Cigarette smoking is down, but about 34 MILLION American adults still smoke.

Cigarette smoking remains high among certain groups:
- Men
- Adults 25-64 years old
- Lower education
- Below poverty level
- Midwest and South
- Uninsured or Medicaid
- Disabled
- Serious psychological distress
- American Indians, Alaska Natives and Multiracial
- Lesbians, gays, and bisexuals

Strategies essential to continue reducing cigarette smoking overall:
- Implement smoke-free laws
- Run mass media campaigns
- Raise tobacco prices
- Make quit help easy to access