

Iowa 2008 Adult Tobacco Survey: Executive Summary

Prepared by the Center for Social and Behavioral Research, University of Northern Iowa
Prepared for the Iowa Department of Public Health, Division of Tobacco Use Prevention and Control
February 2009

Background & Methodology

- The Iowa 2008 Adult Tobacco Survey (ATS) is fifth in a series of statewide surveys conducted with the purpose of measuring adult tobacco use. It is a main component of the state's tobacco prevention and control surveillance and evaluation system.
- The Iowa 2008 ATS was conducted by the University of Northern Iowa's (UNI) Center for Social and Behavioral Research (CSBR) for the Iowa Department of Public Health (IDPH) Division of Tobacco Use Prevention and Control. Using computer-assisted telephone interviewing (CATI) technology, a total of 2,113 interviews were completed between April and June of 2008 with random sampling of adult Iowans living in private residences.

Cigarette Smoking Prevalence

- **Cigarette Smoking Prevalence:** In 2008, the prevalence of cigarette smoking among adult Iowans was 14%. This continues the recent trend of a decrease in cigarette smoking prevalence from 23% in 2002 to 20% in 2004 and then to 18% in 2006.

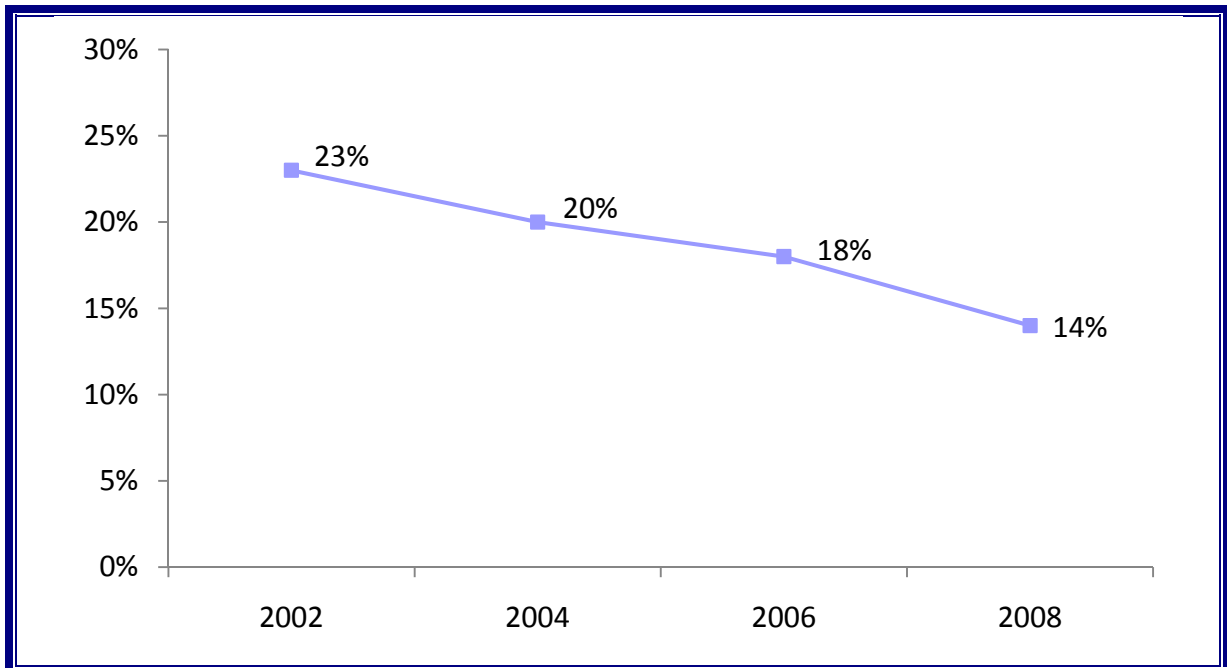


Figure ES-1. Prevalence of current cigarette use among adult Iowans (Iowa Adult Tobacco Surveys 2002-2008).

