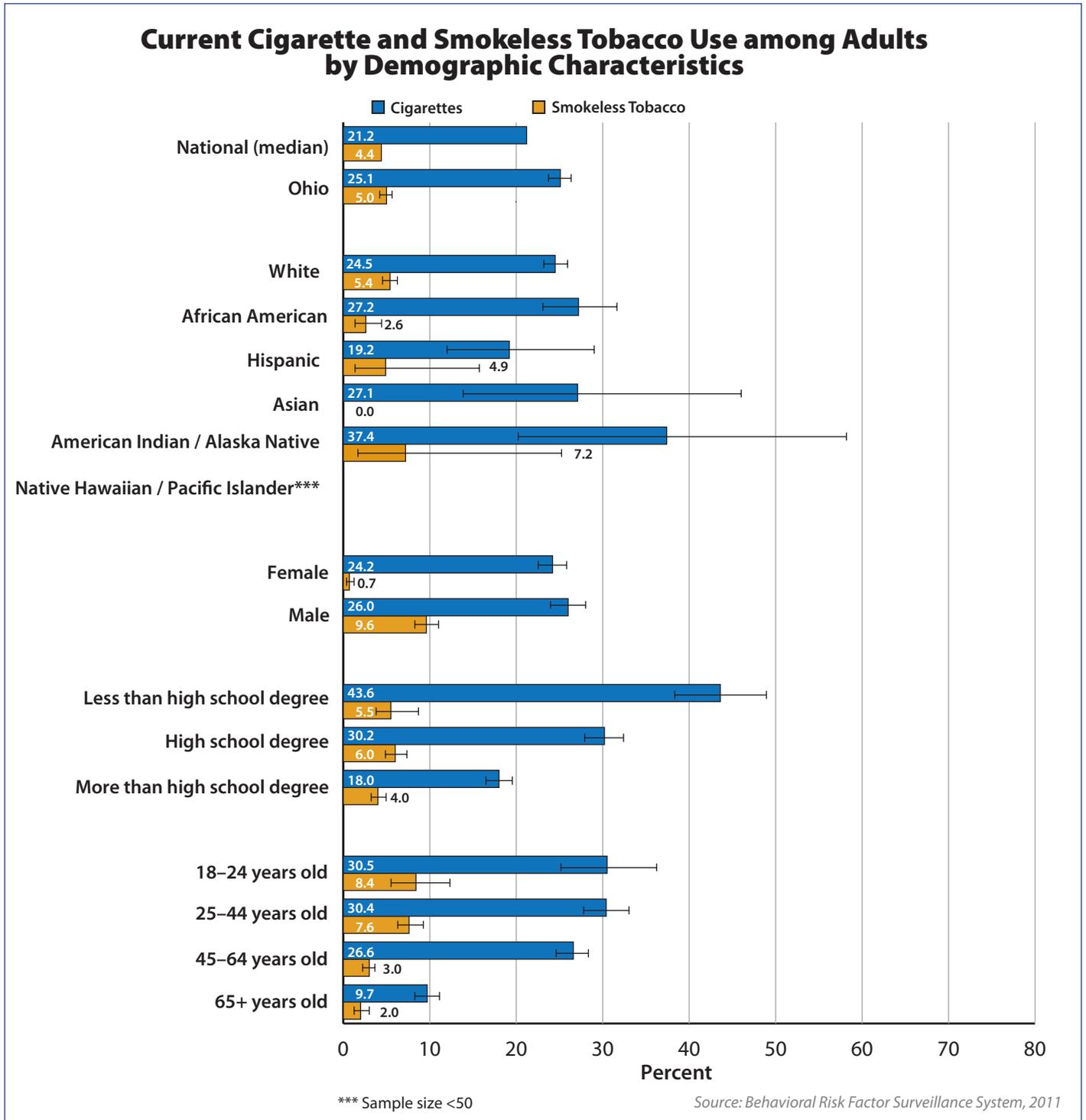


Monitor

Adult Current Cigarette/Smokeless Tobacco Use

In Ohio, the percentage of adults (ages 18+) who currently smoke cigarettes was 25.1% in 2011. Across all states and D.C., the prevalence of cigarette smoking among adults ranged from 11.8% to 29.0%. Ohio ranked 44th among the states.

