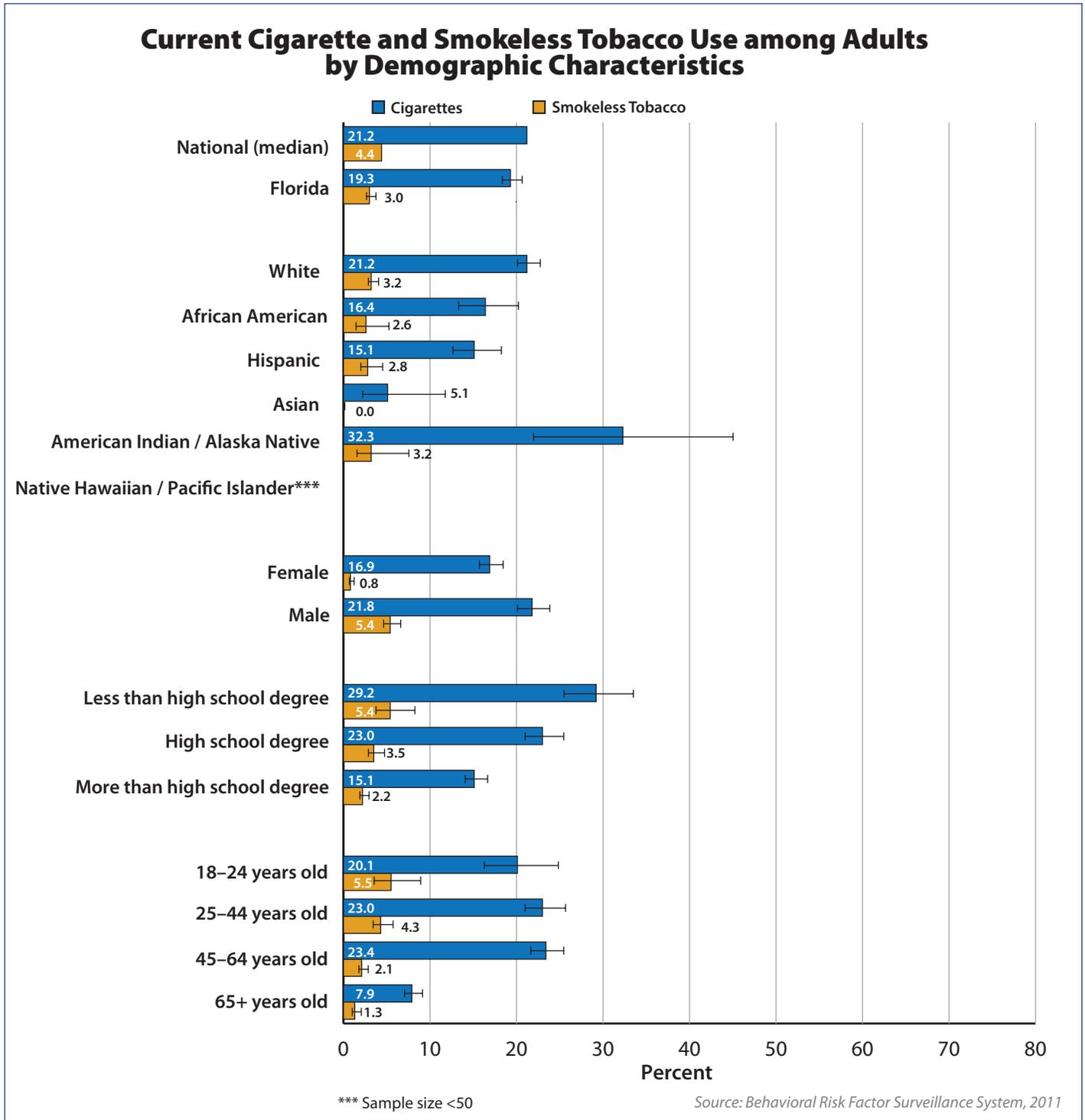


Monitor

Adult Current Cigarette/Smokeless Tobacco Use

In Florida, the percentage of adults (ages 18+) who currently smoke cigarettes was 19.3% in 2011. Across all states and D.C., the prevalence of cigarette smoking among adults ranged from 11.8% to 29.0%. Florida ranked 16th among the states.

