

**2018 and 2019
Adult Tobacco Survey
Surveys Conducted:
2018 and 2019
Report Date: August 2020**



Summary of the 2018 and 2019 Adult Tobacco Surveys for the State of Nebraska

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This report was prepared to provide Tobacco Free Nebraska (TFN) and other interested organizations a comprehensive summary of tobacco use among adults in the state. Special thanks to the regional partners that work every day to lessen the burden of tobacco use and improve the length and quality of lives for Nebraskans and for the residents who were randomly selected to complete the questionnaire.

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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 approximately 2,500 Nebraskans.¹

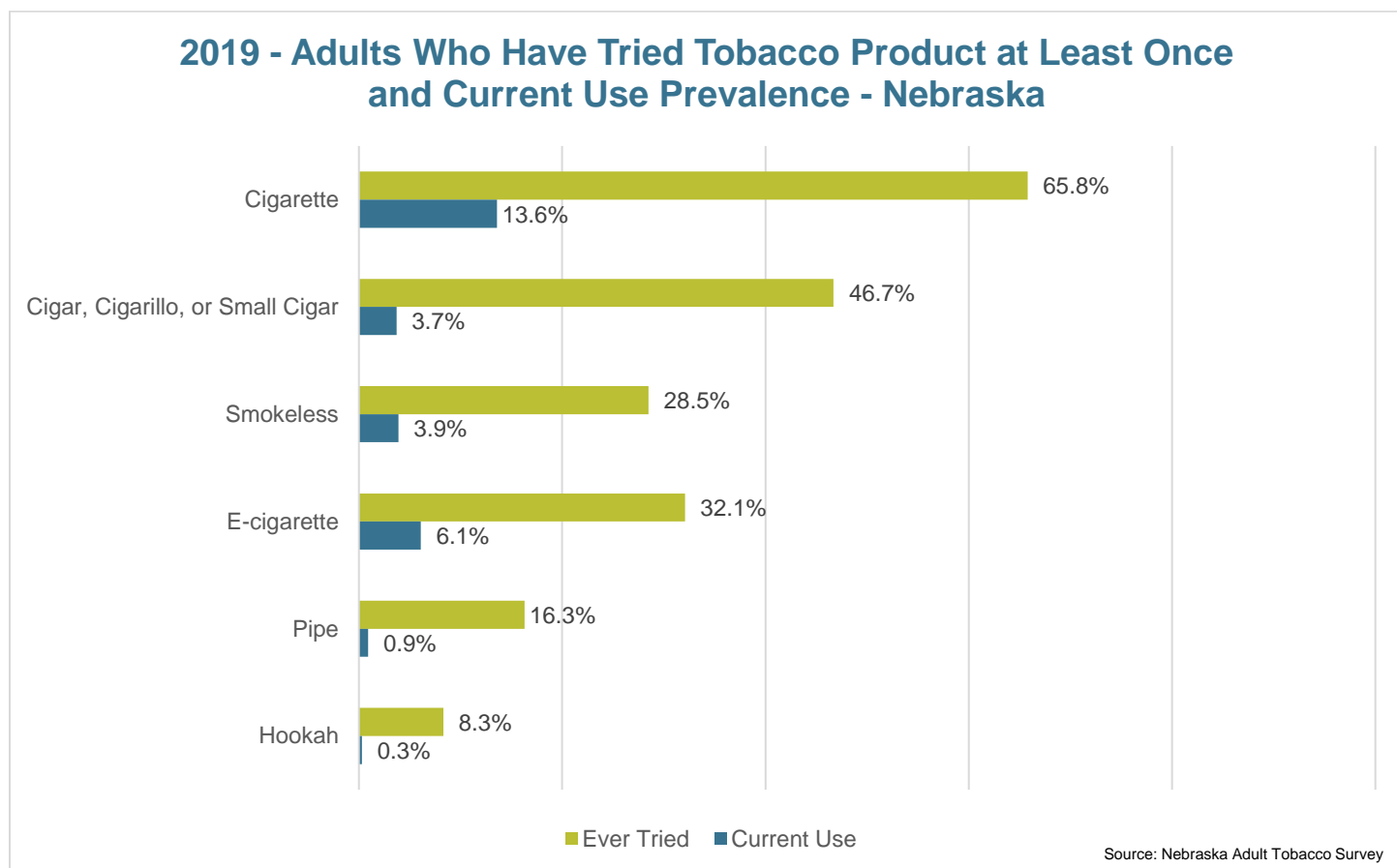
Each year Tobacco Free Nebraska, a program within the Nebraska Department of Health and Human Services – Division of Public Health, monitors tobacco use among different groups of Nebraskans to identify current trends in tobacco use, new or emerging product evolution and opportunities to support cessation efforts. This report summarizes the major findings from the **Adult Tobacco Survey** conducted in calendar year 2018 and 2019.

NEBRASKA ADULT TOBACCO SURVEY

ATS 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.

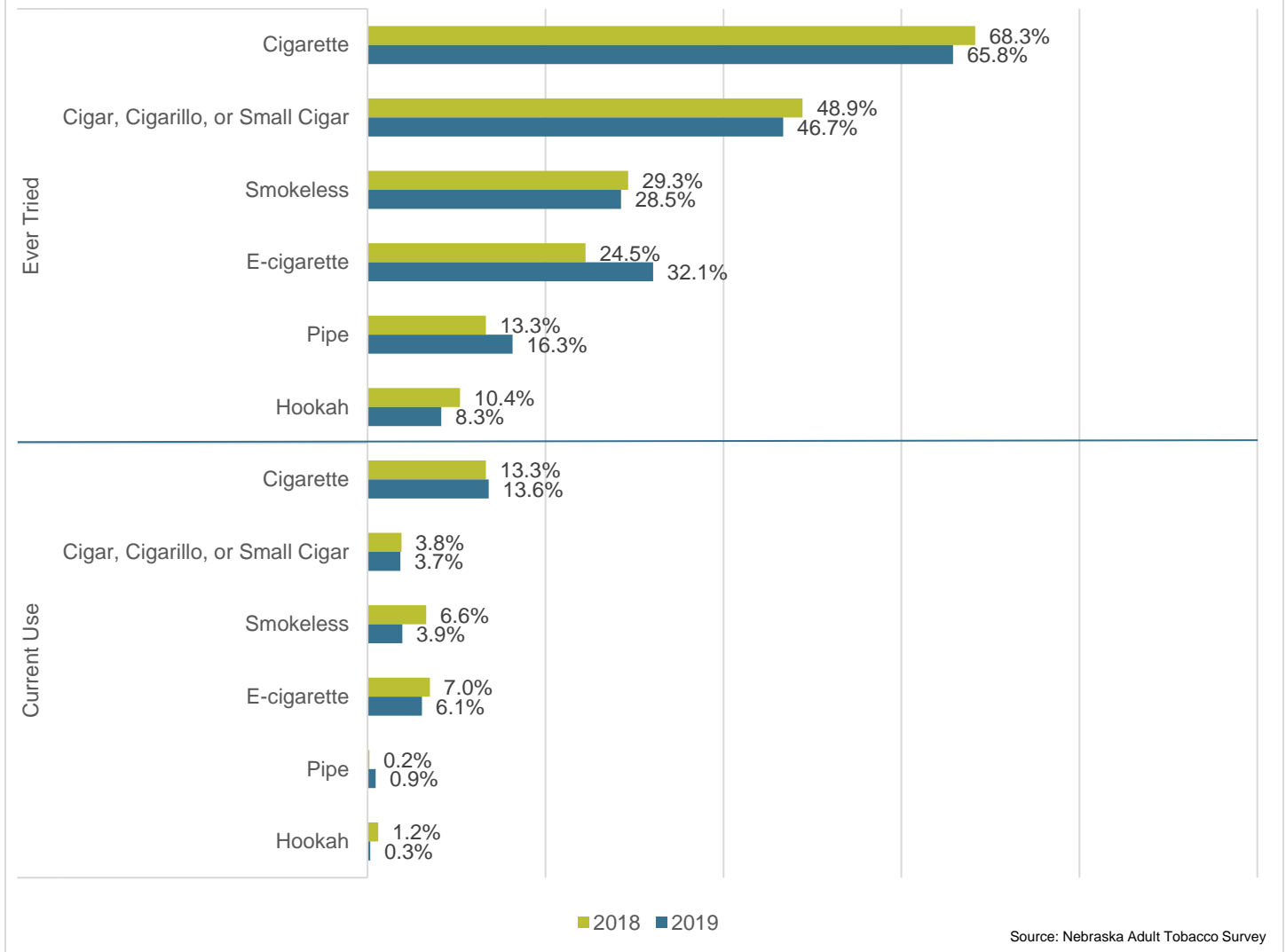
Adult Tobacco Use in Nebraska



The figure above highlights the use of tobacco products by adults in Nebraska. Both lifetime use and current use are noted. The most-often used product with adults remained the combustible cigarette. Nearly seven out of ten adults have tried a cigarette in their lifetime (65.8%) while 13.6% currently used cigarettes. Close to half of the adult population has tried a cigar (46.7%), but less than 4.0% are regular cigar smokers. Less than one-third of adults have tried smokeless tobacco in their life (28.5%) while those who reported current use account for 3.9% of the respondents. E-cigarettes, the newest tobacco/nicotine delivery product, have been tried by about one-third of adults (32.1%) while 6.1% reported using them in the last month prior to the survey.

The current use of tobacco in a pipe is 0.9%, whereas the use of hookah tobacco is almost non-existent (0.3%). This is of the overall population so there are likely sub-groups where prevalence is higher (because of religious or cultural practices).

2018-2019 - Adults Who Have Tried Product at Least Once and Current Use Prevalence - Nebraska



Compared to 2018 (24.5%), more adults reported they had ever used e-cigarettes in their lifetime (32.1%) in 2019. Numbers are comparable between 2018 and 2019, overall.

Expressing the use/try data as a ratio is another way to assess the likelihood for a product to move from experimental use to regular or daily use rather than just looking at the raw prevalence statistics.

2018-2019 Prevalence Percentage of Tobacco Product Use						
	2018			2019		
Tobacco Product	% Ever Tried	% Current User	Ratio (Current User/Ever Tried)	% Ever Tried	% Current User	Ratio (Current User/Ever Tried)
Cigarette	68.3%	13.3%	19.5%	65.8%	13.6%	20.7%
Cigar, Cigarillo, or Small Cigar	48.9%	3.8%	7.8%	46.7%	3.7%	7.9%
Smokeless Tobacco	29.3%	6.6%	22.5%	28.5%	3.9%	13.7%
E-cigarette	24.5%	7.0%	28.6%	32.1%	6.1%	19.0%
Pipe	13.3%	0.2%	1.5%	16.3%	0.9%	5.5%
Hookah	10.4%	1.2%	11.5%	8.3%	0.3%	3.6%

100 = everyone who tries becomes a current user. 0 = nobody who tries becomes a current user.

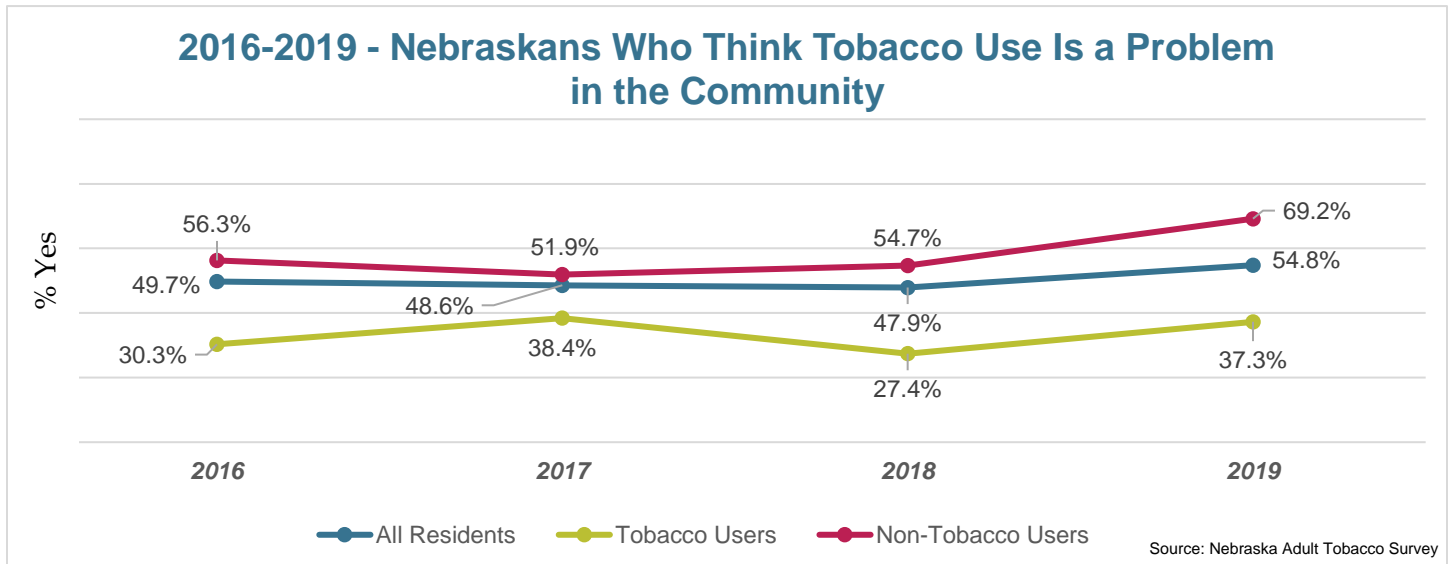
Source: Nebraska Adult Tobacco Survey

The table above shows that cigarettes and e-cigarettes have a relatively large proportion of “triers” who become “users” in both years. For smokeless tobacco and hookah, this ratio is much lower in 2019, compared to the previous year.

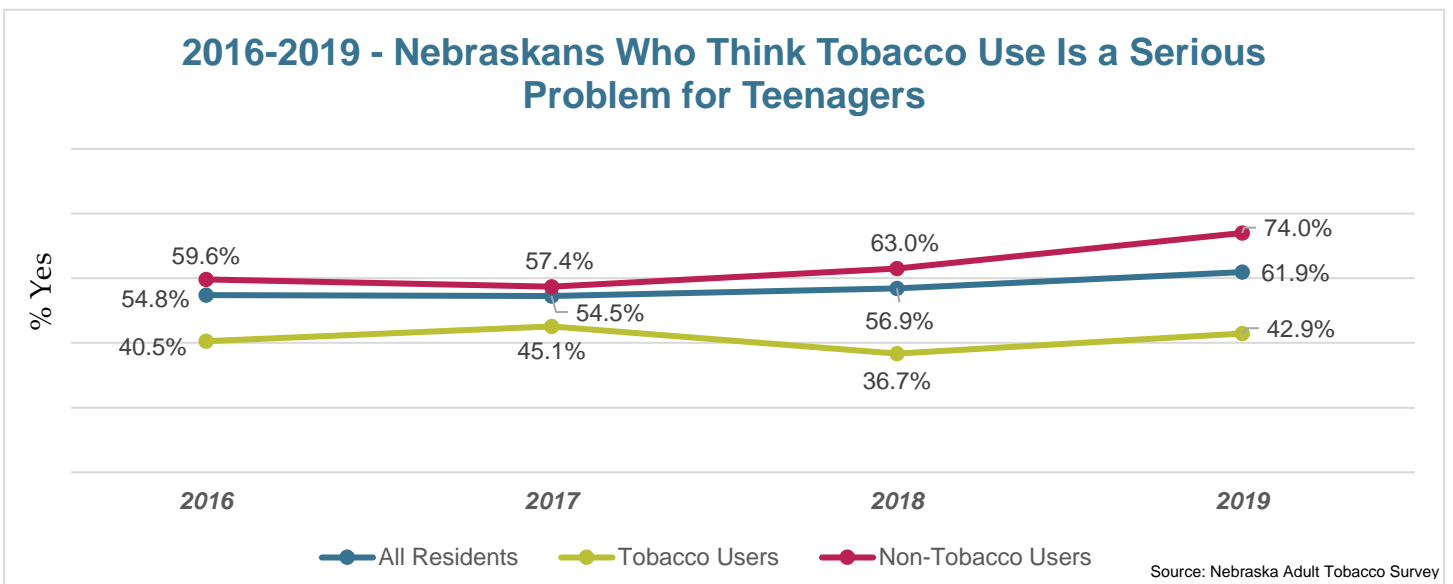
The ratios demonstrate the impact of reducing experimentation. An unknown proportion of individuals who try each product will go on to use the product on a regular basis. The information in this table provides some insight into how many transition to regular use. These data suggest that e-cigarette (28.6% 2018; 19.0% 2019), smokeless tobacco (22.5% 2018; 13.7% 2019), and cigarette (19.5% 2018; 20.7% 2019) “triers” have the highest likelihood of developing into regular users.

Scope of the Tobacco Problem in Nebraska

Nebraska residents' perceptions on whether or not tobacco is a problem in the community are displayed below.



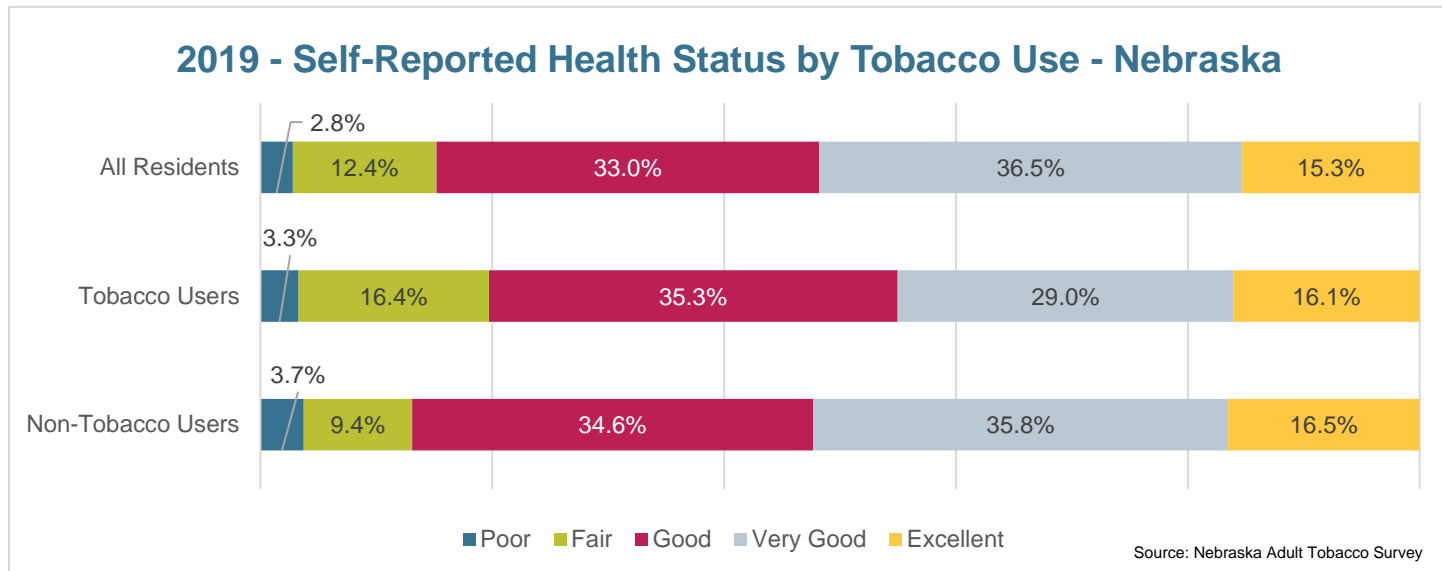
Whereas fluctuations were observed with tobacco users, currently there are more non-tobacco smokers and members among the general public who believe that tobacco use is a problem in the community, compared to previous years.



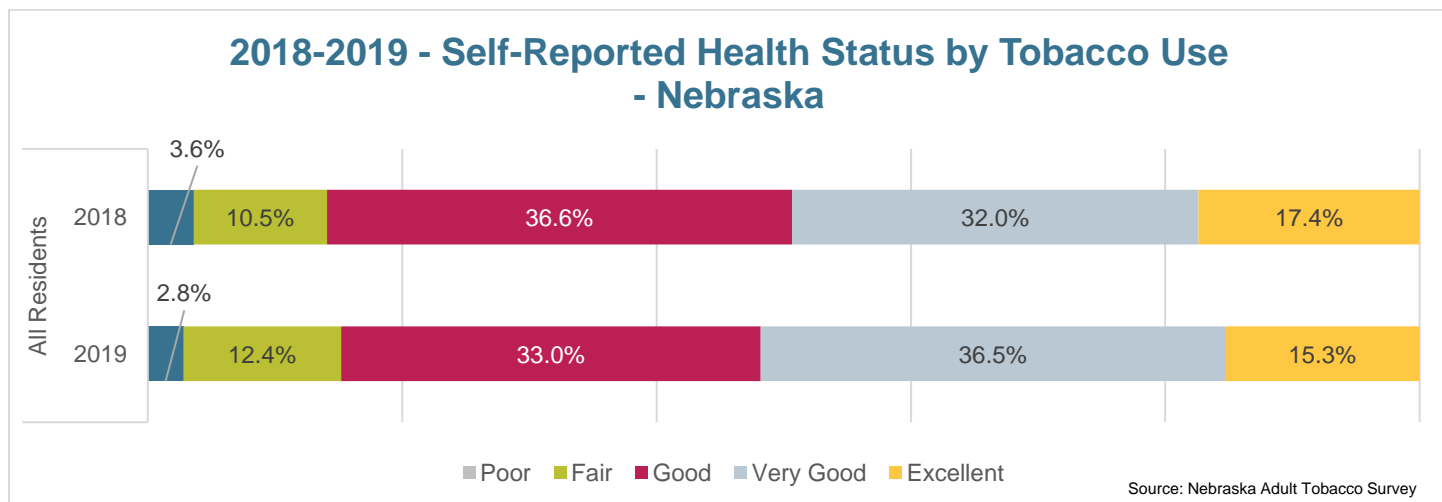
When Nebraska residents were asked about whether tobacco use is a problem specifically for teenagers, an increasing number of non-tobacco users and members of the general public considered it a serious problem. However, this rate for tobacco users remains a non-linear trend over the years.

Tobacco Use Impacts Daily Health

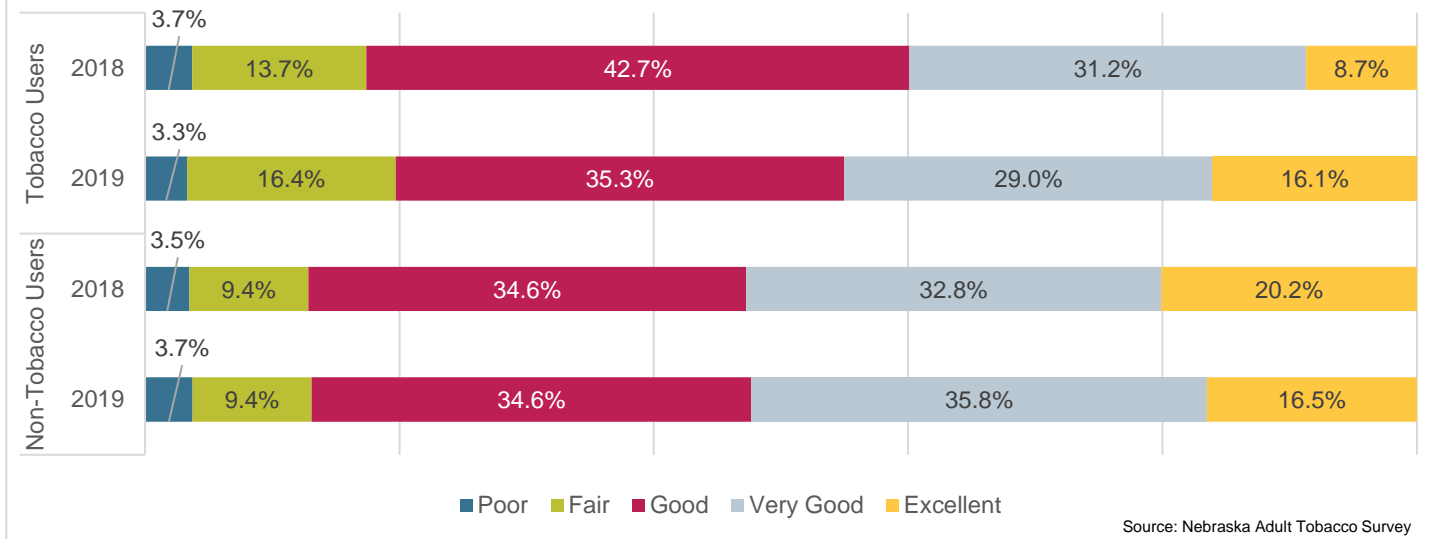
Respondents were asked to evaluate their current health status on a five-point scale.



In the figure above, 15.3% of adults self-reported their health as “excellent” in 2019. While comparable percentages exist in terms of “excellent” across the three groups, tobacco users reported a lower percentage of health status being “good,” “very good,” or “excellent” overall (three scales combined).

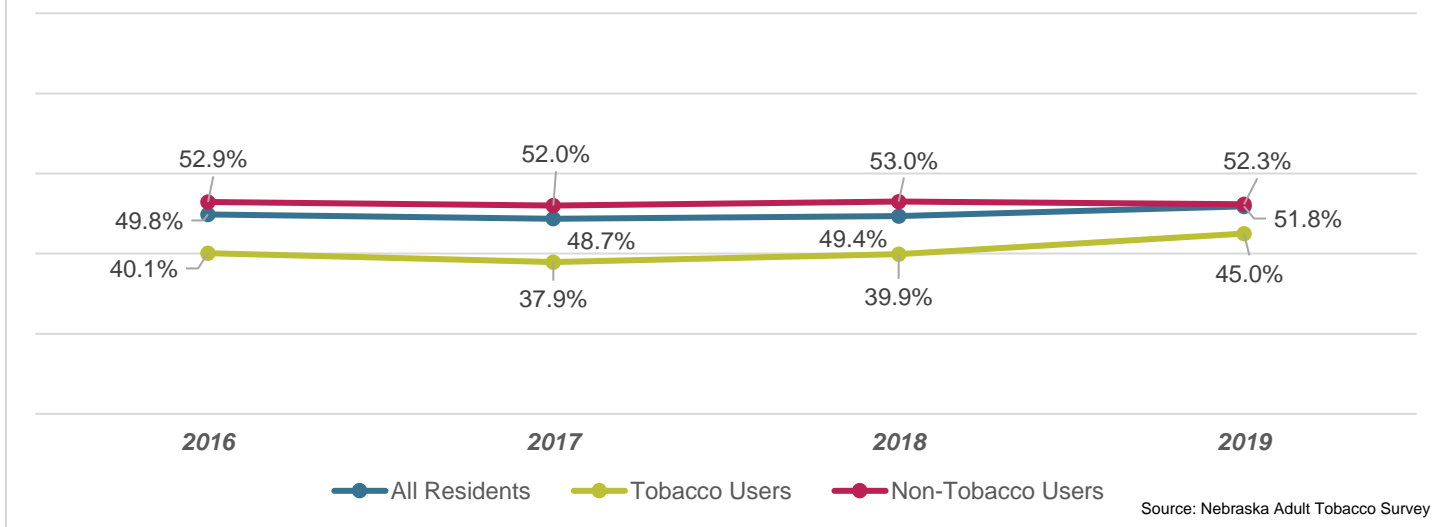


2018-2019 - Self-Reported Health Status by Tobacco Use - Nebraska



Compared to 2018 (8.7%), more tobacco users self-perceived their health situation as “excellent” in 2019 (16.1%), as seen in the figure above.

2016-2019 - Self-Reported Health Status by Tobacco Use - Nebraska



When looking at all residents or non-tobacco users, the proportion of the population evaluating their health as very good or excellent has been consistent over time. For tobacco users, an upward trend has been present since 2017.

Adult Tobacco Use

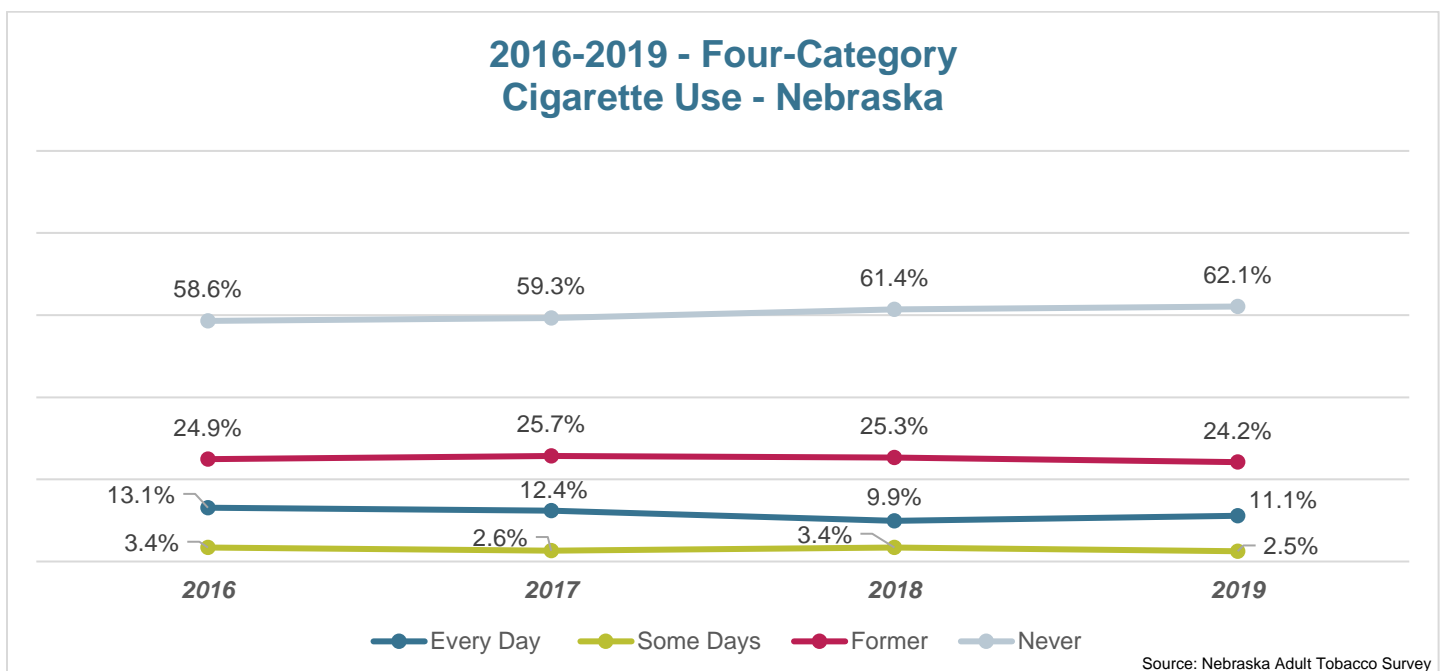
The health burden of tobacco use falls primarily upon the adult population because nearly all health impacts (with the exception of fires, burns, and poisonings) of tobacco use are chronic medical conditions that take years or decades to develop; the impact of a tobacco-use decision in adolescence or young adulthood is not felt for many years. Throughout this report, users of a specific tobacco product are defined as

someone who currently used such product every day or some days at the time of the survey. Those who reported using a particular tobacco product in the past, but did not use that product at all when the survey was administered were defined as former users of that tobacco product. Respondents that reported they have never used a tobacco product or have never tried a certain amount of that product in their lifetime were categorized as “never smokers” of that product. In addition, current tobacco users were defined as someone who reported using any of the major tobacco products (cigarette, cigar/cigarillo/small cigar, smokeless tobacco, e-cigarette, pipe, and hookah) every day or sometimes and/or used any other tobacco products in the past 30 days including but not limited to roll-your-own, bidis, or kreteks. Moreover, non-tobacco users were defined as someone who never used or did not use any of the major tobacco products at all at the time of the survey and also did not use any of the other tobacco products in the past 30 days prior to the survey.

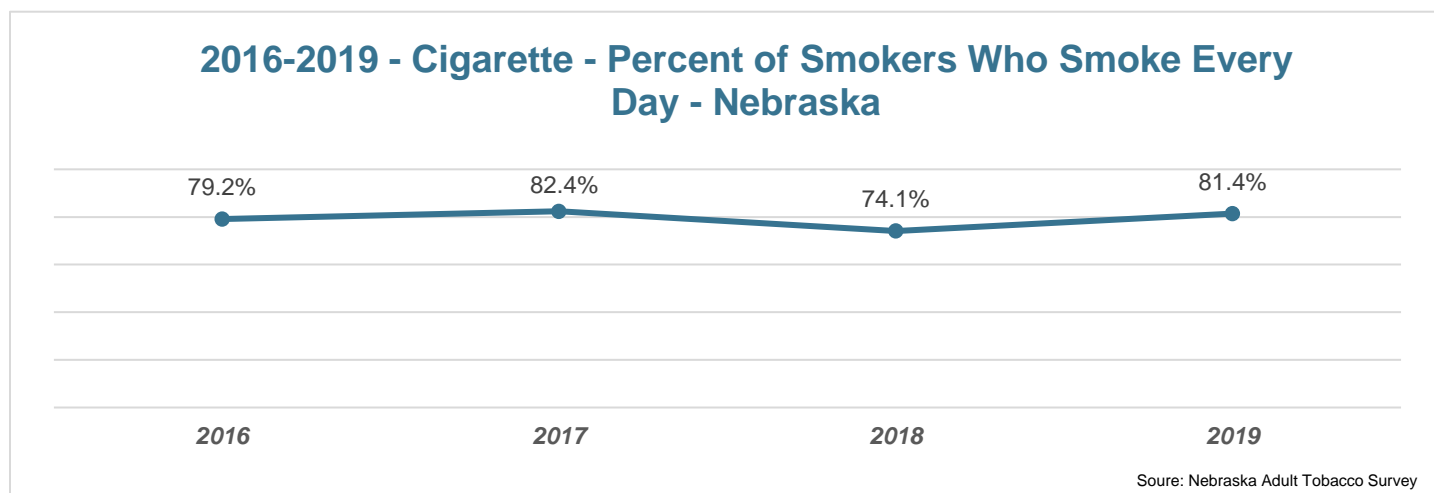
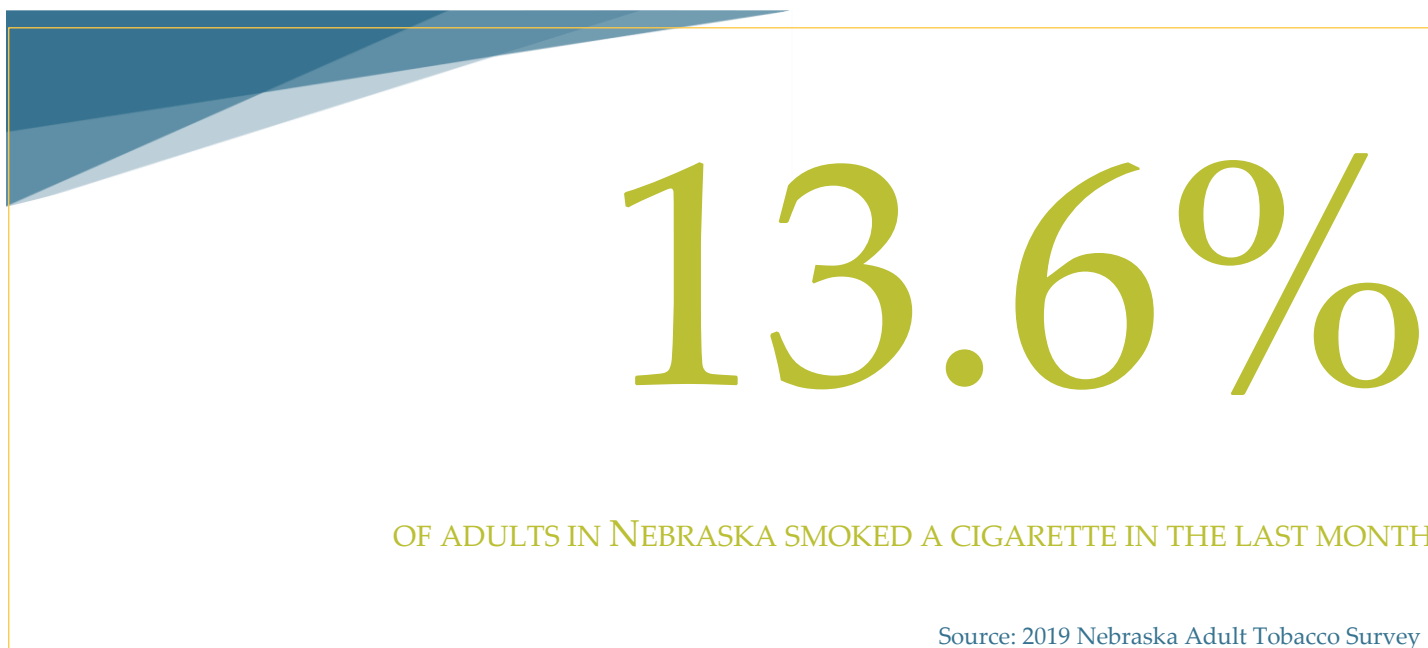
Tobacco Use Defined

TOBACCO FREE NEBRASKA (TFN) INCLUDES CIGARETTES, CIGARS, SMOKELESS TOBACCO, HOOKAH, AND E-CIGARETTES IN TOBACCO USE RATES. CURRENT TOBACCO USE IS DETERMINED BY USE WITHIN THE PAST 30 DAYS AND LIFETIME USE.