The percentage of adults who currently use smokeless tobacco was 5.0% in 2011. Across all states and D.C., the prevalence ranged from 1.4% to 9.8%. Ohio ranked 34th among the states.



Youth Current Cigarette/Smokeless Tobacco/Cigar Use

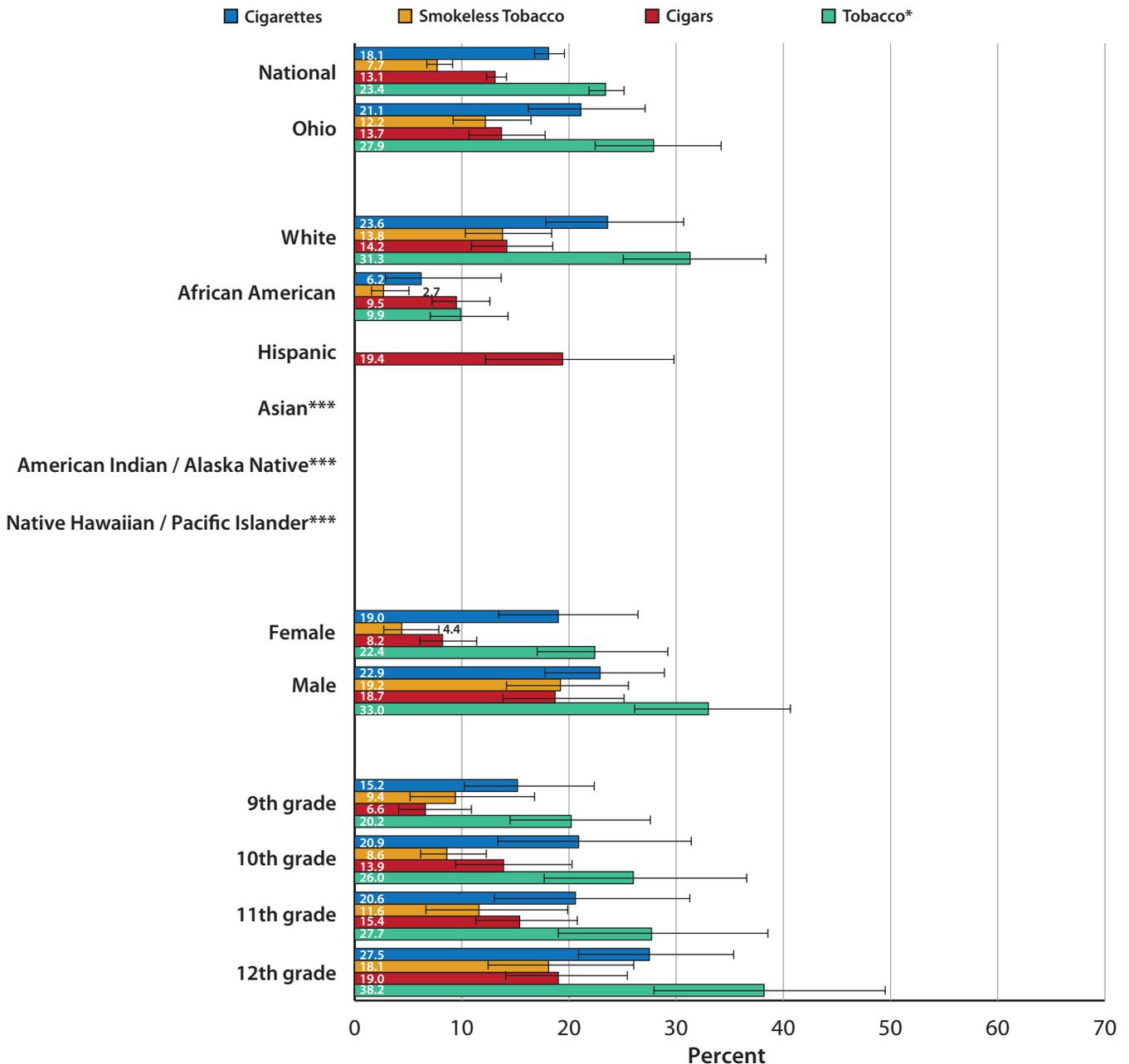
In Ohio, the percentage of youth in grades 9-12 who currently smoke cigarettes was 21.1% in 2011. The range across 44 states was 5.9% to 24.1%. Ohio ranked 37th among 44 states.

