

Iowa Adult Tobacco Use Rates

Behavioral Risk Factor Surveillance System

2018, 2011-2018 Trends

Division of Tobacco Use Prevention and Control

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Protecting and Improving the Health of Iowans



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Summary of BRFSS Findings on Adult Tobacco Use Prevalence

Cigarettes remain the most used tobacco product among adults

- One in 6 (390,844) adults smoked cigarettes in 2018.
- In 2018, compared to Iowa overall, men had elevated rates.
- In 2018, adults less than 65 years had elevated rates.
- In 2017-18 among racial/ethnic minorities, cigarette use rates among black, non-Hispanic and Native American/multi-race, non-Hispanic adults were elevated compared to the state overall.
- Trends: Cigarette use declined from 20.1% in 2011 to 16.6% in 2018.

Almost half of adult cigarette smokers used menthol cigarettes (46%) in 2018

- Young smokers were more likely to smoke menthols.
- Among smokers aged 18-24 years, 70% smoked menthols. Among smokers aged 24-34 years, 64% smoked menthols in 2018.
- Menthol use in 2017-2018 was elevated among most racial/ethnic minorities but not among white, non-Hispanic smokers: black, non-Hispanic; Native American/multi-racial non-Hispanic and Hispanic cigarette users were most likely to smoke menthols.

Cigars were the second most used product in 2018 (7.3% use rate), men accounted for most use

- Men accounted for about 4 of every 5 cigar smokers.
- In 2018, age-specific rates were highest among adults 18-24 years.
- Trends: Cigar use increased between 2015 (3.6%) and 2018 (7.3%).

Electronic cigarette (e-cigarettes) use increased dramatically among young adults

- Among Iowans 18-24 years, e-cigarette use rose between 2015 (10.5%) and 2018 (16.6%).
- In 2018, Iowa's youngest adults, 18-20 years, had an e-cigarette use rate (22.4%) that was four times that of the state.
- E-cigarettes and smokeless tobacco tied as the third most used tobacco product in 2018.
- Men were more likely than women to use e-cigarettes (6.7% vs. 3.9%) in 2018.
- In 2017-18, racial/ethnicity group-specific rates were elevated among Native American/multi-race, non-Hispanic and Asian/Pacific Islander, non-Hispanic adults.
- Trends: In 2018, the overall e-cigarette use among adults was 5.3%, about the same as in 2015 (5.2%).

Smokeless tobacco use rate changes little; men account for more than 9 of every 10 users

- Men accounted for 94% of smokeless tobacco users in 2018.
- In 2018, age-specific use rates among men were highest for those 35-44 years.
- Trends: Between 2011 (4.2%) and 2018 (5.3%) smokeless tobacco use changed little.

Pipe use: Just over 1% of all adults smoked pipes (1.3%) in 2018

- In 2018, 2.0% of men smoked pipes.
- The age specific use rate among Iowans 25-34 years was 2.0%, the highest of any age group with a rate that is reportable.

Hookah/water pipe use: Just over 1% of all adults smoked water pipes (1.2%) in 2018

- In 2018, men and women were about equally likely to use hookahs.
- Adults 18-24 years had a use rate of 4.3%, more than three times the state rate.

Any use of tobacco: More than 1 in 4 adults uses tobacco

- In 2018, 622,000 Iowa adults used tobacco (26.3%).
- In 2018, men accounted for 2 of every 3 tobacco users (403,000 men used).
- Tobacco use ran above the state rate among all age groups younger than 55 years.
- Use rate were especially high among those young adults 18-24 years and 25-34 years in 2018.
- In 2017-18, black, non-Hispanic (35.0%) and Native American/multi-race (46.6%), non-Hispanic adults had use rates above the state rate.
- Trends: Between 2015 (25.3%) and 2018 (26.3%), tobacco use overall changed little.

Use of two or more tobacco products

- In 2018, 7.3% of all Iowans used two or more tobacco products.
- Among men, the use rate of two or more products was 10.2%.
- In 2018, 14.4% of adults 18-24 years and 13.2% of adults 25-34 years used two or more products.
- In 2017-18, race/ethnicity-specific rates of use of two or more products was highest among Native American, non-Hispanic adults.
- Trends: Use of two or more products changed little between 2015 (6.6%) and 2018 (7.3%).

Every day use in 2017-2018: Cigarettes are the tobacco product most used every day

- **Cigarettes**
 - More than 7 in 10 in cigarette smokers (73%) used every day.
- **Smokeless tobacco**
 - Almost 6 in 10 smokeless users (59%) used every day.
 - Six in 10 men who are smokeless users (60%) used every day.
- **E-cigarettes**
 - More than 3 in 10 e-cigarette users (35%) used every day.
- **Cigars**
 - Less than 1 in 10 cigar users (8%) used every day.
- **Any tobacco**
 - More than 6 in 10 Iowans (64%) who used any tobacco used at least one product daily.

Ever use in 2017-2018: Overall, ever use of cigarettes was higher than that of e-cigarettes. (Ever-used data collected only for cigarettes and e-cigarettes.)

