

Data Brief: Adult tobacco use in Montana

The Montana Behavioral Risk Factor Surveillance System (BRFSS) provides annual cross-sectional, state representative estimates of health-related risk behaviors, including tobacco use. This brief summarizes tobacco measures from the 2024 Montana BRFSS for adults aged 18 and older. Prevalence estimates of current tobacco product use are presented by product type and by key demographic subgroups. Partners can use these data to guide tobacco prevention efforts and messaging.

Adult tobacco use

More than one quarter (26%) of Montana adults report currently using at least one tobacco product (Table 1). Cigarettes have the highest prevalence (12%) followed by e-cigarettes (10%), nicotine pouches (7%), and smokeless tobacco (6%).

Key Takeaways

- More than one in four Montana adults currently use tobacco.
- Cigarette prevalence is at an all-time low (12%). However, **more than 100,000** Montana adults currently smoke.
- **E-cigarette use has doubled** from 5% in 2015 to 10% in 2024.
- Almost **one third (28%)** of Montana adults aged 18-24 currently use e-cigarettes.
- Nicotine pouch use is also highest among young adults (16%).

TABLE 1. CURRENT TOBACCO USE PREVALENCE AMONG MONTANA ADULTS, 2024

Product	Percent	Estimated Montanans
Cigarettes	12.2%	108,900
E-cigarettes	9.5%	84,600
Nicotine pouches	7.1%	57,200
Smokeless tobacco	6.2%	55,700
Any tobacco product	26.0%	232,500

CONTACT

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Prevention Program**

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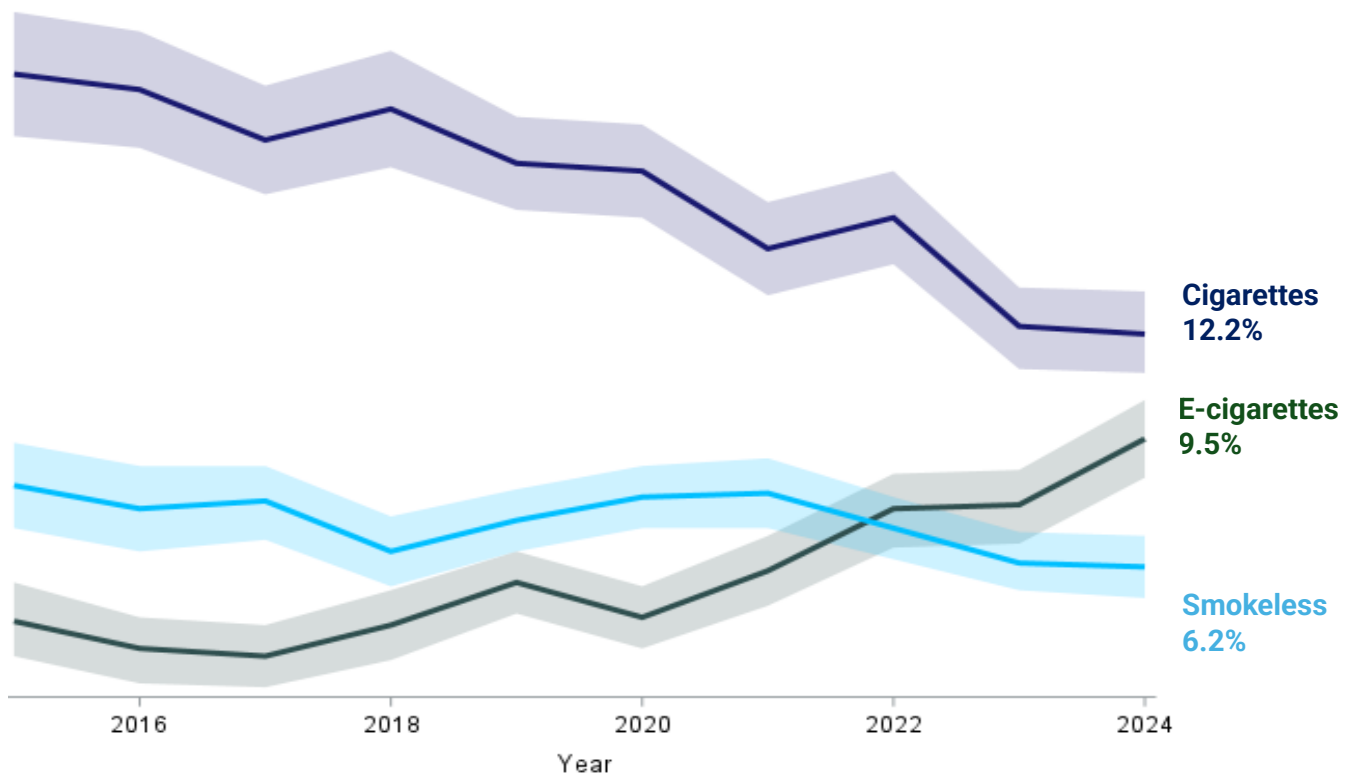
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Trends

In the past ten years, the prevalence of cigarette smoking has steadily declined from 19% in 2015 to 12% in 2024 (Figure 1). In contrast, e-cigarette use among Montana adults doubled during the same period, from 5% to 10%. Smokeless tobacco use remained relatively unchanged.

