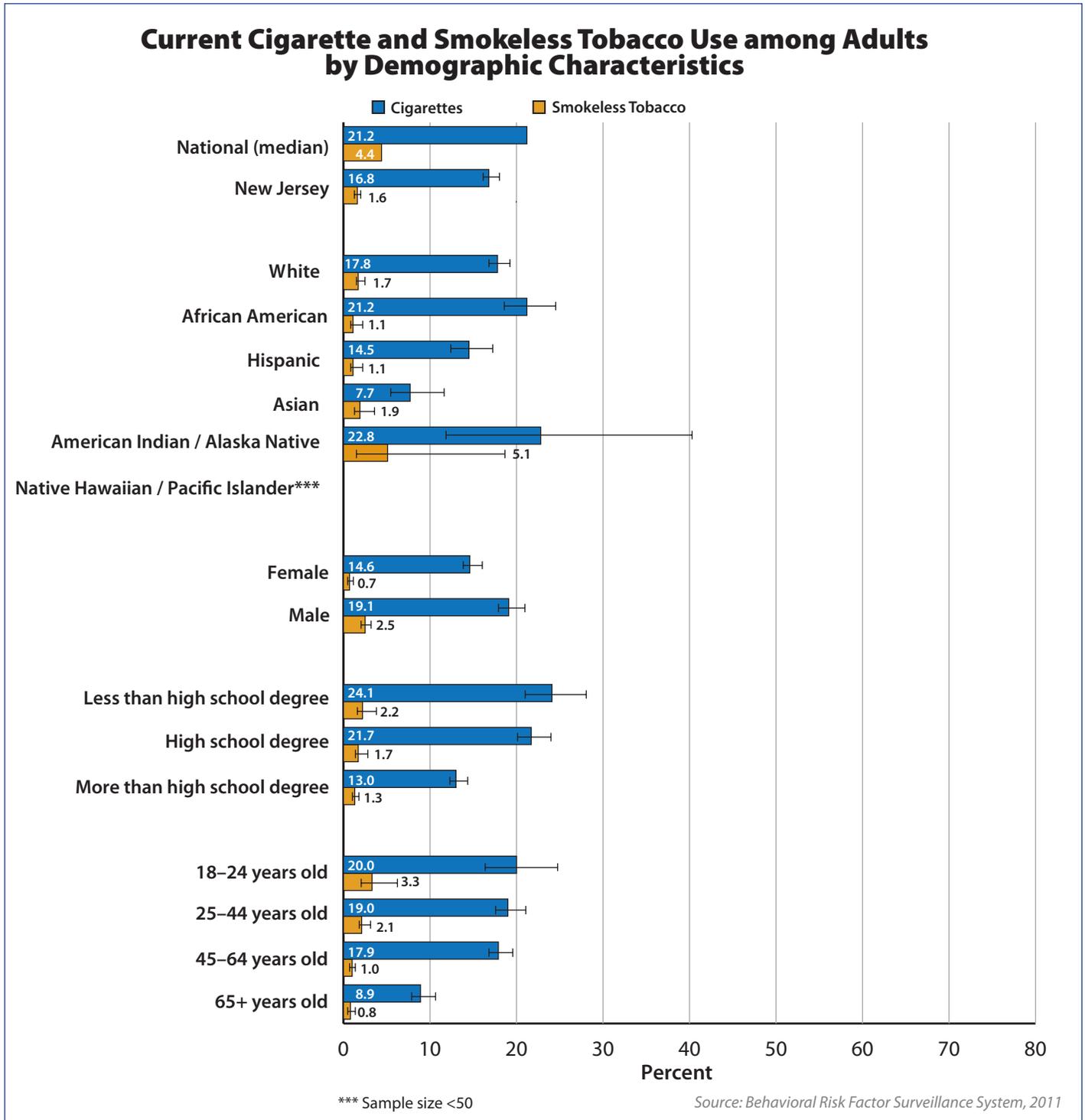


Monitor

Adult Current Cigarette/Smokeless Tobacco Use

In New Jersey, 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%. New Jersey ranked 3rd among the states.