- 41% of Iowans have ever used cigarettes (971,000).
- 22% of Iowans have ever used e-cigarettes (487,000).
- Among adults 18-24 years, ever use of e-cigarettes was higher (32.1%) than ever use of cigarettes (20.4%).

Use rates among young adults age 18-20 years compared to those 21-24 years of age in 2018

- E-cigarette and smokeless tobacco use was higher among Iowans 18-20 years than among those 20-24 years.
- Cigarette use was lower among adults 18-20 years than those 21-24 years.
- Overall tobacco use was the same for both groups of young Iowa adults (34.2%).

Women of childbearing age (18-44 years): 117,000 women of childbearing age used tobacco in 2017-18

- Overall, 22.5% of women of childbearing age used any tobacco:
 - 18% smoked cigarettes (94,000)
 - 5.5% used e-cigarettes (27,000)
 - 4.8% smoked cigars (22,000)
 - 2.3% used hookahs (10,000)
 - 1.4% smoked pipes (6,000)
 - 0.9% used smokeless tobacco (5,000).

Glossary

Behavioral Risk Factor Surveillance System: Is the nation's premier system of health-related telephone surveys that collect state-specific data about U.S. residents regarding their health-related risk behaviors, chronic health conditions and use of preventive services.

Cigars: Refers to cigars, little cigar, little filtered cigars and cigarillos.

Current use of cigarettes: Ever smoked 100 or more cigarettes and now smoke every day of some day.

Current use of other tobacco products: Now use a product every day or some days.

E-cigarettes: Refers to all electronic smoking and vaping devices, including mods, pods, JUUL, vape-pens, hookah-pens, e-hookahs, e-cigars, e-pipes, personal vaporizers, mods and other rechargeable vaping products.

Iowa Youth Survey: Is conducted in even years by the Iowa Department of Public Health's Division of Behavioral Health in collaboration with the Iowa Department of Human Rights' Criminal and Juvenile Justice Planning and Statistical Analysis Center. Students in the sixth, eighth, and 11th grades across the state of Iowa answer questions about their attitudes and experiences regarding tobacco, alcohol and other drug use and violence, and their perceptions of their peer, family, school and neighborhood/community environments.

Poly-use: Use of two or more tobacco products.

Smokeless tobacco: Refers to chew, snuff, plug, snus and dipping tobacco products.

Urban/rural counties: The U.S. Office of Management and Budget in 2020 in Iowa designated nine metropolitan statistical areas (MSAs) encompassing 23 counties; 15 micropolitan statistical areas (MCSAs) encompassing 17 counties; and 59 noncore counties. MSAs include counties that have relatively high population density and those neighboring counties with strong economic ties. MCSAs are composed of counties outside of MSAs that have a core population of at least 10,000 but less than 50,000. Noncore counties are the most rural counties—those outside of MSAs and MCSAs.

List of Acronyms

ACEs	Adverse Childhood Experiences
BRFSS	Behavioral Risk Factor Surveillance System
CDC.....	Centers for Disease Control and Prevention
IDPH	Iowa Department of Public Health
ISTEP.....	Iowa Students for Tobacco Education and Prevention
IYS.....	Iowa Youth Survey
NH	non-Hispanic
SIDS	Sudden Infant Death Syndrome

Background--Recent Adult Tobacco Use Rates: Cigarette Use Decreases, Cigar Use Increases, E-Cigarette Use among Young Adults Surges

In 1995, the Iowa BRFSS adult cigarette use rate was 23.3%. Since then, cigarette use has declined and in 2018, reached an all-time low of 16.6%.

Interventions that have directly contributed to this decline include:

- Quitline Iowa, the IDPH adult tobacco use cessation program
- ISTEP, an IDPH funded program that helps youth prevent tobacco use among their peers
- Community Partnerships (local contractors that conduct tobacco interventions statewide)
- Federal, state and local policy changes that have promoted or required smoke-free environments and raised the cost of tobacco through increased taxes.

Despite the success of these interventions, more than 390,000 Iowa adults continue to smoke cigarettes. In addition, the use of other tobacco products (smokeless tobacco, cigars and e-cigarettes) has increased or remained unchanged in recent years.

Among Iowa adults between 2011 (5.2%) and 2018 (5.3%), smokeless tobacco use was virtually unchanged. Cigar use increased from 5.2% to 7.3% during this time. E-cigarette use was about the same in 2015 (5.2%) as in 2018 (5.3%). Among young Iowans 18-24 years, e-cigarette use rates increased from 10.5% in 2015 to 16.6% in 2018.

In 2018, 622,000 Iowa adults used tobacco; that is, more than 1 in 4 adults used tobacco.

