



*Wisconsin Tobacco Facts: Adults*

*December 2021*



## ACKNOWLEDGEMENTS

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## PREFACE

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This report presents the most recent data available on trends in tobacco use, tobacco-related exposure and attitudes among Wisconsin adults. Data are primarily from the Wisconsin Behavioral Risk Factor Surveillance System. The Behavioral Risk Factor Surveillance System, conducted in all 50 states, the District of Columbia, Puerto Rico, the U.S. Virgin Islands, and Guam, is the world's largest, on-going telephone health survey system, tracking health conditions and risk behaviors in the United States. Wisconsin has participated in the survey since its inception in 1984.

The Behavioral Risk Factor Survey (BRFS) is a cross-sectional survey. Thus, the findings presented from its data represent a different snapshot of the state's adult population each year it is conducted. Accordingly, the data cannot elucidate cause and effect, but rather reveal correlations between the variables examined. Though correlation does not imply causation, correlations reveal important characteristics and patterns that are crucial to understanding tobacco-related behavior, exposure, and attitudes.

The findings presented here are intended to provide a resource for state and local health departments, health professionals, educators, and local coalitions working to reduce tobacco use and exposure to secondhand smoke and vapor in Wisconsin. This report may also assist public health agencies assess progress made toward the reduction of tobacco use and exposure among adults, and further aid them in determining the focus of future programmatic efforts.

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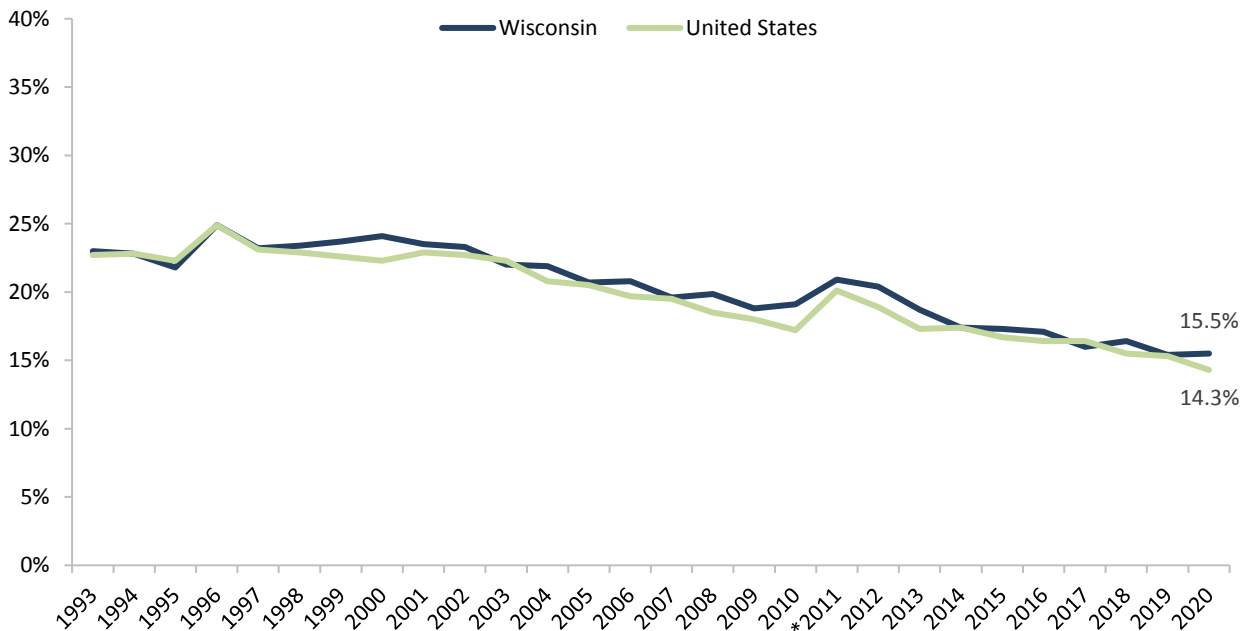
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## SECTION A. CIGARETTE USE