Use of Combustible Cigarettes by Adults

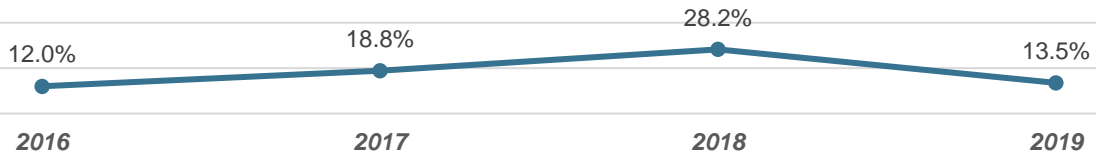


The number of adults indicating they smoke cigarettes every day increased from 9.9% in 2018 to 11.1% in 2019. There are fewer adults who indicated they smoke on some days in 2019 (2.5%) compared to 2018 (3.4%). The percentage of former smokers remained essentially unchanged at about one in four adults. The percentage of individuals who reported never having smoked increased from 58.6% in 2016 to 62.1% in 2019.



While the occasional use of cigarettes does exist with some cigarette smokers, most smoke every day (81.4%) in 2019.

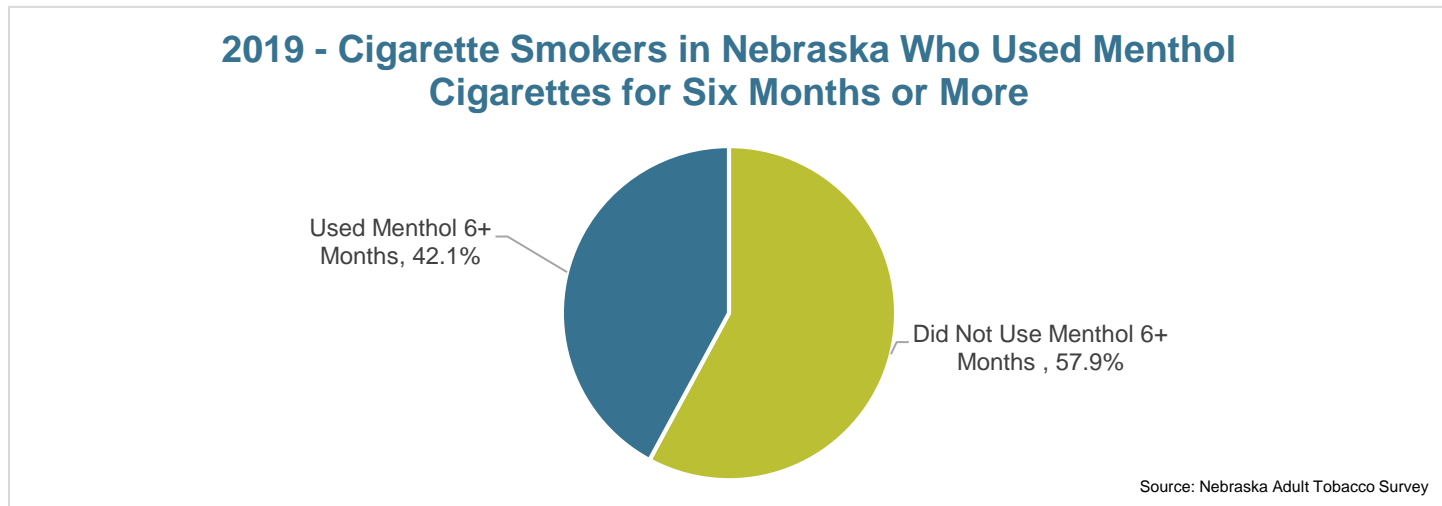
2016-2019 - Nicotine Dependence - How Soon After Waking Until First Cigarette - Nebraska



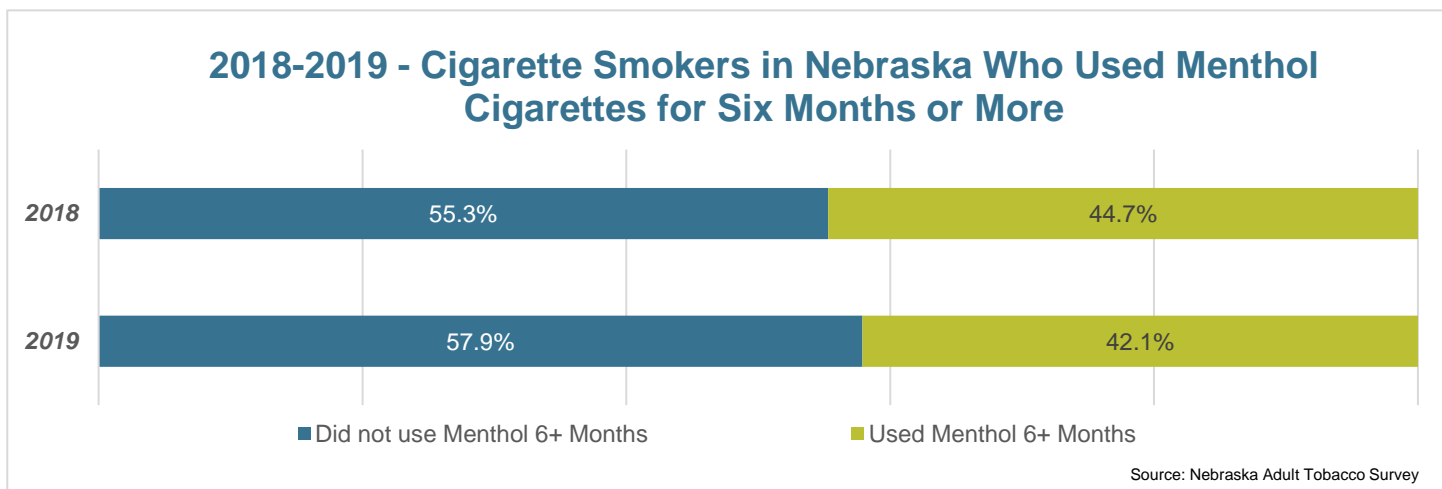
Source: Nebraska Adult Tobacco Survey

An indicator of the extent an individual is dependent on nicotine is the urgency with which they need nicotine after waking in the morning. In 2016, 12.0% of the respondents indicated they used their first cigarette within five minutes of waking. In 2018, that heavily-addicted population more than doubled to 28.2%, and dropped to 13.5% in 2019.

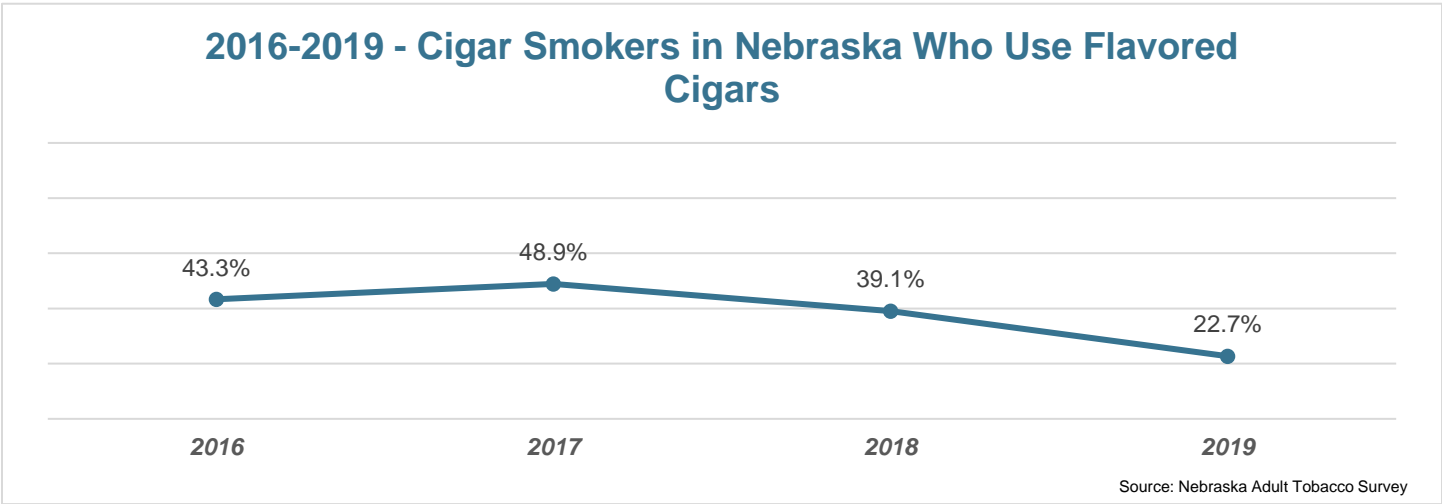
The Impact of Flavoring



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 2019, slightly more than two-fifths of respondents (42.1%) reported having smoked menthol cigarettes for six months or more.

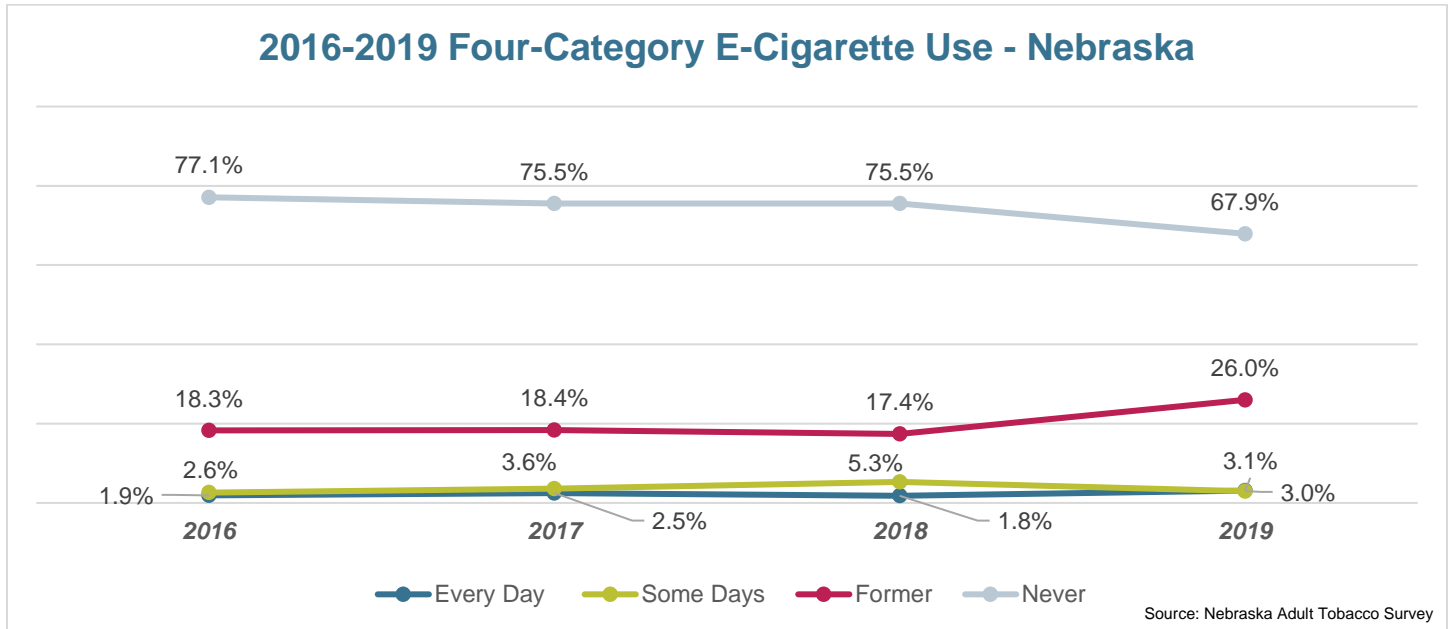


In 2019, there were slightly fewer cigarette smokers in Nebraska that used menthol cigarettes for six months or longer (42.1%) compared to 2018 (44.7%).

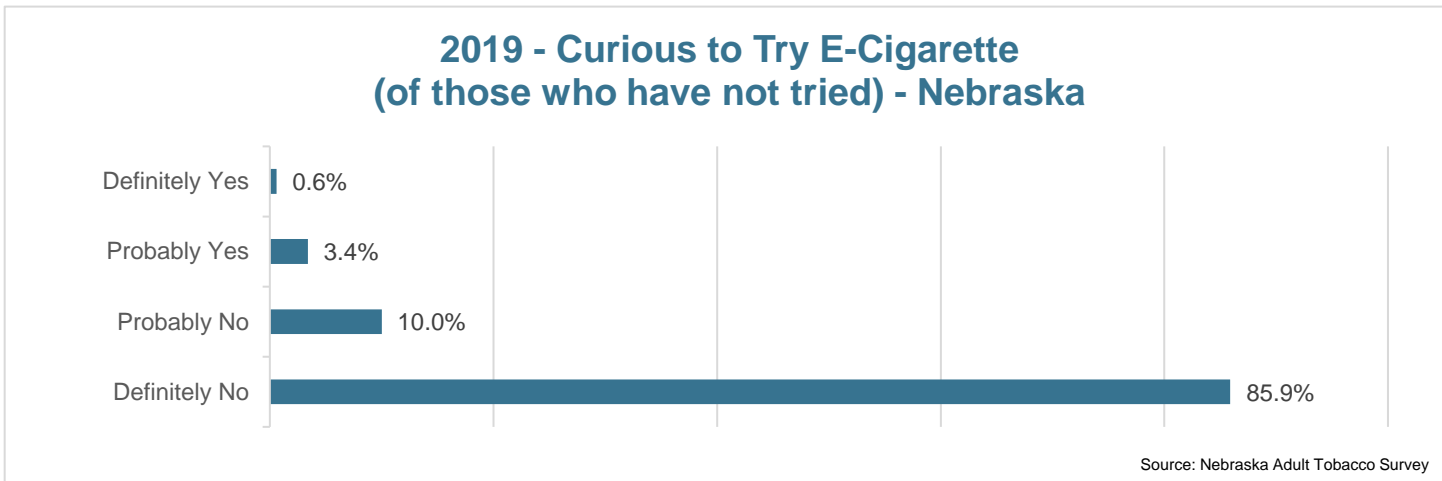
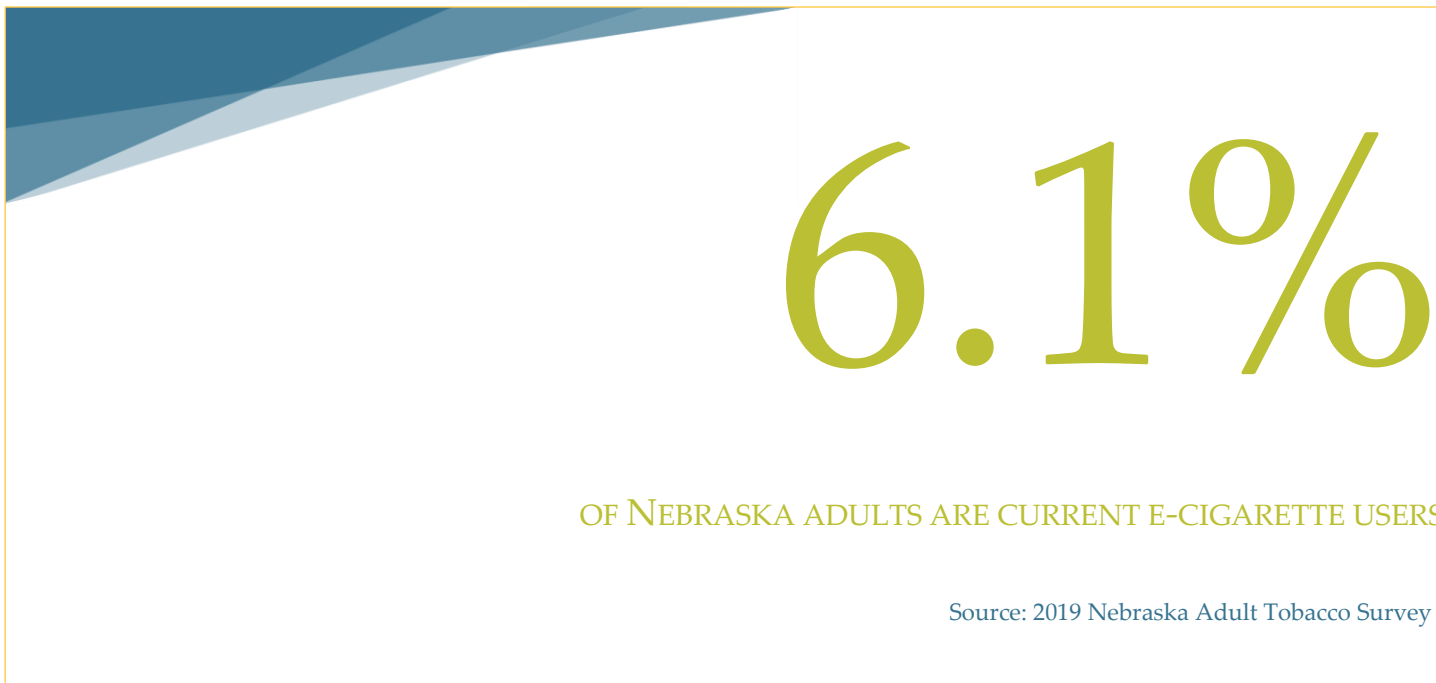


Since 2017, the proportion of cigar smokers in Nebraska who use flavored cigars continued to decrease, reaching a low point of 22.7% in 2019.

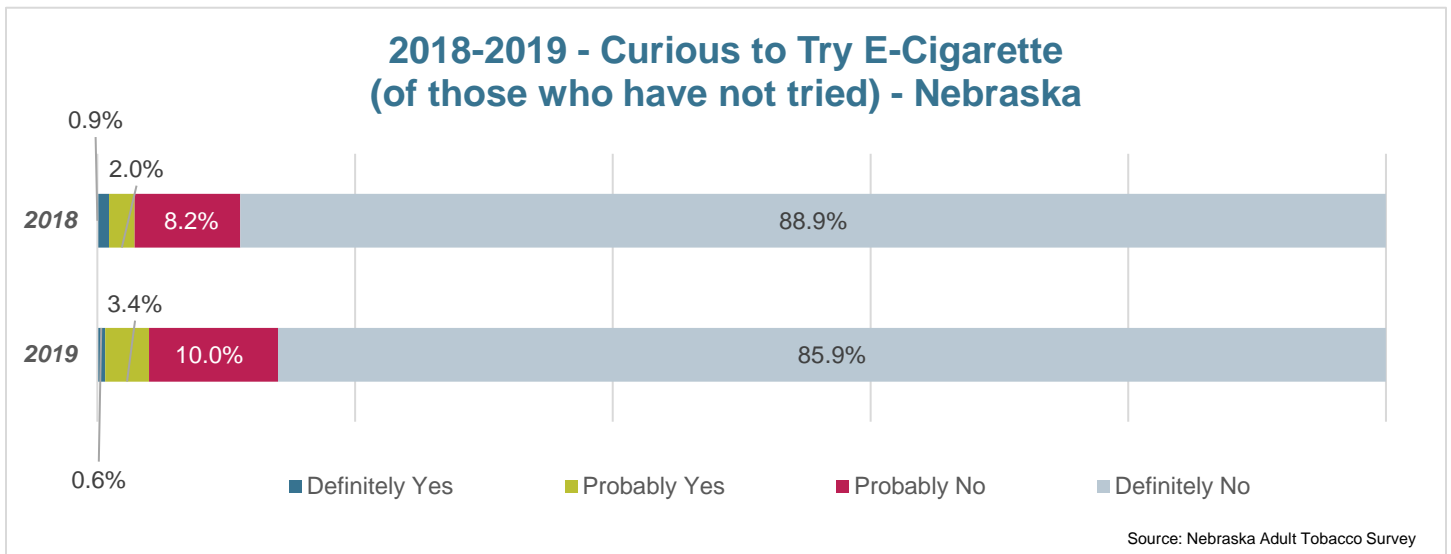
Use of E-Cigarettes and Other Electronic Systems



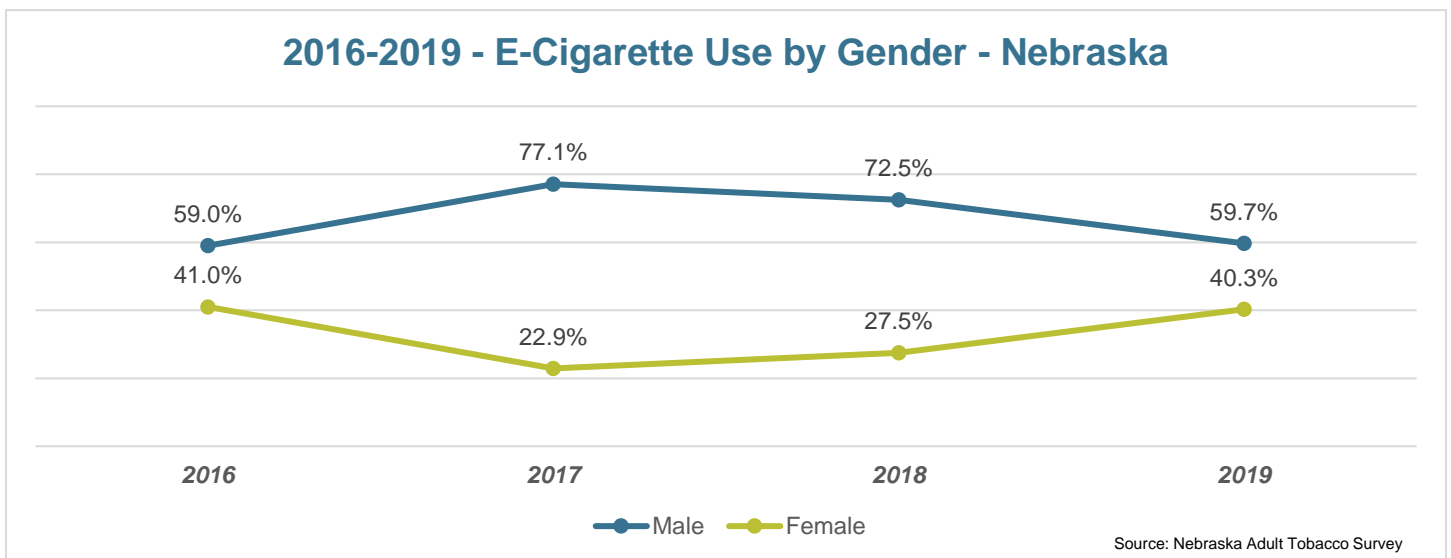
The categories of e-cigarette use remained stable overall over the measurement period. In 2019, there were fewer adults in Nebraska (67.9%) that reported having never used e-cigarettes in their lifetime. A little more than one-quarter of the population have stopped using e-cigarettes (26.0%). The percentages of those who used e-cigarettes every day (3.1%) or some days (3.0%) were very close in 2019.



Individuals who have not tried e-cigarettes reported a strong aversion to trying them. The majority of those who have never used e-cigarettes (85.9%) reported that they are definitely not curious about them, while an additional 10.0% indicated they probably are not. Only 4.0% indicated they remain curious to try. This group, who are curious but have not tried, are at-risk for future e-cigarette experimentation and use. Adults who do not use e-cigarettes are, on average, unlikely to start using them.



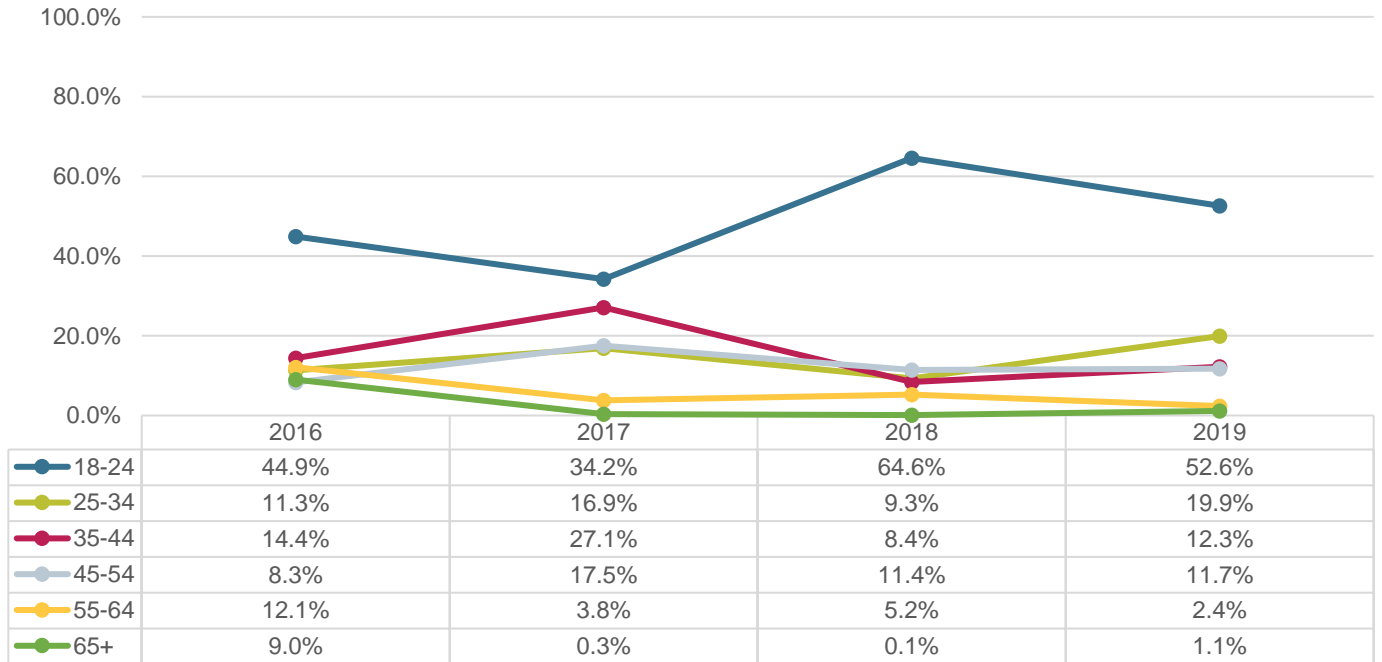
There were slightly more adults in 2018 that indicated they were probably or definitely not curious to try e-cigarettes (97.1%) than 2019 (95.9%).



The distribution of males vs. females that use e-cigarettes has changed.

When e-cigarette use was first measured with adults in 2016, the proportion of male vs. female e-cigarette users was separated by 18.0 points (with e-cigarette users being 59.0% male vs 41.0% female). In 2017 and continuing into 2018, the proportion shifted with e-cigarette users being approximately three-quarters male and one-quarter female. In 2019, such proportion is no longer present and approaches the 2016 distribution with 59.7% male and 40.3% female e-cigarette users.

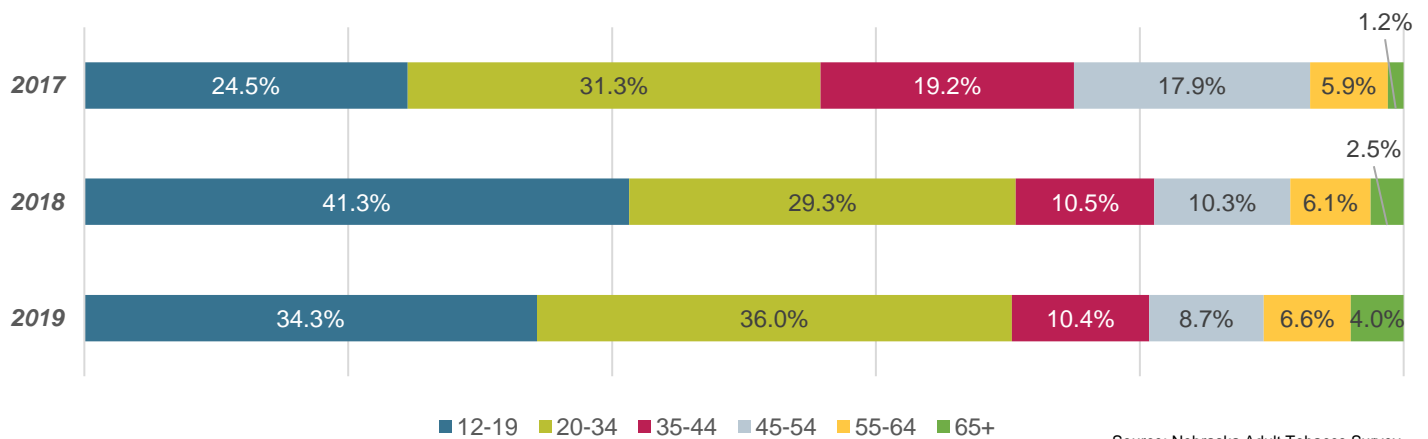
2016-2019 - E-Cigarettes Use by Age Category - Nebraska (percent of all e-cigarette users in each age category)



Source: Nebraska Adult Tobacco Survey

The use of e-cigarettes is almost exclusively a young-adult activity. Young adults aged 18 to 34 accounted for more than half of the population in 2016 (56.2%) and 2017 (51.1%), and this rose to 73.9% in 2018 and 72.5% in 2019. While a small percent of adults in the 55-to-64 age group use e-cigarettes, very few individuals in the 65+ age group reported doing so.

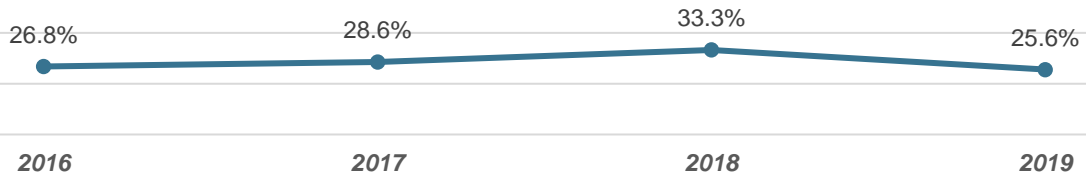
2017-2019 - Age When Lifetime E-cigarette Users First Tried an E-cigarette - Nebraska



Source: Nebraska Adult Tobacco Survey

E-cigarette users in Nebraska are more likely to first try an e-cigarette at a younger age. In 2017, 55.8% of adults indicated that they tried their first e-cigarette before or at the age of 34, and this percentage was above 70.0% in both 2018 (70.6%) and 2019 (70.3%).

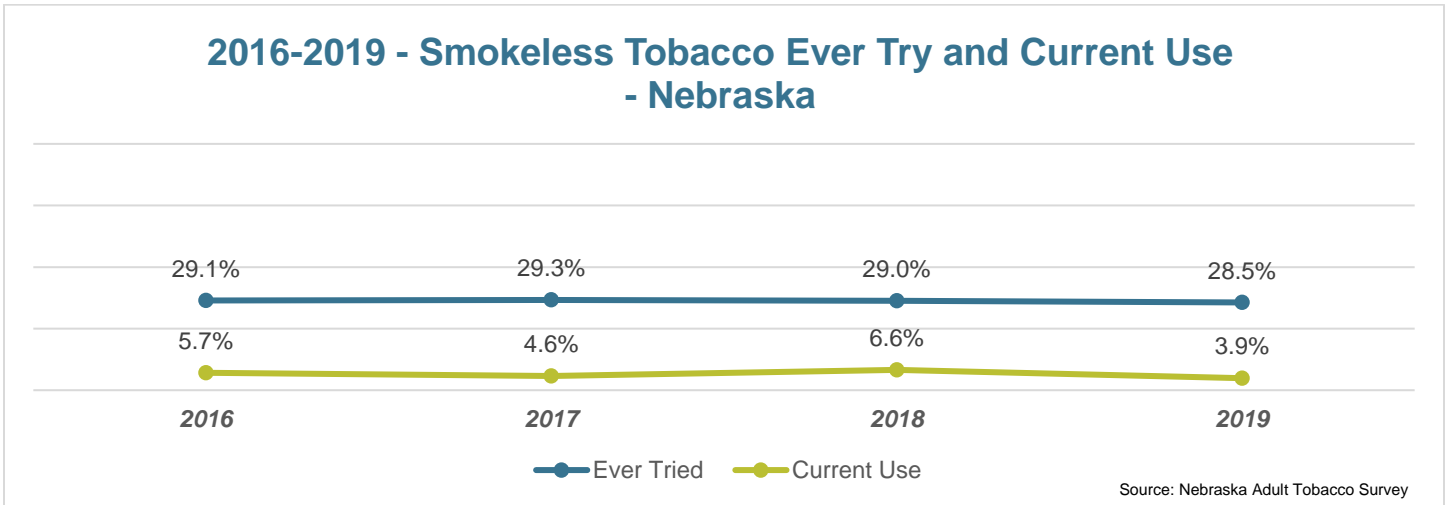
2016-2019 - Used E-Cigarette in Place Where Smoking Is Not Allowed - Nebraska



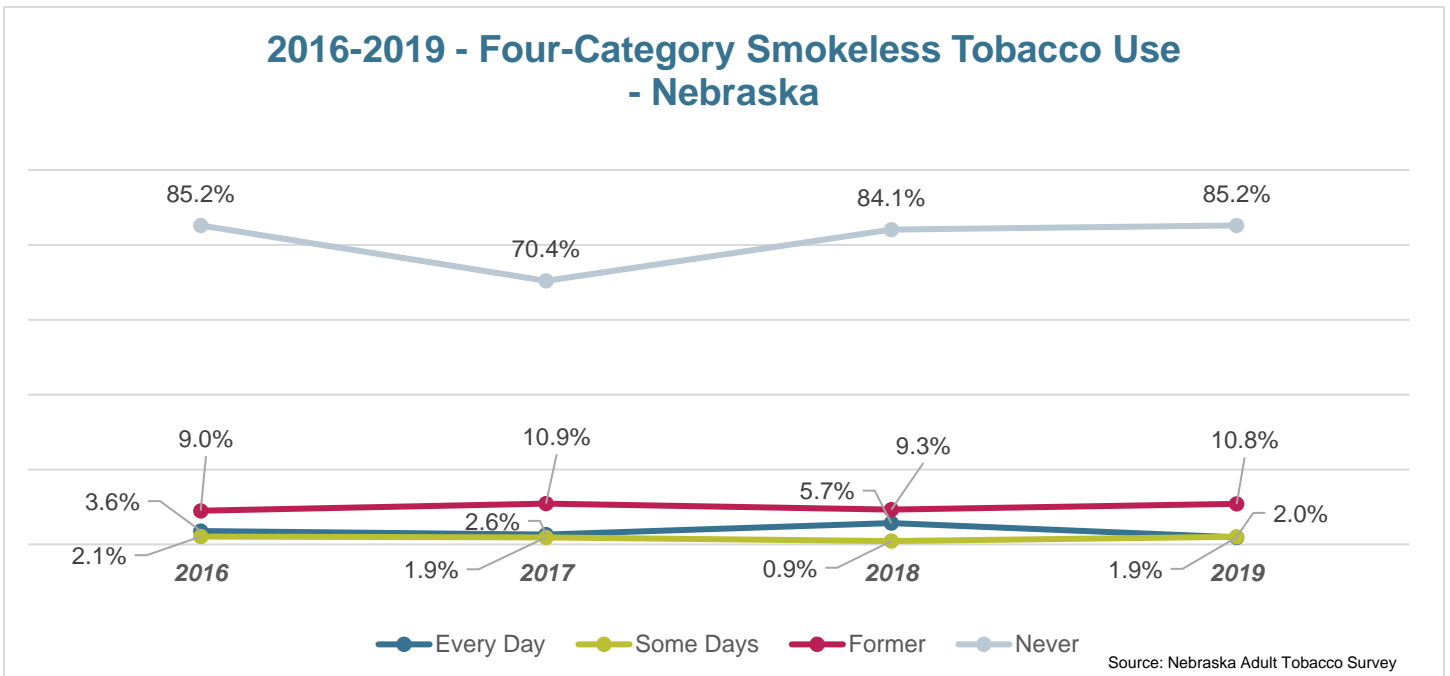
Source: Nebraska Adult Tobacco Survey

Users of e-cigarettes sometimes use the product in a place where smoking is not allowed. When first widely marketed, some e-cigarette companies promoted this as a benefit of the device. In 2019, slightly over one-quarter of e-cigarette users (25.6%) reported doing this.

The Use of Smokeless Tobacco by Adults



The proportion of respondents reporting having ever tried smokeless tobacco remains consistent over time. In 2019, 3.9% indicated current smokeless tobacco use, a decrease from 6.6% in 2018.



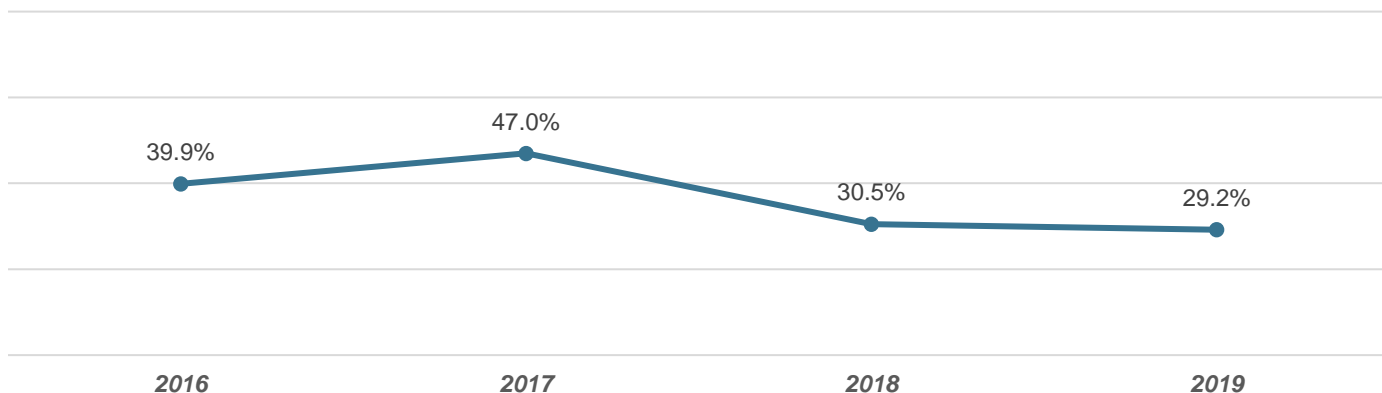
2019 had the smallest percent of respondents who indicated using smokeless tobacco on a daily basis (2.0%). While a relatively small number of people, smokeless tobacco is a well-defined group. Smokeless tobacco users are almost entirely male and predominantly residents of rural counties.