The Toll of Tobacco Use in Iowa

Tobacco use is the most widely used drug of abuse and is the leading cause of preventable disease, disability and death in the United States and Iowa.^{1, 2}

Iowa Deaths and Disability from Smoking

- 5,100 Iowa adults die each year from their own smoking.³
- Smoking is related to increased risk of chronic lung disease, cardiovascular disease, cancer and diabetes.²
- 27.8% of cancer deaths in Iowa are caused by tobacco use.⁴
- 55,000 Iowa children and youth under age 18 will die prematurely from smoking.⁴
- 900 youth under the age of 18 begin to smoke cigarettes each year.⁴
- Smoking is related to increased risk of chronic disability including visual, cognitive, hearing and mobility impairment.⁵

Secondhand Smoke Exposure

- Across the U.S., adults exposed to secondhand smoke have a higher risk of emergency room and hospital visits.⁶

- Nonsmokers who are exposed to secondhand smoke at home or work have a 20% to 30% higher risk of getting lung cancer than do nonsmokers who are not exposed to smoke.²
- Exposure to secondhand smoke is dangerous for infants and increases the risk of Sudden Infant Death Syndrome (SIDS), slowed lung growth and middle ear disease.²

Tobacco Use during Pregnancy

- Smoking during pregnancy increases the risk of pregnancy complications, including premature birth, low birth weight, certain birth defects and SIDS.²
- Smoking can also make it harder for a woman to become pregnant.²

Disparities in Tobacco Use: The inequitable toll of tobacco

- In 2017-18, some subpopulations of Iowans had elevated overall tobacco use rates, including those who were:
 - Men
 - Black, non-Hispanic
 - Native-American, non-Hispanic
 - Multi-race, non-Hispanic
 - Heavy alcohol users
 - Opioid users
 - Iowans with gambling problems
 - Disabled
 - LGBT
 - Veterans
 - Living with mental illness
 - Of lower educational attainment or low income
 - Young and middle-aged Iowans
 - Uninsured (see Appendix A)⁷

Iowa Smoking-Related Economic Costs

- \$1.285 billion – annual health care costs in Iowa directly resulting from smoking.^{3, 8}
- The costs to the Iowa Medicaid program of smoking in Iowa is estimated to be \$364.5 million annually.⁴
- Annual lost productivity costs due to smoking are estimated to be \$1.21 billion.⁴
- Iowans pay an estimated \$794 annually per household in state and federal taxes related to the cost of smoking.⁴

Nationwide, smoking-related illness costs more than \$300 billion each year.^{9, 10, 11}

