

Monitoring U.S. E-Cigarette Sales: National and State Trends

Suggested Citation: National Data Brief

CDC Foundation. (YEAR). Monitoring U.S. E-Cigarette Sales: National Trends Data Brief. Issue Number, Month. URL.

Below is an example, which can be updated by researchers:

CDC Foundation. (2021). Monitoring U.S. E-Cigarette Sales: National Trends Data Brief. Issue 01, October 2020. <https://www.cdcfoundation.org/E-cigaretteSalesDataBrief?inline>

Suggested Citation: State Data Brief

CDC Foundation. (YEAR). Monitoring U.S. E-Cigarette Sales: State Trends Data Brief. Issue Number, Month. URL.

Below is an example, which can be updated by researchers:

CDC Foundation. (2021). Monitoring U.S. E-Cigarette Sales: State Trends Data Brief. Issue 01, December 2020. <https://www.cdcfoundation.org/State-E-CigaretteSales-DataBrief-Dec27?inline>

Frequently Asked Questions

Below are frequently asked questions and answers that provide additional perspective on the Monitoring U.S. E-Cigarette Sales: National and State Trends data series.

Where do these data come from?

All data were purchased by the CDC Foundation through a contract with Information Resources, Inc., (IRI, www.iriworldwide.com) as an activity under the CDC Foundation's Monitoring E-Cigarette Use Among Youth program. IRI provided weekly e-cigarette sales at the Universal Product Code (UPC) level. The CDC Foundation cleaned, analyzed, and aggregated the data in 4-week periods, overall and by e-cigarette product type and flavor.

Who funded the Monitoring E-Cigarette Use Among Youth program?

Financial support for the Monitoring E-Cigarette Use Among Youth program was provided by [Bloomberg Philanthropies](#) through a grant to the CDC Foundation.

What types of outlets are included in the data?

IRI provides sales data from two main channels: convenience and multi-outlet. The convenience channel includes convenience stores and gas stations (e.g., 7 Eleven and Circle K). Multi-outlet includes food stores (e.g., Harris Teeter, Shaw's, and Wegmans), drug stores (all national chain and independent drug stores, excluding Rx sales), mass merchandiser outlets (e.g., Target, Kmart, Shopko), Walmart stores, club stores (BJ's and Sam's club), Dollar stores (Dollar general, Family Dollar, and Fred's chains), and Military sales (Defense Commissary Agency). IRI provides sales data for the multi-outlet channel combined in addition to food stores and drug stores, separately. Since multi-outlet data include food and drug stores, in addition to the other outlets listed above, analyses are restricted

to multi-outlet and convenience channel data to ensure that all channels are captured but not duplicated.

What types of outlets are not included in the data?

Notably, sales from vape shops and online sales are not included in these estimates.

Are these estimates representative?

All data are market-level representative as a combination of census reporting retailers and projections for non-participating retailers.

Can I obtain access to the UPC-level data used in these data briefs?

Data were purchased from Information Resources, Inc. (IRI, www.iriworldwide.com), through a restricted-use data contract and thus cannot be shared with the public or any third parties. Interested parties may contact IRI directly to determine data purchasing prices and options.

Can I obtain access to the aggregate data used to create these figures and tables?

All of the aggregate data presented in this data brief can be found on the website.

What methodology was used to calculate dollar sales reported in these data briefs?

Please review the methodology document on the website.

How do I cite these data in my publications?

Here are examples, which researchers should update using information for the data brief being cited:

CDC Foundation. (2021). Monitoring U.S. E-Cigarette Sales: National Trends Data Brief. Issue 01, October 2020. <https://www.cdcfoundation.org/E-cigaretteSalesDataBrief?inline>

CDC Foundation. (2021). Monitoring U.S. E-Cigarette Sales: State Trends Data Brief. Issue 01, December 2020. <https://www.cdcfoundation.org/State-E-CigaretteSales-DataBrief-Dec27?inline>

Who can I contact if I have further questions about this project?

Send an email to ecigaretteMonitoring@cdcfoundation.org if you have any questions and a member of our team will get in touch with you.