

Tobacco & Vaping 101:

New Jersey 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 Garden State. This information also includes data on youth use, impacts of e-cigarettes and analyses of existing tobacco monies.

Key Points:

- In 2022, an estimated 755,829 adults (10.4 percent) were currently smoking. This is a 2.8 percent decrease from 2021 and represents 19,279 fewer adults smoking.
- In 2022 (among all New Jersey adults), 4.4 percent of 18- to 24-year-olds, 12.7 percent of 25–44-year-olds, 12.9 percent of 45–64-year-olds, and 6.7 percent of adults aged 65 years or older were currently smoking combustible cigarettes.
- Among all adults earning \$25,000 or less in 2022, 19.3 percent were currently smoking compared to only 8.1 percent of adults earning \$50,000 or more.
- Among all smoking adults in New Jersey in 2022, 53.7 percent were White, 23.2 percent were Hispanic, 14.4 percent were Black, 5.4 percent were Asian, and 3.3 percent were Multiracial (non-Hispanic).
- In 2022, 443,323 New Jersey adults (6.1 percent) were currently using e-cigarettes. This a 1.7 percent increase from 2021 and represents 8,683 additional adults vaping.
- Among all vaping adults in New Jersey in 2022, 25.1 percent were 18 to 24 years old, 51.8 percent were 25 to 44 years old, 19 percent were 45 to 64 years old and 4.1 percent were 65 years or older.
- In 2021, for every one New Jersey high school student who was smoking, more than 49 adults were currently using cigarettes.
- In 2021, for every one New Jersey 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.
- Unfortunately, due to prohibitions on vaping devices, smoking rates among 18 to 24 year olds has increased by 12.8 percent between 2018 and 2022.
- Cigarette excise taxes in New Jersey disproportionately impact low income and low educated persons, while failing to significantly reduce smoking rates among that class.
- The percentage of New Jersey adults earning \$25,000 or less that were smoking decreased by 15.5 percent between 2009 and 2022, while the percent of adults earning \$50,000 or more that were smoking decreased by 37 percent during the same period.
- Among New Jersey adults who did not graduate high school, smoking rates remained unchanged, yet rates among adults with a college degree decreased by 55.9 percent.
- New Jersey 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, an estimated 755,829 adults (or 10.4 percent of New Jerseyans) were currently smoking. This is a 2.8 percent decrease from 2021 when 10.7 percent reported current cigarette use. There were 19,279 fewer adults smoking in 2022 compared to 2021.

In 2022 (among all New Jersey adults), 4.4 percent of 18- to 24-year-olds, 12.7 percent of 25–44-year-olds, 12.9 percent of 45–64-year-olds, and 6.7 percent of adults aged 65 years or older were currently smoking combustible cigarettes.

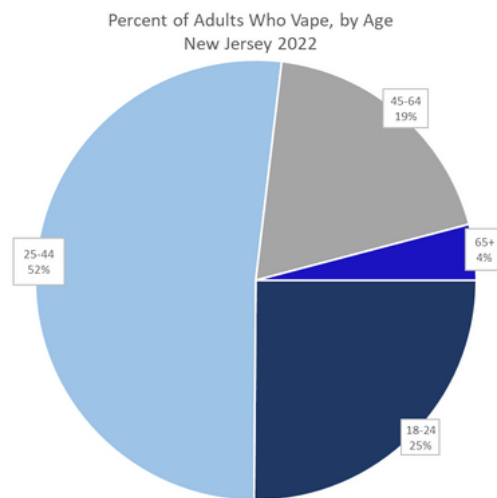
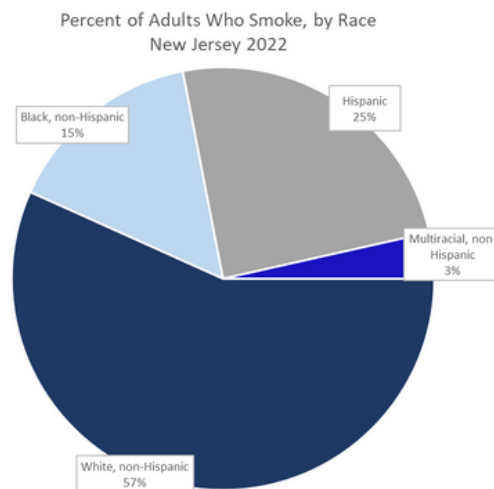
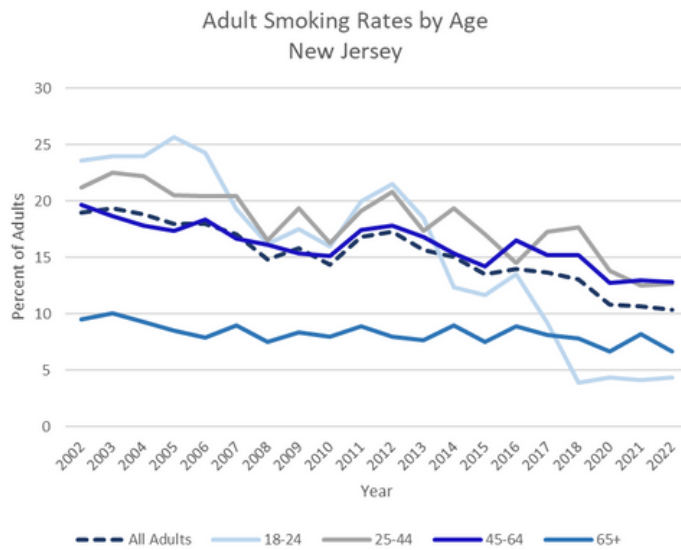
Among all adults earning \$25,000 annually or less in 2022, nearly one-fifth (19.3 percent) reported currently smoking, compared to only 8.1 percent of adults who earned \$50,000 or more per year.

