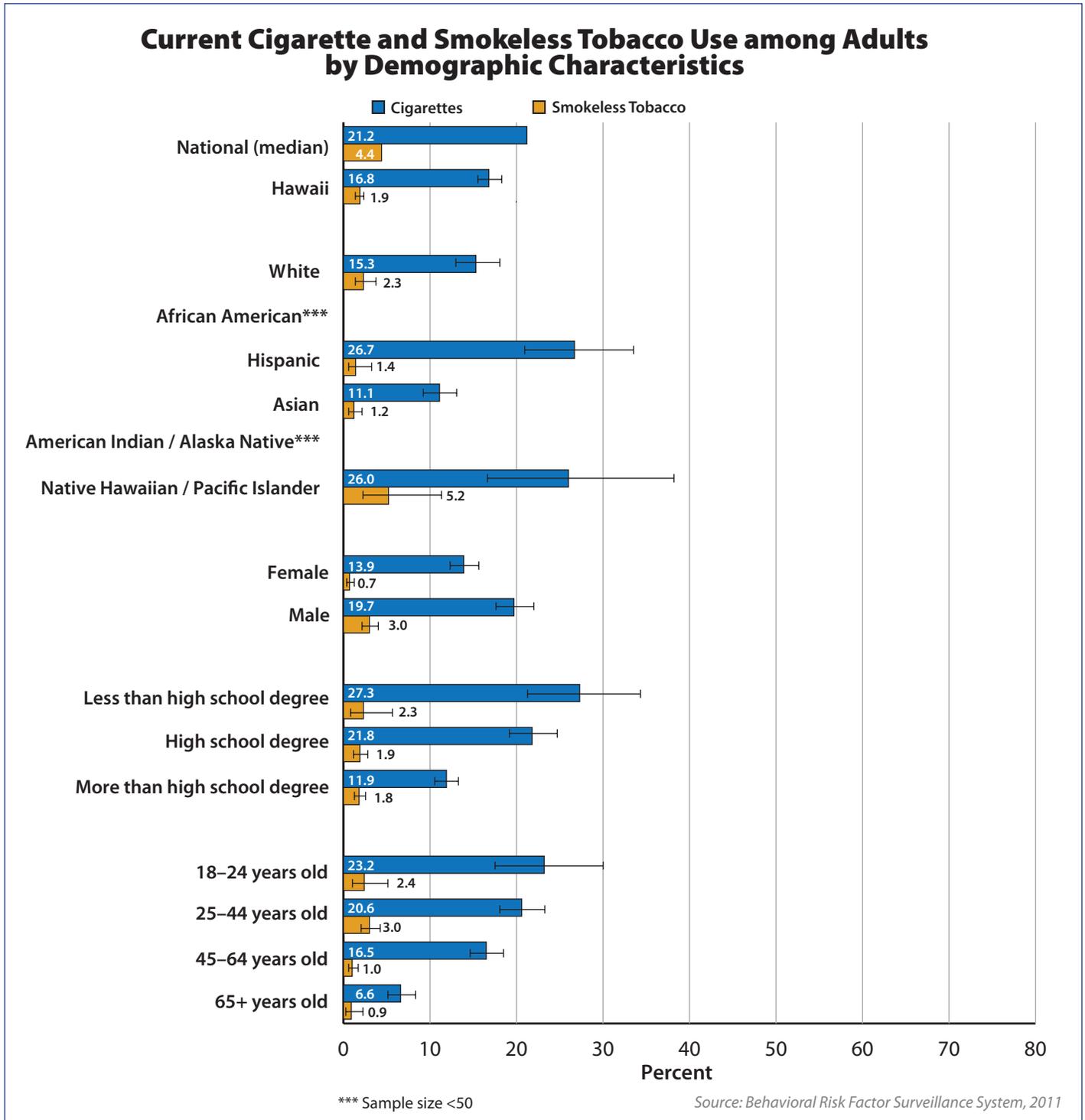


Monitor

Adult Current Cigarette/Smokeless Tobacco Use

In Hawaii, the percentage of adults (ages 18+) who currently smoke cigarettes was 16.8% in 2011. Across all states and D.C., the prevalence of cigarette smoking among adults ranged from 11.8% to 29.0%. Hawaii ranked 3rd among the states.