The percentage of adults who currently use smokeless tobacco was 3.0% in 2011. Across all states and D.C., the prevalence ranged from 1.4% to 9.8%. Florida ranked 14th among the states.

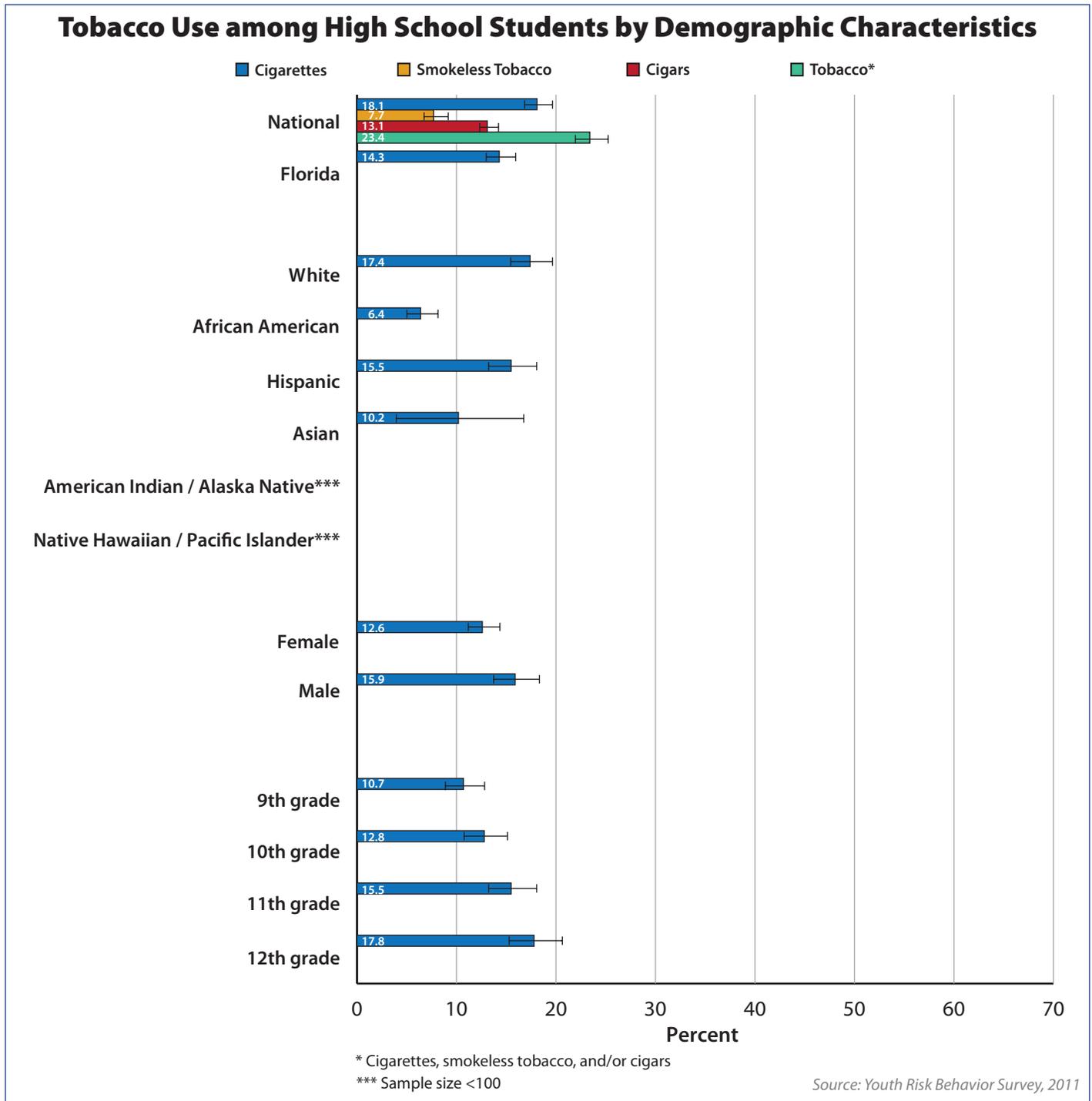


FLORIDA

Youth Current Cigarette/Smokeless Tobacco/Cigar Use

In Florida, the percentage of youth in grades 9-12 who currently smoke cigarettes was 14.3% in 2011. The range across 44 states was 5.9% to 24.1%. Florida ranked 11th among 44 states.

Florida had no reported YRBS data for smokeless tobacco, cigars, or tobacco in 2011.