3.9%

OF NEBRASKA ADULTS ARE CURRENT USERS OF SMOKELESS TOBACCO

Source: 2019 Nebraska Adult Tobacco Survey

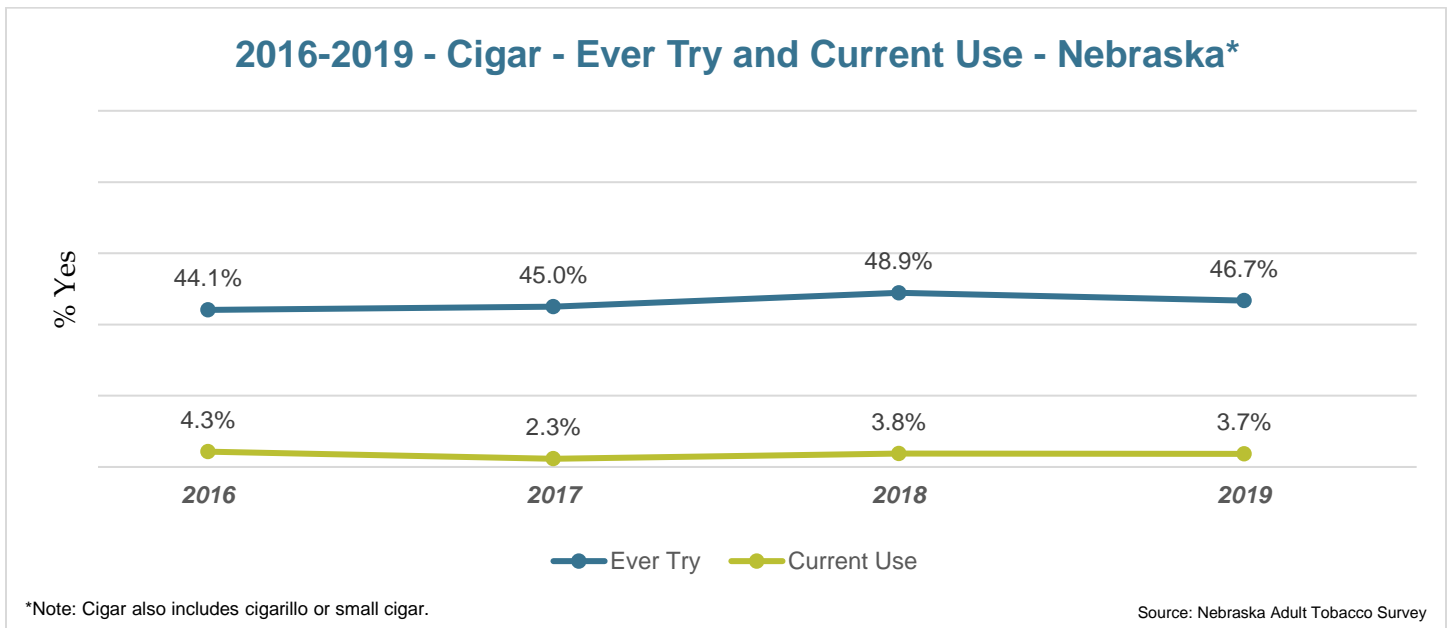
2016-2019 - Use of Smokeless Tobacco Where Smoking Is Not Allowed - Nebraska



Source: Nebraska Adult Tobacco Survey

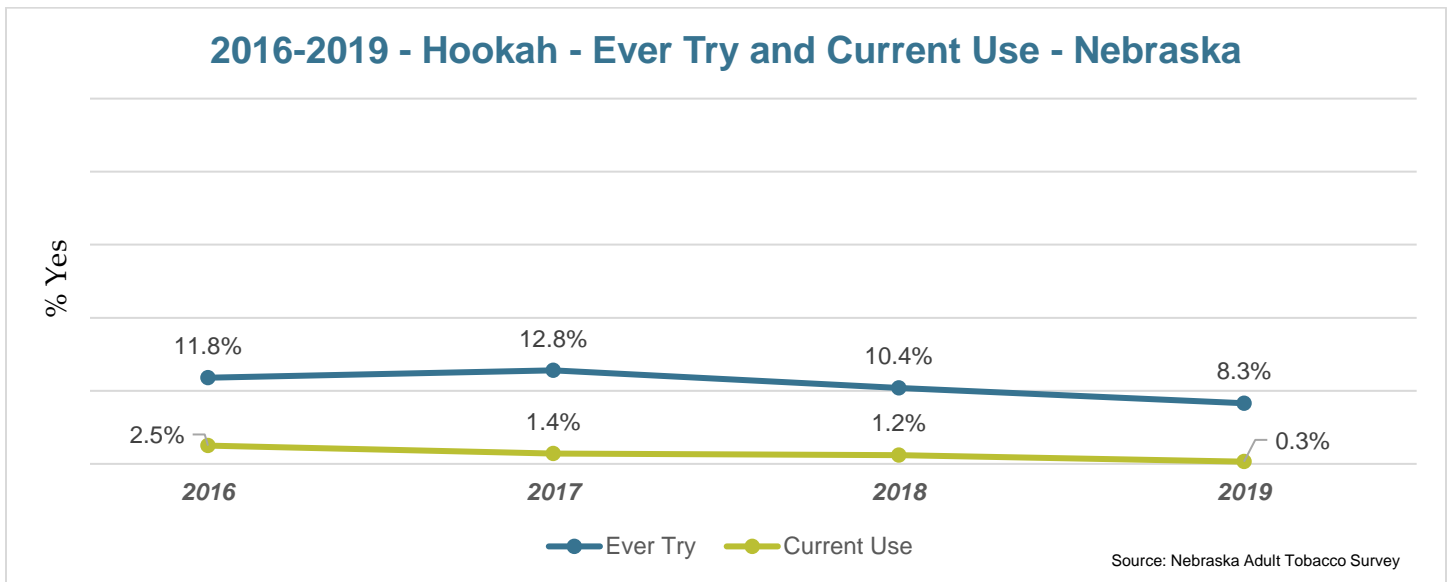
The Adult Tobacco Survey asks individuals if they use smokeless tobacco because its use can be concealed compared to a product that creates smoke or aerosol. In 2019, 29.2% of respondents said they do. This continued to decrease in 2018 and 2019, and is nearly three-fifths (29.2%) what it was in 2017 (47.0%).

The Use of Cigars by Adults in Nebraska



As shown in the figure above, each year nearly half of the adult population reported that they have tried a cigar, but only a small proportion reported smoking cigars in the last 30 days.

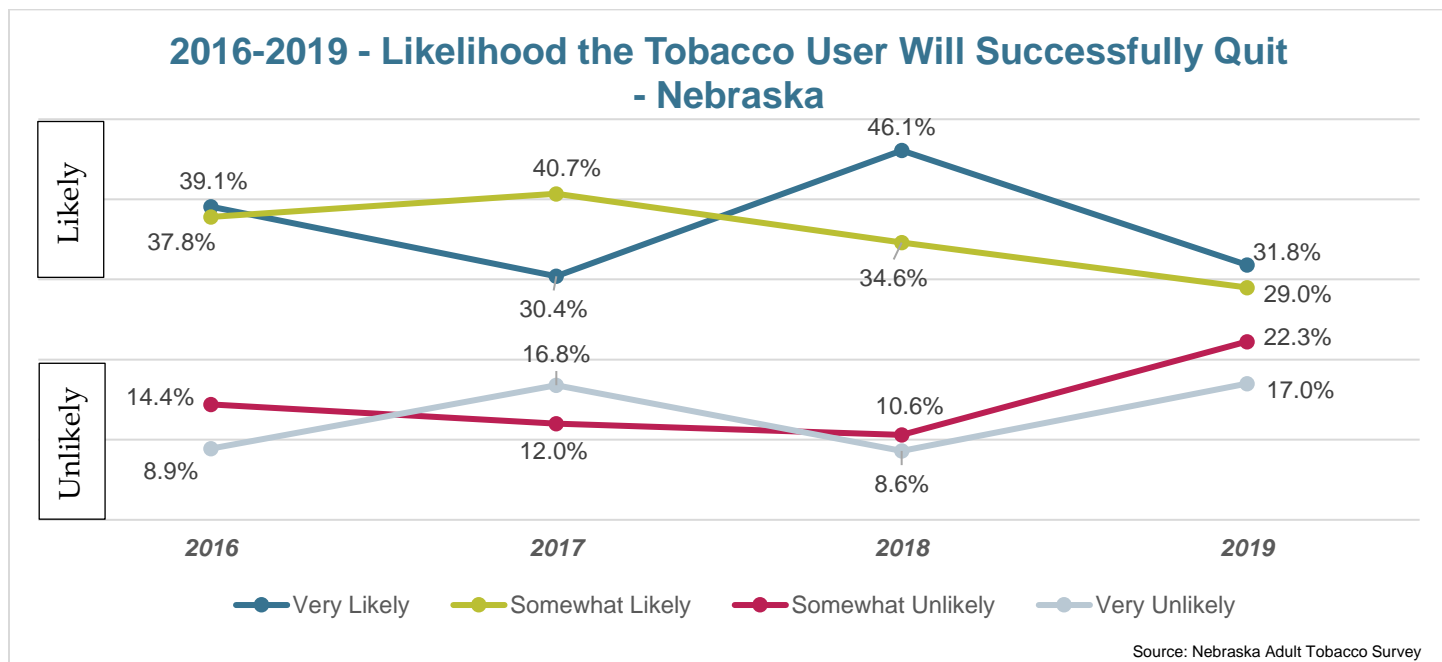
The Use of Hookah by Adults in Nebraska



The percentage of adults that have ever used a hookah to smoke tobacco has decreased since 2017. In 2019, 8.3% of the respondents reported they have ever tried a hookah in their lifetime, and only 0.3% of the adult population currently use a hookah.

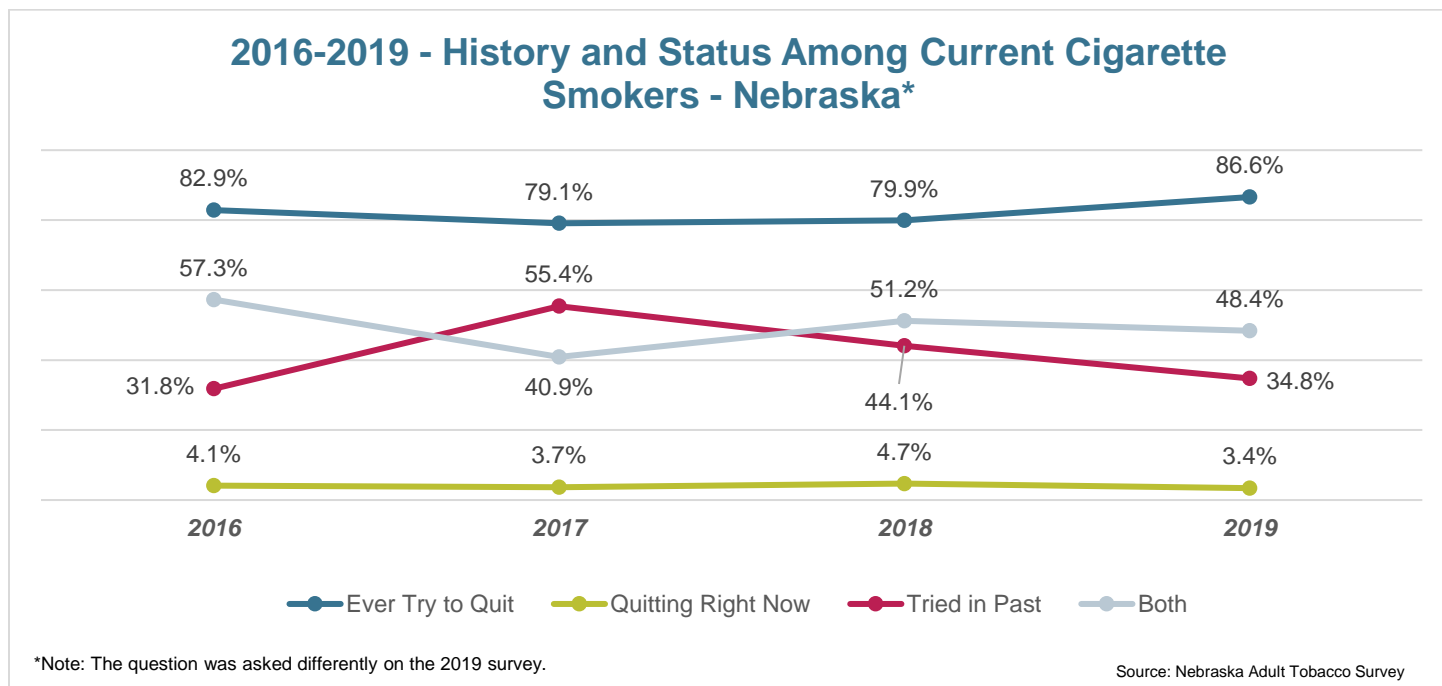
Tobacco Cessation

Helping tobacco users break their dependence on nicotine is an essential component in the public health fight against the devastating effects of tobacco use.

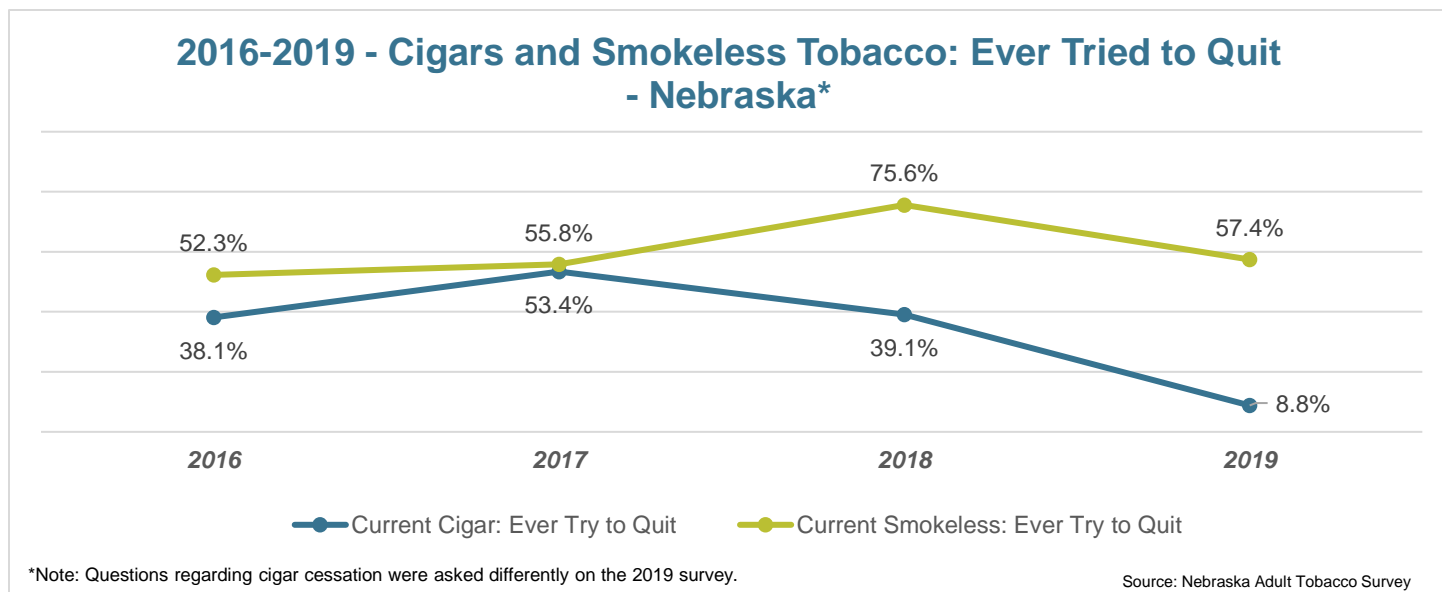


In 2019, the percentage of respondents who think they will very likely quit smoking successfully dropped from 46.1% in 2018 to 31.8% in 2019, and those who reported somewhat or very unlikely increased from 10.6% to 22.3%, and 8.6% to 17.0%, respectively.

History of Quit Attempts

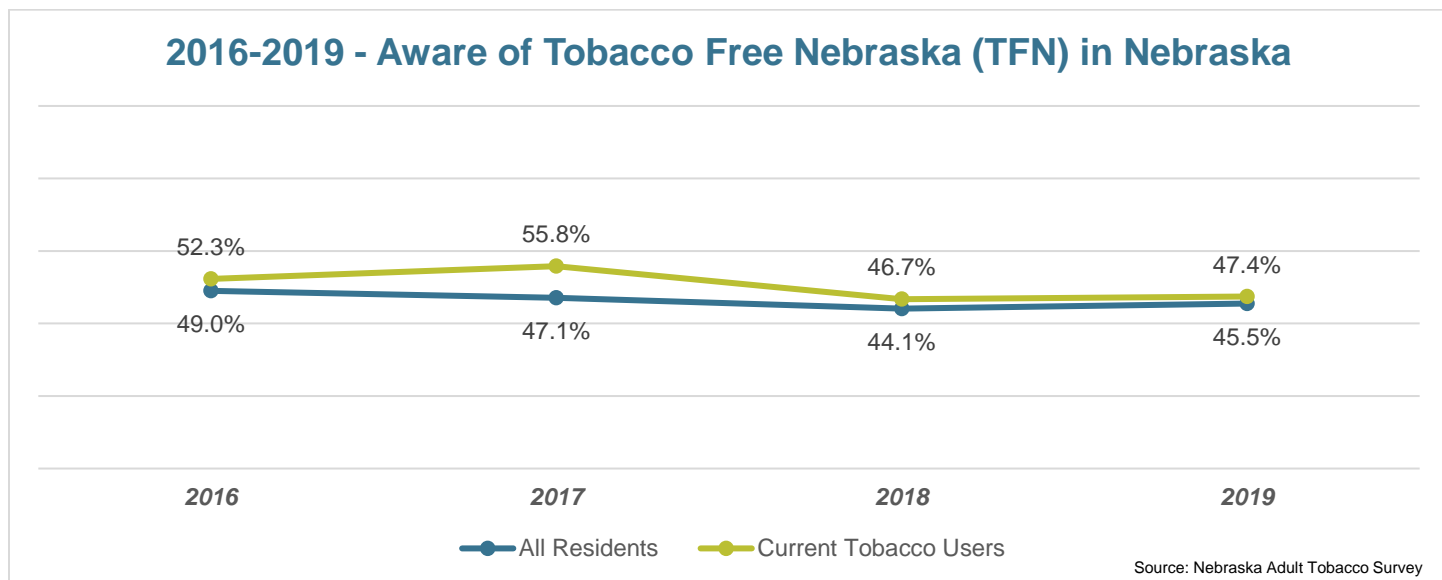


The cigarette smoking population has historically tried to quit and many are actively trying to quit. Each year, a large percentage of respondents indicated they have ever tried to quit cigarette smoking. In 2019, nearly half of the cigarette smokers (48.4%) reported they have both tried to quit in the past and are currently trying to quit.



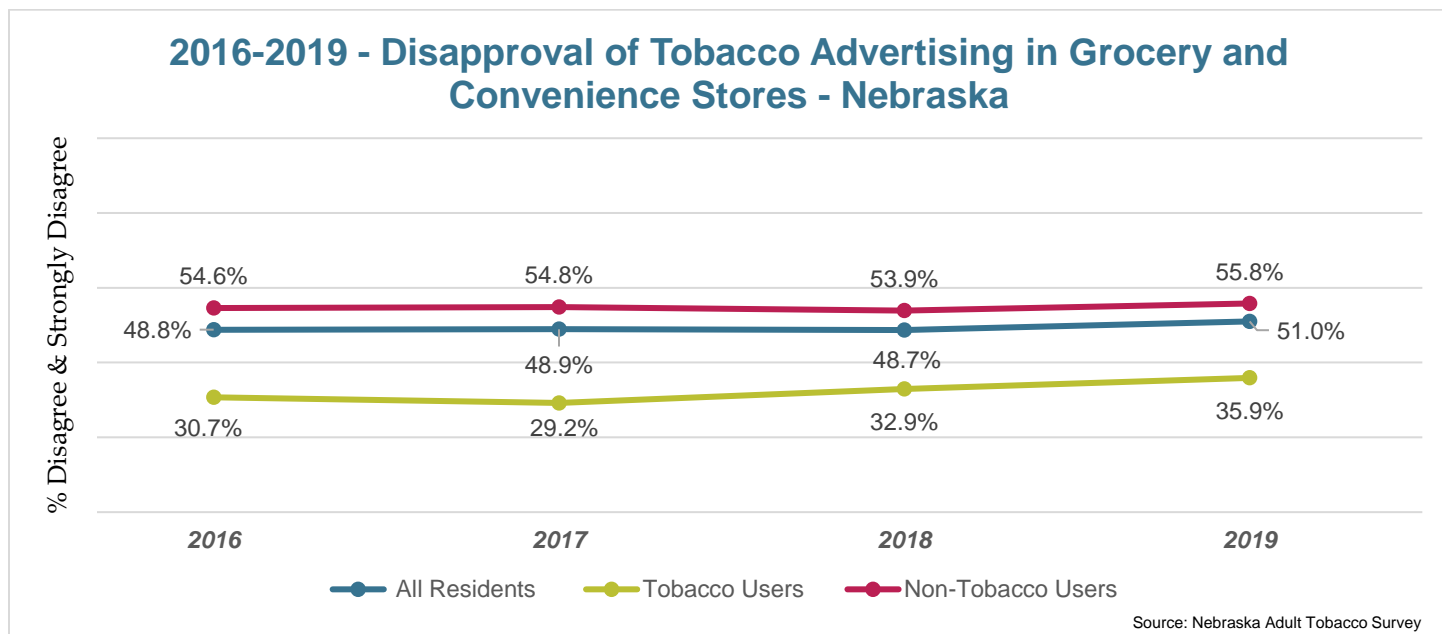
The rate of cessation attempts for smokeless tobacco users has decreased from 75.6% in 2018 to 57.4% in 2019. In addition, the rate for quit attempts among cigar users has decreased from 39.1% in 2018 to 8.8% in 2019. Please note that questions were asked differently regarding cigar cessation attempts in 2019.

Awareness of Tobacco Free Nebraska

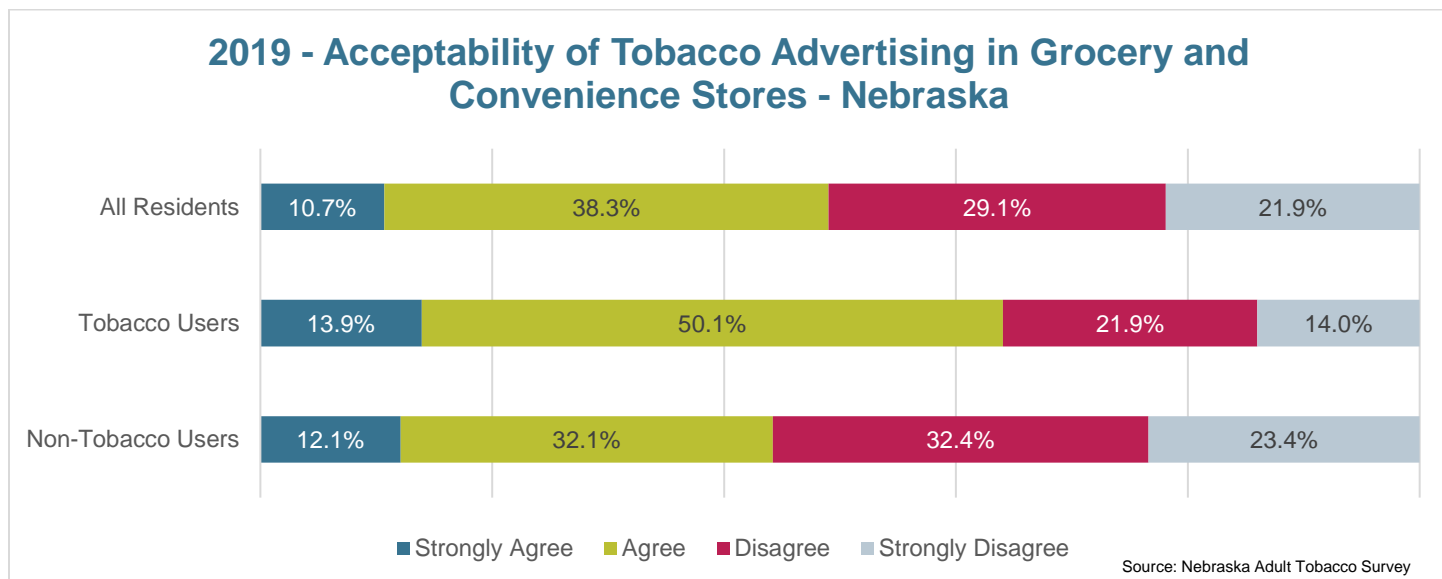


When asked if the respondent is aware of Tobacco Free Nebraska (TFN), each year tobacco users were slightly more likely to be aware compared to all Nebraska residents. While the biggest gap was found in 2017 (8.7% difference), it went down to only 1.9% in 2019.

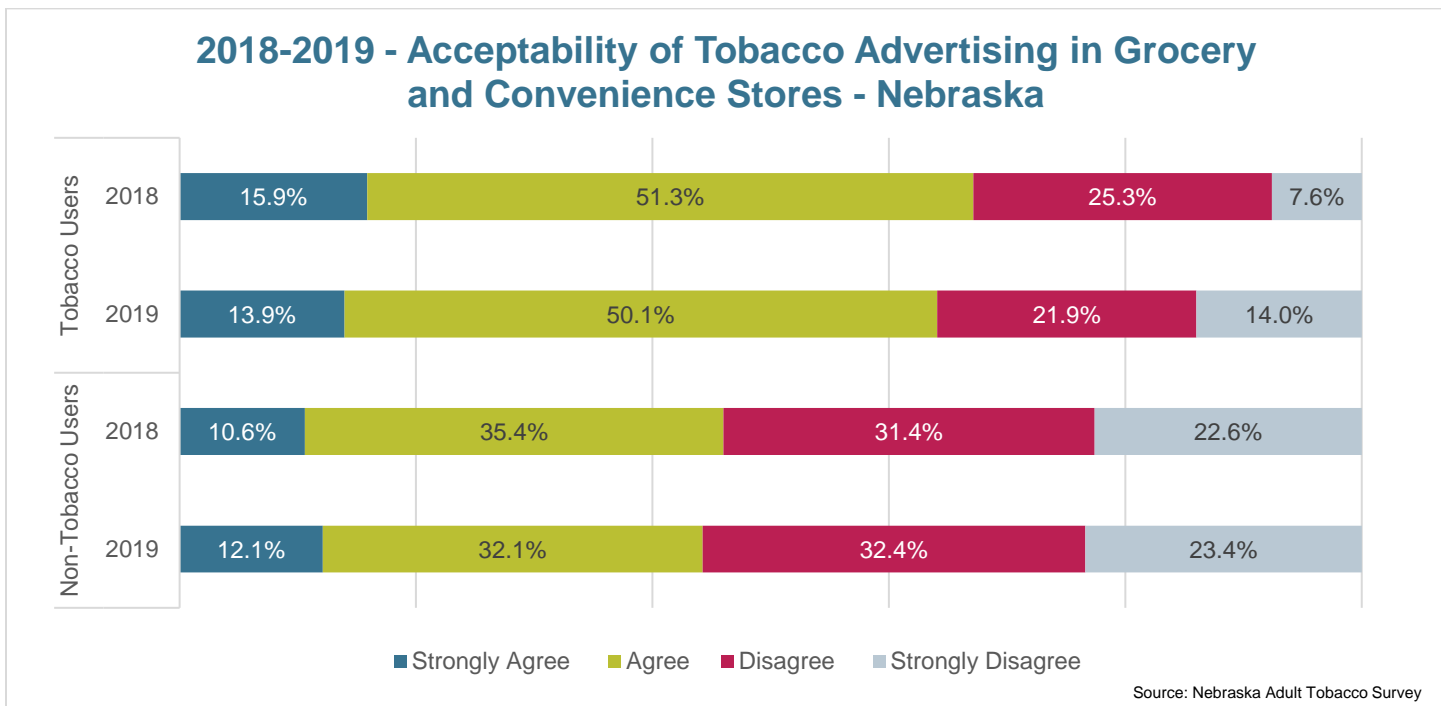
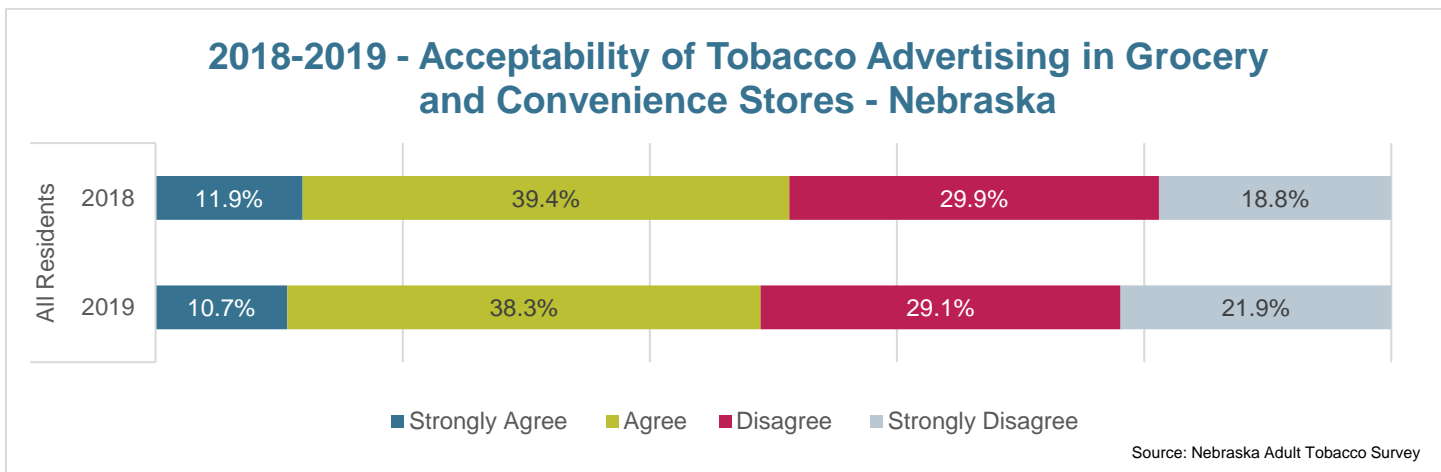
Tobacco Retail Environment



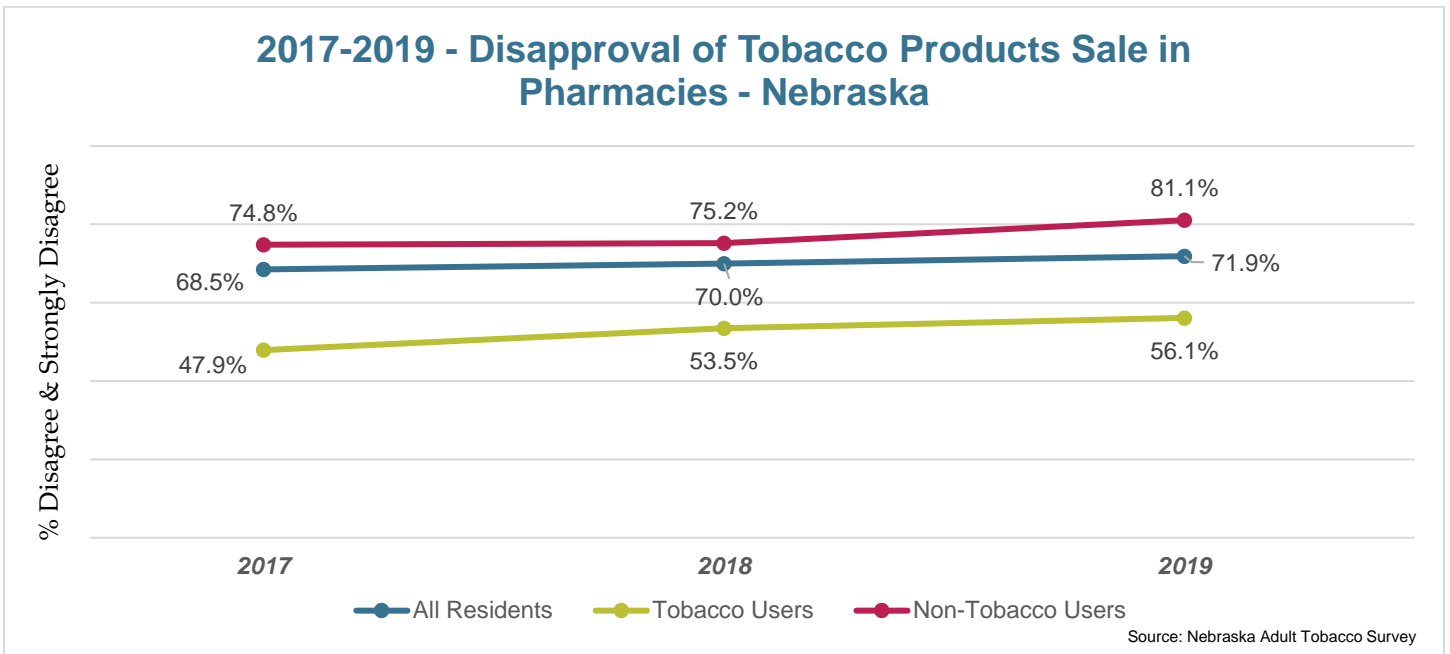
The percentage of people who believe tobacco advertising in grocery and convenience stores is acceptable has remained almost unchanged over time. Each year, more than half of the non-tobacco users disagreed or strongly disagreed that tobacco advertising in grocery and convenience stores is acceptable, which was closely followed by the rate of all residents. In 2019, more tobacco users reported disapproval of such advertising (35.9%).



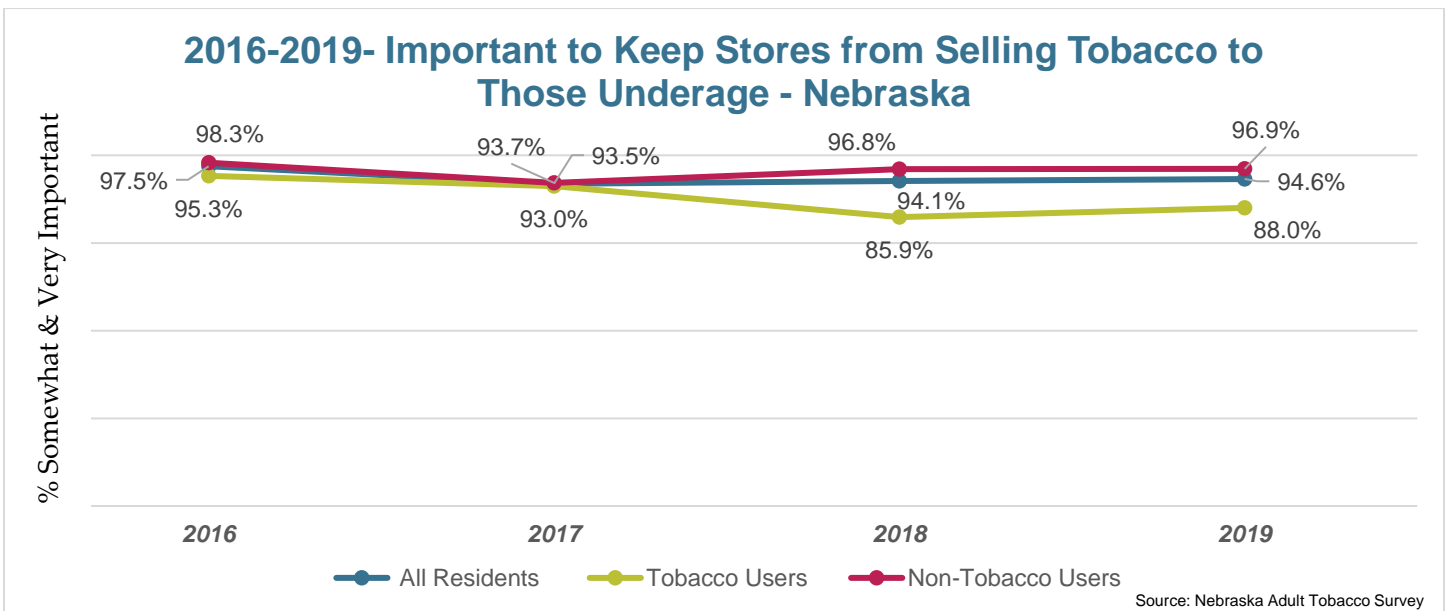
In 2019, more than half of Nebraskans (51.0%) disagree, or strongly disagree with the statement, “Tobacco advertising is acceptable in grocery and convenience stores.”



