

Tobacco Surveillance Data

Indicator	2019	2020	2021	2022	2023	2024
Tobacco Use (Used at least once in past 30 days)						
Cigarette Smoking						
Adult (BRFSS*) ¹	17.0	17.4	15.0	15.1	13.3	12.3
High School (YRBS) ¹	8.3		5.9		5.4	
American Indian ²	35.1	36.1	35.8	35.8	32.4	32.2
Pregnant Women ³	10.3	9.7	8.5	7.3	6.7	4.6
Low Income ⁴	30.6	31.2	29.7	26.7	23.5	26.7
Low Education ⁵	27.7	39.2	36.0	32.2	36.9	23.9
Smokeless Tobacco⁶						
Adult Males (BRFSS*)	11.8	11.1	10.9	12.0	10.2	10.2
High School Males (YRBS)	7.5		7.5		5.5	
Cigars⁷						
Adult (ATS)	4.3			3.5		3.4
High School (YRBS)	5.2		2.8		4.2	
E-Cigarettes⁸						
Adult (ATS)	5.2			8.6		8.6
Adult (BRFSS*)		3.9	7.4	9.0	9.3	7.6
High School (YTS)	29.4					
High School (YRBS)	33.1		21.2		18.2	
Pregnant Women ²⁰				2.8	2.8	3.9
Any Tobacco Product⁹						
Adult (BRFSS*)		22.9	22.7	24.9	22.1	22.0
High School (YRBS)	34.7		23.0		19.6	
Tobacco Use Initiation						
Adult - Ever tried electronic cigarettes ¹⁰		25.1	26.9	28.6	27.3	24.4
High School - Ever tried electronic cigarettes ¹⁰	52.8		38.6		31.6	
High School cigarette use before age 13 ¹¹	40.7					
High School smokeless tobacco use before age 13 ¹²	27.1					
Tobacco Consumption						
Cigarettes Sold - in millions (ND Tax Commission)	890	885	843	763	695	636
Annual Cigarette Tax Revenue - in millions	19.6	19.5	18.5	16.8	15.3	14.0
Annual Other Tobacco Tax Revenue - in millions	7.1	6.9	6.9	6.7	6.8	6.7
Cessation						
Cigarette Smoking Quit Attempts						
Adult (BRFSS*)	55.1	50.0	53.1	46.2	48.3	49.2
High School (YRBS)	54.0		30.9		37.2	
NDQuits - Total Enrolled ¹³	3,029	2,533	1,976	1,741	1,711	1,695
NDQuits - Quit Rate ¹⁴		28.7†	32.8†	33.1†	35.8†	35.9†
Tobacco-related Policy						
Support increasing cigarette tax to \$2.00 ¹⁵	56.7			54.4		53.6
Health and Economic Consequences						
Deaths Attributed to Tobacco Use ¹⁶						1,000
Deaths Attributed to Secondhand Smoke ¹⁷						80 - 140
Smoking Attributable Medical Expenditures - in millions ¹⁸						379
Smoking Attributable Productivity Loss - in millions ¹⁹						715

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*Note: In 2011, the Behavior Risk Factor Surveillance System (BRFSS) began including cell phone-only users in sampling and the method of weighting the results was changed. This makes BRFSS results from 2010 and prior no longer comparable to 2011 and beyond.

¹ Adult current cigarette smoking defined as those who smoked cigarettes every day or some days of the past 30 days. Youth current cigarette smoking defined as the proportion of 9-12 grade students who have smoked cigarettes on at least one of the past 30 days.

² 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.

³ The percent of women reporting smoking during the 1st trimester (North Dakota Vital Statistics). Beginning in 2020, percent of pregnant women reporting smoking anytime during pregnancy.

⁴ Current smoking rate among low income adults (Earning less than \$15,000 per year). From the North Dakota BRFSS.

⁵ Current smoking rate among adults having low education (defined as having less than a high school diploma or GED) from the North Dakota BRFSS.

⁶ Adult chewing tobacco use defined as using chewing tobacco, snuff, or snus every day or some days of the 30 days before the survey. High School (grades 9-12) current smokeless tobacco use defined as using chewing tobacco, snuff, dip, snus, or dissolvable tobacco products on one or more of the 30 days before the survey.

⁷ Adult and High School current cigar use defined as smoking cigars, cigarillos, or little cigars on one or more of the 30 days before the survey. Adult current cigar use from the North Dakota Adult Tobacco Survey (ATS) and High School (grades 9-12) current cigar use from the North Dakota Youth Risk Behavior Survey (YRBS).

⁸ Adult current use of electronic cigarettes (used every day or some days of past 30 days) from North Dakota BRFSS and North Dakota Adult Tobacco Survey (ATS). Youth (youth in grades 9-12 who used at least one day of past 30 days) from North Dakota Youth Tobacco Survey (YTS) and North Dakota YRBS.

⁹ 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.

¹⁰ Ever tried electronic cigarettes for total adult population from the North Dakota BRFSS and for the total High School (grades 9-12) population from the North Dakota YRBS.

¹¹ Of current cigarette smokers in grades 9-12, the proportion who report first cigarette use before age 13 (YTS).

¹² Of current smokeless tobacco users in grades 9-12, proportion who reporting smokeless tobacco use before age 13

¹³ Total number people enrolled in NDQuits is for state fiscal year (July-June) comes from NDQuits State Summary

¹⁴ NDQuits quit rate is obtained from annual NDQuits Evaluation Reports and calculated using North American Quitline Consortium (NAQC) guidelines. They are 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, including electronic nicotine delivery systems (ENDS), in the past 30 days (i.e., Thirty-day Point Prevalence Abstinence).

¹⁵ The source for this tobacco tax-related policy question is the North Dakota Adult Tobacco Survey (ATS).

¹⁶ 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.

¹⁷ Estimated range of deaths due to secondhand smoke exposure reported by the Campaign for Tobacco Free Kids

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

¹⁹ Smoking attributable productivity costs reported by the Campaign for Tobacco-Free Kids (CTFK). They are the annual average productivity costs from 2000-2004 reported by the CDC's SAMMEC (Smoking-Attributable Morbidity, Mortality, and Economic Costs) website updated to 2018 dollars.

²⁰ The percent of pregnant women reporting using e-cigarettes at any time during pregnancy.

†Respondents to the NDQuits 7-Month Follow-Up Survey were more likely to exhibit characteristics that are associated with higher levels of quitting (i.e. be older at intake, have a higher education level, be insured, and to use their first cigarette later after waking). This means the quit rate could be biased upward since a greater proportion of these groups of tobacco users were among survey responders compared to all program participants.

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