

Tobacco Harm Reduction 101

New Hampshire 2025

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

Key Points:

- In 2023, 119,600 New Hampshire adults (10.4 percent) were currently smoking. This is a 7.1 percent decrease from 2022 and represents 8,494 fewer adults smoking.
- Among all smoking adults in New Hampshire in 2023, 4.1 percent were 18 to 24 years old, 36.8 percent were 25 to 44 years old, 38.7 percent were 45 to 64 years old, and 20.4 percent were 65 years or older.
- Among all adults earning \$25,000 or less in 2023, 26.4 percent were currently smoking compared to 6.5 percent of adults earning \$50,000 or more.
- Among all smoking adults in New Hampshire in 2023, 96.8 percent were White, 1.4 percent were Multiracial, 1.2 percent were Hispanic, 0.5 percent were adults identifying as “Other,” and 0.1 percent were Asian.
- In 2023, 77,050 New Hampshire adults (6.7 percent) were currently using e-cigarettes. This is a 4.3 percent decrease from 2022 and represents 3,009 fewer adults vaping.
- Among all vaping adults in New Hampshire in 2023, 30.8 percent were 18 to 24 years old, 52 percent were 25 to 44 years old, 14.1 percent were 45 to 64 years old, and 3 percent were 65 years or older.
- In 2023, for every one New Hampshire high school student who was smoking, more than 56 adults were currently using cigarettes.
- In 2023, for every one New Hampshire high school student who was vaping, more than eight 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 2007 and 2023, smoking rates among New Hampshire adults aged 18 to 24 years old decreased by 83.6 percent.
- E-cigarette use has decreased among New Hampshire young adults. Between 2022 and 2023, e-cigarette use among 18- to 24-year-olds decreased by 18.6 percent.
- Cigarette excise taxes in New Hampshire disproportionately impact low income and low education persons, while failing to significantly reduce smoking rates among that class.
- Among New Hampshire adults earning \$25,000 or less, smoking rates increased on average by 0.1 percent annually between 2003 and 2023, while rates among adults earning \$50,000 or more decreased by 3.9 percent during the same period.
- In 2023, low-income adults were 4.1 times more likely to smoke than high income earners.
- In 2023, among New Hampshire adults who did not graduate high school, 27.3 percent were currently smoking, while only 3.7 percent of college graduates were smoking.
- In 2023, adults lacking a high school diploma were 7.4 times more likely to smoke than college graduates.
- New Hampshire 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 2023, 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 & E-Cigarette Use

In 2023, according to data from the annual Behavioral Risk Factor Surveillance System survey, conducted by the Centers for Disease Control and Prevention, an estimated 119,600 (or 10.4 percent of New Hampshire residents) were currently smoking. This is a 7.1 percent decrease from 2022 when 11.2 percent reported current cigarette use. There were 8,494 fewer adults smoking in 2023 compared to 2022.

In 2023 (among all New Hampshire adults), 3.8 percent of 18- to 24-year-olds, 12.9 percent of 25–44-year-olds, 12.2 percent of 45–64-year-olds, and 8.1 percent of adults aged 65 years or older were currently smoking combustible cigarettes. Among all smoking adults in 2023, 4.1 percent were 18 to 24 years old, 36.8 percent were 25 to 44 years old, 38.7 percent were 45 to 64 years old, and 20.4 percent were 65 years or older.

Between 2022 and 2023, smoking rates decreased by 6.5 percent among 25–44-year-olds, and by 12.9 percent among 45–64-year-olds. Smoking rates increased by 2.7 percent among 18- to 24-year-olds, and by 6.6 percent among adults aged 65 years or older.

Among all adults earning \$25,000 annually or less in 2023, 26.4 percent reported currently smoking, compared to 6.5 percent of adults who earned \$50,000 or more per year. Low-income adults were 4.1 times more likely to smoke.

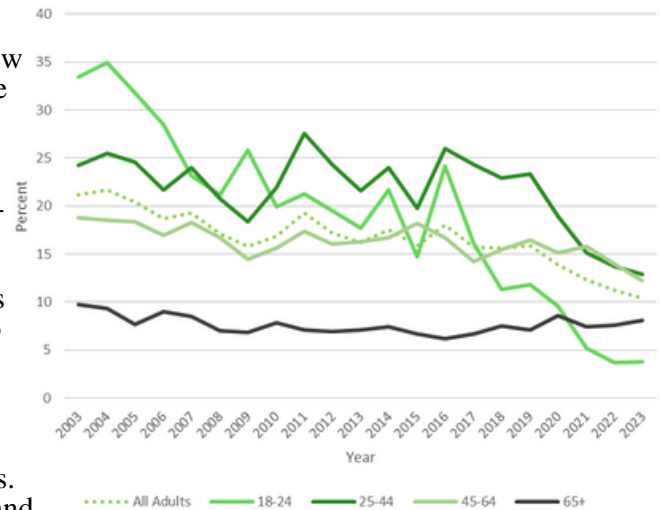
In New Hampshire, White adults reported smoking at a greater percentage of their identified race at 10.1 percent. This is compared to 5.5 percent of Multiracial (non-Hispanic) adults, 3.2 percent of adults who identified as “Other,” 2.7 percent of Hispanic adults, and 0.5 percent of Asian adults.

