

Tobacco & Vaping 101: Georgia 2024

Lawmakers are often bombarded with misinformation on the products used by adults in their state. This annual analysis provides up-to-date data on the adults who use cigarettes and e-cigarette products in the Peach State. This information also includes data on youth use, impacts of e-cigarettes and analyses of existing tobacco monies.

Key Points:

- In 2022, nearly 1.1 million adults (12.5 percent) were currently smoking. This is a 16.7 percent decrease from 2021 and represents 190,945 fewer adults smoking.
- In 2022 (among all Georgia adults), 4.7 percent of 18- to 24-year-olds, 15.2 percent of 25–44-year-olds, 14.7 percent of 45–64-year-olds, and 9.7 percent of adults aged 65 years or older were currently smoking combustible cigarettes.
- Among all adults earning \$25,000 or less in 2022, 25.8 percent were currently smoking compared to only 7.2 percent of adults earning \$50,000 or more.
- Among all smoking adults in Georgia in 2022, 50.5 percent were White, 28.3 percent were Black, 8.7 were American Indian/Alaska Native, 7.1 percent were Hispanic, 3.8 percent were Multiracial (non-Hispanic), and 1.5 percent were Asian.
- In 2022, 647,012 Georgia adults (7.7 percent) were currently using e-cigarettes. This a 60.4 percent increase from 2021 and represents 249,799 additional adults vaping.
- Among all vaping adults in Georgia in 2022, 28.5 percent were 18 to 24 years old, 50.5 percent were 25 to 44 years old, 18.5 percent were 45 to 64 years old and 2.4 percent were 65 years or older.
- In 2021, for every one Georgia high school student who was smoking, more than 69 adults were currently using cigarettes.
- In 2021, for every one Georgia high school student who was vaping, more than four adults were currently using e-cigarettes.
- The introduction of e-cigarettes has not led to increases in cigarette smoking, but rather, correlates with significant declines in smoking rates among young adults.
- Between 2018 and 2022, smoking rates among Georgia adults aged 18 to 24 years old decreased by 60.5 percent.
- Cigarette excise taxes in Georgia disproportionately impact low income and low educated persons, while failing to significantly reduce smoking rates among that class.
- The percentage of Georgia adults earning \$25,000 or less that were smoking decreased by 32.5 percent between 2003 and 2022, while the percent of adults earning \$50,000 or more that were smoking decreased by 53.2 percent during the same period.
- Among Georgia adults who did not graduate high school, smoking rates decreased by 14.9 percent, and rates among adults with a college degree decreased by 32.5 percent.
- Georgia woefully underfunds programs to prevent youth use of tobacco and/or vapor products and help adults quit smoking, while simultaneously receiving millions of dollars from the pockets of the adults who smoke. In 2022, for every \$1 the state received in tobacco monies, it spent less than \$0.01 on tobacco control efforts.

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Adult Combustible Cigarette and E-Cigarette Use

In 2022, according to data from the annual Behavioral Risk Factor Surveillance System survey, conducted by the Centers for Disease Control and Prevention, nearly 1.1 million adults (or 12.5 percent of Georgians) were currently smoking. This is a 16.7 percent decrease from 2021 when 15 percent reported current cigarette use. There were 190,945 fewer adults smoking in 2022 compared to 2021.

In 2022 (among all Georgia adults), 4.7 percent of 18- to 24-year-olds, 15.2 percent of 25–44-year-olds, 14.7 percent of 45–64-year-olds, and 9.7 percent of adults aged 65 years or older were currently smoking combustible cigarettes.

