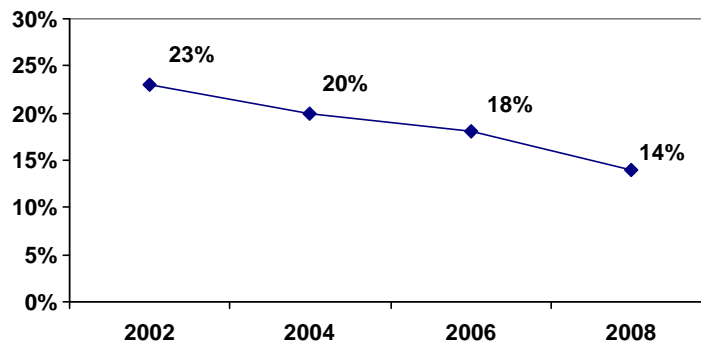


Smoking Prevalence and Cessation in Iowa



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

- ◆ **In 2008, prevalence of current cigarette use among adult Iowans was 14% which is down from 18% in 2006.** The rate of 14% in 2008 represents approximately 327,000 adult Iowans as compared to 406,000 adult Iowans in 2006. The 2008 rate continues a trend of decreasing smoking rates in Iowa. From 2002 to 2008, there has been a 39% decrease in the prevalence rates of current cigarette use.
- ◆ Current smokers were asked: **“During the past 12 months, have you stopped smoking for one day or longer because you were trying to quit smoking?”**
 - ◆ 48% of CURRENT SMOKERS had stopped smoking for one day or longer because they were trying to quit smoking *during the past 12 months* (an estimated 155,000 adult Iowans).
 - ◆ 77% of CURRENT SMOKERS said they had *ever* (at any time) stopped smoking for one day or longer because they were trying to quit smoking.
- ◆ Current and former smokers were asked: **“Why did you decide to stop smoking cigarettes?”**
 - ◆ The most common reasons given by CURRENT SMOKERS were: Health (54%), Too Expensive (19%), Family or Friends Wanted Me to Quit (12%), and Didn’t Like Smoking Anymore (7%).
 - ◆ The most common reasons given by FORMER SMOKERS were: Health (57%), Too Expensive (12%), Family or Friends Wanted Me To Quit (14%), and Didn’t Like Smoking Anymore (12%).
- ◆ Current and former smokers were asked: **“When you quit smoking, did you use the nicotine patch, nicotine gum, or any other medication to help you quit?”** (Current smokers were asked, **“The last time you tried to quit smoking...”**)
 - ◆ 46% of CURRENT SMOKERS said they used the nicotine patch, nicotine gum, or any other medication to help them on their last quit attempt.
 - ◆ 23% of FORMER SMOKERS who quit during the past 5 years said they used the nicotine patch, nicotine gum, or any other medication to help them quit.
- ◆ Current smokers were asked: **“Would you like to quit smoking cigarettes?”** and **“Are you seriously considering stopping smoking within the next six months?”**
 - ◆ 84% of CURRENT SMOKERS said they would like to quit smoking (an estimated 259,000 adult Iowans).
 - ◆ 59% of CURRENT SMOKERS said they were seriously considering stopping smoking within the next six months (an estimated 178,000 adult Iowans).

Notes. “Current cigarette use” is defined as having smoked a cigarette during the past 30 days. “Ever stopped smoking” is a calculated variable based on responses to two separate questions about quit attempts.

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Data Source: 2008 Iowa Adult Tobacco Survey. This survey is based on the responses of 2,113 adult Iowans interviewed by telephone between April and June 2008.

The complete report is scheduled to be finalized and released in February 2009.