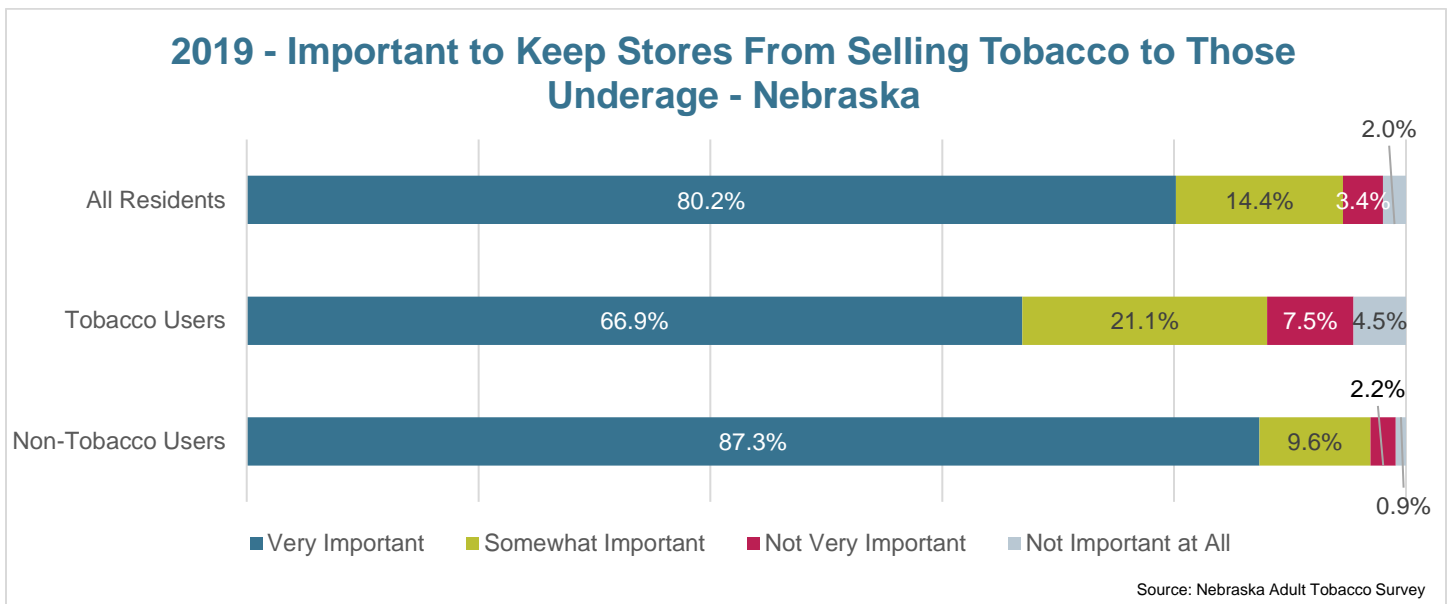
The figure above demonstrates that in 2019 tobacco users were more likely to strongly disagree (14.0%) with tobacco advertising in grocery and convenience stores than in 2018 (7.6%).



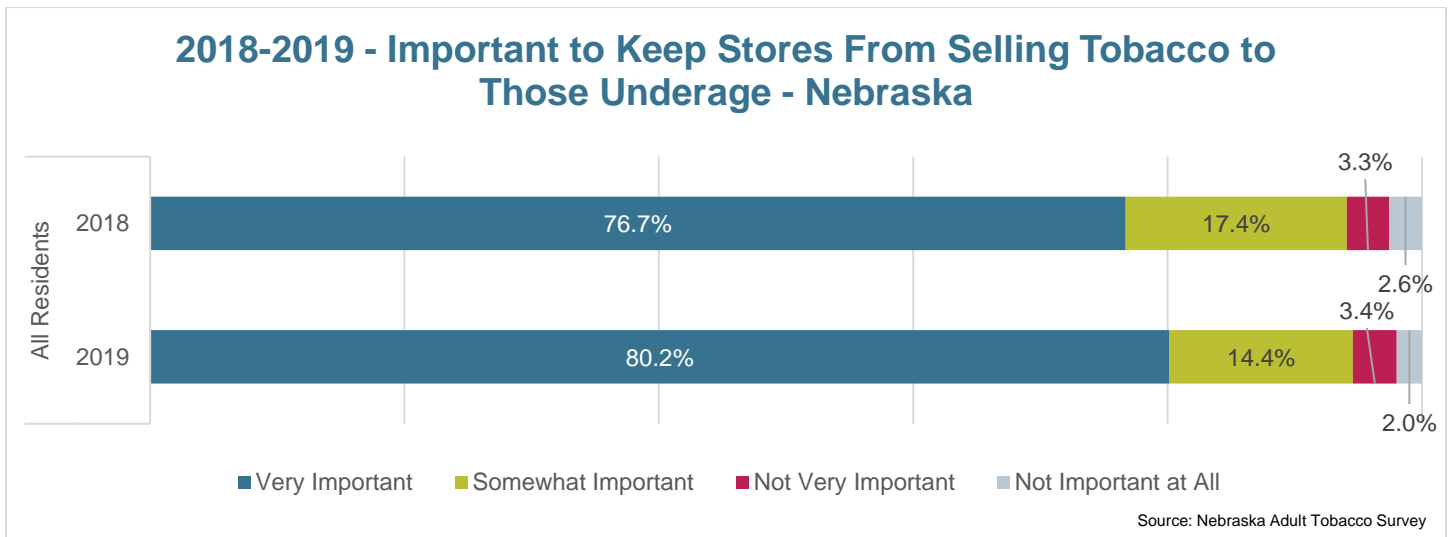
As seen in the figure above, an increasing amount of respondents, regardless of their group status, disagree or strongly disagree with the sale of tobacco products in pharmacies from 2017 to 2019.

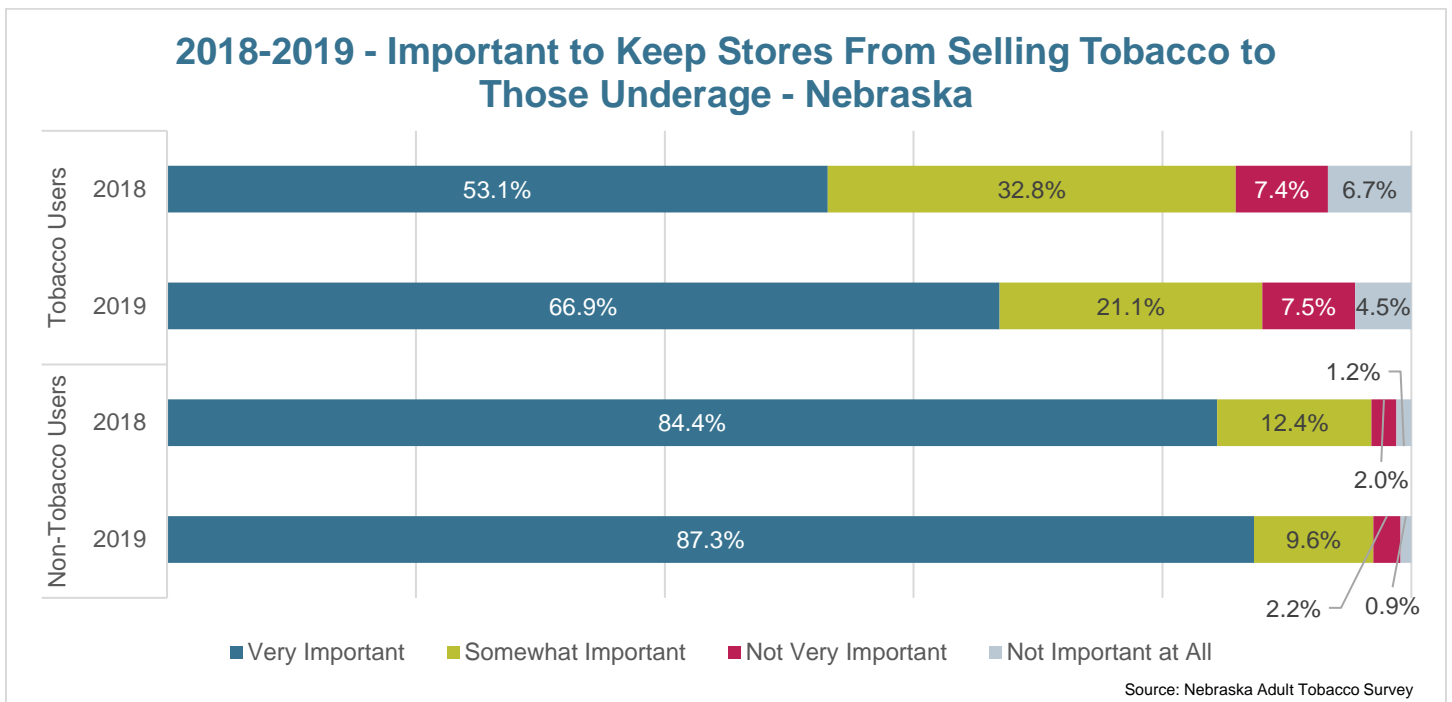


The majority of respondents (94.6%) think it is important to keep stores from selling tobacco to those who are underage in Nebraska.

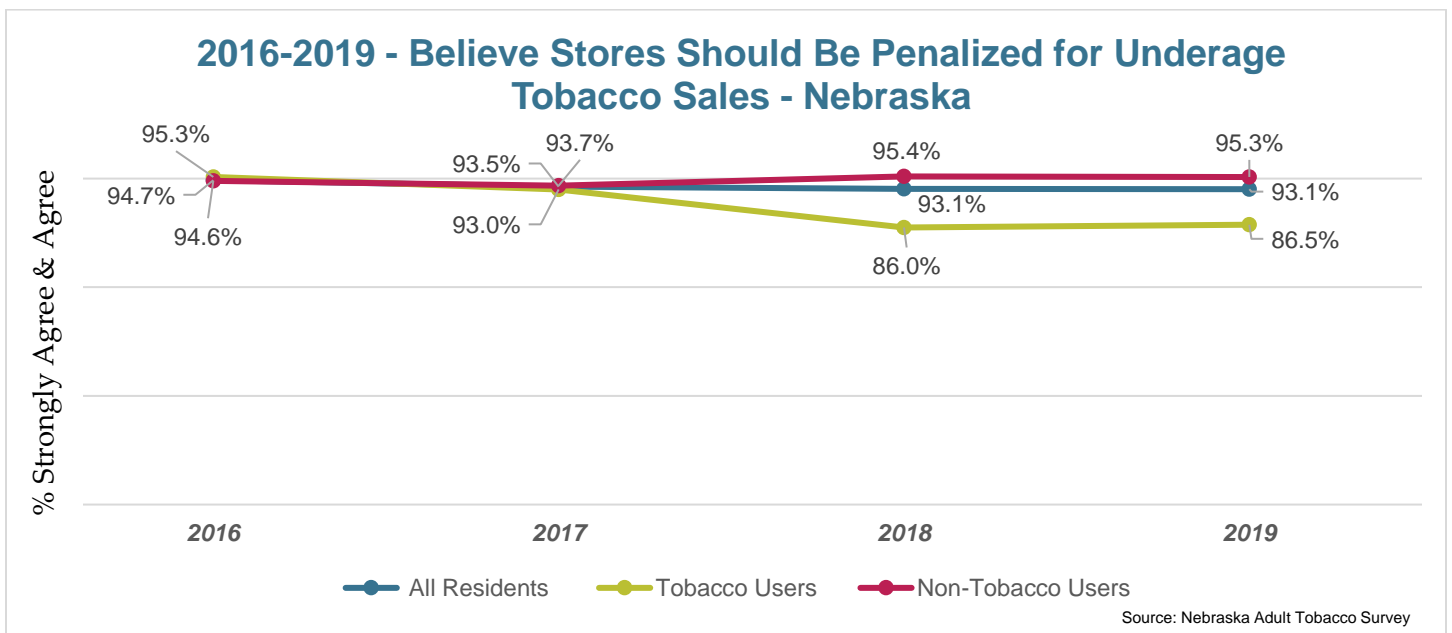


There is very solid support for preventing stores from selling tobacco to underage individuals. More than 90% of respondents agreed it was very important or somewhat important, with more than 85% of those who currently use tobacco products expressing the same opinion. Nearly 97% of non-tobacco users believe it is very or somewhat important to keep stores from selling tobacco to underage individuals.

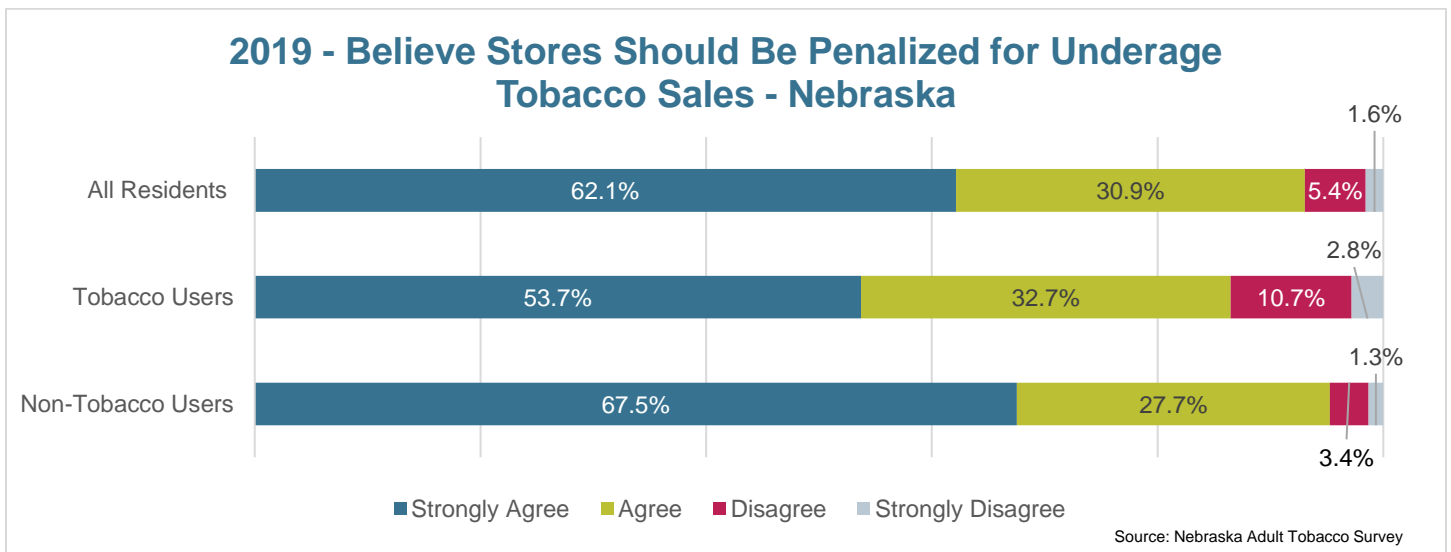




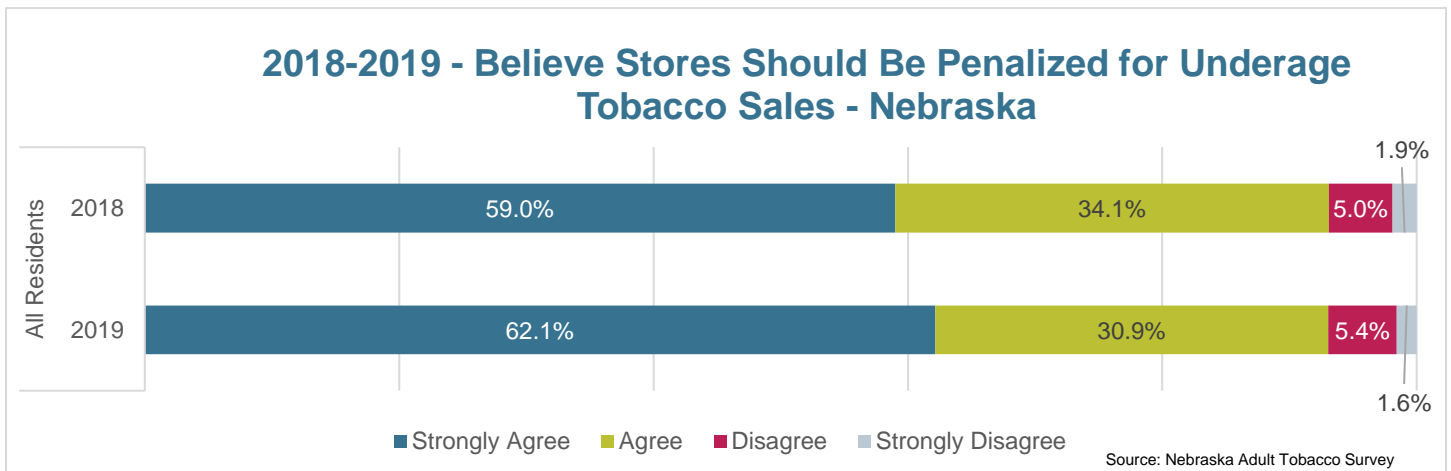
While the percentage of tobacco users responding “very important” or “somewhat important” for tobacco users was similar in 2018 (85.9%) and 2019 (88.0%), there were more tobacco users who indicated that it is very important to keep stores from doing so in 2019 (66.9%) compared to 2018 (53.1%).

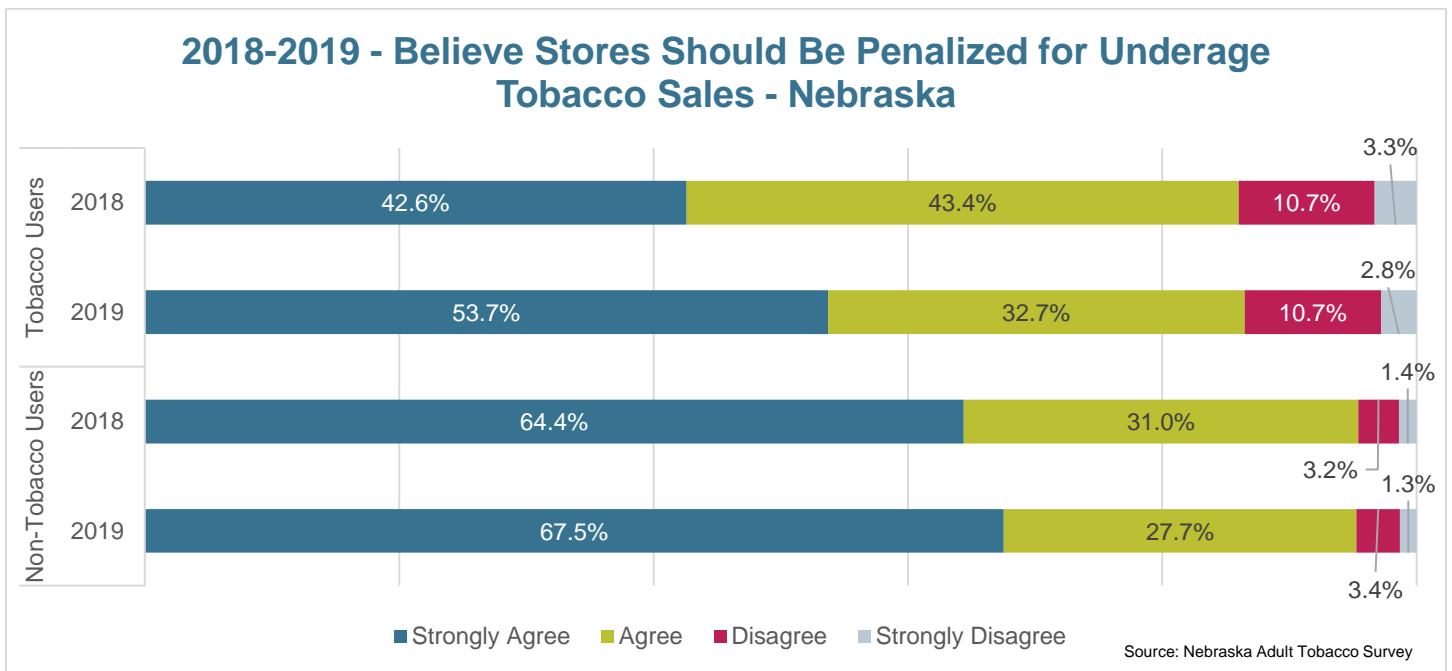


In 2019, most Nebraskans (93.1%) believe stores should be penalized for underage tobacco sales.

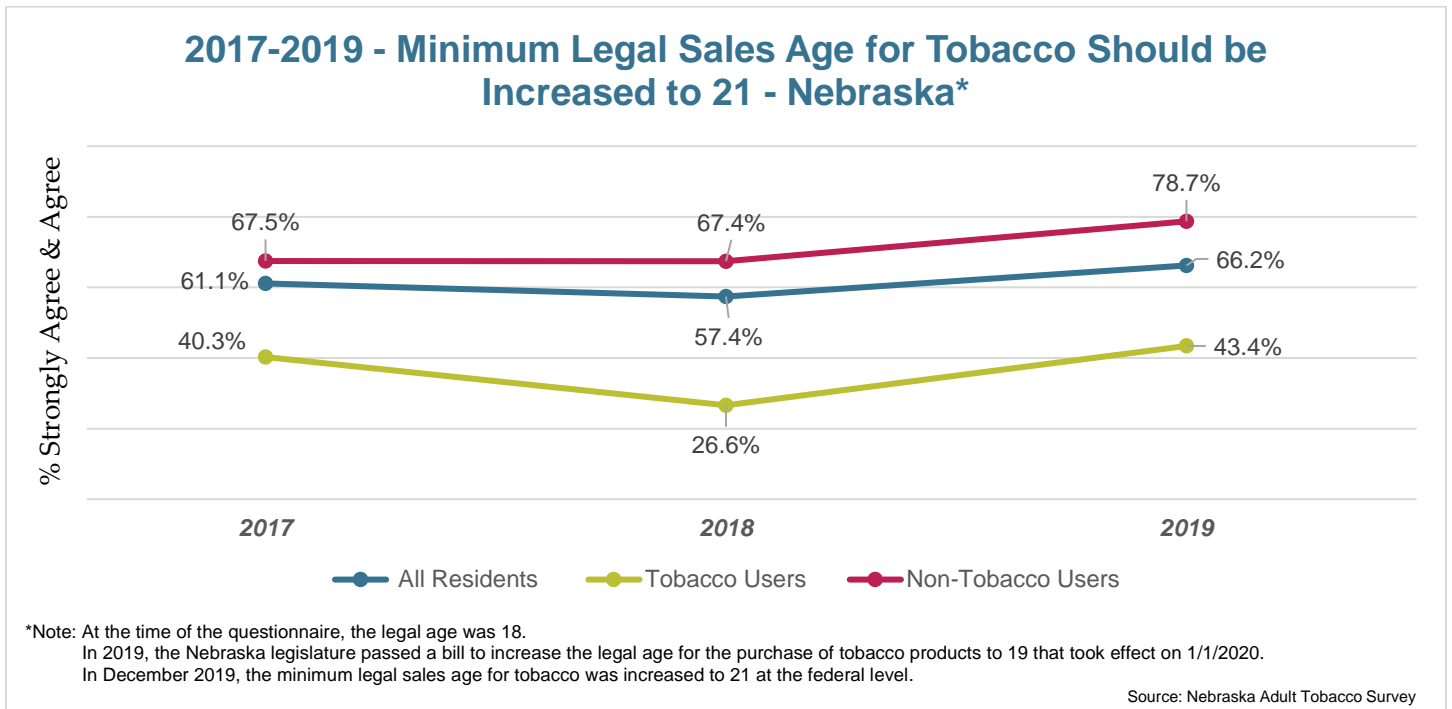


Non-tobacco users were most likely to hold a strong opinion against sales of tobacco to underage individuals (67.5%) compared to all residents (62.1%) and tobacco users (53.7%). More than half of the tobacco users (53.7%) strongly agreed on penalization of stores selling tobacco to underage individuals.



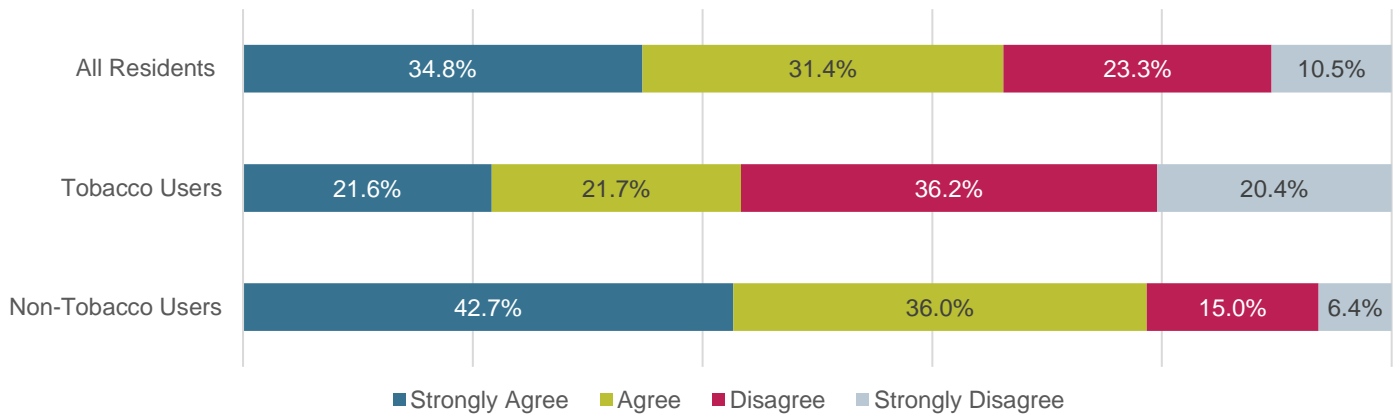


While the combined percentage of “strongly agree” and “agree” remained consistent among tobacco users between 2018 and 2019, there were 11.1% more tobacco users that strongly agreed that stores should be penalized for underage tobacco sales in 2019 (53.7%) compared to 2018 (42.6%).



As seen in the figure above, while some noticeable decreases were found in 2018 compared to 2017, the percentage of respondents agreeing or strongly agreeing that minimum legal sales age for tobacco should be increased to 21 increased markedly in 2019 regardless of the group status.

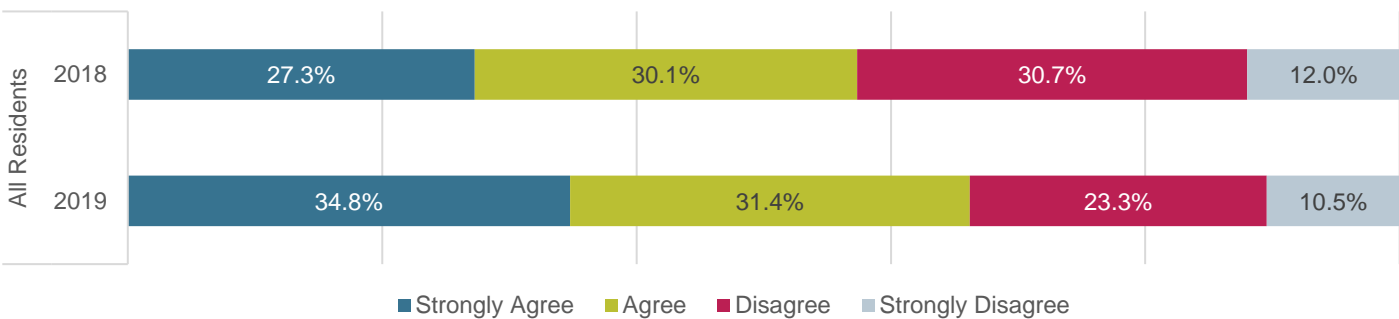
2019 - Minimum Legal Sales Age for Tobacco Should Be Increased to 21 - Nebraska*



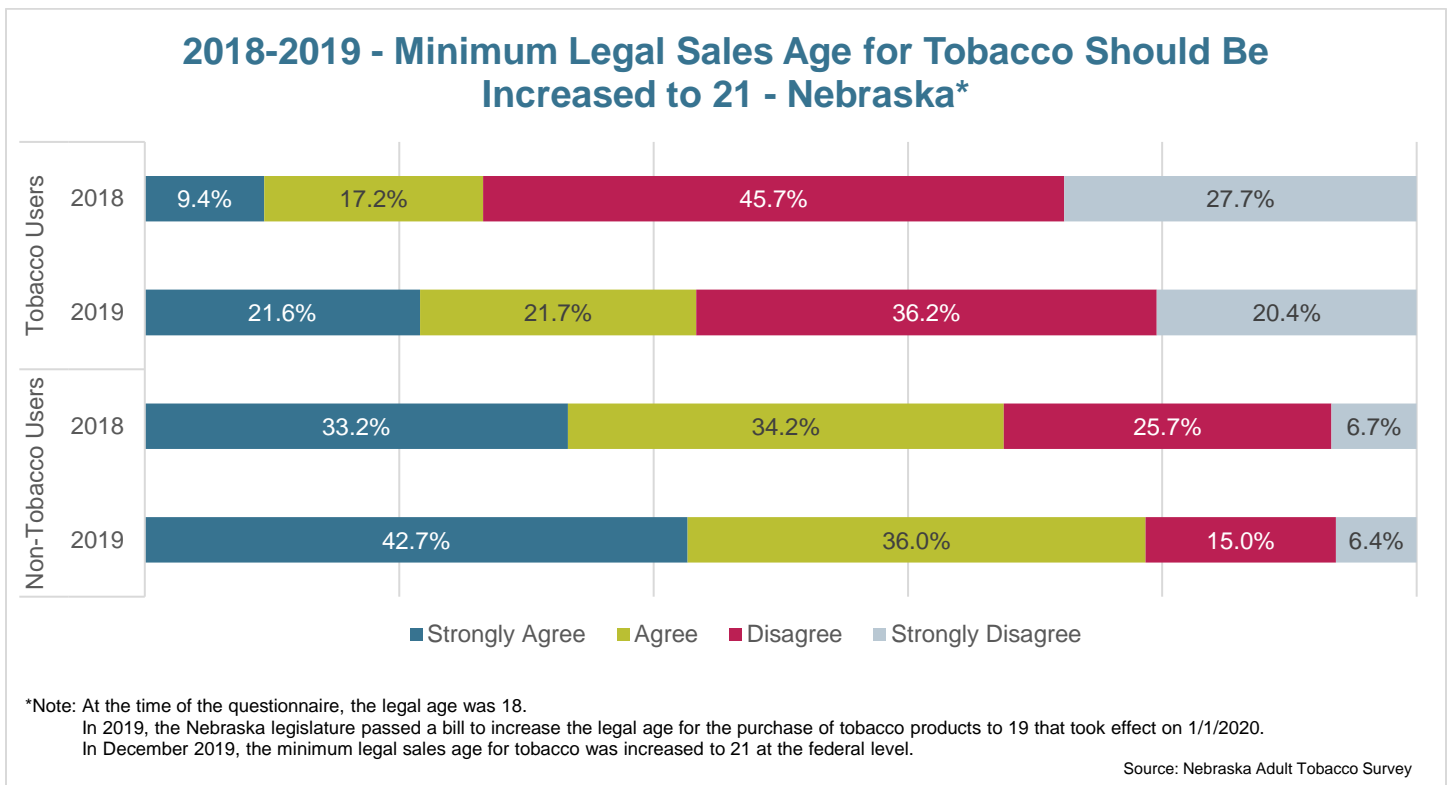
*Note: At the time of the questionnaire, the legal age was 18.
 In 2019, the Nebraska legislature passed a bill to increase the legal age for the purchase of tobacco products to 19 that took effect on 1/1/2020.
 In December 2019, the minimum legal sales age for tobacco was increased to 21 at the federal level.
 Source: Nebraska Adult Tobacco Survey

In 2019, more than 65% of Nebraskans agreed or strongly agreed with the statement that the minimum legal sales age for tobacco should be increased to 21.

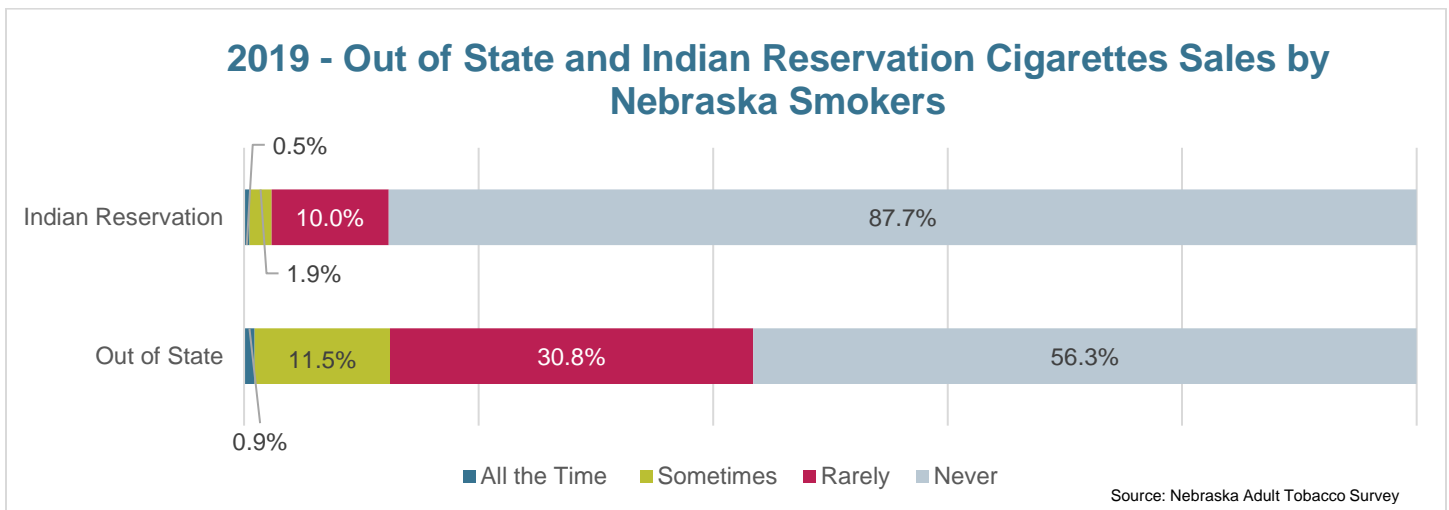
2018-2019 - Minimum Legal Sales Age for Tobacco Should Be Increased to 21 - Nebraska*



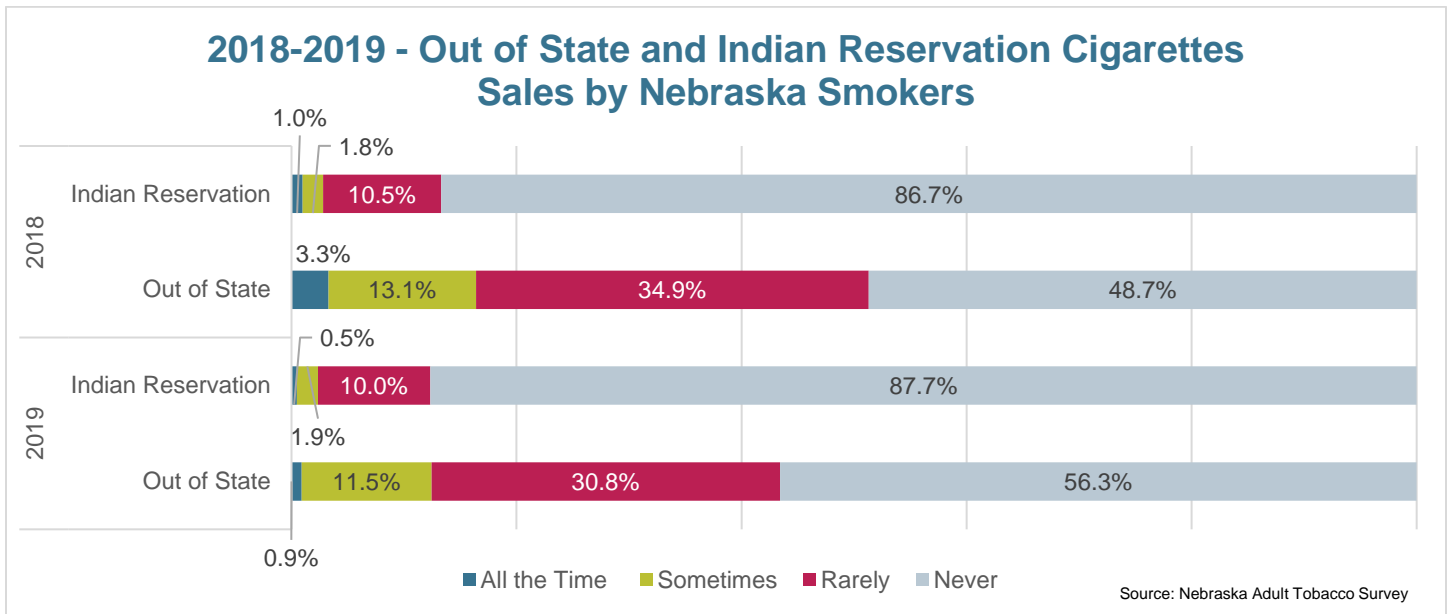
*Note: At the time of the questionnaire, the legal age was 18.
 In 2019, the Nebraska legislature passed a bill to increase the legal age for the purchase of tobacco products to 19 that took effect on 1/1/2020.
 In December 2019, the minimum legal sales age for tobacco was increased to 21 at the federal level.
 Source: Nebraska Adult Tobacco Survey



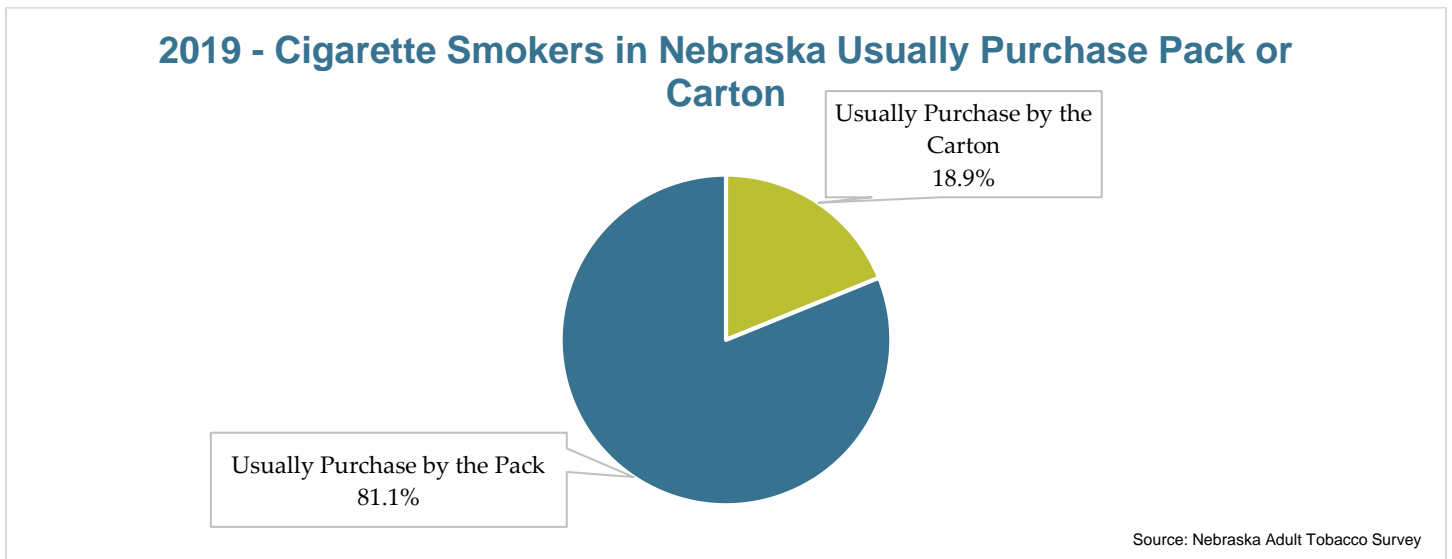
In 2019, the percentage of tobacco users that strongly agreed that minimum legal sales age for tobacco should be increased to 21 grew from 9.4% in 2018 to 21.6% in 2019. There was also a 9.5% increase among non-tobacco users who strongly agreed with this statement in 2019.



