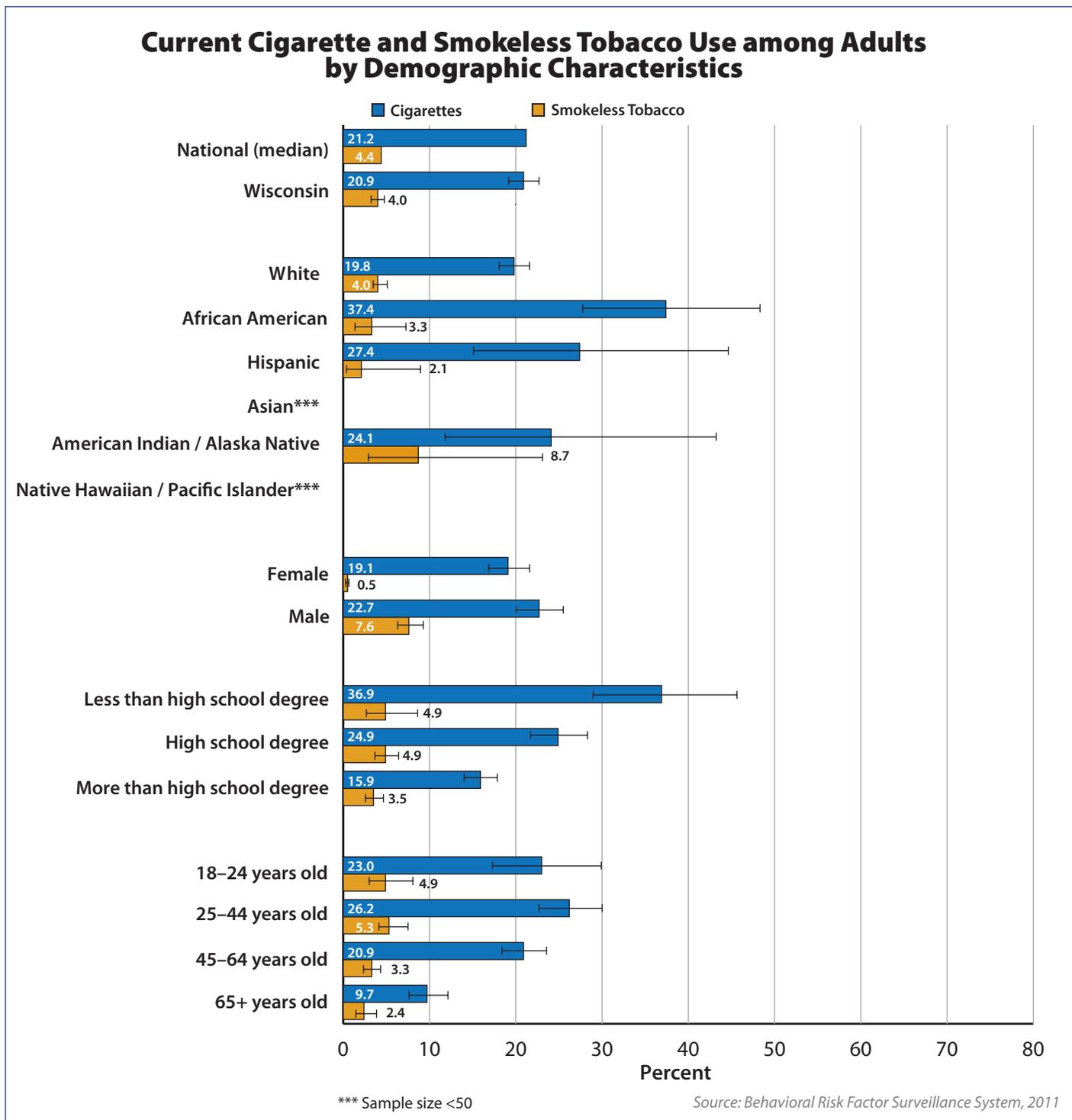


Monitor

Adult Current Cigarette/Smokeless Tobacco Use

In Wisconsin, the percentage of adults (ages 18+) who currently smoke cigarettes was 20.9% in 2011. Across all states and D.C., the prevalence of cigarette smoking among adults ranged from 11.8% to 29.0%. Wisconsin ranked 23rd among the states.