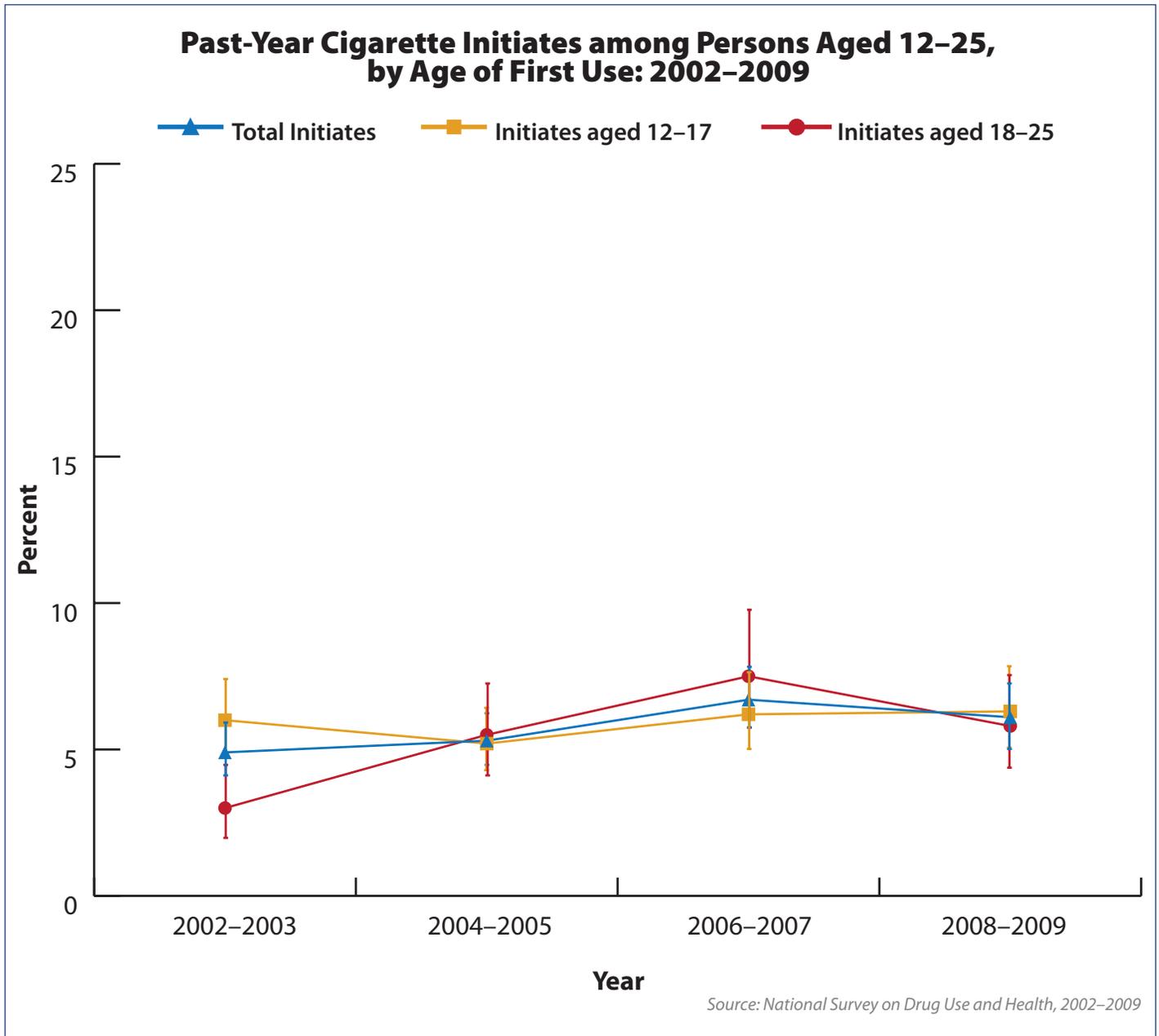


FLORIDA

Past-Year Cigarette Initiation

In 2008-2009, of all Florida youth ages 12-17 who had never smoked, 6.3% smoked a cigarette for the first time in the past year. This ranked 33rd in the nation, with a range of 3.3%–9.2% among the states.

Of all young adults ages 18-25 who had never smoked, 5.8% smoked a cigarette for the first time in 2008-2009. This ranked 5th in the nation, with a range of 4.2%–14.7% among the states.



FLORIDA

Protect

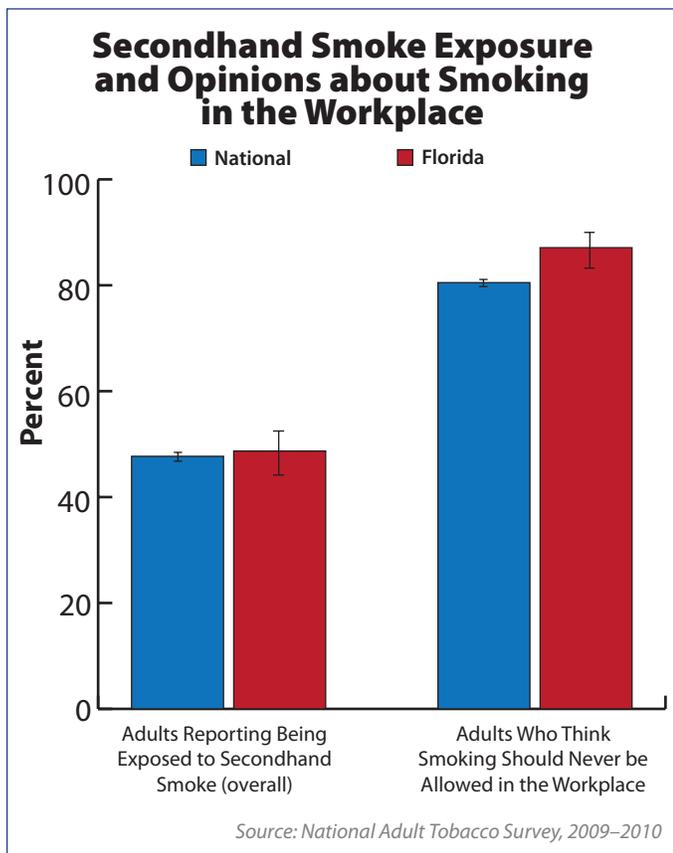
Adult Exposure to Secondhand Smoke

Among all adults, the percentage who reported being exposed to secondhand smoke within the past 7 days was higher in Florida than in the nation overall. In 2009-2010, overall exposure to secondhand smoke in Florida was 48.7%, ranking 34th among the states.

Adults were exposed to secondhand smoke in various locations. The table shows the percentage of Florida adults who reported any exposure, as well as exposure in their home, in a vehicle, or in indoor or outdoor areas at work or public places in the past 7 days.

