

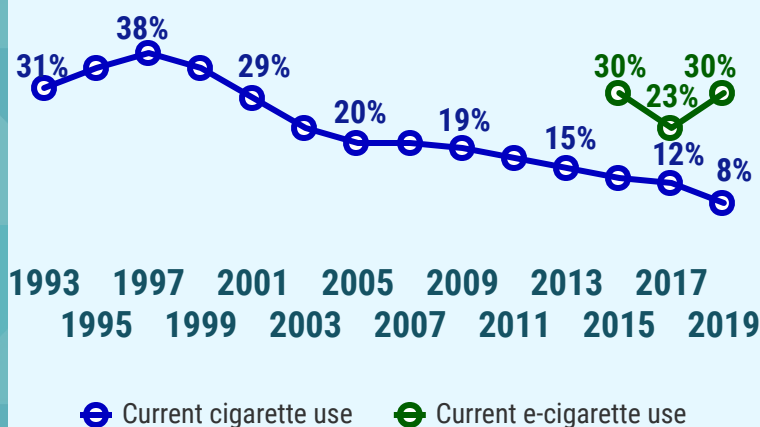


Tobacco Use in Montana

In Montana, an estimated
187,000 adults
& 20,000 youth
are current tobacco users.¹

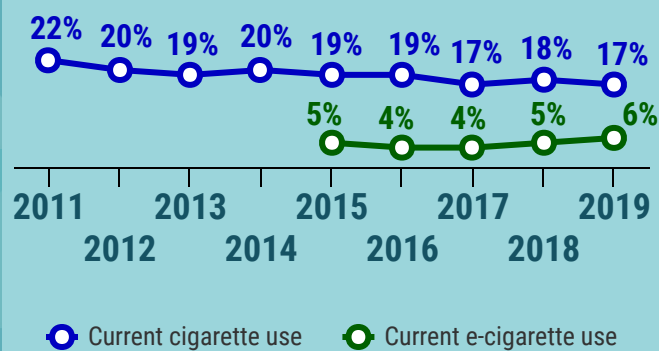


Prevalence of current cigarette use and current e-cigarette use among Montana **YOUTH**, 1993-2019.



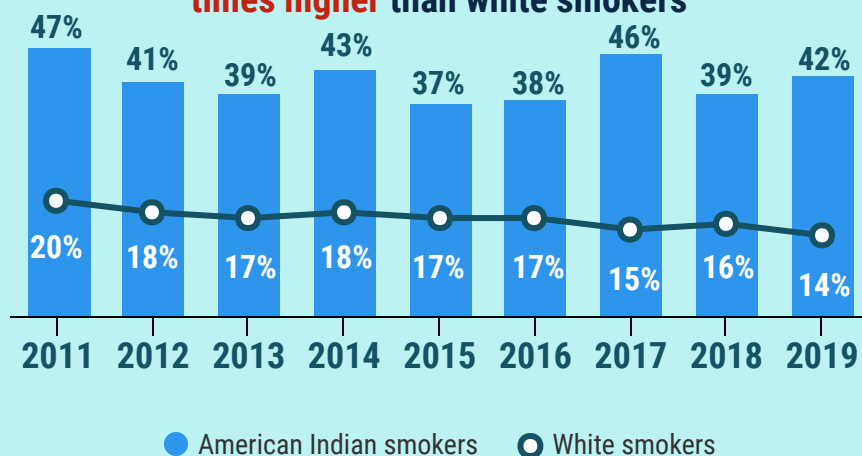
Source: Montana Youth Risk Behavior Survey, 1993-2019

Prevalence of current cigarette use and current e-cigarette use among Montana **ADULTS**, 2011-2019.



Source: Behavioral Risk Factor Surveillance System, 2011-2019

The percent of adult American Indian cigarette smokers in Montana is consistently **two to three times higher** than white smokers



Source: Behavioral Risk Factor Surveillance System, 2011-2019

Among Montana's adult population:

- **42%** of American Indians
- **34%** of Medicaid enrollees
- **33%** of those making less than \$15,000 per year
- **32%** of those with poor mental health

are current cigarette smokers.²

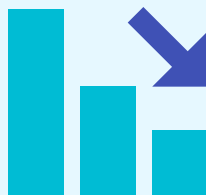
1. Montana BRFSS, 2019; Montana YRBS, 2019; Montana IBIS Population estimates, 2019
2. Montana BRFSS, 2019; Montana DPHHS, Chronic Disease and Health Medicaid Survey, 2015

Tobacco Use in Montana

Per capita cigarette sales in Montana were at an **all-time low** of 37 packs per person in 2018.



