

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		
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	
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 Tobacco¹⁶										
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		
E-Cigarettes¹⁵										
Adult (ND ATS)					1.9			3.4		
High School (ND YTS)				1.6		6.0		19.1		
Any Tobacco Product¹⁷										
Adult (BRFSS)*									24.4	
High School (YRBS)										
Tobacco Use Initiation										
Adult - Ever tried electronic cigarettes ¹⁵					8.9			21.2		
High School - Ever tried electronic cigarettes ¹⁵				4.5		13.4		38.0		
High School cigarette use before age 13 ⁵		32.6		29.2		21.8		33.3		
High School smokeless tobacco use before age 13 ⁶		18.3		24.2		17.0		27.2		
Tobacco Consumption										
Cigarettes Sold - in millions (ND Tax Commission)	946	912	911	965	1,047	1,054	1,113	1,096	1,020	
Annual Cigarette Tax Revenue - in millions	\$20.8	\$20.1	\$20.0	\$21.3	\$23.0	\$23.2	\$24.6	\$24.1	\$22.5	
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	
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		
NDQuits - Total Enrolled¹²				3,212	3,747	3,737	3,317	3,319	3,489	
NDQuits - Quit Rate (phone program)¹³					35.9	35.6	31.9	28.5	31.2	
NDQuits - Quit Rate (web program)¹⁴					27.0	25.7	27.4	25.6	28.2	
Tobacco-related Policy⁷										
Support increasing tobacco tax by at least \$1.00			57.1		52.6		52.3			
Health and Economic Consequences										
Deaths Attributed to Tobacco Use ⁸										1,000
Deaths Attributed to Secondhand Smoke ⁹										80 - 140
Smoking Attributable Medical Expenditures - in millions ¹⁰										\$326
Smoking Attributable Productivity Loss - in millions ¹¹										\$232.6

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*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.

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 (BRFSS).

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

⁶ Of current smokeless tobacco users in grades 9-12, the rate who report first smokeless tobacco use before age 13 (YTS).

⁷ Source for these tobacco tax-related policy measures is the North Dakota Adult Tobacco Survey (ATS).

⁸ 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.

⁹ Estimated range of deaths due to secondhand smoke exposure reported by the Campaign for Tobacco Free Kids.

¹⁰ Smoking attributable medical expenditures reported by the Campaign for Tobacco-Free Kids and are among adults aged 18 years and over.

¹¹ 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.

¹² 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.

¹³ 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).

¹⁴ 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).

¹⁵ 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 (ND ATS) and for youth (grades 9-12) obtained from the North Dakota Youth Tobacco Survey (ND YTS).

¹⁶ 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.

¹⁷ 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.

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