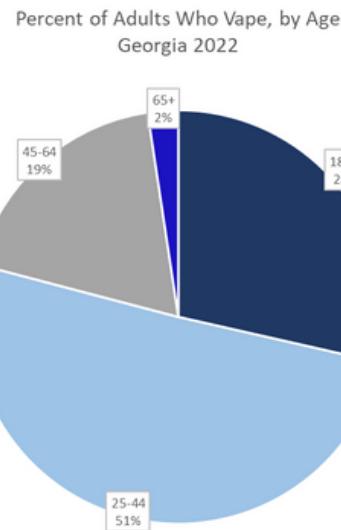
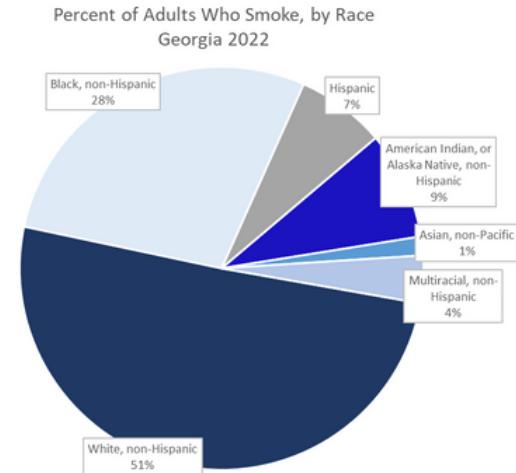
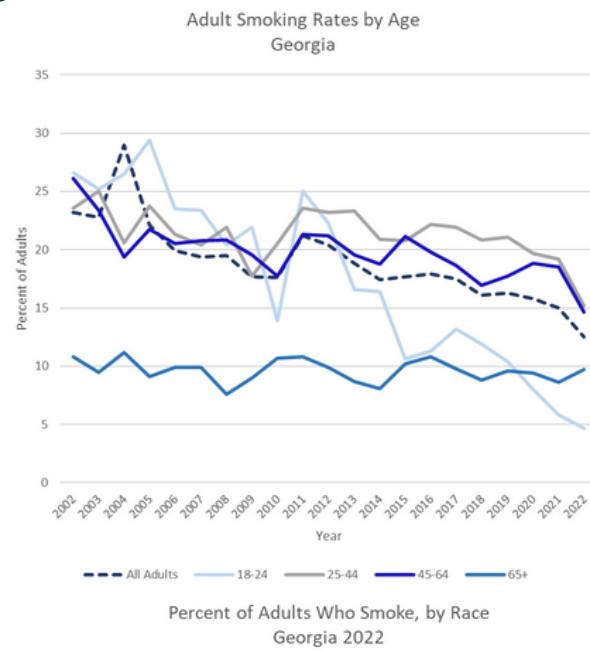
Among all adults earning \$25,000 annually or less in 2022, more than one-fourth (25.8 percent) reported currently smoking, compared to only 7.2 percent of adults who earned \$50,000 or more per year.

In Georgia, American Indian/Alaska Native adults reported smoking at a greater percentage of their identified race at 39.1 percent. This is compared to 16.1 percent of Multiracial (non-Hispanic) adults, 13.2 percent of White adults, 12.8 percent of Black adults, 10.2 percent of Hispanic adults, and 4.1 percent of Asian adults.

Yet, White adults made up a significantly larger percentage of the Georgia's total adult smoking population. In 2022, White adults accounted for 50.5 percent of Georgia's current smoking population, compared to American Indian/Alaska Native adults, who made up only 8.7 percent. Black adults made up 28.3 percent, Hispanic adults accounted for 7.1 percent, Multiracial (non-Hispanic adults) made up 3.8 percent, and Asian adults accounted for 1.5 percent of Georgia's adult smoking population in 2022.

In 2022, an estimated 647,012 Georgia adults (or 7.7 percent) were currently using e-cigarettes. This is a 60.4 percent increase from 2021 when 4.8 percent reported current e-cigarette use. There were an estimated 249,799 additional adults vaping in 2022 compared to 2021.

Among Georgia adults currently using e-cigarettes in 2022, 28.5 percent were 18 to 24 years old, 50.5 percent were 25 to 44 years old, 18.5 percent were 45 to 64 years old and 2.4 percent of current e-cigarette users in Georgia in 2022 were 65 years or older. Among adult e-cigarette users in Georgia in 2022, 71.5 percent were 25 years or older.

