

Tobacco Surveillance Data

Indicator	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Tobacco Use (Used at least once in past 30 days)										
Cigarette Smoking										
Adult (BRFSS)*				21.9	21.2	21.2	19.9	18.7	19.8	
High School (YRBS)		22.4		19.4		19.0		11.7		12.6
American Indians ¹				52.0	46.2	44.0	47.9	42.1	49.7	
Pregnant (smoked cigarettes during 1st trimester) ²	18.3	17.0	16.8	16.0	15.9	15.1	13.9	13.8	11.6	11.5
Low Income ³				29.5	32.0	32.0	34.9	31.8	36.1	
Low Education ⁴				33.0	33.3	33.2	41.2	31.5	34.1	
Smokeless Tobacco⁵										
Adult Males (BRFSS)*				14.8	14.0	13.8	11.8	14.1	12.6	
High School Males (YRBS)		23.2		22.2		22.0		17.6		12.8
E-Cigarettes⁶										
Adult (ND ATS)								16.0		19.6
High School (ND YTS)				1.6		6.0		19.1		19.1
Any Tobacco Product⁷										
Adult (BRFSS)*									24.4	
High School (YRBS)										28.8
Tobacco Use Initiation										
Adult - Ever tried electronic cigarettes ⁸					8.9			21.2		21.2
High School - Ever tried electronic cigarettes ⁸				4.5		13.4		38.0		39.1
High School cigarette use before age 13 ⁹		32.6		29.2		21.8		33.3		34.5
High School smokeless tobacco use before age 13 ¹⁰		18.3		24.2		17.0		27.2		26.1
Tobacco Consumption										
Cigarettes Sold - in millions (ND Tax Commission)	946	912	911	965	1,047	1,054	1,113	1,096	1,020	966
Annual Cigarette Tax Revenue - in millions	\$20.8	\$20.1	\$20.0	\$21.3	\$23.0	\$23.2	\$24.6	\$24.1	\$22.5	\$21.2
Annual Other Tobacco Tax Revenue - in millions	\$3.3	\$3.7	\$4.4	\$5.1	\$6.1	\$6.6	\$7.7	\$7.5	\$7.1	\$7.0
Cessation										
Cigarette Smoking Quit Attempts										
Adult (BRFSS)*				53.1	52.8	51.0	55.7	55.8	52.5	
High School (YRBS)		53.2		52.8		55.5		47.4		50.3
NDQuits - Total Enrolled¹¹					3,541	3,380	3,317	3,319	3,489	3,266
NDQuits - Quit Rate (phone program)¹²					35.9	35.6	31.9	28.5	31.2	40.5+
NDQuits - Quit Rate (web program)¹²					27.0	25.7	27.4	25.6	28.2	41.4+
Tobacco-related Policy										
Support increasing cigarette tax to \$2.00 ¹³								54.8		57.8
Health and Economic Consequences										
Deaths Attributed to Tobacco Use ¹⁴										1,000
Deaths Attributed to Secondhand Smoke ¹⁵										80 - 140
Smoking Attributable Medical Expenditures - in millions ¹⁶										\$326
Smoking Attributable Productivity Loss - in millions ¹⁷										\$232.6

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*Note: In 2011, the Behavior Risk Factor Surveillance System (BRFSS) methodology began including cell phone-only users and the method of weighting the results was changed. This makes BRFSS results from 2010 and prior no longer comparable to 2011 and beyond.

¹ American Indian current smoking prevalence obtained from the North Dakota Behavior Risk factor Surveillance System (BRFSS) Calculated Variables Report. Data currently unavailable for smokeless tobacco use.

² Pregnant women smoking rate obtained from North Dakota Vital Statistics (birth certificate data). It is the percent of women who reported smoking during the 1st trimester. Data currently unavailable for smokeless tobacco use.

³ Current smoking rate among low income adults (defined as earning less than \$15,000 per year). From the North Dakota Behavior Risk Factor Surveillance System

⁴ Current smoking rate among adults having low education (defined as having less than a high school diploma or GED). From the North Dakota Behavior Risk Factor Surveillance System (BRFSS).

⁵ Adult males and young males (grades 9-12) in North Dakota consistently use chewing tobacco at much higher rates than their female counterparts. Information on adult and young females' (grades 9-12) use of chewing tobacco may be obtained from the North Dakota Department of Health's Tobacco Prevention and Control Program.

⁶ Current use of electronic cigarettes for adults (among those reporting they have ever used, those who used at least one day of the past 30 days) from the North Dakota Adult Tobacco Survey (ND ATS). Youth (youth in grades 9-12 who used at least one day of the past 30 days) from the North Dakota Youth Tobacco Survey (ND YTS).

⁷ For adults, any current tobacco use (used at least one day of the past 30 days) includes cigarettes, smokeless tobacco, or electronic cigarettes while for youth (grades 9-12), any current tobacco use includes cigarettes, cigars, smokeless tobacco, or electronic cigarettes.

⁸ Ever tried electronic cigarettes for adults obtained from the North Dakota Adult Tobacco Survey (ND ATS) and for youth (grades 9-12) obtained from the North Dakota Youth Tobacco Survey (ND YTS).

⁹ Of current cigarette smokers in grades 9-12, the rate who report first cigarette use before age 13 (YRBS).

¹⁰ Of current smokeless tobacco users in grades 9-12, the rate who report first smokeless tobacco use before age 13 (ND YTS).

¹¹ Total number of people enrolled in NDQuits is for state fiscal year (July-June) and is obtained from NDQuits State Summary Reports.

¹² NDQuits quit rate via phone or web is obtained from annual NDQuits Evaluation Reports and calculated using North American Quitline Consortium (NAQC) guidelines. They are for state fiscal year (July-June) and participants are considered to have quit if, 7 months after program registration, they report not using cigarettes or other forms of tobacco in the past 30 days (i.e. Thirty-day Point Prevalence Abstinence).

¹³ The source for this tobacco tax-related policy question is the North Dakota Adult Tobacco Survey (ND ATS).

¹⁴ North Dakota estimate of smoking-attributable deaths: CDC, Best Practices for Comprehensive Tobacco Control Programs—2014. This estimate is the annual average from 2005-2009, is among adults aged 35 years and older, and does not include burn or secondhand smoke deaths.

¹⁵ Estimated range of deaths due to secondhand smoke exposure reported by the Campaign for Tobacco Free Kids (CTFK).

¹⁶ Smoking attributable medical expenditures reported by the Campaign for Tobacco-Free Kids and are among adults aged 18 years and over.

¹⁷ Smoking attributable productivity costs reported by the Campaign for Tobacco-Free Kids (CTFK). They are the annual average productivity costs from 2000-2004 reported by the CDC's SAMMEC (Smoking-Attributable Morbidity, Mortality, and Economic Costs) website updated to 2009 dollars.

†Respondents to the NDQuits 7-Month Follow-Up Survey in FY17 were more likely to exhibit characteristics that are associated with higher levels of quitting (i.e. be older at intake, have a higher education level, be insured, and to use their first cigarette later after waking). This means the FY17 quit rate could be biased upwards since a greater proportion of these groups of tobacco users were among survey responders compared to all program participants.