The percentage of adults who currently use smokeless tobacco was 1.9% in 2011. Across all states and D.C., the prevalence ranged from 1.4% to 9.8%. Hawaii ranked 7th among the states.



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Youth Current Cigarette/Smokeless Tobacco/Cigar Use

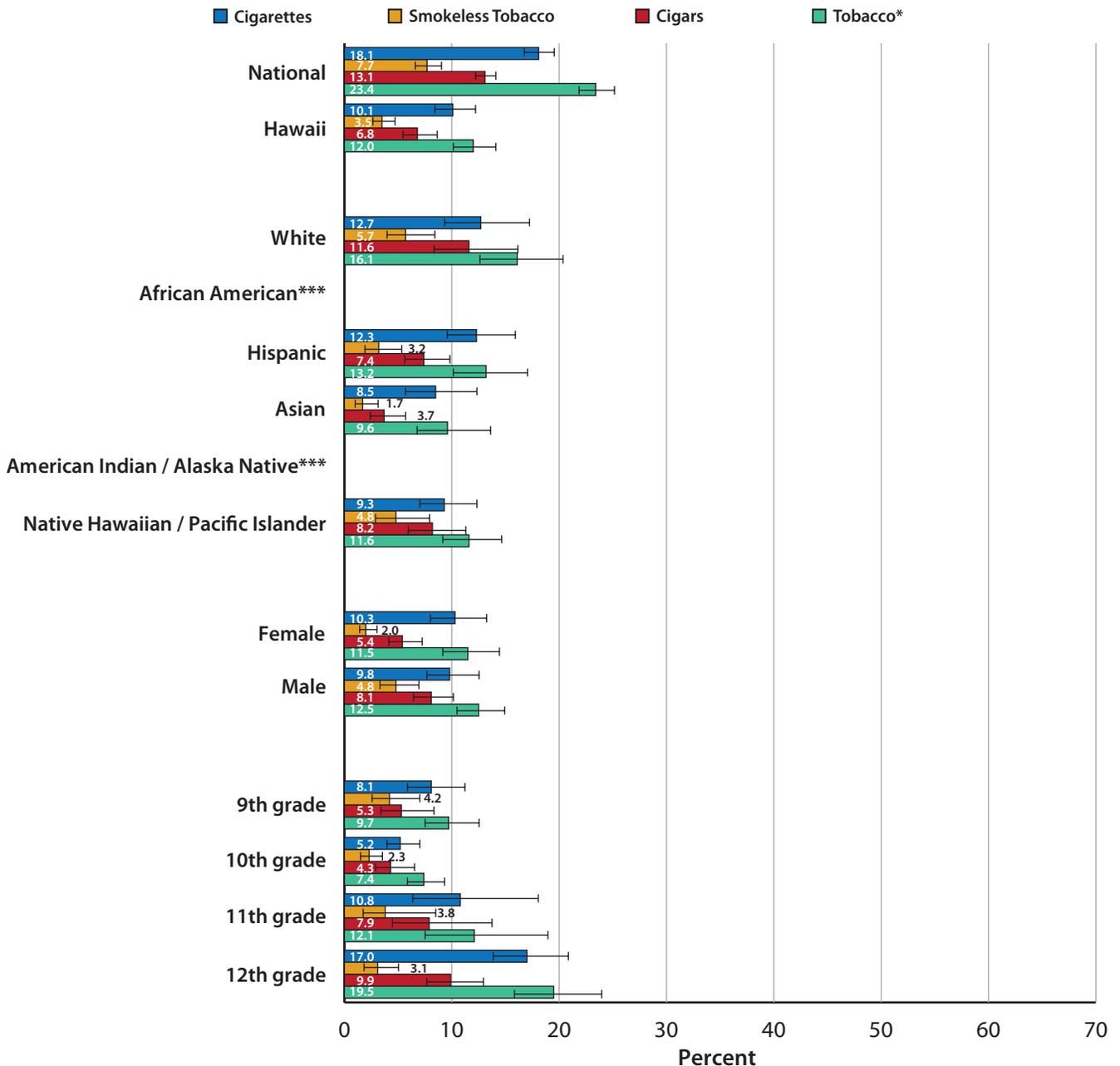
In Hawaii, the percentage of youth in grades 9-12 who currently smoke cigarettes was 10.1% in 2011. The range across 44 states was 5.9% to 24.1%. Hawaii ranked 2nd among 44 states.

