



The Burden of Tobacco in Iowa

Youth Tobacco Use in Iowa (2018)

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

Adult Tobacco Use in Iowa (2018)

- 26.3% of Iowa adults use tobacco.² (34.7% of males, 18.2% of females) (622,000 adults)
- 16.6% of Iowa adults use cigarettes.² (national median rate - 16.1% in 2018; Iowa rate in 2017 - 17.1%)
- 5.3% of Iowa adults use smokeless tobacco.² (national median rate - 4.2% in 2018; Iowa rate in 2017 - 5.4%)
- 5.3% of Iowa adults use e-cigarettes.² (national median rate - 4.6% in 2017; Iowa rate in 2017 - 4.0%)
- 16.6% 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 8.1%.²
- 43 packs of cigarettes were sold in 2018 for every man, woman and child.³ (45 per capita in 2017, 48 in 2016)

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 in Iowa 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

- \$9.4 billion – estimated annual tobacco industry marketing expenditures nationally.⁸
- The industry spends an estimated \$91 million annually in Iowa.⁸

Iowa Tobacco Tax and Other Tobacco Revenue

- \$201.2 million – FY2019 Iowa cigarette and tobacco excise tax revenue⁹ (\$212 million in FY2018)
- \$10.9 million of the \$49.5 million 2019 Iowa Tobacco Master Settlement Agreement revenue went to the state Rebuild Iowa Infrastructure Fund.¹⁰

Iowa Appropriations for Tobacco Use Prevention and Control Expenditures

- FY2018 - \$4.0 million¹¹
- FY2019 - \$4.0 million¹¹
- FY2020 - \$4.0 million¹¹

Sources

1. As defined by the 2018 Iowa Youth Survey: cigarettes, smokeless tobacco, e-cigarettes, cigars and water pipes.
2. Iowa Behavioral Risk Factor Surveillance System, 2018. (U.S. estimated mean adult rate from 2018 National Health Interview Survey estimate, 13.8%.)
3. The Tax Burden on Tobacco, Orzechowski and Walker, 2018, CDC STATES: <https://www.cdc.gov/statesystem/>
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: September 2019.
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 2017 \[PDF—508 KB\]](#). Washington: Federal Trade Commission, 2019. Accessed September 2019. 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).) Total industry expenditures to promote tobacco products were available only for cigarettes and smokeless tobacco.
9. Iowa Legislative Services Agency, Monthly Tax Total Memo, <https://www.legis.iowa.gov/publications/fiscal/monthlyTotalTaxMemo>; Accessed, September 2019.
10. Press release, Office of the Attorney General of Iowa, April 2019. Another \$2.2 million was received in FY 2019 to cover state litigation expenses related to the Master Settlement Agreement. Litigation Settlement funds are received annually and deposited into the Rebuild Iowa Infrastructure Fund.
11. Iowa Department of Public Health, 2019.