Adult Tobacco Use by Product, Age, Sex and Race, 2018, Iowa-- Charts and Tables

Figure 1 Current tobacco use among adults by product, Iowa, 2018

Cigarettes are the most used tobacco product among adults

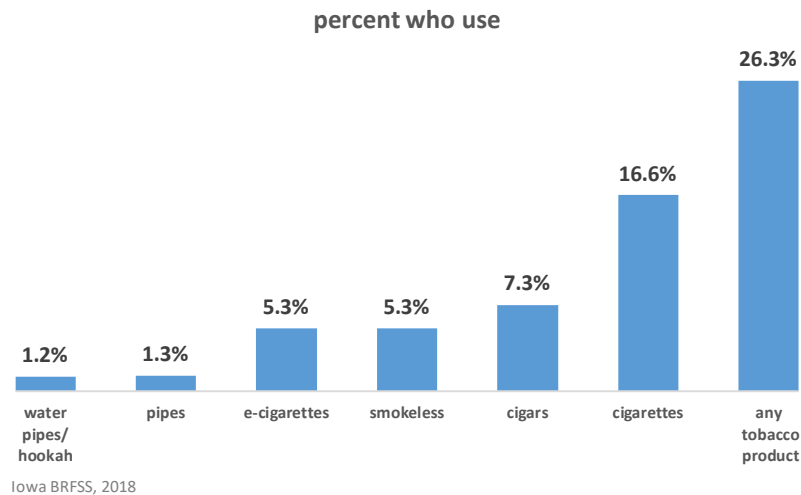


Figure 2 Tobacco use among adults by product and sex, Iowa, 2018

Men are more likely to use tobacco products

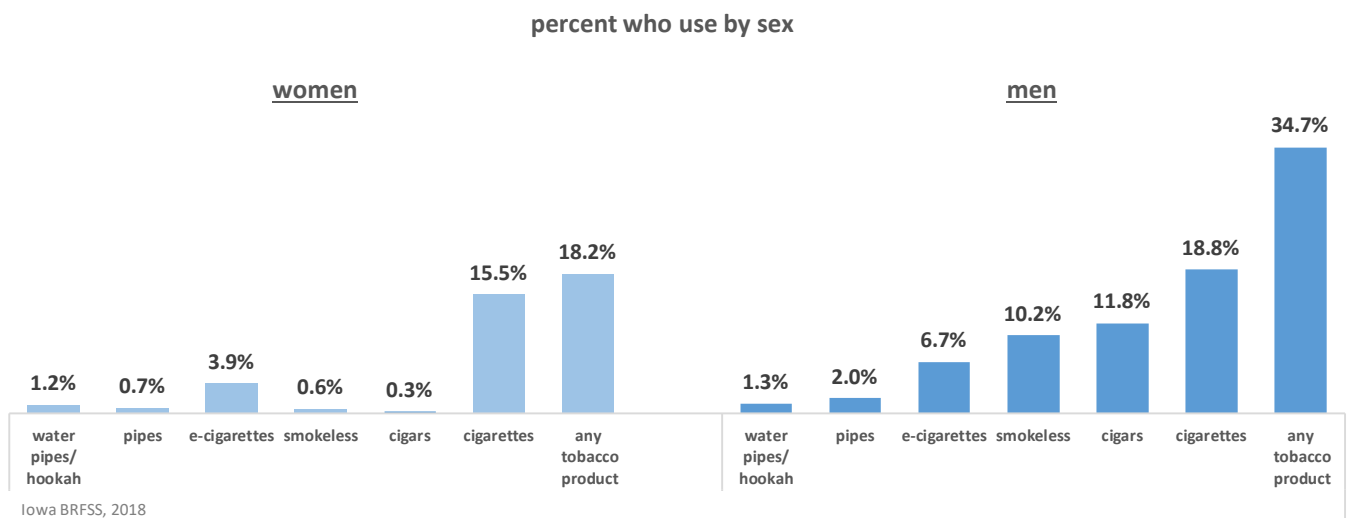


Figure 3 Tobacco use among adults by product and age, Iowa, 2018

Use rates are highest among young and middle aged adults

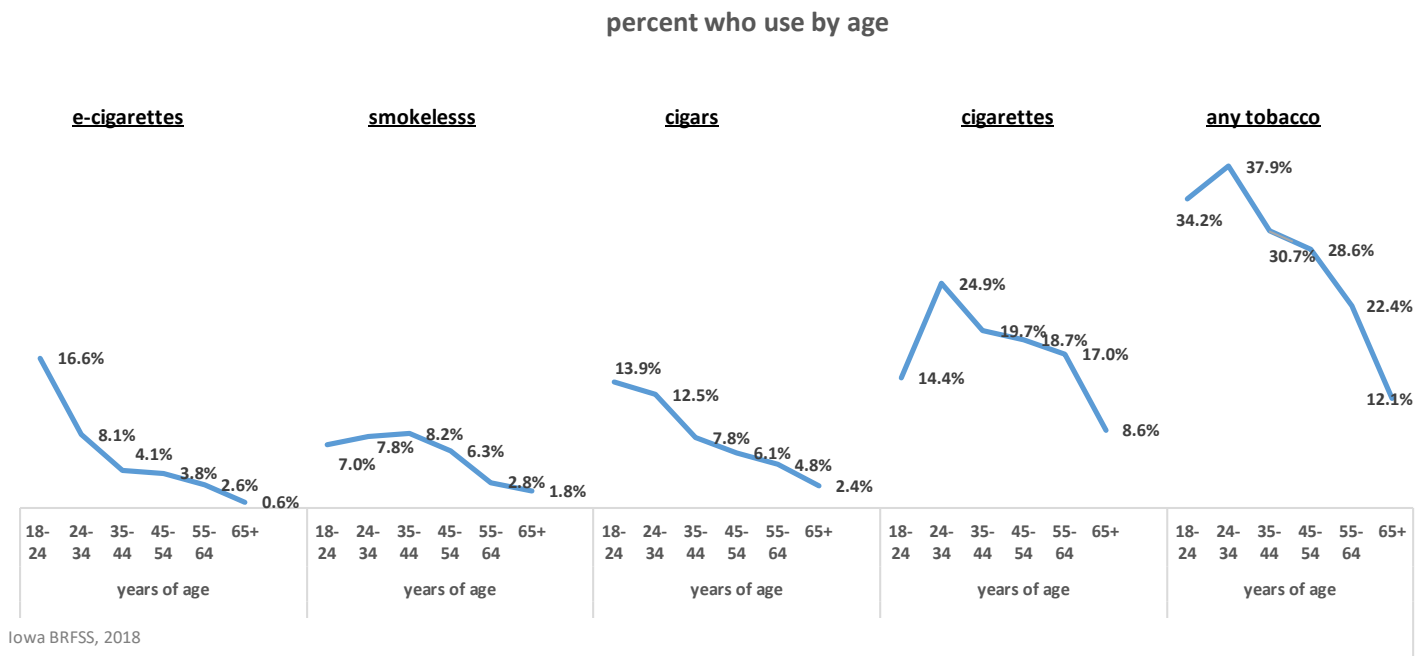


Figure 4 Current any tobacco use, cigarette use among adults by race/ethnicity, Iowa, 2017-18 annual average rate

Black, non-Hispanic and Native American, non-Hispanic adults have the highest rates of cigarette and any tobacco use