The percentage of youth who currently use smokeless tobacco was 3.5% in 2011. The range across 40 states was 3.5% to 16.9%. Hawaii ranked 1st among 40 states.

The percentage of youth who currently smoke cigars was 6.8% in 2011. The range across 37 states was 5.0% to 18.3%. Hawaii ranked 2nd among 37 states.

The percentage of youth who currently use tobacco (i.e., cigarettes, smokeless tobacco, and/or cigars) was 12.0% in 2011. The range across 36 states was 7.8% to 31.9%. Hawaii ranked 2nd among 36 states.

Tobacco Use among High School Students by Demographic Characteristics



* Cigarettes, smokeless tobacco, and/or cigars

*** Sample size <100

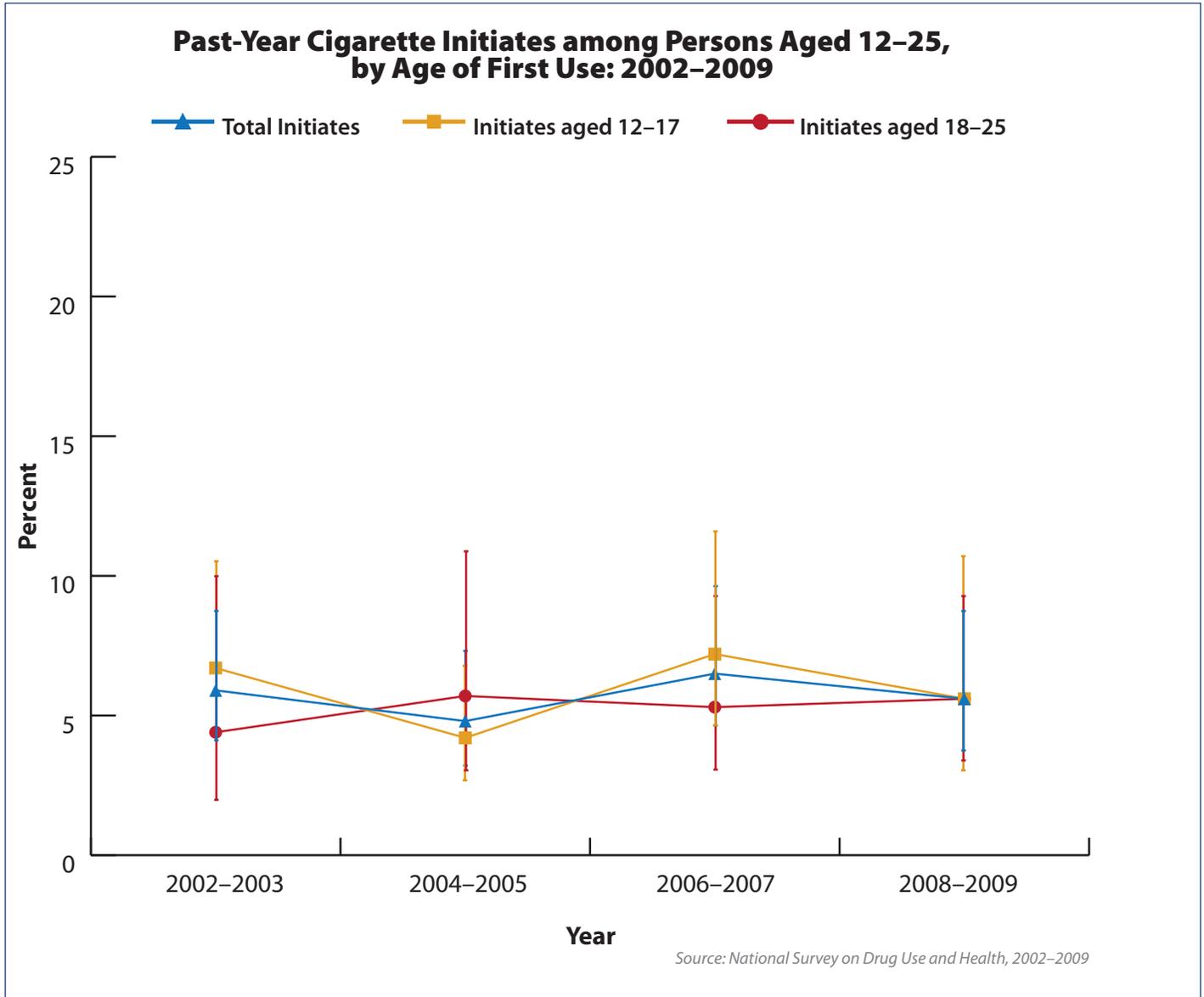
Source: Youth Risk Behavior Survey, 2011

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Past-Year Cigarette Initiation

In 2008-2009, of all Hawaii youth ages 12-17 who had never smoked, 5.6% smoked a cigarette for the first time in the past year. This ranked 18th 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, 5.6% smoked a cigarette for the first time in 2008-2009. This ranked 4th in the nation, with a range of 4.2%–14.7% among the states.



