

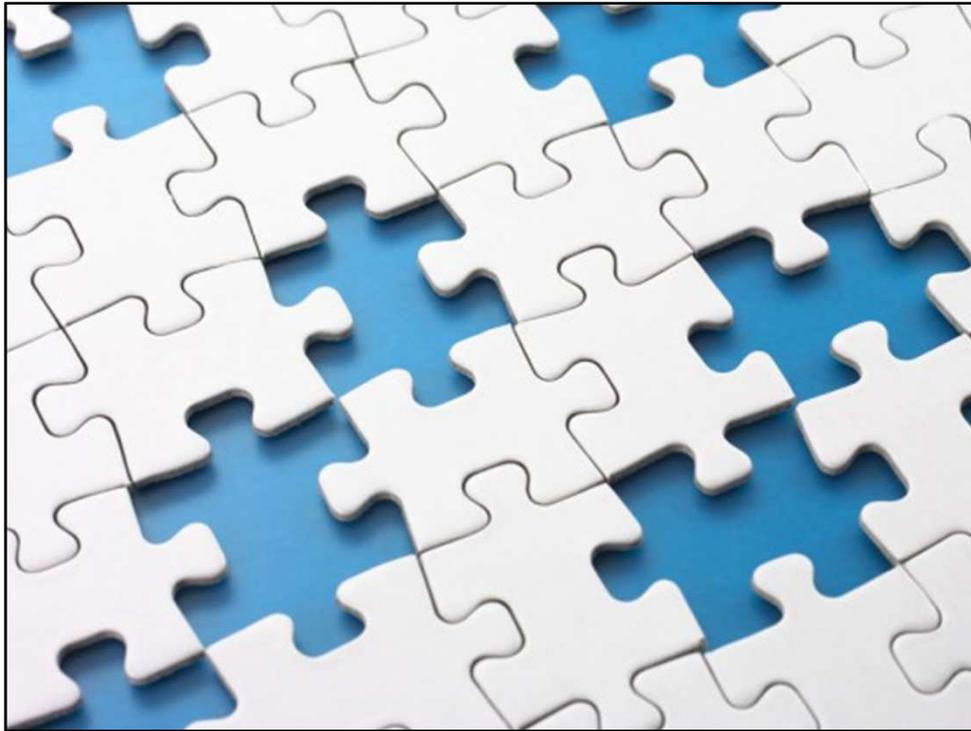
Thanks for joining this webinar on Shiny New Data and Where You Can Find It.

## What are we doing here today?

- **Review** new tobacco-related data sources
- **Discuss** timelines for release tobacco data products
- **Gather** feedback on HPCDP data products and needs

Today we are going to:

- (1) Review new tobacco related data sources
- (2) Discuss timelines for release of tobacco data products
- (3) And gather feedback on HPCDP data products and needs

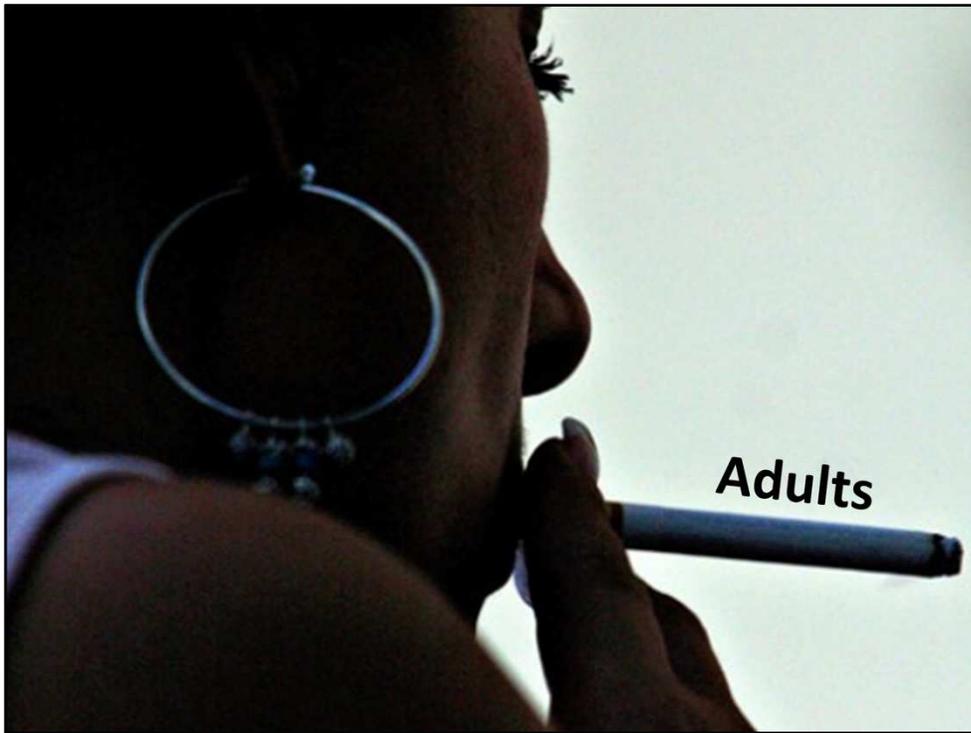


There are multiple tobacco data sources out there and all can be used to paint a complete picture of the burden of tobacco in our communities.

## General tobacco use



First, we will review data sources for general tobacco use.



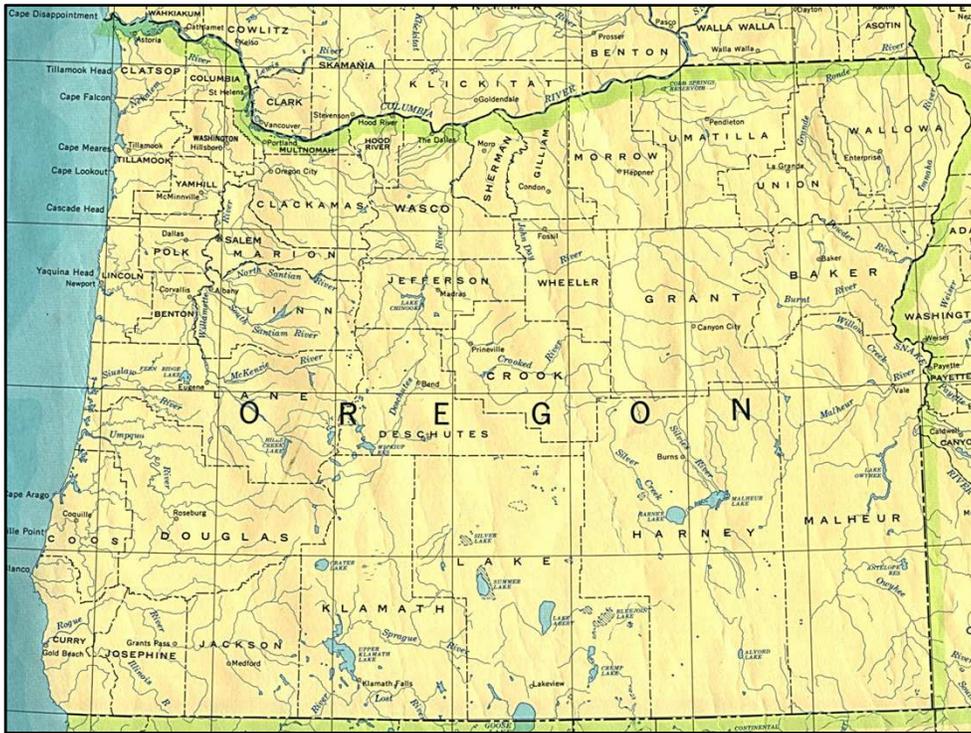
These data pertain to adults...



And youth...



At the state level...



And at the county level.

The screenshot displays the Oregon Health Authority website's 'Chronic Disease Data and Reports' page. The header features the Oregon Health Authority logo, a search bar, and navigation links for 'About Us', 'Contact Us', and 'Jobs'. A secondary navigation bar includes 'Topics A to Z', 'Data & Statistics', 'Forms & Publications', 'News & Advisories', 'Licensing & Certification', 'Rules & Regulations', and 'Public Health Directory'. The main content area is titled 'Chronic Disease Data and Reports' and includes an introductory paragraph about the Oregon Public Health Division's efforts to control chronic diseases. Below this, there are three data categories: 'Adult Data', 'Youth Data', and 'Oregon County Data', each with a brief description and a 'See all...' link. A sidebar on the left offers a 'Take our survey' button and a list of data categories. A right sidebar provides links for 'About our Data' (Data Sources, Technical Notes) and 'Contact Us' (Health Promotion and Chronic Disease Prevention).

These data are located on the relatively new data and reports page on the Oregon Public Health Division website.



But how to get there? Sometimes navigating the Public Health Division website can be cumbersome, so let's take a moment to go step-by-step.

**Oregon Health Authority**

Search Public Health...

Public Health

Topics A to Z | Data & Statistics | Forms & Publications | News & Advisories | Licensing & Certification | Rules & Regulations | Public Health Directory

Public Health > Diseases and Conditions > Chronic Disease > Chronic Disease Data

## Chronic Disease Data and Reports

The Oregon Public Health Division reports chronic disease information to help guide Oregon's efforts to control or prevent chronic diseases and reduce disparities among populations most affected by these diseases.

The chronic disease data listed below include the most recent information available for adults, youth, and counties in Oregon.

**Take our survey**  
Help improve our site

**About our Data**

- Data Sources
- Technical Notes

**Contact Us**

- Health Promotion and Chronic Disease Prevention

**Adult Data**  
Chronic disease data for adults in Oregon, including most recent, over time, and by race and ethnicity

- See all...

**Youth Data**  
Chronic disease data for youth in the 8th and 11th grade in Oregon

- See all...

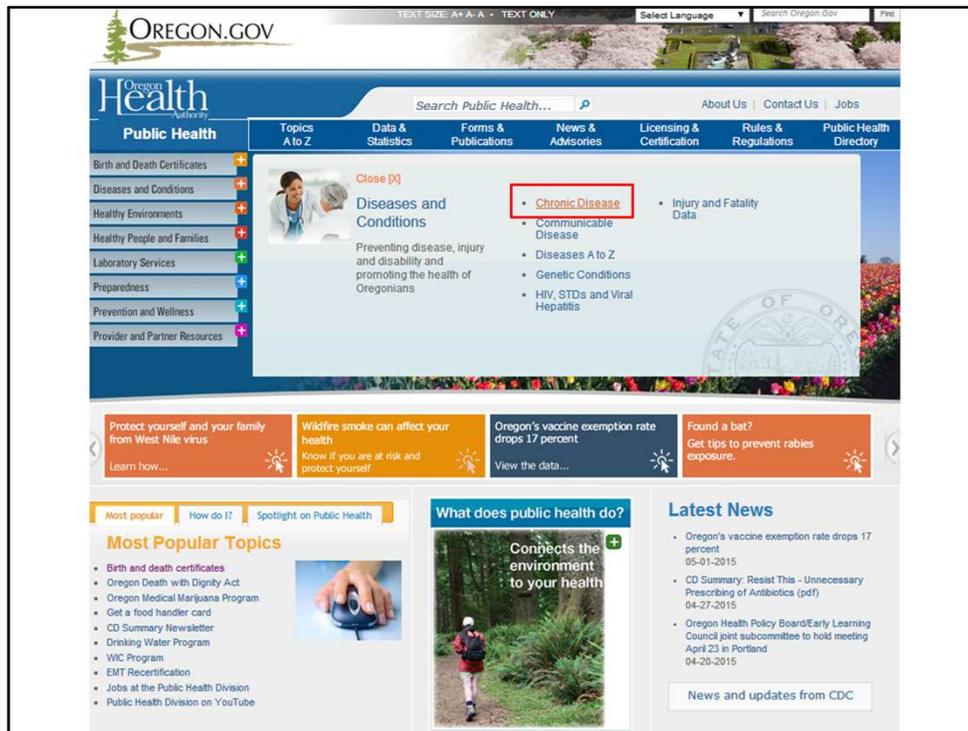
**Oregon County Data**  
Chronic disease county-level data for Oregon adults and youth

- See all...

Looking at the file path above...



We start at the main page of the Oregon Public Health Division's website (<https://public.health.oregon.gov/Pages/Home.aspx>)



Move your cursor over the “Diseases and Conditions” bar on the left side of the page to get this pop-up box, and click on “Chronic Diseases”.

The screenshot shows the Oregon Health Department website. At the top, there is a header with the Oregon state logo and 'OREGON.GOV'. Below that is the 'Oregon Health' logo and a search bar. A navigation menu includes 'Public Health', 'Topics A to Z', 'Data & Statistics', 'Forms & Publications', 'News & Advisories', 'Licensing & Certification', 'Rules & Regulations', and 'Public Health Directory'. The 'Chronic Disease' section is highlighted in the sidebar. The main content area has a breadcrumb trail: 'Public Health > Diseases and Conditions > Chronic Disease'. The 'Chronic Disease' title is followed by a section for the '5-Year Strategic Plan (2012-2017)', which includes a description of the HPCDP Strategic Plan and a link to download the PDF. To the right, there is a 'Prevention' section with links for HIV, Obesity, and Tobacco. Below that is a 'Contact Us' section. A 'Take our survey' button is located in the sidebar. The main content area also includes a paragraph defining chronic diseases, a paragraph about the burden of chronic diseases in Oregon, and a 'Chronic Disease Data and Reports' section with links to various data sources.

Clicking on “Chronic Disease” will take you to the Chronic Disease home page.

OREGON.GOV

TEXT SIZE: A A A A A TEXT ONLY

Select Language Search Oregon Gov

Public Health

Search Public Health...

About Us | Contact Us | Jobs

Public Health

Topics A to Z Data & Statistics Forms & Publications News & Advisories Licensing & Certification Rules & Regulations Public Health Directory

Chronic Disease

Public Health > Diseases and Conditions > Chronic Disease

Chronic Disease

5-Year Strategic Plan (2012-2017)

The 5-Year Health Promotion and Chronic Disease Prevention (HPCDP) Strategic Plan tackles chronic disease prevention with a comprehensive, community-wide approach to help people eat better, move more, live tobacco free, and take care of themselves. This means achieving better health, better care, and lower health care costs for all Oregonians.

Download the HPCDP Strategic Plan (pdf)

Prevention

HIV STDs and Viral Hepatitis  
Obesity Prevention  
Get help quitting Tobacco  
[Self-Management - Take control of your health](#)

Contact Us

Health Promotion and Chronic Disease Prevention Section

Take our survey  
Help improve our site

Chronic diseases are those conditions that can be managed but not cured. Chronic diseases, including cancer, heart disease, stroke, lung disease, diabetes, arthritis, dental disease and HIV, are major causes of disability and death for Oregonians.

Combined - heart disease, stroke, cancers, diabetes and chronic lower respiratory diseases account for more than three of five deaths in Oregon each year. For Oregon, as a whole, 61 percent of adults have at least one of the following chronic conditions: arthritis, asthma, diabetes, heart disease, high blood pressure, high cholesterol or stroke. And a startling 89 percent of Oregon adults have at least one of these risk factors: current smoker, overweight or obese, physically inactive or consume too few fruits and vegetables.

From this page you can learn more about chronic conditions in Oregon and gain access to public health programs that deal with prevention, management, data and statistics of these chronic diseases.

Chronic Disease Data and Reports

Get chronic disease data for adults, youth and Oregon counties. We track the burden of chronic diseases in Oregon, identify communities that may be disproportionately affected by disease, and work to address these disparities.

- 5-Year Strategic Plan, 2012-2017 (pdf)
- Adult Data
- Oregon County Data
- Reports and Statewide Plans
- Cost of Chronic Disease

Next click on Chronic Disease Data and Reports...

The screenshot shows the Oregon Health Authority website. The main navigation bar includes 'Public Health' and a search box. Below this is a secondary navigation bar with categories like 'Topics A to Z', 'Data & Statistics', 'Forms & Publications', 'News & Advisories', 'Licensing & Certification', 'Rules & Regulations', and 'Public Health Directory'. The page title is 'Chronic Disease Data and Reports'. The main content area contains an introductory paragraph about the Oregon Public Health Division's efforts to control chronic diseases, followed by a list of data categories: 'Adult Data', 'Youth Data', and 'Oregon County Data'. Each category includes a brief description and a 'See all...' link. A sidebar on the left lists 'Chronic Disease Data' sub-sections and a 'Take our survey' button. A right sidebar contains 'About our Data', 'Data Sources', 'Technical Notes', and 'Contact Us' information.

Which will take you to the Chronic Disease Data and Report home page where we started.

The screenshot shows the Oregon Health Authority website. The main navigation bar includes links for Topics A to Z, Data & Statistics, Forms & Publications, News & Advisories, Licensing & Certification, Rules & Regulations, and Public Health Directory. The page title is 'Chronic Disease Data and Reports'. The main content area features an introductory paragraph about the Oregon Public Health Division's efforts to control chronic diseases, followed by a list of data categories: Adult Data, Youth Data, and Oregon County Data. The 'Adult Data' link is highlighted with a red box. A sidebar on the left contains a 'Take our survey' button and a list of data categories. A right sidebar contains 'About our Data' and 'Contact Us' sections.

On this page we have links to state-level adult data...

**Oregon Health Authority**

Search Public Health...

Public Health

Topics A to Z | Data & Statistics | Forms & Publications | News & Advisories | Licensing & Certification | Rules & Regulations | Public Health Directory

Public Health > Diseases and Conditions > Chronic Disease > Chronic Disease Data

## Chronic Disease Data and Reports

The Oregon Public Health Division reports chronic disease information to help guide Oregon's efforts to control or prevent chronic diseases and reduce disparities among populations most affected by these diseases.

The chronic disease data listed below include the most recent information available for adults, youth, and counties in Oregon.

**Take our survey**  
Help improve our site

**About our Data**

- Data Sources
- Technical Notes

**Contact Us**

- Health Promotion and Chronic Disease Prevention

**Adult Data**  
Chronic disease data for adults in Oregon, including most recent, over time, and by race and ethnicity

- See all...

**Youth Data**  
Chronic disease data for youth in the 8th and 11th grade in Oregon

- See all...

**Oregon County Data**  
Chronic disease county-level data for Oregon adults and youth

- See all...

State-level Youth data...

The screenshot shows the Oregon Health Authority website. The main heading is "Chronic Disease Data and Reports". Below this, there is introductory text: "The Oregon Public Health Division reports chronic disease information to help guide Oregon's efforts to control or prevent chronic diseases and reduce disparities among populations most affected by these diseases." and "The chronic disease data listed below include the most recent information available for adults, youth, and counties in Oregon." To the right of this text is an image of a magnifying glass over a line graph. On the left side of the page, there is a sidebar with a "Take our survey" button and a list of categories: Adult Data, Youth Data, Oregon County Data, Reports and Statewide Plans, and Cost of Chronic Disease. On the right side, there is a "About our Data" section with links for "Data Sources", "Technical Notes", and "Contact Us". At the bottom, there are three data categories listed: "Adult Data", "Youth Data", and "Oregon County Data". The "Oregon County Data" section is highlighted with a red border and includes the text "Chronic disease county-level data for Oregon adults and youth" and a link "See all...".

And Oregon county-level data for both adults and youth.

The screenshot shows the Oregon Health Division website. At the top left is the logo for Oregon Health Division. A search bar is located at the top center. To the right of the search bar are links for 'About Us', 'Contact Us', and 'Jobs'. Below the search bar is a navigation menu with categories: 'Topics A to Z', 'Data & Statistics', 'Forms & Publications', 'News & Advisories', 'Licensing & Certification', 'Rules & Regulations', and 'Public Health Directory'. The main content area is titled 'Chronic Disease Data and Reports'. It features an introductory paragraph about the Oregon Public Health Division's efforts to control chronic diseases, followed by a list of data categories: 'Adult Data', 'Youth Data', and 'Oregon County Data'. Each category includes a brief description and a 'See all...' link. On the right side of the main content area, there is a sidebar with 'About our Data', 'Data Sources', 'Technical Notes', and 'Contact Us' sections. On the left side, there is a sidebar with a 'Take our survey' button and a list of menu items: 'Adult Data', 'Youth Data', 'Oregon County Data', 'Reports and Statewide Plans', and 'Cost of Chronic Disease'.

Let's start with state-level adult data

## Adult Data

There are over 3 million adults in Oregon, and a rapidly growing portion are over the age of 65, making chronic disease prevention a vital part of the Public Health Division's work. In addition to age, other factors interact in complicated ways to influence a population's health including race and ethnicity, education, and income. Oregon adults are predominantly non-Latino white, however that is rapidly changing. In addition, one out of five adults either live in poverty or have less than a high school education.



### About our Data

[Data Sources](#)  
[Technical Notes](#)

### Contact Us

[Health Promotion and Chronic Disease Prevention](#)

#### On this page:

- [Most recent](#)
- [Over time](#)
- [Race and ethnicity](#)

### Oregon adults in 2013

#### Population characteristics

Includes selected demographic information such as education, employment status, household income, and health insurance coverage

#### Chronic diseases

Includes arthritis, asthma, cancer, heart disease, stroke, diabetes, depression, chronic obstructive pulmonary disorder, and disability status

#### Health risk and protective factors

Includes health status, obesity, cigarette smoking, alcohol consumption, physical activity, sugar-sweetened beverage consumption, eating meals away from home, and influenza immunization

#### Health screenings

Includes blood sugar tests, Pap tests, clinical breast exams, mammograms, blood stool tests, and colorectal cancer screenings

#### Tobacco use and related topics

Includes overall tobacco use, cigarette smoking, smokeless tobacco use, hookah smoking, quit attempts, secondhand smoke exposure, and health care provider advice

Clicking on the link will take you to the adult data page in which you will see web table links for population demographics, chronic disease and health risk factor prevalence, health screens, and...

## Adult Data

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### About our Data

[Data Sources](#)  
[Technical Notes](#)

### Contact Us

[Health Promotion and Chronic Disease Prevention](#)

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#### [Tobacco use and related topics](#)

Includes overall tobacco use, cigarette smoking, smokeless tobacco use, hookah smoking, quit attempts, secondhand smoke exposure, and health care provider advice

Tobacco use and related topics. We will click on the tobacco use link...

**Tobacco use and related topics among adults, Oregon 2013**

	Unadjusted (%)	Age-adjusted (%)	Number of adults
<b>General tobacco</b>			
Current tobacco use <sup>1</sup>	19.8	20.8	604,600
Flavored tobacco use	6.9	7.5	210,700
<b>Cigarettes</b>			
Current smoker	17.0	17.8	519,100
Smokes some days	4.3	4.5	131,300
Smokes every day	12.7	13.3	387,800
Started smoking regularly before age 18 (current and former cigarette smokers)	44.3	46.3	600,600
<b>Other tobacco products</b>			
Current little cigar smoker	3.2	3.4	97,700
Current large cigar smoker	2.6	2.8	79,400
Current hookah smoker	1.6	1.8	48,900
Smokeless tobacco use (males)	7.5	7.8	112,000
<b>Quitting among current cigarette smokers</b>			
Wants to quit	77.3	77.6	401,300
Preparing to quit	30.7	31.2	159,400
Attempted to quit during previous year	53.2	53.0	276,200
Heard of Oregon Tobacco Quit Line (all adults)	50.9	52.4	1,554,200
<b>Coupons or other discounts among current tobacco users</b>			
Received tobacco coupon or other discounts	19.5	19.3	117,900
Purchased tobacco products using tobacco coupons or other discounts	21.6	21.3	130,600
<b>Secondhand smoke</b>			
Exposed to secondhand smoke indoors	18.4	19.3	561,800
Exposure to secondhand smoke at work	11.3	11.1	184,200
Smoking is never allowed in the car	83.5	83.3	2,549,600
Smoking is never allowed in the home	90.9	91.1	2,775,500

<sup>1</sup> Current tobacco use includes cigarette smoking and smokeless tobacco use.

Source: Oregon Behavioral Risk Factors Surveillance System 2013; age-adjusted to the 2000 standard population. Note: For an explanation of using unadjusted versus age-adjusted estimates, please see <http://public.health.oregon.gov/DiseasesConditions/ChronicDisease/DataReports/Pages/TechnicalNotes.aspx>.

Suggested citation: Oregon Health Authority, Public Health Division, Health Promotion and Chronic Disease Prevention section. Tobacco use and related topics among adults, Oregon 2013. <http://public.health.oregon.gov/DiseasesConditions/ChronicDisease/DataReports/Pages/AdultData.aspx>. Created October 2014. Accessed [DOWNLOAD DATE].

To get to our first web table.

I am going to take a moment reviewing the anatomy of the newly-designed web tables, because all of the tables we look at during the webinar will look like this and have the same components.

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First, we have the title at the top of the page.

The Surveillance Team worked to create easier to understand titles for all of the tables.

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Here you'll see columns for the not age-adjusted and age-adjusted prevalence of the health behavior of interest.

You will want to use prevalence estimates that are not age-adjusted when talking about the burden of the behavior in a single year.

You will want to use the age-adjusted prevalence when talking about the health behavior over time or when comparing between groups (example: comparing county smoking prevalence to state smoking prevalence)

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A new feature of the web tables is the column here on estimated number of adults for the behavior of interest.

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You will also see content headings as darker rows...

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Attempted to quit during previous year	53.2	53.0	276,200
Heard of Oregon Tobacco Quit Line (all adults)	50.9	52.4	1,554,200
<b>Coupons or other discounts among current tobacco users</b>			
Received tobacco coupon or other discounts	19.5	19.3	117,900
Purchased tobacco products using tobacco coupons or other discounts	21.6	21.3	130,600
<b>Secondhand smoke</b>			
Exposed to secondhand smoke indoors	18.4	19.3	561,800
Exposure to secondhand smoke at work	11.3	11.1	184,200
Smoking is never allowed in the car	83.5	83.3	2,549,600
Smoking is never allowed in the home	90.9	91.1	2,775,500

<sup>1</sup> Current tobacco use includes cigarette smoking and smokeless tobacco use.

Source: Oregon Behavioral Risk Factors Surveillance System 2013; age-adjusted to the 2000 standard population. Note: For an explanation of using unadjusted versus age-adjusted estimates, please see <http://public.health.oregon.gov/DiseasesConditions/ChronicDisease/DataReports/Pages/TechnicalNotes.aspx>.

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And specific behaviors below the category headings.

**Tobacco use and related topics among adults, Oregon 2013**

	Unadjusted (%)	Age-adjusted (%)	Number of adults
<b>General tobacco</b>			
Current tobacco use <sup>1</sup>	19.8	20.8	604,600
Flavored tobacco use	6.9	7.5	210,700
<b>Cigarettes</b>			
Current smoker	17.0	17.8	519,100
Smokes some days	4.3	4.5	131,300
Smokes every day	12.7	13.3	387,800
Started smoking regularly before age 18 (current and former cigarette smokers)	44.3	46.3	600,600
<b>Other tobacco products</b>			
Current little cigar smoker	3.2	3.4	97,700
Current large cigar smoker	2.6	2.8	79,400
Current hookah smoker	1.6	1.8	48,900
Smokeless tobacco use (males)	7.5	7.8	112,000
<b>Quitting among current cigarette smokers</b>			
Wants to quit	77.3	77.6	401,300
Preparing to quit	30.7	31.2	159,400
Attempted to quit during previous year	53.2	53.0	276,200
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<sup>1</sup> Current tobacco use includes cigarette smoking and smokeless tobacco use.

Source: Oregon Behavioral Risk Factors Surveillance System 2013; age-adjusted to the 2000 standard population. Note: For an explanation of using unadjusted versus age-adjusted estimates, please see <http://public.health.oregon.gov/DiseasesConditions/ChronicDisease/DataReports/Pages/TechnicalNotes.aspx>.

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In the footnotes you will see descriptions of what particular estimates include...

**Tobacco use and related topics among adults, Oregon 2013**

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Source: Oregon Behavioral Risk Factors Surveillance System 2013; age-adjusted to the 2000 standard population. Note: For an explanation of using unadjusted versus age-adjusted estimates, please see <http://public.health.oregon.gov/DiseasesConditions/ChronicDisease/DataReports/Pages/TechnicalNotes.aspx>.

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The data source for the estimate with a link to our technical notes page that describes each data source and how we calculate these estimates.

**Tobacco use and related topics among adults, Oregon 2013**

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<sup>1</sup> Current tobacco use includes cigarette smoking and smokeless tobacco use.

Source: Oregon Behavioral Risk Factors Surveillance System 2013; age-adjusted to the 2000 standard population. Note: For an explanation of using unadjusted versus age-adjusted estimates, please see <http://public.health.oregon.gov/DiseasesConditions/ChronicDisease/DataReports/Pages/TechnicalNotes.aspx>.