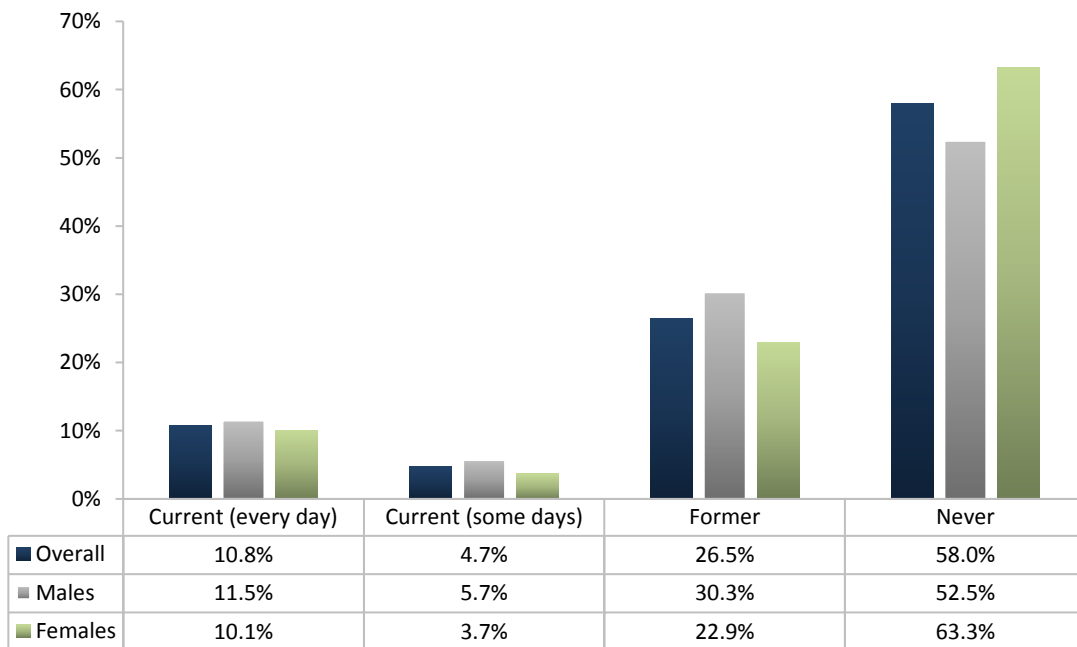
**Figure A1. Prevalence of Current Cigarette Smoking, Adults, Wisconsin & the United States, 1993-2020**



\* Data collection methodology included the addition of cell phones beginning in 2011; Data from 2011 onward cannot be merged with previous years.

Data: Behavioral Risk Factor Survey, Wisconsin and the United States

**Figure A.2. Cigarette Smoking Status, Overall and by Sex, Adults, Wisconsin, 2020**



Data: Wisconsin Behavioral Risk Factor Survey

**Table A.1. Percent and Number of Current Cigarette Smokers, Adults, Wisconsin, 1990-2020**

Year	Percent	Number of Smokers
1990	25%	899,874
1991	26%	946,210
1992	23%	843,147
1993	23%	850,175
1994	23%	859,542
1995	22%	828,828
1996	25%	954,199
1997	23%	887,514
1998	23%	896,629
1999	24%	945,963
2000	24%	958,780
2001	24%	976,971
2002	23%	948,290
2003	22%	914,910
2004	22%	929,061
2005	21%	897,729
2006	21%	900,429
2007	20%	862,767
2008	20%	869,564
2009	19%	828,080
2010	19%	826,024
2011*	21%	918,976
2012	20%	879,665
2013	19%	840,753
2014	17%	756,009
2015	17%	759,779
2016	17%	762,443
2017	16%	722,349
2018	16%	721,432
2019	15%	673,345
2020	16%	729,934

\* Data collection methodology included the addition of cell phones beginning in 2011; Data from 2011 onward cannot be merged with previous years.

**Note:** All smoking prevalence estimates and population estimates were rounded to the nearest whole number.

**Data:** Wisconsin Behavioral Risk Factor Survey; Wisconsin Interactive Statistics on Health



**Table A.2. Prevalence of Current Cigarette Smoking, by Select Characteristics, Adults, Wisconsin, 2016-2020\***

Average Prevalence of Current Cigarette Smoking in Wisconsin, 2016-2020: 16.1%		
<b>Age</b>	18-24 years	11.2%
	25-29 years	19.2%
	30-39 years	21.4%
	40-54 years	19.2%
	55-64 years	16.9%
	65-74 years	10.4%
	75-99 years	4.4%
<b>Sex</b>	Male	17.5%
	Female	14.6%
<b>Race/Ethnicity**</b>	NH White	15.6%
	NH Black	24.8%
	NH American Indian/Alaskan Native	34.3%
	NH Asian/Native Hawaiian/Pacific Islander	6.8%
	NH Multi-Racial	30.0%
	Hispanic/Latino	12.4%
<b>Educational Attainment (age 25 or older)***</b>	Less Than High School	30.3%
	High School Graduate/GED	22.1%
	Some College	17.7%
	College Graduate +	6.1%
<b>Annual Household Income</b>	<\$15,000	30.3%
	\$15,000-\$24,999	27.0%
	\$25,000-\$34,999	21.3%
	\$35,000-\$49,999	17.4%
	\$50,000-\$74,999	13.9%
	\$75,000+	9.7%
<b>Urban/Rural Residence (2018-2020)****</b>	Urban	15.5%
	Rural	17.4%
<b>Veteran Status</b>	Veteran	17.1%
	Non-Veteran	16.0%
<b>Sexual Orientation</b>	Heterosexual	15.6%
	Lesbian/Gay/Bisexual/Other	22.4%

\* Five years of data were merged to increase sub-sample sizes, thereby improving the reliability of estimates.