FIGURE 1. Tobacco use prevalence trends among Montana adults, 2015-2024



Shaded areas around the estimates represent 95% confidence intervals.
Data source: Behavioral Risk Factor Surveillance System, 2015-2024.

Adult Tobacco Use in Montana

2024 Behavioral Risk Factor Surveillance System

Demographics

Depending on the product, tobacco use among Montana adults can differ significantly by age, race, and sex (Figures 2a-d; shaded areas around the estimates represent 95% confidence intervals).

Figure 2a. Cigarettes
American Indian adults and those aged 45-64 years
have the highest cigarette smoking prevalence.

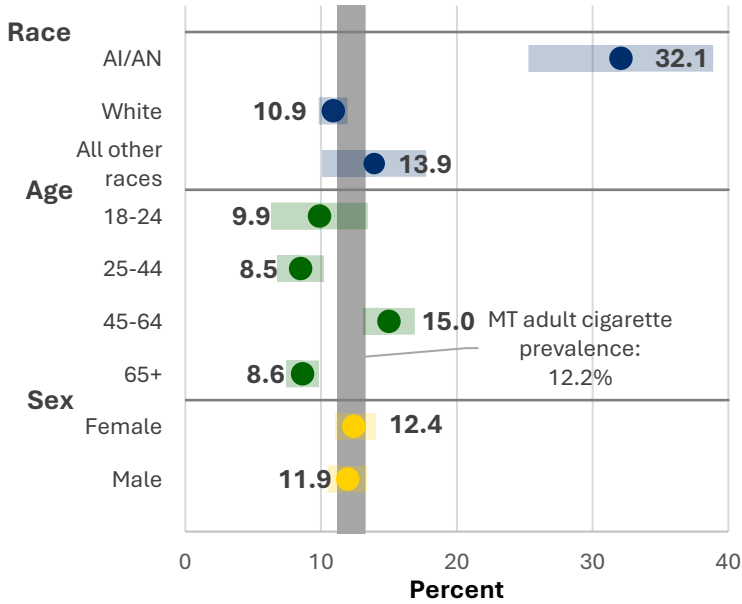


Figure 2b. Smokeless tobacco
Males have the highest prevalence of smokeless tobacco use, almost 7 times higher than females.

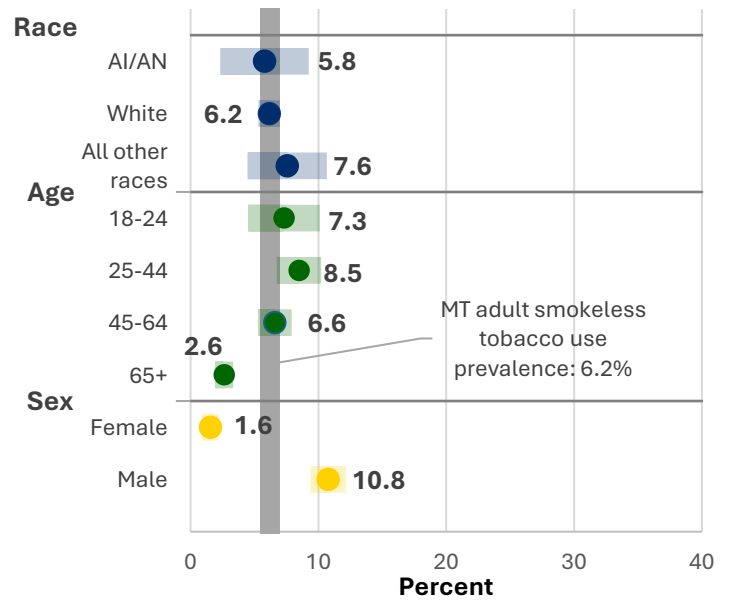


Figure 2c. Electronic cigarettes
E-cigarette use is significantly higher among younger adults and non-white adults.

