

2010 DATA SUMMARY

ADULT TOBACCO USE

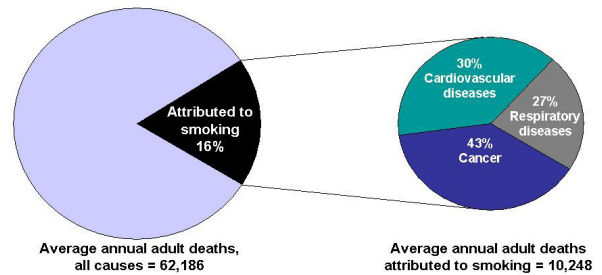
Tobacco use costs Georgia more than \$5 billion every year.¹

DEATHS¹

About 10,300 Georgians die every year from tobacco-related illnesses – that is one out of every six deaths in adult Georgians.

- More adult males (6,400) than adult females (3,900) die from tobacco-related illnesses
- Among Georgia adults ages 35 and older, cancer accounts for 43% of all deaths due to smoking
- Cardiovascular diseases and respiratory diseases account for 30% and 27% of all deaths due to smoking, respectively
- Adult smokers lose an average of 16 years of life compared to adult non-smokers

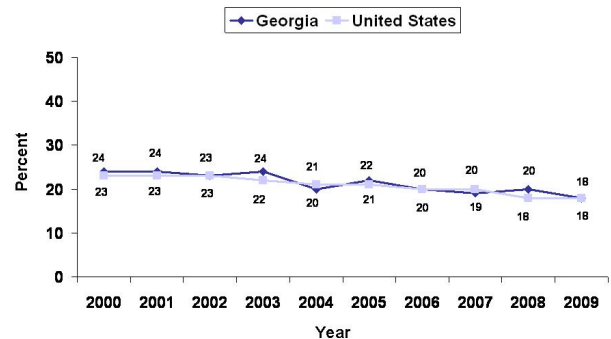
Average annual smoking-attributable deaths among adults ages 35 and older, Georgia, 2003-2007



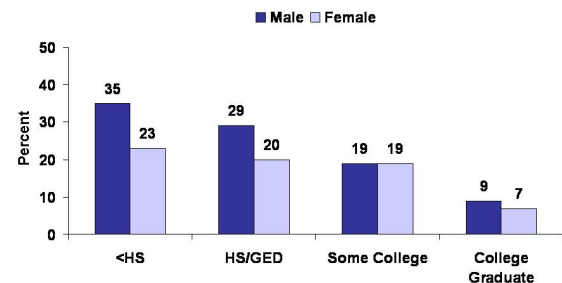
SMOKING BEHAVIOR^{2, 3}

- Approximately 1.3 million (18%) adults aged 18 years and older (adults) in Georgia currently smoke cigarettes
- Declines in current smoking have been slow over the past decade
- Georgia's current overall adult smoking prevalence matches the national smoking prevalence
- About 20% (700,000) of the adult male population and 16% (600,000) of the adult female population in Georgia smoke cigarettes
- Non-Hispanic (NH) white adults in Georgia (830,000; 19%) are more likely than non-Hispanic Black (300,000; 15%) and Hispanic (60,000; 12%) adults in Georgia to smoke cigarettes
- Adult Georgians with less than a high school education are more likely than adult Georgians with a high school education or above to smoke cigarettes
- The smoking prevalence is twice as high among adult smokers in Georgia who do not have health insurance (34%) than among adult smokers who have health insurance (15%)
- About 8% (11,000) of pregnant women in Georgia smoked during the last three months of their pregnancy
- The smoking prevalence is highest among adult Georgians aged 18-24 (130,000; 22%), 25-34 (360,000; 20%), and 45-54 (300,000; 22%)
- Counties in the northwest (1-1), north central (5-2), south (8-1), southeast (9-2), and coastal (9-1) regions of the state have the highest adult smoking prevalence