In New Jersey, Multiracial (non-Hispanic) adults reported smoking at a greater percentage of their identified race at 17.9 percent. This is compared to 12.2 percent of Black adults, 11.5 percent of Hispanic adults, 10.3 percent of White adults, and 5.2 percent of Asian adults.

Yet, White adults made up a significantly larger percentage of the New Jersey’s total adult smoking population. In 2022, White adults accounted for 53.7 percent of New Jersey’s current smoking population, compared to Multiracial (non-Hispanic) adults, who made up only 3.3 percent. Hispanic adults accounted for 23.2 percent, Black adults made up 14.4 percent, and Asian adults accounted for 5.4 percent of New Jersey’s adult smoking population in 2022.

In 2022, an estimated 443,323 New Jersey adults (or 6.1 percent) were currently using e-cigarettes. This is a 1.7 percent increase from 2021 when six percent reported current e-cigarette use. There were an estimated 8,683 additional adults vaping in 2022 compared to 2021.

Among New Jersey adults currently using e-cigarettes in 2022, 25.1 percent were 18 to 24 years old, 51.8 percent were 25 to 44 years old, 19 percent were 45 to 64 years old and 4.1 percent of current e-cigarette users in New Jersey in 2022 were 65 years or older. Among adult e-cigarette users in New Jersey in 2022, 74.9 percent were 25 years or older.

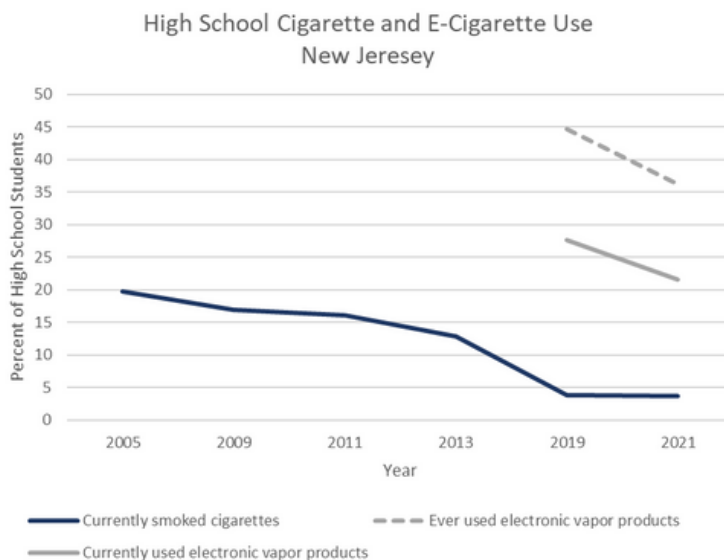


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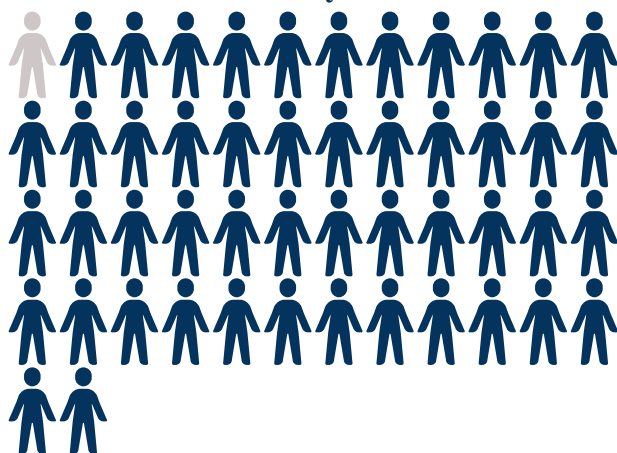
Youth Combustible Cigarette and E-Cigarette Use