\*\* NH designates non-Hispanic ethnicity.

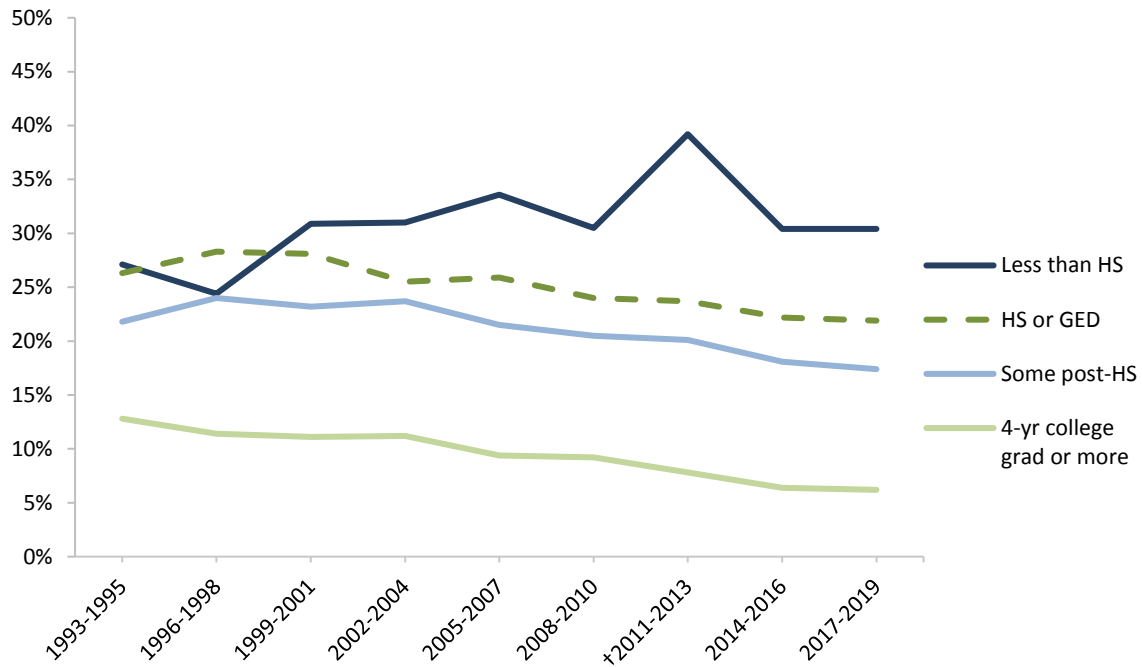
\*\*\* Analysis was limited to adults aged 25 years or older to control for the confounding of age with level of educational attainment.

\*\*\*\* A comparable measure of urbanicity of counties of residence was only available for 2018, 2019, and 2020.

**Data:** Wisconsin Behavioral Risk Factor Survey



**Figure A.3. Prevalence of Current Cigarette Smoking, by Educational Attainment, Adults\*, Wisconsin, 1993-2019, by 3-Year Averages†**



\* Analysis was limited to adults aged 25 years or older to control for the confounding of age with level of educational attainment.

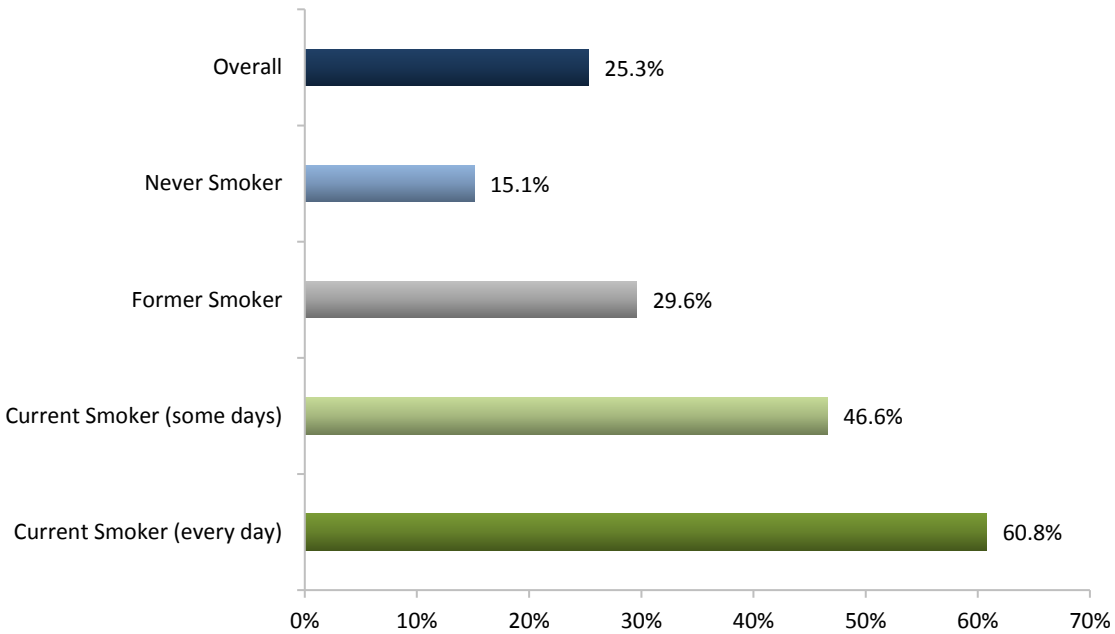
† Data collection methodology included the addition of cell phones beginning in 2011; Data from 2011 onward cannot be merged with previous years.