The percentage of adults who currently use smokeless tobacco was 1.6% in 2011. Across all states and D.C., the prevalence ranged from 1.4% to 9.8%. New Jersey ranked 5th among the states.

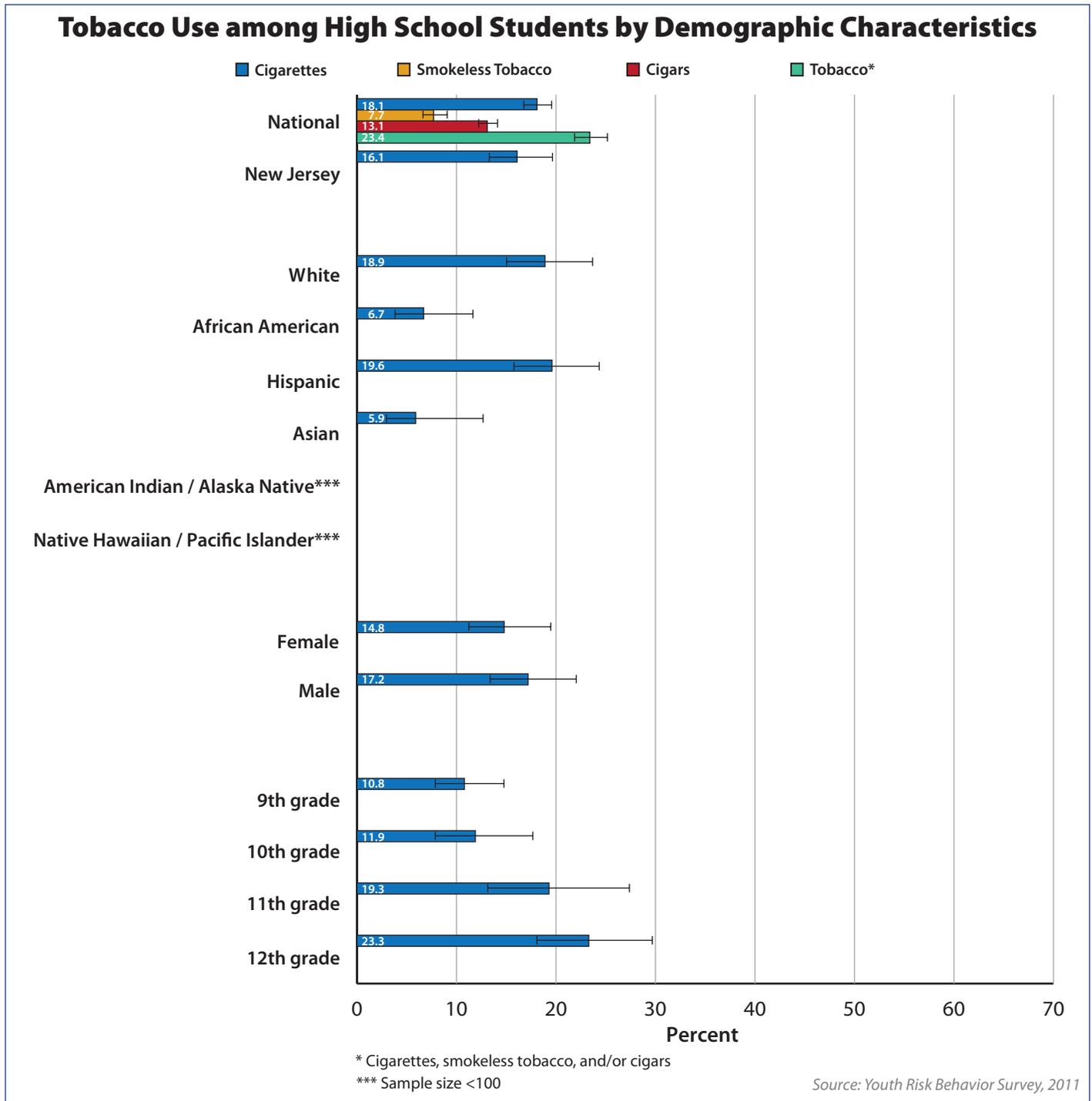


NEW JERSEY

Youth Current Cigarette/Smokeless Tobacco/Cigar Use

In New Jersey, the percentage of youth in grades 9-12 who currently smoke cigarettes was 16.1% in 2011. The range across 44 states was 5.9% to 24.1%. New Jersey ranked 20th among 44 states.