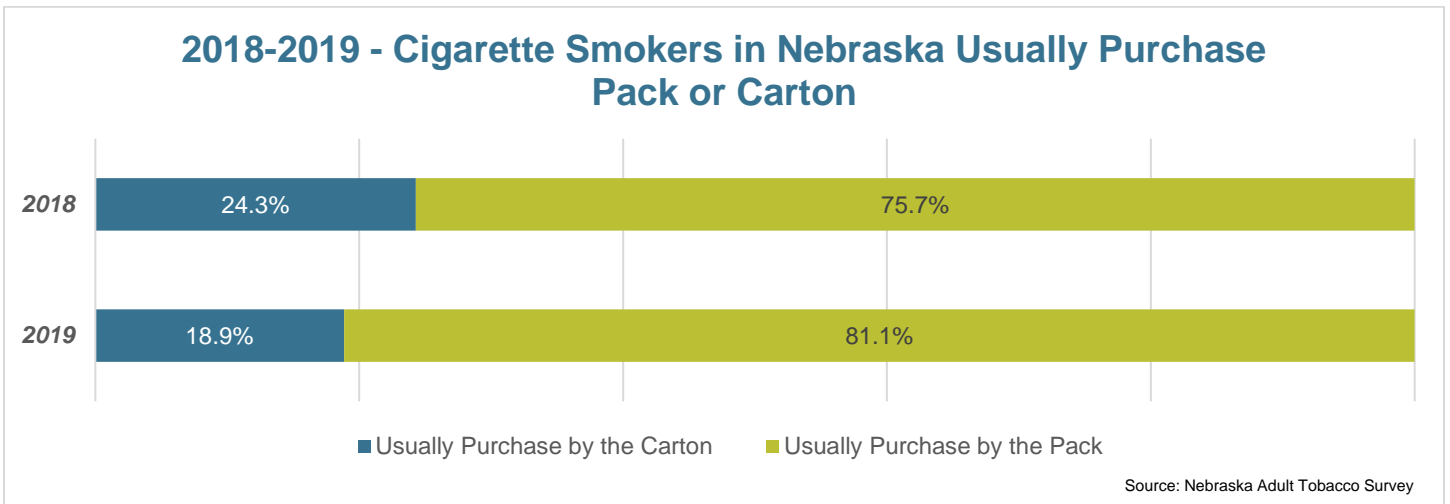
In 2019, 97.7% of Nebraska smokers never or rarely purchase cigarettes from an Indian Reservation, and 12.4% of Nebraska smokers indicated they buy cigarettes from out of state sometimes or all the time.



In 2018, 16.4% of Nebraska smokers bought cigarettes from out of state sometimes or all the time. This declined to 12.4% in 2019. In addition, those who have never bought cigarettes from out of state increased from 48.7% in 2018 to 56.3% in 2019.

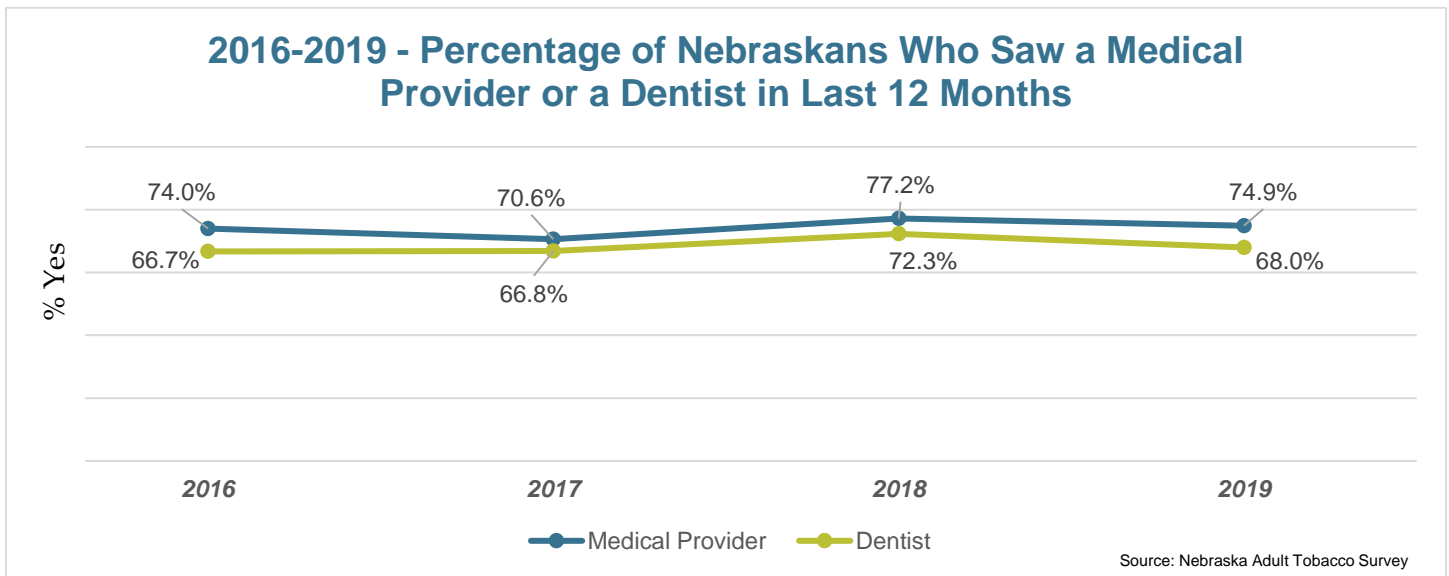


As seen in the figure above, in 2019 about four in every five cigarette smokers in Nebraska (81.1%) usually purchased cigarettes by the pack, while only about one in five (18.9%) purchased by the carton.

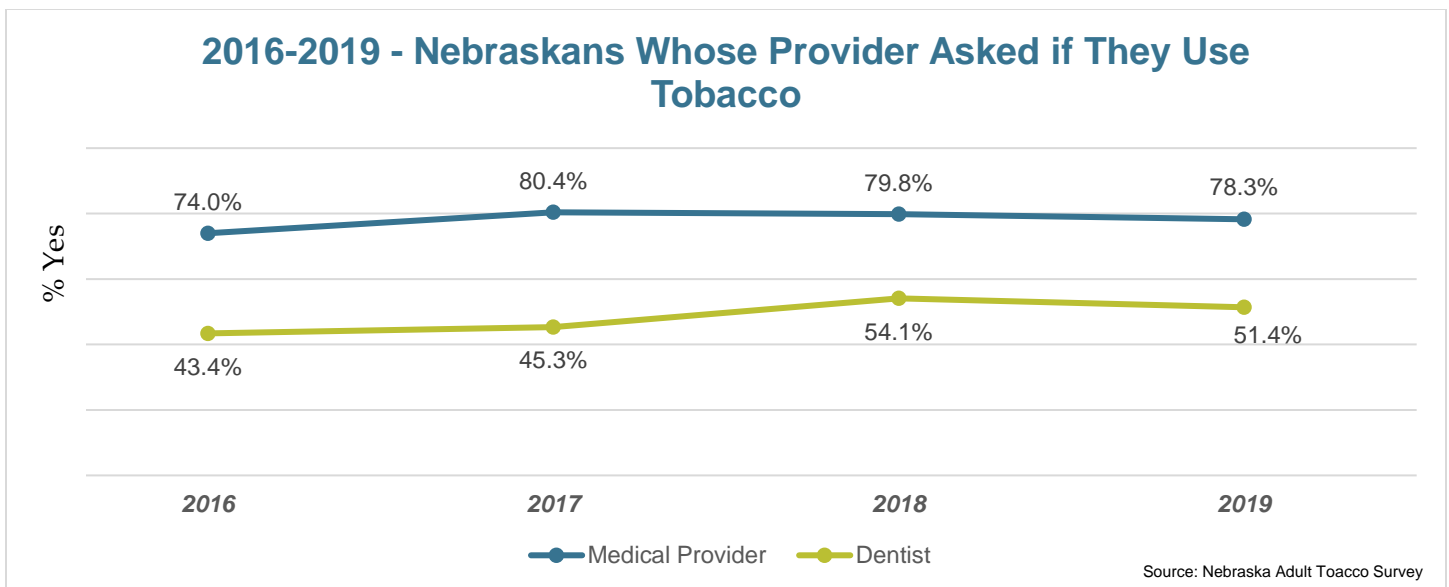


There were slightly more smokers in 2018 that usually purchased by the carton (24.3%) than in 2019 (18.9%).

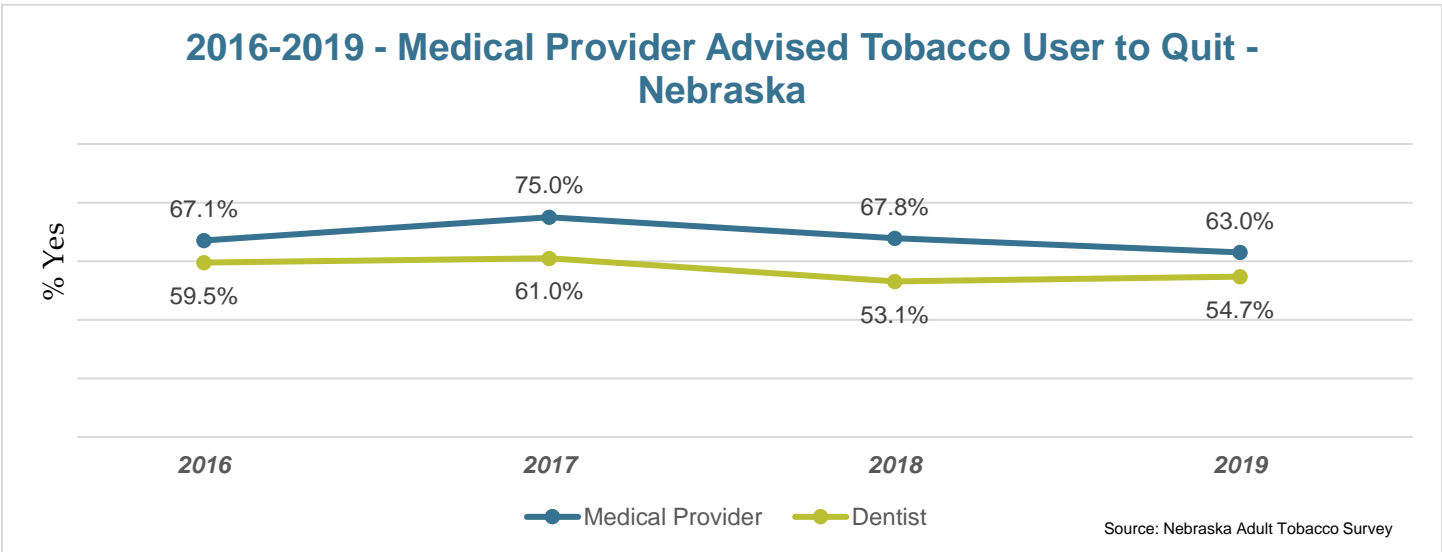
Health Care Providers Advising Smokers to Quit



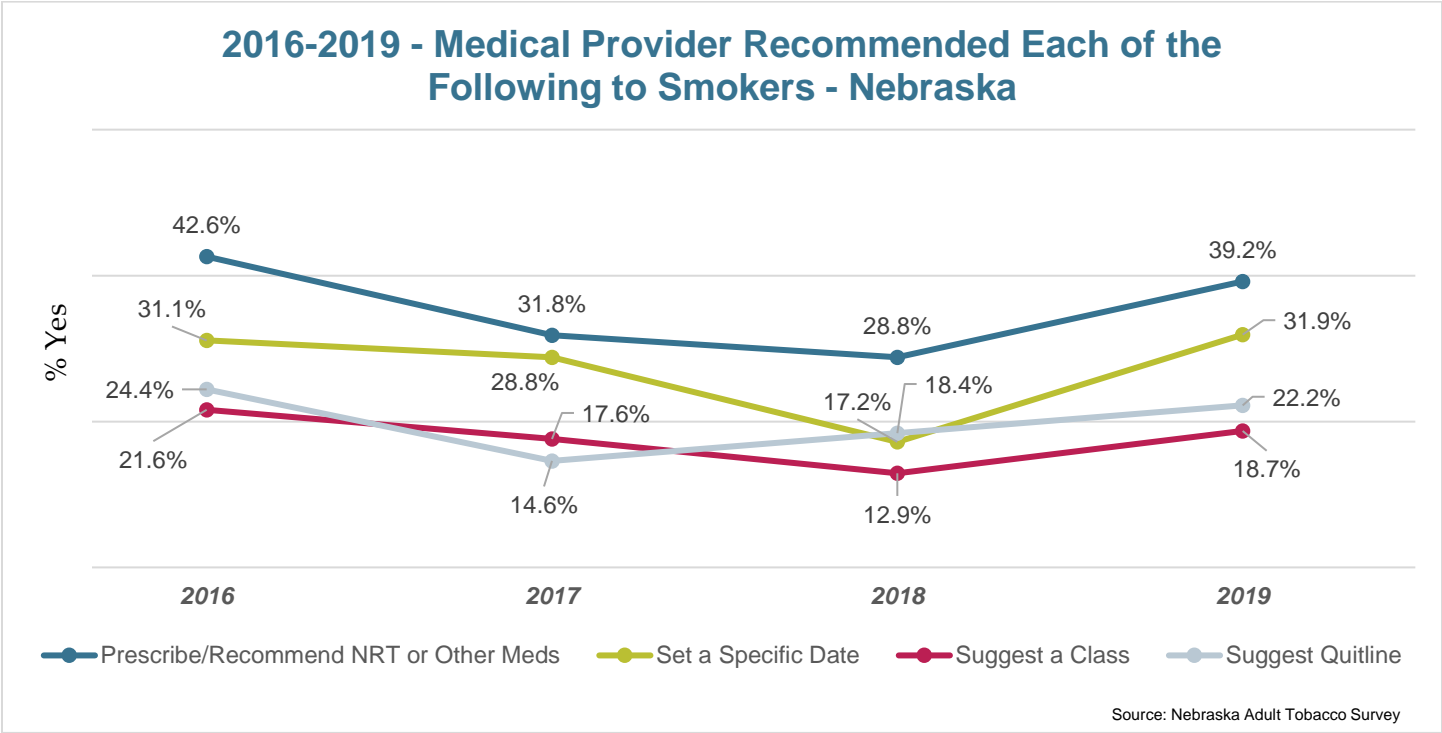
A majority of adults in Nebraska have seen a medical provider or a dentist in the last 12 months. In 2019, 74.9% of respondents had seen a medical provider while 68.0% reported a visit to a dentist.



In 2019, about half of the respondents reported being asked by a dentist if they use tobacco (51.4%) compared to 78.3% who were asked by a medical provider.

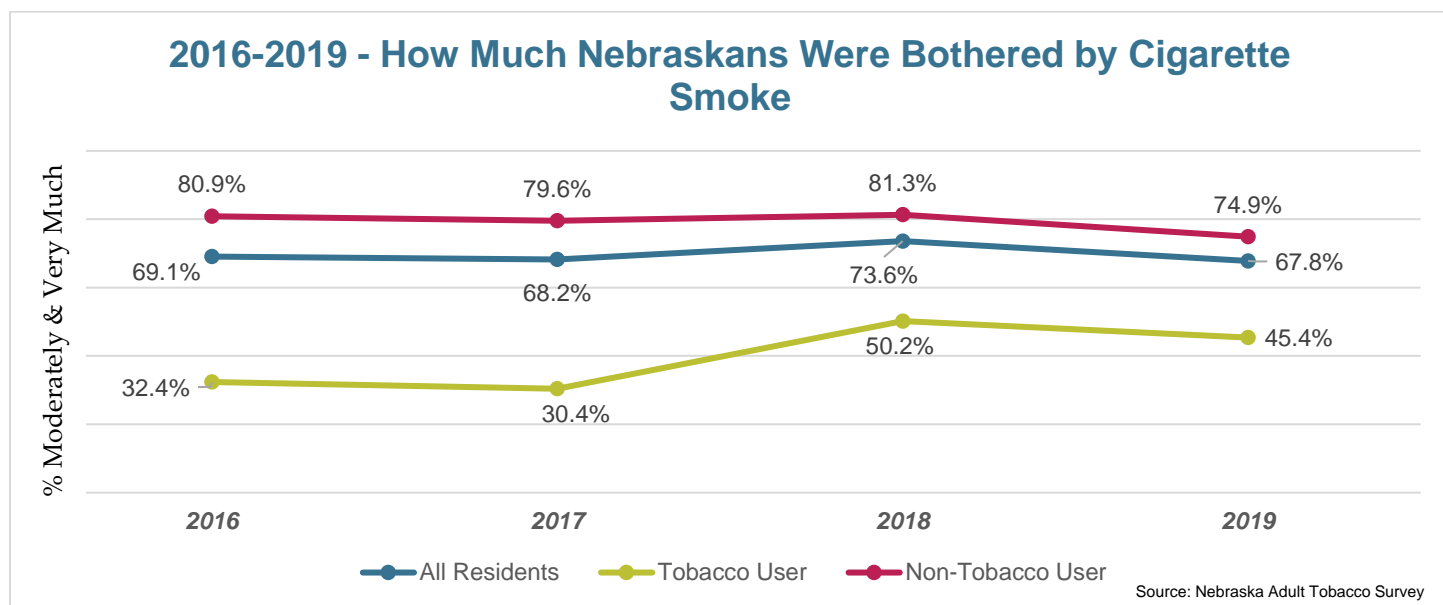


Each year, medical providers recommended tobacco cessation more often than dentists. However, the rate for both medical providers and dentists who advised tobacco users to quit decreased from a high point in 2017, resulting in 63.0% among medical providers and 54.7% among dentists in 2019.

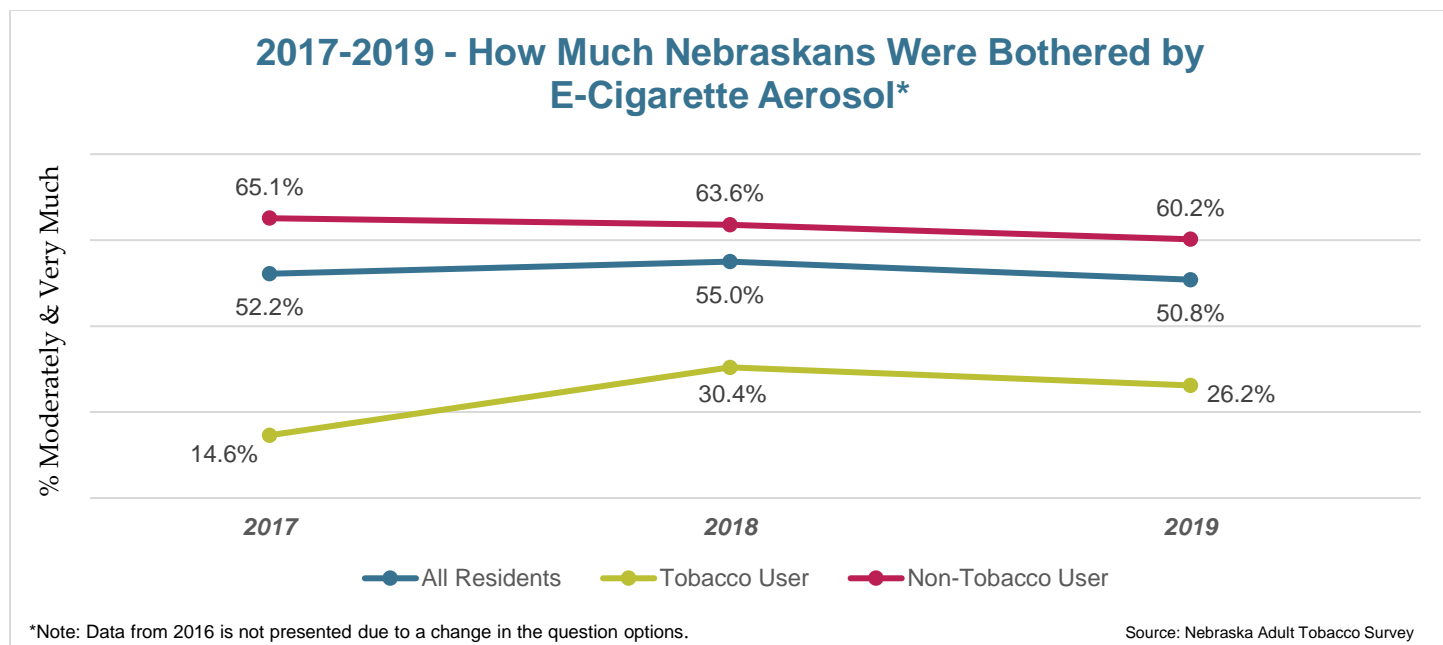


As seen in the figure above, an increasing number of medical providers suggested the quitline since 2017. While the prescription/recommendation for the other means continued to drop from 2016 to 2018, the percentage went up in 2019 after the continued decrease over the past two years.

Managing Secondhand Smoke

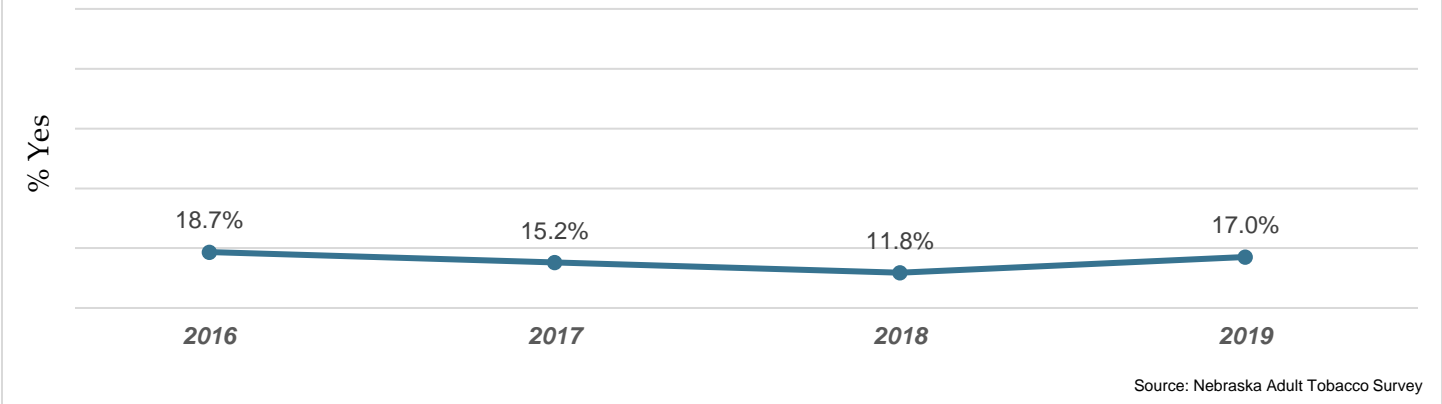


Individuals who do not use tobacco products are bothered most by cigarette smoke. Consistently, approximately 70% among all Nebraska residents reported that they are moderately or very bothered by cigarette smoke. In addition, close to half of tobacco users (45.4%) indicated they are bothered by cigarette smoke in 2019.



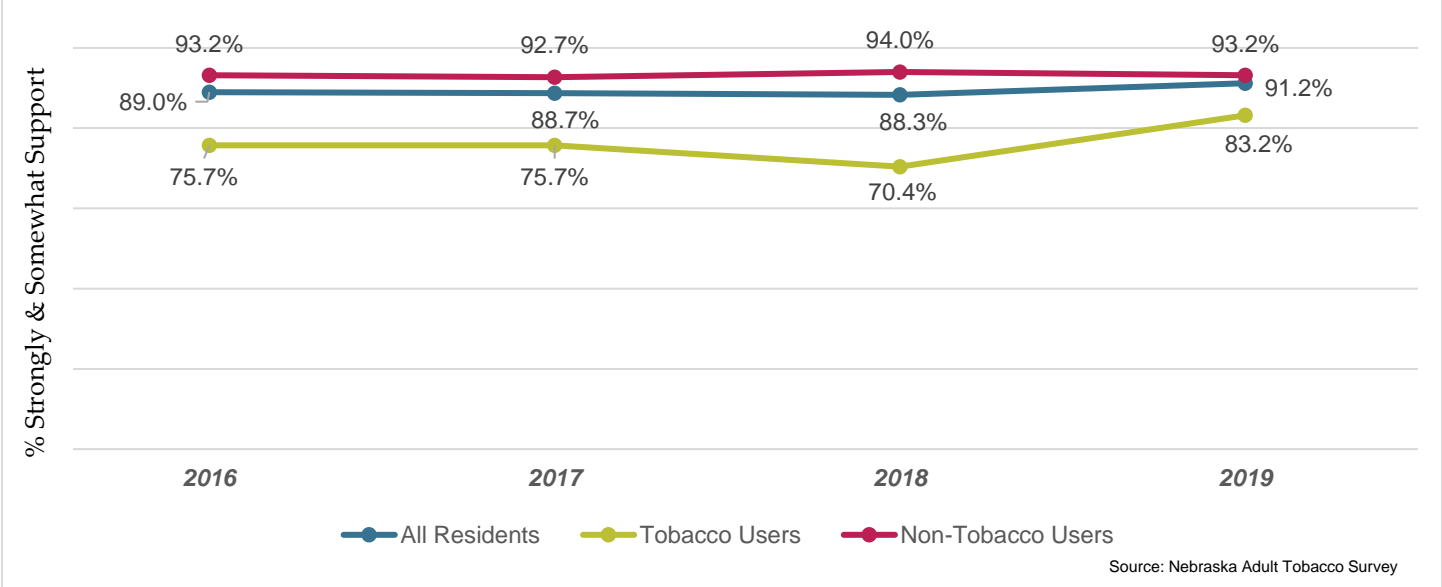
In 2019, the percentage of individuals within each group all reported a lower rate of being bothered by e-cigarette aerosol compared to that of 2018.

2016-2019 - Nebraska Adults Who Have Asked a Stranger Not to Smoke

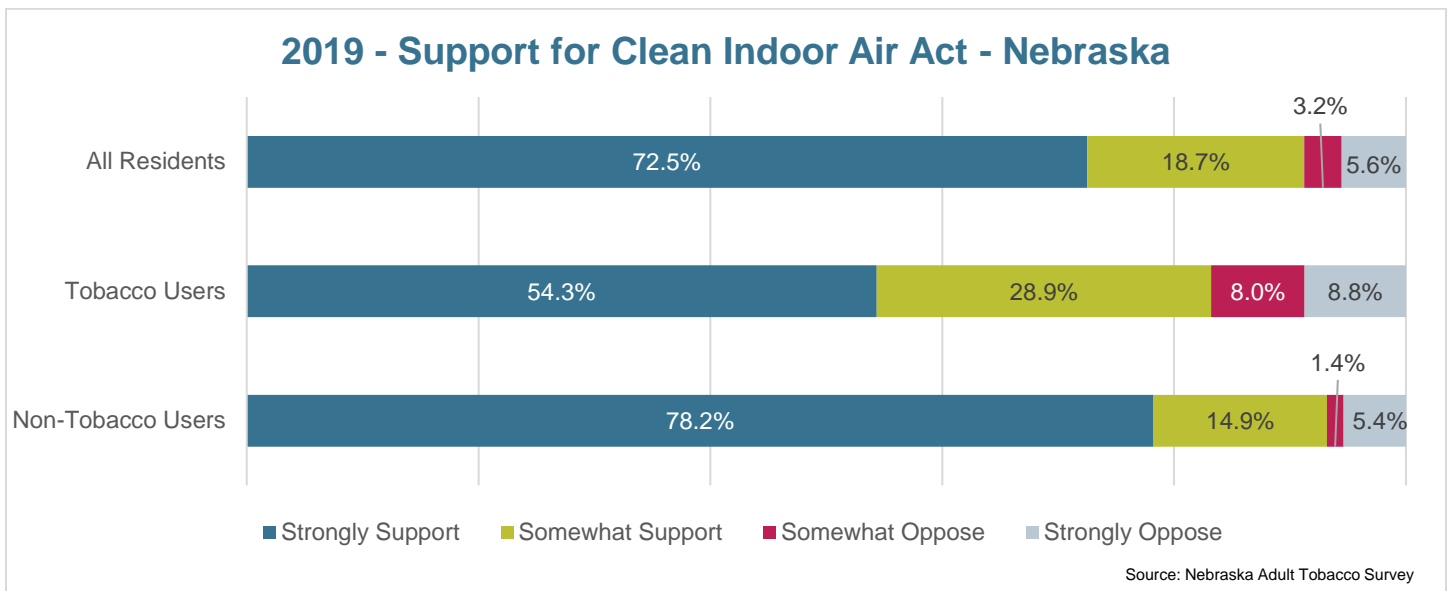


The proportion of respondents that had asked a stranger not to smoke in the past 12 months remained below 20% in all four years under comparison. In 2019, there was a 5.2% increase compared to that of 2018 (11.8%).

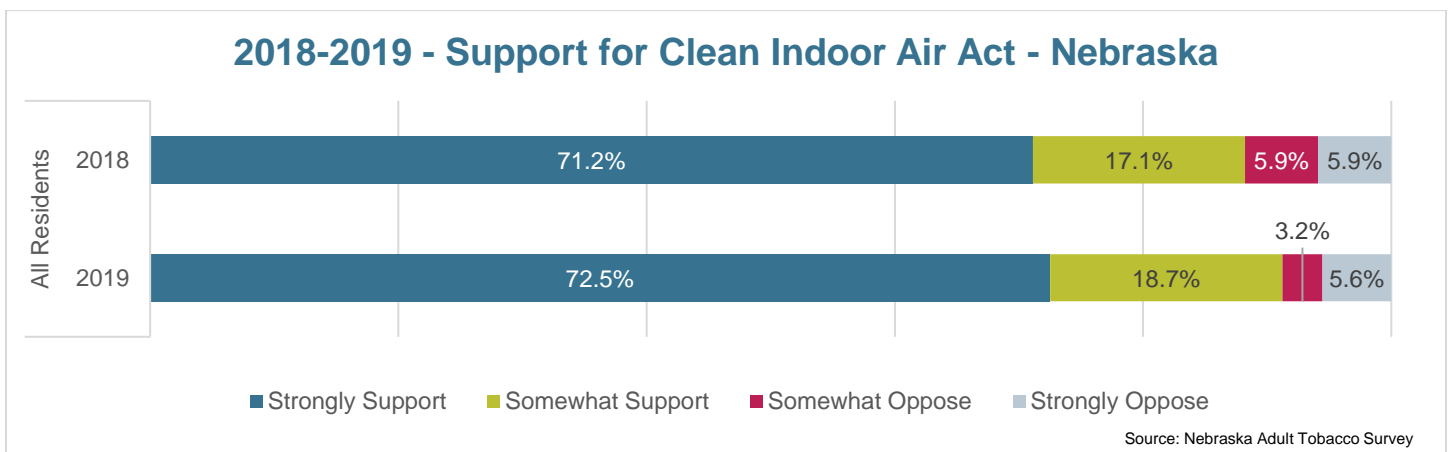
2016-2019 - Support for Clean Indoor Air Act - Nebraska

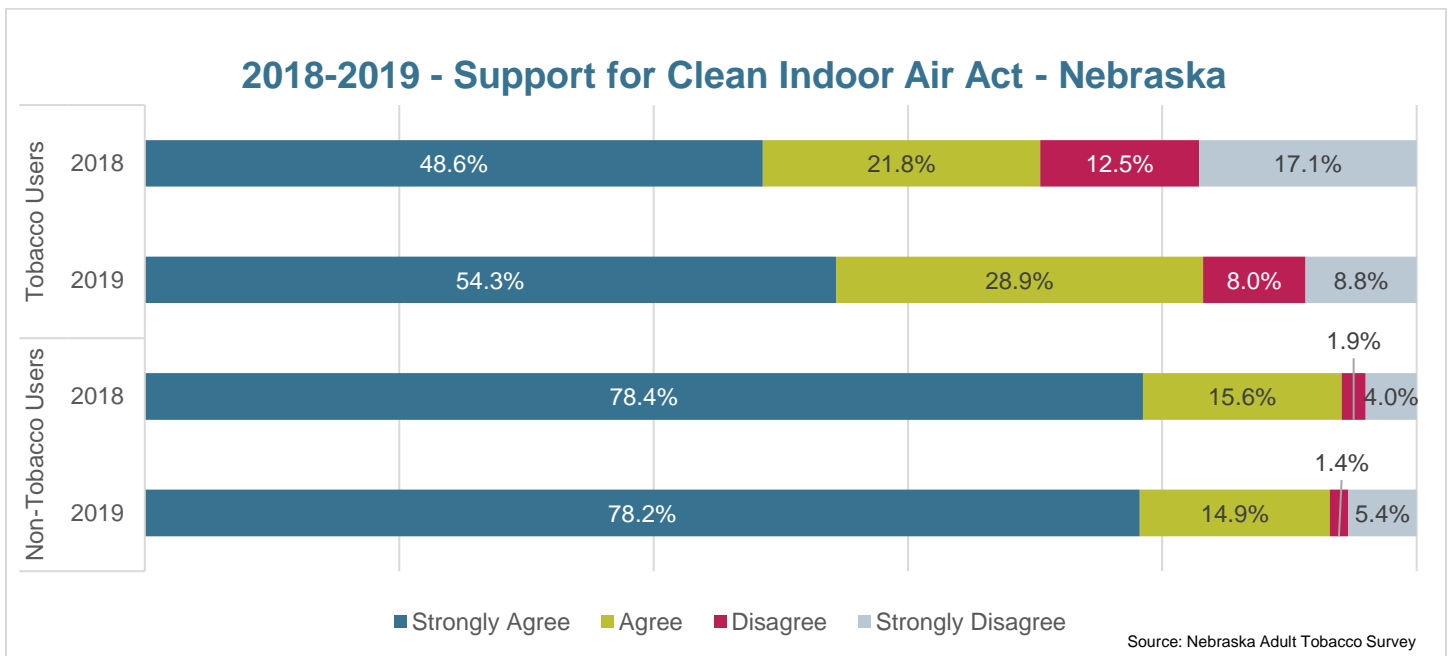


Among the general public, the overall support for the Nebraska Clean Indoor Air Act remained very high, reaching 91.2% in 2019. The support expressed by tobacco users also increased markedly from 70.4% in 2018 to 83.2% in 2019. The highest support rate is found amongst non-tobacco users with an above-ninety-percent rate over the years.

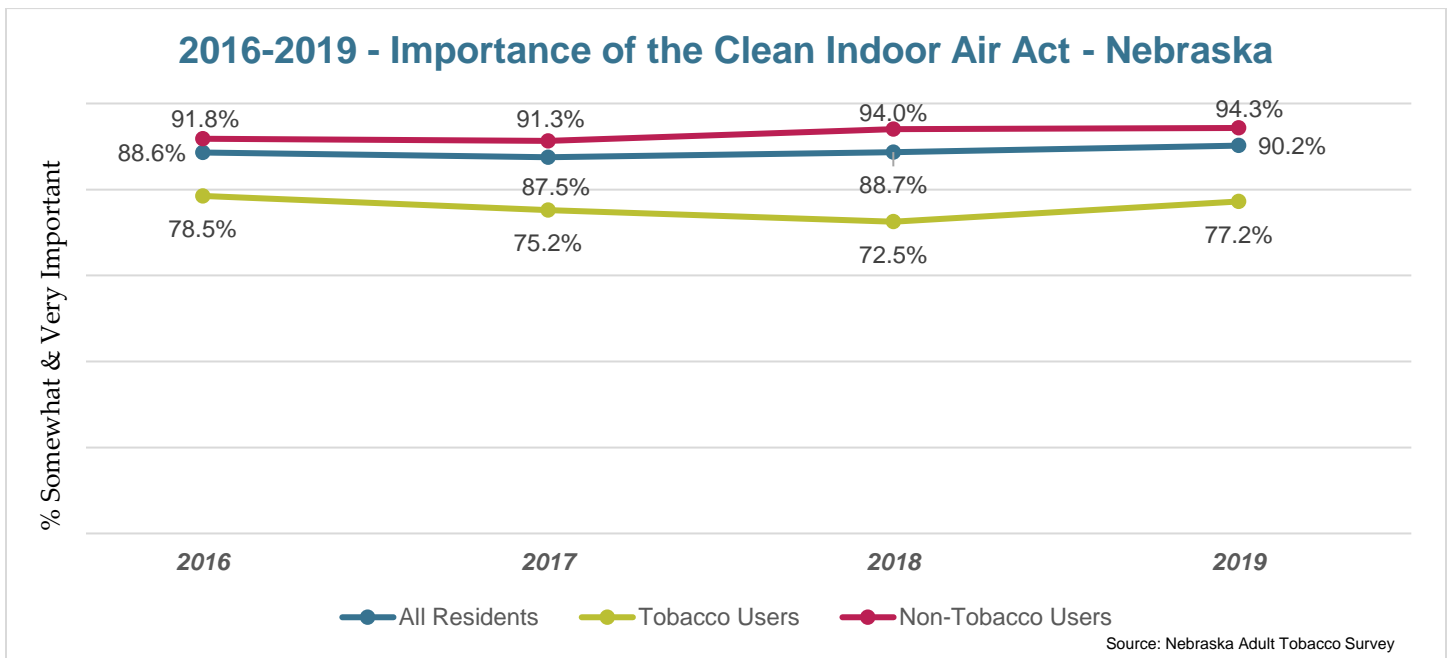


The figure above demonstrates how strongly the Clean Indoor Air Act is supported by non-tobacco users, with 78.2% of non-tobacco users strongly supporting the Act, and more than 80% of the tobacco users strongly or somewhat supporting the Act. It is clear that in Nebraska there is overwhelming support for the Clean Indoor Air Act.