**Data:** Wisconsin Behavioral Risk Factor Survey



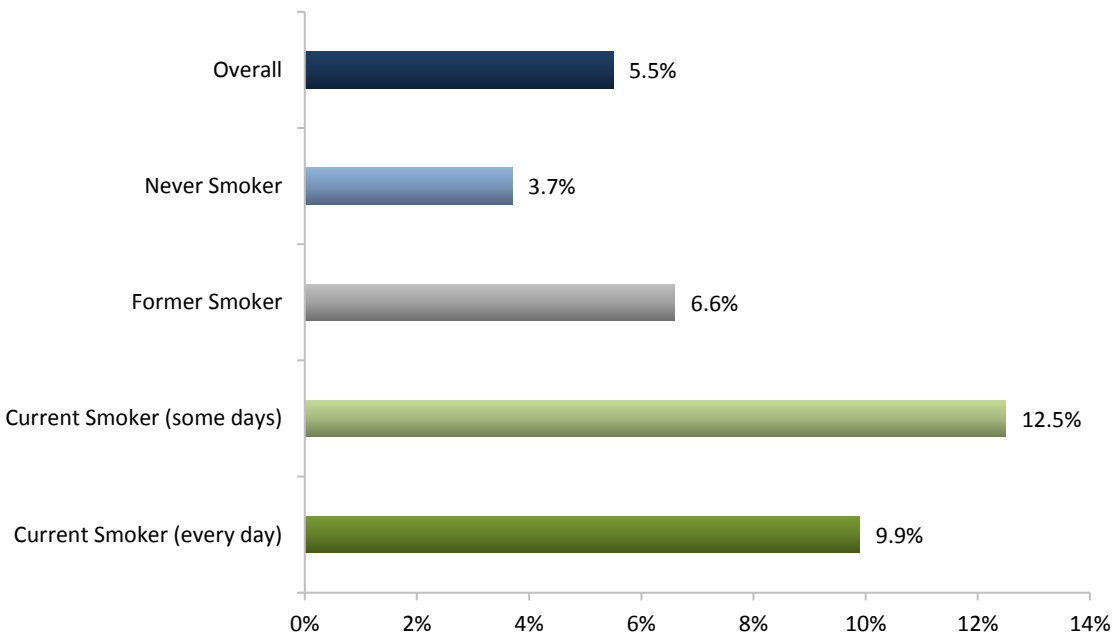
## SECTION B. E-CIGARETTE USE AND RELATED ATTITUDES

**Figure B.1. Prevalence of Ever E-Cigarette Use, Overall and by Cigarette Smoking Status, Adults, Wisconsin, 2020**



**Data:** Wisconsin Behavioral Risk Factor Survey

**Figure B.2. Prevalence of Current E-Cigarette Use, Overall and by Cigarette Smoking Status, Adults, Wisconsin, 2020**



**Data:** Wisconsin Behavioral Risk Factor Survey



**Table B.1. Prevalence of Ever E-Cigarette Use, by Select Characteristics, Adults, Wisconsin, 2016-2020\***

Average Prevalence of Ever Use of E-Cigarettes in Wisconsin, 2016-2020: 22.3%		
<b>Age</b>	18-24 years	48.8%
	25-29 years	39.3%
	30-39 years	30.5%
	40-54 years	20.2%
	55-64 years	15.1%
	65-74 years	7.5%
	75-99 years	2.4%
<b>Sex</b>	Male	25.2%
	Female	19.6%
<b>Race/Ethnicity**</b>	NH White	22.0%
	NH Black	21.9%
	NH American Indian/Alaskan Native	35.0%
	NH Asian/Native Hawaiian/Pacific Islander	18.8%
	NH Multi-Racial	43.3%
	Hispanic/Latino	23.0%
<b>Educational Attainment (age 25 or older)***</b>	Less Than High School	23.0%
	High School Graduate/GED	20.8%
	Some College	21.7%
	College Graduate +	11.5%
<b>Annual Household Income</b>	<\$15,000	34.3%
	\$15,000-\$24,999	26.9%
	\$25,000-\$34,999	25.6%
	\$35,000-\$49,999	24.5%
	\$50,000-\$74,999	21.3%
	\$75,000+	17.9%
<b>Urban/Rural Residence (2018-2020)****</b>	Urban	24.2%
	Rural	20.9%
<b>Veteran Status</b>	Veteran	17.3%
	Non-Veteran	22.9%
<b>Sexual Orientation</b>	Heterosexual	21.8%
	Lesbian/Gay/Bisexual/Other	37.7%

\* Five years of data were merged to increase sub-sample sizes, thereby improving the reliability of estimates.

