9. REFUSED → [Go to Q13ra](#)

Q12_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

Section 7: Cigar, Cigarillo, or Small Cigar Smoking

Q13ra (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 → Go to Q13rb
- 2. NO → Go to QChew1
- 7. DON'T KNOW/NOT SURE → Go to QChew1
- 9. REFUSED → Go to QChew1

Q13rb (EVR_CGR_LIFE50)

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

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

Q14r (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 → Go to Q14rbr
- 3. Not at all → Go to Q14rd
- 7. DON'T KNOW/NOT SURE → Go to QChew1
- 9. REFUSED → Go to QChew1

Q14rbr (CGR_QUIT_TRY)

7.4 Are you trying to quit smoking cigars, cigarillos or small cigar 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

Q14rd (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

Q14rer (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 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).

QEcg2rrr (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 → [Go to QEcgDay](#)
2. NO → [Go to QEcg2_1](#)
7. DON'T KNOW/NOT SURE → [Go to QHeatTob \(Even years\), Go to QPouch \(odd years\)](#)
9. REFUSED → [Go to QHeatTob \(Even years\), Go to QPouch \(odd years\)](#)

EcigDay

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

[If rsp has tried both cigarettes and e-cigarettes, Go to QEcgTry](#)
[Otherwise Go to QEcg2_2](#)

QEcgTry

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

[Go to QEcg2_2](#)

QEcg2_1 (ECGT_CUR_2TRY)

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

1. Definitely yes
2. Probably yes
3. Probably not
4. Definitely not

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

Go to QHeatTob (Even years), Go to QPouch (odd years)

QE cig2_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

QE cig3r (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 QE cigRer**
2. Some days → **Go to QE cigRer**
3. Not at all → **Go to EcgLast**

7. DON'T KNOW/NOT SURE → **Go to QE cigRer**
9. REFUSED → **Go to QE cigRer**

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

QE_{cigRer}

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 - QE_{cROt})

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

QCurWhy

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: _____)
- 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

QEBrandr

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

Here is the updated list for question 9.11

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

1. Blu
2. Breeze
3. Elf Bar
4. Esco Bars
5. Fume
6. JUUL
7. HQD
8. Kangvape (including Onee Stick)
9. Logic
10. Mr. Fog
11. NJOY
12. SMOK (including NOVO)
13. Suorin (including Air Bar)
14. Vuse
15. Some other brand(s) not listed here (specify):
16. Not sure/ I don't know

QEcgMen

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

(skip if QEcg3r >=3)

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

QEquit (ECGT_TRY_QUIT)

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 QEcg3r >=3 – Used Ecig 1 day and say they now use not at all)

(asked if EcigLast <=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 QEquit2

4. No, you have not tried to quit smoking e-cigarettes → [Go to QHeatTob \(Even years\)](#), [Go to QPouch \(Odd years\)](#)
6. NOT APPLICABLE/NEVER A REGULAR E-CIG USER → [Go to QHeatTob \(Even years\)](#), [Go to QPouch \(Odd years\)](#)
7. DON'T KNOW/NOT SURE → [Go to QHeatTob \(Even years\)](#), [Go to QPouch \(Odd years\)](#)
9. REFUSED → [Go to QHeatTob \(Even years\)](#), [Go to QPouch \(Odd years\)](#)

QEquit2 (ECGT_QUIT_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”.

QHEATTOB

10.1 Before today, had you heard of “heated tobacco products?”

1. YES → [Go to QTryHeat](#)
2. NO → [Go to QOtTobrrr](#)
7. DON'T KNOW/NOT SURE → [Go to QOtTobrrr](#)
9. REFUSED → [Go to QOtTobrrr](#)

QTRYHEAT

10.2 Have you ever tried a “heated tobacco product,” even just one time?

1. YES → [Go to QHeatDay](#)
2. NO → [Go to QOtTobrrr](#)
7. DON'T KNOW/NOT SURE → [Go to QOtTobrrr](#)
9. REFUSED → [Go to QOtTobrrr](#)

QHEATDAY

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

- . NUMBER OF DAYS
 0. 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 pouches contain powder made of nicotine, flavors, and other ingredients. The nicotine is absorbed when the powder dissolves in the 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.