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Protect

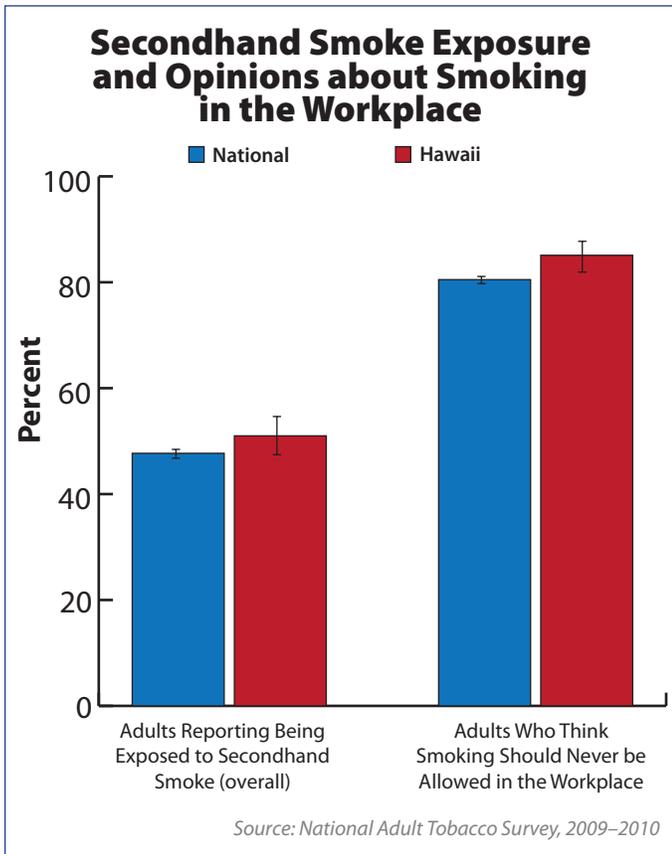
Adult Exposure to Secondhand Smoke

Among all adults, the percentage who reported being exposed to secondhand smoke within the past 7 days was higher in Hawaii than in the nation overall. In 2009-2010, overall exposure to secondhand smoke in Hawaii was 51.0%, ranking 42nd among the states.

Adults were exposed to secondhand smoke in various locations. The table shows the percentage of Hawaii 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 |
|--------------|--------------|-------------|--------------|---------------|
| 51.0% | 28.4% | 9.2% | 12.9% | 39.2% |