\*\* NH designates non-Hispanic ethnicity.

\*\*\* Analysis was limited to adults aged 25 years or older to control for the confounding of age with level of educational attainment.

\*\*\*\* A comparable measure of urbanicity of counties of residence was only available for 2018, 2019, and 2020.

**Data:** Wisconsin Behavioral Risk Factor Survey

**Table B.2. Prevalence of Current E-Cigarette Use, by Select Characteristics, Adults, Wisconsin, 2016-2020\***

Average Prevalence of Current E-Cigarette Use in Wisconsin, 2016-2020: 5.3%		
<b>Age</b>	18-24 years	16.2%
	25-29 years	9.4%
	30-39 years	6.1%
	40-54 years	4.2%
	55-64 years	3.1%
	65-74 years	1.0%
	75-99 years	0.3%
<b>Sex</b>	Male	6.3%
	Female	4.4%
<b>Race/Ethnicity**</b>	NH White	5.2%
	NH Black	5.5%
	NH American Indian/Alaskan Native	10.6%
	NH Asian/Native Hawaiian/Pacific Islander	3.5%
	NH Multi-Racial	11.5%
	Hispanic/Latino	5.9%
<b>Educational Attainment (age 25 or older)***</b>	Less Than High School	7.0%
	High School Graduate/GED	4.0%
	Some College	4.3%
	College Graduate +	2.0%
<b>Annual Household Income</b>	<\$15,000	8.4%
	\$15,000-\$24,999	6.3%
	\$25,000-\$34,999	6.2%
	\$35,000-\$49,999	6.2%
	\$50,000-\$74,999	3.7%
	\$75,000+	4.3%
<b>Urban/Rural Residence (2018-2020)****</b>	Urban	6.0%
	Rural	4.6%
<b>Veteran Status</b>	Veteran	3.5%
	Non-Veteran	5.5%
<b>Sexual Orientation</b>	Heterosexual	5.0%
	Lesbian/Gay/Bisexual/Other	13.3%

\* Five years of data were merged to increase sub-sample sizes, thereby improving the reliability of estimates.

\*\* NH designates non-Hispanic ethnicity.

\*\*\* Analysis was limited to adults aged 25 years or older to control for the confounding of age with level of educational attainment.

\*\*\*\* A comparable measure of urbanicity of counties of residence was only available for 2018, 2019, and 2020.

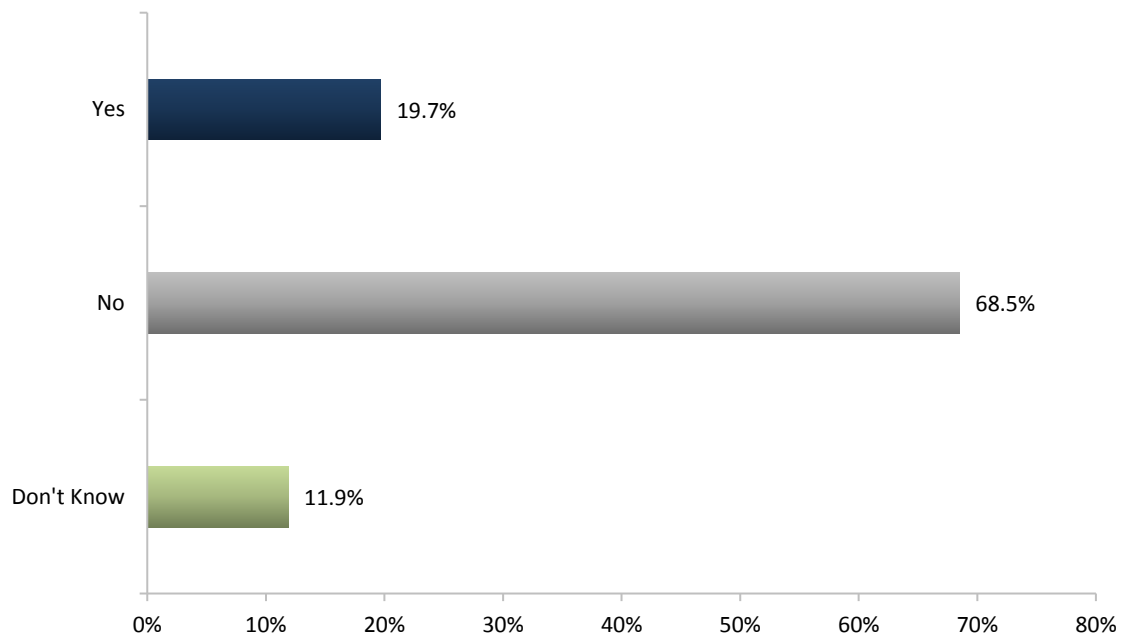
**Data:** Wisconsin Behavioral Risk Factor Survey