QPouch

Q11.1 Before today, have you heard of “nicotine pouches”?

1. YES → [Go to QPouchTry](#)
 2. NO → [Go to QOtTobrrr](#)
 7. DON'T KNOW/NOT SURE → [Go to QOtTobrrr](#)
 9. REFUSED → [Go to QOtTobrrr](#)

QPouchTry

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

1. YES → [Go to QPouchDay](#)
 2. NO → [Go to QOtTobrrr](#)
 7. DON'T KNOW/NOT SURE → [Go to QOtTobrrr](#)
 9. REFUSED → [Go to QOtTobrrr](#)

QPouchDay

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 → [Go to QPouchFlav](#)
2. NO → [Go to QOtTobrrr](#)
3. DON'T KNOW/NOT SURE → [Go to QOtTobrrr](#)
4. REFUSED → [Go to QOtTobrrr](#)

QPouchFlav

Q11.5 What flavors were the nicotine pouches that you have used in the past 30 days? (Select one or more)

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: _____)

Section 12: Other Tobacco Product Use

QOtTobrrr

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 → [Go to QOtbSperr](#)
2. NO → [Go to QQLine1 \(Odd years\), QQLine1a \(Even years\)](#)
7. DON'T KNOW/NOT SURE → [Go to QQLine1 \(Odd years\), QQLine1a \(Even years\)](#)
9. REFUSED → [Go to QQLine1 \(Odd years\), QQLine1a \(Even years\)](#)

QOtbSperr

12.2 What other types of tobacco product have you used?

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

QOTob30rr

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

01. Roll-your-own
02. Bidis
03. Kreteks
05. Hookah or waterpipe
06. Tobacco pipe
07. Orbs
04. Something else (Specify - QOTb30Ot)
88. NONE
77. DON'T KNOW/NOT SURE
99. REFUSED

Section 13: Cessation for All Tobacco Products

QQLine1 (LINE_AWARE) (Rotating Core – Odd Years)

13.1 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

QQLine1a. (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

Q24 (QUIT_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 → Go to Q26
- 2. NO → Go to Q27

- 7. DON'T KNOW/NOT SURE → Go to Q27
- 9. REFUSED → Go to Q27

Q26 (QUIT_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 → Go to Q32
If Q24 = 1 → Go to QQLine2

QQLine2 (QLINE_QUIT)

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

Q20r (QMEDS)

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:

Wellbutrin = 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 (Even Years), Go to Q33r (Odd years)
2. NO → 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

Q33r (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

Q28r (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 → Go to Q29
2. NO → Go to Q35 (Even Years) / Go to QChild on odd years

7. DON'T KNOW/NOT SURE → Go to Q35 / Go to QChild on odd years
9. REFUSED → Go to Q35 / Go to QChild on odd years

Q29 (DOC_ASK_SMK)

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

1. YES → Go to Q30
2. NO → Go to Q35 / Go to QChild on odd years

7. DON'T KNOW/NOT SURE → Go to Q35 / Go to QChild on odd years
9. REFUSED → Go to Q35 / Go to QChild on odd years

Q30 (DOC_ADV_QSMK)

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

1. YES → Go to Q31ar
2. NO → Go to Q35 (Even years) / Go to QChild (Odd years)

- 7. DON'T KNOW/NOT SURE → Go to Q35 / Go to QChild on odd years
- 9. REFUSED → Go to Q35 / Go to QChild on odd years

Q31ar (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

Q31e (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

QQLine3 (QLINE_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)

Q35 (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 (even years), Go to Q49 (Odd years)
- 99. REFUSED → Go to QSdEcig1 (even years), Go to Q49 (Odd years)

QSdEcig1 (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 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

QSdEcig2 (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.

QSdEc2ot

Other (Specify) _____

QSdEcig3 (Rotating Core – Even Years)

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

_____ # of days (1 to 7)

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

QSdEcig4 (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.

QSdSmk1 (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 indoor 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.