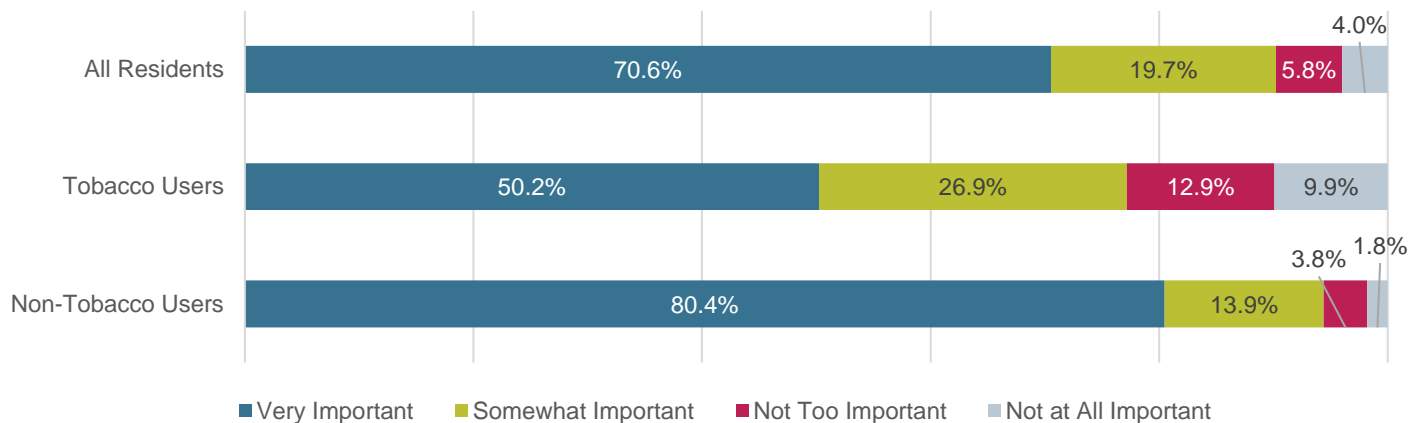


While support for the Clean Indoor Air Act remained mostly unchanged among all residents and non-tobacco users in 2018 and 2019, tobacco users demonstrated an increasing support for the Act in 2019.



In 2019, an overwhelming number of Nebraskans (90.2%) believe the Clean Indoor Air Act is important. From 2016 to 2019, more than seven in ten tobacco users feel the Act is important.

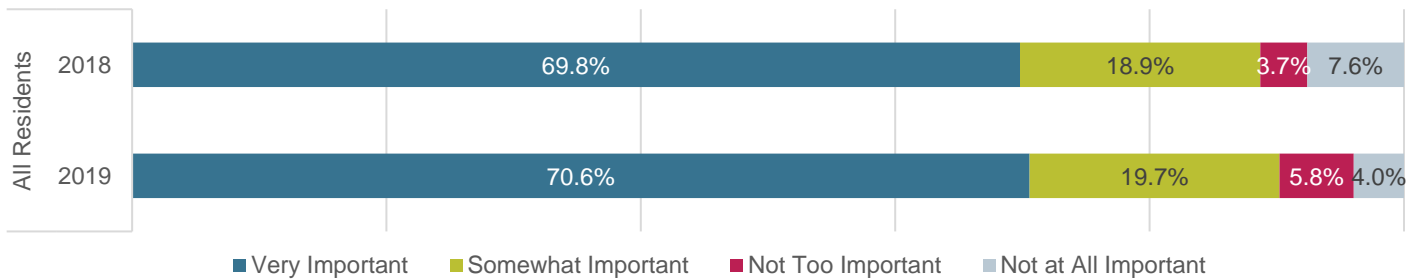
2019 - Importance of the Clean Indoor Air Act - Nebraska



Source: Nebraska Adult Tobacco Survey

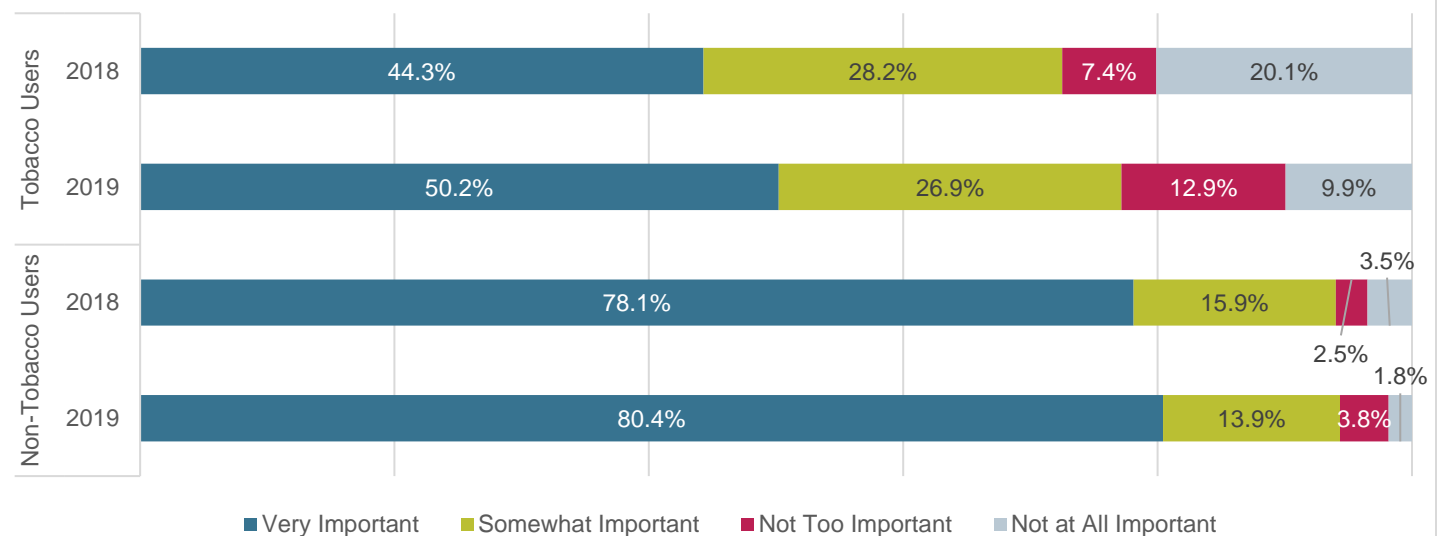
In 2019, about four-fifths of non-tobacco users consider the Clean Indoor Air Act to be very important (80.4%). About half of the tobacco users think this Act is very important (50.2%).

2018-2019 - Importance of the Clean Indoor Air Act - Nebraska



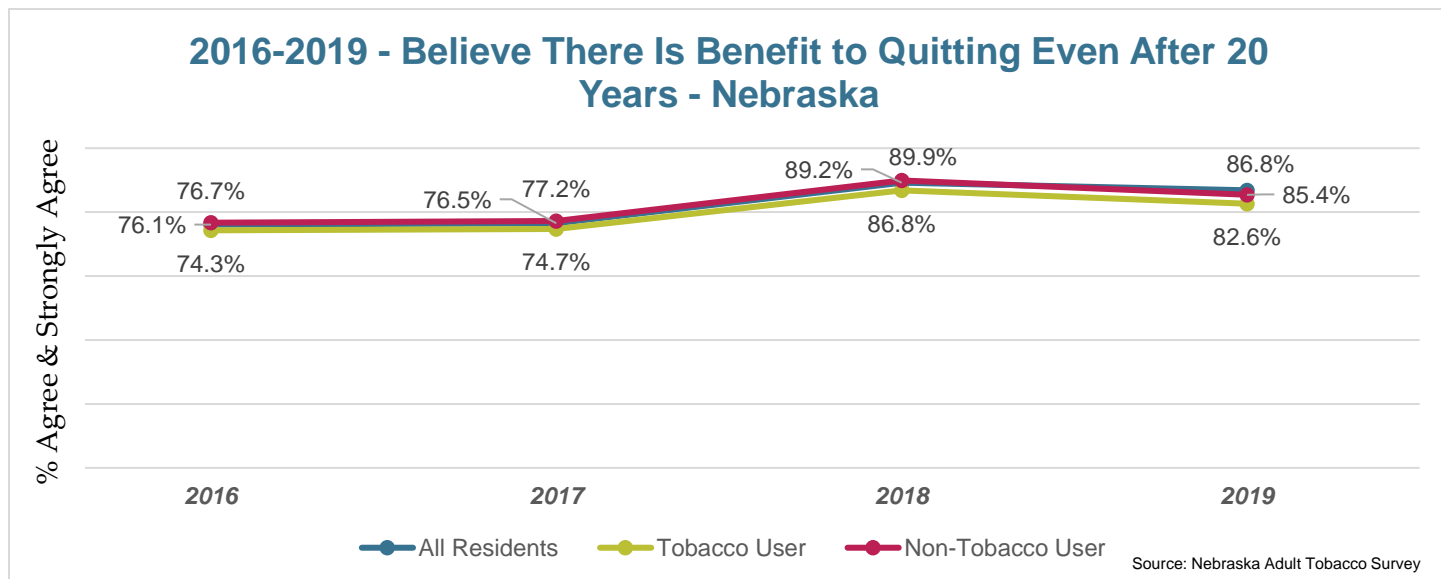
Source: Nebraska Adult Tobacco Survey

2018-2019 - Importance of the Clean Indoor Air Act - Nebraska

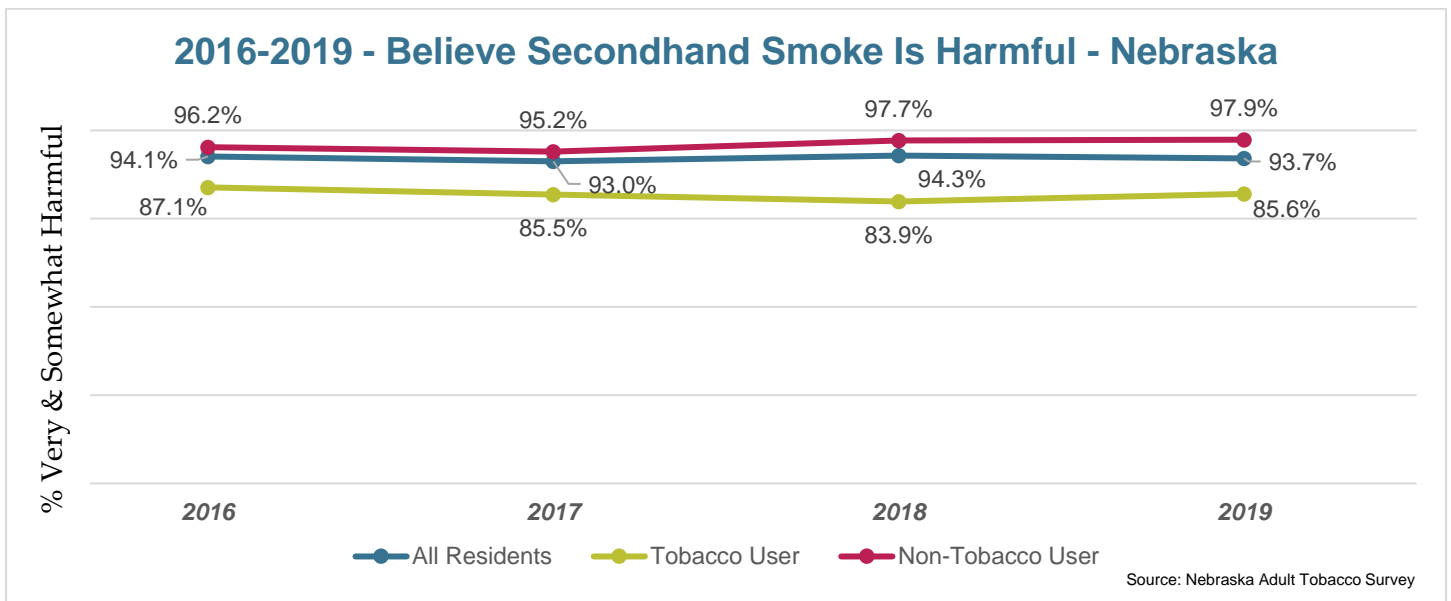


Source: Nebraska Adult Tobacco Survey

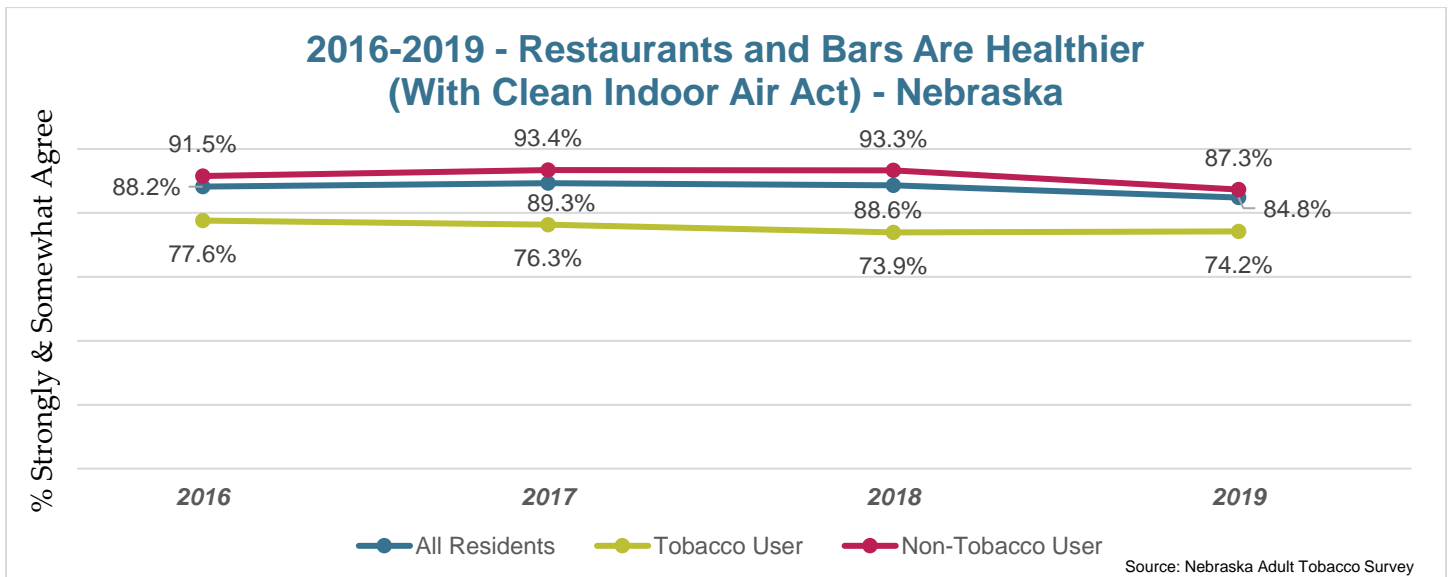
It can be seen in the figures above that the most noticeable change took place among tobacco users. There were 44.3% of tobacco users who believed it is very important to have the Clean Indoor Air Act in 2018, and this rate went up to 50.2% in 2019.



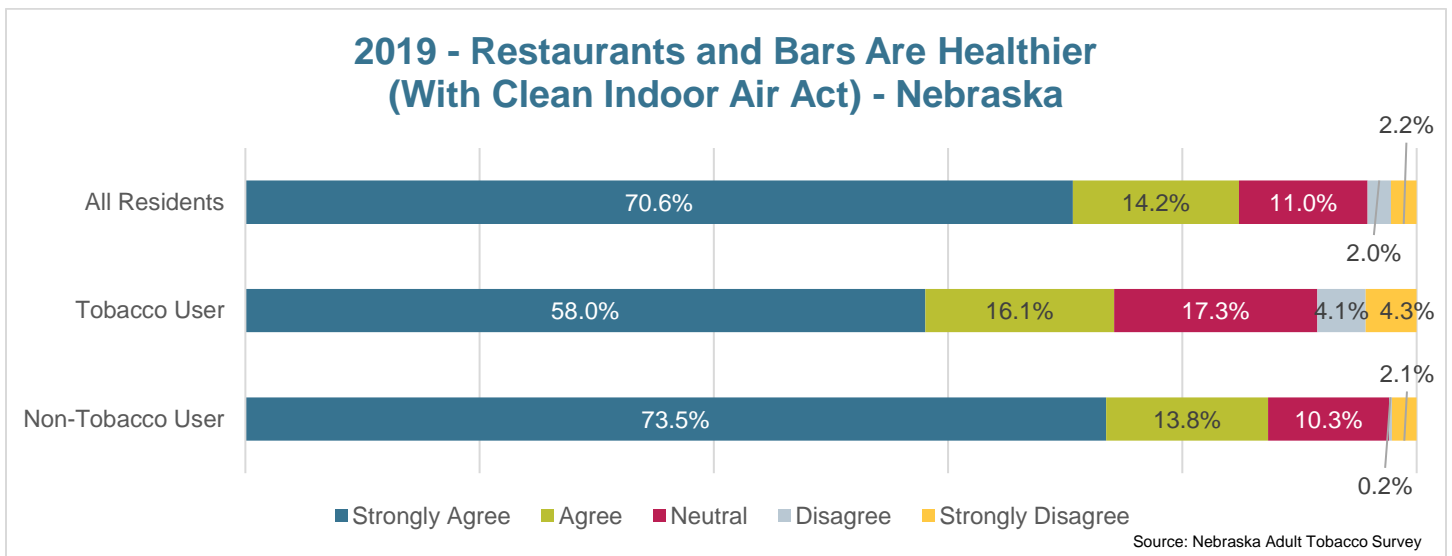
Each year, the proportion of Nebraskans that believe there is benefit to quitting smoking even after 20 years were very close among each group. While the rates were between 70% to 80% in 2016 and 2017, in the most recent years, such rates were all above 80% regardless of the group status.



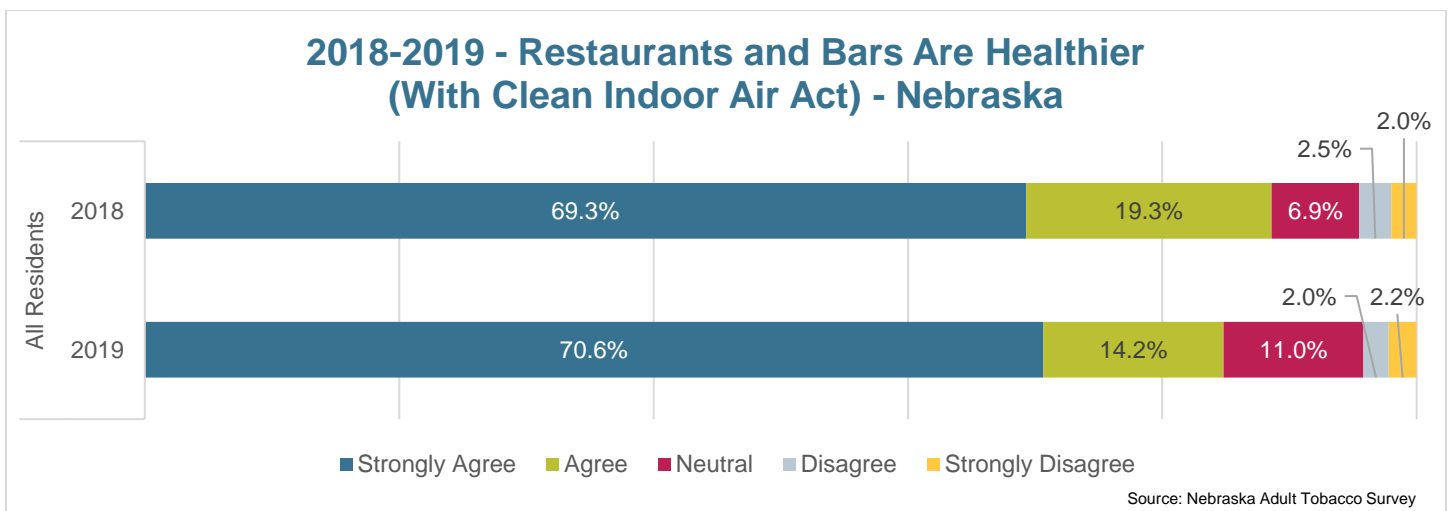
There is a high level of agreement between tobacco users and non-users regarding the health impacts of secondhand smoke. Overall, 93.7% of Nebraskans indicated they believe secondhand smoke to be very or somewhat harmful. The percentage of non-tobacco users with this opinion approaches 100% (actual: 97.9% in 2019).

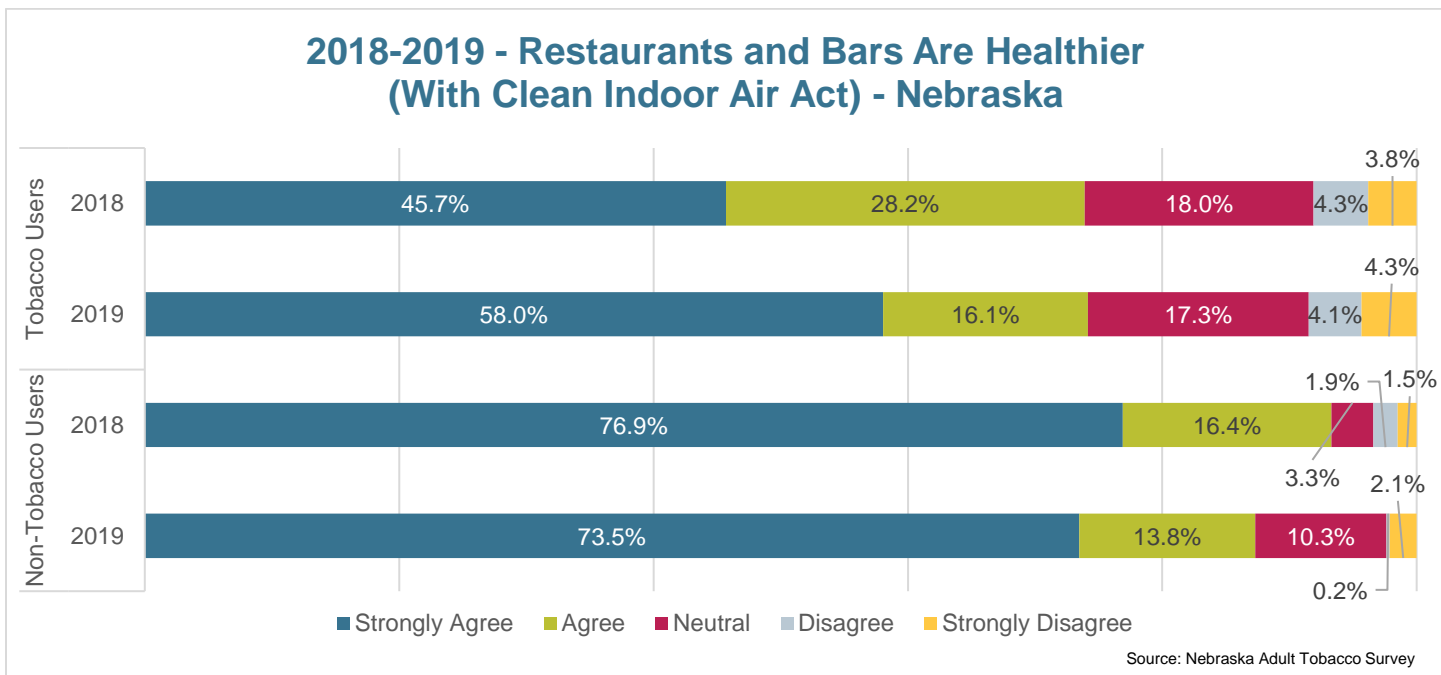


In 2019, there is a strong belief (84.8%) among the general public that restaurants and bars are healthier since the passage of the Clean Indoor Air Act. About 74% of tobacco users also felt this way.

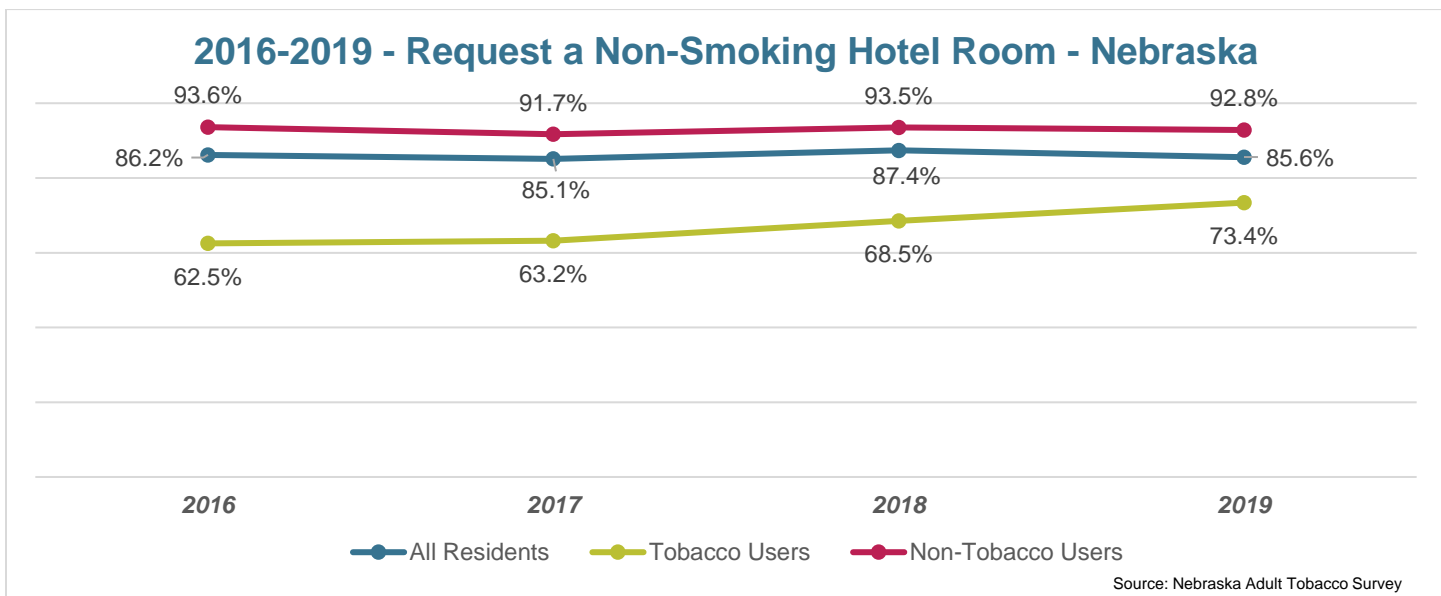


As seen in the figure above, most Nebraskans (70.6%) strongly agree that restaurants and bars are healthier with the Clean Indoor Air Act.

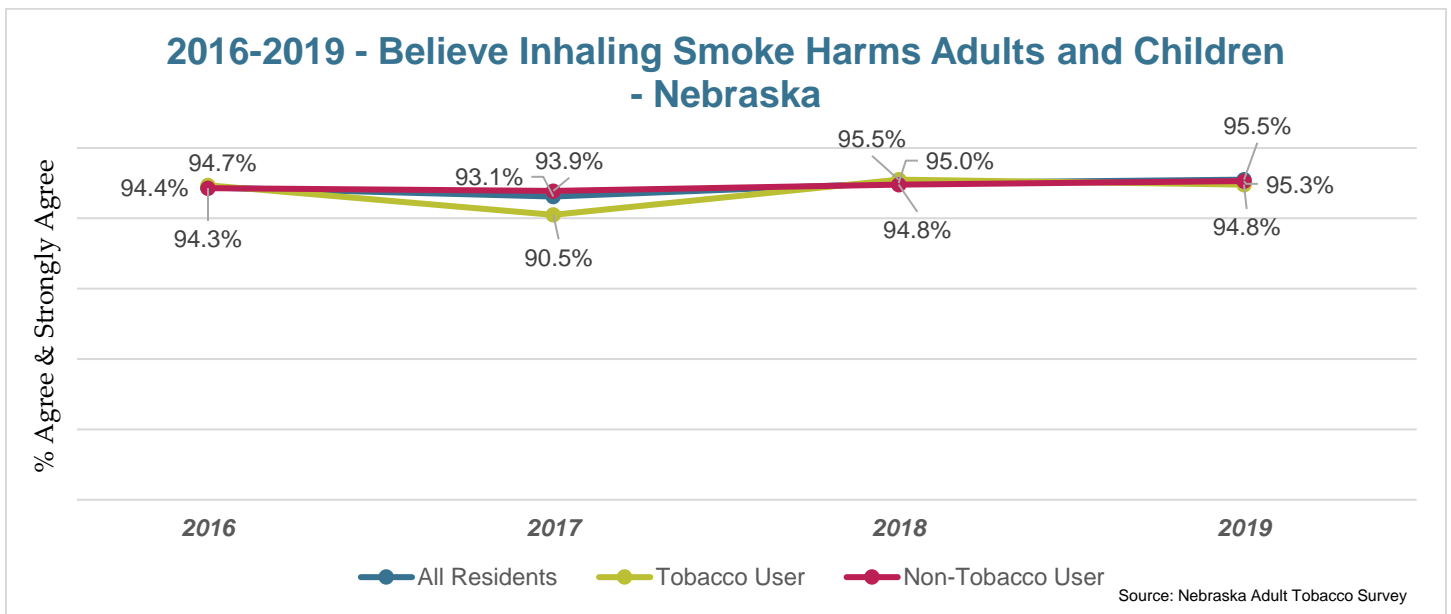




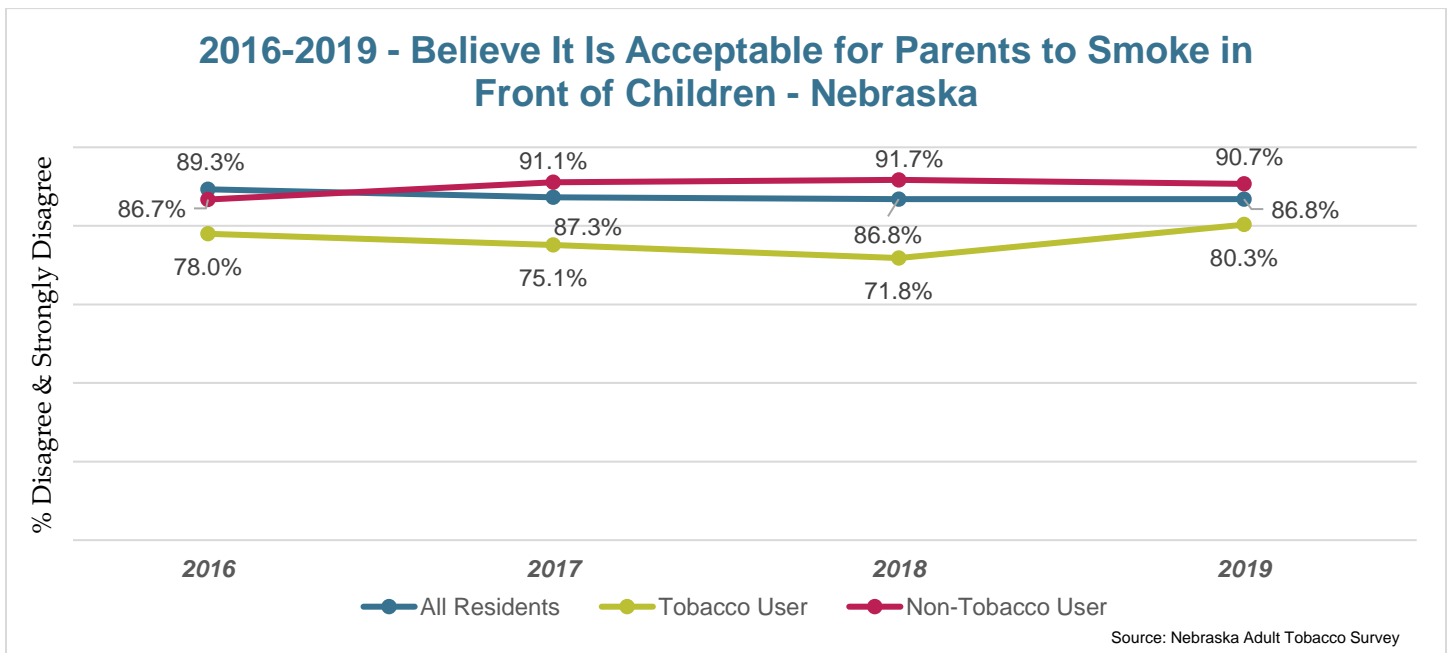
The percentage of tobacco users who strongly agreed that restaurants and bars are healthier with the Clean Indoor Air Act increased from 45.7% in 2018 to 58.0% in 2019.



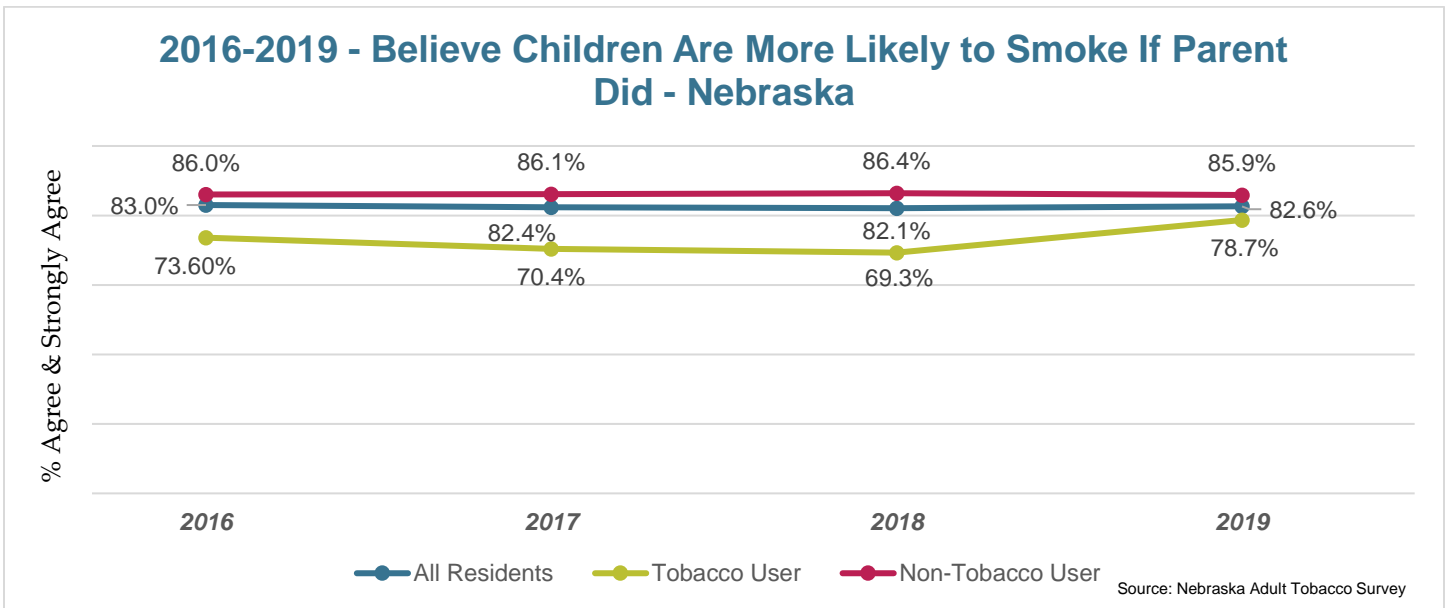
Most individuals requested a non-smoking room when staying in a hotel.



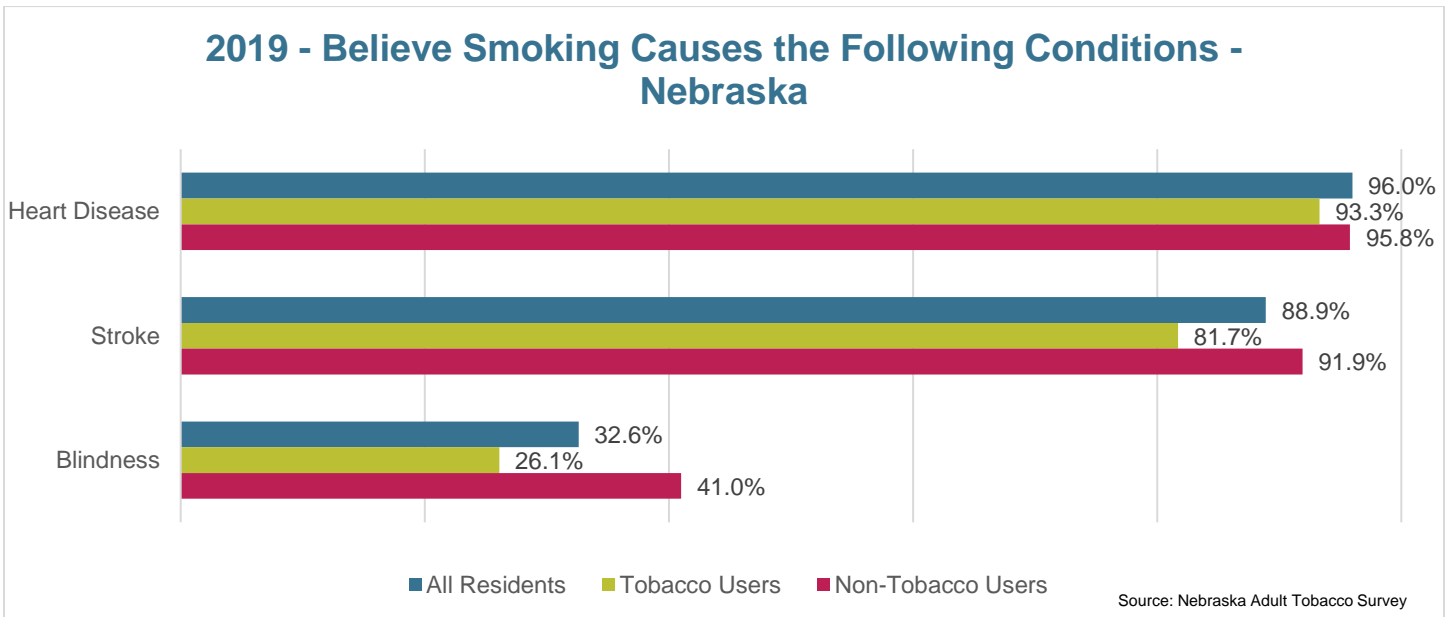
The message about the dangers of secondhand smoke are well understood by tobacco users and non-users alike. Overall, nearly 100% of respondents agree or strongly agree that inhaling smoke is harmful.