**Table B.3. Reasons for E-Cigarette Use, Adults Who Have Ever Used E-Cigarettes, Wisconsin, 2020**

Reason Used E-Cigarettes	Percent
Help in trying to quit smoking regular tobacco products	45.7%
Like the flavors	35.9%
Like the effect they from the nicotine in them	35.8%
Can use them indoors where other tobacco products can't be smoked	35.3%
Can use them at outdoor events where other tobacco products can't be smoked	34.5%
They are less harmful to the people around them than regular tobacco products	31.4%
They are less harmful to their own health than regular tobacco products	28.3%
They are in style, fun, or cool	14.3%

**Data:** Wisconsin Behavioral Risk Factor Survey

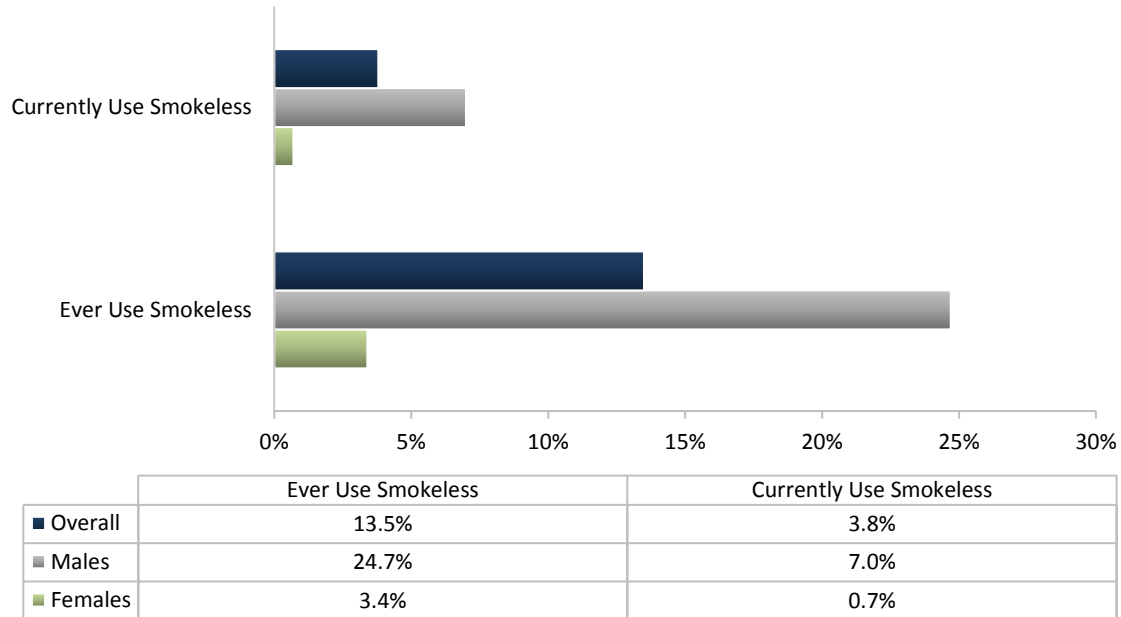
**Figure B.3. Perception of Whether E-Cigarettes are Less Harmful Than Regular Cigarettes, Adults, Wisconsin, 2020**