Youth smoking rates are at historic lows in the Garden State. In 2021, 3.7 percent reported currently smoking, or having used the product on at least one occasion in the 30 days prior. In 2021, approximately 15,757 New Jersey high school students were smoking, compared to an estimated 775,108 New Jersey adults aged 18 and over who were currently smoking. For every one high schooler student smoking in 2021 in New Jersey, more than 49 adults were currently smoking.

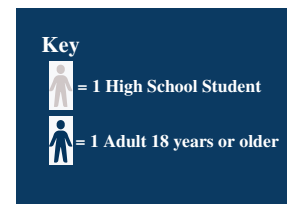
Youth vaping peaked in the Garden State in 2019 when nearly half (44.7 percent) of New Jersey high school students reported having ever used an e-cigarette and more than one-fourth (27.6 percent) reported current use. Between 2019 and 2021, lifetime e-cigarette use among New Jersey high schoolers declined by 18.8 percent to 36.3 percent of students. Current use decreased by 21.7 percent to 21.6 percent of New Jersey high school students. In 2021, approximately 91,984 New Jersey high school students were vaping, compared to 434,640 New Jersey adults aged 18 and over who were currently vaping. For every one high schooler vaping in 2021 in New Jersey, more than four adults were using e-cigarettes.



Youth to Adult Smoking Ratio New Jersey 2021



Youth to Adult Vaping Ratio New Jersey 2021



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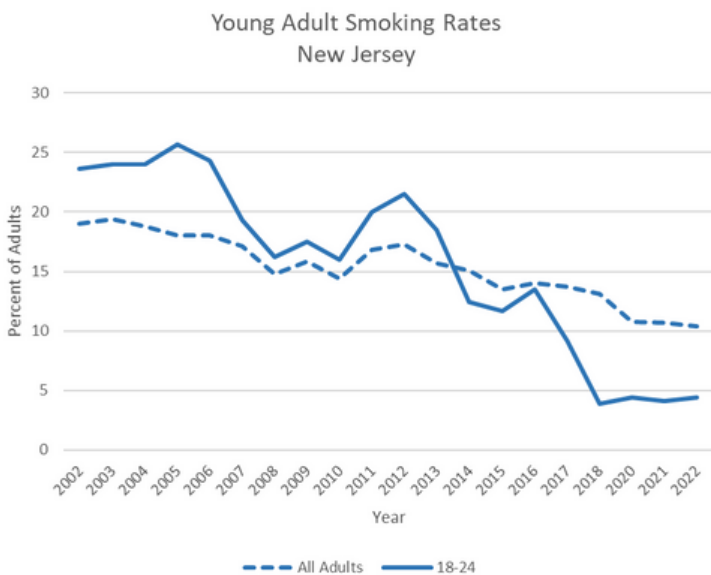
Young Adult Cigarette Use

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, 21.5 percent of New Jerseyans aged 18 to 24 years old were currently smoking. In 2018, public health purported a so-called “youth vaping epidemic,” and 3.9 percent of young adults in the Garden State were smoking. Between 2012 and 2018, young adult smoking rates declined by 81.9 percent. Unfortunately, due to policies restricting access, young adult smoking rates have increased by 12.8 percent since 2018.

In 2016 (among 18- to 24-year-olds), 13.5 percent and 10.7 percent were currently using combustible cigarettes and e-cigarettes, respectively. Between 2016 and 2022, current cigarette use among young adults decreased by 67.4 percent while vapor product use increased by 31.8 percent.