Overall	Workplaces	Homes	Vehicles	Public Places
48.7%	27.0%	8.7%	17.0%	36.3%

Source: National Adult Tobacco Survey, 2009–2010

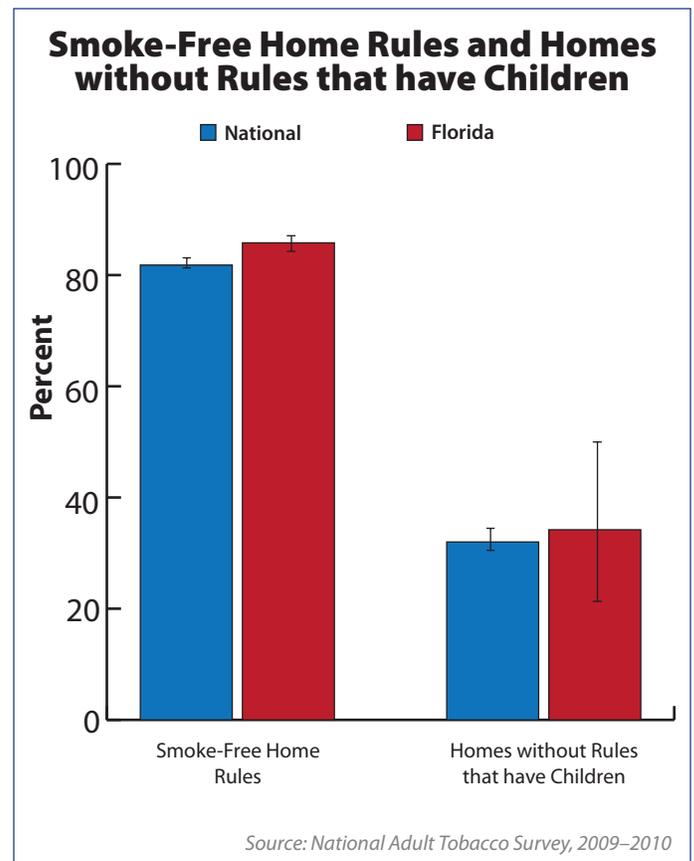


Opinions about Smoking in the Workplace

In 2009-2010, 87.1% of adults in Florida thought that smoking should never be allowed in indoor workplaces, ranking 2nd among the states.

Smoke-Free Home Rules

In 2009-2010, 85.8% of adults in Florida reported that their homes had smoke-free home rules, ranking 7th among the states. The percentage of homes without smoke-free home rules with children living in them was 34.2%, ranking 34th among the states.



FLORIDA

State Smoke-Free Policy

As of June 30, 2012, Florida had a smoke-free law that prohibits smoking in indoor areas of workplaces and restaurants, but not bars. The state law did not allow local communities to enact local smoke-free laws.

Smoke-Free Legislation			
Workplaces	Restaurants	Bars	Local Laws Permitted
 Yes	 Yes	 No[‡]	 No

* Designated Smoking Areas
 † Ventilated Smoking Areas
 ‡ No Restrictions
 ¶ Allowed smoking in venues that prohibit minors

^a Allowed for non-hospitality workplaces.
^b Prohibited for non-hospitality workplaces.

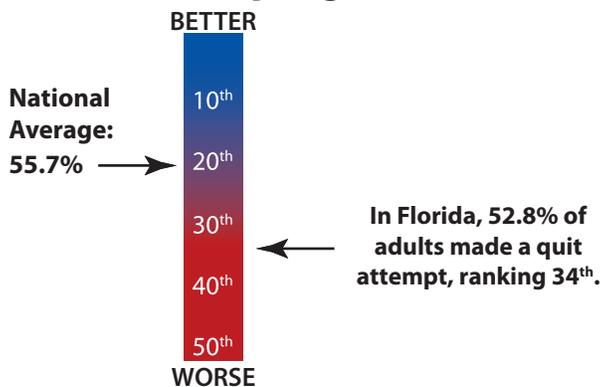
Note: Not all footnotes may be used. Source: STATE System, June 2012

Offer

Adults Who Made a Quit Attempt in the Last Year

During 2009-2010, 52.8% of Florida adult smokers made a quit attempt in the past year, ranking 34th among the states.