The percentage of adults who currently use smokeless tobacco was 4.0% in 2011. Across all states and D.C., the prevalence ranged from 1.4% to 9.8%. Wisconsin ranked 22nd among the states.



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Youth Current Cigarette/Smokeless Tobacco/Cigar Use

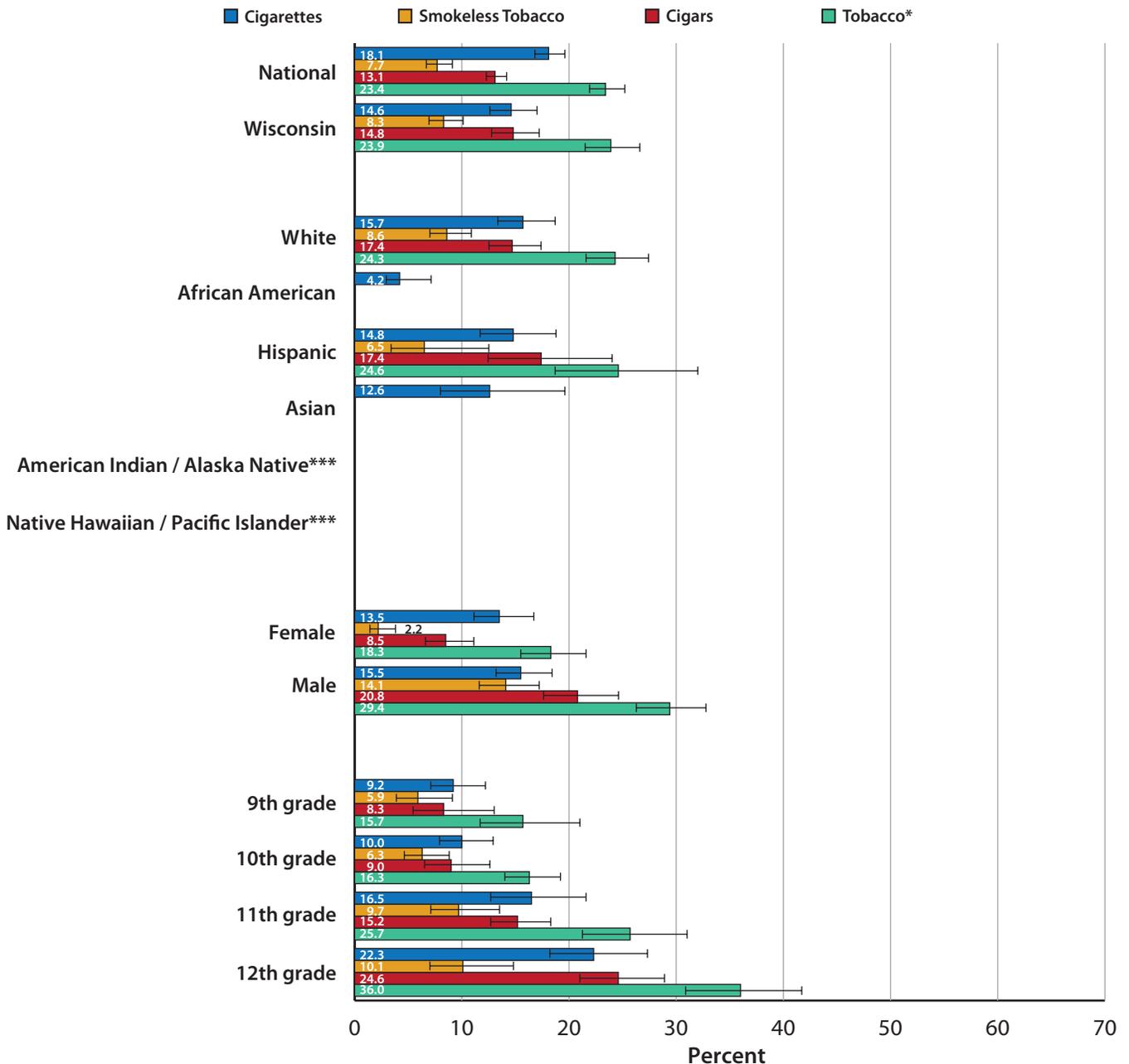
In Wisconsin, the percentage of youth in grades 9-12 who currently smoke cigarettes was 14.6% in 2011. The range across 44 states was 5.9% to 24.1%. Wisconsin ranked 14th among 44 states.