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And finally a suggested citation for these estimates if needed.

**Tobacco use and related topics among adults, Oregon 2013**

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Now let's take a look at some of the content area on this web table for current adult tobacco use in Oregon.



**Tobacco use and related topics among adults, Oregon 2013**

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We have cigarette use...



**Tobacco use and related topics among adults, Oregon 2013**

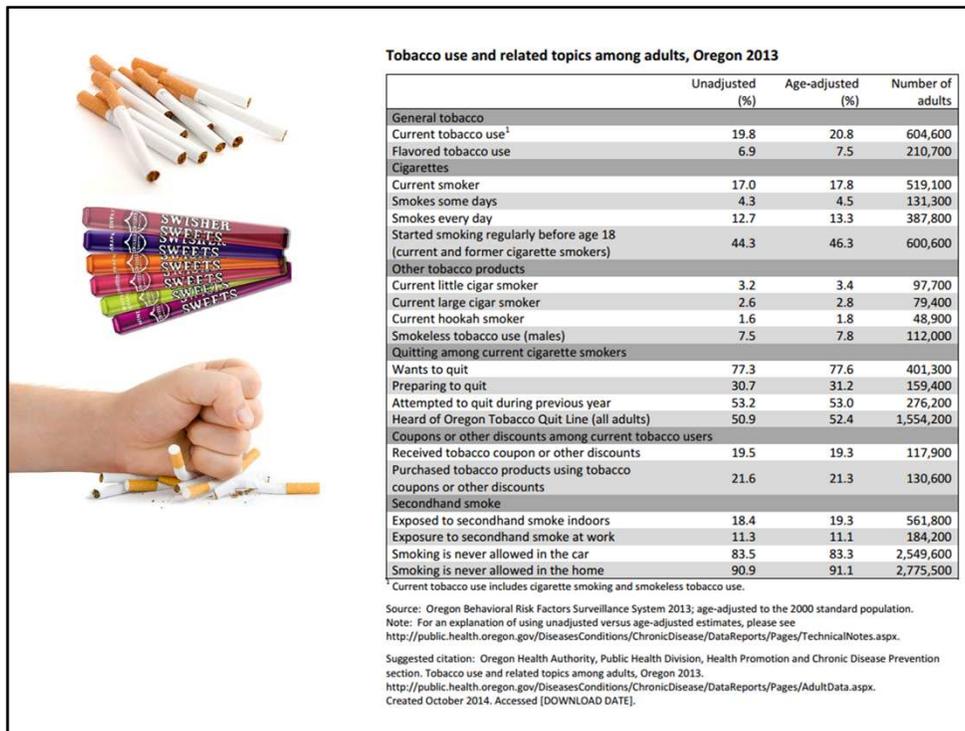
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Other tobacco product use including cigars, hookah, and smokeless tobacco...



Cessation behaviors including quit attempt in the previous year...



**Tobacco use and related topics among adults, Oregon 2013**

	Unadjusted (%)	Age-adjusted (%)	Number of adults
<b>General tobacco</b>			
Current tobacco use <sup>1</sup>	19.8	20.8	604,600
Flavored tobacco use	6.9	7.5	210,700
<b>Cigarettes</b>			
Current smoker	17.0	17.8	519,100
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And receipt and use of tobacco industry coupons, which might be a useful statistic for work in the tobacco retail environment.



**Tobacco use and related topics among adults, Oregon 2013**

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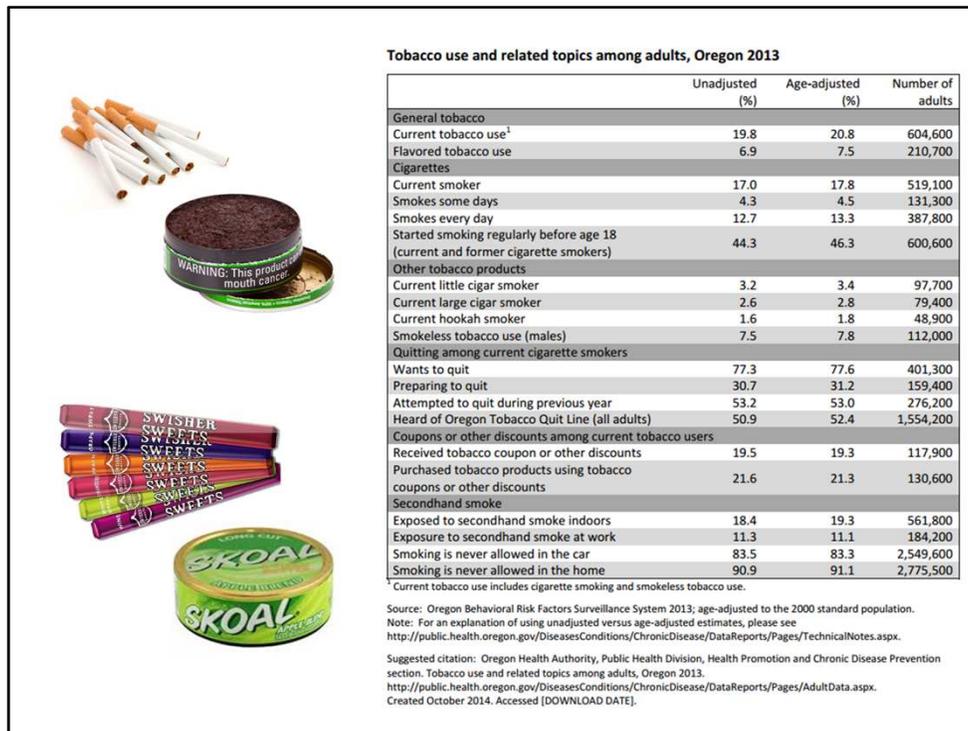
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And some new additions to the web table include an aggregate calculation of overall tobacco use.

Of note, this estimate includes those who reported current cigarette smoking OR current smokeless tobacco use. This is because these are the only two tobacco products that are asked every year on the BRFSS, so they were used to keep the calculation consistent over time.



Another relatively new estimate is flavored tobacco use.

Of note, a flavored tobacco use question was added to the Oregon Healthy Teens (OHT) survey in 2015, so we will have this estimate for youth this year.

You will notice that e-cigarette use is absent from the table. This is because an e-cigarette question was not added to the Oregon Behavioral Risk Factor Surveillance System (BRFSS) survey until 2014. These data will be available this year.

### Oregon adults over time 2010-2013

#### Population characteristics

Includes selected demographic information such as education, employment status, household income, and health insurance coverage

#### Chronic diseases

Includes arthritis, asthma, cancer, heart disease, stroke, diabetes, depression, chronic obstructive pulmonary disorder, and disability status

#### Health risk and protective factors

Includes health status, obesity, cigarette smoking, alcohol consumption, physical activity, sugar-sweetened beverage consumption, eating meals away from home, and influenza immunization

#### Health screenings

Includes blood sugar tests, Pap tests, clinical breast exams, mammograms, blood stool tests, and colorectal cancer screenings

#### Tobacco use and related topics

Includes overall tobacco use, cigarette smoking, smokeless tobacco use, hookah smoking, quit attempts, secondhand smoke exposure, and health care provider advice

We also have adult tobacco use over time from 2010 through 2013.

**Tobacco use and related topics among adults, Oregon 2010-2013**

	Age-adjusted (%)			
	2010	2011	2012	2013
<b>General tobacco</b>				
Current tobacco use <sup>1</sup>	23.5	23.4	21.6	20.8
Flavored tobacco use	NA	7.8	8.2	7.5
<b>Cigarettes</b>				
Current smoker	20.7	20.5	18.5	17.8
Smokes some days	5.9	5.6	5.7	4.5
Smokes every day	14.8	14.9	12.8	13.3
Started smoking regularly before age 18 (current and former cigarette smokers)	51.9	57.6	54.6	46.3
<b>Other tobacco products</b>				
Current cigar smoker	4.1	NA	3.5	NA
Current hookah smoker	NA	NA	1.5	1.8
Smokeless tobacco use (males)	8.1	8.2	7.8	7.8
<b>Quitting among current cigarette smokers</b>				
Wants to quit	74.6	80.3	74.3	77.6
Preparing to quit	20.6	23.7	27.2	31.2
Attempted to quit during previous year	54.5	58.3	58.3	53.0
Heard of Oregon Tobacco Quit Line (all adults)	42.0	39.8	NA	52.4
<b>Secondhand smoke</b>				
Exposed to secondhand smoke indoors	22.2	21.5	17.5	19.3
Exposure to secondhand smoke at work	12.2	13.0	11.7	11.1
Smoking is never allowed in the car	76.9	80.3	NA	83.3
Smoking is never allowed in the home	NA	91.0	NA	91.1
<b>Tobacco health services</b>				
HCP asked about tobacco use (all adults)	62.4	68.4	68.7	NA
HCP asked about tobacco use (current cigarette smokers)	81.7	82.8	81.5	NA
HCP advised to quit tobacco use (current cigarette smokers)	59.2	60.3	64.2	NA
HCP offered assistance to quit tobacco use (current cigarette smokers)	39.8	39.1	51.8	NA

HCP = Health care provider; NA = Not applicable or available

<sup>1</sup> Current tobacco use includes cigarette smoking and smokeless tobacco use.

Source: Oregon Behavioral Risk Factors Surveillance System 2010-2013; age-adjusted to the 2000 standard population.

Note: For an explanation of age-adjusted estimates, please see <http://public.health.oregon.gov/DiseasesConditions/ChronicDisease/DataReports/Pages/TechnicalNotes.aspx>.

Suggested citation: Oregon Health Authority, Public Health Division, Health Promotion and Chronic Disease Prevention

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<http://public.health.oregon.gov/DiseasesConditions/ChronicDisease/DataReports/Pages/AdultData.aspx>.

Created October 2014. Accessed [DOWNLOAD DATE].

The over time table contains many of the same content areas and questions as the current year adult web table we just reviewed.

This web table includes additional information on secondhand smoke exposure and interactions with healthcare providers (ask, advise, assist)

### Oregon adults by race and ethnicity 2010-2011

#### Population characteristics

Includes selected demographic information such as education, employment status, household income, and health insurance coverage

#### Chronic diseases

Includes arthritis, asthma, cancer, heart disease, stroke, diabetes, high blood pressure, high cholesterol, and disability status

#### Health risk and protective factors

Includes health status, obesity, physical activity, sugar-sweetened beverage consumption, fruit and vegetable consumption, and influenza immunization

#### Health screenings

Includes cholesterol checks, Pap tests, mammograms, blood stool tests, and colorectal cancer screenings

#### Tobacco use and related topics

Includes cigarette smoking, smokeless tobacco use, quit attempts, secondhand smoke exposure, and health care provider advice

We also have our Oregon BRFSS Race Oversample data from 2010-2011 available.

We are currently planning the 2015-2017 Race Oversample, but these data will not be available until 2018, so the data we have online right now will be what we have for quite a few years.

**Tobacco use and related topics among adults by race and ethnicity, Oregon 2010-2011**

Use this table to estimate the overall burden of disease within each race and ethnicity

	White, NL		African American, NL		Asian or Pacific Islander, NL		American Indian or Alaska Native, NL		Latino	
	Unadjusted (%)	Number of adults	Unadjusted (%)	Number of adults	Unadjusted (%)	Number of adults	Unadjusted (%)	Number of adults	Unadjusted (%)	Number of adults
<b>Cigarettes</b>										
Current smoker (female)	18.5	236,500	24.7	6,300	11.9 ^	8,500	33.8	6,700	15.7	20,400
Current smoker (male)	21.8	263,700	41.4	12,600	18.0 ^	10,700	35.8	6,800	30.0	44,200
Current smoker (total)	20.1	500,000	33.9	19,000	14.7	19,300	34.7	13,500	23.2	64,300
Smokes some days	5.1	126,900	9.7	5,400	6.6 ^	8,600	9.6	3,700	8.3	23,000
Smokes every day	15.0	373,200	24.2	13,500	8.1 ^	10,600	25.1	9,800	14.9	41,300
Started smoking regularly before age 18	53.4	1,328,500	33.2	18,600	39.4	51,600	59.4	23,100	60.7	168,100
<b>Quitting among current cigarette smokers</b>										
Preparing to quit	20.9	104,500	42.2	8,000	--	--	34.5	4,700	30.9 ^	19,900
Attempted to quit during previous year	51.9	259,500	68.6	13,000	63.9	12,300	47.9	6,500	65.7	42,200
Has heard about the Oregon Tobacco Quit Line	44.2	1,099,600	34.8	19,500	32.6	42,700	48.1	18,700	34.0	94,200
<b>Smokeless tobacco</b>										
Smokeless tobacco use (male)	8.5	211,500	--	--	0.9 ^	1,200	11.8	4,600	4.8 ^	13,300

NL = non-Latino

^ This number may be statistically unreliable and should be interpreted with caution.

-- This number is suppressed because it is statistically unreliable.

Here is the race oversample web table.

**Tobacco use and related topics among adults by race and ethnicity, Oregon 2010-2011**

Use this table to estimate the overall burden of disease within each race and ethnicity

	White, NL		African American, NL		Asian or Pacific Islander, NL		American Indian or Alaska Native, NL		Latino	
	Unadjusted (%)	Number of adults	Unadjusted (%)	Number of adults	Unadjusted (%)	Number of adults	Unadjusted (%)	Number of adults	Unadjusted (%)	Number of adults
<b>Cigarettes</b>										
Current smoker (female)	18.5	236,500	24.7	6,300	11.9 ^	8,500	33.8	6,700	15.7	20,400
Current smoker (male)	21.8	263,700	41.4	12,600	18.0 ^	10,700	35.8	6,800	30.0	44,200
Current smoker (total)	20.1	500,000	33.9	19,000	14.7	19,300	34.7	13,500	23.2	64,300
Smokes some days	5.1	126,900	9.7	5,400	6.6 ^	8,600	9.6	3,700	8.3	23,000
Smokes every day	15.0	373,200	24.2	13,500	8.1 ^	10,600	25.1	9,800	14.9	41,300
Started smoking regularly before age 18	53.4	1,328,500	33.2	18,600	39.4	51,600	59.4	23,100	60.7	168,100
<b>Quitting among current cigarette smokers</b>										
Preparing to quit	20.9	104,500	42.2	8,000	--	--	34.5	4,700	30.9 ^	19,900
Attempted to quit during previous year	51.9	259,500	68.6	13,000	63.9	12,300	47.9	6,500	65.7	42,200
Has heard about the Oregon Tobacco Quit Line	44.2	1,099,600	34.8	19,500	32.6	42,700	48.1	18,700	34.0	94,200
<b>Smokeless tobacco</b>										
Smokeless tobacco use (male)	8.5	211,500	--	--	0.9 ^	1,200	11.8	4,600	4.8 ^	13,300

NL = non-Latino

^ This number may be statistically unreliable and should be interpreted with caution.

-- This number is suppressed because it is statistically unreliable.

You will see racial and ethnic groups at the top.

**Tobacco use and related topics among adults by race and ethnicity, Oregon 2010-2011**

Use this table to estimate the overall burden of disease within each race and ethnicity

	White, NL		African American, NL		Asian or Pacific Islander, NL		American Indian or Alaska Native, NL		Latino	
	Unadjusted (%)	Number of adults	Unadjusted (%)	Number of adults	Unadjusted (%)	Number of adults	Unadjusted (%)	Number of adults	Unadjusted (%)	Number of adults
<b>Cigarettes</b>										
Current smoker (female)	18.5	236,500	24.7	6,300	11.9 ^	8,500	33.8	6,700	15.7	20,400
Current smoker (male)	21.8	263,700	41.4	12,600	18.0 ^	10,700	35.8	6,800	30.0	44,200
Current smoker (total)	20.1	500,000	33.9	19,000	14.7	19,300	34.7	13,500	23.2	64,300
Smokes some days	5.1	126,900	9.7	5,400	6.6 ^	8,600	9.6	3,700	8.3	23,000
Smokes every day	15.0	373,200	24.2	13,500	8.1 ^	10,600	25.1	9,800	14.9	41,300
Started smoking regularly before age 18	53.4	1,328,500	33.2	18,600	39.4	51,600	59.4	23,100	60.7	168,100
<b>Quitting among current cigarette smokers</b>										
Preparing to quit	20.9	104,500	42.2	8,000	--	--	34.5	4,700	30.9 ^	19,900
Attempted to quit during previous year	51.9	259,500	68.6	13,000	63.9	12,300	47.9	6,500	65.7	42,200
Has heard about the Oregon Tobacco Quit Line	44.2	1,099,600	34.8	19,500	32.6	42,700	48.1	18,700	34.0	94,200
<b>Smokeless tobacco</b>										
Smokeless tobacco use (male)	8.5	211,500	--	--	0.9 ^	1,200	11.8	4,600	4.8 ^	13,300

NL = non-Latino

^ This number may be statistically unreliable and should be interpreted with caution.

-- This number is suppressed because it is statistically unreliable.

Also in this table you will see the carrot (^) symbol..

**Tobacco use and related topics among adults by race and ethnicity, Oregon 2010-2011**

Use this table to estimate the overall burden of disease within each race and ethnicity

	White, NL		African American, NL		Asian or Pacific Islander, NL		American Indian or Alaska Native, NL		Latino	
	Unadjusted (%)	Number of adults	Unadjusted (%)	Number of adults	Unadjusted (%)	Number of adults	Unadjusted (%)	Number of adults	Unadjusted (%)	Number of adults
<b>Cigarettes</b>										
Current smoker (female)	18.5	236,500	24.7	6,300	11.9 ^	8,500	33.8	6,700	15.7	20,400
Current smoker (male)	21.8	263,700	41.4	12,600	18.0 ^	10,700	35.8	6,800	30.0	44,200
Current smoker (total)	20.1	500,000	33.9	19,000	14.7	19,300	34.7	13,500	23.2	64,300
Smokes some days	5.1	126,900	9.7	5,400	6.6 ^	8,600	9.6	3,700	8.3	23,000
Smokes every day	15.0	373,200	24.2	13,500	8.1 ^	10,600	25.1	9,800	14.9	41,300
Started smoking regularly before age 18	53.4	1,328,500	33.2	18,600	39.4	51,600	59.4	23,100	60.7	168,100
<b>Quitting among current cigarette smokers</b>										
Preparing to quit	20.9	104,500	42.2	8,000	--	--	34.5	4,700	30.9 ^	19,900
Attempted to quit during previous year	51.9	259,500	68.6	13,000	63.9	12,300	47.9	6,500	65.7	42,200
Has heard about the Oregon Tobacco Quit Line	44.2	1,099,600	34.8	19,500	32.6	42,700	48.1	18,700	34.0	94,200
<b>Smokeless tobacco</b>										
Smokeless tobacco use (male)	8.5	211,500	--	--	0.9 ^	1,200	11.8	4,600	4.8 ^	13,300

NL = non-Latino

^ This number may be statistically unreliable and should be interpreted with caution.

-- This number is suppressed because it is statistically unreliable.

And the double hash (--) symbol.

**Tobacco use and related topics among adults by race and ethnicity, Oregon 2010-2011**

Use this table to estimate the overall burden of disease within each race and ethnicity

	White, NL		African American, NL		Asian or Pacific Islander, NL		American Indian or Alaska Native, NL		Latino	
	Unadjusted (%)	Number of adults	Unadjusted (%)	Number of adults	Unadjusted (%)	Number of adults	Unadjusted (%)	Number of adults	Unadjusted (%)	Number of adults
<b>Cigarettes</b>										
Current smoker (female)	18.5	236,500	24.7	6,300	11.9 ^	8,500	33.8	6,700	15.7	20,400
Current smoker (male)	21.8	263,700	41.4	12,600	18.0 ^	10,700	35.8	6,800	30.0	44,200
Current smoker (total)	20.1	500,000	33.9	19,000	14.7	19,300	34.7	13,500	23.2	64,300
Smokes some days	5.1	126,900	9.7	5,400	6.6 ^	8,600	9.6	3,700	8.3	23,000
Smokes every day	15.0	373,200	24.2	13,500	8.1 ^	10,600	25.1	9,800	14.9	41,300
Started smoking regularly before age 18	53.4	1,328,500	33.2	18,600	39.4	51,600	59.4	23,100	60.7	168,100
<b>Quitting among current cigarette smokers</b>										
Preparing to quit	20.9	104,500	42.2	8,000	--	--	34.5	4,700	30.9 ^	19,900
Attempted to quit during previous year	51.9	259,500	68.6	13,000	63.9	12,300	47.9	6,500	65.7	42,200
Has heard about the Oregon Tobacco Quit Line	44.2	1,099,600	34.8	19,500	32.6	42,700	48.1	18,700	34.0	94,200
<b>Smokeless tobacco</b>										
Smokeless tobacco use (male)	8.5	211,500	--	--	0.9 ^	1,200	11.8	4,600	4.8 ^	13,300

NL = non-Latino  
 ^ This number may be statistically unreliable and should be interpreted with caution.  
 -- This number is suppressed because it is statistically unreliable.

These two symbols indicate our reliability guidelines.

The carrot (^) indicates estimates that met our reliability guidelines and can be reported and used, but should be interpreted with caution.

The double hash (--) indicates estimates that did not meet our reliability guidelines and could not be reported. Not meeting our reliability guidelines is generally due to small sample size.

**Tobacco use and related topics among adults by race and ethnicity, Oregon 2010-2011 (continued from page 1)**

Use this table to estimate the overall burden of disease within each race and ethnicity

	White, NL		African American, NL		Asian or Pacific Islander, NL		American Indian or Alaska Native, NL		Latino	
	Unadjusted (%)	Number of adults	Unadjusted (%)	Number of adults	Unadjusted (%)	Number of adults	Unadjusted (%)	Number of adults	Unadjusted (%)	Number of adults
<b>Secondhand smoke</b>										
Smoking is never allowed in the home	91.0	2,263,900	79.5	44,500	92.7	121,400	85.6	33,300	91.6	253,700
Smoking inside the home in last 30 days	6.5	161,700	14.1	7,900	2.5 ^	3,300	13.2	5,100	4.7 ^	13,000
Exposed to secondhand smoke indoors	20.8	517,500	27.6	15,400	17.1	22,400	39.8	15,500	17.7	49,000
Smoking is never allowed in the car	79.0	1,965,300	63.5	35,500	91.1	119,300	68.9	26,800	89.3	247,400
<b>Tobacco health services</b>										
HCP asked about tobacco use (everyone)	64.7	1,609,600	74.0	41,400	61.2	80,200	79.9	31,100	65.9	182,500
HCP advised to quit tobacco use (current smokers)	57.3	286,500	61.2	11,600	63.0	12,200	47.1	6,400	49.8	32,000
HCP offered assistance to quit tobacco use (current smokers)	39.2	196,000	48.3	9,200	41.4 ^	8,000	39.0	5,300	13.8 ^	8,900

NL = non-Latino; HCP = Health care provider

^ This number may be statistically unreliable and should be interpreted with caution.

Source: Oregon Behavioral Risk Factors Surveillance System Race Oversample Dataset 2010-2011; age-adjusted to the 2000 standard population.

Note: For an explanation of using unadjusted versus age-adjusted estimates, please see <http://public.health.oregon.gov/DiseasesConditions/ChronicDisease/DataReports/Pages/TechnicalNotes.aspx>.

Suggested citation: Oregon Health Authority, Public Health Division, Health Promotion and Chronic Disease Prevention section. Tobacco use and related topics among adults by race and ethnicity, Oregon 2010-2011. <http://public.health.oregon.gov/DiseasesConditions/ChronicDisease/DataReports/Pages/AdultData.aspx>.

And here is the second page of the Race Oversample web table.

The screenshot shows the Oregon Health Authority website. At the top left is the logo for Oregon Health Authority. To the right is a search bar labeled 'Search Public Health...'. Further right are links for 'About Us', 'Contact Us', and 'Jobs'. Below the logo is a navigation menu with categories: 'Public Health', 'Topics A to Z', 'Data & Statistics', 'Forms & Publications', 'News & Advisories', 'Licensing & Certification', 'Rules & Regulations', and 'Public Health Directory'. The main content area is titled 'Chronic Disease Data and Reports'. It features an introductory paragraph: 'The Oregon Public Health Division reports chronic disease information to help guide Oregon's efforts to control or prevent chronic diseases and reduce disparities among populations most affected by these diseases.' Below this is another paragraph: 'The chronic disease data listed below include the most recent information available for adults, youth, and counties in Oregon.' To the right of the text is an image of a magnifying glass over a document with a line graph. A sidebar on the left contains a 'Take our survey' button and a list of menu items: 'Adult Data', 'Youth Data', 'Oregon County Data', 'Reports and Statewide Plans', and 'Cost of Chronic Disease'. On the right side of the main content area, there is a 'About our Data' section with links for 'Data Sources', 'Technical Notes', and 'Contact Us', along with a link for 'Health Promotion and Chronic Disease Prevention'. The main content area also features three data categories: 'Adult Data' (with a photo of two people), 'Youth Data' (with a photo of three children), and 'Oregon County Data' (with a photo of a field).

Next let's look at the state-level youth data.

The screenshot shows the Oregon Health Authority Public Health website. The header includes the Oregon Health Authority logo, a search bar, and navigation links for About Us, Contact Us, and Jobs. Below the header is a navigation menu with categories: Topics A to Z, Data & Statistics, Forms & Publications, News & Advisories, Licensing & Certification, Rules & Regulations, and Public Health Directory. The main content area is titled 'Youth Data' and features a paragraph about the 860,000 youth in Oregon and the public health division's efforts to create healthy communities. To the right of the text is a photo of three smiling youth. Below the text is a section titled 'Oregon youths in 2013' with two sub-sections: 'Nutrition, physical activity, and weight status' and 'Tobacco use and related topics'. A sidebar on the left contains 'Chronic Disease Data' and 'Youth Data' links, and a 'Take our survey' button. A right sidebar contains 'About our Data', 'Data Sources', 'Technical Notes', and 'Contact Us'.

We click on that link and are taken to the youth data page where we see links for both nutrition, physical activity and tobacco use.

Clicking on tobacco use...

**Current<sup>1</sup> tobacco use and related topics among 8th and 11th graders, Oregon 2013**

	8 <sup>th</sup> grade		11 <sup>th</sup> grade	
	%	Number of students	%	Number of students
<b>Overall tobacco</b>				
Any tobacco product <sup>2</sup> use	7.4	2,700	20.2	7,500
<b>Cigarettes</b>				
Cigarette smoking (includes non-menthol or menthol cigarettes)	4.3	1,700	9.8	3,700
Menthol cigarette smoking	2.0	800	4.8	1,800
<b>Non-cigarette tobacco products</b>				
Any non-cigarette tobacco product <sup>3</sup> use	5.7	2,100	17.7	6,600
Large cigar, little cigar, or cigarillo smoking	2.1	800	7.9	3,000
Pipe tobacco smoking	1.4	500	2.4	900
Hookah tobacco smoking	2.3	900	8.9	3,400
Chewing tobacco use (males)	2.7	500	9.6	1,800
Electronic nicotine delivery product use (e.g., e-cigarettes)	1.8	700	5.2	1,900
<b>Tobacco-related topics</b>				
Attempted to quit cigarette smoking during previous year (current cigarette smokers)	54.7	800	49.0	1,700
Saw advertisement promoting cigarettes or other tobacco products on a storefront or in a store	64.1	23,800	69.6	26,000
<b>Source of tobacco products for tobacco users under 18 years old</b>				
A store or gas station	5.9	100	16.5	1,100
Friends 18 years old or older	34.2	800	51.8	3,600
Friends under 18 years of age	27.6	700	19.9	1,400
Took from home without permission	16.0	400	4.4	300
A family member	14.5	400	10.3	700
The Internet	1.1 <sup>^</sup>	28	0.6	42
Some other source	18.0	400	8.9	600
<b>Condition affected by tobacco smoke</b>				
Asthma	12.6	4,600	11.5	4,200

<sup>^</sup> This number may be statistically unreliable and should be interpreted with caution.

<sup>1</sup> Current tobacco use includes tobacco use within the past 30 days.

<sup>2</sup> "Any tobacco product" includes cigarettes, cigars, pipe tobacco, hookah tobacco, chewing tobacco, dissolvable tobacco, or electronic nicotine delivery products.

<sup>3</sup> "Any non-cigarette tobacco product" includes cigars, pipe tobacco, hookah tobacco, chewing tobacco, dissolvable tobacco, or electronic nicotine delivery products.

Source: Oregon Healthy Teens 2013.

Suggested citation: Oregon Health Authority, Public Health Division, Health Promotion and Chronic Disease Prevention section. Current tobacco use and related topics among 8th and 11th graders, Oregon 2013.