Percentage of Smokers Attempting to Quit



Source: National Adult Tobacco Survey, 2009–2010

Quitline Utilization

In 2010, the Florida quitline received 144,731 calls, and 47,446 tobacco users (an estimated 1.7% of all tobacco users in the state) received telephone counseling, cessation medications, or both from the state quitline.

Medicaid Coverage for Counseling and Medications

In 2010, Florida's Medicaid program provided incomplete coverage through Medicaid for tobacco-dependence treatment. Florida provided partial coverage for nicotine replacement therapies, no coverage for varenicline, full coverage for bupropion, and partial coverage for counseling (individual and/or group).

Medicaid Coverage* for Counseling and Medications			
Comprehensive Coverage			
 No			
NRTs (One or More)	Varenicline	Bupropion	Counseling (Individual and/or Group)
Partial^{b,c}	 No	 Yes	Partial

^a Pregnant women only
^b Fee-for-service only
^c Available only via the quitline

* Some of the treatments are required per managed care contracts although the plans have a choice of which specific treatment to cover

Note: Not all footnotes may be used. Source: Halpin, et al, 2011

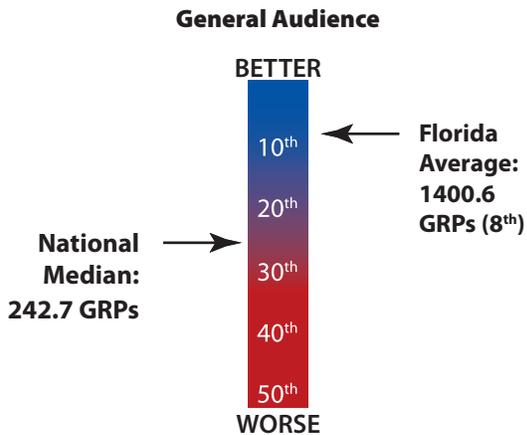
FLORIDA

Warn

Tobacco Counter-Marketing Media Intensity

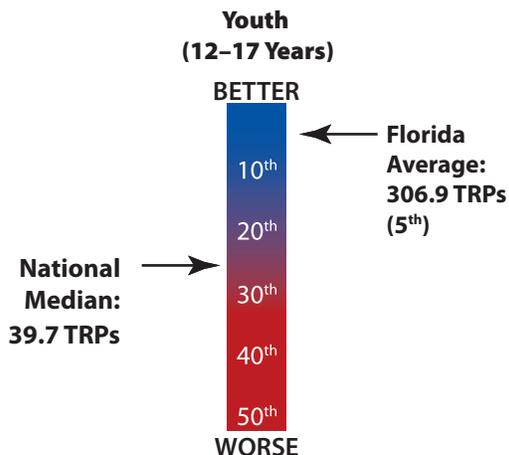
CDC *Best Practices* recommendations translate into an average quarterly exposure of 1,200 general audience gross rating points (GRPs) and 800 youth target rating points (TRPs) in effective anti-tobacco media campaigns. Florida had an average of 1400.6 general audience GRPs and 306.9 youth TRPs per quarter in television advertising supporting tobacco control messages in 2010.