Q43 (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

Q47 (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

Q49 (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

Q49_Ecig (AF_HMUCH_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)

16.1 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

Q52r (TAXUSE_HELP_ADULT_QUIT)

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

Q54 (H MUCH_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 (H MUCH_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 (Rotating Core – Odd Years)

Q67 (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 (Odd years), Go to Q82b (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 → Go to Q82b
5. A Homemaker → Go to Q82b
6. A Student → Go to Q82b
7. Retired → Go to Q82b
8. Unable to work → Go to Q82b

9. REFUSED → Go to Q82b

Q70b (WK_OUTDOOR_WKAREA) (Rotating Core – Odd Years)

20.2 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
8. NOT APPLICABLE – WORK FROM HOME → Go to Q70e
9. REFUSED

Q70d (WK_ENFORCEMENT) (Rotating Core – Odd Years)

20.3 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

Q70e (WK_OUTDOOR_SHOULD) (Rotating Core – Odd Years)

20.4 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

Section 21: Nebraska Smoke-free Law (Rotating Core – Odd Years)

Q82b (AF_IMPORTANT_LAW) (Rotating Core – Odd Years)

21.1 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

Q82b_3 (Rotating Core – Odd Years)

21.2 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

Section 22: Chronic Diseases

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 → 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

QD9 (NUMPHONE2)

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

QD_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)
- 6 Six or more
- 7 DON'T KNOW/NOT SURE

- 8 NONE
- 9 REFUSED

QD1 (AGE)

23.4 What is your age?

_____ Enter age in years

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

QD2 (HISPANIC)

23.5 Are you Hispanic or Latino?

- 1. YES
- 2. NO

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

QD3r

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

QD5.

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

QD6r.

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

QD7r.

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

QD7i.

23.12 INTERVIEWER: Annual household income is _____

Is this correct?

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

QD_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

QD_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

QD_Cnty.

23.15 In what county do you currently live?

Enter the county name: _____

R = REFUSED

(CntyFIPS – County FIPS/ANSI Code ____)

QD_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 |

QD_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

QMHCon1

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

QMHCon2

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

Section 24: Knowledge of Tobacco-Related Health Impacts (Rotating Core – Odd Years)

Q84 (Rotating Core – Odd Years)

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

“If a person has smoked a pack of cigarettes a day for more than 20 years, there are immediate benefits if they stop smoking.” 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

Q84_1. (Rotating Core – Odd Years)

24.2 I am going to read you a list of diseases that may or may not be caused by smoking cigarettes. Based on what you know or believe, does smoking cause...

Stroke in smokers?

1. YES
2. NO

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

Q84_2. (Rotating Core – Odd Years)

24.3 Heart disease in smokers?

1. YES
2. NO

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

Q84_4. (Rotating Core – Odd Years)

24.4 Gum disease in smokers?

1. YES
2. NO

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

Q85. (Rotating Core – Odd Years)

24.5 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

Q90. (Rotating Core – Odd Years)

24.7 Would you say that breathing smoke from other people's cigarettes causes sudden infant death syndrome?

1. YES
2. NO

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

Q90_1 (Rotating Core – Odd Years)

24.8 Do you think using e-cigarettes is very harmful to one's health, somewhat harmful to one's health, not at all harmful to one's health?

1. Very harmful to one's health
2. Somewhat harmful to one's health
3. Not at all harmful to one's health

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

Q90_2 (Rotating Core – Odd Years)

24.9 Compared to smoking cigarettes, how harmful do you think using e-cigarettes are to a person's health? Would you say much less harmful than cigarettes, somewhat less harmful, about the same, somewhat more harmful, or much more harmful than cigarettes?

1. Much less harmful than cigarettes
2. Somewhat less harmful
3. About the same
4. Somewhat more harmful
5. Much more harmful than cigarettes

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

Section 25: Media Campaign

Q91a.

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

1. YES → Go to Q92
2. NO → Go to QTobAd1

7. DON'T KNOW/NOT SURE → Go to QTobAd1
9. REFUSED → Go to QTobAd1

Q92.

