

Iowa Adult Cigarette Use- Who smokes –overall use and trends

1 in 5 adults smokes

In Iowa in 2013, 20% of adults (451,000) smoked.

Heavy use: 3 in 4 smokers use every day.

In 2012, 75% of smokers used every day while more than 90% smoked on 20 or more days each month.

1 in 3 smokers uses one or more packs per day

In 2012, one-third of adult users smoked a pack (20 cigarettes) or more a day.

When use of other common forms of tobacco (smokeless tobacco, cigars and water pipes) was queried in the 2012 BRFSS (as optional state-added questions), the overall tobacco prevalence use rate among Iowa adults was found to be 24% (use of cigarettes or any of these common forms of tobacco).

In 2013 for the first time, use of electronic nicotine delivery systems (ENDS or e-cigarettes) as a substitute for cigarettes was asked about in the BRFSS. That year, about 3% to 4% of adults in Iowa reported using ENDS as a substitute for cigarettes. More than 95% of adults who used ENDS as a cigarette substitute were also users of cigarettes.

Of the 28,000 deaths in Iowa each year, 4,400 (16%) are caused by cardiovascular disease, chronic lung disease and cancer related to smoking.

Of adult cigarette users who continue to smoke, it is estimated that half will die from a smoking-related disease.

Almost 70% of Iowa adult smokers report that they want to quit and more than 6 in 10 try to quit each year. However, in line with national quit rates, only about 5% succeed in quitting in any given year.

2011-13, Iowa BRFSS		
Year	Rate of cigarette smoking per 100 adults	Number of smokers
2011	20%	471,000
2012	18%	418,000
2013	20%	451,000

Iowa Adult Cigarette Use- Who's at risk by sex?

More than **1 in 5 men** and

1 in 6 women smokes

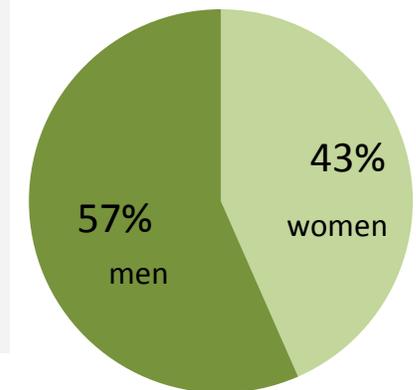
In Iowa, 22% of men (255,000) compared to 17% of women (196,000 women) smoked cigarettes in 2013. Men were more likely than women to use not only cigarettes, but smokeless tobacco, cigars, pipes and water pipes (hookahs) (2012, 2013). (However, women and men in Iowa appeared equally likely to smoke ENDS or e-cigarettes as a substitute for cigarettes in 2013 when 3% of both women and men currently used ENDS as a cigarette substitute.)

75% of both women and men smokers use cigarettes every day

180,000 men and 155,000 women smoked every day in 2011-13.

Women who use smoke are more likely to use a pack or more per day than are men

37% of women compared to 27% of men who smoked used a pack or more a day in 2012.



Of the 451,000 Iowa adults who smoke cigarettes, 57% (255,000) are men and 43% (196,000) are women .

Measure	2013, Iowa	
	Rate of cigarette smoking per 100 adults	Number of smokers
Iowa Overall	20%	451,000
 women	17%	195,768
 men	22%	255,213

Iowa Adult Cigarette Use- Who's at risk by age?