White adults made up a significantly larger percentage of New Hampshire’s total adult smoking population. In 2023, White adults accounted for 96.8 percent of the New Hampshire’s current smoking population. Multiracial adults made up 1.4 percent, Hispanic adults accounted for 1.2 percent, adults identifying as “Other” made up 0.5 percent, and Asian adults accounted for 0.1 percent of New Hampshire’s adult smoking population in 2023.

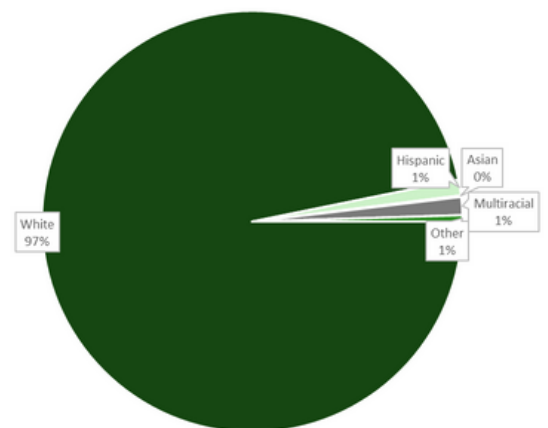
In 2023, an estimated 77,050 New Hampshire adults (or 6.7 percent) were currently using e-cigarettes. This is a 4.3 percent decrease from 2022 when 7 percent reported current e-cigarette use. There were an estimated 3,009 fewer adults vaping in 2023 compared to 2022. There has been a 31.4 percent increase in adults vaping between 2016 and 2023. Further, there were an additional 21,920 New Hampshire adults vaping in 2023 compared to 2016.

Among New Hampshire adults currently using e-cigarettes in 2023, 30.8 percent were 18 to 24 years old, 52 percent were 25 to 44 years old, 14.1 percent were 45 to 64 years old, and 3 percent were 65 years or older. Among adult e-cigarette users in New Hampshire in 2023, 69.2 percent were 25 years or older.

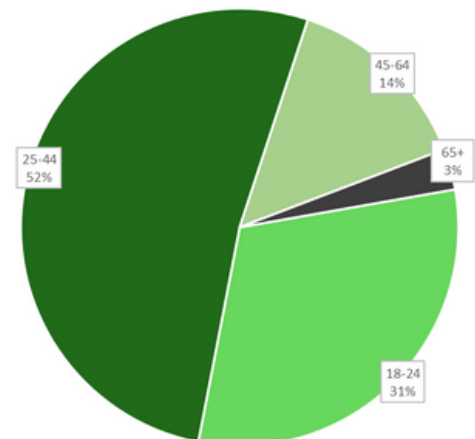
Adult Smoking Rates by Age
New Hampshire



Percent of Adults Who Smoke, by Race
New Hampshire 2023



Percent of Adults Who Vape, by Age
New Hampshire 2023



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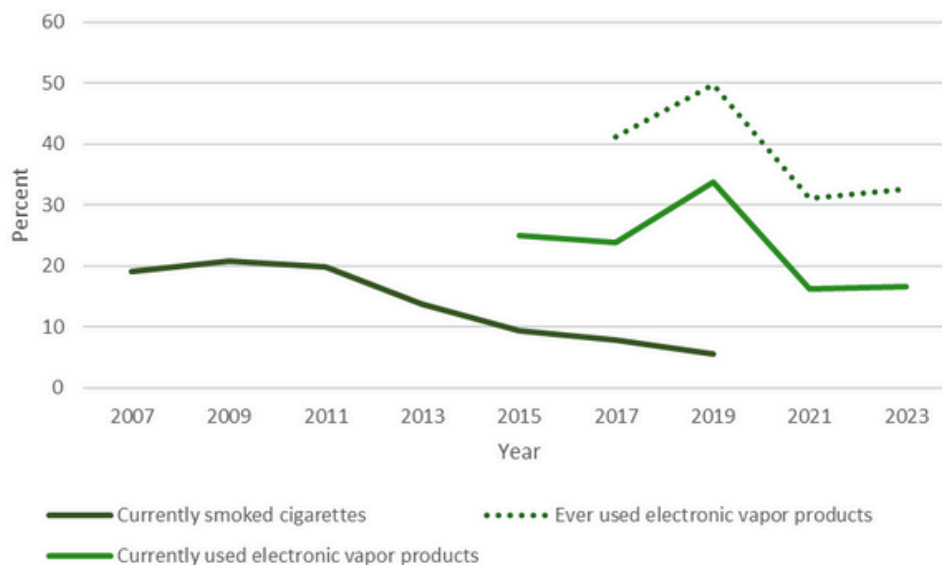
New Hampshire 2025

