



## The Burden of Tobacco in Iowa

### Youth Tobacco Use in Iowa (2018)

- 24.0% of 11<sup>th</sup> grade students use tobacco.<sup>1</sup> (14.7% in 2016; 18.1% in 2014)
- 24.7% of male 11<sup>th</sup> grade students use tobacco.<sup>1</sup> (17.3% in 2016; 21.6% in 2014)
- 23.3% of female 11<sup>th</sup> grade students use tobacco.<sup>1</sup> (12.0% in 2016; 14.5% in 2014)
- 22.4% of 11<sup>th</sup> grade students use e-cigarettes.<sup>1</sup> (9.1% in 2016; 10.9% in 2014)
- 5.6% of 11<sup>th</sup> grade students use cigarettes.<sup>1</sup> (7.1% in 2016; 10.0% in 2014)

### Adult Tobacco Use in Iowa (2019)

- 23.9% of Iowa adults use tobacco.<sup>2</sup> (30.3% of males, 17.8% of females) (564,312 adults)
- 16.4% of Iowa adults use cigarettes.<sup>2</sup> (national median rate – 16.0% in 2019; Iowa rate in 2018 – 16.6%)
- 4.4% of Iowa adults use smokeless tobacco.<sup>2</sup> (national median rate – 4.2% in 2019; Iowa rate in 2018 – 5.3%)
- 6.1% of Iowa adults use e-cigarettes.<sup>2</sup> (national median rate – 4.6% in 2017; Iowa rate in 2018 – 5.3%)
- 23.5% of 18-24 year olds in Iowa use e-cigarettes, the highest age-specific e-cigarette use rate among adults. Adult 18-24 years are followed by 25-34 year olds with an e-cigarette use rate of 7.8%.<sup>2</sup>

### Iowa Deaths from Smoking

- 5,100 adults die each year from their own smoking.<sup>3</sup>
- 55,000 children and youth under age 18 will die prematurely from smoking.<sup>3</sup>

### Iowa Smoking-related Economic Costs

- \$1.285 billion – annual health care costs in Iowa directly caused by smoking<sup>3</sup>
- Smoking-related illness in the United States costs more than \$300 billion each year.<sup>4,5</sup>

### Tobacco Industry Marketing Expenditures in U.S. and Iowa

- \$9.1 billion – estimated annual tobacco industry marketing expenditures nationally.<sup>6</sup>
- The industry spends an estimated \$87 million annually in Iowa.<sup>6</sup>

### Iowa Tobacco Tax and Other Tobacco Revenue

- \$210.2 million – FY2020 Iowa cigarette and tobacco excise tax revenue<sup>7</sup> (\$201.2 million in FY2019)

### Iowa Appropriations for Tobacco Use Prevention and Control Expenditures

- FY2018 - \$4.0 million<sup>8</sup>
- FY2019 - \$4.0 million<sup>8</sup>
- FY2020 - \$4.0 million<sup>8</sup>
- FY2021 - \$4.0 million<sup>8</sup>

### Sources

1. As defined by the 2018 Iowa Youth Survey: cigarettes, smokeless tobacco, e-cigarettes, cigars and water pipes.
2. Iowa and National Behavioral Risk Factor Surveillance System, 2017-2019. (U.S. estimated mean adult rate from 2019 National Health Interview Survey, 14.2%.)
3. Centers for Disease Control and Prevention. Best Practices for Comprehensive Tobacco Control Programs—2014. USDHHS, Office of Smoking and Health, p. 93.
4. U.S. Department of Health and Human Services. [The Health Consequences of Smoking—50 Years of Progress: A Report of the Surgeon General](#). 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. Accessed January 2021.
5. Xu X, Bishop EE, Kennedy SM, Simpson SA, Pechacek TF. [Annual Healthcare Spending Attributable to Cigarette Smoking: An Update](#) [PDF–157 KB]. American Journal of Preventive Medicine 2014; 48(3):326–33.
6. Federal Trade Commission. [Federal Trade Commission Cigarette Report for 2018](#) [PDF–508 KB]. [Federal Trade Commission Smokeless Tobacco Report for 2018](#) [PDF–508 KB]. Washington: Federal Trade Commission, 2020. Accessed January 2021. The total industry expenditures to promote tobacco products were available only for cigarettes and smokeless tobacco. In the future, the FTC plans to release a report covering e-cigarette advertising (The Iowa annual estimated tobacco marketing expenditures was calculated by multiplying national marketing expenditures times the proportion of the U.S. population that Iowa represents--0.96% in 2019 (just under 1 percent).)
7. Iowa Legislative Services Agency, Monthly Tax Total Memo, <https://www.legis.iowa.gov/publications/fiscal/monthlyTotalTaxMemo>; Accessed, September 2019.
8. Iowa Department of Public Health, 2021.