

The Burden of Tobacco Use in Iowa 2014

Tobacco Use in Iowa 2014

11th grade students who use any tobacco **18.1%** (cigarettes, cigars, smokeless tobacco, dissolvables or e-cigarettes, IA Youth Survey)

Male *11th grade* students who use any tobacco **21.6%** (female use 14.5%)

11th grade students who use e-cigarettes **10.9%**

11th grade students who use cigarettes **10.0%**

Youth who become daily smokers each year **2,600**

Packs of cigarettes bought or smoked by kids each year **6.3 million**

Adults 18 and older who use cigarettes **18.5%** (national median rate 18.1%)

Adults 18 and older who use cigarettes or smokeless tobacco **22.4%** (national median rate 19.8%)

Men who use cigarettes or smokeless tobacco **27.7%** (women use rate 17.4%)

Total packs of cigarettes sold in Iowa each year **145.7 million (47.1 per capita)**

Deaths in Iowa from Smoking

Adults who die each year from their own smoking **5,100**

Kids now under 18 and alive in Iowa who will ultimately die prematurely from smoking **55,000**



Smoking-Caused Monetary Costs in Iowa

Annual health care costs directly caused by smoking	\$1.285 billion
Portion covered by Iowa Medicaid Program	\$364.5 million
Iowans' state and federal tax burden from smoking-caused government expenditures	\$881 per household
Smoking-caused productivity losses in Iowa	\$1.21 billion

Tobacco Industry Marketing Expenditures in Iowa and the U.S.

Estimated portion spent for Iowa marketing each year	\$99.7 million
Annual tobacco industry marketing expenditures nationwide	\$9.6 billion

Iowa Tobacco Tax Revenue

Fiscal year 2014 State of Iowa revenue from cigarette and tobacco excise tax	\$223.2 million
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Iowa Tobacco Use Prevention and Control Appropriation

State of Iowa fiscal year 2014	\$5.1 million
State of Iowa fiscal year 2015	\$5.2 million
State of Iowa fiscal year 2016	\$5.2 million

Sources: 2014 Iowa and national Behavioral Risk Factor Surveillance System, 2014 (National BRFSS rates shown are the median rate for all states); Iowa Youth Survey; Iowa Campaign for Tobacco Free Kids web site Iowa fact sheet; CDC Best Practices for Comprehensive Tobacco Use Prevention and Control, 2014; The Tax Burden on Tobacco, 2014; and, Iowa Department of Revenue Annual Report, FY2014.

