CURRENT CIGARETTE SMOKING RATES

More than 13 in 100 adults in Cumberland County

Nearly 20 in 100 adults in Maine

More than 17 in 100 adults in the United States

If Cumberland County’s current cigarette rate among adults was on par with the national average, 8,231 more adults would smoke. This is about the population of Freeport.

CUMBERLAND COUNTY

ADULT SMOKING RATE

13.5% (MAINE 19.8%)

LOWEST RATE IN MAINE

TOBACCO INDUSTRY INFLUENCE IN MAINE

Tobacco Companies Spend $46.7 MILLION Annually Marketing in Maine

VS.

State Spending on Tobacco Prevention $5.3 MILLION

TOBACCO USE DISPARITIES

Current smoking rates are twice as high among adults with a behavioral health condition.

People with a behavioral health condition are not only more likely to smoke, they also smoke more frequently. They account for 25% of the adult population, but they consume 40% of cigarettes sold in the U.S.

Current smoking rate among adults with no behavioral health condition 17.1%

Current smoking rate among adults with a behavioral health condition 34.2%
YOUTH AND TOBACCO USE  CUMBERLAND COUNTY

USE RATES

Youth Cigarette Smoking Rate
6.6%  (MAINE 8.8%)

Youth cigarette, cigar, chewing tobacco, snuff, dip, dissolvable tobacco products use
12.9%  (MAINE 13.9%)

Second Hand Smoke Exposure Rate
24.3%  (MAINE 31.1%)

Electronic Vapor Product Use Rate
15.9%  (MAINE 15.3%)

Vaping with e-cigarettes that contain nicotine can be addictive. In a large study of youth*, those who used e-cigarettes were 2x more likely to start smoking cigarettes within 2 years than youth who never used any tobacco product.

* Nationally representative sample of 10,384 youth, ages 12-17, participating in the Population Assessment of Tobacco and Health (PATH) study

EXPOSURE TO ADVERTISING

Nearly 40% of all Cumberland County high school students report seeing tobacco advertisements “a lot” in stores.

39.7%  (MAINE 42.5%)

References

For more information, please visit www.mainepublichealth.org.

State of tobacco use in Maine fact sheets were generously supported by the Maine Cancer Foundation.