- The 4 percentage point decrease in smoking prevalence from 2006 to 2008 represents a 22% decrease in smoking rates. The 9 percentage point decrease in smoking prevalence from 2002 to 2008 represents a 39% decrease in smoking rates.

Cigarette Consumption

- Among current cigarette smokers, 32% said they smoke fewer cigarettes now than they did before Iowa raised the cigarette tax in March 2007.
- 83% of current cigarette smokers smoke every day.
- 42% of current cigarette smokers smoke one or more packs per day.

Cessation

- 83% of current smokers said they would like to quit smoking.
- Health was the most commonly cited reason both for current smokers to have made a quit attempt and for former smokers to have quit smoking.
- If they decided to quit smoking, 36% of cigarette smokers said they would be *very interested* in using the nicotine patch, gum, or taking some other medication to help them quit smoking.

Quitline Iowa Awareness

- Quitline Iowa awareness among adult Iowans increased from 6% in 2004 to 36% in 2008.
- Approximately one-half (52%) of current smokers in 2008 said they had heard of Quitline Iowa.

Use of Other Tobacco Products

- The rates for adult use of tobacco products other than cigarettes have remained relatively stable in recent years. In 2008, the rates were 4% for smokeless tobacco, 4% for cigars, and less than 1% for pipe tobacco.
- Approximately 4% of adult Iowans use chewing or smokeless tobacco, smoke cigars, or use pipe tobacco but do *not* smoke cigarettes. Thus, slightly less than 19% of adult Iowans (approximately 430,000) have used some form of tobacco including cigarettes, smokeless tobacco, cigars, or pipe tobacco during the past 30 days.

Summary & Conclusions

- The 2008 Adult Tobacco Survey was conducted by the Center for Social and Behavioral Research (CSBR) at the University of Northern Iowa (UNI) on behalf of the Iowa Department of Public Health (IDPH) Division of Tobacco Use Prevention and Control. Using computer-assisted telephone interviewing (CATI) technology, interviews were completed with 2,113 adult Iowans between April 4 and June 9, 2008.
- Cigarette smoking prevalence among adult Iowans in 2008 was 14%. This is a 22% decrease in smoking rates since 2006 when 18% of adult Iowans were current smokers, and a decrease of 39% in smoking rates since 2002 when 23% of adult Iowans were current smokers.
- Approximately one-third (32%) of current smokers said they had reduced the number of cigarettes they smoke since Iowa increased the cigarette tax by \$1.00 in 2007. The usage rates for tobacco products other than cigarettes have remained relatively stable in recent years.
- In 2008, 4% of respondents were current users of smokeless tobacco, 4% were current smokers of cigars, and less than 1% were current smokers of tobacco in pipes.
- Quitline Iowa awareness among all adults and among current smokers has dramatically increased since 2004 from 6% to 36% in 2008.
- Among current smokers, 52% in 2008 said they had heard of Quitline Iowa. However, many cigarette smokers were unaware that free cessation counseling and nicotine patches or gum were available to Iowans through Quitline Iowa.
- The decrease in smoking rates in Iowa may be an important indicator of success for the state's tobacco cessation and prevention efforts as well as a shift in societal attitudes toward cigarette smoking. *Note: The data for the Iowa 2008 ATS were collected from April 4 through June 9, 2008. Therefore, the findings do not provide information about changes in behaviors or attitudes of adult Iowans as a result of the Iowa Smokefree Air Act which became effective July 1, 2008.*
- Legislative efforts such as the 2007 state cigarette tax increase of \$1.00 and the 2008 Smokefree Air Act, which prohibits smoking in most indoor public places, reflect greater commitment on the part of Iowans to reduce smoking and improve public health. In addition, state funding and support for smoking cessation programs provide smokers in Iowa with counseling and nicotine replacement therapy. However, many cigarette smokers in Iowa are still unaware of the benefits and resources available to help them quit. These smokers may benefit from continued investments in tobacco prevention and cessation efforts.

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