New Jersey had no reported YRBS data on smokeless tobacco, cigars, or tobacco in 2011.

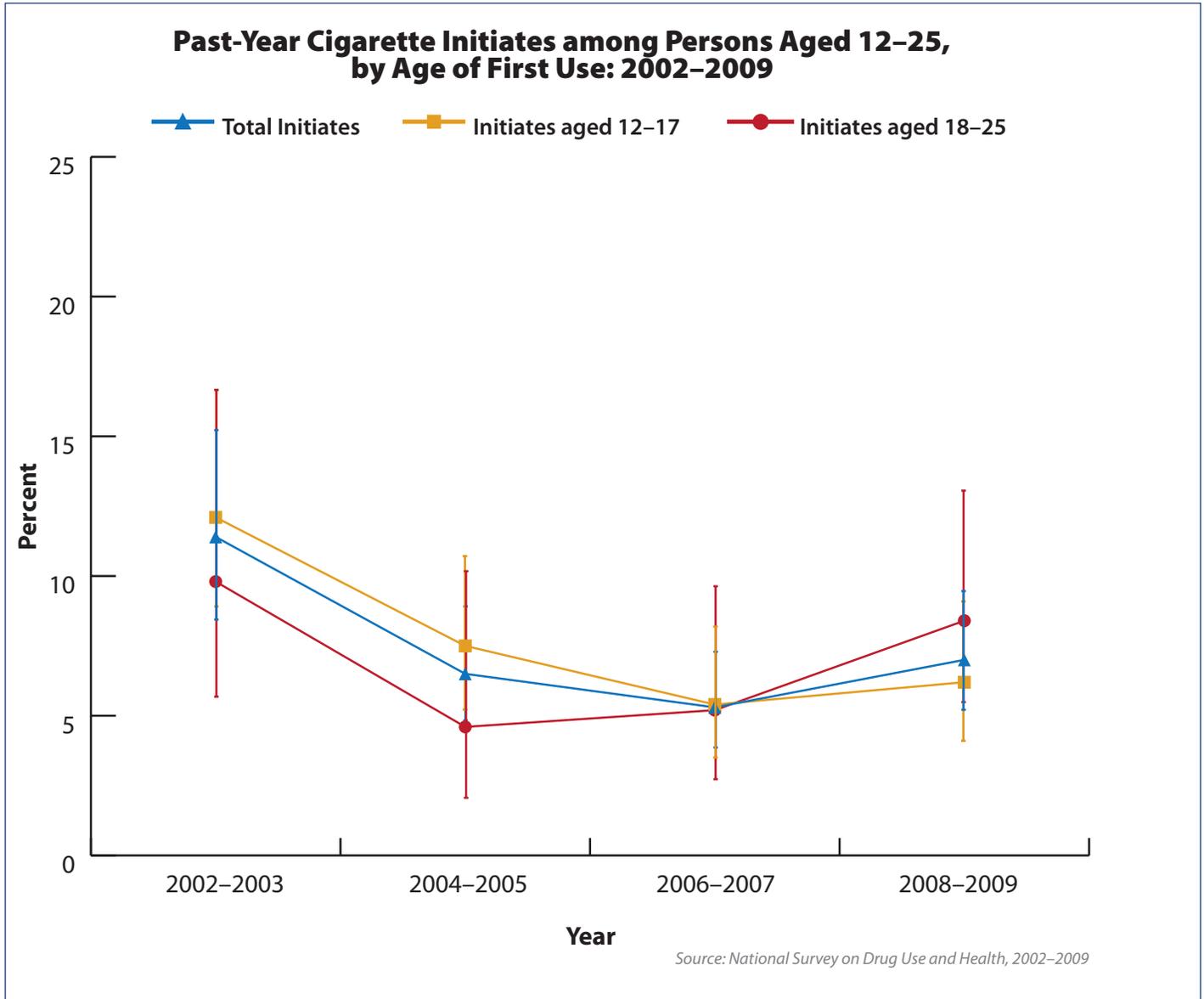


NEW JERSEY

Past-Year Cigarette Initiation

In 2008-2009, of all New Jersey youth ages 12-17 who had never smoked, 6.2% smoked a cigarette for the first time in the past year. This ranked 30th 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, 8.4% smoked a cigarette for the first time in 2008-2009. This ranked 23rd in the nation, with a range of 4.2%–14.7% among the states.