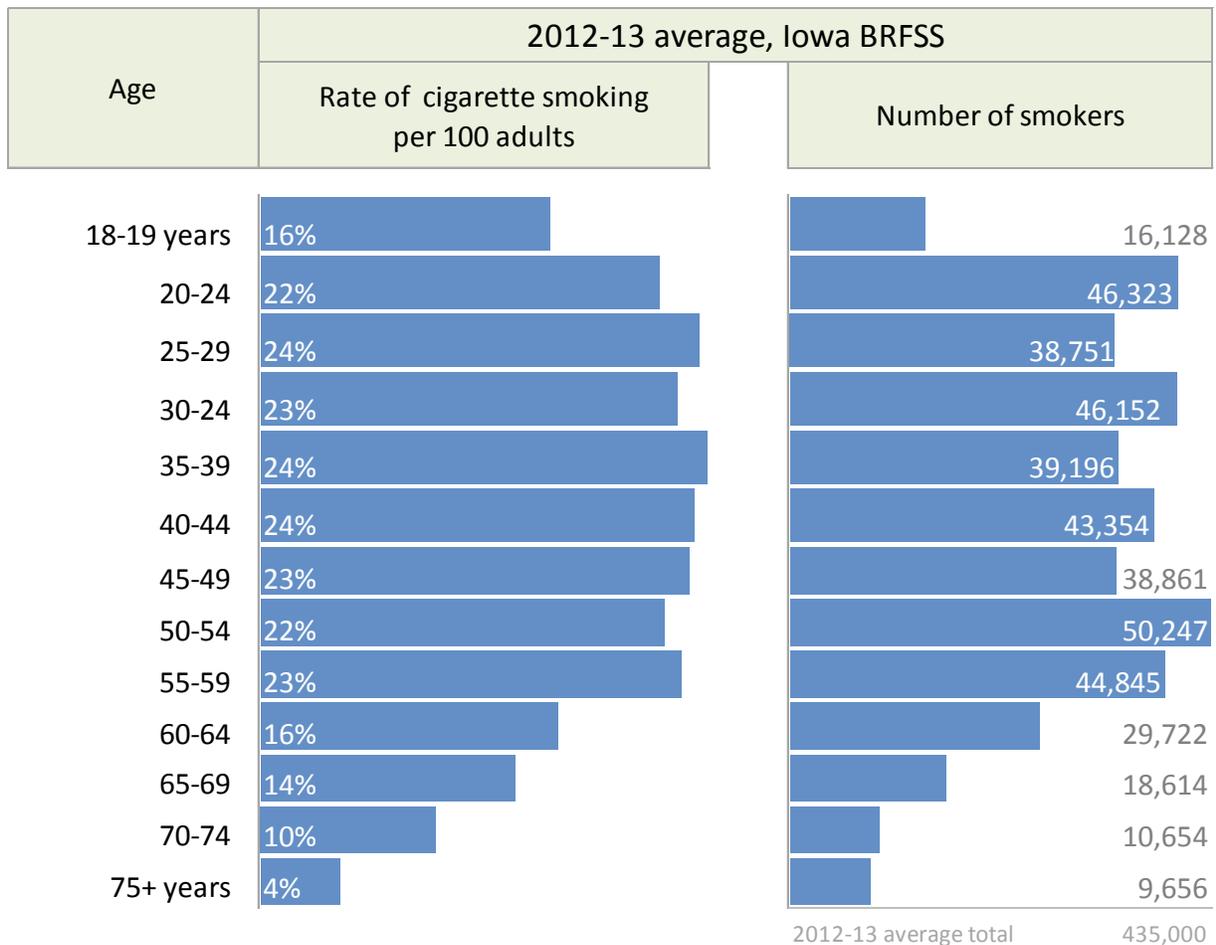
All adults age 20 to 59 years at risk of smoking

Iowa smoking rates were essentially the same for all adults ages 20 to 59 years of age (rate range: 22% to 24% compared to much lower rates for older adults (4% to 16%) and for adults less than 20 years of age (16% prevalence). Smokers between the ages of 20 and 59 years accounted for 80% (347,800) of all smokers.

Adults less than 30 years of age are at risk of starting to smoke— smoking initiation

In 2012-13, Iowa's smoking rate was 16% among young adults 18-19 years of age and 24% among 25-29 years-olds—a difference of more than 50% (16% vs. 24%).

BRFSS data from 2012 show that of adults who smoke, **75% started before age 18 while and another 23% of started between the ages of 18 and 24 years.**—98% of current smokers began to smoke by age 25.



Iowa Adult Cigarette Use- Who's at risk by socio-economic status?

more than **1 in 3** Native American and multi-racial adults smoke
 adults without insurance smoke