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

Q93a.

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

Q94a.

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

1. YES → Go to Q94a_1
2. NO → Go to QTobAd1

7. DON'T KNOW/NOT SURE → Go to QTobAd1
9. REFUSED → Go to QTobAd1

Q94a_1.

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

Section 26: Tobacco Purchase and Related Policy

The next section focuses on the sale of tobacco products related policies. For these questions, the term “tobacco products” refers to all types of tobacco, including e-cigarettes. The questions explore opinions about laws, regulations, and the impact of tobacco use.

1. **How often do you see tobacco product advertisements (e.g., for cigarettes, smokeless tobacco, vaping products)?**
 - Monthly
 - Weekly
 - Daily
 - Multiple times per day
 - Never
 - Refused

2. **In the past 30 days, where have you seen tobacco product advertisements?** (Select all that apply)
- Social media (e.g., Facebook, Instagram, TikTok)
 - Print media (e.g., newspapers, magazines)
 - Direct mail (e.g., postcards)
 - Stores or retail locations
 - YouTube social media
 - Email
 - Other (please specify)

Q103r.

26.3 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

Q95a.

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

Q105_1.

26.4

“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

Q106.

26.5 “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

Q108.

26.6 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

Q109_1.

26.7 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.

26.8 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

Q45r (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

2022 NEBRASKA ATS SURVEY QUESTIONNAIRE

Q43 (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

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?)

*Appendix B provides the questions from the 2021, 2022, 2023, and 2024 Adult Tobacco Survey (ATS) that appear in this report. It does not provide the full 2021, 2022, 2023, or 2024 ATS questionnaires in full and should be used for reference only.



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

Q100.

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

2024 NEBRASKA ATS SURVEY QUESTIONNAIRE

QHEATTOB

10.1 Before today, had you heard of “heated tobacco products?”

1. YES → [Go to QTryHeat](#)
2. NO → [Go to QOtTobr3](#)

7. DON'T KNOW/NOT SURE → [Go to QOtTobr3](#)
9. REFUSED → [Go to QOtTobr3](#)

QTRYHEAT

10.2 Have you ever tried a “heated tobacco product,” even just one time?

1. YES → Go to QHeatDay
2. NO → Go to QOfTobr3

7. DON'T KNOW/NOT SURE → Go to QOfTobr3
9. REFUSED → Go to QOfTobr3

QHEATDAY

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

- __ NUMBER OF DAYS
0. NONE

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

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

QQLine1a. (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

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

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

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:

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

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

Reported Percentage	Full Sample* n=2539	75% Sample n=1904	50% Sample n=1269	33.3% Sample n=846	25% Sample n=634	10% Sample n=253
50	1.94%	2.25%	2.75%	3.37%	3.89%	6.16%
40 or 60	1.91%	2.20%	2.70%	3.30%	3.81%	6.04%
30 or 70	1.78%	2.06%	2.52%	3.09%	3.57%	5.65%
20 or 80	1.56%	1.80%	2.20%	2.70%	3.11%	4.93%
10 or 90	1.17%	1.35%	1.65%	2.02%	2.34%	3.70%
5 or 95	0.85%	0.98%	1.20%	1.47%	1.70%	2.69%

* 95% 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:

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

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

Reported Percentage	Full Sample* n=2539	75% Sample n=1904	50% Sample n=1269	33.3% Sample n=846	25% Sample n=634	10% Sample n=253
50	2.24%	2.59%	3.17%	3.89%	4.49%	7.11%
40 or 60	2.20%	2.54%	3.11%	3.81%	4.40%	6.97%
30 or 70	2.06%	2.38%	2.91%	3.56%	4.12%	6.52%
20 or 80	1.80%	2.07%	2.54%	3.11%	3.59%	5.69%
10 or 90	1.35%	1.56%	1.90%	2.33%	2.70%	4.27%
5 or 95	0.98%	1.13%	1.38%	1.69%	1.96%	3.10%