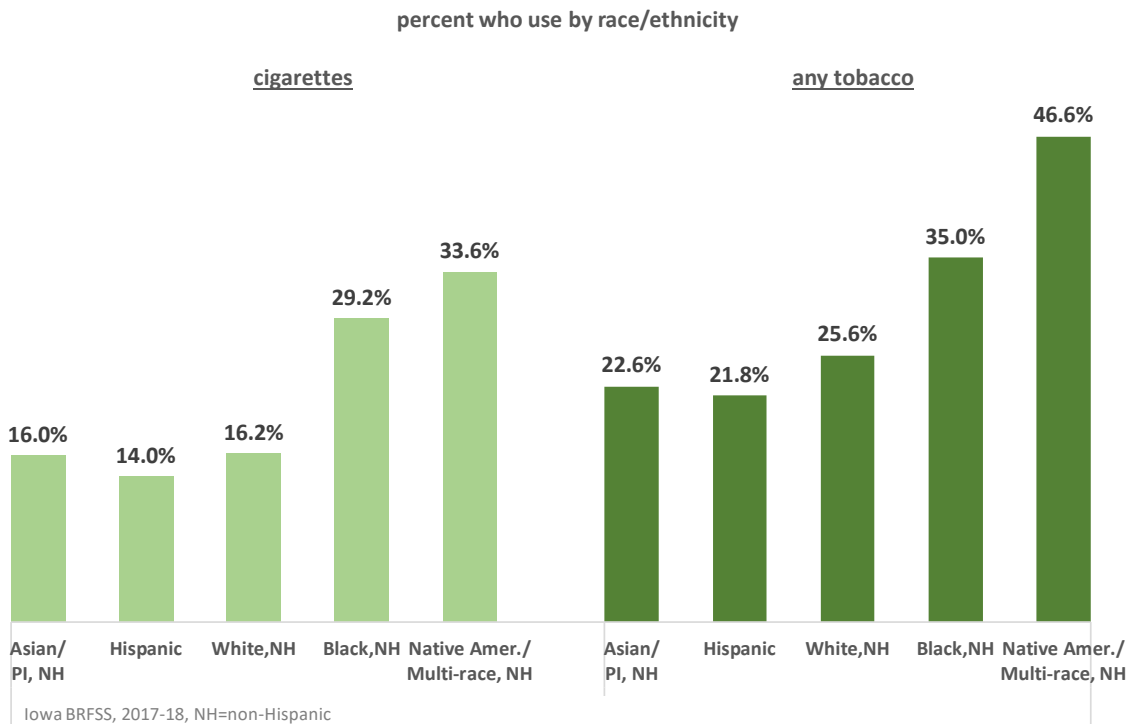


Table 1 Tobacco use among adults by product and population characteristic, Iowa, 2018

Tobacco product	Percent 2018												Total-all adults 2018	
	Sex		Age								Race/ethnicity			
	female	male	18-24 years by age group		all adults by age group						white, non-Hispanic	all Hispanic and non-white		
			18-20	21-24	18-24	25-34	35-44	45-54	55-64	65+				
percent	number													
Cigarettes	15.3	18.0	10.5	17.5	14.4	24.9	19.7	18.7	17.0	8.6	16.1	20.1	16.6	390,844
menthols	6.9	7.3	7.1	11.0	9.3	14.9	8.3	4.1	6.1	2.3	6.4	12.8	7.1	164,991
Cigars	3.0	11.8	14.0	13.8	13.9	12.5	7.8	6.1	4.8	2.4	7.1	9.3	7.3	160,278
E-cigarettes	3.9	6.7	22.4	11.6	16.6	8.1	4.1	3.8	2.6	0.6	5.2	5.9	5.3	115,640
Smokeless	0.6	10.2	9.3	5.2	7.0	7.8	8.2	6.3	2.8	1.8	5.5	3.9	5.3	125,647
Smokeless-men	not applicable	10.2	16.4	9.9	12.9	15.0	15.6	12.2	5.0	3.4	10.6	7.1	10.2	117,635
Water pipe/ hookah	1.2	1.3	4.2	4.4	4.3	2.2	-	-	-	-	1.1	2.3	1.2	27,212
Pipes	0.7	2.0	-	-	-	2.0	1.6	1.2	-	0.7	1.3	1.5	1.3	29,028
Any tobacco	18.2	34.7	34.2	34.2	34.2	37.9	30.7	28.6	22.4	12.1	26.1	27.9	26.3	621,771
Any combustible	16.9	25.8	22.0	27.7	25.2	31.0	24.2	22.5	20.0	10.5	20.8	24.7	21.3	502,862
>= 2 products	4.4	10.2	16.6	12.0	14.1	13.2	7.9	5.6	4.5	1.7	7.0	9.2	7.3	171,543
Any tobacco every day	12.4	21.1	15.5	17.3	16.5	22.0	19.4	20.7	16.6	8.6	16.7	16.0	16.6	393,222
Men only														
Cigarettes		18.0	7.3	19.6	13.9	29.6	20.8	18.1	18.6	8.8	17.1	24.3	18.0	207,911
Cigars		11.8	19.5	21.6	20.6	18.7	10.8	10.3	9.1	4.5	11.8	12.4	11.8	127,188
E-cigarettes		6.7	31.5	13.9	22.3	9.7	4.9	4.5	2.2	-	6.7	7.1	6.7	72,266
Smokeless tobacco		10.2	16.4	9.9	12.9	15.0	15.6	12.2	5.0	3.4	10.6	7.1	10.2	118,568
Any tobacco		34.7	44.9	46.5	45.8	50.4	39.9	35.7	27.7	15.6	34.6	35.4	34.7	403,038
Women only														
Cigarettes	15.3		14.1	14.9	14.5	19.9	18.5	19.2	15.6	8.5	15.3	15.8	15.3	182,345
Cigars	3.0		-	-	6.4	6.2	4.6	2.0	-	-	2.6	5.9	3.0	32,926
E-cigarettes	3.9		11.8	9.2	10.4	6.4	3.4	3.1	2.9	-	3.9	4.5	3.9	43,375
Smokeless tobacco	0.6		-	-	-	-	-	-	-	-	0.5	-	0.6	6,643
Any tobacco	18.2		22.3	21.5	21.8	24.8	21.3	21.5	17.1	9.1	18.0	19.9	18.2	217,545
Any tobacco-women age 18-44 years--childbearing age											23.6	18.7	22.7	119,036
Number														
Men any tobacco			34,529	41,583	76,112	96,686	74,258	60,888	55,178	36,849	346,899	48,810	women	403,038
Women any tobacco			15,337	19,151	34,488	45,734	38,815	36,068	34,864	26,038	189,519	26,640	men	217,545
All any tobacco use			49,866	61,321	111,187	142,420	113,073	96,956	90,043	63,487	537,442	75,614	All	621,771