<http://public.health.oregon.gov/DiseasesConditions/ChronicDisease/DataReports/Pages/AdultData.aspx>.

Created January 2015. Accessed [DOWNLOAD DATE].

Will take use to the current year tobacco use table for 8<sup>th</sup> and 11<sup>th</sup> graders in Oregon.

Current<sup>1</sup> tobacco use and related topics among 8th and 11th graders, Oregon 2013

	8 <sup>th</sup> grade		11 <sup>th</sup> grade	
	%	Number of students	%	Number of students
<b>Overall tobacco</b>				
Any tobacco product <sup>2</sup> use	7.4	2,700	20.2	7,500
<b>Cigarettes</b>				
Cigarette smoking (includes non-menthol or menthol cigarettes)	4.3	1,700	9.8	3,700
Menthol cigarette smoking	2.0	800	4.8	1,800
<b>Non-cigarette tobacco products</b>				
Any non-cigarette tobacco product <sup>2</sup> use	5.7	2,100	17.7	6,600
Large cigar, little cigar, or cigarillo smoking	2.1	800	7.9	3,000
Pipe tobacco smoking	1.4	500	2.4	900
Hookah tobacco smoking	2.3	900	8.9	3,400
Chewing tobacco use (males)	2.7	500	9.6	1,800
Electronic nicotine delivery product use (e.g., e-cigarettes)	1.8	700	5.2	1,900
<b>Tobacco-related topics</b>				
Attempted to quit cigarette smoking during previous year (current cigarette smokers)	54.7	800	49.0	1,700
Saw advertisement promoting cigarettes or other tobacco products on a storefront or in a store	64.1	23,800	69.6	26,000
<b>Source of tobacco products for tobacco users under 18 years old</b>				
A store or gas station	5.9	100	16.5	1,100
Friends 18 years old or older	34.2	800	51.8	3,600
Friends under 18 years of age	27.6	700	19.9	1,400
Took from home without permission	16.0	400	4.4	300
A family member	14.5	400	10.3	700
The Internet	1.1 <sup>^</sup>	28	0.6	42
Some other source	18.0	400	8.9	600
<b>Condition affected by tobacco smoke</b>				
Asthma	12.6	4,600	11.5	4,200

<sup>^</sup> This number may be statistically unreliable and should be interpreted with caution.

<sup>1</sup> Current tobacco use includes tobacco use within the past 30 days.

<sup>2</sup> "Any tobacco product" includes cigarettes, cigars, pipe tobacco, hookah tobacco, chewing tobacco, dissolvable tobacco, or electronic nicotine delivery products.

<sup>3</sup> "Any non-cigarette tobacco product" includes cigars, pipe tobacco, hookah tobacco, chewing tobacco, dissolvable tobacco, or electronic nicotine delivery products.

Source: Oregon Healthy Teens 2013.

Suggested citation: Oregon Health Authority, Public Health Division, Health Promotion and Chronic Disease Prevention section. Current tobacco use and related topics among 8th and 11th graders, Oregon 2013.

<http://public.health.oregon.gov/DiseasesConditions/ChronicDisease/DataReports/Pages/AdultData.aspx>.

Created January 2015. Accessed [DOWNLOAD DATE].

Each grade level has its own column.

Current<sup>1</sup> tobacco use and related topics among 8th and 11th graders, Oregon 2013

	8 <sup>th</sup> grade		11 <sup>th</sup> grade	
	%	Number of students	%	Number of students
<b>Overall tobacco</b>				
Any tobacco product <sup>2</sup> use	7.4	2,700	20.2	7,500
<b>Cigarettes</b>				
Cigarette smoking (includes non-menthol or menthol cigarettes)	4.3	1,700	9.8	3,700
Menthol cigarette smoking	2.0	800	4.8	1,800
<b>Non-cigarette tobacco products</b>				
Any non-cigarette tobacco product <sup>2</sup> use	5.7	2,100	17.7	6,600
Large cigar, little cigar, or cigarillo smoking	2.1	800	7.9	3,000
Pipe tobacco smoking	1.4	500	2.4	900
Hookah tobacco smoking	2.3	900	8.9	3,400
Chewing tobacco use (males)	2.7	500	9.6	1,800
Electronic nicotine delivery product use (e.g., e-cigarettes)	1.8	700	5.2	1,900
<b>Tobacco-related topics</b>				
Attempted to quit cigarette smoking during previous year (current cigarette smokers)	54.7	800	49.0	1,700
Saw advertisement promoting cigarettes or other tobacco products on a storefront or in a store	64.1	23,800	69.6	26,000
<b>Source of tobacco products for tobacco users under 18 years old</b>				
A store or gas station	5.9	100	16.5	1,100
Friends 18 years old or older	34.2	800	51.8	3,600
Friends under 18 years of age	27.6	700	19.9	1,400
Took from home without permission	16.0	400	4.4	300
A family member	14.5	400	10.3	700
The Internet	1.1 <sup>^</sup>	28	0.6	42
Some other source	18.0	400	8.9	600
<b>Condition affected by tobacco smoke</b>				
Asthma	12.6	4,600	11.5	4,200

<sup>^</sup> This number may be statistically unreliable and should be interpreted with caution.

<sup>1</sup> Current tobacco use includes tobacco use within the past 30 days.

<sup>2</sup> "Any tobacco product" includes cigarettes, cigars, pipe tobacco, hookah tobacco, chewing tobacco, dissolvable tobacco, or electronic nicotine delivery products.

<sup>3</sup> "Any non-cigarette tobacco product" includes cigars, pipe tobacco, hookah tobacco, chewing tobacco, dissolvable tobacco, or electronic nicotine delivery products.

Source: Oregon Healthy Teens 2013.

Suggested citation: Oregon Health Authority, Public Health Division, Health Promotion and Chronic Disease Prevention section. Current tobacco use and related topics among 8th and 11th graders, Oregon 2013.

<http://public.health.oregon.gov/DiseasesConditions/ChronicDisease/DataReports/Pages/AdultData.aspx>.

Created January 2015. Accessed [DOWNLOAD DATE].

And you will see the number of students affected estimate (similar to the adult web table) for both 8<sup>th</sup> graders...

**Current<sup>1</sup> tobacco use and related topics among 8th and 11th graders, Oregon 2013**

	8 <sup>th</sup> grade		11 <sup>th</sup> grade	
	%	Number of students	%	Number of students
<b>Overall tobacco</b>				
Any tobacco product <sup>2</sup> use	7.4	2,700	20.2	7,500
<b>Cigarettes</b>				
Cigarette smoking (includes non-menthol or menthol cigarettes)	4.3	1,700	9.8	3,700
Menthol cigarette smoking	2.0	800	4.8	1,800
<b>Non-cigarette tobacco products</b>				
Any non-cigarette tobacco product <sup>3</sup> use	5.7	2,100	17.7	6,600
Large cigar, little cigar, or cigarillo smoking	2.1	800	7.9	3,000
Pipe tobacco smoking	1.4	500	2.4	900
Hookah tobacco smoking	2.3	900	8.9	3,400
Chewing tobacco use (males)	2.7	500	9.6	1,800
Electronic nicotine delivery product use (e.g., e-cigarettes)	1.8	700	5.2	1,900
<b>Tobacco-related topics</b>				
Attempted to quit cigarette smoking during previous year (current cigarette smokers)	54.7	800	49.0	1,700
Saw advertisement promoting cigarettes or other tobacco products on a storefront or in a store	64.1	23,800	69.6	26,000
<b>Source of tobacco products for tobacco users under 18 years old</b>				
A store or gas station	5.9	100	16.5	1,100
Friends 18 years old or older	34.2	800	51.8	3,600
Friends under 18 years of age	27.6	700	19.9	1,400
Took from home without permission	16.0	400	4.4	300
A family member	14.5	400	10.3	700
The Internet	1.1 <sup>^</sup>	28	0.6	42
Some other source	18.0	400	8.9	600
<b>Condition affected by tobacco smoke</b>				
Asthma	12.6	4,600	11.5	4,200

<sup>^</sup> This number may be statistically unreliable and should be interpreted with caution.

<sup>1</sup> Current tobacco use includes tobacco use within the past 30 days.

<sup>2</sup> "Any tobacco product" includes cigarettes, cigars, pipe tobacco, hookah tobacco, chewing tobacco, dissolvable tobacco, or electronic nicotine delivery products.

<sup>3</sup> "Any non-cigarette tobacco product" includes cigars, pipe tobacco, hookah tobacco, chewing tobacco, dissolvable tobacco, or electronic nicotine delivery products.

Source: Oregon Healthy Teens 2013.

Suggested citation: Oregon Health Authority, Public Health Division, Health Promotion and Chronic Disease Prevention section. Current tobacco use and related topics among 8th and 11th graders, Oregon 2013.

<http://public.health.oregon.gov/DiseasesConditions/ChronicDisease/DataReports/Pages/AdultData.aspx>.

Created January 2015. Accessed [DOWNLOAD DATE].

And 11<sup>th</sup> graders.

**Current<sup>1</sup> tobacco use and related topics among 8th and 11th graders, Oregon 2013**

	8 <sup>th</sup> grade		11 <sup>th</sup> grade	
	%	Number of students	%	Number of students
<b>Overall tobacco</b>				
Any tobacco product <sup>2</sup> use	7.4	2,700	20.2	7,500
<b>Cigarettes</b>				
Cigarette smoking (includes non-menthol or menthol cigarettes)	4.3	1,700	9.8	3,700
Menthol cigarette smoking	2.0	800	4.8	1,800
<b>Non-cigarette tobacco products</b>				
Any non-cigarette tobacco product <sup>3</sup> use	5.7	2,100	17.7	6,600
Large cigar, little cigar, or cigarillo smoking	2.1	800	7.9	3,000
Pipe tobacco smoking	1.4	500	2.4	900
Hookah tobacco smoking	2.3	900	8.9	3,400
Chewing tobacco use (males)	2.7	500	9.6	1,800
Electronic nicotine delivery product use (e.g., e-cigarettes)	1.8	700	5.2	1,900
<b>Tobacco-related topics</b>				
Attempted to quit cigarette smoking during previous year (current cigarette smokers)	54.7	800	49.0	1,700
Saw advertisement promoting cigarettes or other tobacco products on a storefront or in a store	64.1	23,800	69.6	26,000
<b>Source of tobacco products for tobacco users under 18 years old</b>				
A store or gas station	5.9	100	16.5	1,100
Friends 18 years old or older	34.2	800	51.8	3,600
Friends under 18 years of age	27.6	700	19.9	1,400
Took from home without permission	16.0	400	4.4	300
A family member	14.5	400	10.3	700
The Internet	1.1 <sup>^</sup>	28	0.6	42
Some other source	18.0	400	8.9	600
<b>Condition affected by tobacco smoke</b>				
Asthma	12.6	4,600	11.5	4,200

<sup>^</sup> This number may be statistically unreliable and should be interpreted with caution.

<sup>1</sup> Current tobacco use includes tobacco use within the past 30 days.

<sup>2</sup> "Any tobacco product" includes cigarettes, cigars, pipe tobacco, hookah tobacco, chewing tobacco, dissolvable tobacco, or electronic nicotine delivery products.

<sup>3</sup> "Any non-cigarette tobacco product" includes cigars, pipe tobacco, hookah tobacco, chewing tobacco, dissolvable tobacco, or electronic nicotine delivery products.

Source: Oregon Healthy Teens 2013.

Suggested citation: Oregon Health Authority, Public Health Division, Health Promotion and Chronic Disease Prevention section. Current tobacco use and related topics among 8th and 11th graders, Oregon 2013.

<http://public.health.oregon.gov/DiseasesConditions/ChronicDisease/DataReports/Pages/AdultData.aspx>.

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The content of the youth web table is similar to the adult web tables.



**Current<sup>1</sup> tobacco use and related topics among 8th and 11th graders, Oregon 2013**

	8 <sup>th</sup> grade		11 <sup>th</sup> grade	
	%	Number of students	%	Number of students
<b>Overall tobacco</b>				
Any tobacco product <sup>2</sup> use	7.4	2,700	20.2	7,500
<b>Cigarettes</b>				
Cigarette smoking (includes non-menthol or menthol cigarettes)	4.3	1,700	9.8	3,700
Menthol cigarette smoking	2.0	800	4.8	1,800
<b>Non-cigarette tobacco products</b>				
Any non-cigarette tobacco product <sup>3</sup> use	5.7	2,100	17.7	6,600
Large cigar, little cigar, or cigarillo smoking	2.1	800	7.9	3,000
Pipe tobacco smoking	1.4	500	2.4	900
Hookah tobacco smoking	2.3	900	8.9	3,400
Chewing tobacco use (males)	2.7	500	9.6	1,800
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<b>Tobacco-related topics</b>				
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<http://public.health.oregon.gov/DiseasesConditions/ChronicDisease/DataReports/Pages/AdultData.aspx>.

Created January 2015. Accessed [DOWNLOAD DATE].

We see cigarette smoking...



Current<sup>1</sup> tobacco use and related topics among 8th and 11th graders, Oregon 2013

	8 <sup>th</sup> grade		11 <sup>th</sup> grade	
	%	Number of students	%	Number of students
Overall tobacco				
Any tobacco product <sup>2</sup> use	7.4	2,700	20.2	7,500
Cigarettes				
Cigarette smoking (includes non-menthol or menthol cigarettes)	4.3	1,700	9.8	3,700
Menthol cigarette smoking	2.0	800	4.8	1,800
Non-cigarette tobacco products				
Any non-cigarette tobacco product <sup>3</sup> use	5.7	2,100	17.7	6,600
Large cigar, little cigar, or cigarillo smoking	2.1	800	7.9	3,000
Pipe tobacco smoking	1.4	500	2.4	900
Hookah tobacco smoking	2.3	900	8.9	3,400
Chewing tobacco use (males)	2.7	500	9.6	1,800
Electronic nicotine delivery product use (e.g., e-cigarettes)	1.8	700	5.2	1,900
Tobacco-related topics				
Attempted to quit cigarette smoking during previous year (current cigarette smokers)	54.7	800	49.0	1,700
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Source: Oregon Healthy Teens 2013.

Suggested citation: Oregon Health Authority, Public Health Division, Health Promotion and Chronic Disease Prevention section. Current tobacco use and related topics among 8th and 11th graders, Oregon 2013.

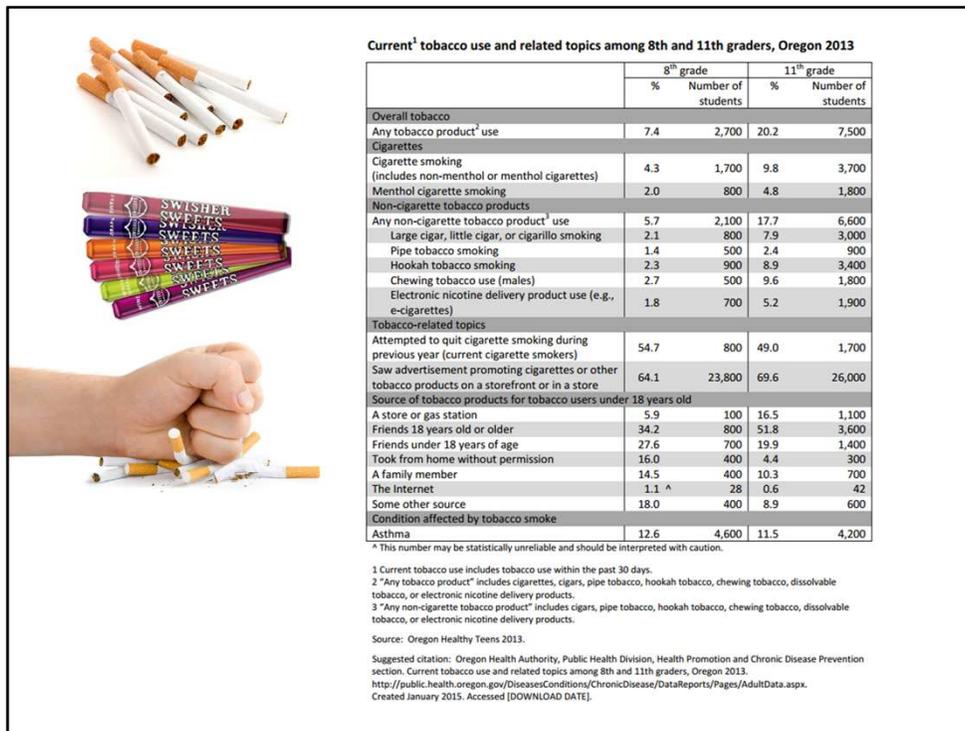
<http://public.health.oregon.gov/DiseasesConditions/ChronicDisease/DataReports/Pages/AdultData.aspx>.

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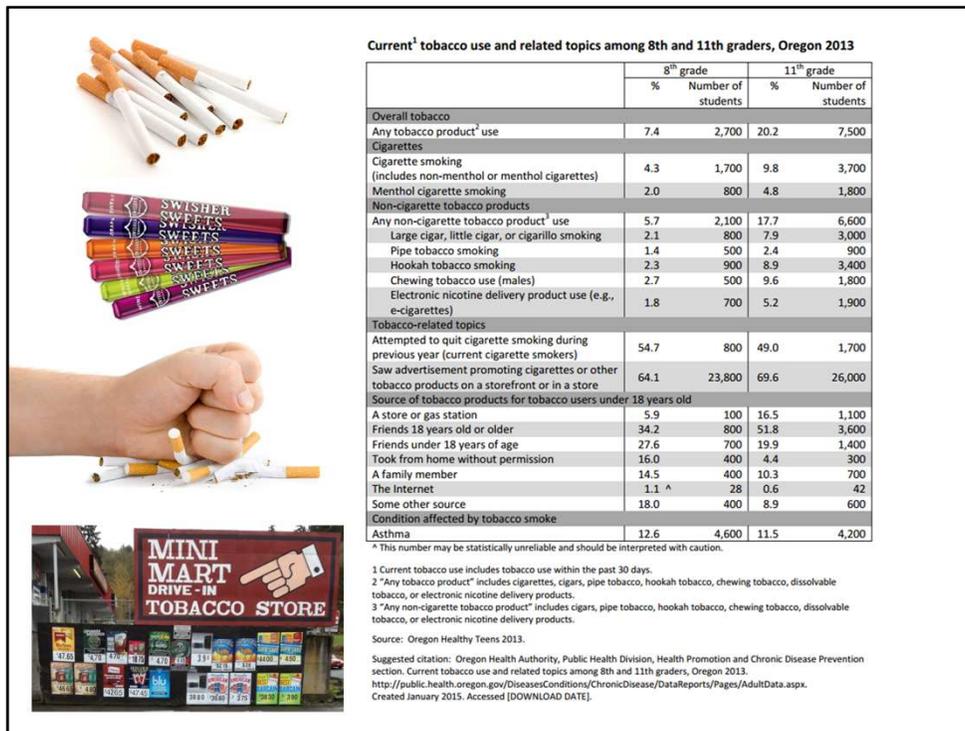
## Other tobacco product use

Of note, more non-cigarette tobacco product questions are asked on OHT, including e-cigarettes.

Also, the "overall tobacco" estimate now includes more tobacco products (not just cigarettes and smokeless tobacco). This is because all of the tobacco products are consistently asked on the OHT survey when it is conducted every odd year.



We also have estimates related to cessation...



And estimates related to exposure to tobacco advertising in the retail setting.

The screenshot shows the Oregon Health Division website. At the top left is the logo for Oregon Health Division. A search bar is located at the top center. To the right of the search bar are links for 'About Us', 'Contact Us', and 'Jobs'. Below the search bar is a navigation menu with categories: 'Topics A to Z', 'Data & Statistics', 'Forms & Publications', 'News & Advisories', 'Licensing & Certification', 'Rules & Regulations', and 'Public Health Directory'. The main content area is titled 'Chronic Disease Data and Reports'. It features an introductory paragraph about the Oregon Public Health Division's reporting and a graphic of a magnifying glass over a map. Below this are three data categories: 'Adult Data', 'Youth Data', and 'Oregon County Data', each with a small image and a 'See all...' link. A sidebar on the left contains a 'Take our survey' button and a list of menu items: 'Adult Data', 'Youth Data', 'Oregon County Data', 'Reports and Statewide Plans', and 'Cost of Chronic Disease'. A 'Public Health' menu icon is also present in the sidebar.

Finally, let's look at the web tables for Oregon county data.

## Oregon County Data

There are 36 counties in Oregon that comprise 34 local public health authorities. The community-wide work of these authorities spans the state's more than 98,000 square miles to affect the health of nearly 4 million Oregonians. Together with the state public health division and regional partners, the goal of these authorities is to reduce the burden of chronic disease by making it easier for all Oregonians to eat better, move more and live tobacco free wherever the live, work, play and learn.



### About our Data

[Data Sources](#)  
[Technical Notes](#)

### Contact Us

[Health Promotion and Chronic Disease Prevention](#)

#### On this page:

- [Adult county-level](#)
- [Youth county-level](#)

### Adults by County, 2010-2013

A new statistical method was used to produce estimates of adult health in Oregon counties. Because of this change, **please do not compare** older information you may have to the new 2010-2013 adult county data. More information on this change can be found [here](#).

**Chronic diseases:** Includes arthritis, asthma, heart disease, heart attack, stroke, depression, diabetes, cancer, and chronic obstructive pulmonary disease.

 [Percent of adults with chronic diseases](#)

 [Number of adults with chronic diseases](#)

**Health risk and protective factors:** Includes obesity, cigarette smoking, alcohol consumption, physical activity, sugar-sweetened beverage consumption, high blood cholesterol, high blood pressure, reducing salt intake, fruit and vegetable consumption, and physical activity

 [Percent of adults with health risk and protective factors](#)

 [Number of adults with health risk and protective factors](#)

**Health screenings:** Includes blood sugar test, cholesterol checks, Pap tests, mammograms, and colorectal cancer screenings.

 [Percent of adults with health screenings](#)

 [Number of adults with health screenings](#)

**Tobacco use and related topics:** Includes cigarette smoking, smokeless tobacco use, quit attempts, and smoking rules in the home and family car.

 [Percent of adults who use tobacco and other tobacco related topics](#)

 [Number of adults who use tobacco and other tobacco related topics](#)

Clicking on the link will take us to the Oregon County data page.

## Oregon County Data

There are 36 counties in Oregon that comprise 34 local public health authorities. The community-wide work of these authorities spans the state's more than 98,000 square miles to affect the health of nearly 4 million Oregonians. Together with the state public health division and regional partners, the goal of these authorities is to reduce the burden of chronic disease by making it easier for all Oregonians to eat better, move more and live tobacco free wherever the live, work, play and learn.



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[Health Promotion and Chronic Disease Prevention](#)

#### On this page:

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- [Youth county-level](#)

### Adults by County, 2010-2013

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 [Percent of adults with health risk and protective factors](#)

 [Number of adults with health risk and protective factors](#)

**Health screenings:** Includes blood sugar test, cholesterol checks, Pap tests, mammograms, and colorectal cancer screenings.

 [Percent of adults with health screenings](#)

 [Number of adults with health screenings](#)

**Tobacco use and related topics:** Includes cigarette smoking, smokeless tobacco use, quit attempts, and smoking rules in the home and family car.

 [Percent of adults who use tobacco and other tobacco related topics](#)

 [Number of adults who use tobacco and other tobacco related topics](#)

Tobacco use is again at the bottom of the page.

Oregon County Data

There are 36 counties in Oregon that comprise 34 local public health authorities. The community-wide work of these authorities spans the state's more than 98,000 square miles to affect the health of nearly 4 million Oregonians. Together with the state public health division and regional partners, the goal of these authorities is to reduce the burden of chronic disease by making it easier for all Oregonians to eat better, move more and live tobacco free wherever they live, work, play and learn.



**About our Data**

- Data Sources
- Technical Notes

**Contact Us**

- Health Promotor and Chronic Disease Prevention

**On this page:**

- Adult county-level
- Youth county-level

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**Adults by County, 2010-2013**

**Tobacco use and related topics:** Includes cigarette smoking, smokeless tobacco use, quit attempts, and smoking rules in the home and family car.

- [Percent of adults who use tobacco and other tobacco related topics](#)
- [Number of adults who use tobacco and other tobacco related topics](#)

[Number of adults with chronic diseases](#)

**Health risk and protective factors:** Includes obesity, cigarette smoking, alcohol consumption, physical activity, sugar-sweetened beverage consumption, high blood cholesterol, high blood pressure, reducing salt intake, fruit and vegetable consumption, and physical activity

- [Percent of adults with health risk and protective factors](#)
- [Number of adults with health risk and protective factors](#)

**Health screenings:** Includes blood sugar test, cholesterol checks, Pap tests, mammograms, and colorectal cancer screenings.

- [Percent of adults with health screenings](#)
- [Number of adults with health screenings](#)

**Tobacco use and related topics:** Includes cigarette smoking, smokeless tobacco use, quit attempts, and smoking rules in the home and family car.

- [Percent of adults who use tobacco and other tobacco related topics](#)
- [Number of adults who use tobacco and other tobacco related topics](#)

You will see two links. The first will provide you with the not age-adjusted and age-adjusted prevalence estimates and the second link will provide you with the estimate for number of adults affected.

Clicking on the first link...

**Current tobacco use and related topics among Oregon adults, by county, 2010-2013**

Use unadjusted to estimate the overall burden of disease; use age-adjusted to compare among counties.

County	Tobacco use <sup>1</sup> (%)		Cigarette smoker (%)		Smokeless tobacco use (males; %)	
	Unadjusted	Age-adjusted	Unadjusted	Age-adjusted	Unadjusted	Age-adjusted
Oregon	20.9	21.8	18.2	19.0	7.4	7.7
Baker	27.3	33.9	19.4	23.2	15.0 <sup>^</sup>	19.9 <sup>^</sup>
Benton	17.3	17.6	13.9	14.3	7.5 <sup>^</sup>	7.5 <sup>^</sup>
Clackamas	19.3	20.4	17.2	18.3	6.4	6.8
Clatsop	24.5	26.3	20.3	21.6	8.7 <sup>^</sup>	9.6 <sup>^</sup>
Columbia	21.9	23.8	17.1	18.6	12.9	14.1
Coos	29.6	33.5	24.9	27.5	14.0	17.2
Crook	32.2	38.4	25.7	31.0	18.3 <sup>^</sup>	20.9 <sup>^</sup>
Curry	23.4	31.0	21.2	29.2	--	--
Deschutes	18.7	20.4	14.9	16.3	9.5	10.4
Douglas	26.7	30.0	22.9	25.6	8.8	10.1
Grant	22.6	28.9	14.1 <sup>^</sup>	16.3 <sup>^</sup>	--	--
Harney	19.1	21.1	9.5 <sup>^</sup>	10.8 <sup>^</sup>	22.6 <sup>^</sup>	25.3 <sup>^</sup>
Hood River	12.5	11.8	10.5	9.8	--	--
Jackson	20.5	22.5	18.4	20.1	6.6	7.4
Jefferson	25.7	29.0	21.2	24.1	--	--
Josephine	24.9	28.6	22.2	25.2	6.7	7.5
Klamath	25.0	27.8	21.1	23.2	14.5	16.9
Lake	17.4	20.5	12.0 <sup>^</sup>	13.4 <sup>^</sup>	10.6 <sup>^</sup>	13.2 <sup>^</sup>
Lane	24.1	25.2	20.8	21.6	8.3	8.8
Lincoln	27.6	35.0	26.0	33.1	8.5 <sup>^</sup>	11.0 <sup>^</sup>
Linn	25.4	27.2	19.4	20.5	14.5	16.0
Malheur	25.4	26.6	21.4	22.5	15.4 <sup>^</sup>	15.3 <sup>^</sup>
Marion	21.0	21.6	18.5	19.0	6.3	6.4
Morrow	23.1	23.0	16.3	15.8	17.3 <sup>^</sup>	17.9 <sup>^</sup>
Multnomah	19.8	19.7	18.9	18.8	3.5	3.5
North Central <sup>2</sup>	21.6	23.2	18.6	19.6	7.7 <sup>^</sup>	8.7 <sup>^</sup>
Polk	18.7	20.1	15.2	16.4	9.4	9.8
Tillamook	23.1	25.3	19.0	20.0	12.6 <sup>^</sup>	15.3 <sup>^</sup>
Umatilla	26.0	26.6	22.4	22.9	10.7	11.1
Union	24.3	26.4	17.4	18.6	21.1	23.2
Wallowa	15.1 <sup>^</sup>	13.9 <sup>^</sup>	9.1 <sup>^</sup>	8.6 <sup>^</sup>	13.6 <sup>^</sup>	11.7 <sup>^</sup>
Washington	15.7 <sup>^</sup>	15.7 <sup>^</sup>	14.0	14.1	4.7	4.6
Wheeler	25.6 <sup>^</sup>	17.3 <sup>^</sup>	16.8 <sup>^</sup>	10.7 <sup>^</sup>	--	--
Yamhill	20.6	21.7	15.9	16.9	12.6	13.0

<sup>^</sup> This number may be statistically unreliable and should be interpreted with caution.  
 -- This number is suppressed because it is statistically unreliable.