The percentage of youth who currently use smokeless tobacco was 12.2% in 2011. The range across 40 states was 3.5% to 16.9%. Ohio ranked 31st among 40 states.

The percentage of youth who currently smoke cigars was 13.7% in 2011. The range across 37 states was 5.0% to 18.3%. Ohio ranked 18th among 37 states.

The percentage of youth who currently use tobacco (i.e., cigarettes, smokeless tobacco, and/or cigars) was 27.9% in 2011. The range across 36 states was 7.8% to 31.9%. Ohio ranked 27th among 36 states.

Tobacco Use among High School Students by Demographic Characteristics



* Cigarettes, smokeless tobacco, and/or cigars

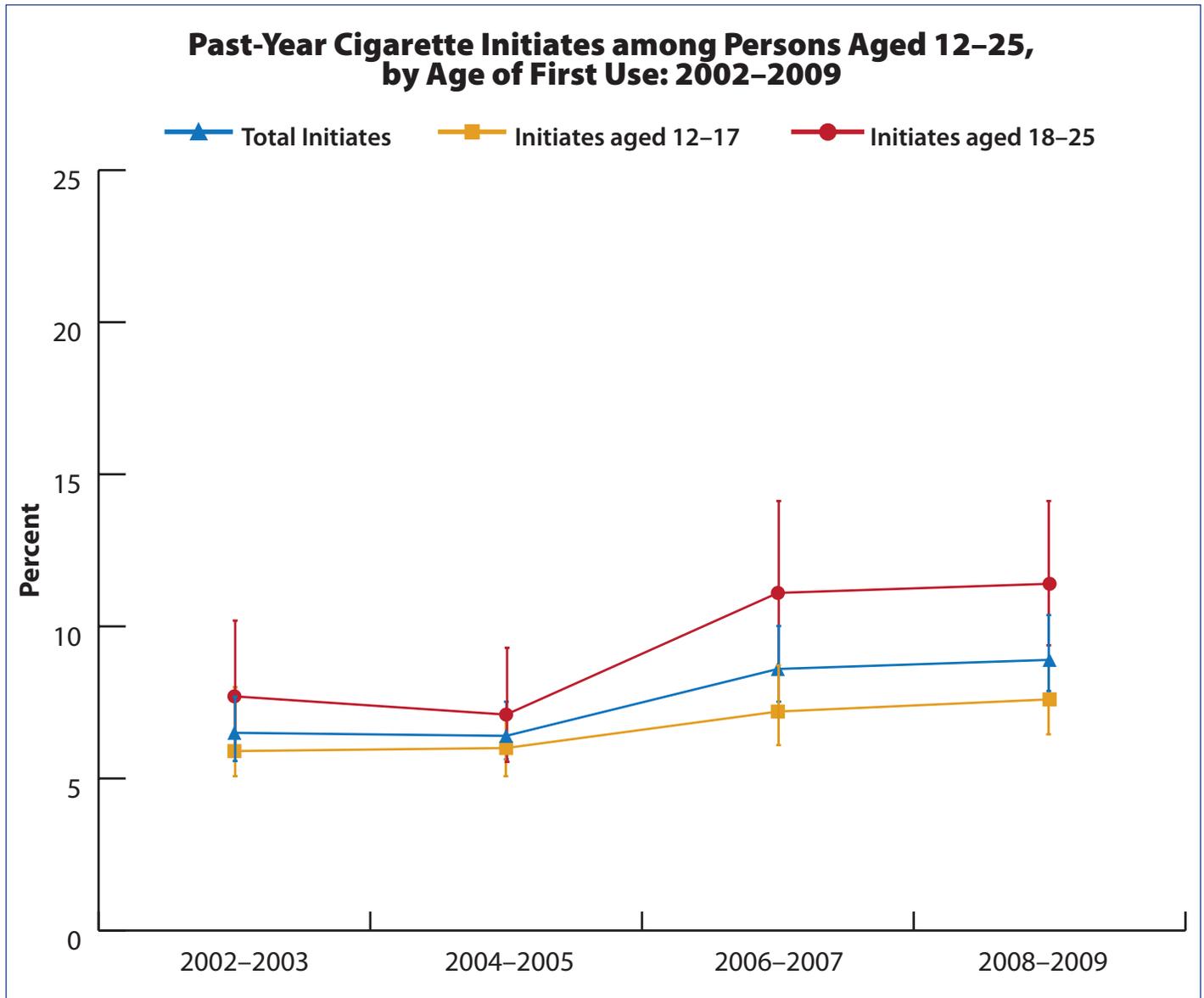
*** Sample size <100

Source: Youth Risk Behavior Survey, 2011

Past-Year Cigarette Initiation

In 2008-2009, of all Ohio youth ages 12-17 who had never smoked, 7.6% smoked a cigarette for the first time in the past year. This ranked 45th 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, 11.4% smoked a cigarette for the first time in 2008-2009. This ranked 45th in the nation, with a range of 4.2%–14.7% among the states.