The percentage of youth who currently use smokeless tobacco was 8.3% in 2011. The range across 40 states was 3.5% to 16.9%. Wisconsin ranked 18th among 40 states.

The percentage of youth who currently smoke cigars was 14.8% in 2011. The range across 37 states was 5.0% to 18.3%. Wisconsin ranked 25th among 37 states.

The percentage of youth who currently use tobacco (i.e., cigarettes, smokeless tobacco, and/or cigars) was 23.9% in 2011. The range across 36 states was 7.8% to 31.9%. Wisconsin ranked 19th among 36 states.

Tobacco Use among High School Students by Demographic Characteristics



* Cigarettes, smokeless tobacco, and/or cigars

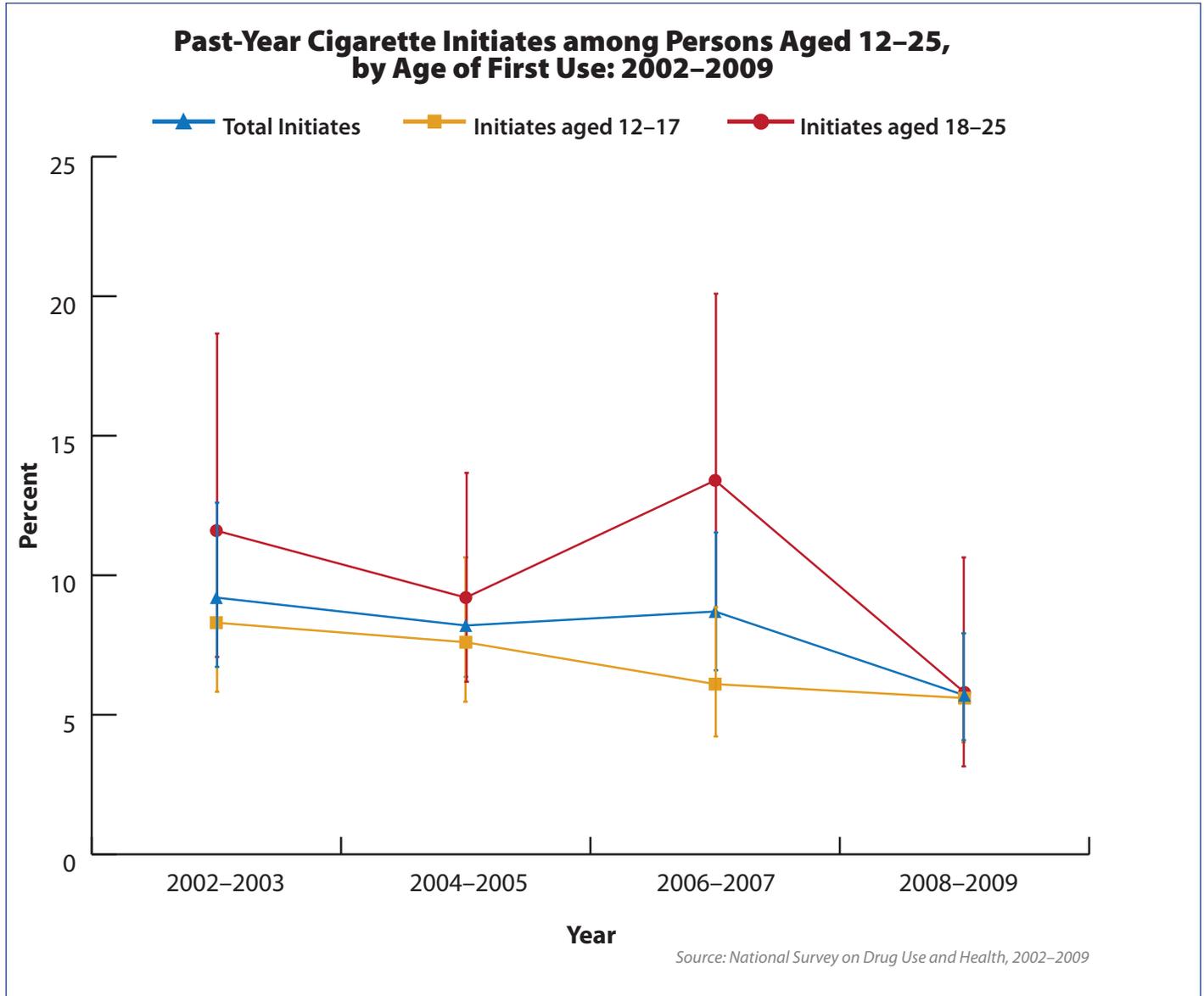
*** Sample size <100

Source: Youth Risk Behavior Survey, 2011

Past-Year Cigarette Initiation

In 2008-2009, of all Wisconsin 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, 5.8% 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.