<sup>1</sup> Current tobacco use includes cigarette smoking and smokeless tobacco use.

<sup>2</sup> North Central Public Health District includes Gilliam, Sherman, and Wasco counties.

Source: Oregon Behavioral Risk Factors Surveillance System 2010-2013 county combined; age-adjusted to the 2000 standard population.

Will take us to the county-level web table for adult tobacco use.

This table is showing our most current county-level data using four years of combined BRFSS data (2010-2013).

The County-Combined BRFSS data set is created every other year.

**Current tobacco use and related topics among Oregon adults, by county, 2010-2013**

Use unadjusted to estimate the overall burden of disease; use age-adjusted to compare among counties.

County	Tobacco use <sup>1</sup> (%)		Cigarette smoker (%)		Smokeless tobacco use (males; %)	
	Unadjusted	Age-adjusted	Unadjusted	Age-adjusted	Unadjusted	Age-adjusted
Oregon	20.9	21.8	18.2	19.0	7.4	7.7
Baker	27.3	33.9	19.4	23.2	15.0 <sup>^</sup>	19.9 <sup>^</sup>
Benton	17.3	17.6	13.9	14.3	7.5 <sup>^</sup>	7.5 <sup>^</sup>
Clackamas	19.3	20.4	17.2	18.3	6.4	6.8
Clatsop	24.5	26.3	20.3	21.6	8.7 <sup>^</sup>	9.6 <sup>^</sup>
Columbia	21.9	23.8	17.1	18.6	12.9	14.1
Coos	29.6	33.5	24.9	27.5	14.0	17.2
Crook	32.2	38.4	25.7	31.0	18.3 <sup>^</sup>	20.9 <sup>^</sup>
Curry	23.4	31.0	21.2	29.2	--	--
Deschutes	18.7	20.4	14.9	16.3	9.5	10.4
Douglas	26.7	30.0	22.9	25.6	8.8	10.1
Grant	22.6	28.9	14.1 <sup>^</sup>	16.3 <sup>^</sup>	--	--
Harney	19.1	21.1	9.5 <sup>^</sup>	10.8 <sup>^</sup>	22.6 <sup>^</sup>	25.3 <sup>^</sup>
Hood River	12.5	11.8	10.5	9.8	--	--
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Lane	24.1	25.2	20.8	21.6	8.3	8.8
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Marion	21.0	21.6	18.5	19.0	6.3	6.4
Morrow	23.1	23.0	16.3	15.8	17.3 <sup>^</sup>	17.9 <sup>^</sup>
Multnomah	19.8	19.7	18.9	18.8	3.5	3.5
North Central <sup>2</sup>	21.6	23.2	18.6	19.6	7.7 <sup>^</sup>	8.7 <sup>^</sup>
Polk	18.7	20.1	15.2	16.4	9.4	9.8
Tillamook	23.1	25.3	19.0	20.0	12.6 <sup>^</sup>	15.3 <sup>^</sup>
Umatilla	26.0	26.6	22.4	22.9	10.7	11.1
Union	24.3	26.4	17.4	18.6	21.1	23.2
Wallowa	15.1 <sup>^</sup>	13.9 <sup>^</sup>	9.1 <sup>^</sup>	8.6 <sup>^</sup>	13.6 <sup>^</sup>	11.7 <sup>^</sup>
Washington	15.7 <sup>^</sup>	15.7 <sup>^</sup>	14.0	14.1	4.7	4.6
Wheeler	25.6 <sup>^</sup>	17.3 <sup>^</sup>	16.8 <sup>^</sup>	10.7 <sup>^</sup>	--	--
Yamhill	20.6	21.7	15.9	16.9	12.6	13.0

<sup>^</sup> This number may be statistically unreliable and should be interpreted with caution.

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<sup>1</sup> Current tobacco use includes cigarette smoking and smokeless tobacco use.

<sup>2</sup> North Central Public Health District includes Gilliam, Sherman, and Wasco counties.

Source: Oregon Behavioral Risk Factors Surveillance System 2010-2013 county combined; age-adjusted to the 2000 standard population.

You will see that there is now a subtitle at the top explaining when to use unadjusted prevalence and when to use age-adjusted prevalence.

**Current tobacco use and related topics among Oregon adults, by county, 2010-2013**

Use unadjusted to estimate the overall burden of disease; use age-adjusted to compare among counties.

County	Tobacco use <sup>1</sup> (%)		Cigarette smoker (%)		Smokeless tobacco use (males; %)	
	Unadjusted	Age-adjusted	Unadjusted	Age-adjusted	Unadjusted	Age-adjusted
Oregon	20.9	21.8	18.2	19.0	7.4	7.7
Baker	27.3	33.9	19.4	23.2	15.0 <sup>^</sup>	19.9 <sup>^</sup>
Benton	17.3	17.6	13.9	14.3	7.5 <sup>^</sup>	7.5 <sup>^</sup>
Clackamas	19.3	20.4	17.2	18.3	6.4	6.8
Clatsop	24.5	26.3	20.3	21.6	8.7 <sup>^</sup>	9.6 <sup>^</sup>
Columbia	21.9	23.8	17.1	18.6	12.9	14.1
Coos	29.6	33.5	24.9	27.5	14.0	17.2
Crook	32.2	38.4	25.7	31.0	18.3 <sup>^</sup>	20.9 <sup>^</sup>
Curry	23.4	31.0	21.2	29.2	--	--
Deschutes	18.7	20.4	14.9	16.3	9.5	10.4
Douglas	26.7	30.0	22.9	25.6	8.8	10.1
Grant	22.6	28.9	14.1 <sup>^</sup>	16.3 <sup>^</sup>	--	--
Harney	19.1	21.1	9.5 <sup>^</sup>	10.8 <sup>^</sup>	22.6 <sup>^</sup>	25.3 <sup>^</sup>
Hood River	12.5	11.8	10.5	9.8	--	--
Jackson	20.5	22.5	18.4	20.1	6.6	7.4
Jefferson	25.7	29.0	21.2	24.1	--	--
Josephine	24.9	28.6	22.2	25.2	6.7	7.5
Klamath	25.0	27.8	21.1	23.2	14.5	16.9
Lake	17.4	20.5	12.0 <sup>^</sup>	13.4 <sup>^</sup>	10.6 <sup>^</sup>	13.2 <sup>^</sup>
Lane	24.1	25.2	20.8	21.6	8.3	8.8
Lincoln	27.6	35.0	26.0	33.1	8.5 <sup>^</sup>	11.0 <sup>^</sup>
Linn	25.4	27.2	19.4	20.5	14.5	16.0
Malheur	25.4	26.6	21.4	22.5	15.4 <sup>^</sup>	15.3 <sup>^</sup>
Marion	21.0	21.6	18.5	19.0	6.3	6.4
Morrow	23.1	23.0	16.3	15.8	17.3 <sup>^</sup>	17.9 <sup>^</sup>
Multnomah	19.8	19.7	18.9	18.8	3.5	3.5
North Central <sup>2</sup>	21.6	23.2	18.6	19.6	7.7 <sup>^</sup>	8.7 <sup>^</sup>
Polk	18.7	20.1	15.2	16.4	9.4	9.8
Tillamook	23.1	25.3	19.0	20.0	12.6 <sup>^</sup>	15.3 <sup>^</sup>
Umatilla	26.0	26.6	22.4	22.9	10.7	11.1
Union	24.3	26.4	17.4	18.6	21.1	23.2
Wallowa	15.1 <sup>^</sup>	13.9 <sup>^</sup>	9.1 <sup>^</sup>	8.6 <sup>^</sup>	13.6 <sup>^</sup>	11.7 <sup>^</sup>
Washington	15.7 <sup>^</sup>	15.7 <sup>^</sup>	14.0	14.1	4.7	4.6
Wheeler	25.6 <sup>^</sup>	17.3 <sup>^</sup>	16.8 <sup>^</sup>	10.7 <sup>^</sup>	--	--
Yamhill	20.6	21.7	15.9	16.9	12.6	13.0

-- This number is suppressed because it is statistically unreliable.

<sup>1</sup> Current tobacco use includes cigarette smoking and smokeless tobacco use.

<sup>2</sup> North Central Public Health District includes Gilliam, Sherman, and Wasco counties.

Source: Oregon Behavioral Risk Factors Surveillance System 2010-2013 county combined; age-adjusted to the 2000 standard population.

County names are in the first column with each row representing data for that particular county.

**Current tobacco use and related topics among Oregon adults, by county, 2010-2013**

Use unadjusted to estimate the overall burden of disease; use age-adjusted to compare among counties.

County	Tobacco use <sup>1</sup> (%)		Cigarette smoker (%)		Smokeless tobacco use (males; %)	
	Unadjusted	Age-adjusted	Unadjusted	Age-adjusted	Unadjusted	Age-adjusted
Oregon	20.9	21.8	18.2	19.0	7.4	7.7
Baker	27.3	33.9	19.4	23.2	15.0 <sup>^</sup>	19.9 <sup>^</sup>
Benton	17.3	17.6	13.9	14.3	7.5 <sup>^</sup>	7.5 <sup>^</sup>
Clackamas	19.3	20.4	17.2	18.3	6.4	6.8
Clatsop	24.5	26.3	20.3	21.6	8.7 <sup>^</sup>	9.6 <sup>^</sup>
Columbia	21.9	23.8	17.1	18.6	12.9	14.1
Coos	29.6	33.5	24.9	27.5	14.0	17.2
Crook	32.2	38.4	25.7	31.0	18.3 <sup>^</sup>	20.9 <sup>^</sup>
Curry	23.4	31.0	21.2	29.2	--	--
Deschutes	18.7	20.4	14.9	16.3	9.5	10.4
Douglas	26.7	30.0	22.9	25.6	8.8	10.1
Grant	22.6	28.9	14.1 <sup>^</sup>	16.3 <sup>^</sup>	--	--
Harney	19.1	21.1	9.5 <sup>^</sup>	10.8 <sup>^</sup>	22.6 <sup>^</sup>	25.3 <sup>^</sup>
Hood River	12.5	11.8	10.5	9.8	--	--
Jackson	20.5	22.5	18.4	20.1	6.6	7.4
Jefferson	25.7	29.0	21.2	24.1	--	--
Josephine	24.9	28.6	22.2	25.2	6.7	7.5
Klamath	25.0	27.8	21.1	23.2	14.5	16.9
Lake	17.4	20.5	12.0 <sup>^</sup>	13.4 <sup>^</sup>	10.6 <sup>^</sup>	13.2 <sup>^</sup>
Lane	24.1	25.2	20.8	21.6	8.3	8.8
Lincoln	27.6	35.0	26.0	33.1	8.5 <sup>^</sup>	11.0 <sup>^</sup>
Linn	25.4	27.2	19.4	20.5	14.5	16.0
Malheur	25.4	26.6	21.4	22.5	15.4 <sup>^</sup>	15.3 <sup>^</sup>
Marion	21.0	21.6	18.5	19.0	6.3	6.4
Morrow	23.1	23.0	16.3	15.8	17.3 <sup>^</sup>	17.9 <sup>^</sup>
Multnomah	19.8	19.7	18.9	18.8	3.5	3.5
North Central <sup>2</sup>	21.6	23.2	18.6	19.6	7.7 <sup>^</sup>	8.7 <sup>^</sup>
Polk	18.7	20.1	15.2	16.4	9.4	9.8
Tillamook	23.1	25.3	19.0	20.0	12.6 <sup>^</sup>	15.3 <sup>^</sup>
Umatilla	26.0	26.6	22.4	22.9	10.7	11.1
Union	24.3	26.4	17.4	18.6	21.1	23.2
Wallowa	15.1 <sup>^</sup>	13.9 <sup>^</sup>	9.1 <sup>^</sup>	8.6 <sup>^</sup>	13.6 <sup>^</sup>	11.7 <sup>^</sup>
Washington	15.7 <sup>^</sup>	15.7 <sup>^</sup>	14.0	14.1	4.7	4.6
Wheeler	25.6 <sup>^</sup>	17.3 <sup>^</sup>	16.8 <sup>^</sup>	10.7 <sup>^</sup>	--	--
Yamhill	20.6	21.7	15.9	16.9	12.6	13.0

<sup>^</sup> This number may be statistically unreliable and should be interpreted with caution.  
 -- This number is suppressed because it is statistically unreliable.

<sup>1</sup> Current tobacco use includes cigarette smoking and smokeless tobacco use.

<sup>2</sup> North Central Public Health District includes Gilliam, Sherman, and Wasco counties.

Source: Oregon Behavioral Risk Factors Surveillance System 2010-2013 county combined; age-adjusted to the 2000 standard population.

Risk behaviors are along the top of the table.

The content of the table is similar to the state-level data tables.

We have tobacco use, cigarette smoking, smokeless tobacco use among males...

**Current tobacco use and related topics among Oregon adults, by county, 2010-2013**

Use unadjusted to estimate the overall burden of disease; use age-adjusted to compare among counties.

County	Wants to quit cigarette smoking (%)		Attempted to quit cigarette smoking during previous year (%)		Exposed to secondhand smoke indoors (%)		Smoking is never allowed in the home (%)	
	Unadjusted	Age-adjusted	Unadjusted	Age-adjusted	Unadjusted	Age-adjusted	Unadjusted	Age-adjusted
Oregon	76.5	76.3	57.4	56.5	19.5	20.2	90.8	90.9
Baker	--	--	73.6	73.9	22.0 ^	19.2 ^	85.8	92.8
Benton	58.7	61.2	61.8	59.0	20.4	18.1	86.4	83.4
Clackamas	80.8	80.6	64.5	64.3	15.9	16.8	93.7	94.1
Clatsop	74.4	76.1	56.7	56.7	19.6	22.3	87.8	85.3
Columbia	84.7	81.9	51.0	49.3	19.4	20.5	82.2	80.2
Coos	77.0	75.7	55.1	55.5	24.2	26.6	86.3	85.8
Crook	--	--	52.0	50.3	23.4 ^	28.0 ^	94.4	96.1
Curry	67.9	69.3	58.1	58.8	20.0	23.0	90.7	95.5
Deschutes	69.4	70.2	52.3	50.9	15.6	16.1	96.7	97.4
Douglas	77.4	79.4	55.7	55.6	24.3	28.0	88.4	87.5
Grant	--	--	--	--	--	--	--	--
Harney	--	--	--	--	15.5 ^	20.5 ^	--	--
Hood River	--	--	--	--	--	--	--	--
Jackson	70.3	70.7	50.4	50.0	19.9	21.8	89.6	90.5
Jefferson	--	--	--	--	27.9 ^	30.0 ^	--	--
Josephine	68.4	68.0	52.3	52.4	19.4	22.8	89.3	90.3
Klamath	81.7	77.2	64.6	63.2	22.0	24.8	79.3	79.0
Lake	--	--	--	--	28.9 ^	29.1 ^	--	--
Lane	80.4	78.5	59.9	59.2	20.3	20.7	89.6	89.7
Lincoln	89.8	89.2	59.4	58.5	29.3	35.2	79.5	77.5
Linn	74.0	73.4	49.6	49.3	27.3	29.3	88.0	86.9
Malheur	--	--	70.7	68.4	24.2	29.5	91.3	90.2
Marion	84.7	84.1	55.1	53.9	21.7	21.9	90.9	90.8
Morrow	--	--	--	--	--	--	--	--
Multnomah	74.5	74.5	56.8	55.1	19.0	18.8	90.7	90.7
North Central <sup>1</sup>	--	--	64.9	65.2	20.6	21.7	95.0	96.4
Polk	82.9	84.7	55.6	55.4	19.1	19.9	93.1	92.8
Tillamook	--	--	49.2	51.7	15.0	16.6	91.2	91.5
Umatilla	58.2	58.8	61.9	59.6	30.8	31.3	89.3	89.5
Union	--	--	63.0	62.5	24.1	26.0	96.2	96.1
Wallowa	--	--	--	--	--	--	--	--
Washington	76.2	77.4	56.9	55.8	15.2	15.1	93.8	93.9
Wheeler	--	--	--	--	--	--	--	--
Yamhill	78.7	75.3	57.3	56.5	24.3	25.9	89.9	90.1

<sup>^</sup> This number may be statistically unreliable and should be interpreted with caution.

-- This number is suppressed because it is statistically unreliable.

<sup>1</sup> North Central Public Health District includes Gilliam, Sherman, and Wasco counties.

Source: Oregon Behavioral Risk Factors Surveillance System 2010-2013 county combined; age-adjusted to the 2000 standard population.

Cessation, exposure to secondhand smoke, smoking rules in the home...

**Current tobacco use and related topics among Oregon adults, by county, 2010-2013**  
 Use unadjusted to estimate the overall burden of disease; use age-adjusted to compare among counties.

County	Health care provider asked about tobacco use (%)		Believe it is important to prevent tobacco sales to minors (%)		Believe tobacco companies are dishonest (%)		Believe tobacco companies advertise to youth (%)	
	Unadjusted	Age-adjusted	Unadjusted	Age-adjusted	Unadjusted	Age-adjusted	Unadjusted	Age-adjusted
Oregon	64.3	65.9	96.4	96.5	71.7	70.9	59.2	58.2
Baker	38.5	42.5	97.9	97.3	71.8	69.0	73.7	81.6
Benton	69.9	69.2	97.7	97.7	66.2	68.0	54.9	56.2
Clackamas	66.5	68.4	95.7	95.6	72.4	71.2	59.5	57.3
Clatsop	62.3	62.5	99.6	99.8	77.5	75.0	68.1	65.3
Columbia	63.2	65.3	95.4	94.4	53.4	48.5	58.6	56.3
Coos	48.9	54.8	97.5	98.5	70.9	68.7	63.7	63.5
Crook	56.5	59.0	91.8	89.5	35.3	33.3	32.8	27.3
Curry	68.4	75.2	95.9	94.8	70.4	68.6	60.7	60.8
Deschutes	65.9	68.1	97.7	98.0	68.2	65.5	46.8	43.7
Douglas	64.7	70.3	93.4	93.1	73.1	71.5	57.0	55.7
Grant	48.1	52.8	--	--	--	--	--	--
Harney	34.4	33.7	--	--	--	--	--	--
Hood River	54.9	51.2	99.5	99.6	79.4	83.2	77.8	80.6
Jackson	58.1	62.4	98.5	98.6	67.1	65.2	62.1	60.0
Jefferson	47.0	46.6	98.5	99.1	88.7	61.8	49.4 ^	33.2 ^
Josephine	62.1	63.3	96.2	96.8	69.6	70.3	52.1	48.9
Klamath	64.5	67.0	97.4	98.2	59.1	56.5	53.5	52.4
Lake	63.5	63.8	--	--	--	--	--	--
Lane	66.5	67.7	94.7	95.0	75.4	74.5	62.6	62.2
Lincoln	62.5	67.4	98.5	98.5	85.9	88.1	55.2	49.3
Linn	62.2	64.4	98.8	98.7	64.0	61.5	54.7	52.8
Malheur	61.1	59.9	96.2	96.6	67.6	65.2	62.8	63.1
Marion	58.6	59.8	95.5	96.1	65.9	65.8	61.0	59.8
Morrow	75.5	76.0	--	--	--	--	--	--
Multnomah	68.9	69.0	96.5	96.6	76.1	76.4	63.0	63.0
North Central <sup>1</sup>	62.7	62.8	100.0	100.0	71.0	68.3	65.2	59.8
Polk	74.2	75.9	98.3	98.7	72.9	71.7	57.8	59.4
Tillamook	50.2	49.9	98.3	98.0	77.7	72.5	56.0	52.8
Umatilla	64.6	65.1	93.6	93.2	70.4	70.3	49.3	48.9
Union	63.9	66.6	96.7	97.5	76.0	78.3	71.9	71.6
Wallowa	35.4 ^	44.1 ^	--	--	--	--	--	--
Washington	64.7	65.1	95.9	95.9	73.1	73.1	58.1	57.9
Wheeler	--	--	--	--	--	--	--	--
Yamhill	60.7	62.3	99.4	99.5	68.0	67.3	52.5	51.3

<sup>^</sup> This number may be statistically unreliable and should be interpreted with caution.  
<sup>--</sup> This number is suppressed because it is statistically unreliable.  
<sup>1</sup> North Central Public Health District includes Gilliam, Sherman, and Wasco counties.  
 Source: Oregon Behavioral Risk Factors Surveillance System 2010-2013 county combined; age-adjusted to the 2000 standard population.

Interactions with health care providers, and perceptions of the tobacco industry.

**Current tobacco use and related topics among Oregon adults, by county, 2010-2013**

Unadjusted describes the overall burden of disease and should not be used to compare among counties. To compare among counties please use age-adjusted estimates.

County	Tobacco use <sup>1</sup>		Cigarette smoker		Exposed to secondhand smoke indoors		Smoking is never allowed in the home	
	Unadjusted (%)	Number of adults	Unadjusted (%)	Number of adults	Unadjusted (%)	Number of adults	Unadjusted (%)	Number of adults
Oregon	20.9	629,700	18.2	549,700	19.5	588,100	90.8	2,740,200
Baker	27.3	3,500	19.4	2,500	22.0 ^	2,900 ^	85.8	11,100
Benton	17.3	12,400	13.9	9,900	20.4	14,600	86.4	61,800
Clackamas	19.3	56,500	17.2	50,400	15.9	46,600	93.7	274,700
Clatsop	24.5	7,200	20.3	6,000	19.6	5,800	87.8	26,000
Columbia	21.9	8,400	17.1	6,500	19.4	7,400	82.2	31,400
Coos	29.6	15,100	24.9	12,700	24.2	12,300	86.3	43,900
Crook	32.2	5,200	25.7	4,200	23.4 ^	3,800 ^	94.4	15,400
Curry	23.4	4,400	21.2	4,000	20.0	3,800	90.7	17,100
Deschutes	18.7	23,100	14.9	18,500	15.6	19,300	96.7	119,600
Douglas	26.7	23,000	22.9	19,800	24.3	21,000	88.4	76,400
Grant	22.6	1,400	14.1 ^	900 ^	--	--	--	--
Harney	19.1	1,100	9.5 ^	500 ^	15.5 ^	900 ^	--	--
Hood River	12.5	2,100	10.5	1,800	--	--	--	--
Jackson	20.5	33,000	18.4	29,500	19.9	32,000	89.6	143,900
Jefferson	25.7	4,200	21.2	3,500	27.9 ^	4,600 ^	--	--
Josephine	24.9	16,400	22.2	14,700	19.4	12,800	89.3	59,100
Klamath	25.0	13,100	21.1	11,000	22.0	11,500	79.3	41,300
Lake	17.4	1,100	12.0 ^	800 ^	28.9 ^	1,900 ^	--	--
Lane	24.1	68,700	20.8	59,200	20.3	57,900	89.6	255,600
Lincoln	27.6	10,600	26.0	10,000	29.3	11,200	79.5	30,500
Linn	25.4	22,800	19.4	17,400	27.3	24,500	88.0	79,100
Malheur	25.4	6,000	21.4	5,000	24.2	5,700	91.3	21,400
Marion	21.0	49,800	18.5	43,700	21.7	51,200	90.9	215,000
Morrow	23.1	1,900	16.3	1,300	--	--	--	--
Multnomah	19.8	118,400	18.9	113,100	19.0	113,500	90.7	542,100
North Central <sup>2</sup>	21.6	4,900	18.6	4,200	20.6	4,700	95.0	21,400
Polk	18.7	10,800	15.2	8,800	19.1	11,100	93.1	54,000
Tillamook	23.1	4,700	19.0	3,800	15.0	3,000	91.2	18,500
Umatilla	26.0	14,700	22.4	12,700	30.8	17,500	89.3	50,600
Union	24.3	4,900	17.4	3,500	24.1	4,900	96.2	19,500
Wallowa	15.1 ^	900 ^	9.1 ^	500 ^	--	--	--	--
Washington	15.7	63,700	14.0	57,100	15.2	61,700	93.8	381,200
Wheeler	25.6 ^	300 ^	16.8 ^	200 ^	--	--	--	--
Yamhill	20.6	15,600	15.9	12,100	24.3	18,400	89.9	68,200

^ This number may be statistically unreliable and should be interpreted with caution.

-- This number is suppressed because it is statistically unreliable.

<sup>1</sup> Current tobacco use includes cigarette smoking and smokeless tobacco use.

<sup>2</sup> North Central Public Health District includes Gilliam, Sherman, and Wasco counties.

Source: Oregon Behavioral Risk Factors Surveillance System 2010-2013 county combined.

You arrive at this table by clicking on the second link of the Oregon County Data page.

**Current tobacco use and related topics among Oregon adults, by county, 2010-2013**

Unadjusted describes the overall burden of disease and should not be used to compare among counties. To compare among counties please use age-adjusted estimates.

County	Tobacco use <sup>1</sup>		Cigarette smoker		Exposed to secondhand smoke indoors		Smoking is never allowed in the home	
	Unadjusted (%)	Number of adults	Unadjusted (%)	Number of adults	Unadjusted (%)	Number of adults	Unadjusted (%)	Number of adults
Oregon	20.9	629,700	18.2	549,700	19.5	588,100	90.8	2,740,200
Baker	27.3	3,500	19.4	2,500	22.0 ^	2,900 ^	85.8	11,100
Benton	17.3	12,400	13.9	9,900	20.4	14,600	86.4	61,800
Clackamas	19.3	56,500	17.2	50,400	15.9	46,600	93.7	274,700
Clatsop	24.5	7,200	20.3	6,000	19.6	5,800	87.8	26,000
Columbia	21.9	8,400	17.1	6,500	19.4	7,400	82.2	31,400
Coos	29.6	15,100	24.9	12,700	24.2	12,300	86.3	43,900
Crook	32.2	5,200	25.7	4,200	23.4 ^	3,800 ^	94.4	15,400
Curry	23.4	4,400	21.2	4,000	20.0	3,800	90.7	17,100
Deschutes	18.7	23,100	14.9	18,500	15.6	19,300	96.7	119,600
Douglas	26.7	23,000	22.9	19,800	24.3	21,000	88.4	76,400
Grant	22.6	1,400	14.1 ^	900 ^	--	--	--	--
Harney	19.1	1,100	9.5 ^	500 ^	15.5 ^	900 ^	--	--
Hood River	12.5	2,100	10.5	1,800	--	--	--	--
Jackson	20.5	33,000	18.4	29,500	19.9	32,000	89.6	143,900
Jefferson	25.7	4,200	21.2	3,500	27.9 ^	4,600 ^	--	--
Josephine	24.9	16,400	22.2	14,700	19.4	12,800	89.3	59,100
Klamath	25.0	13,100	21.1	11,000	22.0	11,500	79.3	41,300
Lake	17.4	1,100	12.0 ^	800 ^	28.9 ^	1,900 ^	--	--
Lane	24.1	68,700	20.8	59,200	20.3	57,900	89.6	255,600
Lincoln	27.6	10,600	26.0	10,000	29.3	11,200	79.5	30,500
Linn	25.4	22,800	19.4	17,400	27.3	24,500	88.0	79,100
Malheur	25.4	6,000	21.4	5,000	24.2	5,700	91.3	21,400
Marion	21.0	49,800	18.5	43,700	21.7	51,200	90.9	215,000
Morrow	23.1	1,900	16.3	1,300	--	--	--	--
Multnomah	19.8	118,400	18.9	113,100	19.0	113,500	90.7	542,100
North Central <sup>2</sup>	21.6	4,900	18.6	4,200	20.6	4,700	95.0	21,400
Polk	18.7	10,800	15.2	8,800	19.1	11,100	93.1	54,000
Tillamook	23.1	4,700	19.0	3,800	15.0	3,000	91.2	18,500
Umatilla	26.0	14,700	22.4	12,700	30.8	17,500	89.3	50,600
Union	24.3	4,900	17.4	3,500	24.1	4,900	96.2	19,500
Wallowa	15.1	900 ^	9.1 ^	500 ^	--	--	--	--
Washington	15.7	63,700	14.0	57,100	15.2	61,700	93.8	381,200
Wheeler	25.6	300 ^	16.8 ^	200 ^	--	--	--	--
Yamhill	20.6	15,600	15.9	12,100	24.3	18,400	89.9	68,200

^ This number may be statistically unreliable and should be interpreted with caution.