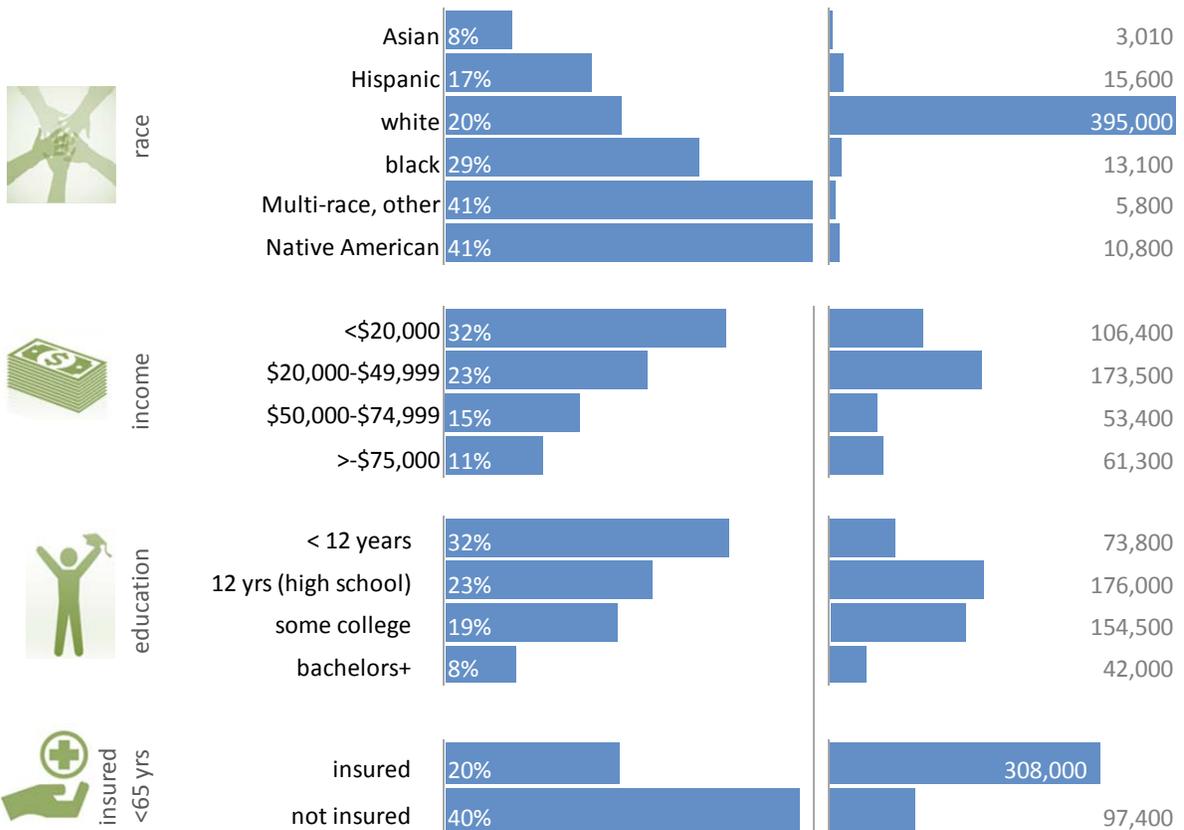
1 in 3 black adults
 adults of very low income
 adults without a high school diploma

Adults who were Native American or multi-race adults were more than twice as likely to smoke as white adults and were five times more likely to smoke than Asian adults.

Adults who were black were about half again more likely to smoke as were adults who are white and more than three times as likely to smoke as adults who were Asian. While adults who were white had smoking rates lower than Native American, black and multi-race adults, white adults accounted for almost 90% (395,000) of smokers.

Adults of very low income (less than \$20,000) were three times as likely to smoke as were adults in households with incomes above \$75,000. Adults who have less compared to more education were similarly at risk.

Demographic measure	2011-13 average, Iowa BRFSS	
	Rate of cigarette smoking per 100 adults	Number of smokers
State of Iowa	20%	447,000



The estimated number of smokers in a category may not sum to the total state number of smokers due to participant nonresponse.

Iowa Adult Cigarette Use- Who's at risk by socio-economic status?