* 95% 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

Reported Percentage	Full Sample* n=2539	75% Sample n=1904	50% Sample n=1269	33.3% Sample n=846	25% Sample n=634	10% Sample n=253
50	3.53%	4.08%	5.00%	6.12%	7.07%	11.19%
40 or 60	3.46%	4.00%	4.90%	6.00%	6.93%	10.96%
30 or 70	3.24%	3.74%	4.58%	5.61%	6.48%	10.26%
20 or 80	2.83%	3.26%	4.00%	4.90%	5.65%	8.95%
10 or 90	2.12%	2.45%	3.00%	3.67%	4.24%	6.71%
5 or 95	1.54%	1.78%	2.18%	2.67%	3.08%	4.88%

* 95% 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. Data Collection Strategy. Describe the data collection strategies employed (e.g. surveys, focus groups, content analyses).

Study Design and Method & Data Collection and Process

2. Who Sponsored the Research and Who Conducted It. 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 & Study Design and Method

3. Measurement Tools/Instruments. Measurement tools include questionnaires with survey questions and response options, show cards, vignettes, or scripts used to guide discussions or interviews. 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. Also included are scripts used to guide discussions and semi-structured interviews and any instructions to researchers, interviewers, moderators, and participants in the research. Content analyses and ethnographic research will provide the scheme or guide used to categorize the data; researchers will also disclose if no formal scheme was used.

Appendices A & B

4. Population Under Study. Survey and public opinion research can be conducted with many different populations including, but not limited to, the general public, voters, people working in particular sectors, blog postings, news broadcasts, an elected official's social media feed. Researchers will be specific about the decision rules used to define the population when describing the study population, 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). Content analyses will also include the unit of analysis (e.g., news article, social media post) and the source of the data (e.g., Twitter, Lexis-Nexis).

Study Design and Method

5. Method Used to Generate and Recruit the Sample. The description of the methods of sampling includes the sample design and methods used to contact or recruit research participants or collect units of analysis (content analysis).
 - a. 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).
 - b. Probability-based sample specification should include a description of the sampling frame(s), list(s), or method(s).
 - i. 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).
 - ii. 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.
 - c. For surveys, focus groups, or other forms of interviews, 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.
 - d. Describe any use of quotas.

- e. Include the geographic location of data collection activities for any in-person research.
- f. For content analysis, detail the criteria or decision rules used to include or exclude elements of content and any approaches used to sample content. If a census of the target population of content was used, that will be explicitly stated.
- g. 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

- 6. Method(s) and Mode(s) of Data Collection. Include a description of all mode(s) used to contact participants or collect data or information (e.g., CATI, CAPI, ACASI, IVR, mail, Web for survey; paper and pencil, audio or video recording for qualitative research, etc.) and the language(s) offered or included. For qualitative research such as in-depth interviews and focus groups, also include length of interviews or the focus group session.

Study Design and Method & Data Collection and Process

- 7. Dates of Data Collection. Disclose the dates of data collection (e.g., data collection from January 15 through March 10 of 2019). If this is a content analysis, include the dates of the content analyzed (e.g., social media posts between January 1 and 10, 2019).

Data Collection and Process

- 8. Sample Sizes (by sampling frame if more than one frame was used) and (if applicable) Discussion of the Precision of the Results.
 - a. Provide sample sizes for each mode of data collection (for surveys include sample sizes for each frame, list, or panel used).
 - b. For probability sample surveys, 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.
 - c. 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.
 - d. If content was analyzed using human coders, report the number of coders, whether inter-coder reliability estimates were calculated for any variables, and the resulting estimates.

Data Collection and Process, Design Effects, & Appendix C

- 9. How the Data Were Weighted. Describe how the weights were calculated, including the variables used and the sources of the weighting parameters.

Data Cleaning and Weighting

- 10. How the Data Were Processed and Procedures to Ensure Data Quality. 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. Researchers will provide information about whether any coding was done by software or human coders (or



both); if automated coding was done, name the software and specify the parameters or decision rules that were used.

Data Collection and Process

11. A General Statement Acknowledging Limitations of the Design and Data Collection. All research has limitations and researchers will include a general statement acknowledging the unmeasured error associated with all forms of public opinion research.

Limitations