-- This number is suppressed because it is statistically unreliable.

<sup>1</sup> Current tobacco use includes cigarette smoking and smokeless tobacco use.

<sup>2</sup> North Central Public Health District includes Gilliam, Sherman, and Wasco counties.

Source: Oregon Behavioral Risk Factors Surveillance System 2010-2013 county combined.

This table provides the estimated number of adults affected and the unadjusted prevalence estimate on which the calculation is based.

### Youth by County, 2013

**Nutrition, physical activity, and weight status:** Includes consumption of daily breakfast, fruits and vegetables, milk, sodas, or other sugary drinks; physical activity and physical education; screen time, and weight status.

 [8th grade](#)

 [11 grade](#)

**Tobacco use and related topics:** Includes overall tobacco use, cigarette smoking, smokeless tobacco use, hookah smoking, quit attempts, sources of tobacco products, and asthma.

 [8th grade](#)

 [11 grade](#)

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The Oregon County Data page also contains links to 8<sup>th</sup> and 11<sup>th</sup> grade tobacco use web tables.

**Current<sup>1</sup> tobacco use and related topics among 8th graders, Oregon 2013**

	Any tobacco product <sup>3</sup> use	Cigarette smoking (non-menthol or menthol)	Menthol cigarette smoking	Any non-cigarette tobacco product <sup>4</sup> use
Oregon	7.4	4.3	2.0	5.7
Baker	14.5	9.4 ^	--	10.8 ^
Benton	3.0	2.6 ^	--	2.2 ^
Clackamas	5.9	3.7	1.6	4.5
Clatsop	11.1	7.0	3.1 ^	7.8
Columbia	7.4	5.0	3.1	5.9
Coos	9.9	3.4 ^	--	8.0
Crook	16.9	8.9	2.4 ^	13.9
Curry	10.3	6.4 ^	3.7 ^	8.3 ^
Deschutes	8.9	5.1	2.4	7.6
Douglas	11.7	7.1	2.5 ^	8.4
Grant	--	--	--	--
Harney	9.1 ^	--	--	8.9 ^
Hood River	7.6 ^	6.0 ^	3.1 ^	5.3 ^
Jackson	6.9	3.7	1.9	5.4
Jefferson	9.1	5.5 ^	3.3 ^	7.4
Josephine	11.2	5.5	2.3 ^	8.8
Klamath	13.3	5.9	2.7 ^	12.5
Lake	--	--	--	--
Lane	11.0	6.5	2.5	8.9
Lincoln	13.0	7.9	1.7 ^	9.5
Linn		No data collected		
Malheur	9.7	3.1 ^	3.1 ^	8.5
Marion	6.8	4.4	2.4 ^	5.4
Morrow	--	--	--	--
Multnomah	6.6	3.6	2.0	4.8
North Central <sup>2</sup>	10.3	6.4	4.7 ^	8.2
Polk		No data collected		
Tillamook	7.1 ^	6.7 ^	--	--
Umatilla	6.0	4.4 ^	2.4 ^	4.9 ^
Union	8.4	5.2 ^	3.4 ^	8.4
Wallowa		No data collected		
Washington	5.7	3.2	1.4	4.6
Wheeler		No data collected		
Yamhill	4.9	3.1	1.4 ^	4.1

<sup>1</sup> This number may be statistically unreliable and should be interpreted with caution.  
 -- This number is suppressed because it is statistically unreliable.  
<sup>2</sup> Current tobacco use includes tobacco use within the past 30 days.  
<sup>3</sup> North Central Public Health District includes Gilliam, Sherman, and Wasco counties.  
<sup>4</sup> Any tobacco product<sup>4</sup> includes cigarettes, cigars, pipe tobacco, hookah tobacco, chewing tobacco, dissolvable tobacco, or electronic nicotine delivery products.  
<sup>5</sup> Any non-cigarette tobacco product<sup>5</sup> includes cigars, pipe tobacco, hookah tobacco, chewing tobacco, dissolvable tobacco, or electronic nicotine delivery products.

Here is the 8<sup>th</sup> grade tobacco use table.

You will notice the carrot (^) and double hash (--) symbols indicating reliability issues. Again, these reliability issues are typically related to small sample size.

The youth tobacco use tables include estimates for any tobacco product use, cigarette smoking, menthol cigarette smoking specifically, any non-cigarette tobacco product use (with definition in the footnotes of the table)...

Current<sup>1</sup> tobacco use and related topics among 8th graders, Oregon 2013

County	Large cigar, little cigar, or cigarillo smoking	Hookah tobacco smoking	Chewing tobacco use (males)	Electronic nicotine delivery product use	Asthma
Oregon	2.1	2.3	2.7	1.8	12.6
Baker	--	--	--	--	19.3
Benton	1.4 ^	--	--	--	10.6
Clackamas	2.0	1.9	1.7	1.6	10.7
Clatsop	2.5 ^	4.4 ^	5.6 ^	--	8.4
Columbia	3.1 ^	1.9 ^	--	3.9	12.6
Coos	--	2.2 ^	11.2	--	9.1
Crook	6.0 ^	2.4 ^	14.5	3.0 ^	13.5
Curry	5.4 ^	4.6 ^	--	--	16.5
Deschutes	2.7	4.2	3.3 ^	3.3	16.6
Douglas	2.9 ^	2.7 ^	3.6 ^	2.0 ^	12.4
Grant	--	--	--	--	--
Harney	--	--	--	--	--
Hood River	2.9 ^	3.8 ^	--	--	6.4
Jackson	2.1	1.8	1.8	2.2	14.2
Jefferson	2.2 ^	2.8 ^	--	--	13.0
Josephine	--	2.8 ^	--	5.5	13.1
Klamath	2.7 ^	6.2	10.3	3.7	10.5
Lake	--	--	--	--	16.3
Lane	4.1	2.5	5.5	2.5	16.1
Lincoln	1.6 ^	4.2 ^	5.3 ^	--	16.2
Linn	--	No data collected	--	--	--
Malheur	3.0 ^	--	--	2.9 ^	20.2
Marion	2.8	2.3 ^	2.8 ^	--	12.6
Morrow	--	--	--	--	11.1 ^
Multnomah	1.2	2.2	0.6 ^	1.6	11.1
North Central <sup>2</sup>	2.8 ^	2.2 ^	6.3 ^	2.2 ^	9.1
Polk	--	No data collected	--	--	--
Tillamook	--	--	--	--	17.0
Umatilla	2.4 ^	--	3.4 ^	--	10.2
Union	3.5 ^	2.3 ^	5.4 ^	3.5 ^	14.5
Wallowa	--	No data collected	--	--	--
Washington	1.6	2.2	1.4	1.1	12.4
Wheeler	--	No data collected	--	--	--
Yamhill	1.1 ^	1.7 ^	--	--	15.5

^ This number may be statistically unreliable and should be interpreted with caution.  
 -- This number is suppressed because it is statistically unreliable.

<sup>1</sup> Current tobacco use includes tobacco use within the past 30 days.

<sup>2</sup> North Central Public Health District includes Gilliam, Sherman, and Wasco counties.

Source: Oregon Healthy Teens 2013.

Suggested citation: Oregon Health Authority, Public Health Division, Health Promotion and Chronic Disease Prevention section.

Current tobacco use and related topics among 8th graders, Oregon 2013.

<http://public.health.oregon.gov/DiseasesConditions/ChronicDisease/DataReports/Pages/CountyData.aspx>.

Created January 2015. Accessed [DOWNLOAD DATE].

Large cigar, little cigar or cigarillo smoking, hookah tobacco smoking, chewing tobacco use among males, and e-cigarette use.

Of note, the 2015 updates to the youth web tables at both the state and county level will contain estimates for flavored tobacco use and separate estimates for large and little cigar use.

**Oregon Health Authority**

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Chronic Disease Data | Public Health > Diseases and Conditions > Chronic Disease > Chronic Disease Data

## Chronic Disease Data and Reports

The Oregon Public Health Division reports chronic disease information to help guide Oregon's efforts to control or prevent chronic diseases and reduce disparities among populations most affected by these diseases.

The chronic disease data listed below include the most recent information available for adults, youth, and counties in Oregon.

**Take our survey**  
Help improve our site

**About our Data**

- Data Sources
- Technical Notes

**Contact Us**

Health Promotion and Chronic Disease Prevention

**Adult Data**  
Chronic disease data for adults in Oregon, including most recent, over time, and by race and ethnicity

- [See all...](#)

**Youth Data**  
Chronic disease data for youth in the 8th and 11th grade in Oregon

- [See all...](#)

**Oregon County Data**  
Chronic disease county-level data for Oregon adults and youth

- [See all...](#)

And back on the Chronic Disease Data and Reports page I want to point out the link to the Data Sources and Technical Notes document.

### All-Payers All-Claims Database (APAC; full count)

**Description:** APAC is a state database composed of data from paid pharmacy and medical claims from commercial health insurance carriers, licensed third party administrators, pharmacy benefit managers, Medicaid managed care organizations, Medicaid fee-for-service, and Medicare parts C and D. Demographic information for health insurance members includes age, gender, geography, and race/ethnicity. Claims information includes, among other items, diagnoses, procedures, and cost. Pharmacy information includes the medication National Drug Code, amount dispensed, and cost. Data collection started in 2010. The benefits of the APAC are that it provides a comprehensive database about the quality and cost of health care. [Learn more about APAC.](#)

**Limitations:** There are a number of limitations to the APAC. Because the APAC is a new data system, it is still undergoing data testing and validation. The APAC does not include all Oregonians. Currently it is missing Medicare fee-for-service, the uninsured, some mandatory providers, and those health insurance plans that do not meet the requirements for being a mandatory provider of data. In addition, the dataset only includes claims and pharmacy dispensings that were paid by a health insurance plan.

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### Behavioral Risk Factor Surveillance System (BRFSS; survey)

**Description:** The BRFSS is an annual random-digit dialed telephone survey that is conducted year round among Oregon adults aged 18 years or older. The BRFSS includes questions on diagnosis of chronic diseases, health behavior risk factors such as diet, weight control, tobacco and alcohol use, physical activity, preventive health screenings, and use of health care services. The data are weighted to represent all adults aged 18 years and older. A core set of questions is asked annually, and other topics are surveyed on a rotating basis. Starting in 2010, Oregonians who use cell phones were added to the survey, causing the method for adjusting (weighting) the data to the demographics of the state to change. This new method is called "raking." Because of these changes, data prior to 2010 are not directly comparable to the data from 2010 forward. The national BRFSS implemented these changes in 2011. [Learn more about BRFSS.](#)

In addition to the annual BRFSS, Oregon produces other BRFSS datasets. These include the:

- **County Combined Dataset:** Oregon combines four years of annual BRFSS data to produce more reliable county-level estimates for chronic diseases and related risk factors. These datasets are created every two years. The most recent was produced using 2008–2011 BRFSS data.
- **Race Oversample:** Oregon conducts additional BRFSS surveys among under-represented races. The results of these surveys are combined with annual BRFSS data to provide more reliable estimates for chronic diseases and related risk factors among these groups of Oregonians. The most recent race oversamples were conducted in 2010–2011. [Learn more about the Race Oversample \(pdf\).](#)
- **Asthma Callback:** Every year people who indicated on the BRFSS that they or a child living in their household ever had asthma are called back to collect more information on their, or their child's, experience with asthma.

**Limitations:** BRFSS estimates are only for the adult population aged 18 years or older who live in households. Respondents are identified through telephone-based methods. Results obtained through BRFSS surveys are limited in that they represent self-reported responses. [Not all questions on the BRFSS have been validated.](#)

Clicking on the Data Source link will take you to a page that describes each data source in detail.

**Number of events (numerator)**

The number of events (numerator) is the estimated count of people or events (such as a hospitalization) among a specific group of people or for a specific health related setting (such as hospitalizations). The number of health events can be focused on specific populations such as a defined age range, geographic region, particular sex, or race or ethnic group.

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**Population at risk (denominator)**

The population at risk (denominator) is the total count of people that are at risk for a disease or other condition (such as diabetes) or the total count of events of interest (such as hospitalizations). For example, when calculating the rate of people at risk for female breast cancer in Oregon, the total number of Oregon women is the denominator.

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**Rates (age-adjusted and unadjusted)**

A rate is usually the numerator divided by the denominator. Sometimes a rate is stated as a percentage (multiplied by 100) or it can be stated by some other multiplier. For example, one can express the stroke rate as 40 Oregonians died from a stroke per 100,000 people. This would be calculated by taking the rate and multiplying by 100,000.

There are two main types of rates, age-adjusted and unadjusted. The unadjusted rate is sometimes called the crude rate. Both rates have advantages and disadvantages.

**Age-adjusted:** Because health conditions are often related to age, the most common method for adjustment is age-adjustment. Age-adjusted rates remove the differences in the age composition of two or more populations so that health events in the two populations can be compared. For example, 11% of Washington county residents are 65 years of age or older, whereas in Wheeler county, 32% are 65 years of age or older. Because of these age differences you would want to adjust your rate to equalize the age to compare measures of interest in Washington and Wheeler counties. It is currently customary to use the United States 2000 census age characteristics for adjustment. This is often called the 2000 Standard Population. However, age-adjusted rates do not describe the actual burden of a disease because the rate has been adjusted.

**Unadjusted (crude):** Unadjusted rates describe the actual burden of a disease on a population. However, because health events are affected by many factors, you cannot compare rates to each other unless they are age adjusted.

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**Number of people affected**

Also called "the number of people" or "number of adults", this measures the estimated number of people with a disease, risk factor, screening, or other measure of interest. The number of people is estimated by taking the unadjusted rate of the measure of interest and multiplying by the total population under investigation. For example, the number of adult Oregonians with diabetes in 2012 was estimated to be 233,700. This number was calculated by taking the rate (.094 or 9.4%) from 2012 and multiplying by the total number of Oregonians who were age 18 or older in 2012. Population numbers are from the U.S. Census Bureau and the Portland State University Population Research Center at <http://www.pdx.edu/prc/annual-oregon-population-report>.

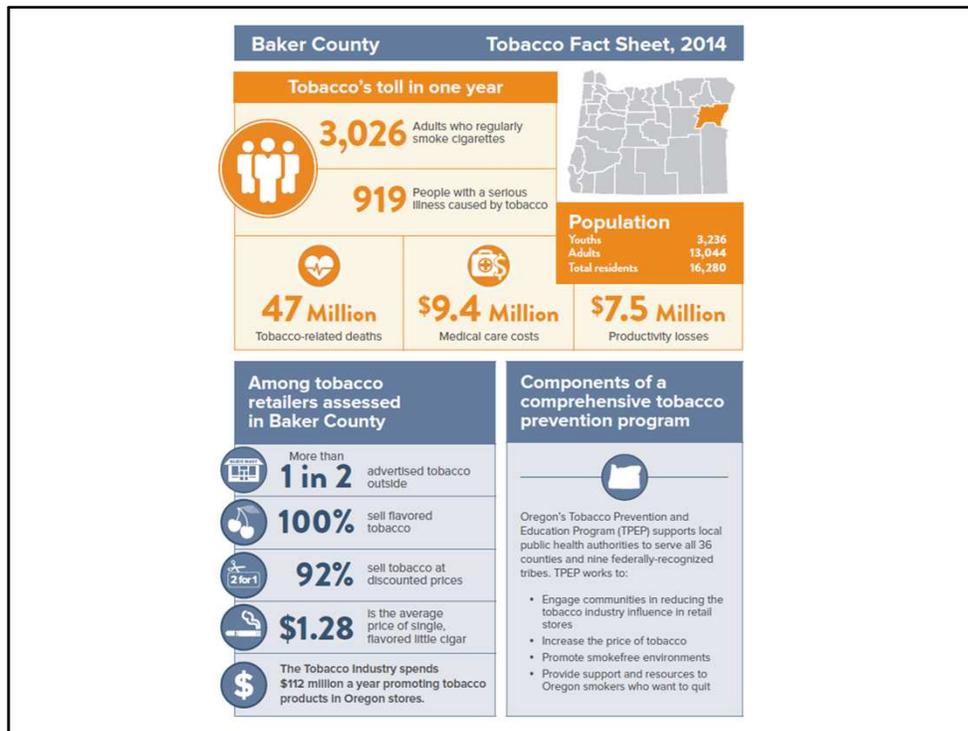
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**Reliability**

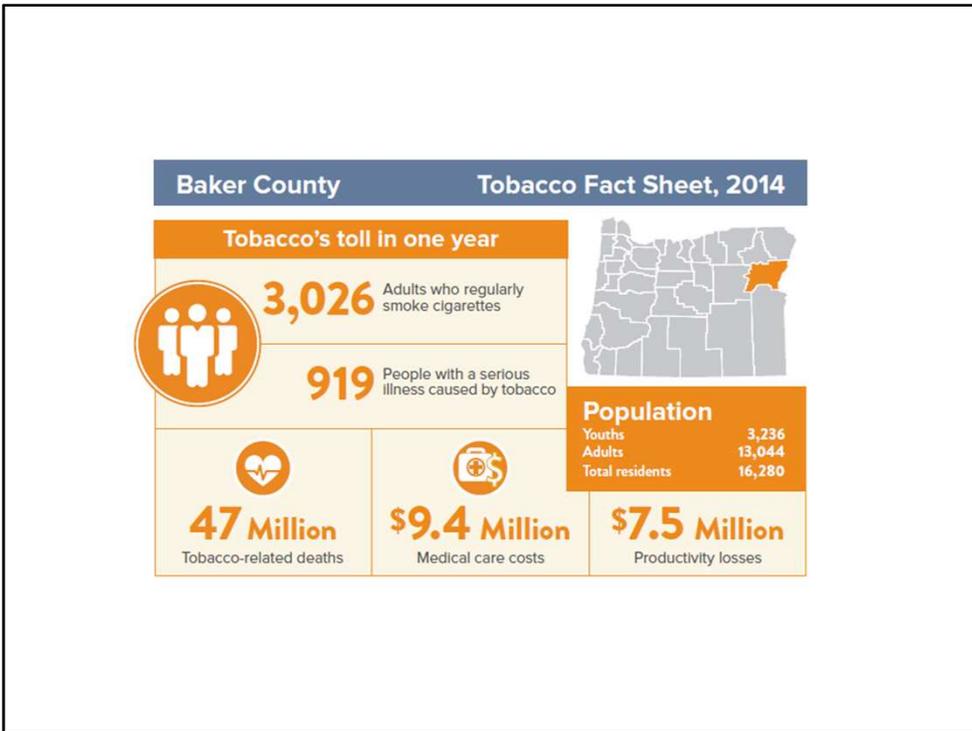
Rates based on a small population or number of events can fluctuate widely between different populations or from year to year for reasons other than a true difference in the underlying number of events. Therefore, rates are sometimes noted with "may be statistically unreliable and should be interpreted with caution" or are suppressed because the estimate is statistically unreliable to report.

And clicking on the Technical Notes link will take you to a page that describes our calculation methods in more detail.

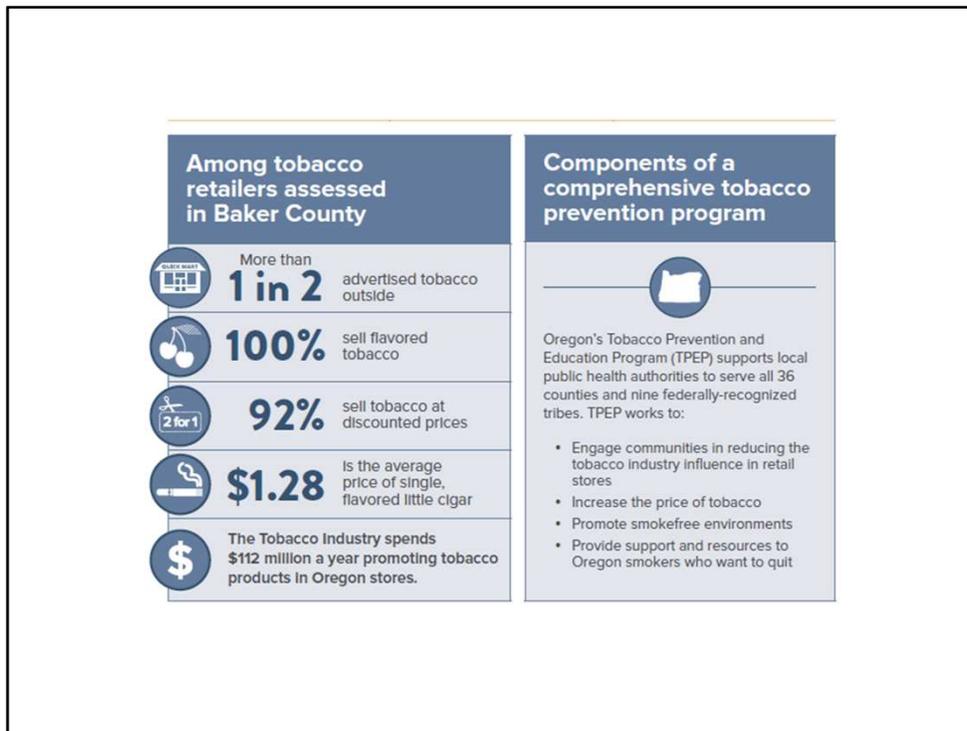
However, if you have questions about any of the calculations you see in the web tables and you can't find your answer on this page, feel free to contact your liaison who will connect you with the appropriate research analyst.



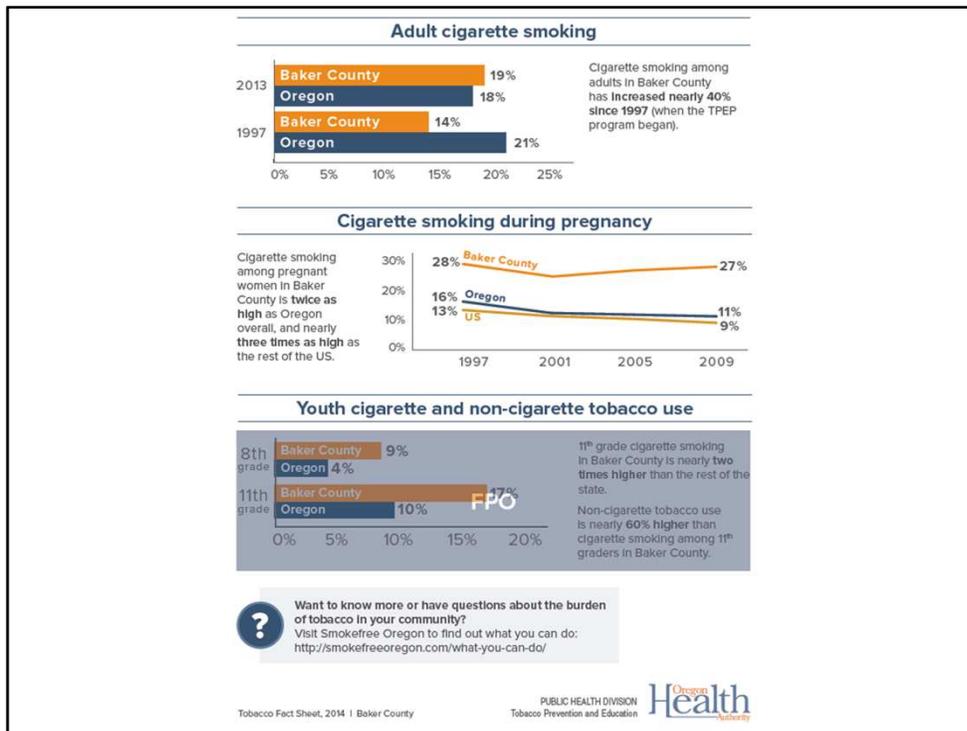
Moving on to a data product, here is the front page of the newest iteration of the Tobacco County Fact Sheets.



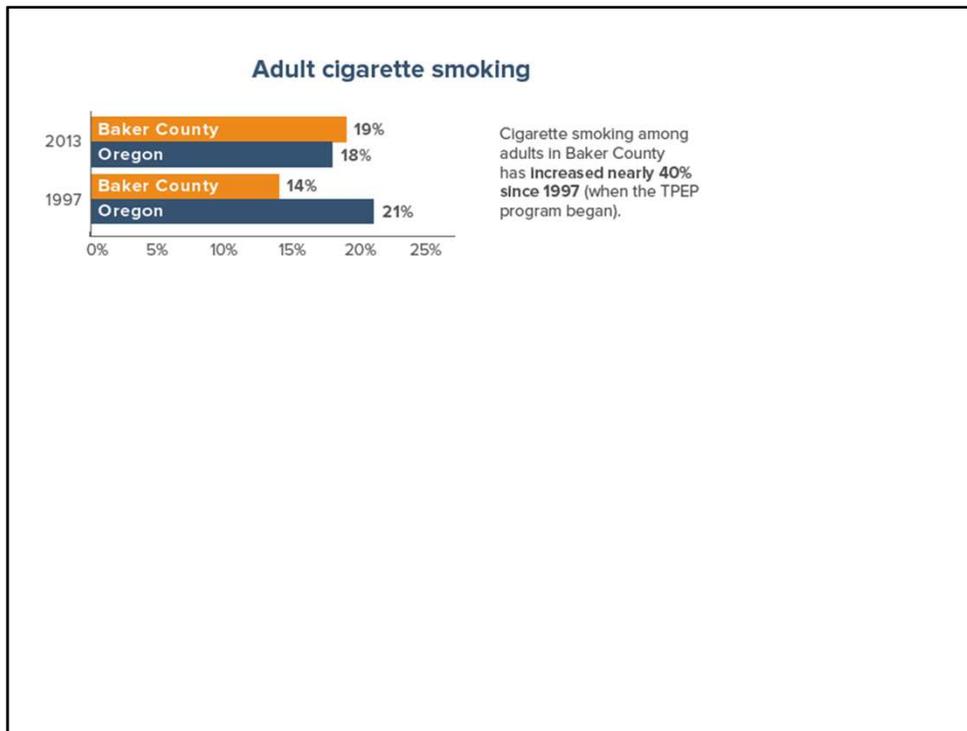
The top portion of the page contains the same information as the previous version including serious illness caused by tobacco, tobacco-related deaths, and costs of tobacco use at the county level.



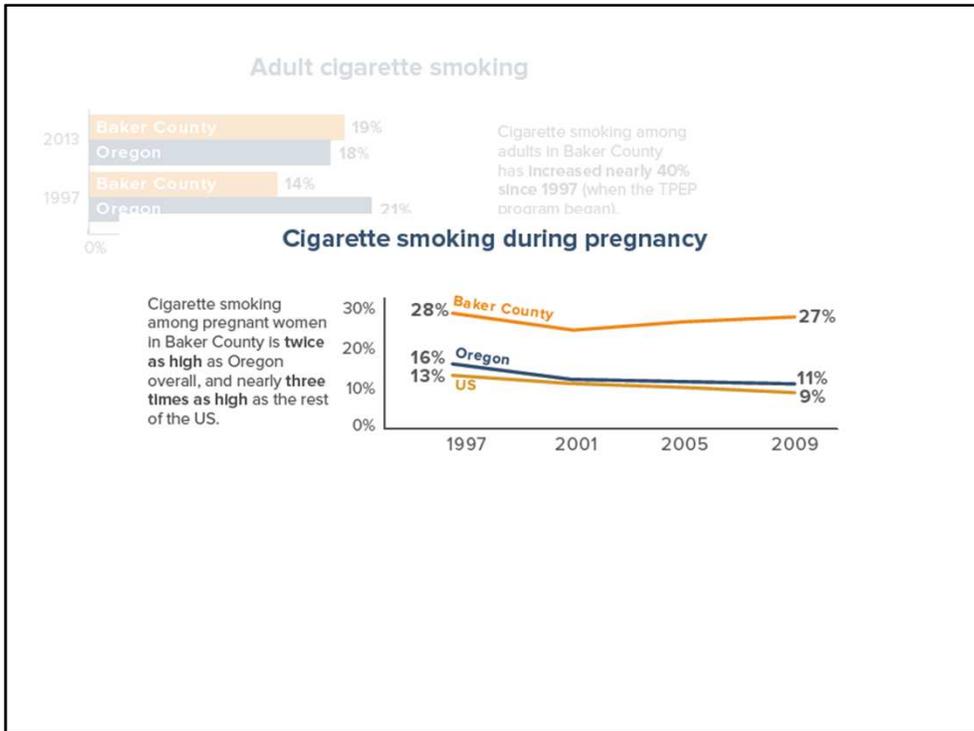
The bottom portion contains different information than the last version with a focus on the retail environment and a description of a comprehensive tobacco prevention and education program.