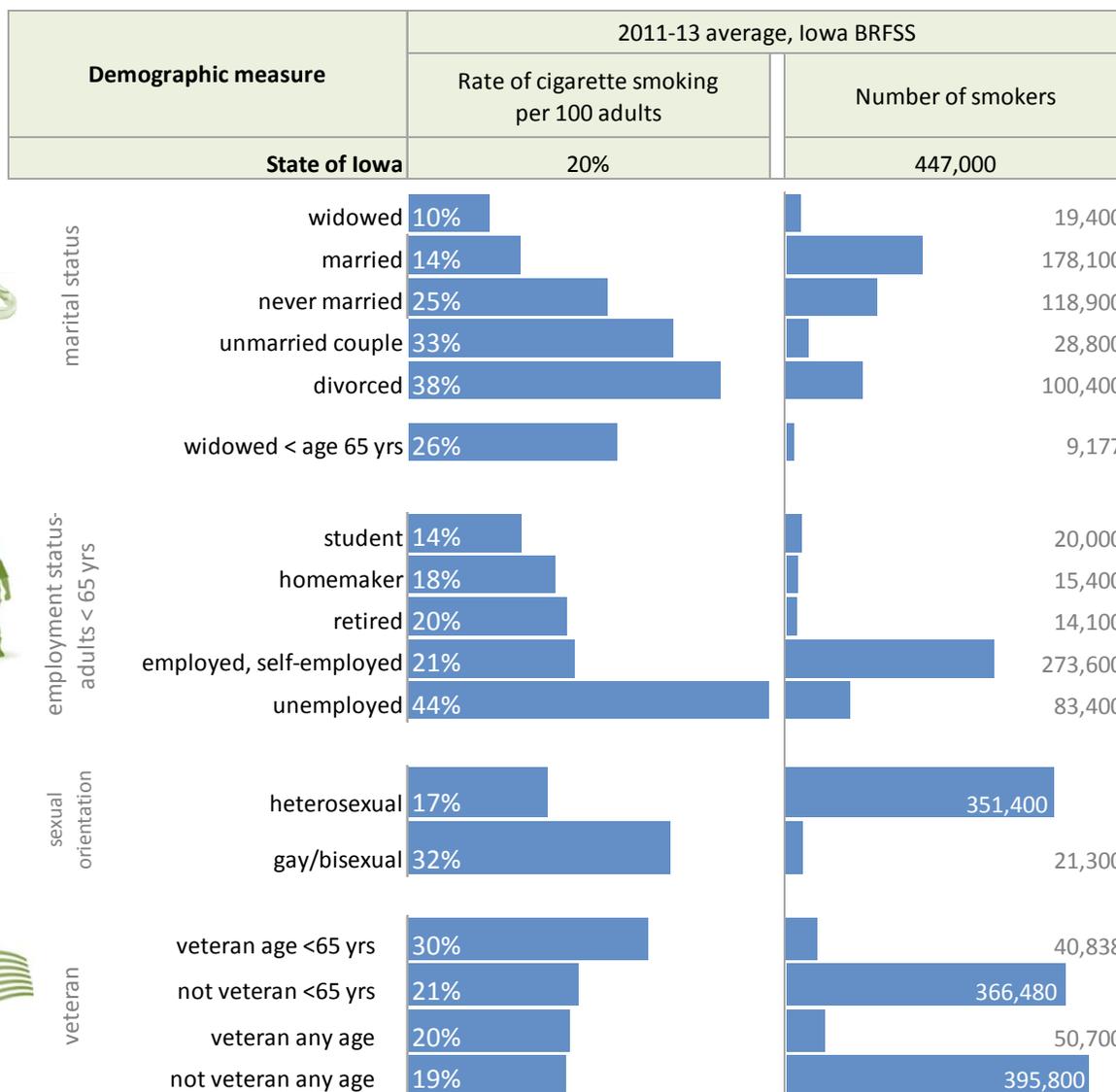
almost **1 in 2** adults who are unemployed smokes

more than **1 in 3** adults who are divorced smokes

1 in 3 adults who live together while unmarried or who are gay/Lesbian/bisexual smokes

almost **1 in 3** veterans under the age of 65 smokes

With the exception of those who were widowed, adults who are married were much less likely to smoke than adults who are not, even when rates of cigarette use were age-adjusted. Adults who were **unemployed** smoked at rates more than double that of students, homemakers, retired and employed adults. **Gay, lesbian and bisexual** adults had significantly higher rates of smoking compared to straight adults.— 32% vs. 17%, a 70% greater risk. **Veterans less than 65 years of age** were also more likely to smoke than were non-veterans less than 65 years of age (30% vs 21%).



Iowa Adult Cigarette Use- Who's at risk by Metro/Non-Metro Status?