NEW JERSEY

Protect

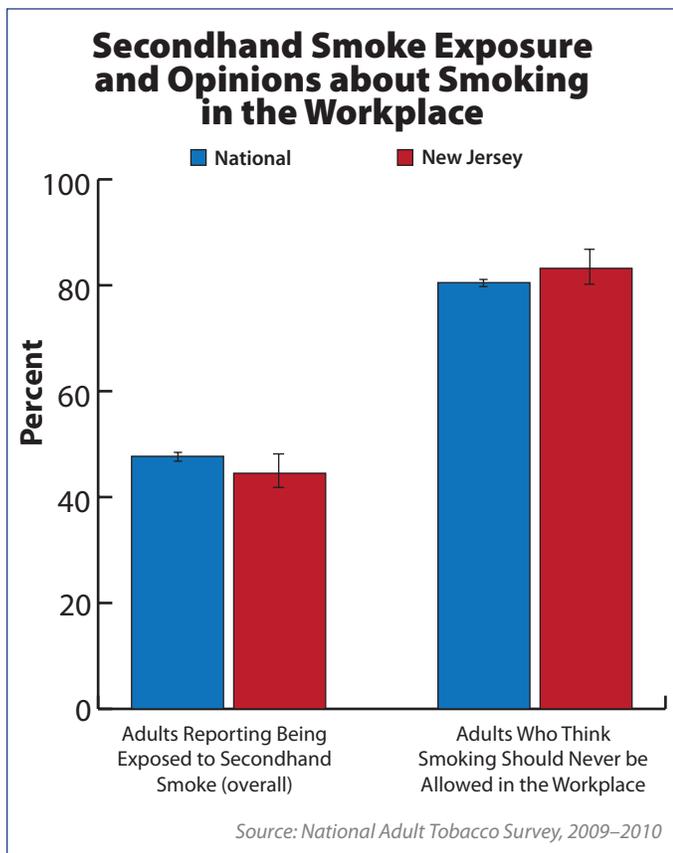
Adult Exposure to Secondhand Smoke

Among all adults, the percentage who reported being exposed to secondhand smoke within the past 7 days was lower in New Jersey than in the nation overall. In 2009-2010, overall exposure to secondhand smoke in New Jersey was 44.5%, ranking 15th among the states.

Adults were exposed to secondhand smoke in various locations. The table shows the percentage of New Jersey 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
44.5%	23.2%	10.0%	11.5%	29.6%