Source: National Adult Tobacco Survey, 2009–2010

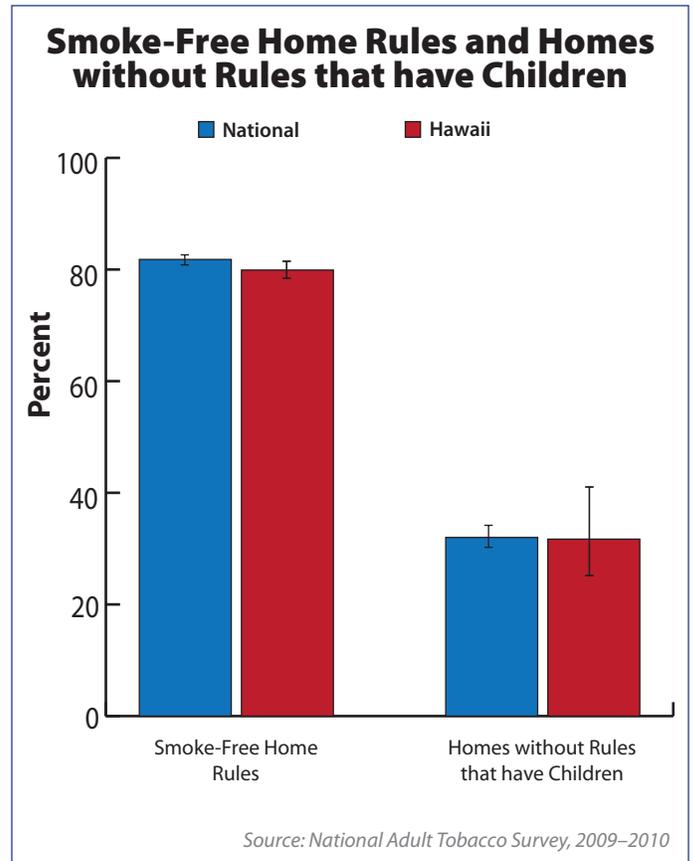


Opinions about Smoking in the Workplace

In 2009-2010, 85.1% of adults in Hawaii thought that smoking should never be allowed in indoor workplaces, ranking 8th among the states.

Smoke-Free Home Rules

In 2009-2010, 79.9% of adults in Hawaii reported that their homes had smoke-free home rules, ranking 32nd among the states. The percentage of homes without smoke-free home rules with children living in them was 31.7%, ranking 24th among the states.



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State Smoke-Free Policy

As of June 30, 2012, Hawaii had a smoke-free law that prohibits smoking in indoor areas of workplaces, restaurants, and bars. The state allowed communities to enact local smoke-free laws.

| Smoke-Free Legislation | | | |
|---|--|---|---|
| Workplaces | Restaurants | Bars | Local Laws Permitted |
|  Yes |  Yes |  Yes |  Yes |

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

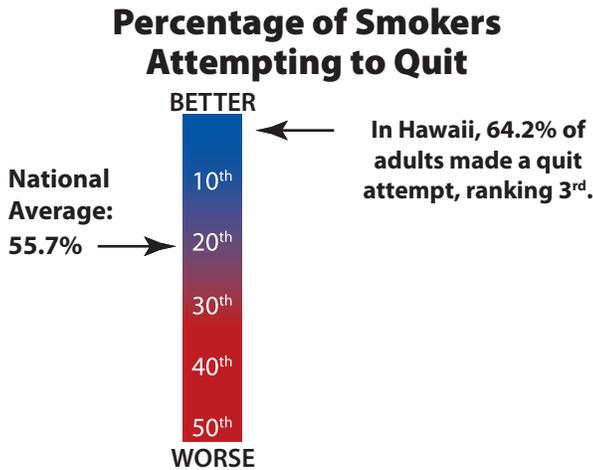
^a Allowed for non-hospitality workplaces.
^b Prohibited for non-hospitality workplaces.

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, 64.2% of Hawaii adult smokers made a quit attempt in the past year, ranking 3rd among the states.



Quitline Utilization

In 2010, the Hawaii quitline received 5,362 calls, and 1,444 tobacco users (an estimated 0.9% 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, Hawaii’s Medicaid program provided comprehensive coverage through both managed care and fee-for-service contracts for tobacco-dependence treatment including all nicotine replacement therapies, bupropion, varenicline, and counseling (individual and group).

| Medicaid Coverage for Counseling and Medications | | | |
|---|---|---|---|
| Comprehensive Coverage | | | |
|  Yes | | | |
| NRTs (One or More) | Varenicline | Bupropion | Counseling (Individual and/or Group) |
|  Yes |  Yes |  Yes |  Yes |

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

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

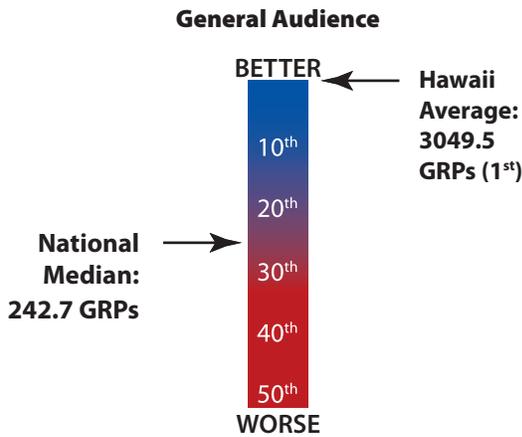
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Warn

