## Tobacco Surveillance Data



Indicator	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Prevalence of Tobacco Use										
Cigarette Smoking										
Adult (BRFSS)*						21.9	21.2	21.2	19.9	18.7
High School (YRBS)		21.1		22.4		19.4		19.0		11.7
American Indians <sup>1</sup>						52.0	46.2	44.0	47.9	42.1
Pregnant Women <sup>2</sup>	18.4	18.4	18.3	17.0	16.8	16.0	15.9	15.1	13.9	13.8
Low Income <sup>3</sup>						29.5	32.0	32.0	34.9	31.8
Low Education <sup>4</sup>						33.0	33.3	33.2	41.2	31.5
Smokeless Tobacco <sup>16</sup>										1
Adult Males (BRFSS)*						14.8	14.0	13.8	11.8	14.1
High School Males (YRBS)		19.8		23.2		22.2		22.0		17.6
E-Cigarettes <sup>15</sup>										
Adult - Ever tried							8.9			21.2
Adult - Used at least once in past 30 days							1.9			3.4
High School - Ever tried						4.5		13.4		38.0
High School - Used at least once in past 30 days						1.6		6.0		19.1
Tobacco Use Initiation										
High School cigarette use before age 13 <sup>5</sup>		36.9		32.6		29.2		21.8		33.3
High School smokeless tobacco use before age 13 <sup>6</sup>		27.3		18.3		24.2		17.0		27.2
Tobacco Consumption										
Cigarettes Sold - in millions (ND Tax Commission)	961	955	946	912	911	965	1,047	1,054	1,113	1,096
Annual Cigarette Tax Revenue - in millions	\$21.2	\$21.0	\$20.8	\$20.1	\$20.0	\$21.3	\$23.0	\$23.2	\$24.6	\$24.1
Annual Other Tobacco Tax Revenue - in millions	\$2.8	\$3.0	\$3.3	\$3.7	\$4.4	\$5.1	\$6.1	\$6.6	\$7.7	\$7.5
Cessation										
Cigarette Smoking Quit Attempts										
Adult (BRFSS)*						53.1	52.8	51.0	55.7	55.8
High School (YRBS)		56.6		53.2		52.8		55.5		47.4
NDQuits - Total Enrolled <sup>12</sup>						3,212	3,747	3,737	3,317	3,319
NDQuits - Quit Rate (phone program) <sup>13</sup>							35.9	35.6	31.9	28.5
<b>NDQuits</b> - Quit Rate (web program) <sup>14</sup>							27.0	25.7	27.4	25.6
Tobacco-related Policy <sup>7</sup>										A
Strongly support including all workplaces in SF law	48.8		47.2		59.2		58.8		63.5	
Somewhat support including all workplaces in SF law	16.8		17.2		13.3		15.7		14.5	
Strongly support increasing tob. tax by at least \$1.00					42.4		34.3		34.5	
Somewhat support increasing tob. tax by at least \$1.00					14.7		18.3		17.8	
Health and Economic Consequences										
Deaths Attributed to Tobacco Use <sup>8</sup>										1,000
Deaths Attributed to Secondhand Smoke <sup>9</sup>										80 - 140
Smoking Attributable Medical Expenditures - in millions <sup>10</sup>										\$326
Smoking Attributable Productivity Loss - in millions <sup>11</sup>										\$232.6

## **Tobacco Surveillance Data**



\*Note: In 2011, the BRFSS methodology was changed (i.e. beginning to sample cell phone-only users and changing the method for weighting of results) making 2010 and prior no longer comparable to 2011 and beyond.

- <sup>1</sup> 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.
- <sup>2</sup> Pregnant women smoking prevalence obtained from North Dakota Vital Statistics (birth certificate data). Starting with 2006, the birth certificate was changed to ask smoking status before pregnancy and by trimester. Data currently unavailable for smokeless tobacco use.
- <sup>3</sup> 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 (BRFSS).
- <sup>4</sup> 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).
- <sup>5</sup> Of current cigarette smokers in grades 9-12, the rate who report first cigarette use before age 13 (YRBS).
- <sup>6</sup> Of current smokeless tobacco users in grades 9-12, the rate who report first smokeless tobacco use before age 13 (YTS).
- <sup>7</sup> Nov. 2012, Ballot Measure 4 passed removing the exemptions from NDCC 23-12-09 allowing smoking in stand-alone bars, separately enclosed bar areas of restaurants, and a few other specific areas. Source for these tobacco-related policy measures is the Secondhand Smoke Study of North Dakota.
- <sup>8</sup> 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.
- <sup>9</sup> Estimated range of deaths due to secondhand smoke exposure reported by the Campaign for Tobacco Free Kids.
- <sup>10</sup> Smoking attributable medical expenditures reported by the Campaign for Tobacco-Free Kids and are among adults aged 18 years and over.
- <sup>11</sup> Smoking attributable productivity costs reported by the Campaign for Tobacco-Free Kids. They are the annual average productivity costs from 2000-2004 reported by they CDC's SAMMEC (Smoking-Attributable Morbidity, Mortality, and Economic Costs) website updated to 2009 dollars.
- <sup>12</sup> Total number of people enrolled in NDQuits is for state fiscal year (July-June) and is obtained from NDQuits State Summary Reports and NDQuits Key Performance Indicators Reports.
- <sup>13</sup> NDQuits quit rate via phone (with or without web) is obtained from annual NDQuits Evaluation Reports. It is 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
- <sup>14</sup> NDQuits quit rate via web only is obtained from annual NDQuits Evaluation Reports. It is 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).
- <sup>15</sup>Ever tried and current use (used at least one day of the past 30 days) of electronic cigarettes for adults obtained from the North Dakota Adult Tobacco Survey (ATS) and for youth (grades 9-12) obtained from the North Dakota Youth Tobacco Survey (YTS).
- <sup>16</sup>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.

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