Source: National Adult Tobacco Survey, 2009–2010

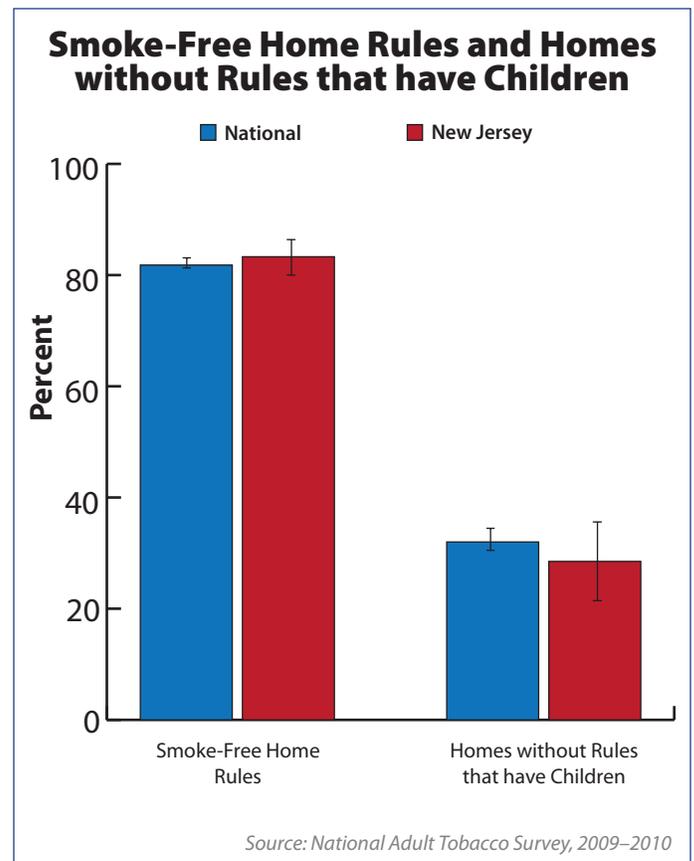


Opinions about Smoking in the Workplace

In 2009-2010, 83.2% of adults in New Jersey thought that smoking should never be allowed in indoor workplaces, ranking 15th among the states.

Smoke-Free Home Rules

In 2009-2010, 83.3% of adults in New Jersey reported that their homes had smoke-free home rules, ranking 20th among the states. The percentage of homes without smoke-free home rules with children living in them was 28.5%, ranking 12th among the states.



NEW JERSEY

State Smoke-Free Policy

As of June 30, 2012, New Jersey 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.

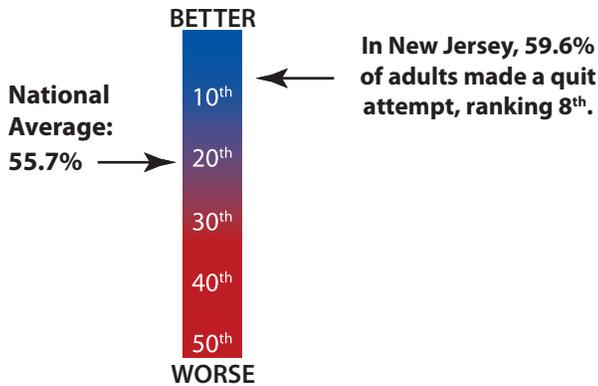
Note: Not all footnotes may be used. Source: STATE System, June 2012

Offer

Adults Who Made a Quit Attempt in the Last Year

During 2009-2010, 59.6% of New Jersey adult smokers made a quit attempt in the past year, ranking 8th among the states.

Percentage of Smokers Attempting to Quit



Source: National Adult Tobacco Survey, 2009-2010

Quitline Utilization

In 2010, the New Jersey quitline received 5,525 calls, and 1,569 tobacco users (an estimated 0.2% 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, New Jersey's Medicaid program provided incomplete coverage through Medicaid for tobacco-dependence treatment. New Jersey provided partial coverage for nicotine replacement therapies, partial coverage for varenicline, partial coverage for bupropion, and no coverage for counseling (individual or group).

Medicaid Coverage for Counseling and Medications			
Comprehensive Coverage			
 No			
NRTs (One or More)	Varenicline	Bupropion	Counseling (Individual and/or Group)
Partial ^b	Partial ^b	Partial ^b	 No

^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

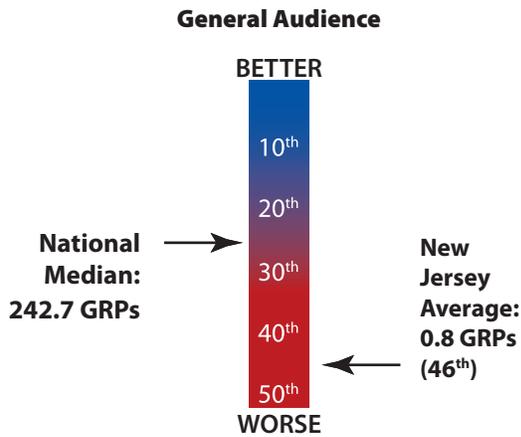
NEW JERSEY

Warn

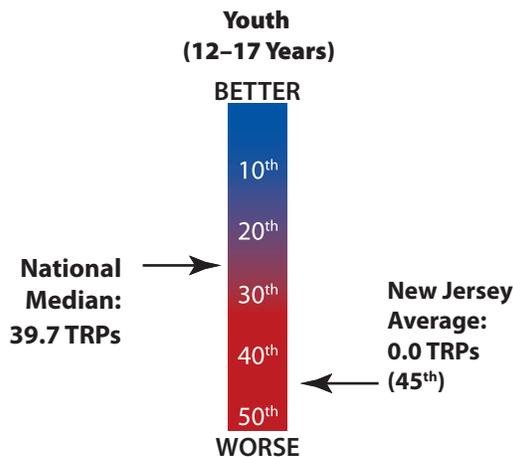
Tobacco Counter-Marketing Media Intensity

