

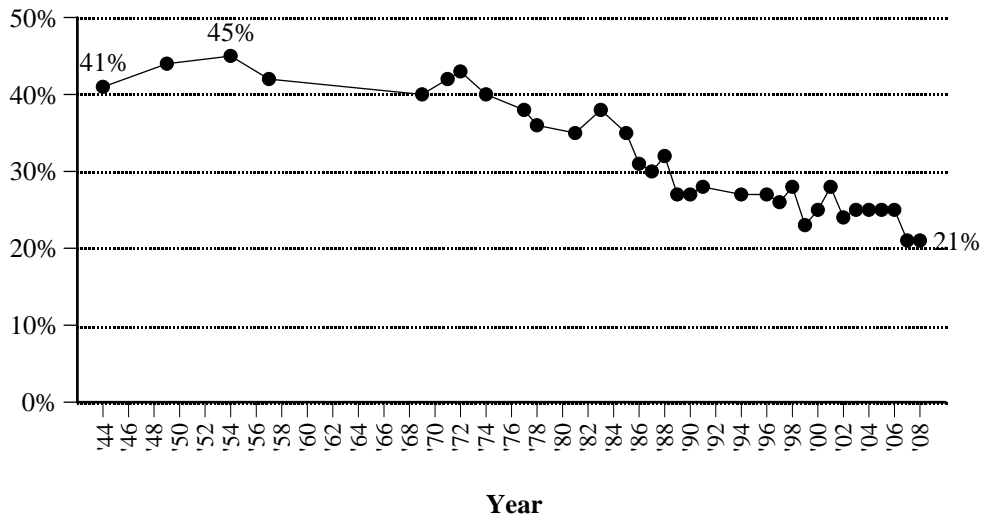
A Weekly FAX from the Center for Substance Abuse Research

University of Maryland, College Park

Smoking Among U.S. Adults Continues to Decline; Those Who Do Smoke Are Smoking Less

Smoking among adults in the United States continues to decline, according to the results of a national Gallup poll of adults conducted last month. After peaking at 45% in 1954, the percentage of adults reporting smoking in the past week has gradually declined, reaching 21% in 2008. The poll also found that Americans who do smoke are smoking less now than in the past. Only 6% of adult smokers reported that they smoked more than one pack a day in 2008, compared to the peak of 30% in 1978 (data not shown). Various factors likely have contributed to this decline, including an increase in the perceptions of harm from smoking, tobacco regulation, and price increases.

**Percentage of U.S. Adult Household Residents Reporting
Smoking in the Past Week, 1944 to 2008**



NOTES: Data for 2008 are from national telephone (land-line and cellular) interviews with 1,016 adults ages 18 and older conducted July 10-13, 2008. The margin of error is ± 3 percentage points for the total sample and ± 8 percentage points for the sample of smokers ($n=184$). If more than one poll was conducted in a year, the poll that occurred closest to the month of July was used in the above graph. Surveys were only conducted in years that have a data point marker.

SOURCES: Adapted by CESAR from Gallup, *U.S. Smoking Rate Still Coming Down*, July 24, 2008 (available online at <http://www.gallup.com/poll/109048/US-Smoking-Rate-Still-Coming-Down.aspx>) and Gallup, *Gallup's Pulse of Democracy: Tobacco and Smoking*, undated. Accessed 8/6/08 (available online at <http://www.gallup.com/poll/1717/Tobacco-Smoking.aspx>).