(Dash = rates cannot be published due to small sample size and/or relative standard error of an estimated rate that is >30%. The number of tobacco users by sex may not equal the total number of users for a product as sex was unknown for some respondents. The column with all Hispanic and non-white adults includes Hispanic lowans and lowans who are non-Hispanic: black, Native American, multi-race or Asian/Pacific Islander.

Table 2 Tobacco use among adults by product and race/ethnicity, Iowa, 2017-18

Tobacco product	Percent 2017-18						
	Race/ethnicity						Total - all adults
	Asian/Pacific Islander, non-Hispanic	Hispanic	White, non-Hispanic	Black, non-Hispanic	Native Amer./ multi-race, non-Hispanic	All Hispanic and non-white	
Cigarettes	16.0	14.0	16.2	29.2	33.6	21.5	16.8
Menthols	11.4	8.5	5.6	19.8	15.9	12.5	6.4
Cigars	-	9.7	7.1	7.2	8.6	8.5	7.2
E-cigarettes	7.1	4.3	4.4	-	16.9	6.8	4.6
Smokeless	-	4.2	5.4	-	8.8	3.9	5.4
Smokeless-men	-	6.5	10.5	-	-	7.7	10.2
Any tobacco	22.6	21.8	25.6	35.0	46.6	29.4	26.1
Any combustible	17.7	18.5	20.9	32.8	37.6	25.2	21.4
>= 2 products	9.3	8.7	6.8	6.4	17.4	9.7	7.1
Any tobacco every day	14.9	11.2	16.3	21.7	33.5	18.2	16.6
Number							
All any tobacco use	10,075	24,249	526,746	24,181	20,676	44,857	615,200

(Dash = rates cannot be published due to small sample size and/or relative standard error of an estimated rate that is >30%. The number of tobacco users by race/ethnicity may not equal the total number of users for a product as race/ethnicity was unknown for some respondents. The column with all Hispanic and non-white adults includes Hispanic Iowans and Iowans who are non-Hispanic: black, Native American, multi-race or Asian/Pacific Islander.

Subpopulations at High-Risk of Any Tobacco Use--2017-18 BRFSS

Table 3 Iowa adults with overall tobacco use rates statistically above state average annual rate, 2017-18

Adult population	Rate	Number
	2017-18	2017-18
Iowa overall	26.1	615,200
At-risk populations (rate higher than state)		
Sex		
men	34.2	395,898
Race/ethnicity		
Multi-race/Native American, non-Hispanic	46.6	20,676
Black, non-Hispanic	35.0	24,181
Age		
18-24 years	32.6	105,480
25-34 years	35.9	133,489
35-44 years	31.0	113,106
45-54 years	29.0	101,075
Education-age >= 20 years		
less than high school	38.2	68,393
high School	31.0	208,115
Income		
less than \$20,000	37.2	101,547
\$20,000 - less than \$50,000	31.7	199,254
Sexual identity		
LGBT (2017 data only)	40.2	14,858
Substance use/mental health		
heavy alcohol use	52.6	93,529
opioid use (2018 data only)	57.1	18,759
problem gambling	53.9	10,253
poor mental health	42.1	102,930
One or more adverse childhood experiences (ACEs)	31.1	383,850
Disability	34.3	161,824
Employment status		
unemployed	46.0	84,260
employed	29.0	425,140
Rent, not own home	38.7	236,448
Secondhand smoke exposure		
children or youth at home	29.5	243,806
Other priority populations		
uninsured adults < 65 years of age	43.3	68,996
veterans <65 years of age	45.1	56,963
veterans all ages	31.2	76,901
women of reproductive age 18 - 44 years	22.5	117,010
at risk of initiation of use--age<25 years	32.6	105,480

(See Appendix A, Table 4, for more detail.)