Protect

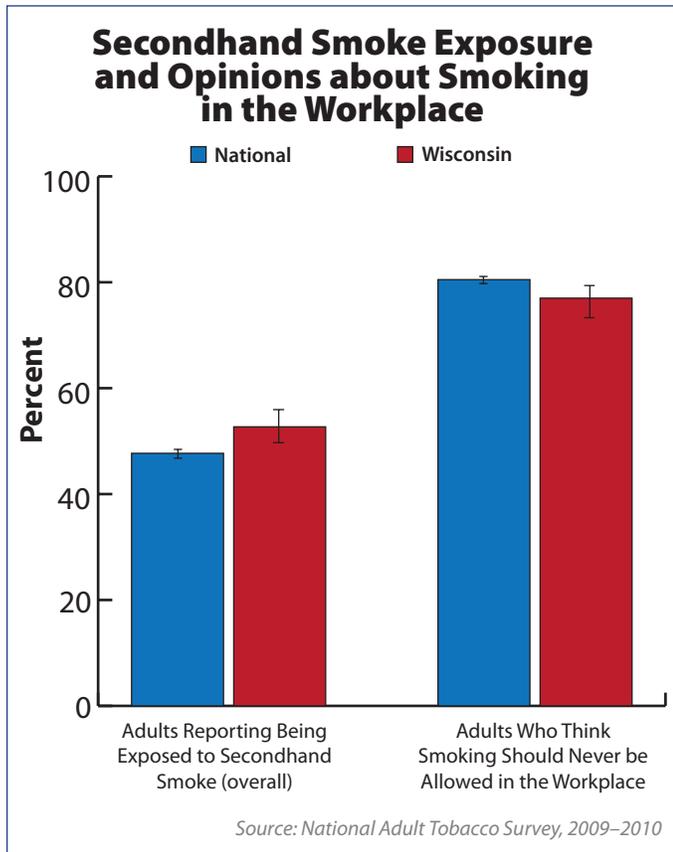
Adult Exposure to Secondhand Smoke

Among all adults, the percentage who reported being exposed to secondhand smoke within the past 7 days was higher in Wisconsin than in the nation overall. In 2009-2010, overall exposure to secondhand smoke in Wisconsin was 52.7%, ranking 46th among the states.

Adults were exposed to secondhand smoke in various locations. The table shows the percentage of Wisconsin 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
52.7%	14.9%	12.0%	14.9%	39.5%