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. New Jersey had an average of 0.8 general audience GRPs and 0.0 youth TRPs per quarter in television advertising supporting tobacco control messages in 2010.

Anti-Tobacco Media Campaign Intensity, GRPs Per Quarter



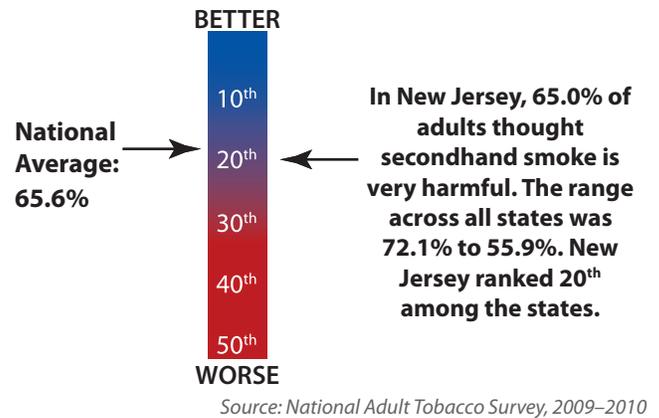
Anti-Tobacco Media Campaign Intensity, TRPs Per Quarter



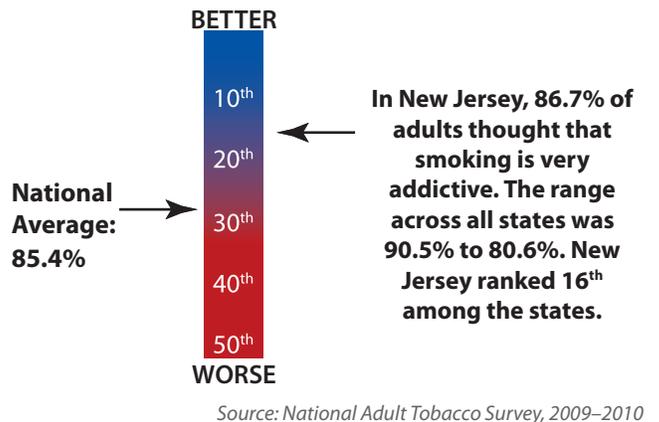
Knowledge of the Dangers of Tobacco

In New Jersey, 65.0% 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, 86.7% thought that cigarette smoking is very addictive.

Secondhand Smoke



Addictiveness of Smoking



NEW JERSEY

Enforce

State Allows Local Advertising and Promotion Laws

As of June 30, 2012, New Jersey 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, New Jersey required all establishments selling cigarettes over-the-counter to be licensed; the state does not have such a requirement for smokeless tobacco products. 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	\$50.00	 Yes^a	 Yes^b	 No

^a Annually
^b Fine

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

NEW JERSEY

Raise

Amount of Tobacco Product Excise Tax

As of June 30, 2012, the excise tax on cigarettes in New Jersey was \$2.70 per pack, ranking 6th among the states. The tax on cigars was 30% of the wholesale price per cigar, and for little cigars the tax was 30% of the wholesale price per pack of 20. The tax on smokeless tobacco was also 30% of the wholesale price.

Price Paid for Last Cigarettes Purchased

In New Jersey, 82.5% of adult smokers bought their last cigarettes by the pack, and 17.5% bought them by the carton in 2009-2010. The average price that New Jersey smokers reported paying for their last pack of cigarettes was \$7.10 in 2009-2010; the range among states was \$7.98 to \$4.04. The average price that New Jersey smokers reported paying for their last carton of cigarettes was \$56.27 in 2009-2010; the range among 45 states with valid data was \$64.45 to \$30.46.

Amount of Cigarette Excise Tax