Protect

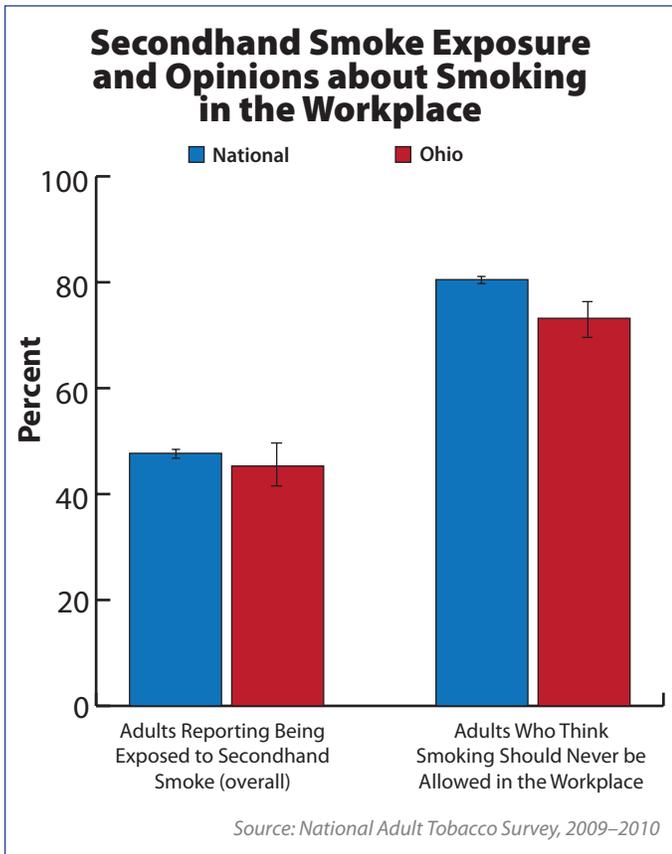
Adult Exposure to Secondhand Smoke

Among all adults, the percentage who reported being exposed to secondhand smoke within the past 7 days was lower in Ohio than in the nation overall. In 2009-2010, overall exposure to secondhand smoke in Ohio was 45.3%, ranking 20th among the states.

Adults were exposed to secondhand smoke in various locations. The table shows the percentage of Ohio 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
45.3%	18.8%	15.9%	20.9%	26.0%