Youth Combustible Cigarette and E-Cigarette Use

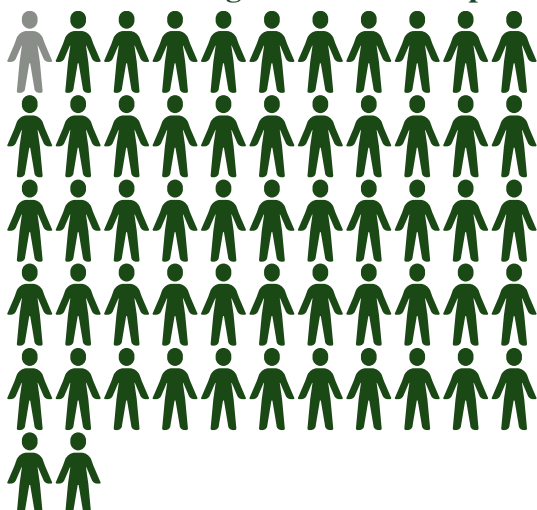
Youth smoking rates are at historic lows in the Granite State. In 2023, 14.8 percent of high school students reported ever trying combustible cigarettes, while 3.9 percent reported currently smoking, or having used the product on at least one occasion in the 30 days prior. In 2023, approximately 2,110 New Hampshire high school students were smoking, compared to an estimated 119,600 New Hampshire adults aged 18 and over who were currently smoking. For every one high school student smoking in 2023 in New Hampshire, more than 56 adults were currently smoking.

Youth vaping continues to decline in the Granite State. In 2023, 32.6 percent of New Hampshire high school students reported ever using an e-cigarette, and 16.7 percent reported current use. Between 2019 and 2023, ever-use of e-cigarettes decreased by 35.6 percent, while current use declined by 50.6 percent. In 2023, approximately 9,035 New Hampshire high school students were vaping, compared to 77,050 New Hampshire adults aged 18 and over who were currently vaping. For every one high schooler vaping in 2023 in New Hampshire, more than eight adults were using e-cigarettes.

High School Cigarette and E-Cigarette Use
New Hampshire





Youth to Adult Smoking Ratio New Hampshire 2023



Youth to Adult Vaping Ratio New Hampshire 2023



Key

-  = High School Student
-  = Adult

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Young Adult Smoking Rates
New Hampshire



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.

E-cigarettes first entered the U.S. market in 2007, when 23.2 percent of 18- to 24-year-olds were currently smoking. Between 2007 and 2023, smoking rates among young adults in the Volunteer State decreased by 83.6 percent. Comparatively, among all Tennessee adults, smoking rates decreased by 46.1 percent during the same period.

E-cigarette use has decreased among young New Hampshire adults. In 2023, 19.2 percent of 18- to 24-year-olds were currently using e-cigarettes, which was an 18.6 percent decrease from 2022.

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

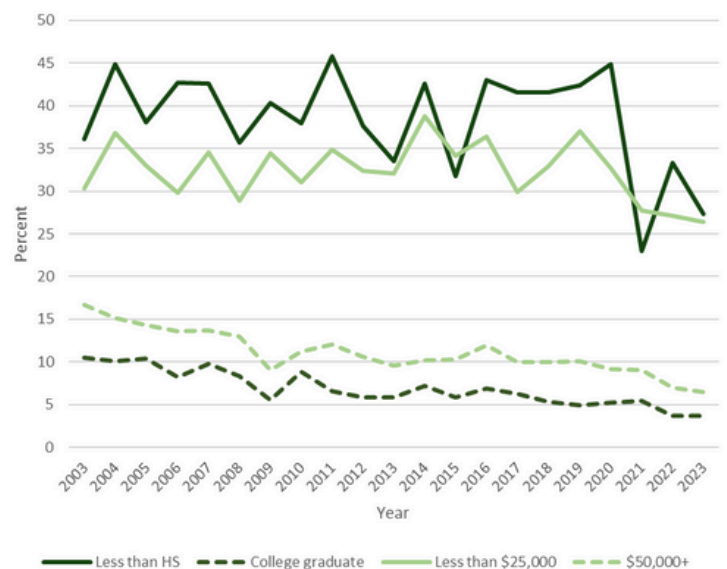
New Hampshire currently imposes a \$1.78-per-pack state cigarette excise tax. Lawmakers often justify excise taxes on cigarettes to deter persons from using combustible cigarettes. These taxes not only disproportionately harm lower income and lower educated adults; the taxes also fail to significantly reduce smoking rates among those persons.