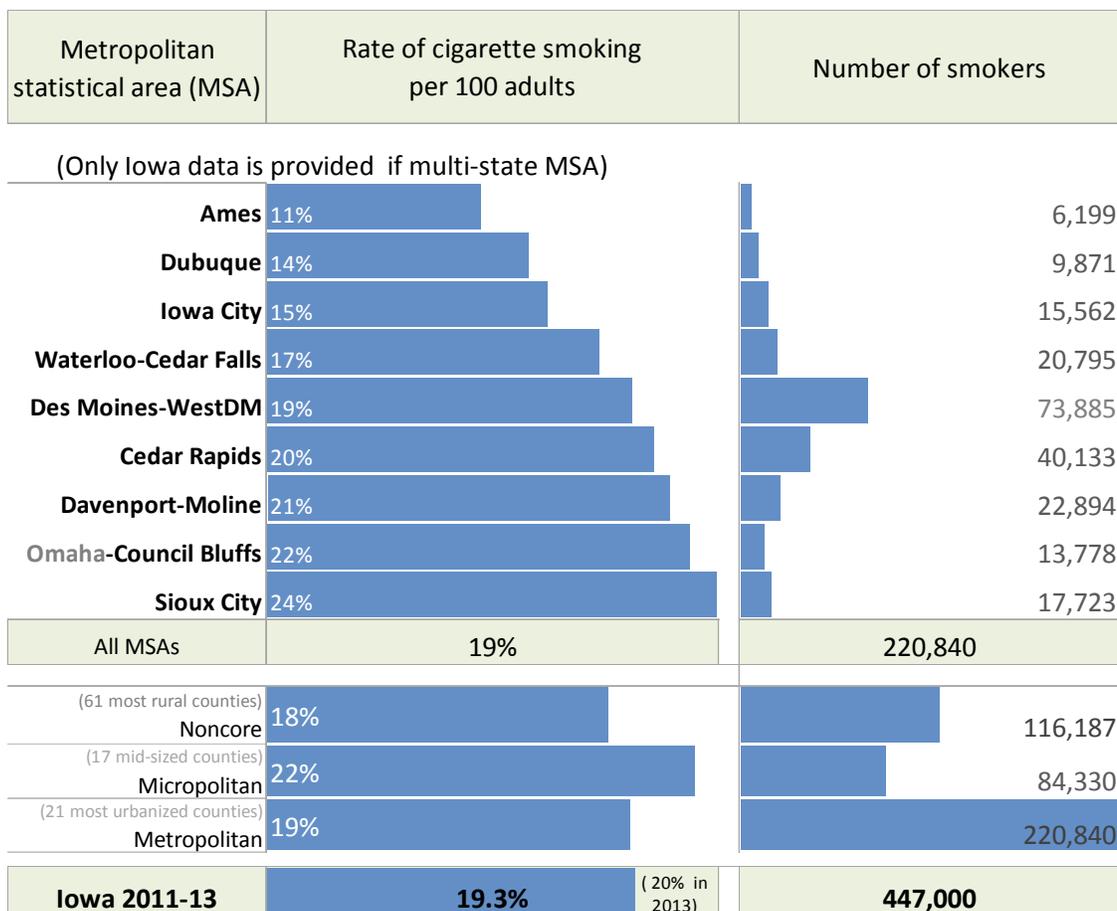
In comparing cigarette smoking rates between each of Iowa's nine Federally-designated metropolitan statistical areas (MSAs— Iowa's 21 most urban counties), substantial differences were seen. *The cigarette smoking rates in three MSAs—Ames (11%), Dubuque (14%), and Iowa City (15%) were all statistically lower than smoking rates of five (Des Moines, Cedar Rapids, Davenport, Council Bluffs and Sioux City MSAs) of the other six MSAs.*

Smoking rates in the three MSAs with the lowest rates (Ames, Dubuque, and Iowa City), were also statistically lower than the state average smoking prevalence rate (19% in 2011-13).

Four MSAs (Cedar Rapids, Davenport, Council Bluffs and Sioux City) had smoking rates that were higher than the state rate, although the differences between their rates and the state rate were not statistically significant.

Looking at overall smoking rates in Federally-designated noncore (61 most rural counties) and micropolitan statistical areas (17 mid-sized counties), adults in micropolitan counties were seen to have cigarette smoking rates (22%) slightly above that of both MSAs overall (19%) and noncore counties (18%).

Cigarette smoking prevalence by county size, Iowa BRFSS, 2011-13 average rate



Iowa's nine metropolitan statistical areas (MSAs) cover 21 Iowa counties: 1) Ames MSA (Story County), 2) Cedar Rapids MSA (Benton, Jones, Linn), 3) Dubuque MSA, 4) Iowa City MSA (Johnson, Washington), 5) Sioux City MSA (Plymouth, Woodbury), 6) Waterloo-Cedar Falls MSA (Black Hawk, Bremer, Grundy), 7) Des Moines MSA (Dallas, Guthrie, Madison, Polk, Warren), 8) Davenport-Moline, Rock Island MSA (Scott), 9) Omaha-Council Bluffs MSA (Harrison, Mills, Pottawattamie). Micropolitan counties include: Boone, Des Moines, Clinton, Jefferson, Webster, Lee, Marshall, Cerro Gordo, Worth, Muscatine, Jasper, Mahaska, Davis, Wapello, Clay, Dickinson and Buena Vista