There is strong consensus among both tobacco users and non-users that smoking in front of children is not acceptable. The percentage of tobacco users who have this opinion has diminished somewhat over the last few years, but increased to 80.3% in 2019.

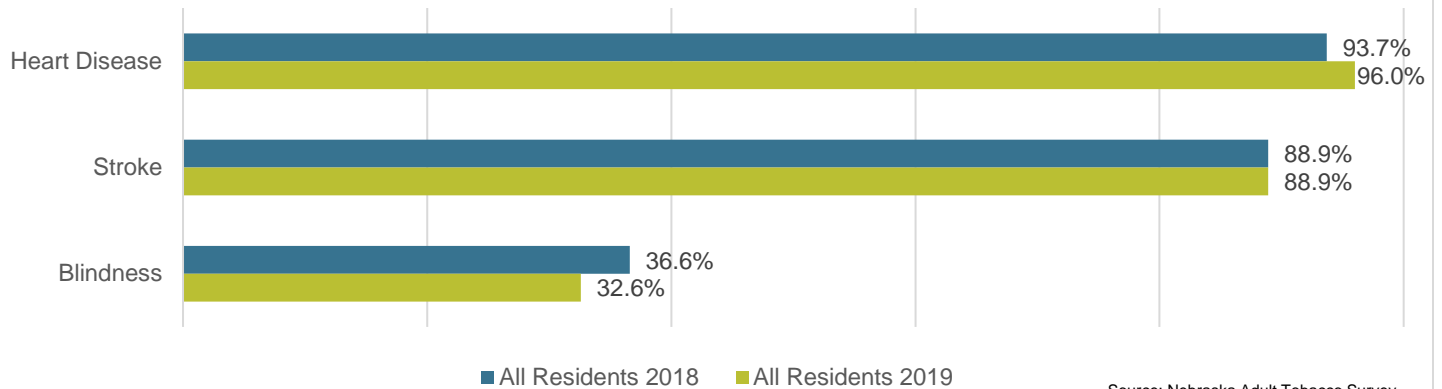


More than 80% of adults believe children of parents who smoke are more likely to smoke themselves. In addition, the gaps narrowed regarding the percentage of believers among each group in 2019.

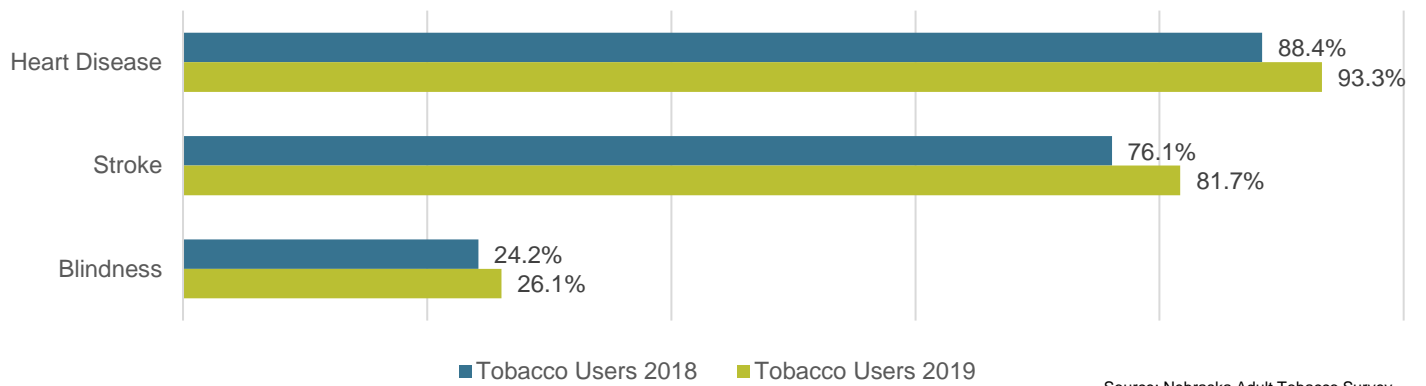


Respondents associate smoking with heart disease and stroke. Also, about two-fifths (41.0%) of non-tobacco users related smoking to blindness in 2019.

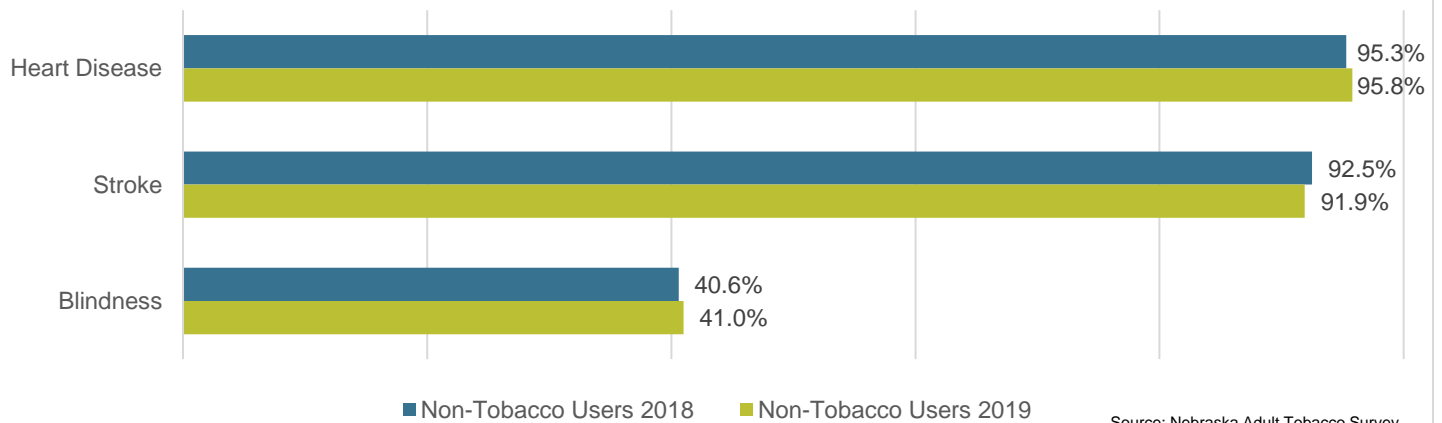
2018-2019 - Believe Smoking Causes the Following Conditions - Nebraska



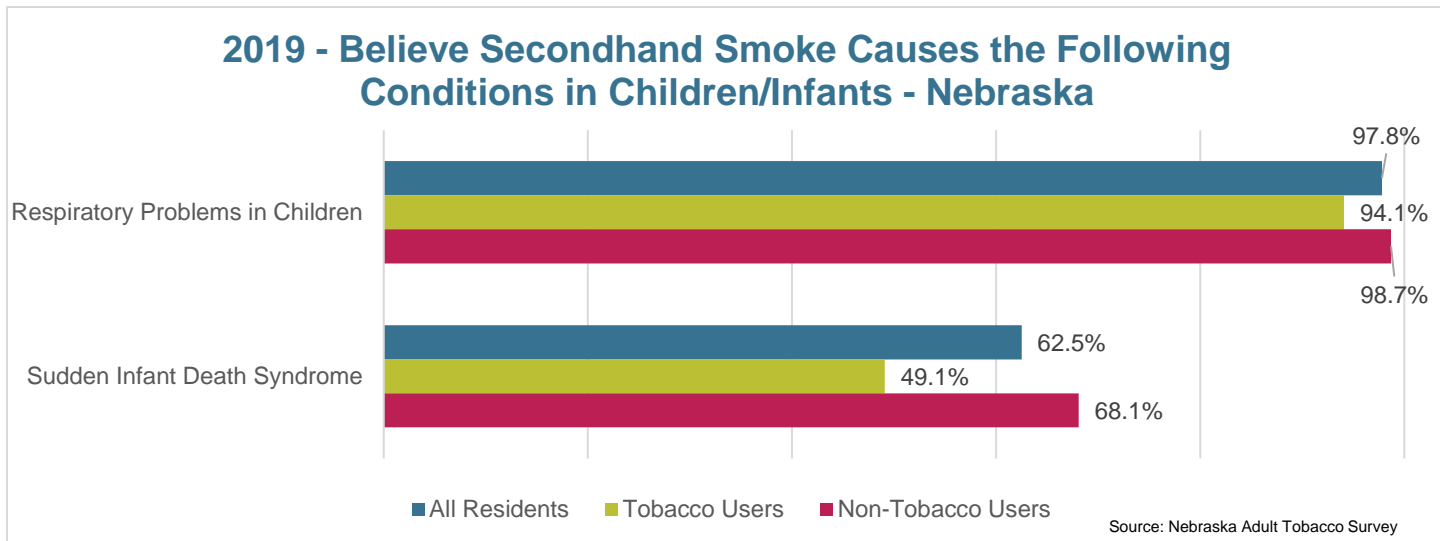
2018-2019 - Believe Smoking Causes the Following Conditions - Nebraska



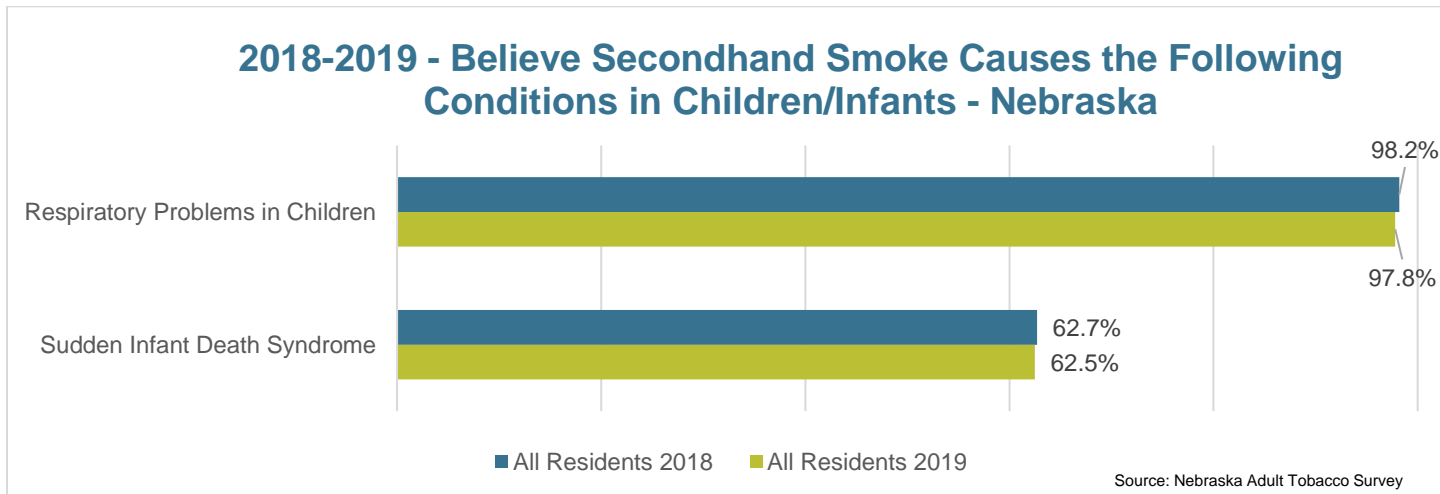
2018-2019 - Believe Smoking Causes the Following Conditions - Nebraska

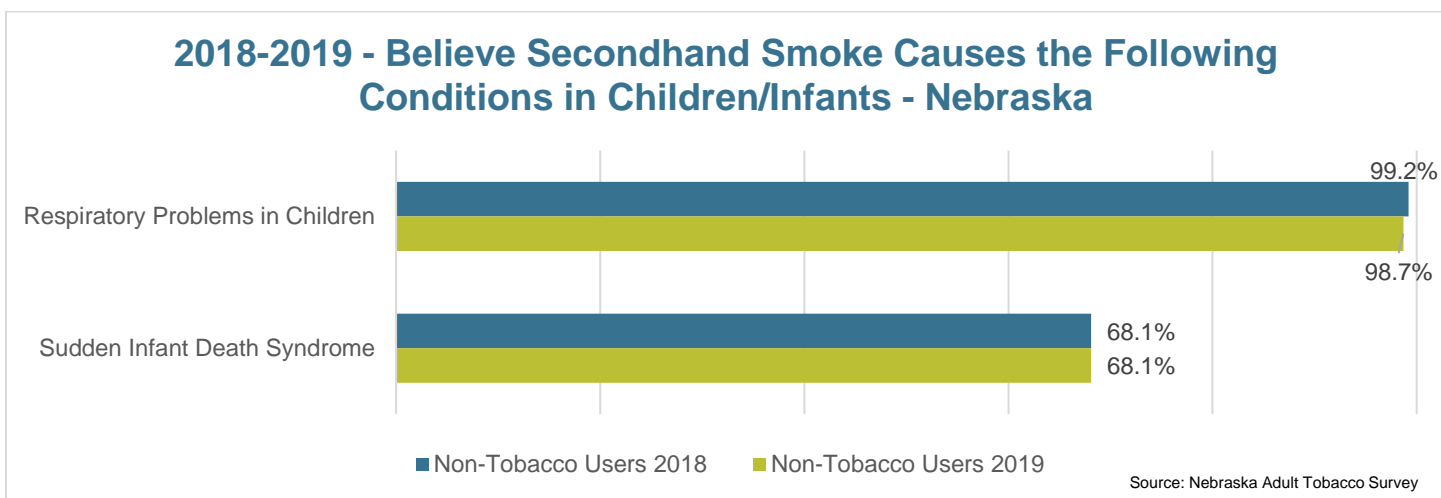
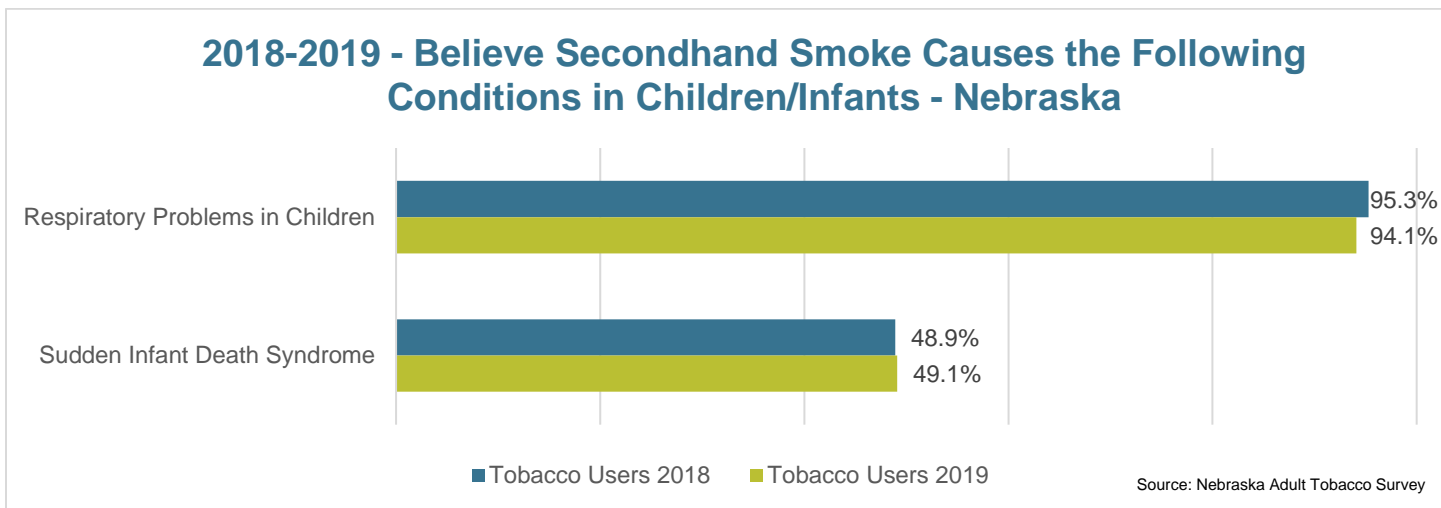


As seen in the figures above, the percentages within all residents and non-tobacco users remained roughly unchanged between 2018 and 2019, whereas the rate increased among tobacco users regarding each of these diseases/conditions in 2019.



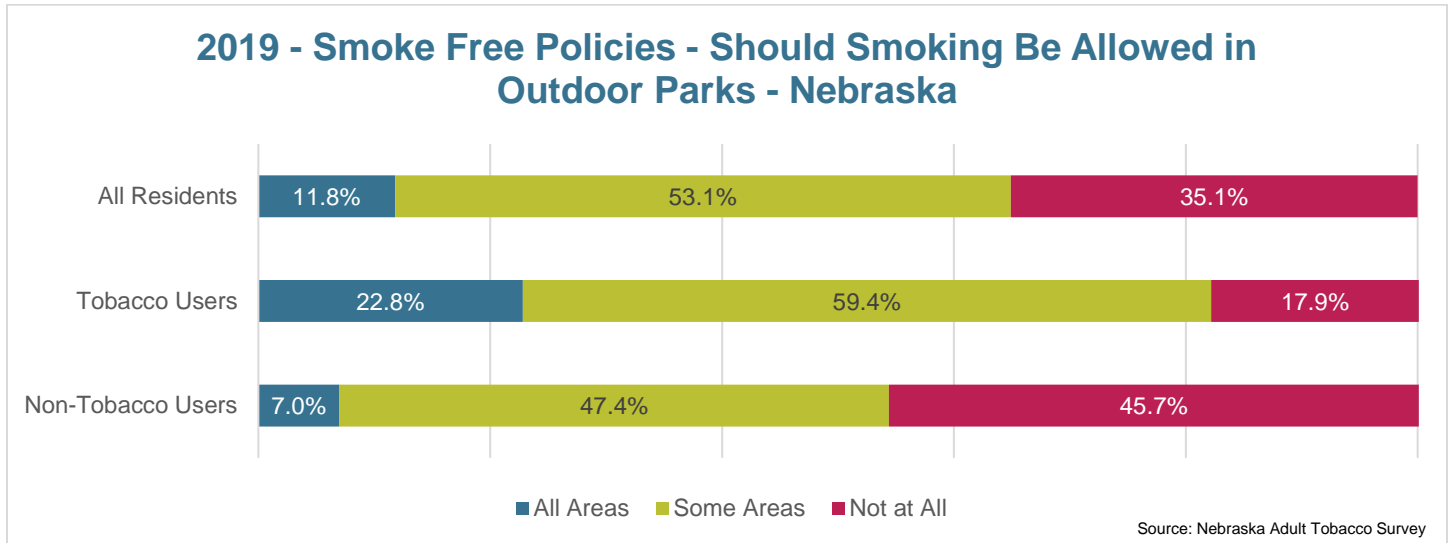
When it comes to the health conditions related to children or infants in particular, an overwhelmingly high percent of individuals among each group believed secondhand smoking is associated with respiratory problems in children in 2019. Fewer respondents associated secondhand smoke with sudden infant death syndrome though.



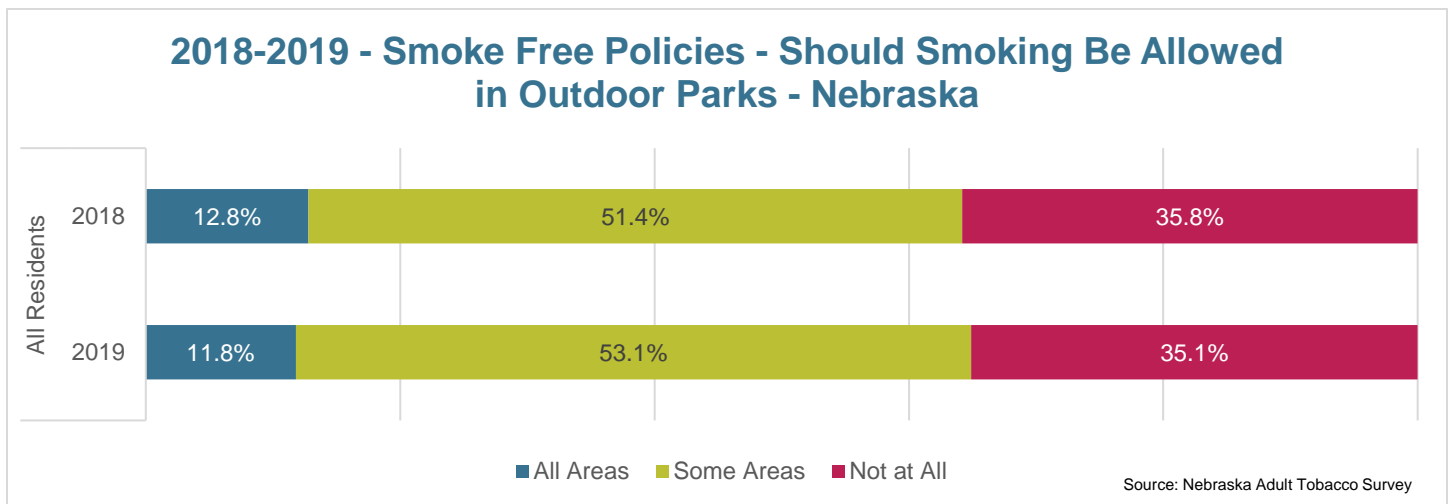


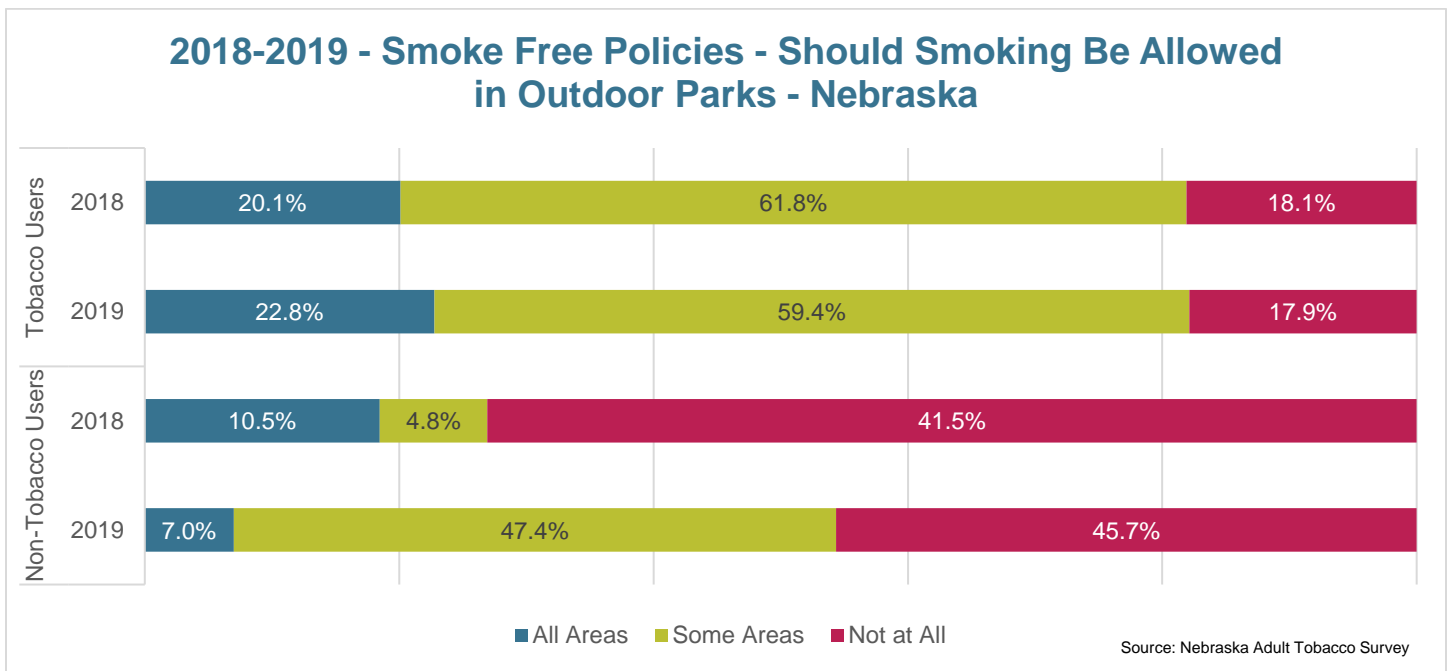
When compared to the 2018 data, the reported rates remained consistent between the two years within each group.

Opinions about Smoking Policies in Public Settings

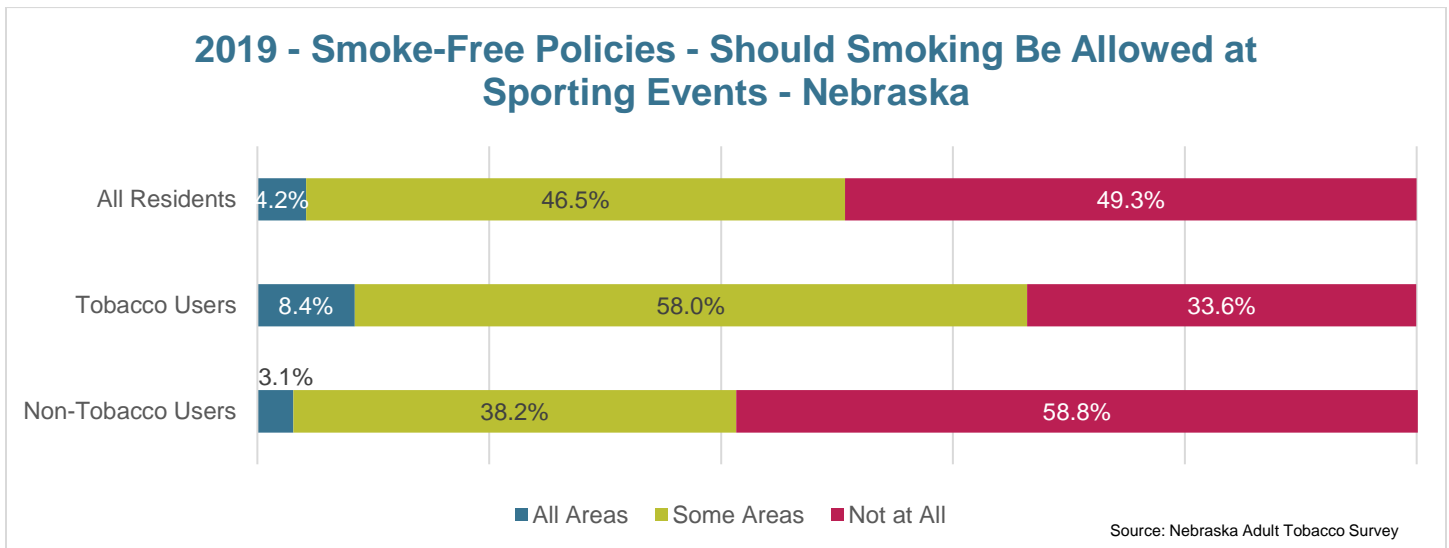


In 2019, most respondents (88.2%) believed that smoking should not be allowed at all or only in some areas at outdoor parks regardless of group status.



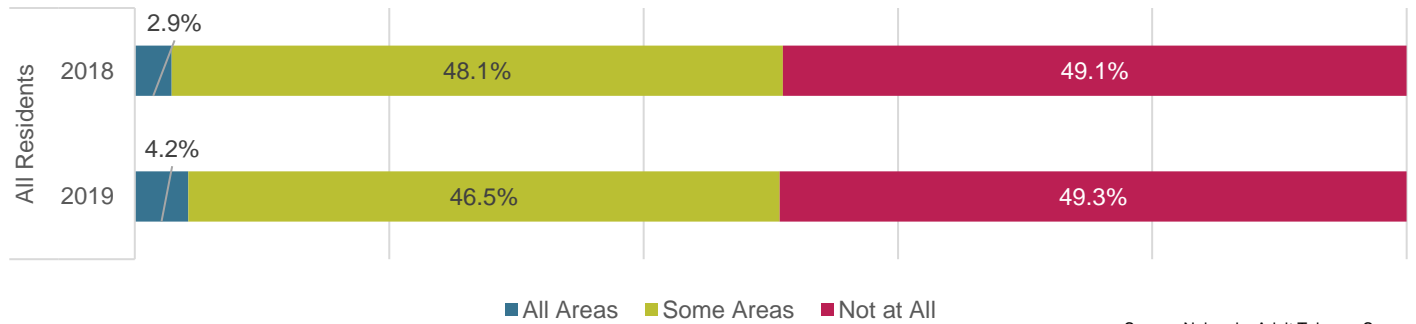


More than 80% of Nebraska residents believe smoking in outdoor parks should not be allowed or should be restricted to specific areas.



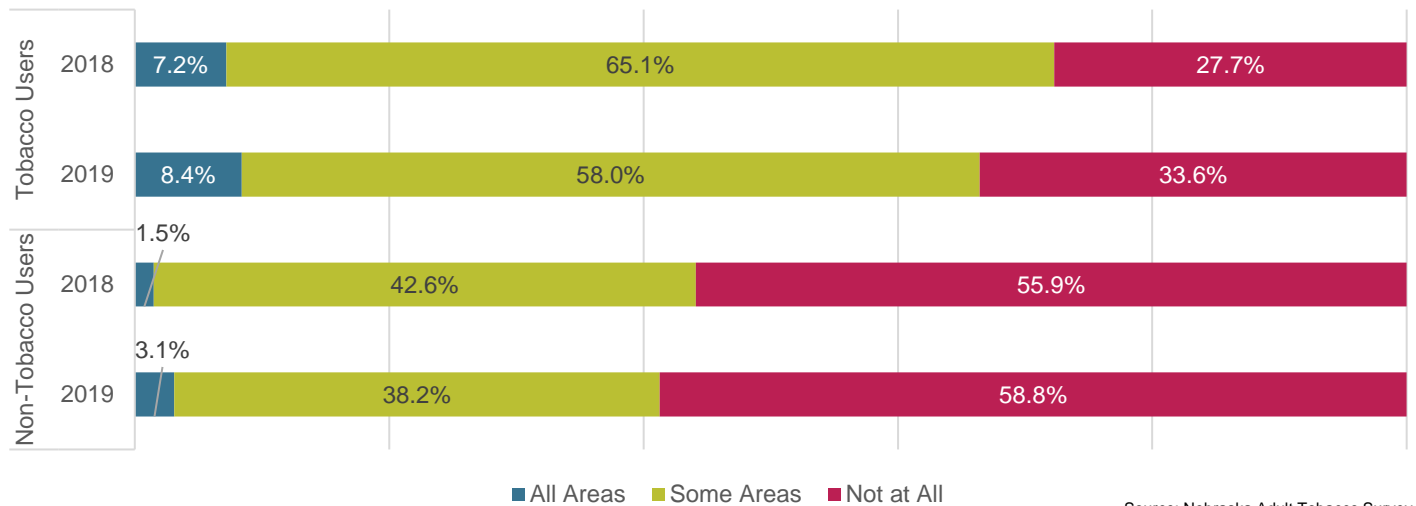
In 2019, nearly half of Nebraskans (49.3%) believed sporting events should be entirely non-smoking, while 46.5% believed that smoking should be restricted to certain areas. Only 4.2% indicated that smoking should be allowed at all areas at sporting events.

2018-2019 - Smoke-Free Policies - Should Smoking Be Allowed at Sporting Events - Nebraska



Source: Nebraska Adult Tobacco Survey

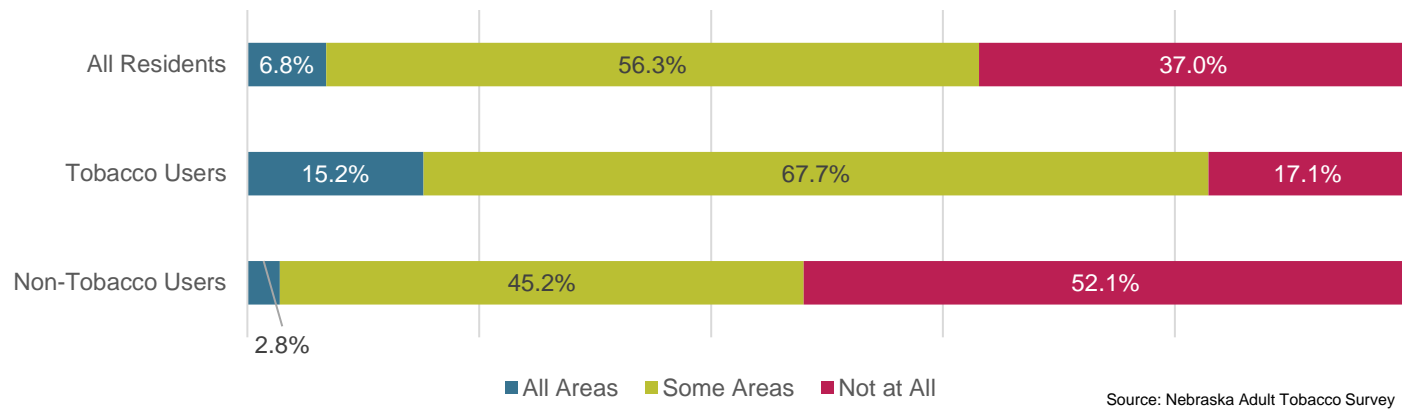
2018-2019 - Smoke-Free Policies - Should Smoking Be Allowed at Sporting Events - Nebraska



Source: Nebraska Adult Tobacco Survey

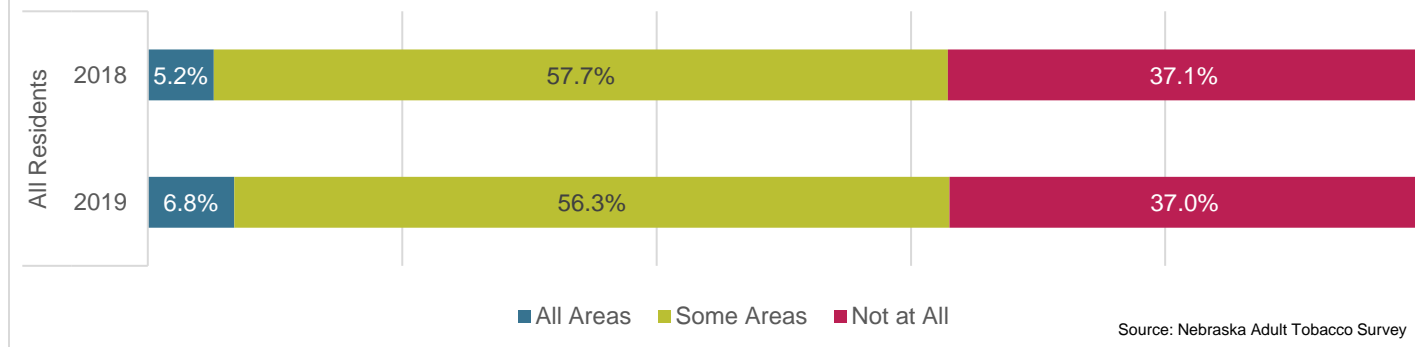
In 2019, about one-third of tobacco users believed that smoking should not be allowed at sporting events at all (33.6%), which was a 5.9% increase from 27.7% in 2018.