Source: National Adult Tobacco Survey, 2009–2010

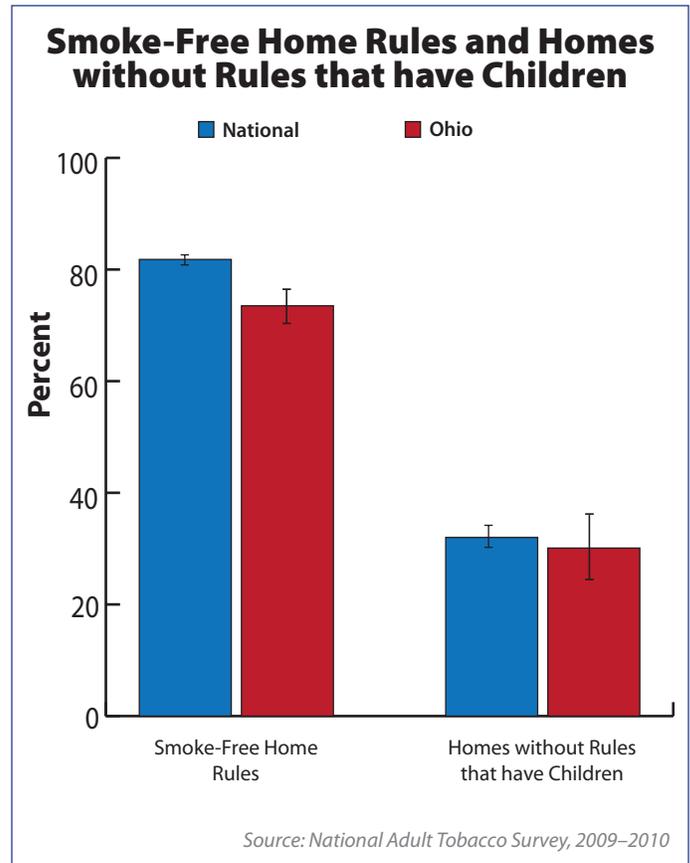


Opinions about Smoking in the Workplace

In 2009-2010, 73.2% of adults in Ohio thought that smoking should never be allowed in indoor workplaces, ranking 49th among the states.

Smoke-Free Home Rules

In 2009-2010, 73.5% of adults in Ohio reported that their homes had smoke-free home rules, ranking 49th among the states. The percentage of homes without smoke-free home rules with children living in them was 30.1%, ranking 17th among the states.



OHIO

State Smoke-Free Policy

As of June 30, 2012, Ohio 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.

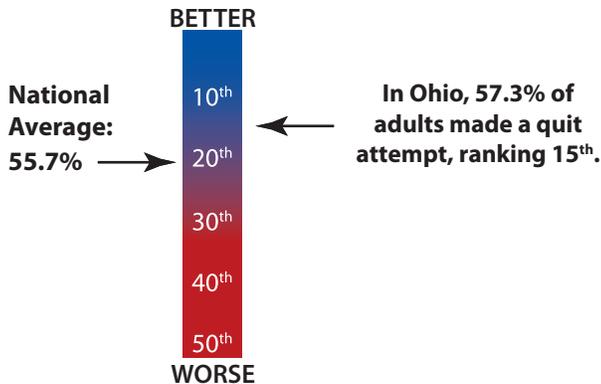
Smoke-Free Legislation			
Workplaces	Restaurants	Bars	Local Laws Permitted
 Yes	 Yes	 Yes	 Yes
<small>* Designated Smoking Areas † Ventilated Smoking Areas ‡ No Restrictions ¶ Allowed smoking in venues that prohibit minors</small>		<small>^a Allowed for non-hospitality workplaces. ^b Prohibited for non-hospitality workplaces.</small>	
<small>Note: Not all footnotes may be used.</small>		<small>Source: STATE System, June 2012</small>	

Offer

Adults Who Made a Quit Attempt in the Last Year

During 2009-2010, 57.3% of Ohio adult smokers made a quit attempt in the past year, ranking 15th among the states.

Percentage of Smokers Attempting to Quit



Source: National Adult Tobacco Survey, 2009-2010

Quitline Utilization

In 2010, the Ohio quitline received 23,770 calls, and 6,725 tobacco users (an estimated 0.3% 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, Ohio's Medicaid program provided incomplete coverage through Medicaid for tobacco-dependence treatment. Ohio provided full coverage for all nicotine replacement therapies, full coverage for varenicline, full coverage for bupropion, and no coverage for counseling (individual or group).

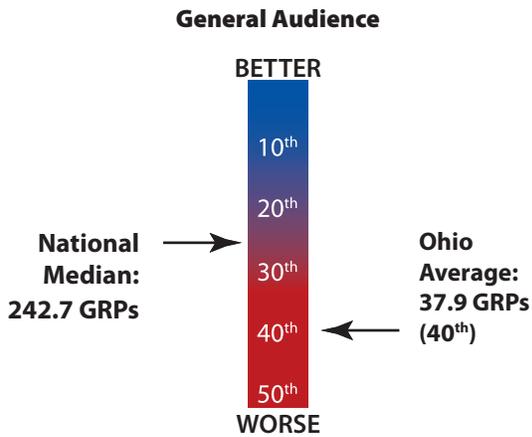
Medicaid Coverage for Counseling and Medications			
Comprehensive Coverage			
 No			
NRTs (One or More)	Varenicline	Bupropion	Counseling (Individual and/or Group)
 Yes	 Yes	 Yes	 No
<small>^a Pregnant women only ^b Fee-for-service only ^c Available only via the quitline</small>			
<small>Note: Not all footnotes may be used.</small>			<small>Source: Halpin, et al, 2011</small>