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

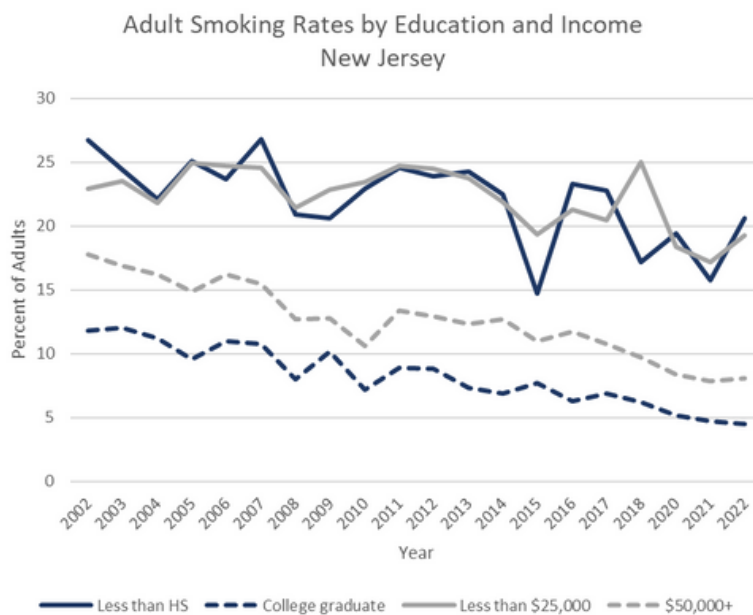


Effects of Cigarette Excise Taxes

New Jersey last increased its state cigarette excise tax in 2009 from \$2.575 to \$2.70-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 New Jersey adults earning \$25,000 or less that were smoking decreased by only 15.5 percent between 2009 and 2022, while the percent of adults earning \$50,000 or more that were smoking decreased by 37 percent during the same period. Among New Jerseyans who did not graduate high school, smoking rates remained unchanged, yet rates among adults with a college degree decreased by 55.9 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.



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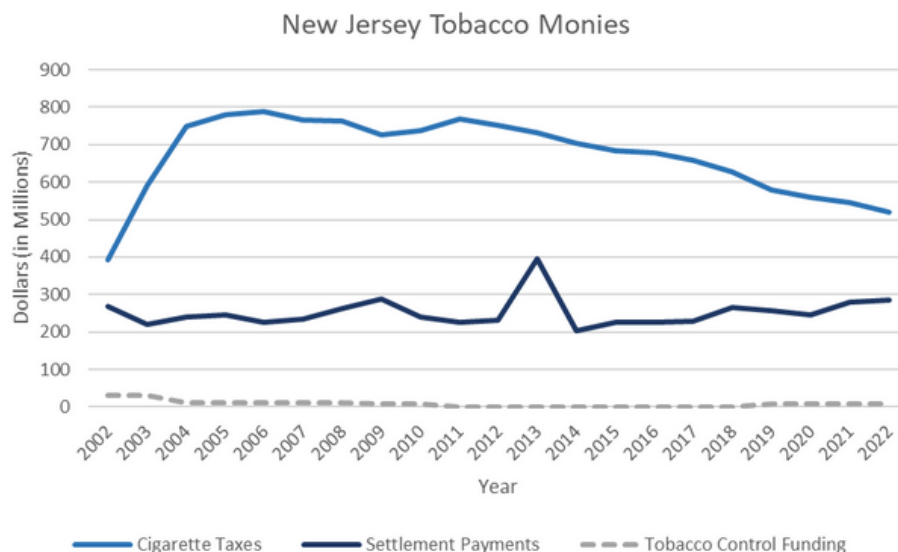
Tobacco Monies

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 miniscule amounts of tobacco-related monies on programs to help adults quit smoking and prevent youth use.

In 2022, the Garden State collected \$521.1 million in state excise tax revenue from combustible cigarettes. This was a 4.5 percent decrease from 2021's \$545.6 million, or \$24.4 million less. Between 2002 and 2022, New Jersey collected more than \$14 billion in cigarette taxes.

Since 2000, New Jersey has collected annual payments from tobacco manufacturers based on the percentage of cigarettes and tobacco products sold in the state in that year. New Jersey collected \$286.2 million in settlement payments in 2022, a 2.8 percent increase from 2021's \$278.5 million, or an additional \$7.7 million. Since 2002, the Garden State collected more than \$5.3 billion in tobacco settlement payments.

While New Jersey collected more than \$807 million in tobacco-related monies in 2022, the state allocated only \$7.5 million in state funding towards tobacco control programs, including cessation, education, and youth prevention efforts, which was a 5.1 percent decrease in funding from 2021's \$7.8 million. This amounts to 1.4 percent of taxes and 2.6 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-Cigaretts 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>.