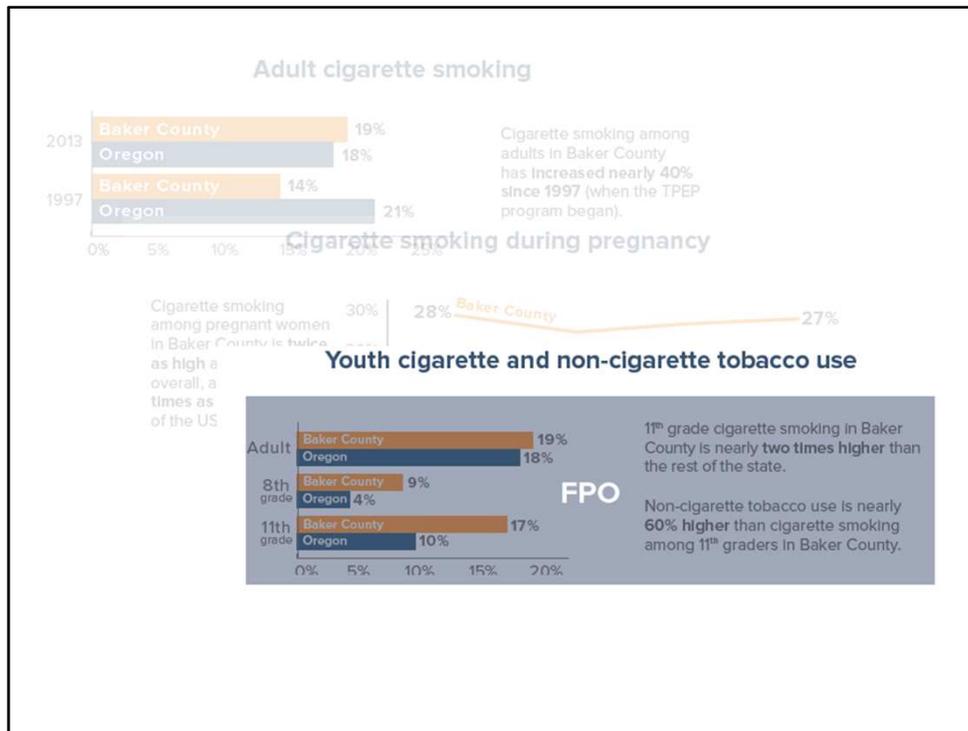
On the back of the fact sheet we see a lot of the same information as the last version including...



Adult cigarette smoking over time

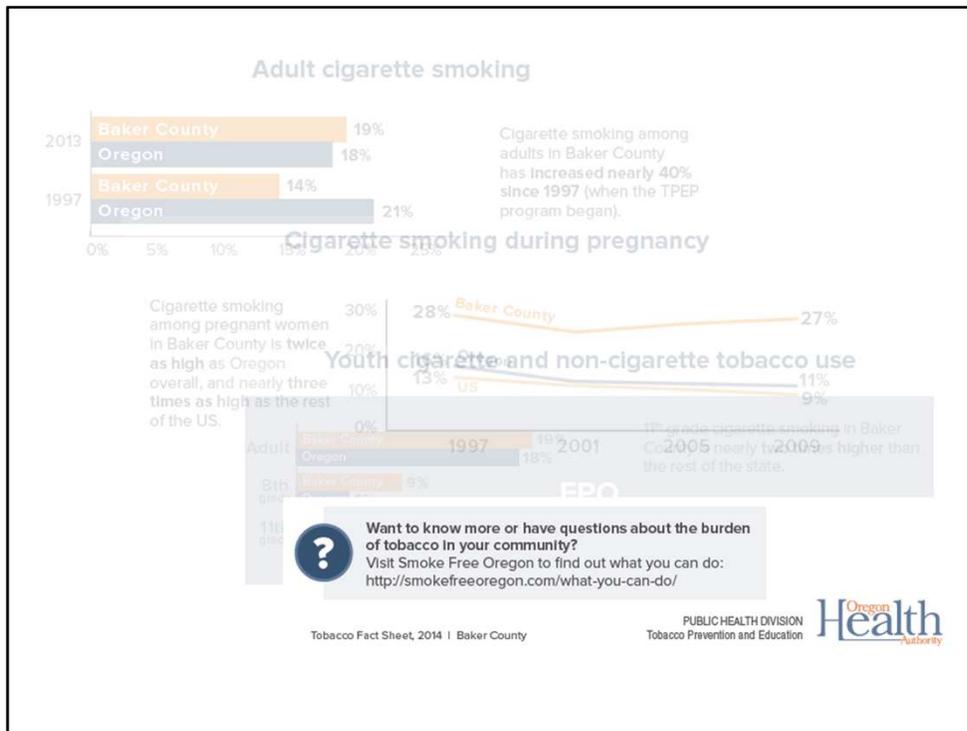


And Cigarette smoking during pregnancy over time...



The last bar graph depicts youth cigarette smoking and non-cigarette tobacco use, which is new to this year's fact sheets.

Another addition to this year's fact sheets is the inclusion of a text description of the graphs for easier interpretation.



Also, we have included a link to the Smokefree Oregon webpage for those interested in getting engaged.

## Oregon Tobacco Facts 2013



### About Oregon's Tobacco Facts

One of the primary responsibilities of the Oregon Tobacco Prevention and Education Program is the surveillance of tobacco use and related topics among Oregon adults and youth. Every odd-numbered year, the Oregon Tobacco Prevention and Education Program publishes a collection of data tables, graphs, and maps that represent the most

recent Oregon tobacco data. This collection of tobacco data resources is known as the Oregon Tobacco Facts.

### Tobacco Laws and Policies

In addition to the Oregon Tobacco Facts, the Oregon Tobacco Prevention and Education Program also publishes a compilation of [Oregon Tobacco Laws and Policies](#).

### More Information

[CDC Office on Smoking and Health](#)  
[Smokefree.gov Website](#)  
[HPCDP Connection \(grantees only\)](#)  
[What's New...](#)

### Contact Us

[Tobacco Prevention & Education Program](#)  
[Health Promotion & Chronic Disease Prevention Section](#)

### 2013 Oregon Tobacco Facts By Topic

<a href="#">Oregon Tobacco Facts Overview</a>	Overview of the problem of tobacco, and the Oregon Tobacco Prevention and Education Program
<a href="#">Costs of Tobacco</a>	Includes leading causes of preventable death, tobacco-related death rates, and tobacco-related economic costs
<a href="#">Tobacco-Related Diseases</a>	Includes lung/bronchus cancer incidence and mortality, and tobacco-related cancer incidence and mortality
<a href="#">Adult Cigarette Smoking</a>	Includes overall tobacco use, per capita cigarette pack sales over time, and cigarette smoking by age, sex, county, and other demographics
<a href="#">Youth Cigarette Smoking</a>	Includes cigarette smoking by grade, sex, and county, cigarette smoking over time, and sources of tobacco
<a href="#">Other Tobacco Products</a>	Includes use of smokeless tobacco and other tobacco products among adults and youth by product type, age, sex, and county
<a href="#">Tobacco Use During Pregnancy</a>	Includes smoking during pregnancy by mother's age, education, race/ethnicity, insurance type, and county
<a href="#">Cessation</a>	Includes medical advice to quit smoking by insurance type, and cigarette smoking quit attempts by county
<a href="#">Secondhand Smoke</a>	Includes smoking rules in the home and family car, and secondhand smoke exposure at home and at work
<a href="#">Tobacco Marketing</a>	Includes U.S. and Oregon-specific tobacco marketing expenditures over time

In addition to the county fact sheets, I wanted to remind everyone that Tobacco Facts 2013 is still available online and includes more historical information on cigarette smoking among adults and youth, as well as tobacco marketing expenditures nationally and in Oregon.



## State tobacco retail data



The next tobacco data we will be discussing is the statewide rollup of the local tobacco retail data.



Every Local Public Health Authority in Oregon completed some form of a tobacco retail assessment.

**Local coordinators**



Data collectors for local assessments varied depending on the county and included local TPEP coordinators...

**Local coordinators**



**Youth volunteers**



Youth volunteers...

**Local coordinators**



**Youth volunteers**



**Other partners**



And other public health partners.



**Standardized Tobacco Assessment for Retail Settings (STARS)**

Start time: \_\_\_\_\_  
End time: \_\_\_\_\_

1. Date of visit: \_\_\_\_\_

2. STORE ID: \_\_\_\_\_

3. COCENID: \_\_\_\_\_

4. Store Name: Does the actual store name match the assigned store name?  
 Yes  
 No - Enter correct name: \_\_\_\_\_

5. Store Location: Does the actual store address match the assigned address?  
 Yes  
 No - Enter correct address: \_\_\_\_\_

6. Can you survey this store? (If not, then select an option below and STOP)  
 Yes, I can  
 No, store does not exist  
 No, store is closed  
 No, under 18 not allowed to enter  
 No, membership or fee required to enter  
 No, environment unsafe for me  
 No, asked to leave before completing the survey  
 Other (specify): \_\_\_\_\_

**EXTERIOR**

7. Which products are advertised outside the store (on windows/doors, building, sidewalk or elsewhere)?

a. Cigarettes - non-menthol  Yes  No

b. Cigarettes - menthol  Yes  No

c. Cigarettes/little cigars  Yes  No

d. Large cigars  Yes  No

e. Chew, moist or dry snuff, dip or snus  Yes  No

f. E-cigarettes  Yes  No

**INTERIOR**

8. Store Type: (Choose one)  
 Convenience store with or without gas (e.g., 7-Eleven, Exxon, Wal-Mart)  
 Drug store/pharmacy (e.g., CVS, Walgreens, Rite-Aid)  
 Beer, wine, or liquor store (e.g., ABC)  
 Grocery store (e.g., small farmers' coop/produce market) or supermarket (e.g., Stop & Shop, Harris Teeter, Albertsons)  
 Mass merchandiser (e.g., Wal-Mart, Costco, BJs, Barnes Club) or discount store (e.g., Dollar General, Family Dollar)  
 Tobacco shop (e.g., Cigarettes Cheaper, cigar shops, hookah bars, e-cigarette shops, or other tobacco shops)  
 Other (specify) \_\_\_\_\_ (e.g., gas station kiosk, donut shop, bait & tackle)

9. Any tobacco products sold here (i.e., cigarettes, cigars/cigarettes/little cigars, chew, moist or dry snuff, dip, snus or e-cigarettes)? (Choose one)  
 Yes and visible to customers  
 Yes but not visible to customers  
 No (STOP! Focusing on tobacco retailers)

10. Does the store have a pharmacy counter?  Yes  No

11. WIC and/or SNAP (i.e., food stamps, EBT) accepted here?  
 Yes  No

12. Alcoholic beverages sold here?  Yes  No

13. Counter-marketing: Does store display a graphic health warning sign?  
 Yes  No

**OTHER PRODUCTS**

14. Sold here?	15. Cigarettes/little cigars	16. Large cigars	17. Chew, moist/dry snuff, dip or snus	18. E-cigarettes
<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
19. Flavored products?	20. Single cigarettes/little cigars	21. Product within 12 inches of toys, candy, gum, slushy/soft drinks, or ice cream?	22. Product within 3 feet of the floor?	23. Self-service display?
<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
24. Any product price promotions?	25. Cross-product promotion with cigarettes?			
<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No			

**PRICES**

19a. What is the cheapest price to purchase a single pack of cigarettes? (If cigarettes not sold here, skip to Q 27)  
 Cashier provided price: \$ \_\_\_\_\_  
 Observed advertised price: \$ \_\_\_\_\_  
 Unable to determine (e.g., only cartons sold here)

20a. Sales tax included in cheapest pack or not?  Yes  No

20b. What is the price to purchase one regular hard pack of Newport menthol?  
 Cashier provided price: \$ \_\_\_\_\_  
 Observed advertised price: \$ \_\_\_\_\_  
 Sold here but can't get price  
 Not sold here

20c. Sales tax included in the price for Newport pack?  Yes  No

21a. What is the cheapest price to purchase one Bu disposable e-cigarette (menthol)?  
 Cashier provided price: \$ \_\_\_\_\_  
 Observed advertised price: \$ \_\_\_\_\_  
 Sold here but can't get price  
 Not sold here

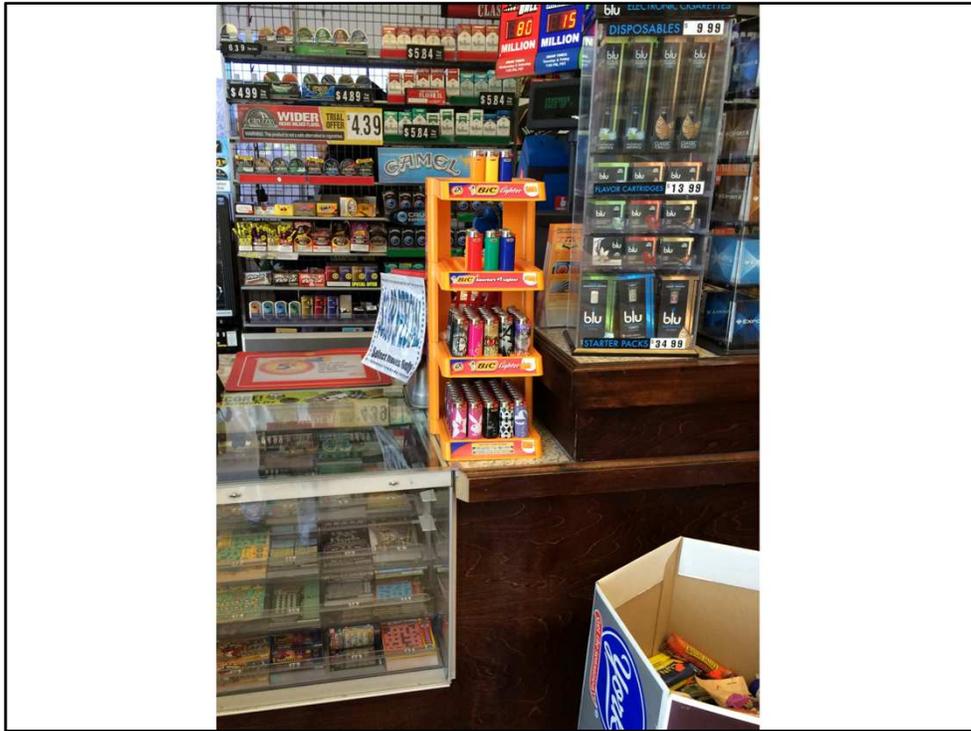
21b. Sales tax included in the price for Bu disposable e-cigarette?  Yes  No

**FIELD NOTES**  
 This retail environment provides a great photo opportunity

Most local programs used the Standardized Tobacco Assessment for Retail Settings survey or STARS, which was developed by a national group of content matter experts and was our recommended survey as each question is tied to a potential retail policy.



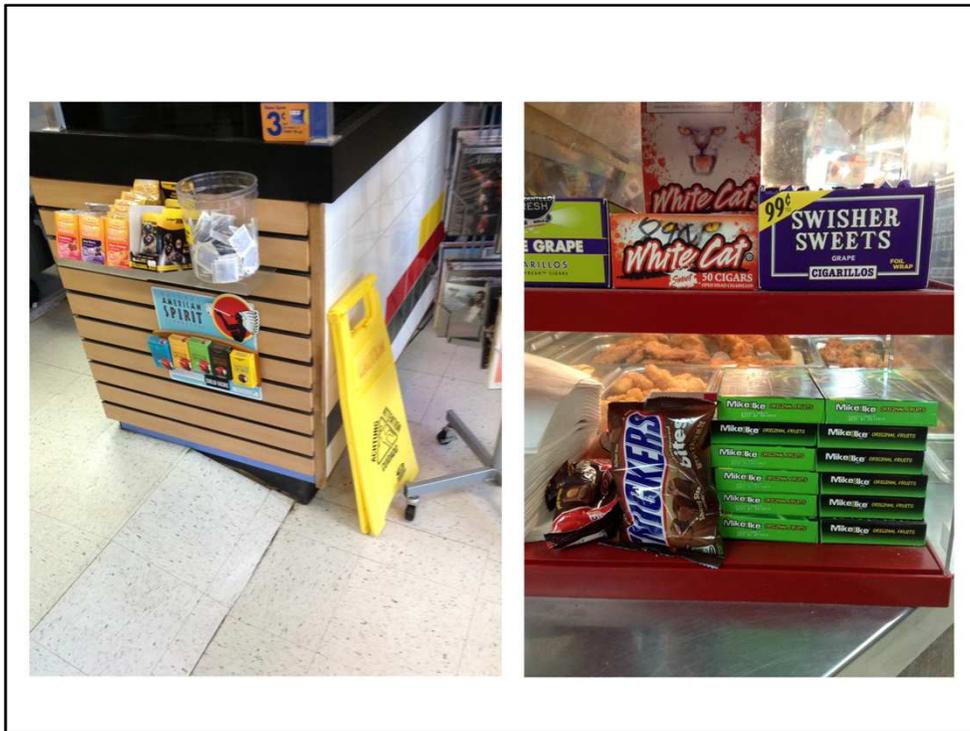
And assessors were looking for outside tobacco advertising...



Tobacco product availability...



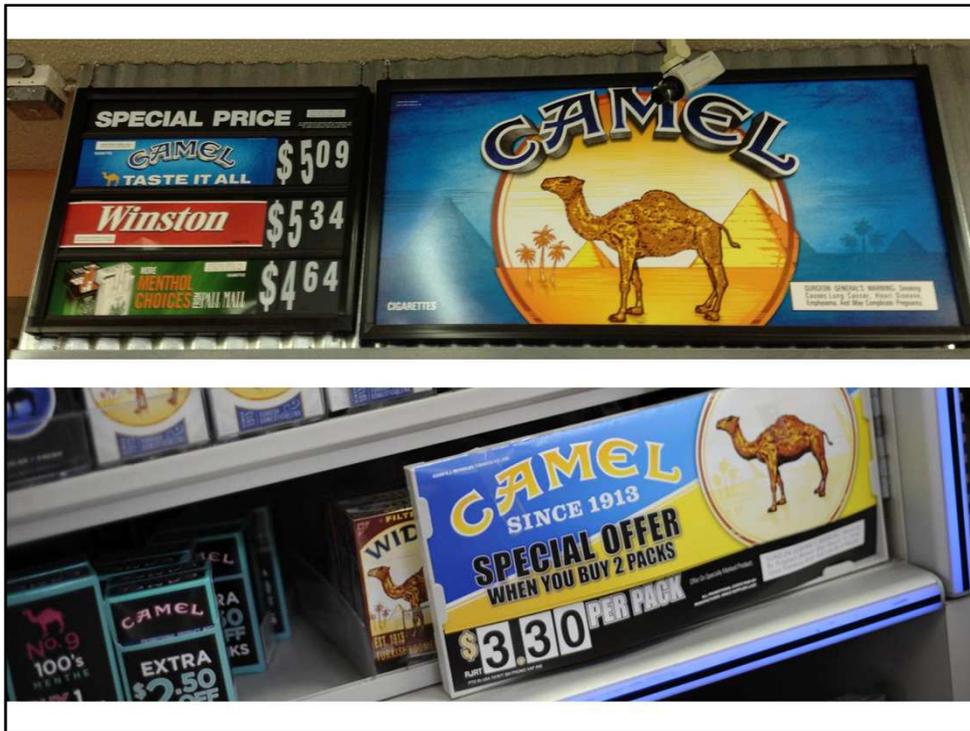
Including all of these products.



Tobacco advertising below 3 feet and tobacco products near candy or toys...



Tobacco product prices



Price promotions, including price discounts and multi-pack discounts...



And the availability of flavored tobacco.

Locally driven to  
statewide  
results?



So given the variety in data collection methods, how do we aggregate local data to produce statewide tobacco retail estimates?



To answer this question, I want to briefly discuss the process for aggregating the data.



**SCTC**  
State and Community Tobacco Control Research

Beta version (11/20/13)

1. Date of visit: \_\_\_\_\_
2. STORE ID: \_\_\_\_\_
3. COORID: \_\_\_\_\_
4. Store Name: Does the actual store name match the assigned store name?  
 Yes  
 No - Enter correct name: \_\_\_\_\_
5. Store Location: Does the actual store address match the assigned address?  
 Yes  
 No - Enter correct address: \_\_\_\_\_
6. Can you survey this store? (If not, then select an option below and STOP)  
 Yes, I can  
 No, store does not exist  
 No, store is closed  
 No, under 18 not allowed to enter  
 No, membership or fee required to enter  
 No, environment unsafe for me  
 No, asked to leave before completing the survey  
 Other (specify): \_\_\_\_\_

## Standardized Tobacco Assessment for Retail Settings (STARS)

Start time: \_\_\_\_\_

End time: \_\_\_\_\_

**EXTERIOR**

7. Which products are advertised outside the store (on windows/doors, building, sidewalk or elsewhere)?

a. Cigarettes – non-menthol	<input type="checkbox"/> Yes	<input type="checkbox"/> No
b. Cigarettes – menthol	<input type="checkbox"/> Yes	<input type="checkbox"/> No
c. Cigarillo/little cigars	<input type="checkbox"/> Yes	<input type="checkbox"/> No
d. Large cigars	<input type="checkbox"/> Yes	<input type="checkbox"/> No
e. Chew, moist or dry snuf, dip or snus	<input type="checkbox"/> Yes	<input type="checkbox"/> No
f. E-cigarettes	<input type="checkbox"/> Yes	<input type="checkbox"/> No

**INTERIOR**

8. Store Type (Choose one)

- Convenience store with or without gas (e.g. 7-Eleven, Exxon, Wawa)
- Drug store/pharmacy (e.g. CVS, Walgreens, Rite-Aid)
- Beer, wine, or liquor store (e.g. ABC)
- Grocery store (e.g. small market/deli/produce market) or supermarket (e.g. Shop & Shop, Harris Teeter, Albertson's)
- Mass merchandiser (e.g. WalMart, Costco, BJs, Sam's Club) or discount store (e.g. Dollar General, Family Dollar)
- Tobacco shop (e.g. Cigarettes Cheaper, cigar shops, hookah bars, e-cigarette shops, or other tobacco shops)
- Other (specify) \_\_\_\_\_ (e.g. gas station kiosk, donut shop, bait & tackle)

9. Any tobacco products sold here (i.e. cigarettes, cigars/cigarillos/little cigars, chew, moist or dry snuf, dip, snus, or e-cigarettes)? (Choose one)

- Yes and visible to customers
- Yes but not visible to customers
- No [STOP if focusing on tobacco retailers]

10. Does the store have a pharmacy counter?  Yes  No

11. WIC and/or SNAP (i.e. food stamps, EBT) accepted here?  
  Yes  No

12.  Alcoholic beverages sold here?  Yes  No

13. Counter-marketing: Does store display a graphic health warning sign?  Yes  No

Given that local assessments differed in questionnaire used...



Beta version (11/20/13)

## Standardized Tobacco Assessment for Retail Settings (STARS)

Start time: \_\_\_\_\_  
End time: \_\_\_\_\_

1. Date of visit: \_\_\_\_\_
2. STORE ID: \_\_\_\_\_
3. COORD: \_\_\_\_\_
4. Store Name: Does the actual store name match the assigned store name?  
 Yes  
 No - Enter correct name: \_\_\_\_\_
5. Store Location: Does the actual store address match the assigned address?  
 Yes  
 No - Enter correct address: \_\_\_\_\_
6. Can you survey this store? (If not, then select an option below and STOP)  
 Yes, I can  
 No, store does not exist  
 No, store is closed  
 No, under 18 not allowed to enter  
 No, membership or fee required to enter  
 No, environment unsafe for me  
 No, asked to leave before completing the survey  
 Other (specify): \_\_\_\_\_

**EXTERIOR**

7. Which products are advertised outside the store (on windows/doors, building, sidewalk or elsewhere)?

a	Cigarettes - non-menthol	<input type="checkbox"/> Yes	<input type="checkbox"/> No
b	Cigarettes - menthol	<input type="checkbox"/> Yes	<input type="checkbox"/> No
c	Cigarillo/little cigars	<input type="checkbox"/> Yes	<input type="checkbox"/> No
d	Large cigars	<input type="checkbox"/> Yes	<input type="checkbox"/> No
e	Chew, moist or dry snuf, dip or snus	<input type="checkbox"/> Yes	<input type="checkbox"/> No
f	E-cigarettes	<input type="checkbox"/> Yes	<input type="checkbox"/> No

**INTERIOR**

8. Store Type (Choose one)
  - Convenience store with or without gas (e.g. 7-Eleven, Exxon, Wawa)
  - Drug store/pharmacy (e.g. CVS, Walgreens, Rite-Aid)
  - Beer, wine, or liquor store (e.g. ABC)
  - Grocery store (e.g. small market/deli/produce market) or supermarket (e.g. Stop & Shop, Harris Teeter, Albertson's)
  - Mass merchandiser (e.g. WalMart, Costco, BJs, Sam's Club) or discount store (e.g. Dollar General, Family Dollar)
  - Tobacco shop (e.g. Cigarettes Cheaper, cigar shops, hookah bars, e-cigarette shops, or other tobacco shops)
  - Other (specify) \_\_\_\_\_ (e.g. gas station kiosk, donut shop, bait & tackle)
9. Any tobacco products sold here (i.e. cigarettes, cigars/cigarillos/little cigars, chew, moist or dry snuf, dip, snus, or e-cigarettes)? (Choose one)
  - Yes and visible to customers
  - Yes but not visible to customers
  - No [STOP if focusing on tobacco retailers]
10. Does the store have a pharmacy counter?  Yes  No
11. WIC and/or SNAP (i.e. food stamps, EBT) accepted here?  


 Yes  No
12. SNAP   Yes  No
13. Alcoholic beverages sold here?  Yes  No
14. Counter-marketing: Does store display a graphic health warning sign?  Yes  No



Assessors used to collect data (as well as level of training)...



Beta version (11/20/13)

## Standardized Tobacco Assessment for Retail Settings (STARS)

Start time: \_\_\_\_\_  
End time: \_\_\_\_\_

1. Date of visit: \_\_\_\_\_
2. STORE ID: \_\_\_\_\_
3. CODER ID: \_\_\_\_\_
4. Store Name: Does the actual store name match the assigned store name?  
 Yes  
 No - Enter correct name: \_\_\_\_\_
5. Store Location: Does the actual store address match the assigned address?  
 Yes  
 No - Enter correct address: \_\_\_\_\_
6. Can you survey this store? (If not, then select an option below and STOP)  
 Yes, I can  
 No, store does not exist  
 No, store is closed  
 No, under 18 not allowed to enter  
 No, membership or fee required to enter  
 No, environment unsafe for me  
 No, asked to leave before completing the survey  
 Other (specify): \_\_\_\_\_

EXTERIOR

7. Which products are advertised outside the store (on windows/doors, building, sidewalk or elsewhere)?

a	Cigarettes - non-menthol	<input type="checkbox"/> Yes	<input type="checkbox"/> No
b	Cigarettes - menthol	<input type="checkbox"/> Yes	<input type="checkbox"/> No
c	Cigarillo/little cigars	<input type="checkbox"/> Yes	<input type="checkbox"/> No
d	Large cigars	<input type="checkbox"/> Yes	<input type="checkbox"/> No
e	Chew, moist or dry snuf, dip or snus	<input type="checkbox"/> Yes	<input type="checkbox"/> No
f	E-cigarettes	<input type="checkbox"/> Yes	<input type="checkbox"/> No

INTERIOR

8. Store Type (Choose one)
  - Convenience store with or without gas (e.g. 7-Eleven, Exxon, Wawa)
  - Drug store/pharmacy (e.g. CVS, Walgreens, Rite-Aid)
  - Beer, wine, or liquor store (e.g. ABC)
  - Grocery store (e.g. small market/deli/produce market) or supermarket (e.g. Shop & Shop, Harris Teeter, Albertsons)
  - Mass merchandiser (e.g. WalMart, Costco, BJ's, Sam's Club) or discount store (e.g. Dollar General, Family Dollar)
  - Tobacco shop (e.g. Cigarettes Cheaper, cigar shops, hookah bars, e-cigarette shops, or other tobacco shops)
  - Other (specify): \_\_\_\_\_ (e.g. gas station kiosk, donut shop, bait & tackle)
9. Any tobacco products sold here (i.e. cigarettes, cigars/cigarillo/little cigars, chew, moist or dry snuf, dip, snus, or e-cigarettes)? (Choose one)
  - Yes and visible to customers
  - Yes but not visible to customers
  - No [STOP if focusing on tobacco retailers]
10. Does the store have a pharmacy counter?  Yes  No
11. WIC and/or SNAP (i.e. food stamps, EBT) accepted here?  Yes  No
12.  Alcoholic beverages sold here?  Yes  No
13. Counter-marketing: Does store display a graphic health warning sign?  Yes  No




...and year of data collection.

