We selected the 20 largest brick-and-mortar college campuses in the U.S. based on student enrollment. We leveraged Yelp’s online business directory to collect listings for any establishments matching “hookah” within five miles of campus epicenters. Two coders reviewed each result as well as website data and made phone calls to verify WTS status and business characteristics.

Two campuses shared duplicate results within 5-mile radii. These establishments were counted only once. The median number of WTS establishments per campus was 6.5 (IQR: 4-10.5).

Food and live entertainment were the most prominent characteristics: 83% of WTS establishments offered food, 70% had live entertainment, 60% served alcohol, and 30% were waterpipe retailers.

When ranking campuses, Yelp’s basic search result counts reflected rankings of confirmed WTS establishments. Confirmed WTS establishments provided additional goods and services which may draw clientele into a smoking environment.

Future research should examine a larger and more diverse sample of colleges as well as alternate search strategies.