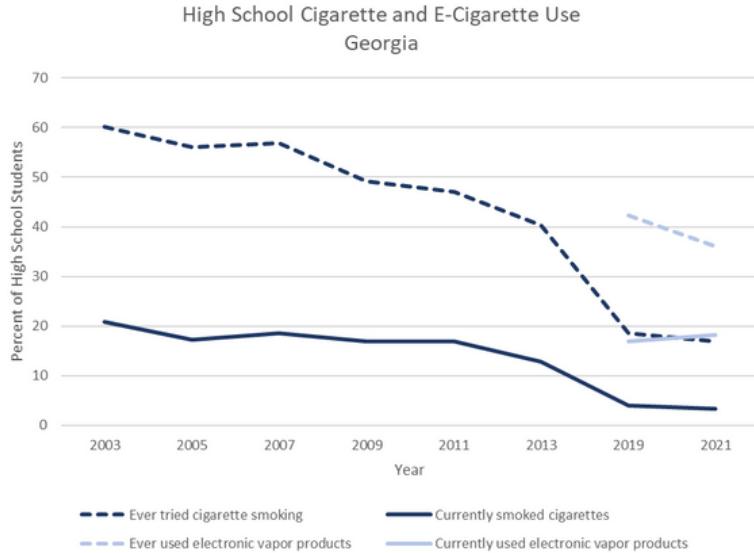


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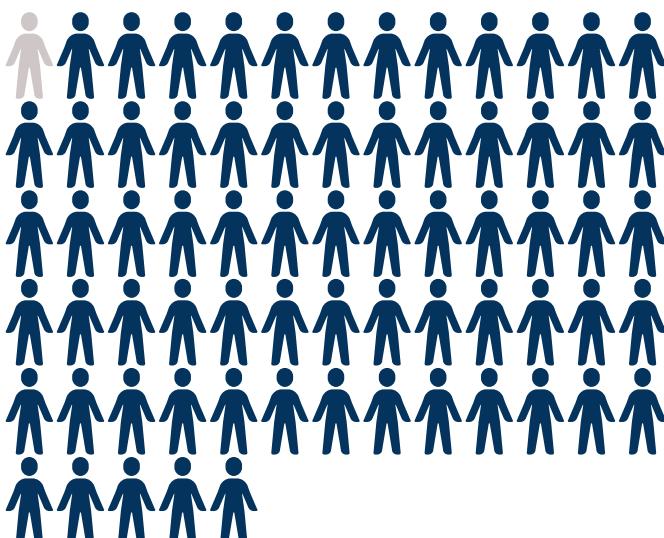
Youth Combustible Cigarette and E-Cigarette Use

Youth smoking rates are at historic lows in the Peach State. In 2021, 17 percent of high school students reported ever trying combustible cigarettes, while 3.3 percent reported currently smoking, or having used the product on at least one occasion in the 30 days prior. In 2021, approximately 17,759 Georgia high school students were smoking, compared to an estimated 1.2 million Georgia adults aged 18 and over who were currently smoking. For every one high schooler student smoking in 2021 in Georgia, more than 69 adults were currently smoking.

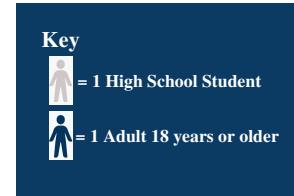
Youth vaping peaked in the Peach State in 2019 when nearly half (42.3 percent) of Georgia high school students reported having ever used an e-cigarette and nearly one-fifth (17 percent) reported current use. Between 2019 and 2021, lifetime e-cigarette use among Georgia high schoolers declined by 14.9 percent to 36 percent of students. Unfortunately, current use decreased slightly by 7.1 percent to 18.2 percent of Georgia high school students. In 2021, approximately 97,945 Georgia high school students were vaping, compared to 397,213 Georgia adults aged 18 and over who were currently vaping. For every one high schooler vaping in 2021 in Georgia, more than four adults were using e-cigarettes.



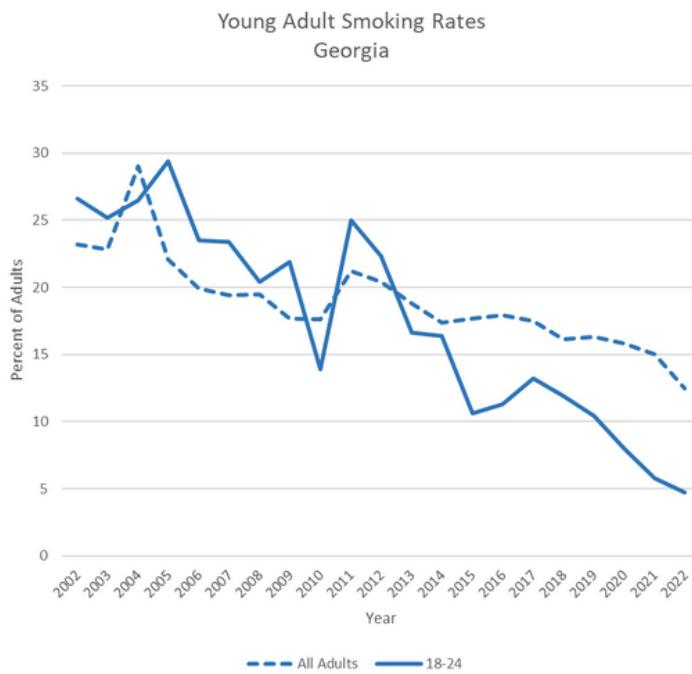
Youth to Adult Smoking Ratio Vermont 2021