Source: National Adult Tobacco Survey, 2009–2010

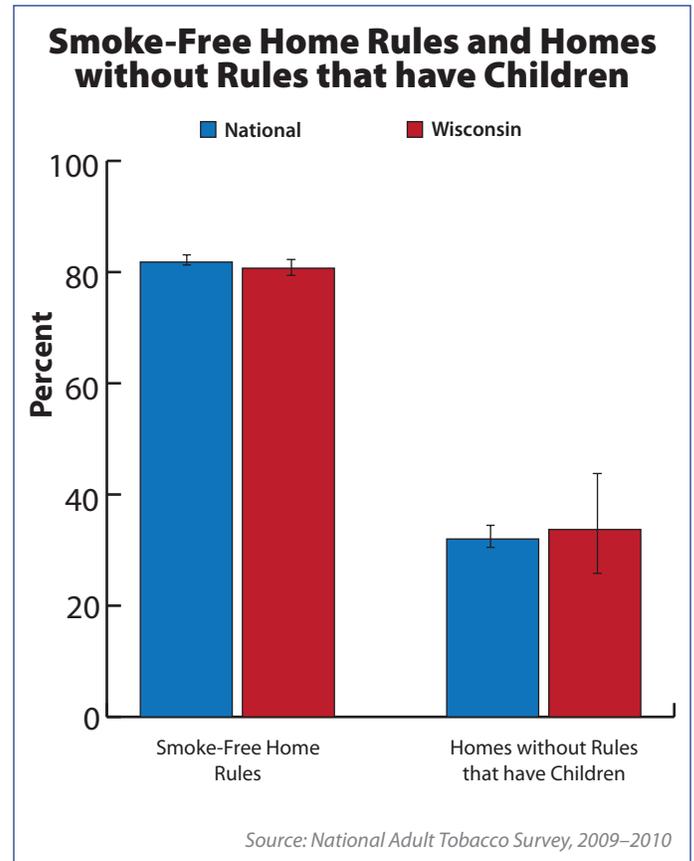


Opinions about Smoking in the Workplace

In 2009-2010, 77.0% of adults in Wisconsin thought that smoking should never be allowed in indoor workplaces, ranking 33rd among the states.

Smoke-Free Home Rules

In 2009-2010, 80.7% of adults in Wisconsin reported that their homes had smoke-free home rules, ranking 29th among the states. The percentage of homes without smoke-free home rules with children living in them was 33.7%, ranking 30th among the states.



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State Smoke-Free Policy

As of June 30, 2012, Wisconsin 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.

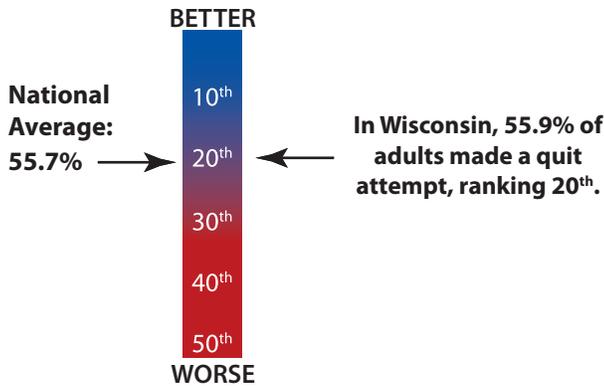
Smoke-Free Legislation			
Workplaces	Restaurants	Bars	Local Laws Permitted
 Yes	 Yes	 Yes	 Yes
<small>* Designated Smoking Areas † Ventilated Smoking Areas ‡ No Restrictions ¶ Allowed smoking in venues that prohibit minors</small>		<small>^a Allowed for non-hospitality workplaces. ^b Prohibited for non-hospitality 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, 55.9% of Wisconsin adult smokers made a quit attempt in the past year, ranking 20th among the states.

Percentage of Smokers Attempting to Quit



Source: National Adult Tobacco Survey, 2009-2010

Quitline Utilization

In 2010, the Wisconsin quitline received 20,273 calls, and 13,641 tobacco users (an estimated 1.4% 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, Wisconsin's Medicaid program provided incomplete coverage through Medicaid for tobacco-dependence treatment. Wisconsin provided full coverage for some nicotine replacement therapies, full coverage for varenicline, full coverage for bupropion, and full coverage for individual counseling (i.e., no group coverage).

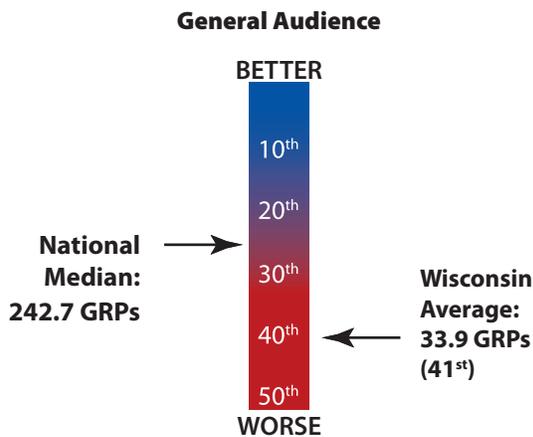
Medicaid Coverage for Counseling and Medications			
Comprehensive Coverage			
 No			
NRTs (One or More)	Varenicline	Bupropion	Counseling (Individual and/or Group)
 Yes	 Yes	 Yes	 Yes
<small>^a Pregnant women only ^b Fee-for-service only ^c Available only via the quitline</small>			
<small>Note: Not all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