Among New Hampshire adults earning \$25,000 or less, smoking rates increased on average by 0.1 percent annually between 2003 and 2023, while rates among adults earning \$50,000 or more decreased by 3.9 percent during the same period. In 2023, low-income adults were 4.1 times more likely to smoke than high income earners.

Among New Hampshire residents who did not graduate high school, 27.3 percent were currently smoking in 2023, compared to 3.7 percent of college graduates who were smoking. In 2023, adults lacking a high school diploma were 7.4 times more likely to smoke than college graduates.

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

Smoking Rates by Education and Income
New Hampshire



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New Hampshire 2025

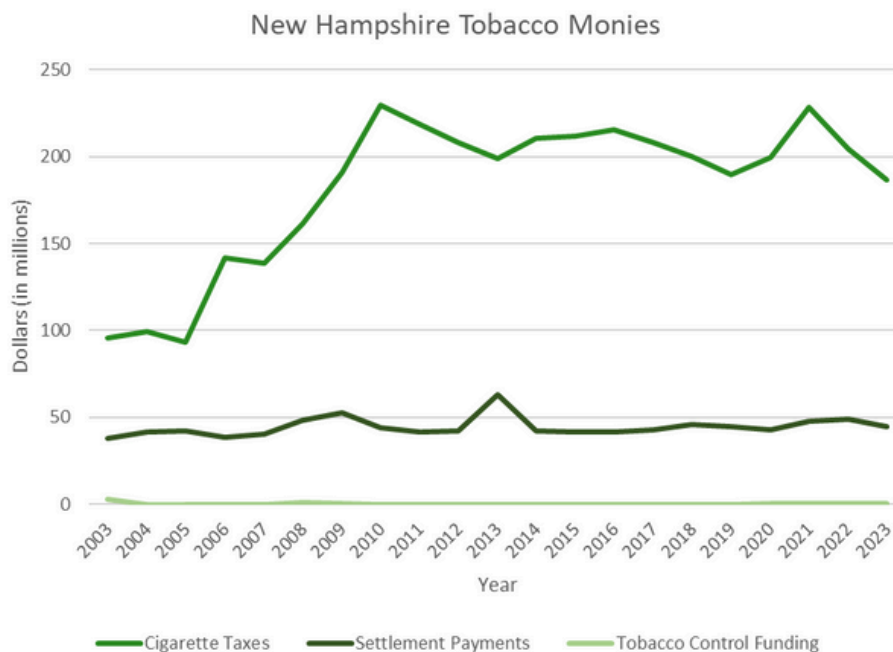
Tobacco Monies

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 2023, the Granite State collected \$186.5 million in state excise tax revenue from combustible cigarettes. This was an 8.8 percent decrease from 2022's \$204.5 million, or \$18 million less. Between 2003 and 2023, New Hampshire collected more than \$3.8 billion in cigarette taxes.

Since the 2000s, New Hampshire collected annual payments from tobacco manufacturers based on the percentage of cigarettes and tobacco products sold in the state in that year, after successfully suing manufacturers for smoking-related health care costs. New Hampshire collected \$44.7 million in settlement payments in 2023, an 8.8 percent decrease from 2022's \$44.9 million, or \$4.3 million less. Since 2003, the Granite State collected more than \$937 million in tobacco settlement payments.

While New Hampshire collected \$231.2 million in tobacco-related monies in 2023, the state allocated only \$500,000 in state funding towards tobacco control programs, including cessation, education, and youth prevention efforts, which was a 16.7 percent decrease in funding from 2022, or \$100,000 less. This amounts to 0.3 percent of taxes and 1.1 percent of settlement payments. In 2023, for every \$1 the state received in tobacco monies, it spent less than \$0.01 on tobacco control efforts. Between 2003 and 2023, New Hampshire collected more than \$4.7 billion tobacco monies, yet spent only \$7 million (or 0.1 percent) on tobacco control efforts during the same period.



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 August, 2024. <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 2023.
3. Data on youth tobacco and vapor product use comes from the CDC's Youth Risk Behavior Survey. Accessed December, 2024. <https://yrbs-explorer.services.cdc.gov/#/>.
4. Data on tax information comes from Orzechowski and Walker, "The Tax Burden on Tobacco Historical Compilation Volume 59, 2024, Print.
5. Data on tobacco settlement payments is from Campaign for Tobacco-Free Kids, "Actual Annual Tobacco Settlement Payments Received by the States, 1998-2024. Accessed December, 2024. <https://assets.tobaccofreekids.org/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." Accessed December, 2024, <https://assets.tobaccofreekids.org/factsheets/0209.pdf>.