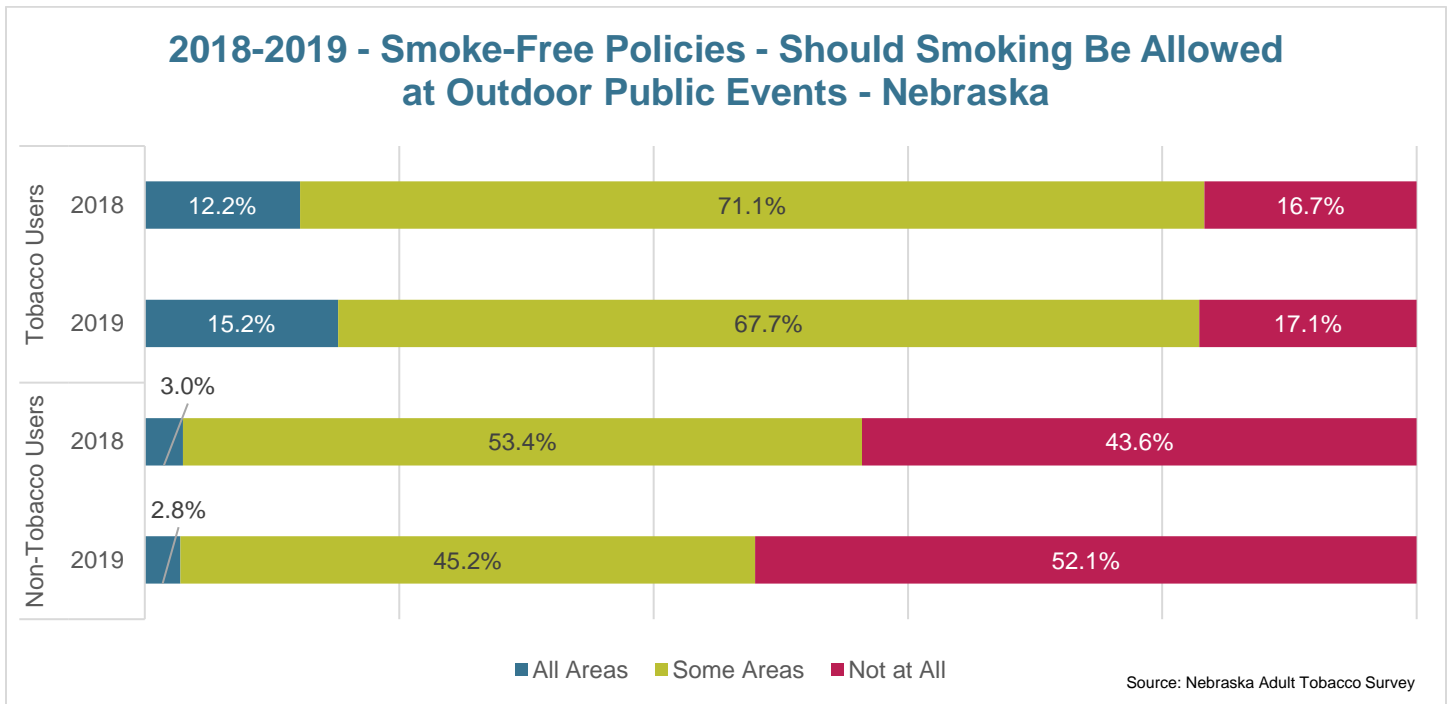
2019 - Smoke-Free Policies - Should Smoking Be Allowed at Outdoor Public Events - Nebraska



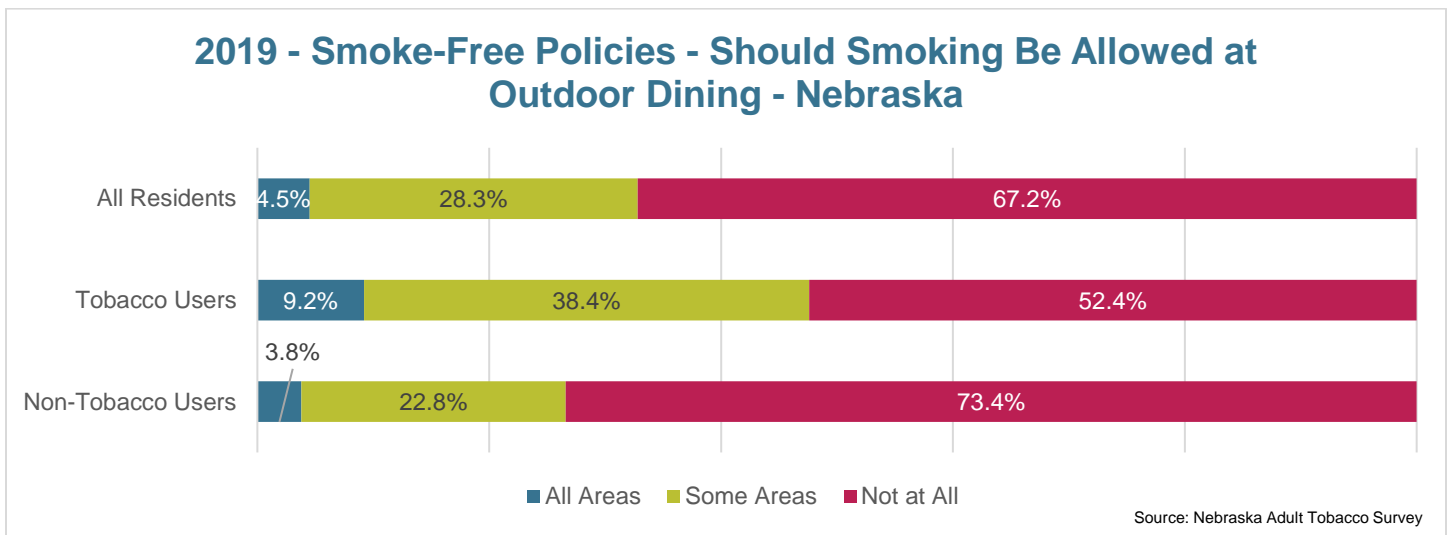
In 2019, nearly 93.3% of Nebraska’s adult population believed that smoking should be prohibited in some areas, or not allowed at all at outdoor public events.

2018-2019 - Smoke-Free Policies - Should Smoking Be Allowed at Outdoor Public Events - Nebraska



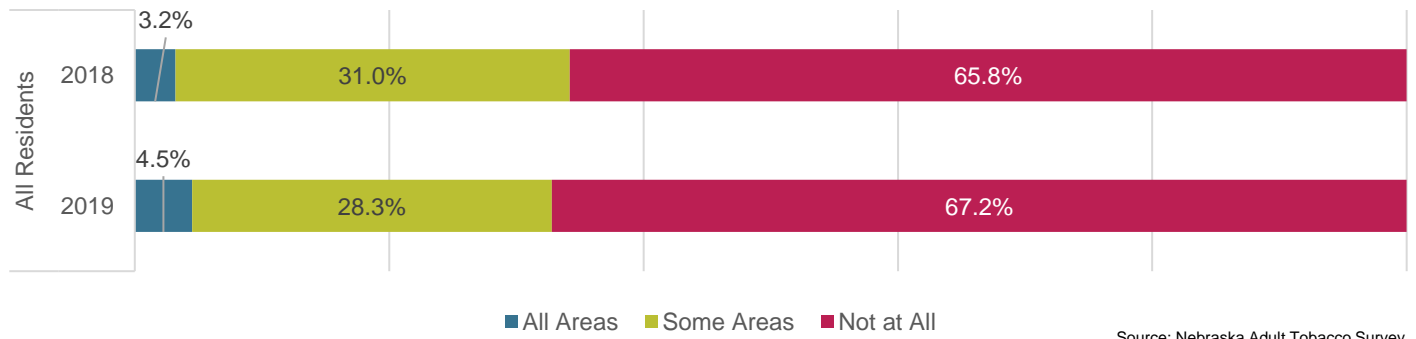


In 2019, non-tobacco users were more likely to strongly disapprove of smoking at outdoor public events (52.1%) than 2018 (43.6%). However, more tobacco users showed tolerance for smoking at outdoor public events in all areas (15.2%) compared to 12.2% in 2018.

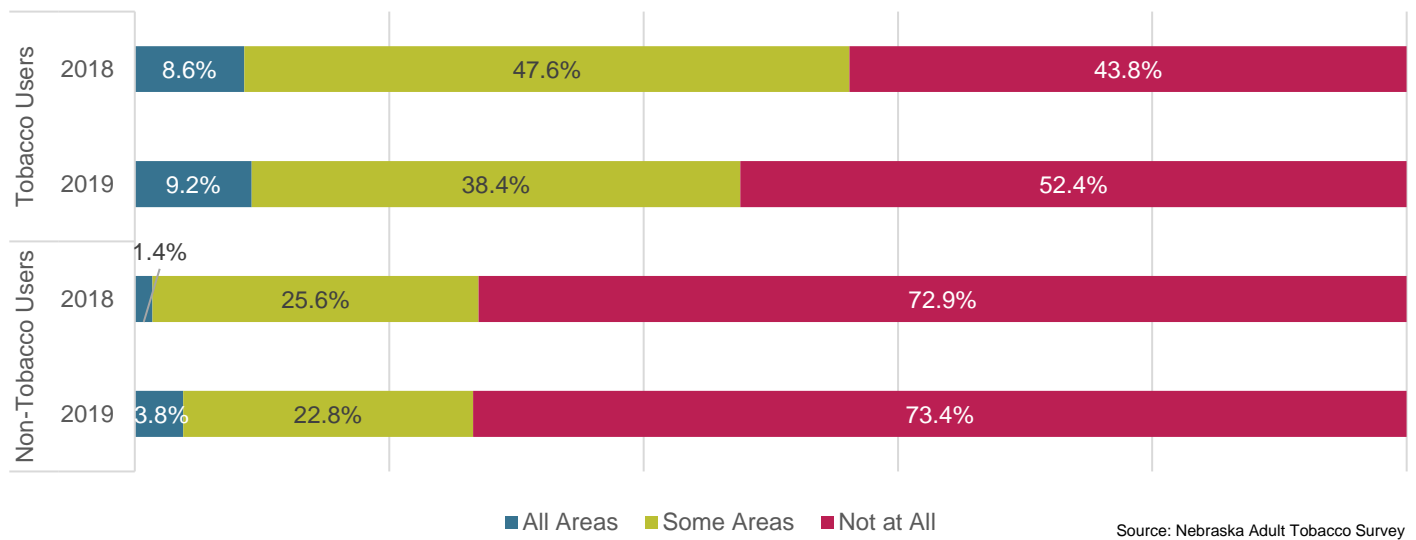


The Nebraska Clean Indoor Air Act eliminated smoking at indoor dining establishments. There is strong support for eliminating smoking at outdoor dining areas, with 67.2% of the general population supporting a complete prohibition on smoking in outdoor dining areas in 2019.

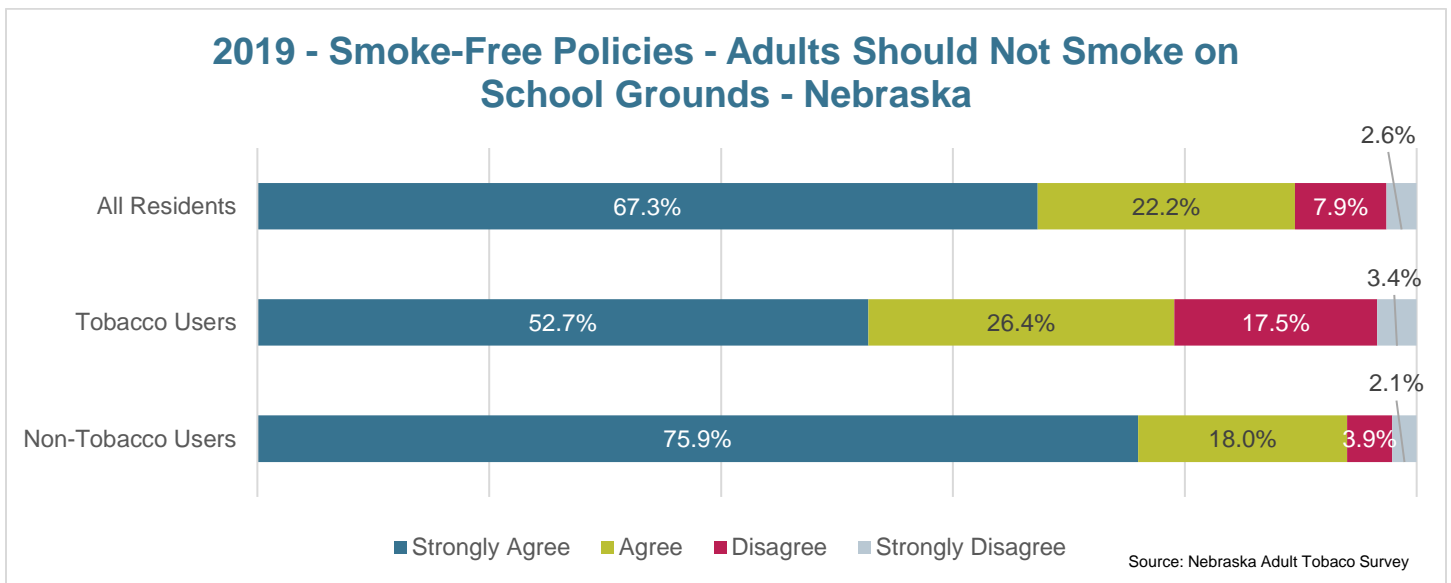
2018-2019 - Smoke-Free Policies - Should Smoking Be Allowed at Outdoor Dining - Nebraska



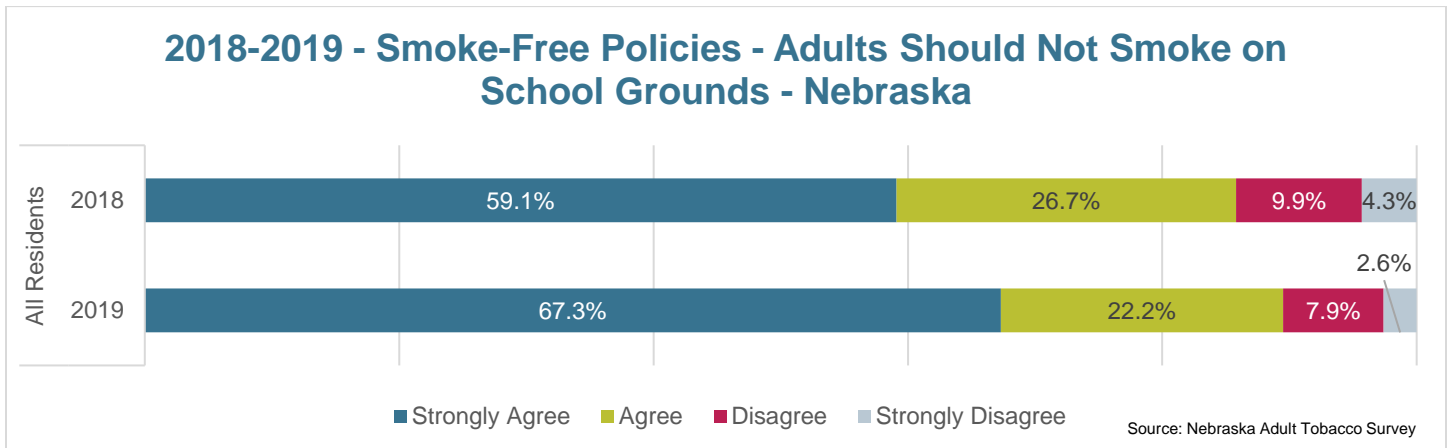
2018-2019 - Smoke-Free Policies - Should Smoking Be Allowed at Outdoor Dining - Nebraska

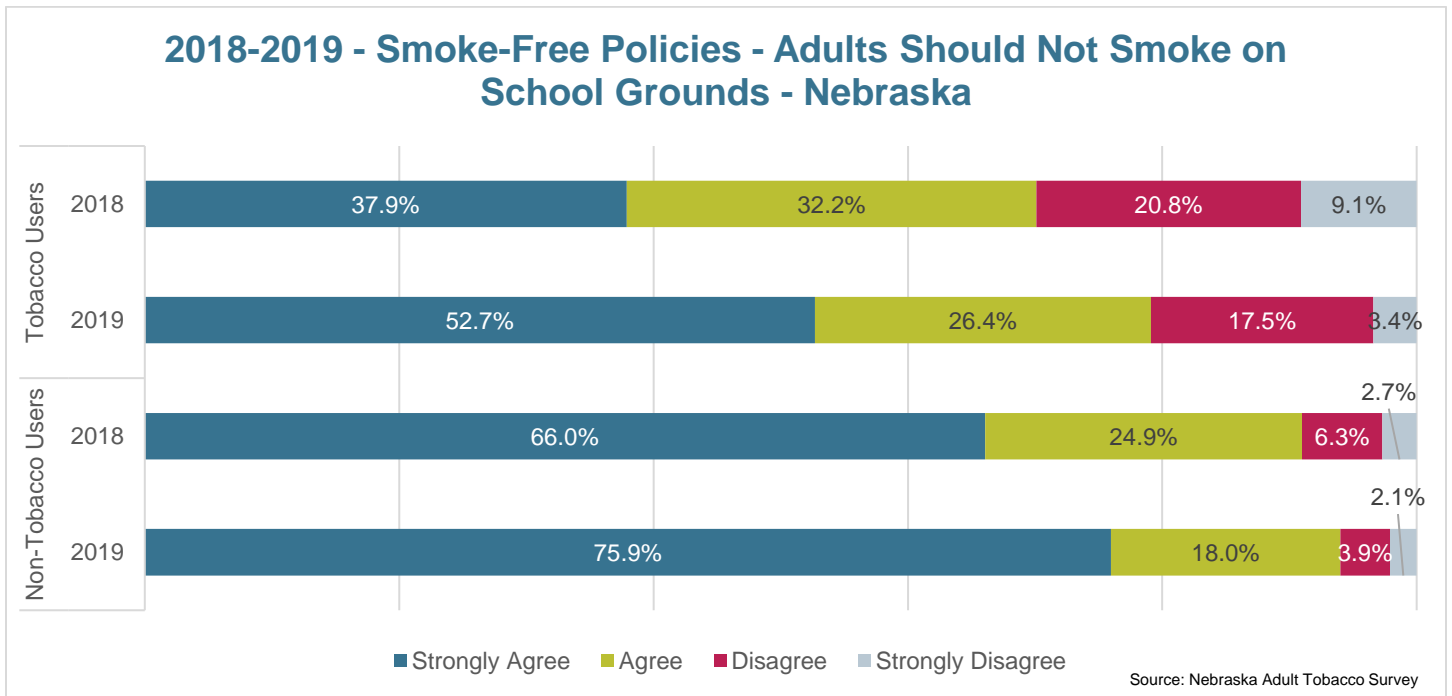


In 2018, 43.8% of the tobacco users reported that smoking should not be allowed at outdoor dining at all, this rate increased to 52.4% in 2019.



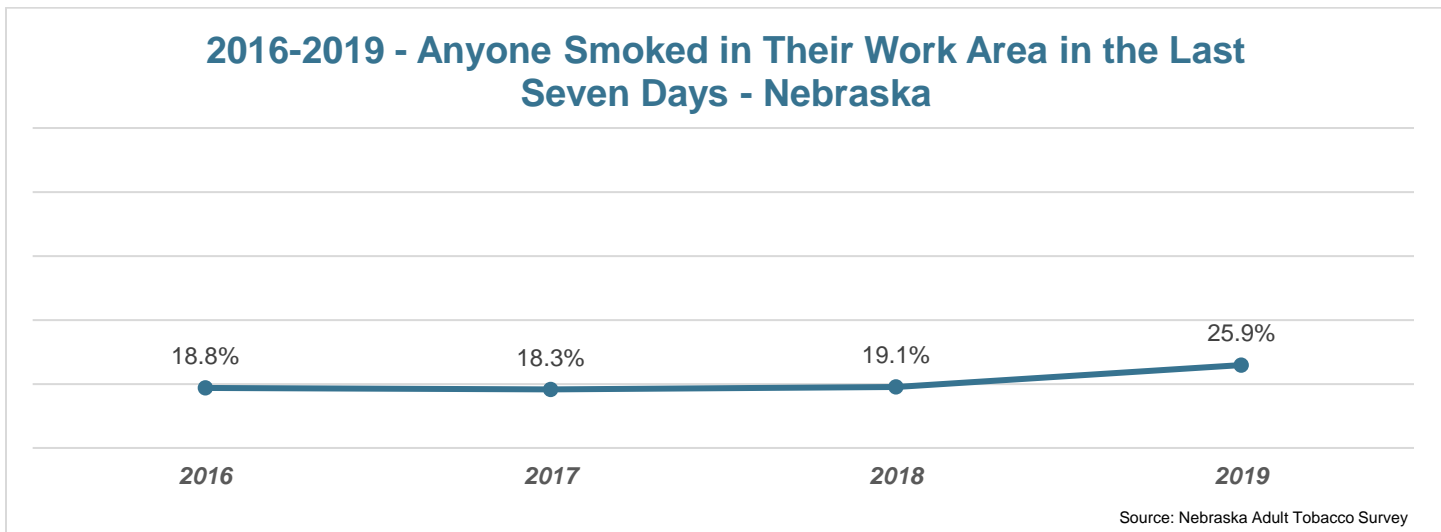
There is very strong support for not allowing adults to smoke on school property. Almost 70% of Nebraskans strongly agreed that adults should not smoke on school grounds in 2019. When combining “strongly agree” and “agree,” nearly 90% indicated that they are in agreement. Even among tobacco users, close to eight out of ten agreed or strongly agreed that adults should not use tobacco on school grounds (79.1%).



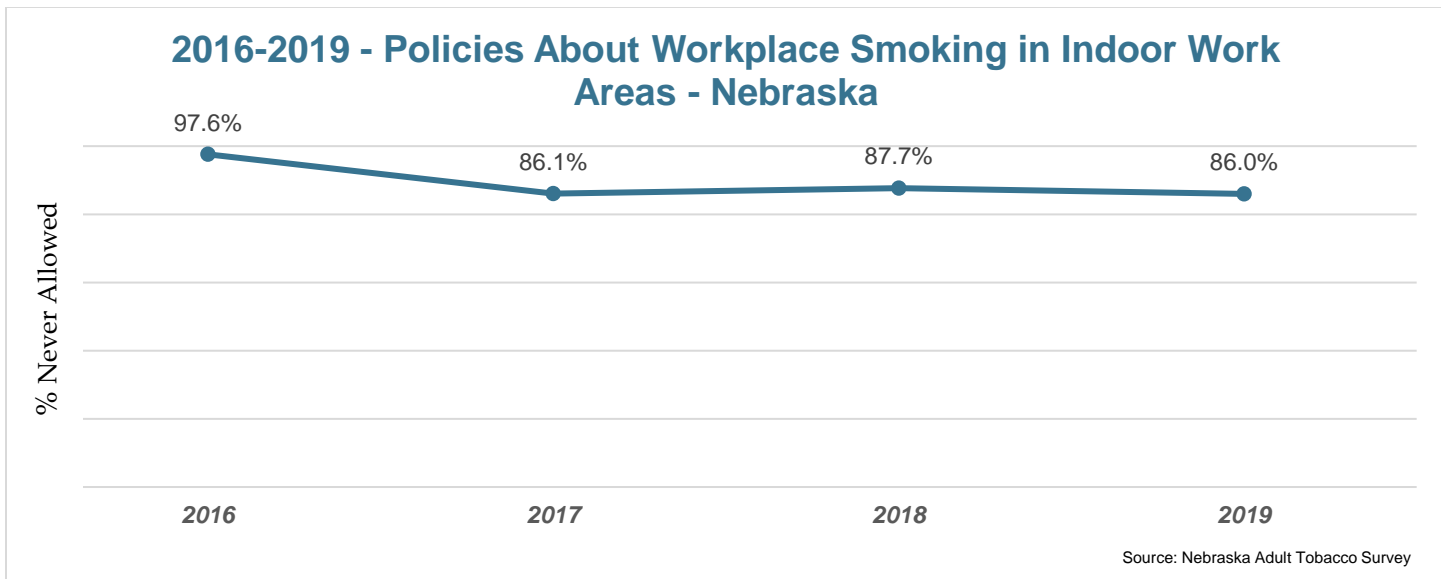


In 2019, the percentage of individuals that strongly agreed that smoking should be prohibited on school grounds outnumbered the rate in 2018 in all groups of respondents. The largest increase was found among tobacco users where a 14.8% increase was observed from 2018 to 2019.

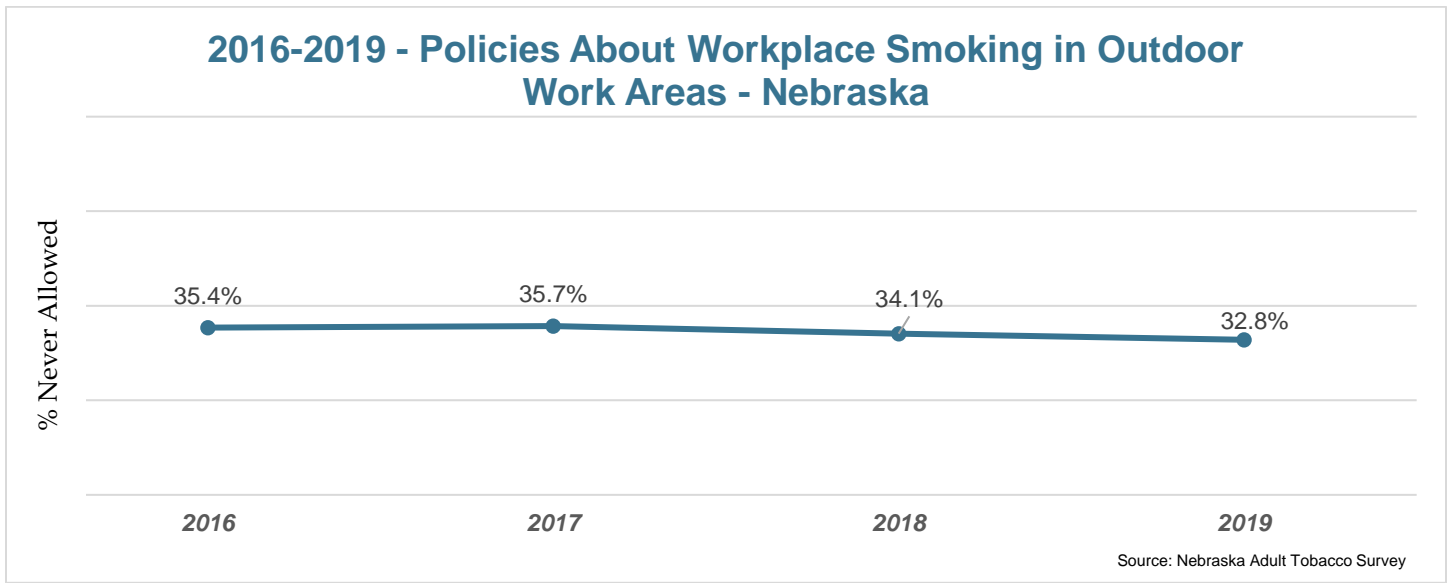
Tobacco Use in the Workplace



From 2016 to 2018, nearly 20% of respondents indicated that there had been smoking in their workplace in the preceding seven days. This rate had been very steady but went up to 25.9% in 2019.

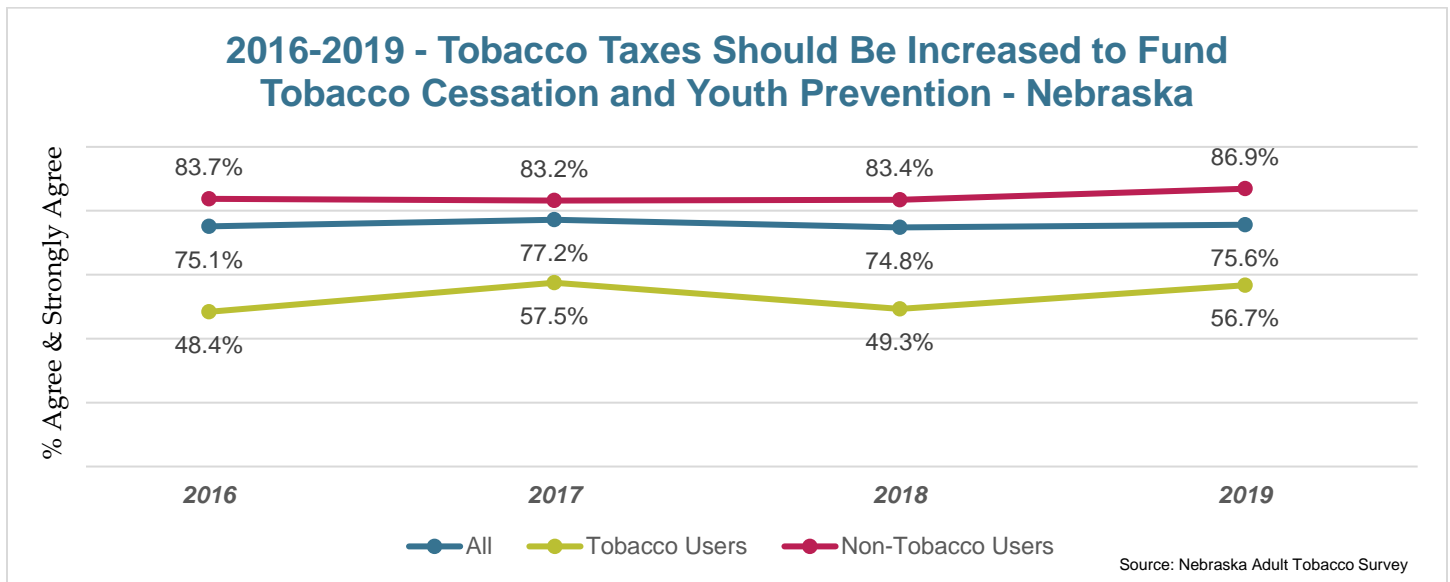


The percentage of respondents that indicated smoking is never allowed at indoor work areas remained about the same through 2017 to 2019.

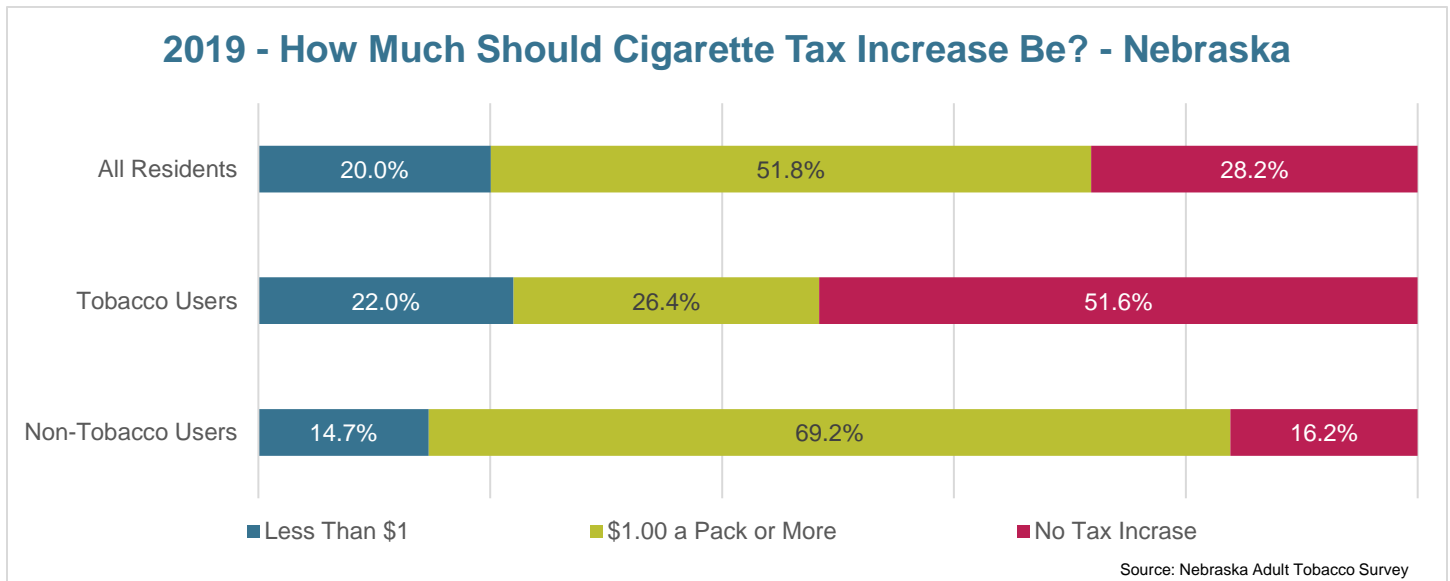


Throughout the years, about one-third of respondents reported that workplace smoking in outdoor work areas is never allowed.

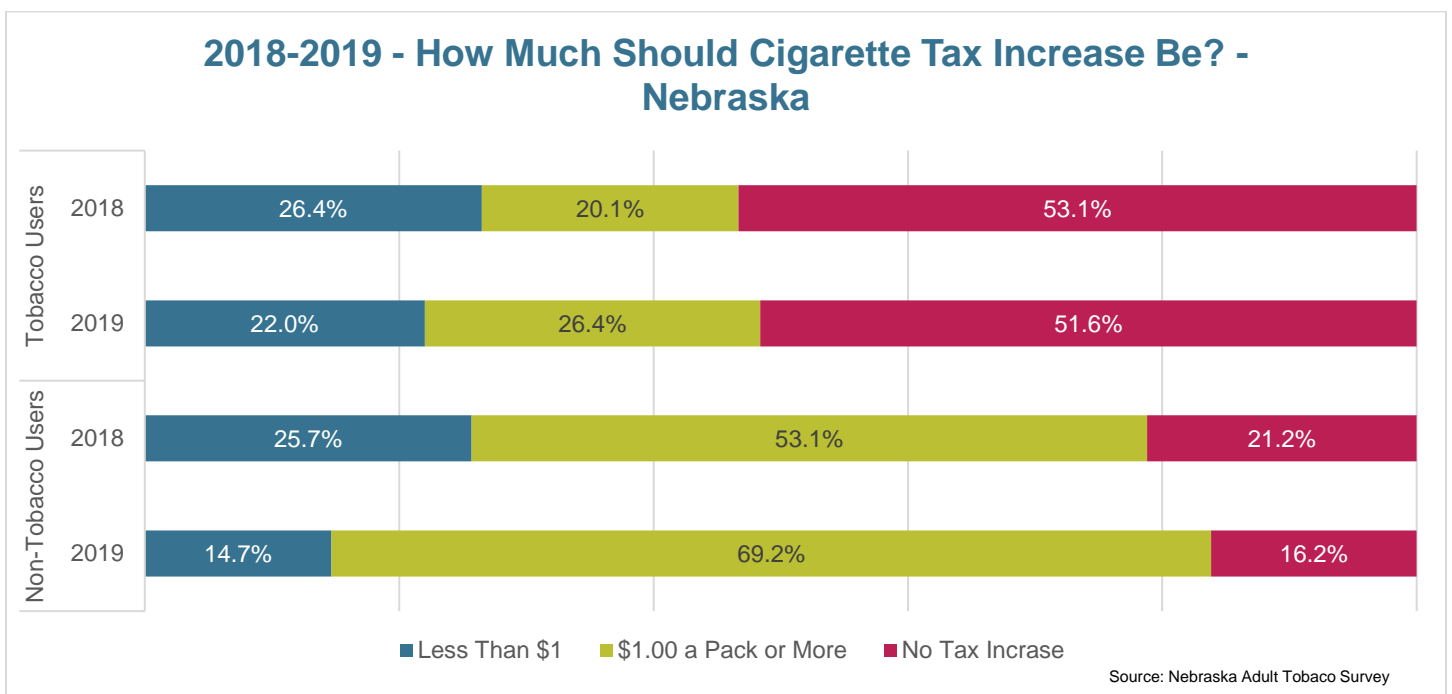
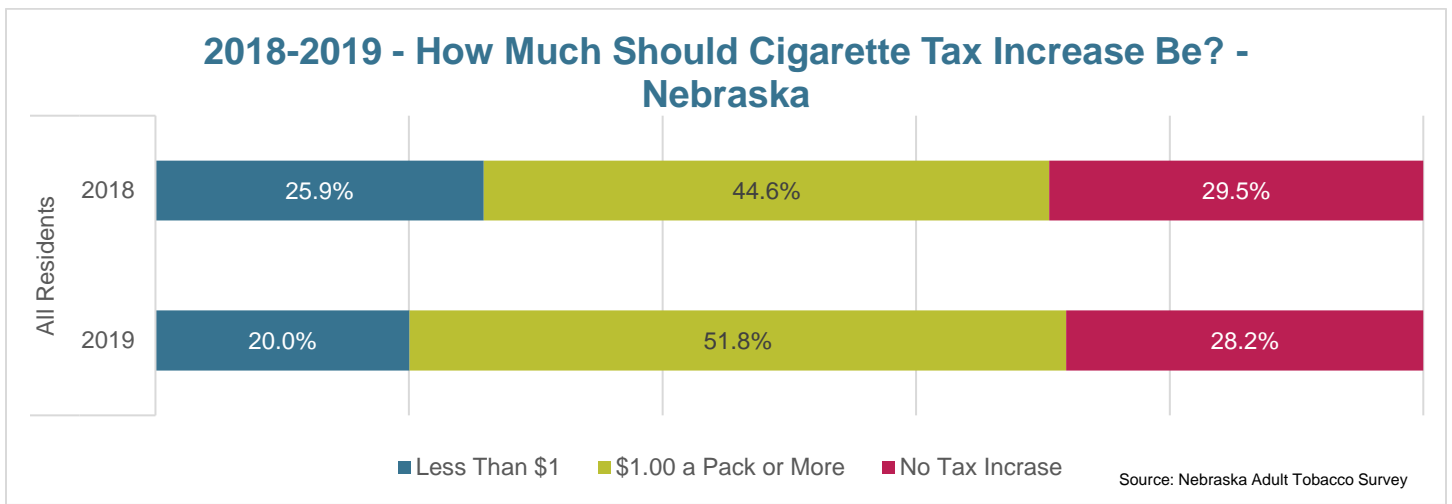
Support for Tobacco Tax and Use of Revenue



In 2019, the majority (75.6%) of Nebraskans agreed or strongly agreed that tobacco taxes should be increased to fund tobacco cessation and youth prevention.



When asked how much cigarette tax increase should be, the majority of non-tobacco users reported one or more dollars per pack (69.2%). Among all residents, slightly above half (51.8%) agreed with this rate.



When asked how much a cigarette tax should be increased, in 2018, 44.6% of the general population supported an increase of \$1 or more per pack and 51.8% in 2019.

Conclusion

The prevalence of tobacco product use remained roughly stable in Nebraska. Every year thousands of people call the Nebraska Tobacco Quitline (1-800-QUIT-NOW) a service of the Nebraska Department of Health and Human Services (DHHS) Division of Public Health. This telephone-based coaching provides a direct benefit to Nebraskans and their families by reducing the burden of tobacco.

As can be seen in this report, cigarette smoking remains one of the most common means of tobacco use. Cigarettes and other combustible tobacco remain the leading cause of preventable death and disease even though there are more people using emerging tobacco products such as e-cigarettes. Among those who use tobacco products there is a strong desire to quit with nearly half of the cigarettes smokers reporting they have both tried to quit in the past and are currently trying to quit. In addition to providing the Nebraska Tobacco Quitline, Tobacco Free Nebraska works with community coalitions, schools, and the business community throughout the state to reduce tobacco use.