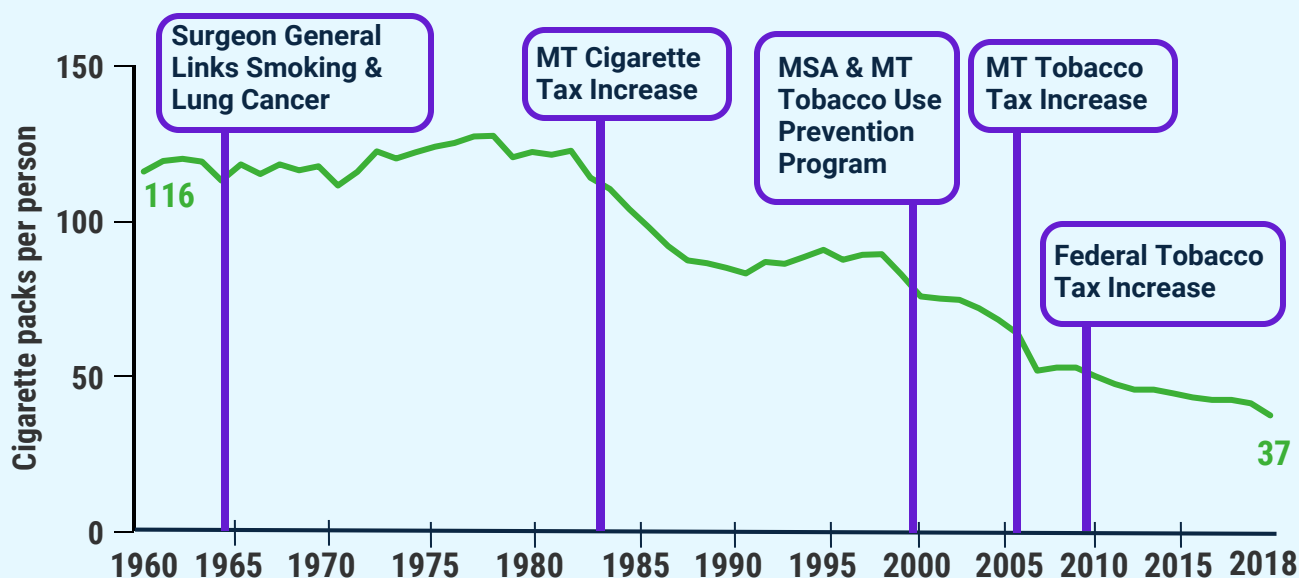
Increasing the unit cost of tobacco is associated with significant reductions in tobacco initiation among young people.³



Montana has **not increased** the tobacco tax since 2005.



Per Capita Cigarette Packs Sold in Montana, 1960-2018



Source: Orzechowski W, Walker R. The tax burden on tobacco. Historical Compilation. Arlington (VA): Orzechowski and Walker Economic Consulting Firm; 1960-2018.

Tobacco Use is Expensive

Each year, tobacco use costs Montanans **\$440 million** in healthcare costs and **\$81 million** in Medicaid costs directly caused by smoking.⁴



The Majority of Adult Smokers Want to Quit⁵

- **57%** of Montana smokers made at least one quit attempt in 2019.⁶
- Since 2004, **over 36,000** Montanans have successfully quit tobacco after calling the Quit Line.⁷

3. Community Preventive Services Task Force. Reducing tobacco use and secondhand smoke exposure: interventions to increase the unit price for tobacco products. 2015.

4. Campaign for Tobacco Free Kids. The Toll of Tobacco in Montana. http://www.tobaccofreekids.org/facts_issues/toll_us/montana. Accessed December 2020.

5. Centers for Disease Control and Prevention. Smoking Cessation: Fast Facts. https://www.cdc.gov/tobacco/data_statistics/fact_sheets/cessation/smoking-cessation-fast-facts/index.html. Accessed December 2020.

6. Montana BRFSS, 2019.

7. National Jewish Health. Montana Tobacco Quit Line Outcomes Report, 2019.