Anti-Tobacco Media Campaign Intensity, GRPs Per Quarter



Source: CDC/OSH

Anti-Tobacco Media Campaign Intensity, TRPs Per Quarter

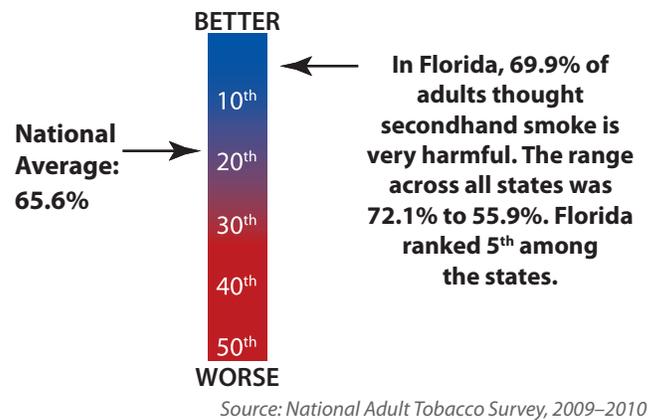


Source: CDC/OSH

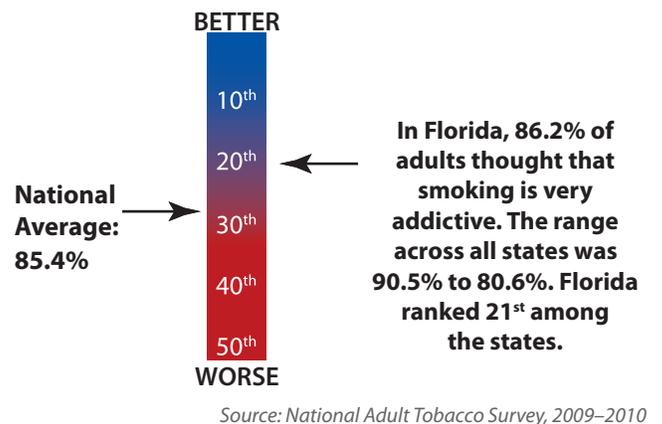
Knowledge of the Dangers of Tobacco

In Florida, 69.9% of adults in 2009-2010 thought that breathing smoke from other people's cigarettes or other tobacco products is very harmful to one's health. Additionally, 86.2% thought that cigarette smoking is very addictive.

Secondhand Smoke



Addictiveness of Smoking



FLORIDA

Enforce

State Allows Local Advertising and Promotion Laws

As of June 30, 2012, Florida allowed local regulation of tobacco industry promotions, tobacco product sampling, and display of tobacco products in commercial establishments.

State Allows Local Laws		
Promotion	Sampling	Display
 Yes	 Yes	 Yes

Source: STATE System, June 2012

Over-the-Counter Retail Licensure

As of June 30, 2012, Florida required all establishments selling cigarettes and smokeless tobacco products over-the-counter to be licensed. Nationally, 37 states required over-the-counter licensure for cigarettes, 29 of which also have a requirement for smokeless tobacco, with various renewal frequencies, fees and penalties for violations.

Over-the-Counter Licensure and Penalties				
Over-the-Counter License Required	Minimum License Fee	Renewal Required (& Frequency)	Penalty to Business	Licensure Includes Smokeless Tobacco
 Yes	 No	 Yes^a	 Yes^b	 Yes

^a Annually
^b Fine

Note: Not all footnotes may be used.
 Source: STATE System, June 2012

FLORIDA

Raise

Amount of Tobacco Product Excise Tax

As of June 30, 2012, the excise tax on cigarettes in Florida was \$1.339 per pack, ranking 26th among the states. There were no taxes on cigars or little cigars. The tax on smokeless tobacco was 85% of the wholesale sales price.

Price Paid for Last Cigarettes Purchased

In Florida, 70.8% of adult smokers bought their last cigarettes by the pack, and 29.2% bought them by the carton in 2009-2010. The average price that Florida smokers reported paying for their last pack of cigarettes was \$5.12 in 2009-2010; the range among states was \$7.98 to \$4.04. The average price that Florida smokers reported paying for their last carton of cigarettes was \$40.88 in 2009-2010; the range among 45 states with valid data was \$64.45 to \$30.46.

Amount of Cigarette Excise Tax