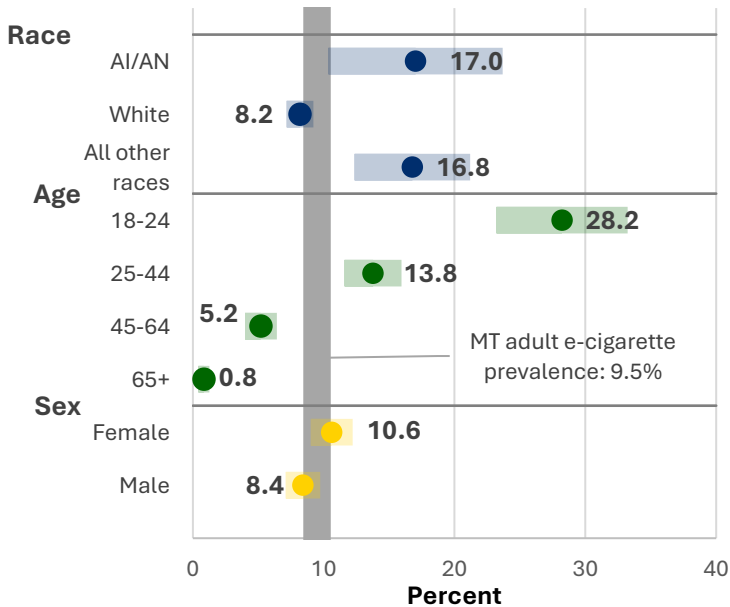
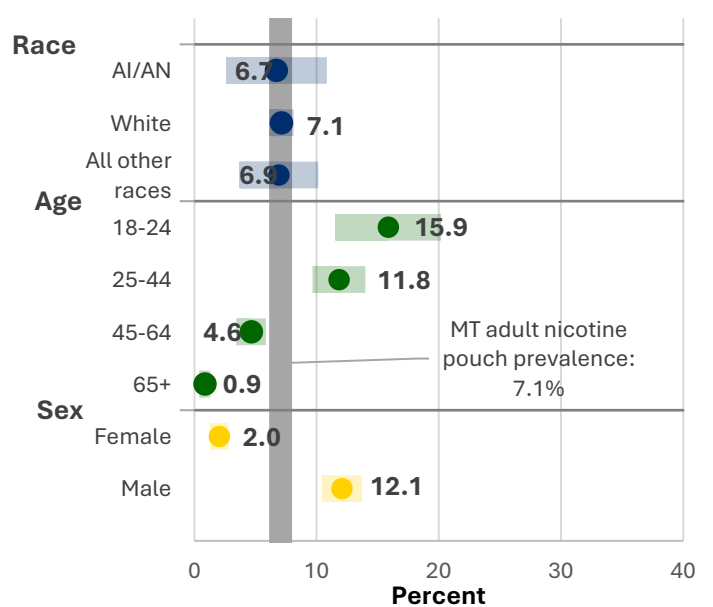


Figure 2d. Nicotine pouches.
Nicotine pouch use is highest among young adults aged 18-24 years and among males.



Current tobacco users

An estimated **232,500 Montana adults** reported currently using at least one type of tobacco product. Almost half (47%) of tobacco users smoked cigarettes, over one third (36%) used e-cigarettes, and about one in four used nicotine pouches and smokeless tobacco (Figure 3). More than a quarter (26%) reported using two or more tobacco products (Figure 4).

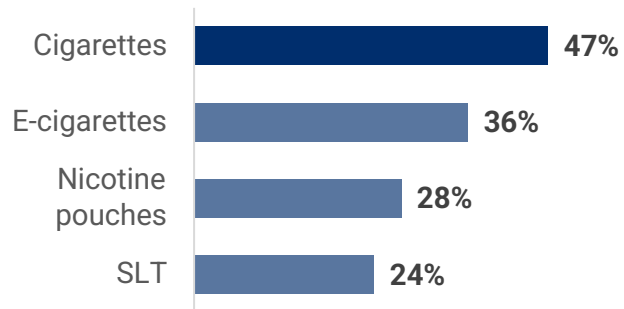
Tobacco cessation

Among Montana adults who currently smoke cigarettes, **43%** made a quit attempt within the past 12 months (data not shown).

Quit Now Montana is a free, confidential program that can help Montanans quit using ALL forms of tobacco/nicotine products, including e-cigarettes, smokeless tobacco, and nicotine pouches.

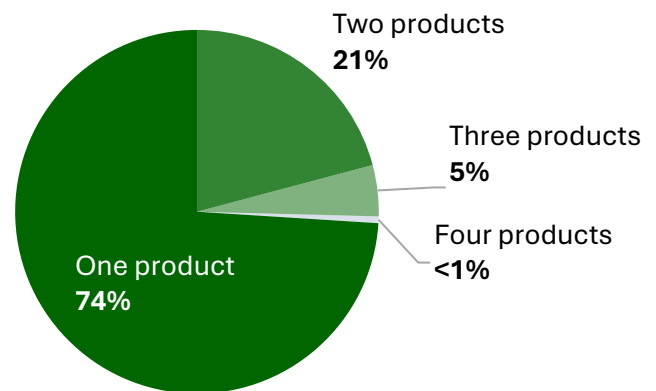


FIGURE 3. Product prevalence among Montana adults who currently use at least one type of tobacco.



Categories are not mutually exclusive and will sum to more than 100%.
Data source: Behavioral Risk Factor Surveillance System, 2024

FIGURE 4. Number of products used by Montana adults who currently use tobacco.



Data source: Behavioral Risk Factor Surveillance System, 2024

Quit Now Montana offers:

- Five free coaching sessions by phone or online chat
- Free nicotine replacement therapy for people aged 18+
- Free prescription medication
- Specialized programs for youth, American Indians, pregnant women, and those with behavioral health conditions