**SCTC**  
State and Community Tobacco Control Research

Beta version (11/29/13)

### Standardized Tobacco Assessment for Retail Settings (STARS)

Start time: \_\_\_\_\_  
End time: \_\_\_\_\_

1. Date of visit: \_\_\_\_\_

2. STORE ID: \_\_\_\_\_

3. CODER ID: \_\_\_\_\_

4. Store Name: Does the actual store name match the assigned store name?  
 Yes  
 No - Enter correct name: \_\_\_\_\_

5. Store Location: Does the actual store address match the assigned address?  
 Yes  
 No - Enter correct address: \_\_\_\_\_

6. Can you survey this store? (If not, then select an option below and STOP)  
 Yes, I can  
 No, store does not exist  
 No, store is closed  
 No, under 18 not allowed to enter  
 No, membership or fee required to enter  
 No, environment unsafe for me  
 No, asked to leave before completing the survey  
 Other (specify): \_\_\_\_\_

**EXTERIOR**

7. Which products are advertised outside the store (on windows/doors, building, sidewalk or elsewhere)?

a. Cigarettes - non-menthol	<input type="checkbox"/> Yes	<input type="checkbox"/> No
b. Cigarettes - menthol	<input type="checkbox"/> Yes	<input type="checkbox"/> No
c. Cigarillos/little cigars	<input type="checkbox"/> Yes	<input type="checkbox"/> No
d. Large cigars	<input type="checkbox"/> Yes	<input type="checkbox"/> No
e. Chew, moist or dry snuff, dip or snus	<input type="checkbox"/> Yes	<input type="checkbox"/> No
f. E-cigarettes	<input type="checkbox"/> Yes	<input type="checkbox"/> No

**INTERIOR**

8. Store Type (Choose one)  
 Convenience store with or without gas (e.g. 7-Eleven, Exxon, Wawa)  
 Drug store/pharmacy (e.g. CVS, Walgreens, Rite Aid)  
 Beer, wine, or liquor store (e.g. ABC)  
 Grocery store (e.g. small market/deli/produce market) or supermarket (e.g. Stop & Shop, Harris Teeter, Albertsons)  
 Mass merchandiser (e.g. Wal-Mart, Costco, BJs, Sam's Club) or discount store (e.g. Dollar General, Family Dollar)  
 Tobacco shop (e.g. Cigarette/Chewer cigar shops, hookah bars, e-cigarette shops, or other tobacco shops)  
 Other (specify): \_\_\_\_\_ (e.g. gas station kiosk, donut shop, bait & tackle)

9. Any tobacco products sold here (i.e. cigarettes, cigars/cigarillos/little cigars, chew, moist or dry snuff, dip, snus, or e-cigarettes)? (Choose one)  
 Yes and visible to customers  
 Yes but not visible to customers  
 No [STOP if focusing on tobacco retailers]

10. Does the store have a pharmacy counter?  
 Yes  No

11. WIC and/or SNAP (i.e. food stamps, EBT) accepted here?  
 Yes  No

12. Alcoholic beverages sold here?  
 Yes  No

13. Counter-marketing: Does store display a graphic health warning sign?  
 Yes  No

We chose to include counties that conducted assessments using the STARS survey and associated training materials to maintain as much consistency as possible.

Aggregate assessment by the numbers

**20**

**2,878**

**1,410**

**1,263**

**1,212**

So using this inclusion criteria let's review the numbers of tobacco retailers that were included in the statewide aggregate analysis.

## Aggregate assessment by the numbers

**20** used the Standardized Tobacco Assessment  
in Retail Settings (STARS) survey

**2,878**

**1,410**

**1,263**

**1,212**

Of our 34 LPHA, we had 20 (59%) use the STARS survey.

## Aggregate assessment by the numbers

**20** used the Standardized Tobacco Assessment  
in Retail Settings (STARS) survey

**2,878** tobacco retailers  
in Oregon

**1,410**

**1,263**

**1,212**

Through the tobacco retailer mapping work here at the state, there are an estimated 2,878 tobacco retailers in Oregon.

Out of an estimated 2,878 tobacco retailers in Oregon...

## Aggregate assessment by the numbers

**20** used the Standardized Tobacco Assessment  
in Retail Settings (STARS) survey

**2,878** tobacco retailers  
in Oregon

**1,410** attempted tobacco  
retail assessments

**1,263**

**1,212**

Counties who used the STARS survey attempted assessments for 1,410 tobacco retailers.

## Aggregate assessment by the numbers

**20** used the Standardized Tobacco Assessment  
in Retail Settings (STARS) survey

**2,878** tobacco retailers  
in Oregon

**1,410** attempted tobacco  
retail assessments

**1,263** completed tobacco  
retail assessments

**1,212**

They completed assessments for 1,263 retailers...

## Aggregate assessment by the numbers

**20** used the Standardized Tobacco Assessment  
in Retail Settings (STARS) survey

**2,878** tobacco retailers  
in Oregon

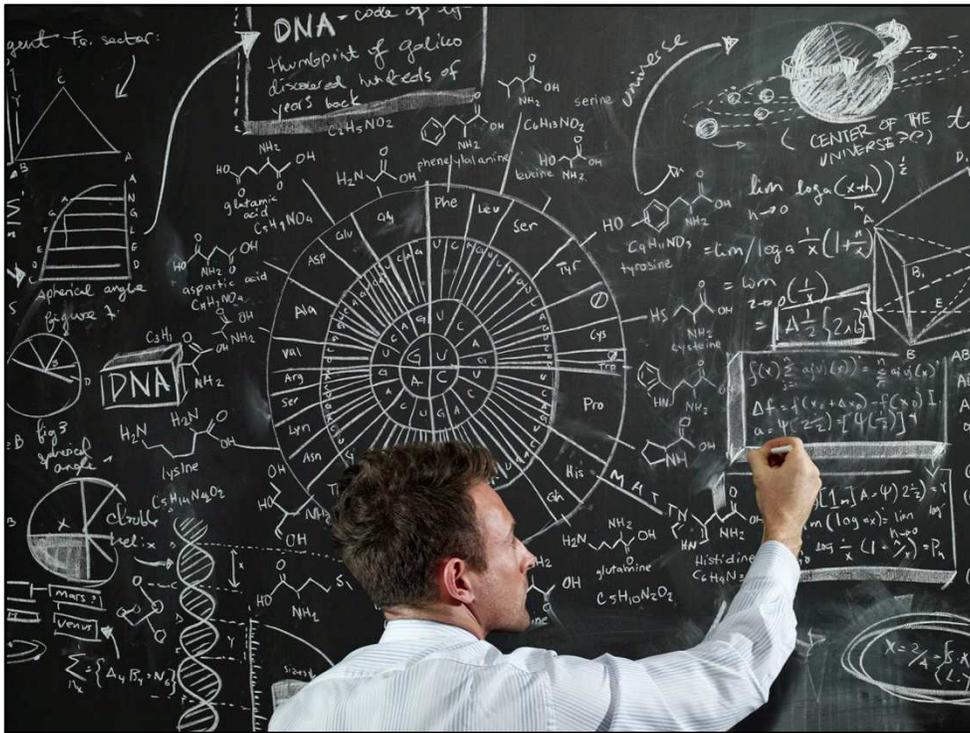
**1,410** attempted tobacco  
retail assessments

**1,263** completed tobacco  
retail assessments

**1,212** sold tobacco and were  
included in the analysis

And 1,212 of these retailers sold tobacco products and were included in the analysis.

This is **42%** of total tobacco retailers in the state.



Next, the HPCDP Technical Lead, Duyen Ngo, created an analysis weight for each county. Details for weight creation are below:

Survey weights for the aggregate analysis were created using a two-step process to ensure proportional representation of data collected among counties that used the STARS survey and were included in the analysis. The survey weights adjust the contribution of county assessment data based on the proportion of total retailers in the county to the total number of retailers in the state of Oregon. Counties that were underrepresented in the analysis were given a weight larger than 1, and counties that were overrepresented in the analysis were given a weight smaller than 1.

First, a weight was created for each STARS county by dividing the number of total retailers in the county by the number of retailers in the county with a completed assessment. The county weights ranged from 0.96 to 3.4. Next, a state weight was created for each STARS county by multiplying the county weight by the ratio of the total number of retailers in the state to the total number of retailers assessed in the state. The state weights ranged from 2.44 to 8.63.



So what were the results?

## Product availability



First let's look at product availability...

## Product availability



97%



97% of tobacco retailers in the state sold regular cigarettes.

## Product availability



97%



95%



95% sold menthol cigarettes.

## Product availability



97%



95%



78%



78% sold electronic cigarettes.

## Product availability



97%



95%



78%



89%



89% sold little cigars or cigarillos.

## Product availability



97%



95%



78%



89%



90%

And 90% sold smokeless tobacco.

## Average retail price



Now let's look at average retail price of products.

## Average retail price



**\$4.75**



The average retail price for a single pack of regular cigarettes was \$4.75.

## Average retail price



**\$4.75**



**\$6.52**



The average retail price for a pack of Newport menthol cigarettes was \$6.52.

## Average retail price



**\$4.75**



**\$6.52**



**\$10.11**



The average retail price for a single, disposable Blu electronic cigarette was \$10.11.

## Average retail price



**\$4.75**



**\$6.52**



**\$10.11**



**\$1.04**



The average retail price for a single, flavored little cigar or cigarillo was \$1.04.

## Average retail price



**\$4.75**



**\$6.52**



**\$10.11**

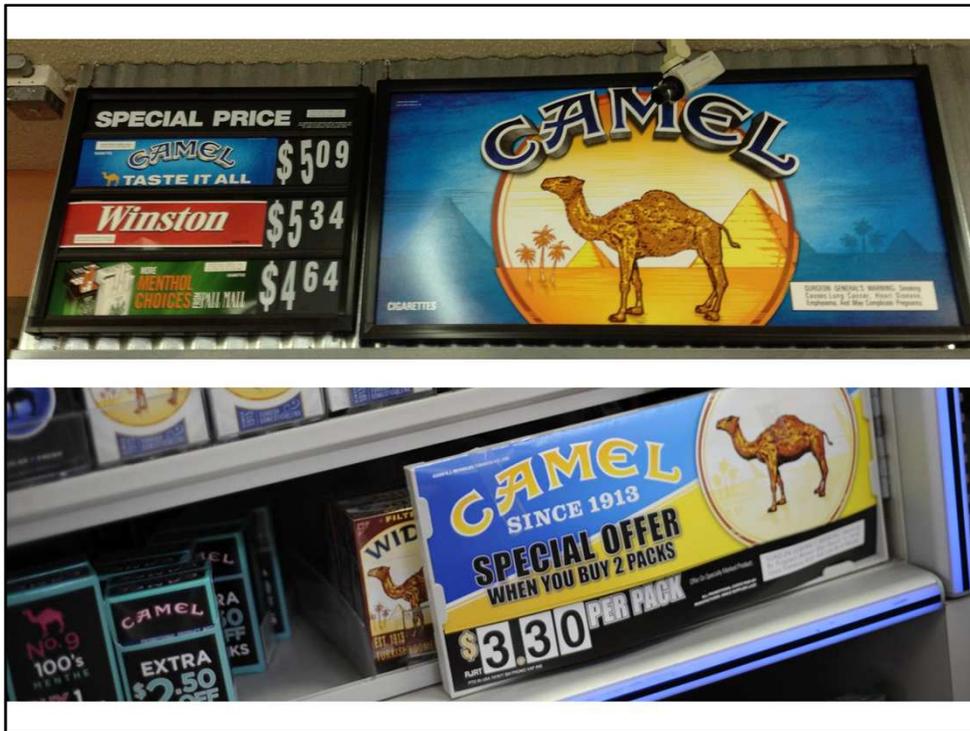


**\$1.04**



**\$4.91**

The average retail price for a single can of chewing tobacco was \$4.91.



And what was the proportion of retailers who had a price discount for at least one tobacco product?



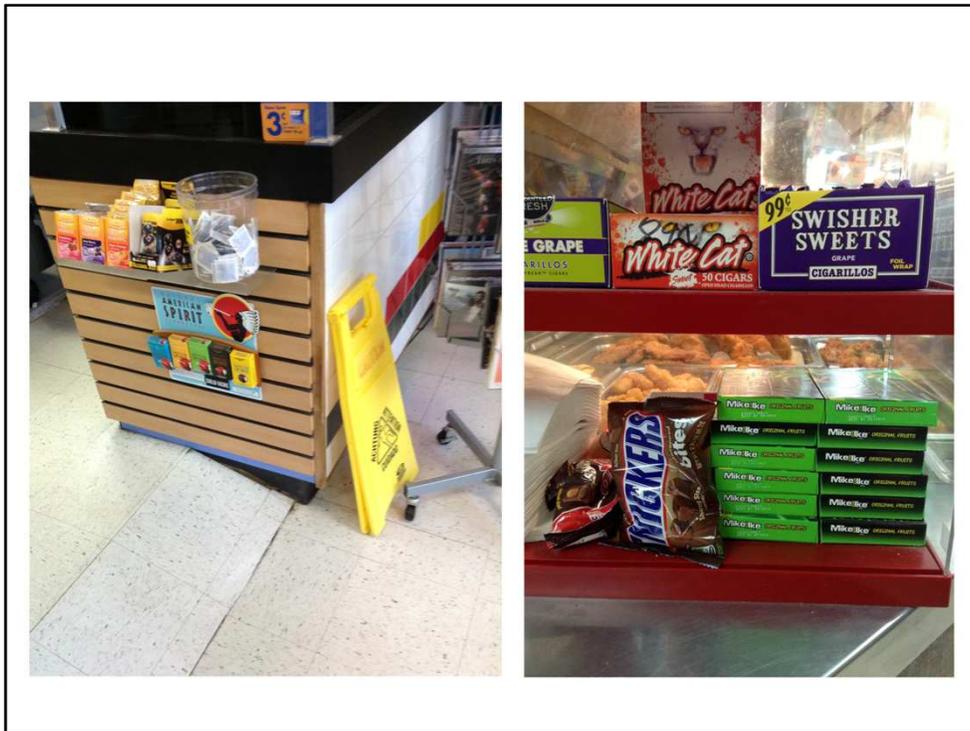
76% or about 3 out 4 tobacco retailers.



And what proportion of retailers had outside advertising for at least one type of tobacco product?



60% or 3 out of 5 tobacco retailers.

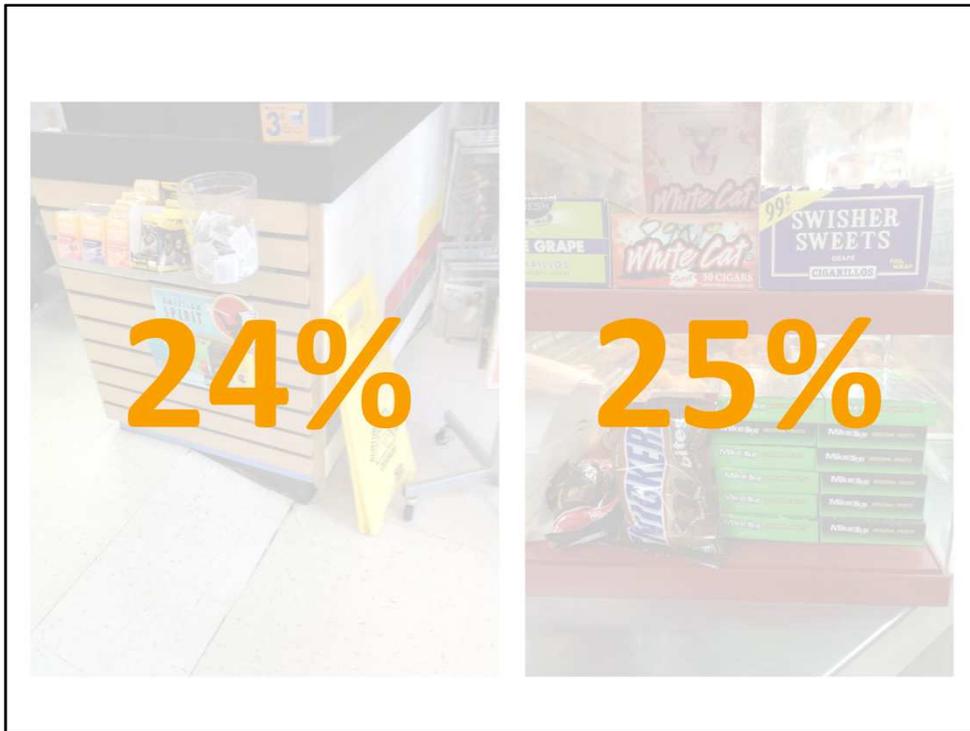


And how placed tobacco advertising within 3 feet of the floor?



24% or about 1 out of 4 tobacco retailers.

And how many placed tobacco products within a foot of candy or toys?



25% or 1 out of 4 tobacco retailers.



And what was the proportion of tobacco retailers that sold at least one type of flavored tobacco?



Excluding availability of menthol cigarettes, 93% of retailers sold flavored tobacco.



A fact sheet is currently in development for the results for the statewide aggregate analysis.

The fact sheet is putting the data in the context of a larger story about the tobacco retail environment.

We are going to look at the draft here, but the final product is expected to be ready by the end of this month (May)

This is the front cover.

## APPROACHING THE STORE

### THESE DAYS, A TRIP TO THE CORNER STORE IS A DIFFERENT EXPERIENCE FOR KIDS AND TEENS

*than it is for their parents, or for any adults. That's because the tobacco industry starts targeting young people even before they get inside. The onslaught of youth-targeted promotions begins on the exterior walls and windows of these stores, which the tobacco industry knows are popular spots for kids and teens.*



Big Tobacco can't advertise on billboards and TV anymore. But tobacco marketing still occurs every day in stores, where the industry

**NOW SPENDS MORE ON ADS AND PROMOTIONS THAN BEFORE IT WAS REGULATED.**

Often these ads are placed on the lower half of exterior windows and walls—at the **eye level of a young child**. Colorful, attractive images of tobacco products can be found alongside ads for snacks and treats that kids know and love, such as sodas, hot dogs and chips.

Adults are so accustomed to ever-present advertising, they often don't notice these pro-tobacco messages or their impact on young people.

*The fact is, kids who regularly see tobacco ads are more likely to experiment with or start using tobacco.*

Adults aren't immune either: Exposure to tobacco ads has been linked to impulse purchases in adults who are trying to quit, and to relapse in former smokers.

FIND OUT WHAT YOU CAN DO: [SMOKEFREEOREGON.COM](http://SMOKEFREEOREGON.COM)

The fact sheet is divided into sections that flow from the outside of the store to the inside of the store.

Here we see the story about approaching a tobacco retailer.



## WHAT'S INSIDE

### FOR A YOUNG PERSON,

*stepping inside the convenience stores and gas station mini-marts where most tobacco is sold can be an overwhelming experience. The aisles are lined with brightly-colored products—soda, snacks, small toys—in shiny, eye-grabbing packages.*

*Big Tobacco's deadly products are a big part of the mix.*

A much wider variety of tobacco products are now available, including inexpensive little cigars and cigarillos sweetened with candy and fruit flavors that kids enjoy. **These and other tobacco products even look like real candy**—in bright, colorful and foil wrappers—and are often displayed in arm's reach of the real candy, gum and other products kids like.



**NEARLY ALL  
(95%)**  
retailers sold  
menthol cigarettes.



**NEARLY  
EIGHT-IN-TEN**  
retailers sold  
electronic cigarettes.

The tobacco industry pays store owners to strategically place these products **in places where young people can't help but see them**, and studies have shown that this exposure increases the likelihood that a child will experiment with tobacco or start using it.

FIND OUT WHAT YOU CAN DO: [SMOKEFREEOREGON.COM](http://SMOKEFREEOREGON.COM)

The other sections highlight the inside of the store...



With an image...

## AT THE REGISTER

### **BIG TOBACCO KNOWS THAT NEARLY 90 PERCENT OF SMOKERS START USING TOBACCO BEFORE AGE 18.**

*So the industry uses a "sweet and cheap" strategy that appeals to kids to attract them to these addictive products.*

The industry sweetens little cigars and cigarillos with **kid-friendly flavors like watermelon, chocolate and cotton candy** that mask tobacco's natural bitter taste and make it easier for young people to start using tobacco.

*The industry packages these products—which contain nicotine and are just as addictive as conventional cigarettes—as "single servings" that sell for \$1 or \$2 each, well within the budgets of even cash-strapped young people.*



**NEARLY EIGHT-IN-TEN** retailers had a price discount for at least one type of tobacco.



Among retailers that sold electronic cigarettes, about **EIGHT-IN-TEN** sold flavored electronic cigarettes.

The industry's tactics are working: Even as youth smoking rates decline in Oregon, more teens are using flavored tobacco products. Nearly twice as many 11th graders use non-cigarette tobacco products as smoke cigarettes, according to 2013 data.

FIND OUT WHAT YOU CAN DO: [SMOKEFREEOREGON.COM](http://SMOKEFREEOREGON.COM)

And specifically what a child sees at the register...



With a picture and data.

## JUST THE FACTS



### STORE CHARACTERISTICS

- Nearly three-in-four (73%) retailers in Oregon accepted SNAP (i.e., food stamps, EBT) and about one-in-five (20%) accepted WIC.



### PRODUCT AVAILABILITY

A variety of tobacco products are available in retail settings; tobacco retailers sell more than just cigarettes, including little cigars and cigarillos.

- Nearly all (97%) tobacco retailers sold non-menthol cigarettes
- Nearly all (95%) retailers sold menthol cigarettes.
- Nine-in-ten (90%) retailers sold smokeless tobacco products.
- Nearly nine-in-ten (89%) retailers sold little cigars or cigarillos.
- Nearly eight-in-ten (78%) retailers sold electronic cigarettes.
- About four-in-ten (41%) retailers sold large cigars.



### OUTSIDE ADVERTISING

- Three-in-five (60%) tobacco retailers had outside advertisements promoting tobacco products.



### FLAVORED TOBACCO

- Excluding menthol cigarette availability, about nine-in-ten (93%) tobacco retailers sold at least one type of flavored tobacco product.
- Including menthol cigarette availability, nearly all (98%) tobacco retailers sold at least one type of flavored tobacco product.
- Among retailers that sold cigarillos or little cigars, about nine-in-ten (93%) sold flavored little cigars or cigarillos.
- Among retailers that sold electronic cigarettes, about eight-in-ten (84%) sold flavored electronic cigarettes.
- Among retailers that sold smokeless tobacco products, about nine-in-ten (93%) sold flavored smokeless tobacco products.
- Among retailers that sold large cigars, nearly four-in-ten (36%) sold flavored large cigars.
- Nearly all (95%) tobacco retailers sold menthol cigarettes.



### PRICE

- The average cheapest price of tobacco products in tobacco retail stores ranged from \$1.04 for a single, flavored little cigar or cigarillo to \$10.11 for one Blu disposable electronic cigarette.



### PRICE PROMOTIONS

- Nearly eight-in-ten (76%) tobacco retailers had a price discount for at least one type of tobacco product.



### PRODUCT AND ADVERTISING PLACEMENT

- One-in-four (25%) tobacco retailers displayed tobacco products within 12 inches of products sold to youth like toys, candy, gum, slushy or soda machines, or ice cream.
- Nearly one-in-four (24%) tobacco retailers displayed tobacco advertising within 3 feet of the floor at the eye level of a child.
- Taken together, about one-in-three (38%) tobacco retailers displayed tobacco products or advertising in a manner that appeals to children (near youth products or at a child's eye level).



### SINGLE LITTLE CIGARS OR CIGARILLOS

- Among tobacco retailers that sold little cigars or cigarillos, nearly nine-in-ten (86%) sold single little cigars or cigarillos.

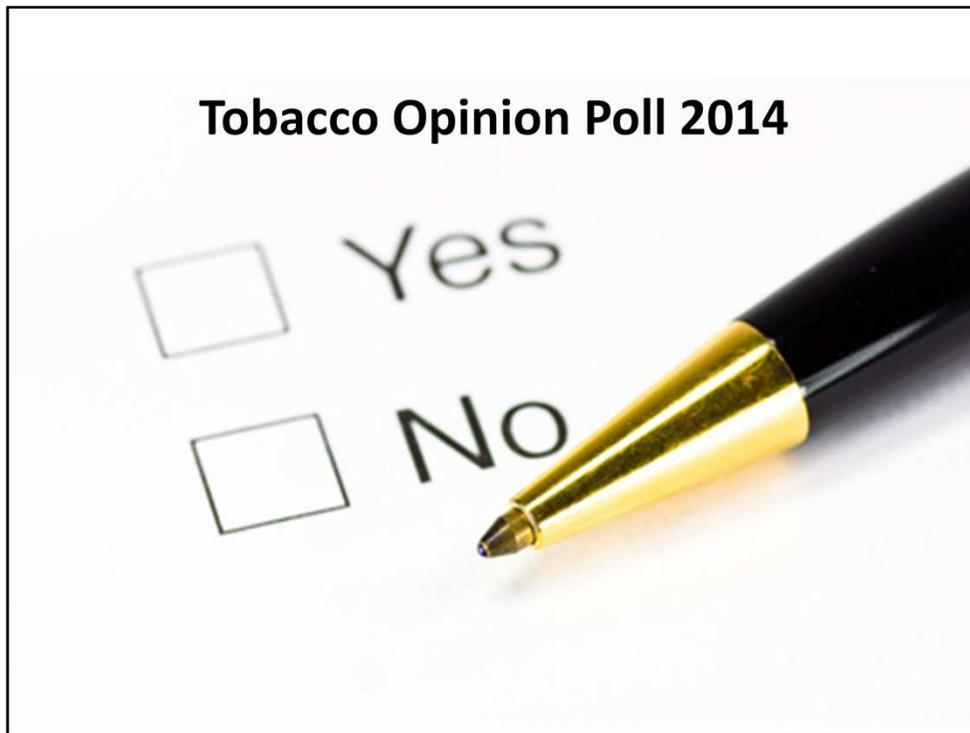
\*Federal Trade Commission Cigarette Report for 2011  
Other estimates calculated from Oregon-county level data collected March 2014 through January 2015



The back of the fact sheet is “Just the Facts” and contains all of the data points from the aggregate assessment.

The plan is for the fact sheet to live online and is able to be downloaded as a whole or by section, depending on the intended use.

We are also simultaneously working on a similar “plug-and-play” fact sheet for counties to insert their own local data.



The next tobacco data source we will be reviewing is the tobacco opinion poll that was conducted late last year.

**Purpose**

Assess public support for tobacco policies



The purpose of the poll was to assess public support for various tobacco policies.



## Timing

Conducted in December 2014

The opinion poll was conducted last December (2014).



**Timing**

Conducted in December 2014



**Population**

Oregon adults

It was conducted among a sample of Oregon adults.



**Timing**

Conducted in December 2014



**Population**

Oregon adults



**Sampling**

List of registered Oregon voters

A sample of Oregon adults was selected from a list of registered Oregon voters.

This is a standard sampling practice for opinion polling.



**Format**  
Telephone

The opinion poll was administered through a phone call with selected respondents.



**Format**  
Telephone



**Sample size**  
N = 500 adults  
N = 250 adults

Some survey questions were asked of the entire sample, which included 500 adults.

To keep the length of the survey manageable and ensure participation, parts of the survey were split between two groups of respondents. These split sample questions were asked of 250 adults.



**Format**  
Telephone



**Sample size**  
N = 500 adults  
N = 250 adults



**Administration**  
DHM Research

The opinion poll was administered by DHM Research, a contractor with years of experience conducting public opinion polls.

## Topics

Although the opinion poll contained many topics...

# Topics



This webinar will focus on support for tobacco retail policies...

## Topics



And support for tobacco-free places.



## Tobacco retail policies



First, let's review results for questions related to support for tobacco retail policies.