Youth to Adult Vaping Ratio Vermont 2021



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Effects of Cigarette Excise Taxes

Georgia last increased its state cigarette excise tax in 2003 from \$0.12 to \$0.37-per-pack. Lawmakers often justify excise taxes on cigarettes to deter persons from using combustible cigarettes. These taxes not only disproportionately harm lower income and lower educated adults, the taxes also fail to significantly reduce smoking rates among those persons.

The percent of Georgia adults earning \$25,000 or less that were smoking decreased by only 32.5 percent between 2003 and 2022, while the percent of adults earning \$50,000 or more that were smoking decreased by 53.2 percent during the same period. Among Georgians who did not graduate high school, smoking rates decreased by 14.9 percent, and rates among adults with a college degree decreased by 32.5 percent.

Lawmakers should refrain from enacting further increases in cigarette taxes given their disproportionate effect on low-income and low-educated persons, while failing to reduce smoking rates.

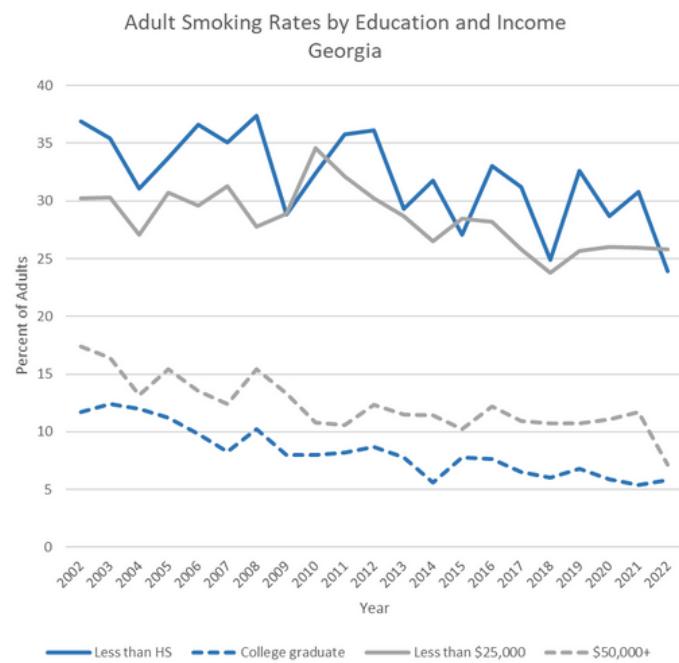
Young Adult Cigarette Use

The introduction of e-cigarettes has not led to increases in young adult cigarette smoking, but rather, correlates with significant declines.

In 2012, e-cigarettes were available in every major U.S. market. That same year, 22.3 percent of Georgians aged 18 to 24 years old were currently smoking. In 2018, public health purported a so-called “youth vaping epidemic,” and 11.9 percent of young adults in the Peach State were smoking. Between 2012 and 2018, young adult smoking rates declined by 46.6 percent. Further, since 2018, young adult smoking rates have decreased another 60.5 percent, with average annual declines of 20.5 percent.

In 2016 (among 18- to 24-year-olds), 11.3 percent and 7.8 percent were currently using combustible cigarettes and e-cigarettes, respectively. Between 2016 and 2022, current cigarette use among young adults decreased by 58.4 percent while vapor product use increased by 124.4 percent.

Given the epic lows in young adult smoking rates, lawmakers must refrain from policies that restrict access to alternatives to smoking.