Tobacco Counter-Marketing Media Intensity

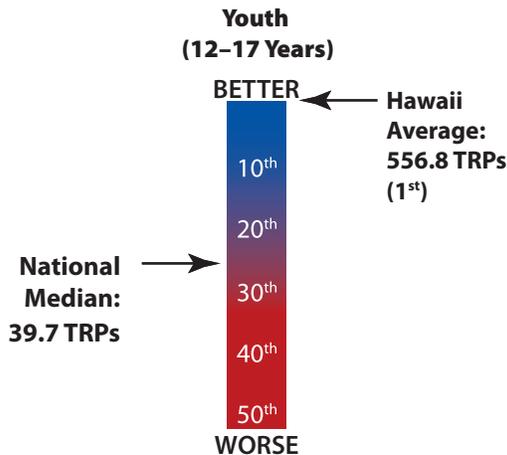
CDC *Best Practices* recommendations translate into an average quarterly exposure of 1,200 general audience gross rating points (GRPs) and 800 youth target rating points (TRPs) in effective anti-tobacco media campaigns. Hawaii had an average of 3049.5 general audience GRPs and 556.8 youth TRPs per quarter 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

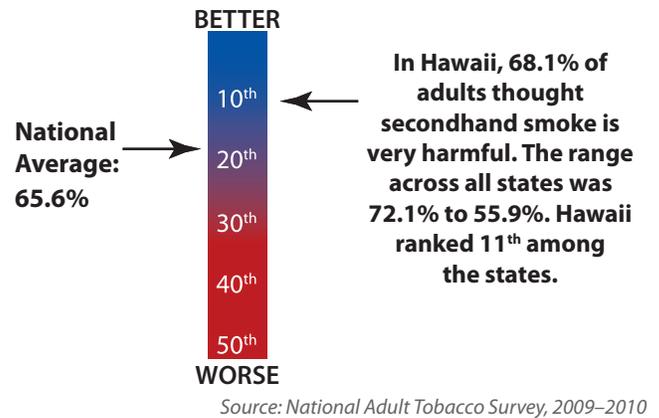


Source: CDC/OSH

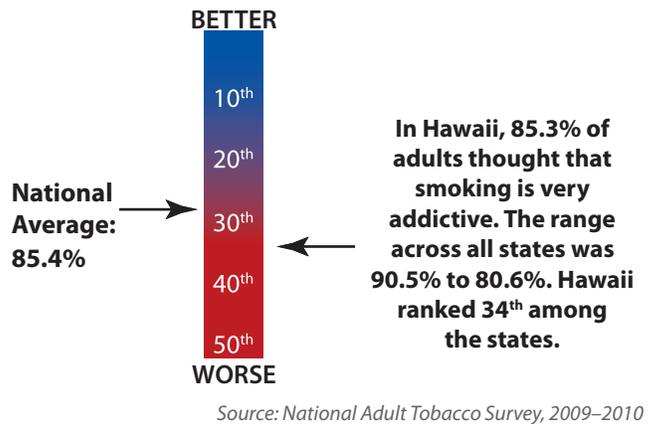
Knowledge of the Dangers of Tobacco

In Hawaii, 68.1% of adults thought that breathing smoke from other people's cigarettes or other tobacco products is very harmful to one's health in 2009-2010. Additionally, 85.3% thought that cigarette smoking is very addictive.

Secondhand Smoke



Addictiveness of Smoking



HAWAII

Enforce

State Allows Local Advertising and Promotion Laws

As of June 30, 2012, Hawaii 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, Hawaii 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 | \$20.00 |  Yes^a |  Yes^b |  Yes |

^a Annually
^b Misdemeanor

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

HAWAII

Raise

Amount of Tobacco Product Excise Tax

As of June 30, 2012, the excise tax on cigarettes in Hawaii was \$3.20 per pack, ranking 4th among the states. The tax on cigars was 50% of the wholesale price per cigar, and for little cigars the tax was \$3.20 per pack of 20. The tax on smokeless tobacco was 70% of the wholesale price.

Price Paid for Last Cigarettes Purchased

In Hawaii, 77.1% of adult smokers bought their last cigarettes by the pack, and 22.9% bought them by the carton in 2009-2010. The average price that Hawaii smokers reported paying for their last pack of cigarettes was \$7.11 in 2009-2010; the range among states was \$7.98 to \$4.04. The average price that Hawaii smokers reported paying for their last carton of cigarettes was \$55.25 in 2009-2010; the range among 45 states with valid data was \$64.45 to \$30.46.

Amount of Cigarette Excise Tax