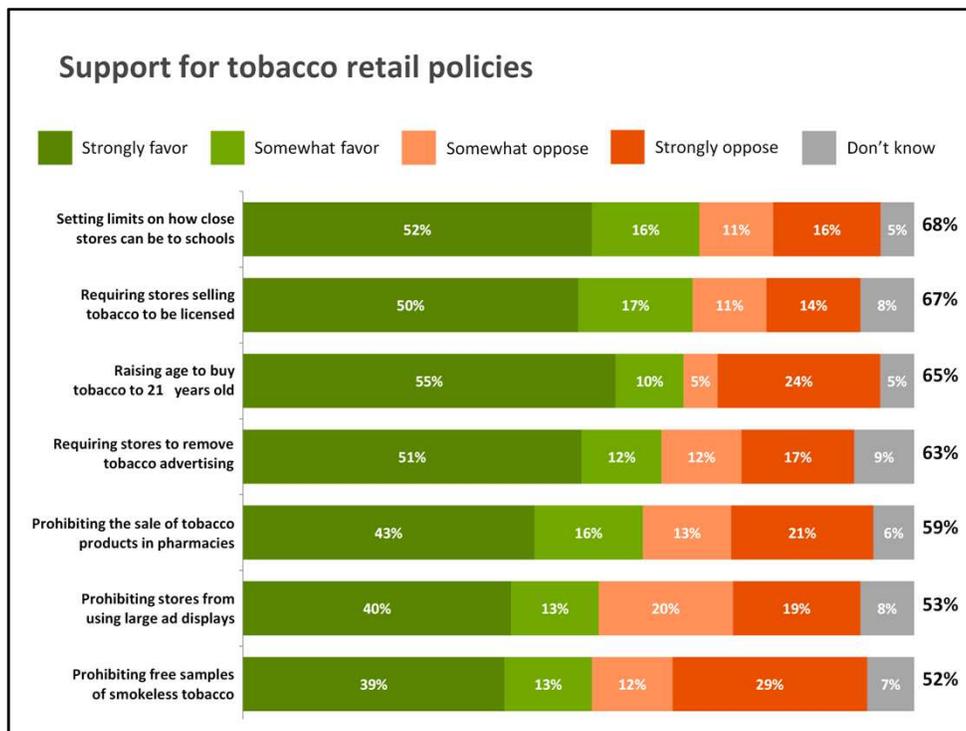
**Support for tobacco retail policies**

**Question**

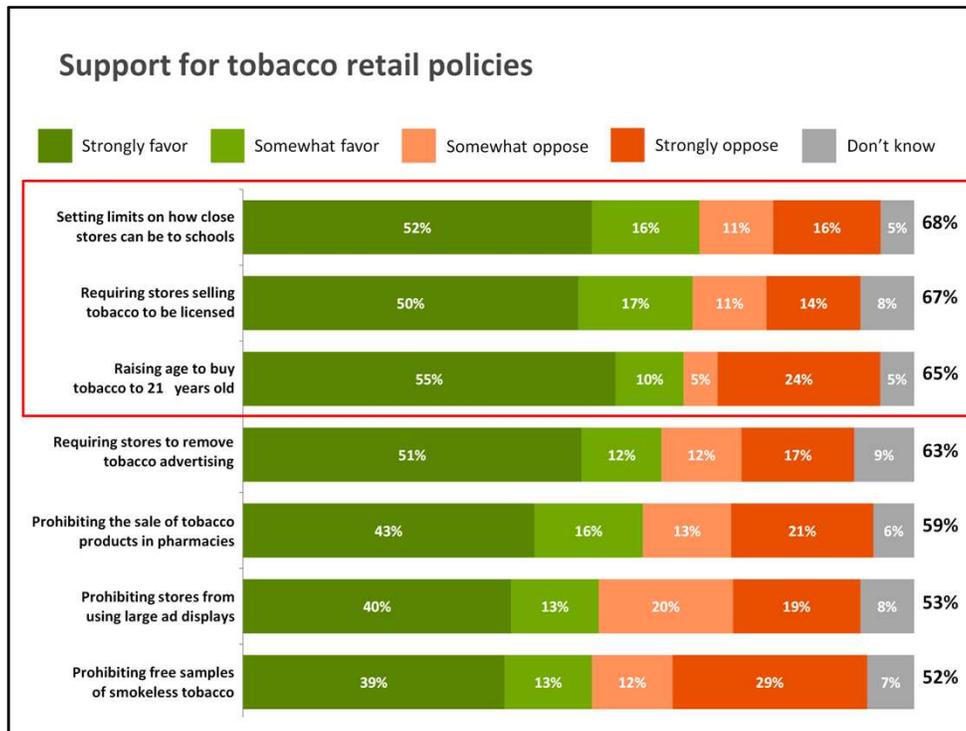
“Do you favor or oppose...”

Poll respondents were asked questions about support for a series of tobacco prevention policies that can be implemented in the retail environment.

Each question introduced the concept of the policy and then asked “Do you favor or oppose the policy? Strongly or somewhat?”



These are the tobacco retail policies that were supported by a majority of the respondents.



The top policy was setting limits on how close tobacco retailers can be to schools (this policy was included in Lane County’s recent-passed tobacco retail licensing).

The policy with the second highest public support was tobacco retail licensure or requiring stores selling tobacco to be licensed.

And although considered a more exploratory retail policy option, raising the sales age of tobacco to 21 years old had the third highest level of public support.

Nearly 70% or 7 out of 10 respondents supported these 3 policies.

Support for tobacco retail policies **Top 3**

As a quick review, the top 3 retail policies with the highest public support included...

## Support for tobacco retail policies **Top 3**



Setting limits on how close stores can be to schools



Setting limits on how close tobacco retailers can be to schools

## Support for tobacco retail policies **Top 3**



Setting limits on how close stores can be to schools



Requiring stores that sell tobacco to be licensed



Requiring stores that sell tobacco to be licensed

## Support for tobacco retail policies **Top 3**



Setting limits on how close stores can be to schools



Requiring stores that sell tobacco to be licensed



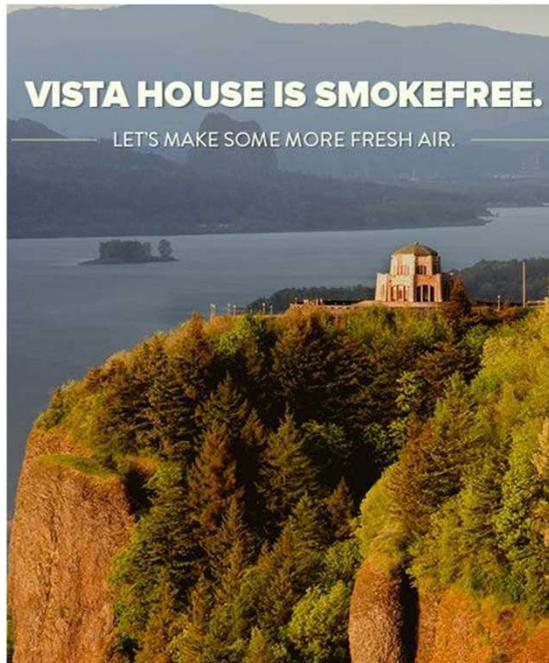
Raising the age to buy tobacco to 21 years old



And raising the age to buy tobacco to 21 years old.

The palm tree picture is not meant to make you sad, it is meant to highlight that the state of Hawaii recently passed this policy.

## **Tobacco-free places**



Next let's review the results for questions about support for tobacco-free places.

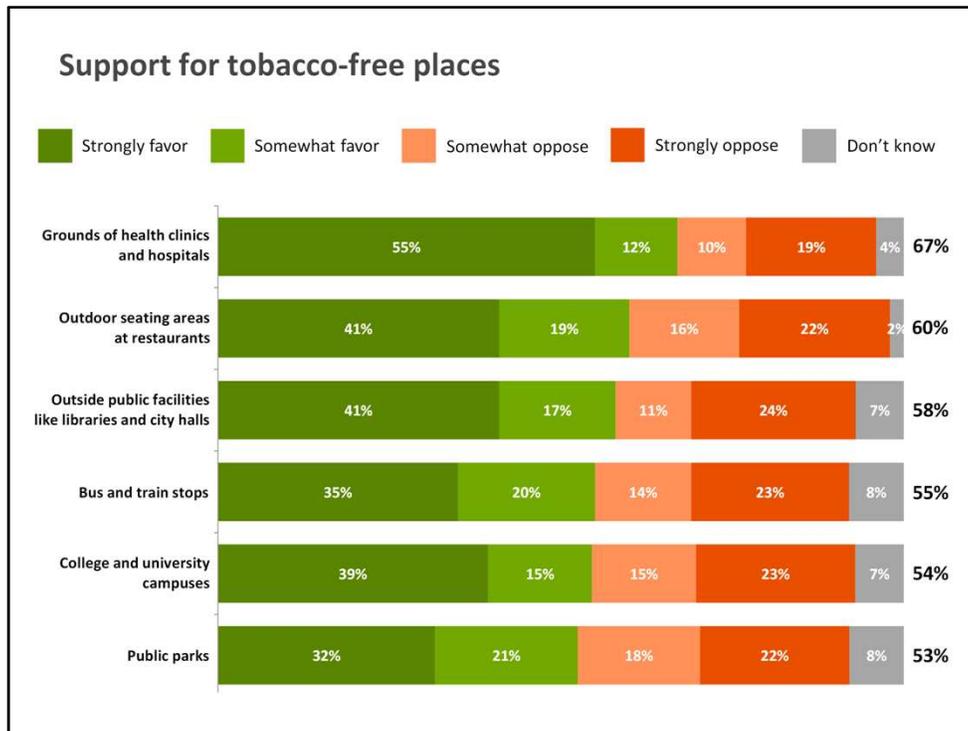
## Support for tobacco-free places

### Question

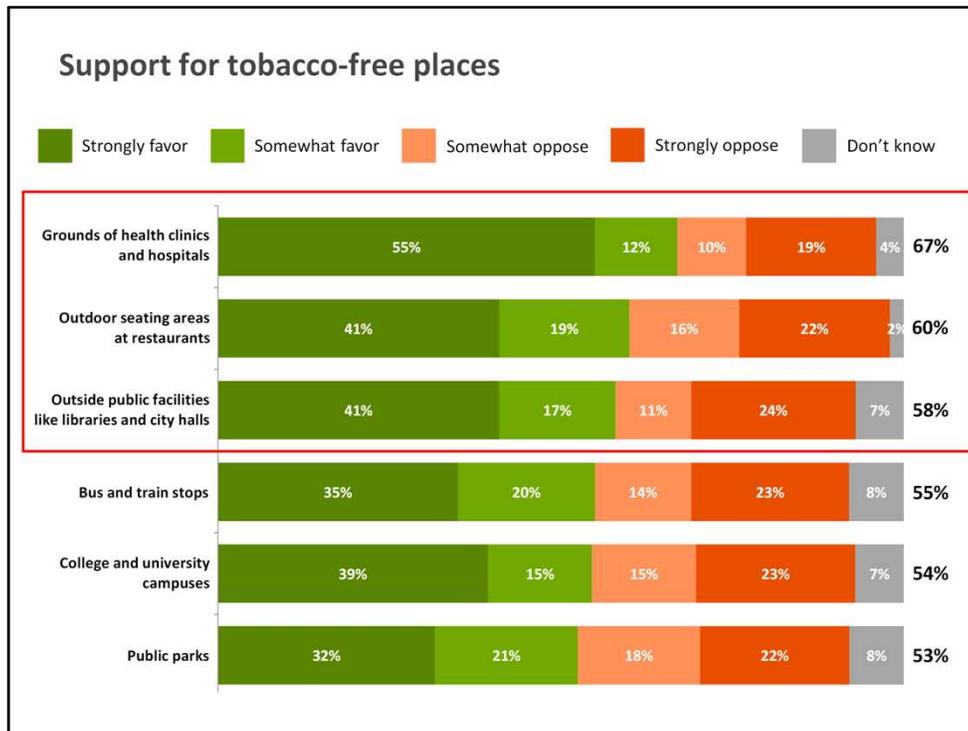
“I’m going to read you a list of places and events. After each, please tell me whether you favor or oppose making that location tobacco free.”

This set of questions was worded as follows:

“I’m going to read you a list of places and events. After each, please tell me whether you favor or oppose making that location tobacco free.”



These are the places that a majority of respondents supported going tobacco free.



The 3 places with the highest level of support included the grounds of health clinics and hospitals, outdoor seating areas at restaurants, and outside public facilities like libraries and city halls.

## Federal Trade Commission Reports



The next tobacco data source we will review is the recently released reports from the Federal Trade Commission.



**Federal Trade Commission**  
**Cigarette Report**  
**for 2012**

ISSUED: 2015

These reports are for tobacco industry marketing and promotional expenditures for cigarettes...



**Federal Trade Commission  
Cigarette Report  
for 2012**

ISSUED: 2015



**Federal Trade Commission  
Smokeless Tobacco Report  
for 2012**

ISSUED: 2015

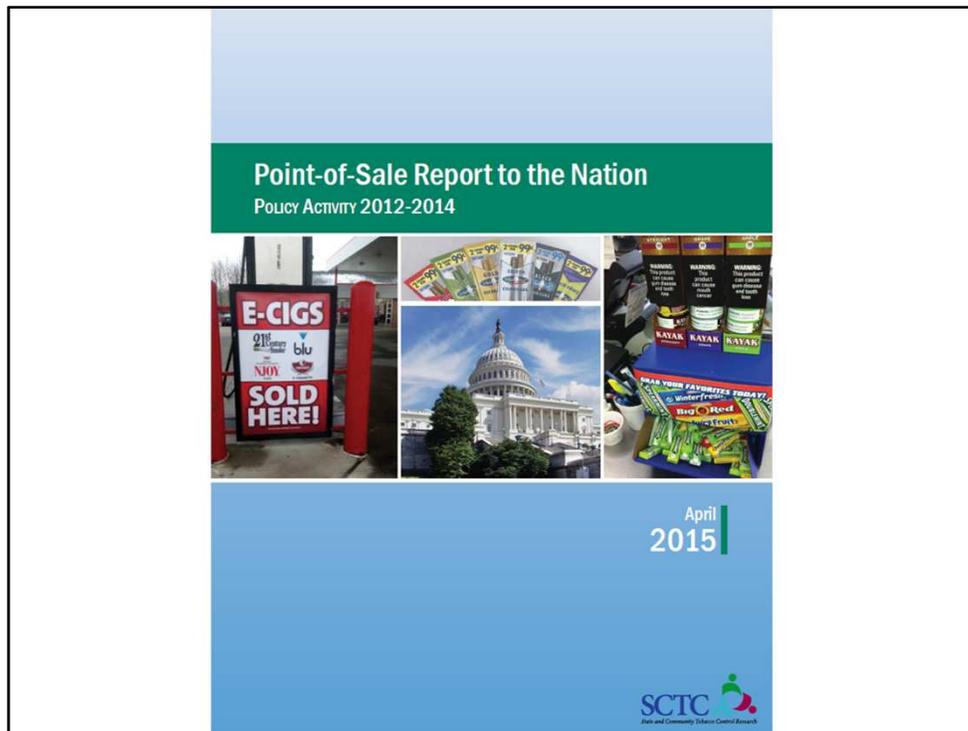
And smokeless tobacco in 2012.



According to these new reports, the Tobacco Industry spent \$9.2 billion in 2012 on marketing and promotion of cigarettes and smokeless tobacco.

Based on these national expenditures, it is estimated that the Tobacco Industry spent \$112 million in Oregon on marketing and promotion of cigarettes and smokeless tobacco.

The Oregon estimate was calculated by multiplying the total national cigarette and smokeless marketing and promotion expenditures by the ratio of cigarette pack sales in Oregon to cigarette pack sales for the rest of the United States. The Oregon estimate is adjusted to 2010 dollars.



Another new “data source” is the recently released report from SCTC on tobacco retail policy activity around the country.

This can be an important resource as you pursue your policy goals, because it indicates what policies other jurisdictions around the U.S. are pursuing.

### Tobacco Use Among Middle and High School Students — United States, 2011–2014

Rene A. Arraza, MPH<sup>1</sup>, Tishar Singh, MD, PhD<sup>2,3</sup>, Catherine G. Corey, MSPH<sup>3</sup>, Corinne G. Huston, MD<sup>3</sup>, Linda J. Neff, PhD<sup>4</sup>, Benjamin J. Apelberg, PhD<sup>5</sup>, Rebecca E. Bunnell, PhD<sup>6</sup>, Conrad J. Chobanyo, PhD<sup>7</sup>, Brian A. King, PhD<sup>8</sup>, Shanna Cox, MSPH<sup>1</sup>, Tim McAfee MD<sup>9</sup>, Ralph S. Catalano, PhD<sup>9</sup> (author affiliations at end of text)

Tobacco use and addiction most often begin during youth and young adulthood (1,2). Youth use of tobacco in any form is unsafe (1). To determine the prevalence and trends of current (past 30-day) use of nine tobacco products (cigarettes, cigars, smokeless tobacco, e-cigarettes, hookahs, tobacco pipes, snus, dissolvable tobacco, and bidis) among U.S. middle (grades 6–8) and high school (grades 9–12) students, CDC and the Food and Drug Administration (FDA) analyzed data from the 2011–2014 National Youth Tobacco Surveys (NYTS). In 2014, e-cigarettes were the most commonly used tobacco product among middle (3.9%) and high (13.4%) school students. Between 2011 and 2014, statistically significant increases were observed among these students for current use of both e-cigarettes and hookahs (p<0.05), while decreases were observed for current use of more traditional products, such as cigarettes and cigars, resulting in no change in overall tobacco use. Consequently, 4.6 million middle and high school students continue to be exposed to harmful tobacco product constituents, including nicotine. Nicotine exposure during adolescence, a critical window for brain development, might have lasting adverse consequences for brain development (1), causes addiction (3), and might lead to sustained tobacco use. For this reason, comprehensive and sustained strategies are needed to prevent and reduce the use of all tobacco products among youths in the United States.

NYTS is a cross-sectional, school-based, self-administered, pencil-and-paper questionnaire administered to U.S. middle and high school students. Information is collected on tobacco control outcome indicators to monitor the impact of comprehensive tobacco control policies and strategies (4) and inform FDA's regulatory actions (5). A three-stage cluster sampling procedure was used to generate a nationally representative sample of U.S. students who attend public and private schools in grades 6–12. This report includes data from 4 years of NYTS (2011–2014), using an updated definition of current tobacco use that excludes kreteks (sometimes referred to as dove cigarettes).<sup>\*</sup> Of 258 schools selected for the 2014 NYTS,

<sup>\*</sup>Kreteks are no longer sold legally in the United States and therefore data on these products were not collected in the 2014 cycle of NYTS. Kreteks also were not included in the definition of tobacco in years 2011, 2012, and 2013 in which the data were collected in order to be able researchers to assess trends across the study period.

207 (80.2%) participated, with a sample of 22,007 (91.4%) among 24,084 eligible students; the overall response rate was 73.3%. Sample sizes and overall response rates for 2011, 2012, and 2013 were 18,866 (72.7%), 24,658 (73.6%), and 18,406 (67.8%), respectively. Participants were asked about current (past 30-day) use of cigarettes, cigars (defined as cigars, cigarillos, or little cigars), smokeless tobacco (defined as chewing tobacco, snuff, or dip), e-cigarettes,<sup>1</sup> hookahs,<sup>2</sup> tobacco pipes (pipes),<sup>3</sup> snus, dissolvable tobacco (dissolvables), and bidis. Current use for each product was defined as using a product on ≥1 day during the past 30 days. Tobacco use was categorized as "any tobacco product use," defined as use of one or more tobacco products and "≥2 tobacco product use," defined as use of two or more tobacco products. Data were weighted to account for the complex survey design and adjusted for non-response; national prevalence estimates with 95% confidence intervals and population estimates rounded down to the nearest 10,000 were computed. Estimates for current use in 2014 are presented for any tobacco use, use of ≥2 tobacco products, and use of each tobacco product, by selected demographics for each school level (high and middle). Orthogonal polynomials were used with logistic regression analysis to examine trends from 2011 to 2014 in any tobacco use, use of ≥2 tobacco products, and use of each tobacco product by school level, controlling for grade, race/ethnicity, and sex and simultaneously assessing for linear and nonlinear trends.<sup>\*\*</sup> A p-value <0.05 was considered statistically significant. SAS-callable SUDAAN was used for analysis.

<sup>1</sup> In 2014, current use of e-cigarettes was assessed by the question, "During the past 30 days, on how many days did you use e-cigarettes such as Blu, 21st Century Smoke, or NJOY?" and in 2011 to 2013, such use was assessed by the question, "In the past 30 days, which (tobacco products) have you used on at least 1 day?"

<sup>2</sup> In 2014, current use of hookahs was assessed by the question, "In the past 30 days, which (tobacco products) have you used on at least one day?" and was the first response option available to be selected, whereas from 2011 to 2013, hookahs was the fourth or fifth response option.

<sup>3</sup> In 2014, current use of tobacco pipes was assessed by the question, "In the past 30 days, which (tobacco products) have you used on at least 1 day?" and in 2011 to 2013, it was assessed by the question, "During the past 30 days, on how many days did you smoke tobacco in a pipe?"

<sup>\*\*</sup> A test for linear trend is significant if an overall statistically significant decrease or increase occurs during the study period. Data also were assessed for the presence of nonlinear trends; a significant nonlinear trend indicates that the rate of change changed across the study period.

Another data source I wanted to highlight is the recently-released MMWR on tobacco use among middle and high school students in the United States. The MMWR provides the most up-to-date national trends in cigarette, cigar, hookah, and e-cigarette use. A major finding of the MMWR is that dramatic increases in e-cigarette and hookah tobacco use were offsetting declines in use of other tobacco products, including cigarettes.

Public Health > Partners > HPCDP Connection > Tobacco

## Tobacco Point of Sale (POS)/Retail Environment

Tobacco products are cheap, easily accessible, and heavily promoted. With bans on broadcast media and billboards, most tobacco marketing now occurs at the point of sale (POS). POS refers to any location where tobacco products are advertised, displayed, and purchased. The POS encompasses not only the final point of purchase (i.e. the register) but also indoor and outdoor advertising at retail locations, product placement and price.

Right now, everywhere tobacco is sold, tobacco can be advertised. Tobacco advertising targets youth and specific population groups (low income neighborhoods, communities of color and rural areas) and contributes to the disproportionate burden of tobacco use and tobacco-related diseases among vulnerable populations.

**Contact Us**

- Tobacco Prevention (TPEP) Self-Management Programs
- Wellness@Work
- Health Promotion & Chronic Disease Prevention Programs

**Take our survey**  
Help improve our site

- **Point-of-Sale Report to the Nation: The Tobacco Retail and Policy Landscape** Center for Public Health Systems Science (June 2014). This unique report discusses findings from the first ever study to establish a national monitoring system for POS policy activities. The report also outlines many successes in the field, as well as a number of ways to improve the implementation and dissemination of tobacco control efforts focused on POS.
- 1. **Point-of-Sale Report to the Nation highlights** This document provides a 3-page summary of the Point-of-Sale Report to the Nation. The focus of the highlights document is on the national results pertaining to tobacco retailer density and location, types of products sold, placement of tobacco products, and price promotions.
- **State of Evidence Review: Point of Sale Promotion of Tobacco Products** Institute for Global Tobacco Control, Johns Hopkins Bloomberg School of Public Health (Jan 2013). Presents selection of country case studies and summarizes associated research on POS tobacco promotion, its effects and efforts to regulate the POS environment.
- **Point-of-Sale Strategies: A Tobacco Control Guide** Tobacco Control Legal Consortium (Spring 2014). Practical guidance on selecting and implementing strategies to limit the sale, display and advertising of tobacco products in the retail environment. Based on current research and interviews with local, state and national point-of-sale experts.

**Presentations**

- **HPCDP PowerPoint presentation on flavored tobacco** Presentation highlights the types of flavored tobacco products available, why we are concerned with flavored tobacco and policy options to reduce flavored tobacco use. This was presented at a Public Health Grand Rounds Session and you can check out the presentation [video here](#).
- **HPCDP PowerPoint presentation on Point of Sale** Presentation reviews the types of stores in the tobacco retail environment, why the retail environment is important for tobacco prevention, and the available policy options for countering the influence of the tobacco industry in the retail environment.
- **Impact of Retail Marketing on Youth** Presentation from Counter Tobacco highlights tobacco industry expenditures in the retail environment, provides photos depicting the influence of the tobacco industry in the retail environment, and reviews published literature about the tobacco retail environment and tobacco use behaviors.

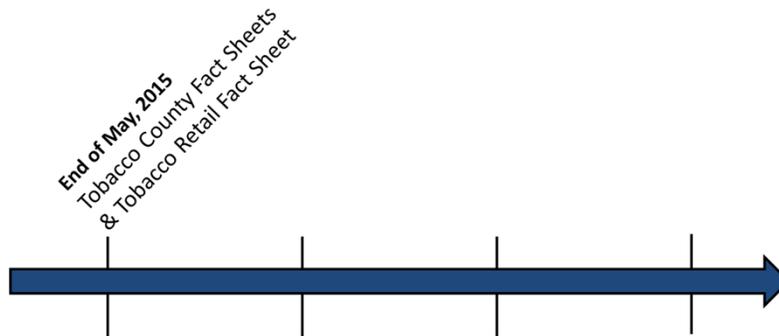
Lastly, I want to mention that there is a page on HPCDP Connection dedicated to tobacco retail data sources. This page will undergo a facelift this Summer as we remove older (potentially less useful) materials and replace with the most current research and policy resources on this topic.

## Timeline for data release



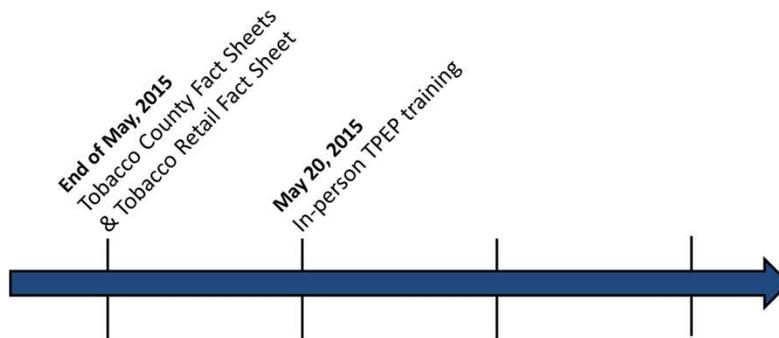
Now, let's quickly cover what data and data products we will have in the near future.

## Timeline for data release



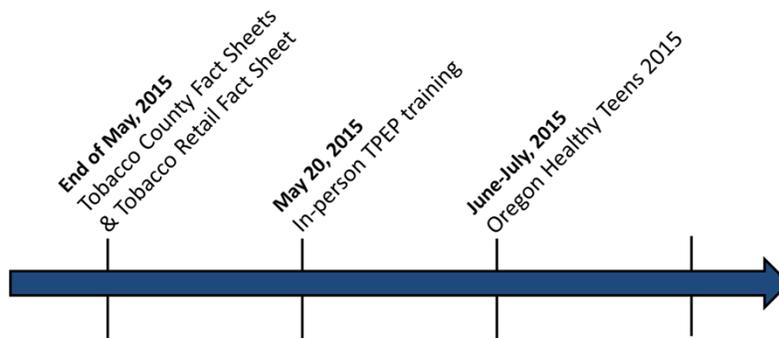
First, the Tobacco County Fact Sheets and State Tobacco Retail Fact Sheet are slated to be done by the end of this month (May).

## Timeline for data release



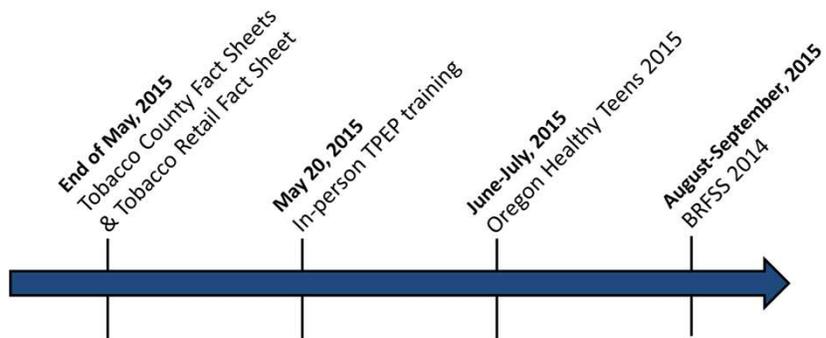
There is an optional TPEP In-Person Training on May 20<sup>th</sup> in Bend where we will be covering many of these same data sources and data products with a focus on how to use them.

## Timeline for data release



In June/July we will have new 2015 Oregon Healthy Teens data, which will have new data points on flavored tobacco use.

## Timeline for data release



And in August/September we should have new 2014 BRFSS data, which will include new data points like e-cigarette use.



Any questions, comments, or concerns?

If you have any questions, please contact your liaison who will connect you with the appropriate research analyst.

Thanks so much!