Warn

Tobacco Counter-Marketing Media Intensity

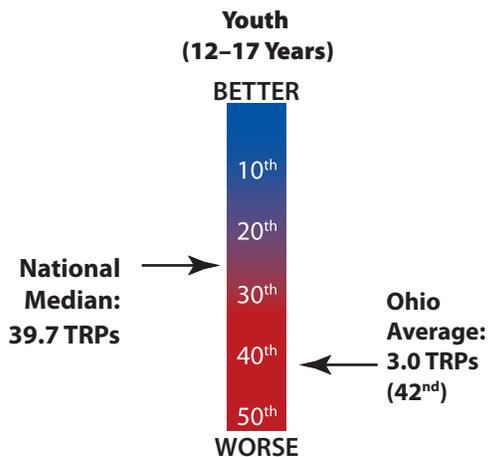
CDC *Best Practices* recommendations translate into an average quarterly exposure of 1,200 general audience gross rating points (GRPs) and 800 youth target rating points (TRPs) in effective anti-tobacco media campaigns. Ohio had an average of 37.9 general audience GRPs and 3.0 youth TRPs per quarter 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

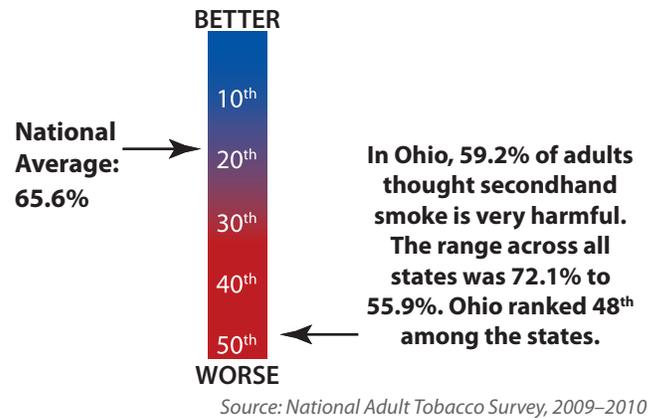


Source: CDC/OSH

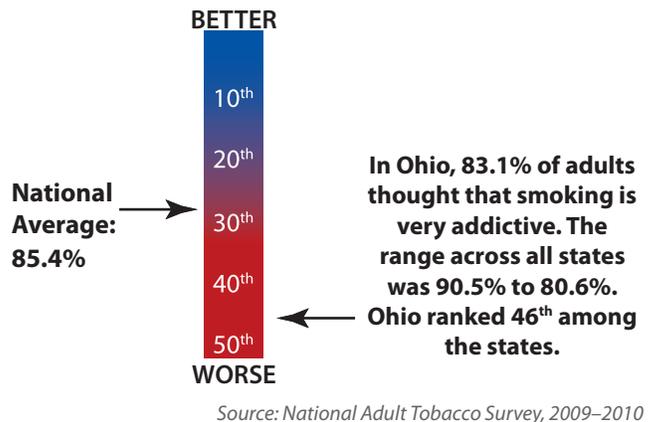
Knowledge of the Dangers of Tobacco

In Ohio, 59.2% 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, 83.1% thought that cigarette smoking is very addictive.

Secondhand Smoke



Addictiveness of Smoking



Enforce

State Allows Local Advertising and Promotion Laws

As of June 30, 2012, Ohio 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, Ohio 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	\$30.00	 Yes^a	 Yes^b	 No

^a Annually
^b 4th Degree Misdemeanor: Fine, Imprisonment

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

Raise

Amount of Tobacco Product Excise Tax

As of June 30, 2012, the excise tax on cigarettes in Ohio was \$1.25 per pack, ranking 27th among the states. The tax on cigars was 17% of the wholesale price per cigar, and for little cigars the tax was 17% of the wholesale price per pack of 20. The tax on smokeless tobacco was also 17% of the wholesale price.

Price Paid for Last Cigarettes Purchased

In Ohio, 80.9% of adult smokers bought their last cigarettes by the pack, and 19.1% bought them by the carton in 2009-2010. The average price that Ohio smokers reported paying for their last pack of cigarettes was \$5.22 in 2009-2010; the range among states was \$7.98 to \$4.04. The average price that Ohio smokers reported paying for their last carton of cigarettes was \$42.79 in 2009-2010; the range among 45 states with valid data was \$64.45 to \$30.46.

Amount of Cigarette Excise Tax