**Data:** Wisconsin Behavioral Risk Factor Survey

## SECTION C. SMOKELESS TOBACCO USE

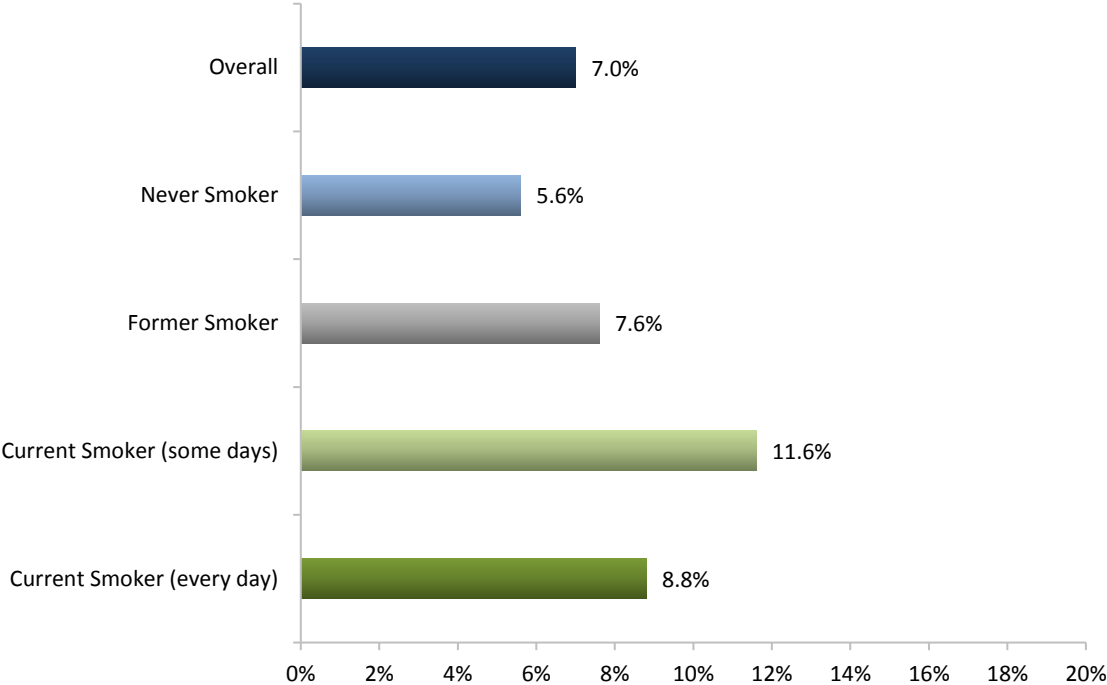
**Figure C.1. Prevalence of Ever and Current Smokeless Tobacco\* Use, Overall and by Sex, Adults, Wisconsin, 2020**



\* Smokeless tobacco includes products such as chewing tobacco, snuff, snus, dip, orbs, sticks, and strips.

**Data:** Wisconsin Behavioral Risk Factor Survey

**Figure C.2. Prevalence of Current Smokeless Tobacco Use Among Males, Overall and by Cigarette Smoking Status, Adults, Wisconsin, 2020**



**Data:** Wisconsin Behavioral Risk Factor Survey

**Table C.1. Prevalence of Current Smokeless Tobacco Use, by Select Characteristics, Adult Males, Wisconsin, 2016-2020\***

Average Prevalence of Current Smokeless Tobacco Use among Males in WI, 2016-2020: 6.9%		
<b>Age</b>	18-24 years	7.2%
	25-29 years	8.7%
	30-39 years	9.9%
	40-54 years	8.7%
	55-64 years	4.4%
	65-74 years	3.4%
	75-99 years	3.8%
<b>Race/Ethnicity**</b>	NH White	7.3%
	NH Black	4.2%
	NH American Indian/Alaskan Native	2.2%
	NH Asian/Native Hawaiian/Pacific Islander	1.7%
	NH Multi-Racial	2.9%
	Hispanic/Latino	6.0%
<b>Educational Attainment (age 25 or older)***</b>	Less Than High School	7.3%
	High School Graduate/GED	8.8%
	Some College	7.0%
	College Graduate +	4.2%
<b>Annual Household Income</b>	<\$15,000	5.2%
	\$15,000-\$24,999	6.8%
	\$25,000-\$34,999	6.3%
	\$35,000-\$49,999	7.1%
	\$50,000-\$74,999	8.1%
	\$75,000+	7.3%
<b>Urban/Rural Residence (2018-2020)****</b>	Urban	5.6%
	Rural	9.8%
<b>Veteran Status</b>	Veteran	7.0%
	Non-Veteran	6.8%
<b>Sexual Orientation</b>	Heterosexual	6.9%
	Lesbian/Gay/Bisexual/Other	4.6%

\* Five years of data were merged to increase sub-sample sizes, thereby improving the reliability of estimates.

\*\* NH designates non-Hispanic ethnicity.

\*\*\* Analysis was limited to adults aged 25 years or older to control for the confounding of age with level of educational attainment.