Why Certain Populations Are at High-Risk

Low levels of education, income and employment (low socio-economic status (SES)) are recognized as the predominant drivers for disparities in tobacco use in the general population.¹²

Low SES interacts with many other factors to determine the differences in cigarette use rates among Iowa adult subpopulations. Factors related to tobacco use rates include:¹²

- ethnicity/race
- cultural characteristics
- acculturation
- social marginalization
- stress
- adverse childhood experiences
- disempowerment
- substance abuse
- mental illness
- peer and family tobacco use
- tobacco industry influence
- tobacco control policies/interventions

Evidence--Based Interventions That Can Reduce Adult Use

In addition to addressing the social determinants of health, evidence-based strategies essential to reducing smoking rates include:³

- strong smoke-free air laws and policies
- making quit help easy to access through phone and online cessation services
- higher costs for tobacco products; for example, through increased taxes
- running mass media campaigns about the benefits of not smoking/harm caused by smoking
- limited product retail placement and availability/limited placement in the media/online
- youth focused interventions that discourage youth and young adults from ever starting to smoke or use other tobacco products
- raising the minimum age at which tobacco products may be purchase to 21 years
- monitoring and evaluating interventions to improve their quality and effectiveness

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Appendix A – Tables of Overall Tobacco Use Trends by Population Characteristic

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Table 4 Trends in adult current tobacco use by product, population characteristics, 2015-16 to 2017-18

Trends in Iowa adult current use of any tobacco

(cigarettes, smokeless, e-cigarettes, cigars, pipes or water pipes)

Bolded 2017-18 rate =statistically above state rate

estimated percent who use one or more product by population characteristic

two-year average annual rate, 2015-16, 2017-18, BRFSS

Population characteristic	%		Number 2017-18
	2015-16 rate	2017-18 rate	
TOTAL	24.8	26.1	615,200
SEX			
men	31.2	34.2	395,898
women	18.7	18.3	218,477
RACE/ETHNICITY			
Native American/multi-race, NH	41.6	46.6	20,676
Black, Non-Hispanic	32.2	35.0	24,181
White, Non-Hispanic	24.9	25.6	526,746
Hispanic	15.6	21.8	24,249
Asian/PI, Non-Hispanic	16.7	22.6	10,075
AGE			
Native American, NH	na	55.1	8,704
Multi-race, NH	37.6	42.0	11,972
18-24	31.1	32.6	105,480
25-34	34.5	35.9	133,489
35-44	29.1	31.0	113,106
45-54	26.2	29.0	101,075
55-64	22.7	23.1	93,482
65+	11.5	12.4	64,604
EDUCATION age >=20 yrs			
less than high school	34.5	38.2	68,393
high School	29.2	31.0	208,115
some post high school	26.8	27.2	213,707
college graduate	13.8	15.5	91,537
EDUCATION age >= 25 years			
less than college degree	27.7	29.1	421,562
college graduate	13.2	15.1	83,868
EDUCATION age >=18 years			
less than high school	34.0	36.6	74,197
high School	28.8	31.2	226,770
some post high school	26.7	26.8	221,568
college graduate	13.8	15.4	91,897
INCOME			
<\$20,000	37.1	37.2	101,547
\$20,000-\$<\$50,000	28.7	29.4	199,254
\$50,000-<\$75,000	25.1	25.1	94,767
\$75,000+	18.2	21.8	154,134
LGBT (LGBT data 2017 only)			
LGBT	46.6	40.2	29,716
non-LGBT	24.3	25.4	480,588
HEAVY ALCOHOL USE			
yes	44.5	52.6	93,529
no	23.3	23.6	500,629
PROBLEM GAMBLING			
yes		53.9	10,253
no		25.9	517,278
PROBLEM OPIOID USE (opioid data 2018 only)			
yes		57.1	18,759
no		26.1	540,537
POOR MENTAL HEALTH			
yes	43.5	42.1	102,930
no	22.7	24.1	502,696
ACES-ONE OR MORE			
yes	30.5	31.1	383,850
no	16.5	18.1	142,071

Trends in Iowa adult current tobacco use, cont.

(cigarettes, smokeless, e-cigarettes, cigars, pipes or water pipes)

Bolded 2017-18 rate =statistically above state rate

estimated percent who use one or more product by population characteristic, two-year average annual rate,

Population characteristic	%		Number	
	2015-16	2017-18	2017-18	
	rate	rate		
TOTAL	24.8	26.1	615,200	
DISABILITY				
yes	29.4	34.3	161,824	
no	23.2	24.0	453,376	
URBAN-RURAL				
metropolitan	24.7	26.5	351,434	
micropolitan	24.5	24.9	99,986	
rural	25.4	26.1	163,780	
CHILD AT HOME				
yes	28.6	29.5	243,806	
no	22.7	24.2	368,727	
UNEMPLOYED				
unemployed	45.1	46.0	84,260	
employed	26.8	29.0	425,140	
student	23.6	19.9	27,327	
retired	13.3	13.4	60,619	
homemaker	12.6	13.0	12,926	
RENT/NOT OWN HOME				
yes	36.7	38.7	236,448	
no	20.8	21.7	376,474	
VETERAN				
yes	27.0	31.2	76,901	
no	24.6	25.5	537,378	
ALL ADULTS <65 YEARS OF AGE				
	28.6	30.2	546,632	
INSURANCE STATUS- age <65 years				
uninsured	37.7	43.3	68,996	
insured	27.7	28.9	473,587	
VETERAN STATUS --age 65 years				
veteran	39.0	45.1	56,963	
non-veteran	27.8	29.0	488,748	
ALL WOMEN				
	18.7	18.3	218,477	
WOMEN REPRODUCTIVE	reproductive age-18-44 years	23.9	22.5	117,010
AGE STATUS	45+ years	14.8	15.1	100,174