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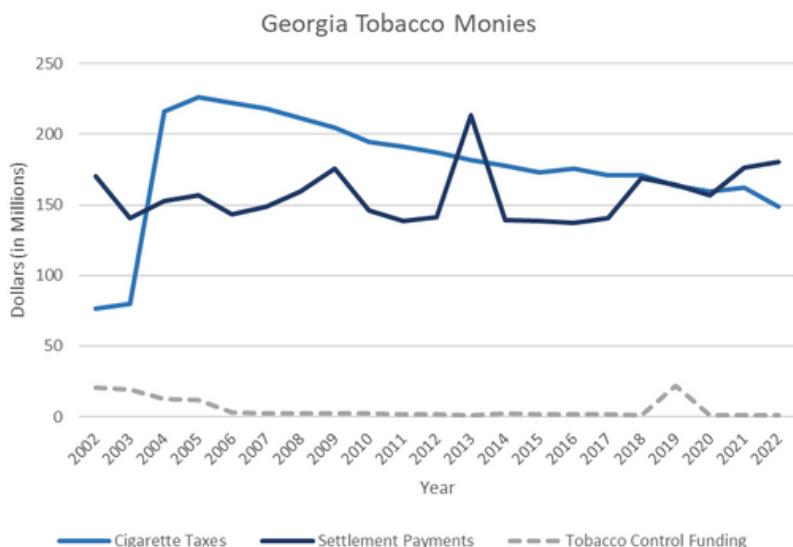
Tobacco Monies

Each year, states receive billions of dollars borne out of the lungs of persons who smoke. This revenue includes excise cigarette taxes and settlement payments. Yet, each year, states spend minuscule amounts of tobacco-related monies on programs to help adults quit smoking and prevent youth use.

In 2022, the Peach State collected \$148.7 million in state excise tax revenue from combustible cigarettes. This was an 8.2 percent decrease from 2021's \$162 million, or \$3.3 million less. Between 2002 and 2022, Georgia collected more than \$3.7 billion in cigarette taxes.

Since 2000, Georgia has collected annual payments from tobacco manufacturers based on the percentage of cigarettes and tobacco products sold in the state in that year. Georgia collected \$180.6 million in settlement payments in 2022, a 2.6 percent increase from 2021's \$176 million, or an additional \$4.6 million. Since 2002, the Peach State collected more than \$3.2 billion in tobacco settlement payments.

While Georgia collected more than \$329 million in tobacco-related monies in 2022, the state allocated only \$800,000 in state funding towards tobacco control programs, including cessation, education, and youth prevention efforts, which was a 0 percent change in funding from 2021's \$800,000. This amounts to 0.5 percent of taxes and 0.4 percent of settlement payments. In 2022, for every \$1 the state received in tobacco monies, it spent less than \$0.01 on tobacco control efforts.



References

1. Data on adult smoking rates comes from the Centers for Disease Control's Behavioral Risk Factor Surveillance Survey including sections on "Demographics - Race," "Tobacco Use - All Categories," and "E-Cigarette Use." Accessed November, 2023. <https://www.cdc.gov/brfss/brfssprevalence/>.
2. Data on race and age was compiled using population data from the Annie E. Casey Foundation (<https://datacenter.kidscount.org/>) and Demographic data from the CDC to cross reference the racial population. Then, data from Smoking and Race, and E-Cigarettes and Age, was used to determine the percent of adults who were smoking in 2022.
3. Data on youth tobacco and vapor product use comes from the CDC's Youth Risk Behavior Survey, accessed in November, 2023. https://www.cdc.gov/tobacco/data_statistics/surveys/nyts/index.htm.
4. Data on tax information comes from Orzechowski and Walker, "The Tax Burden on Tobacco Historical Compilation Volume 57, 2022. Print.
5. Data on tobacco settlement payments is from Campaign for Tobacco-Free Kids, "Actual Annual Tobacco Settlement Payments Received by the States, 1998-2022." Accessed November, 2023. <https://www.tobaccofreekids.org/assets/factsheets/0365.pdf>.
6. Data on tobacco control funding is from Campaign for Tobacco-Free Kids, "Appendix A: A History of Spending for State Tobacco Prevention Programs," Accessed November, 2023. <https://www.tobaccofreekids.org/assets/factsheets/0209.pdf>.