



The Burden of Tobacco in Iowa 2018

Youth Tobacco Use in Iowa

- 14.7 percent of 11th grade students use tobacco.¹ (18.1% in 2014)
- 17.3 percent of male 11th grade students use tobacco.¹ (21.6% in 2014)
- 12.0 percent of female 11th grade students use tobacco.¹ (14.5% in 2014)
- 9.1 percent of 11th grade students use e-cigarettes.¹ (10.9% in 2014)
- 7.1 percent of 11th grade students use cigarettes.¹ (10.0% in 2014)

Adult Tobacco Use in Iowa

- 25.7 percent of Iowa adults use tobacco.² (33.0% of males, 18.3% of females in Iowa)(604,000 adults).
- 17.1 percent of Iowa adults use cigarettes.² (national median rate 17.1% in 2017) (Iowa rate in 2016, 16.7%)
- 5.4 percent of Iowa adults use smokeless tobacco.² (national median rate, 4.0% in 2017; Iowa rate in 2016, 4.5%)
- 4.0 percent of Iowa adults use e-cigarettes.² (national median rate, 4.6% in 2017)
- 10.6 percent of 18-24 year olds in Iowa use e-cigarettes, the highest age-specific rate among adults. They are followed by 25-34 year olds with an e-cigarette use rate of 5.6 percent.²
- 141.7 million packs of cigarettes are sold in Iowa each year.³

Iowa Deaths from Smoking

- 5,100 adults die each year from their own smoking.⁴
- 55,000 children and youth under age 18 will die prematurely from smoking.⁵

Iowa Smoking-related Economic Costs

- \$1.285 billion – annual health care costs directly caused by smoking⁴
- Smoking-related illness in the United States costs more than \$300 billion each year.^{6, 7}

Tobacco Industry Marketing Expenditures in U.S. and Iowa

- \$9.5 billion – estimated annual tobacco industry marketing expenditures nationally.^{8, 9}
- The industry spends an estimated \$92 million annually in Iowa.^{8, 9}

Iowa Tobacco Tax and Other Tobacco Revenue

- \$212.0 million – FY2018 Iowa cigarette and tobacco excise tax revenue¹⁰
- \$11.2 million of \$50.9 million 2018 Iowa Tobacco Master Settlement Agreement revenue went to the state Rebuild Iowa Infrastructure Fund.¹¹

Iowa Tobacco Use Prevention and Control Expenditures

- \$5.2 million – FY2017 State of Iowa appropriation for tobacco use prevention and control.¹²
- \$4.0 million – FY2018 State of Iowa appropriation for tobacco use prevention and control.¹²
- \$4.0 million – FY2019 State of Iowa appropriation for tobacco use prevention and control.¹²

Sources

1. As defined by the 2016 Iowa Youth Survey: cigarettes, smokeless tobacco, e-cigarettes, cigars, pipes and water pipes. The 2014 IYS did not include pipes and water pipes but included dissolvables. Including dissolvable use in the 2014 did not increase the overall tobacco use rate for that year, neither did including water pipes/pipes increase the overall rate in 2016.
2. Iowa Behavioral Risk Factor Surveillance System, 2017. (U.S. estimated mean adult rate from 2017 National Health Interview Survey estimate, 14%).
3. The Tax Burden on Tobacco, Orzechowski and Walker, 2018
4. Centers for Disease Control and Prevention. STATES website: Smoking-Attributable Mortality, Morbidity, and Economic Costs (SAMMEC), https://nccd.cdc.gov/STATESystem/rdPage.aspx?rdReport=OSH_State.CustomReports; Accessed: November 2018.
5. Centers for Disease Control and Prevention. Best Practices for Comprehensive Tobacco Control Programs—2014. USDHHS, Office of Smoking and Health, p. 93.
6. 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 November 2018.
7. 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.
8. Federal Trade Commission. [Federal Trade Commission Cigarette Report for 2016 \[PDF-508 KB\]](#). Washington: Federal Trade Commission, 2018. Accessed November 2018. The total industry expenditures to promote tobacco products were available only for cigarettes and smokeless tobacco. (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--0.97% in 2017 (just under 1 percent).)
9. Federal Trade Commission. [Federal Trade Commission Smokeless Tobacco Report for 2016 \[PDF-563 KB\]](#). Washington: Federal Trade Commission, 2016. Accessed November 2018. The total industry expenditures to promote tobacco products were available only for cigarettes and smokeless tobacco.
10. Iowa Legislative Services Agency, Monthly Tax Total Memo, <https://www.legis.iowa.gov/publications/fiscal/monthlyTotalTaxMemo>; Accessed, November 2018.

11. Press release, Office of the Attorney General of Iowa, April 2018.
12. Iowa Department of Public Health, 2018