Warn

Tobacco Counter-Marketing Media Intensity

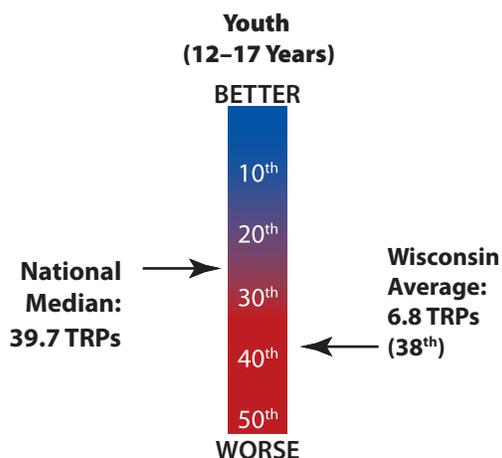
CDC *Best Practices* recommendations translate into an average quarterly exposure of 1,200 general audience gross rating points (GRPs) and 800 youth target rating points (TRPs) in effective anti-tobacco media campaigns. Wisconsin had an average of 33.9 general audience GRPs and 6.8 youth TRPs per quarter 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

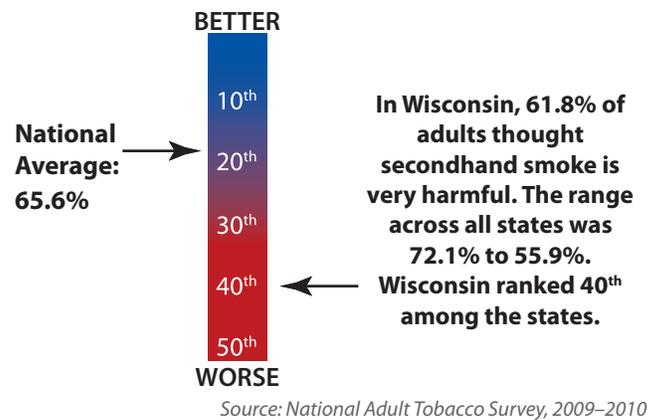


Source: CDC/OSH

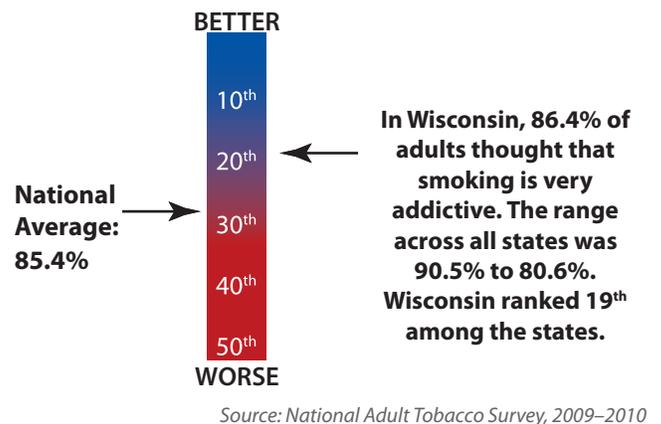
Knowledge of the Dangers of Tobacco

In Wisconsin, 61.8% 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, 86.4% 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, Wisconsin preempted local regulation of tobacco industry promotions, tobacco product sampling, and display of tobacco products in commercial establishments.

State Allows Local Laws		
Promotion	Sampling	Display
 No	 No	 No

Source: STATE System, June 2012

Over-the-Counter Retail Licensure

As of June 30, 2012, Wisconsin 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	 No	 No	 Yes^b	 No

^a Annually
^b Fine or Imprisonment

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

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Raise

Amount of Tobacco Product Excise Tax

As of June 30, 2012, the excise tax on cigarettes in Wisconsin was \$2.52 per pack, ranking 8th among the states. The tax on cigars was 71% of the manufacturer's list price per cigar, and for little cigars the tax was 71% of the manufacturer's list price per pack of 20. The tax on smokeless tobacco was also 71% of the manufacturer's list price.

Price Paid for Last Cigarettes Purchased

In Wisconsin, 80.6% of adult smokers bought their last cigarettes by the pack, and 19.4% bought them by the carton in 2009-2010. The average price that Wisconsin smokers reported paying for their last pack of cigarettes was \$6.27 in 2009-2010; the range among states was \$7.98 to \$4.04. The average price that Wisconsin smokers reported paying for their last carton of cigarettes was \$50.48 in 2009-2010; the range among 45 states with valid data was \$64.45 to \$30.46.

Amount of Cigarette Excise Tax