2014-18 annual average

RACE/ETHNICITY	Total State of Iowa	24.9	580,112
	Native American, NH	54.6	7,224
	Multi-race/other, NH	39.2	12,055
	Black, Non-Hispanic	32.4	19,977
	White, Non-Hispanic	24.6	506,514
	Hispanic	18.8	20,060
	Asian/PI, Non-Hispanic	19.6	7,794

Table 5 Trends in adult daily use of tobacco, 2015-16 to 2017-18

Trends in percent of Iowa adult current tobacco users who use every day

(any daily use of tobacco: cigarettes, smokeless, e-cigarettes, cigars, pipes or water pipes)

Bolded 2017-18 rate =statistically above state rate

	Percent of users who use daily		Number who use daily 2017-18
	2015-16 rate	2017-18 rate	
Population			
ALL TOBACCO USERS	65.9	63.6	391,116
SEX			
men	64.4	61.0	241,310
women	68.5	68.5	149,575
AGE			
18-24	48.0	46.8	49,383
25-34	62.1	60.0	80,131
35-44	76.0	67.5	76,304
45-54	73.4	70.5	71,257
55-64	68.4	71.7	67,061
65+	71.8	68.2	44,088
RACE/ETHNICITY			
Native American/multi-race, NH	72.2	71.8	14,837
Black, Non-Hispanic	41.4	62.0	14,980
White, Non-Hispanic	67.9	63.8	336,028
Hispanic	31.6	51.6	12,507
Asian/PI, Non-Hispanic	na	na	na

Appendix B – Protective Factors against Tobacco Use

Protective factors against tobacco use include:

Personal factors:

- being female
- being older
- being other than Native American, multi-race or black, non-Hispanic
- lack of socioeconomic stressors-having employment/livable income¹³
- parents with a college education¹⁴
- having plans for or having a college degree, academic success¹⁵
- commitment to school¹⁵

Knowledge, attitudes, behaviors, beliefs:

- perception that tobacco use is harmful²²
- perception that tobacco use is not socially acceptable²¹
- high self-efficacy and self-management skills¹⁵
- having strong ethnic/racial pride and identity¹⁶

Family, peer, school and community factors:

- School connectedness, opportunities and rewards for prosocial behavior/academic¹⁵ academic success^{15, 17}
- low family and community disorganization¹⁶
- bonding and connectedness to family, neighborhood¹⁶
- clear and healthy standards for behavior at home, school and in the community¹⁶
- parents who did not use tobacco or if used quit^{15, 16}
- peers/partners who do not use tobacco/have quit^{15, 16}
- being part of a spiritual tradition¹⁶

Policies covering tobacco use/limiting promotion of tobacco products:

- workplace and household tobacco use bans¹⁵
- nicotine-free regulations for public places¹⁵
- reduced product availability/limited retail placement¹⁵
- limited marketing targeted toward at-risk young and other high-risk populations¹⁸
- high prices for products¹⁶

Treatment and prevention programs and services:

- availability of targeted prevention and cessation programs for high-risk populations^{3, 18} N
- ready availability of cessation medications/nicotine replacement therapy for high-risk populations^{3, 18}
- counter-marketing messages focused on youth prevention and adult and youth cessation^{3, 18}

Targeted industry advertising

Industry marketing of tobacco products has proven to be key to increasing youth and young adult tobacco use initiation and adult long-term use. The tobacco industry spends an estimated \$9.4 billion marketing tobacco nationally each year.⁹

In Iowa, the industry spends an estimated \$91 million annually promoting tobacco use.¹⁹ At the same time, federal and state funding for tobacco use prevention and control in the state came to \$5.1 million in fiscal year 2020. The CDC recommended annual level of funding for tobacco use prevention and control in Iowa is \$30.1 million.⁹

Cigarette excise tax per pack in Iowa falls behind national average tax

Increases in tobacco excise taxes raise the price of products and drive down use rates, especially among young people and those who are low-income, both of whom are at high-risk of use. A 10% increase in price has been estimated to reduce overall cigarette consumption by 3% to 5%.⁹ Revenues from tobacco taxes in Iowa, amounted to \$204.1 million in calendar year 2019.²⁰ For cigarettes, the per pack state/federal excise tax in Iowa is now \$1.36 while the national average is \$1.81, placing Iowa within the lower half of states' excise tax rates for cigarettes.⁴