Trends in current adult smoking, Georgia, 2000-2009



Percentage of adults who smoke, by education and sex, Georgia, 2009

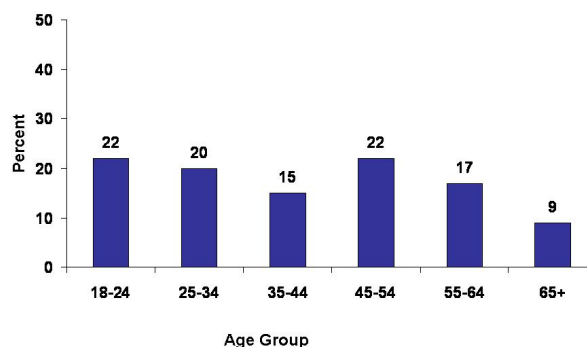


ADULT TOBACCO USE

SMOKELESS TOBACCO USE²

- About 5% (340,000) of adults in Georgia currently use smokeless tobacco (chewing tobacco, snuff, or snus)
- Adult males Georgians (8%; 280,000) are more likely to use smokeless tobacco than female Georgians (2%; 60,000)
- Use of smokeless tobacco is highest among the NH white adult population in Georgia (6%; 300,000)
- Adults in Georgia aged 25-34 (6%; 110,000) and 35-44 (6%; 80,000) are more likely to use smokeless tobacco
- Georgia adults with less than a high school education (8%; 65,000) and a high school level education (6%; 130,000) are more likely to be smokeless tobacco users

Percentage of adult smokers by age group, Georgia, 2009

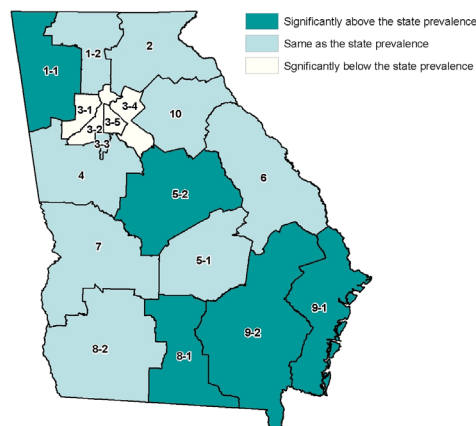


SMOKING CESSATION²

About 58% (730,000) of adult smokers in Georgia have made a quit attempt in the past year

- NH black adult smokers in Georgia (68%) are more likely than NH white adult smokers (54%) to have made a quit attempt in the past year
- Overall about 1.6 million (22%) adult Georgians are former smokers

Percent of Adults Who Smoke Cigarettes by Public Health District, Georgia, 2005-2008



FINANCIAL IMPACT¹

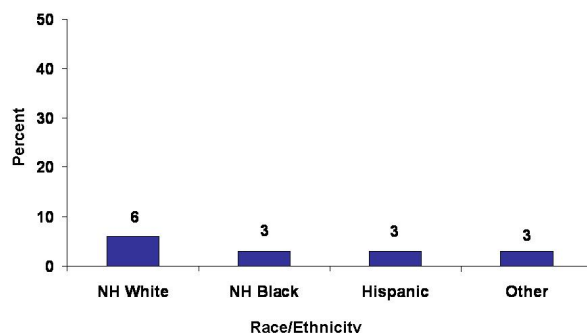
- \$1.8 billion in healthcare costs among adults aged 18 years and older
- \$3.4 billion in lost productivity costs among adults aged 35 years and older

Definitions:

1. Adults are defined as civilian persons aged 18 years and older.
2. Cigarette smokers are defined as those who have smoked at least 100 cigarettes in their lifetime and are currently smoking.
3. Former smokers are defined as those who have smoked at least 100 cigarettes in their lifetime and are not currently smoking.
4. A quit attempt is defined as having stopped smoking for one day or longer during the past 12 months in effort to quit smoking.

* Percentages shown in graphs do not add to 100% because analysis of nonsmokers is not shown

Percentage of adult smokeless tobacco users by race/ethnicity, Georgia, 2009



Data sources:

1. Georgia Vital Statistics, 2003-2007; CDC SAMMEC web application (<http://apps.nccd.cdc.gov/sammecc/>).
2. 2009 Georgia Behavioral Risk Factor Surveillance System (BRFSS) Data.
3. 2008 Georgia Pregnancy Risk Assessment Monitoring System (PRAMS) Data.

More data on tobacco use in Georgia can be found at <http://www.health.state.ga.us/epi/cdiee/tobaccouse.asp>. Visit <http://health.state.ga.us/programs/tobacco/index.asp> for more information about the Georgia Tobacco Use Prevention Program.