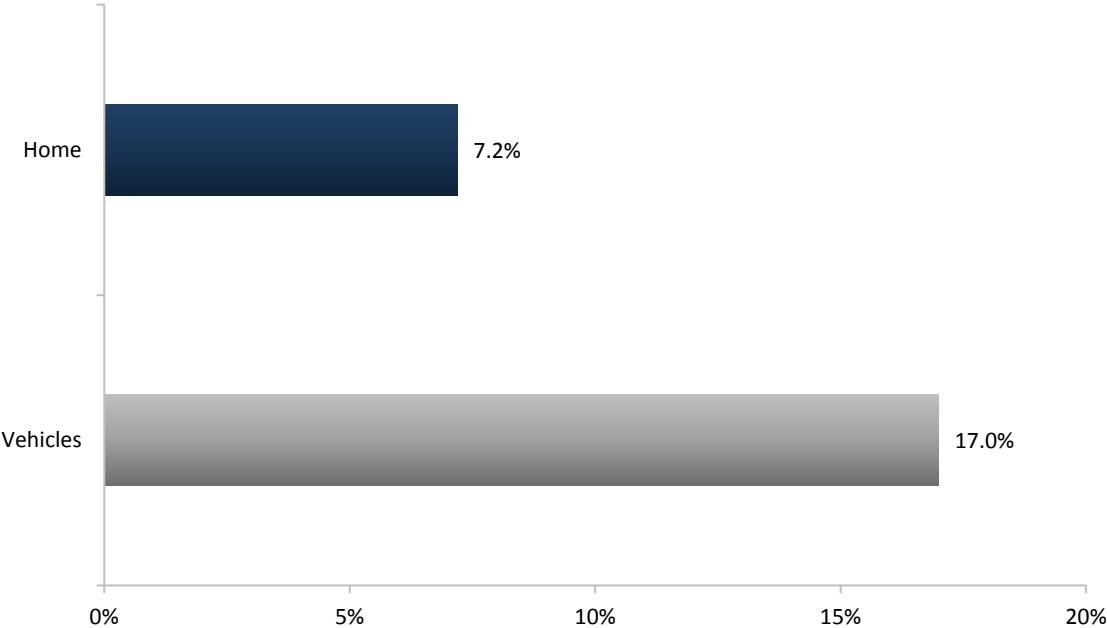
\*\*\*\* A comparable measure of urbanicity of counties of residence was only available for 2018, 2019, and 2020.

**Data:** Wisconsin Behavioral Risk Factor Survey

# SECTION D. SECONDHAND SMOKE AND VAPOR EXPOSURE, RULES AND POLICIES ON SMOKING, AND RELATED ATTITUDES

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**Figure D.1. Percent of Adults Exposed to Tobacco Smoke in the Home\*, Wisconsin, 2020, and in Vehicles†, Wisconsin, 2017^**



\* Smoke exposure in the home was assessed with the following question: Are you exposed to other people’s tobacco smoke while you are in your home?

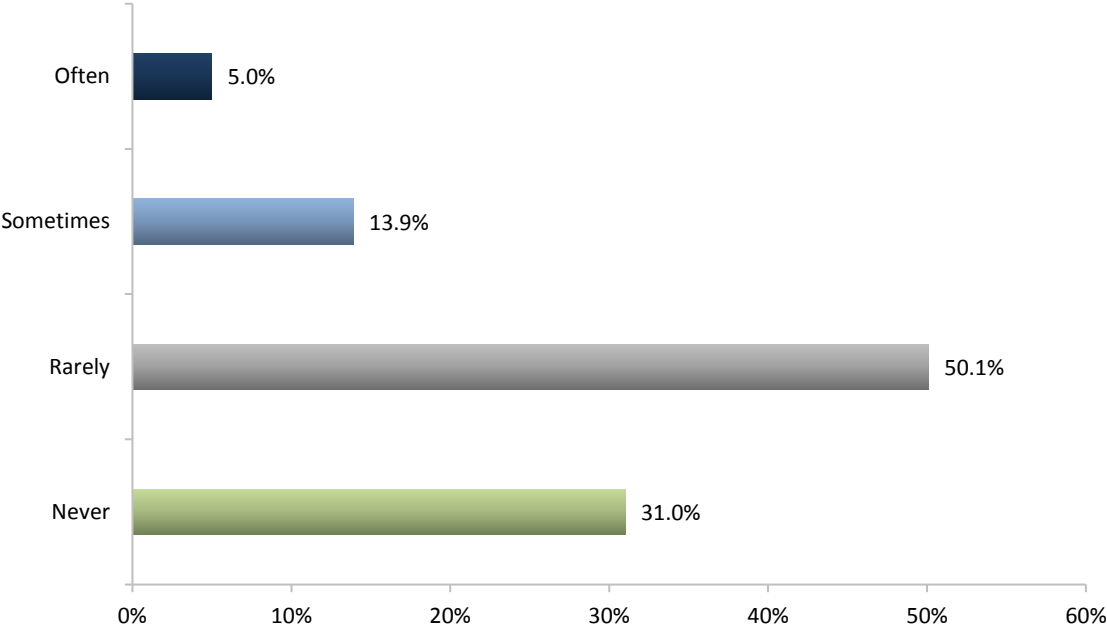
† Smoke exposure in vehicles was assessed with the following question: During the past seven days, on how many days did you ride in a car with someone who was smoking cigarettes? Data was aggregated into a binary variable.

^ Not all questions are asked in the Wisconsin Behavioral Risk Factor Survey every year. The most recently available data were used for each analysis.

**Data:** Wisconsin Behavioral Risk Factor Survey



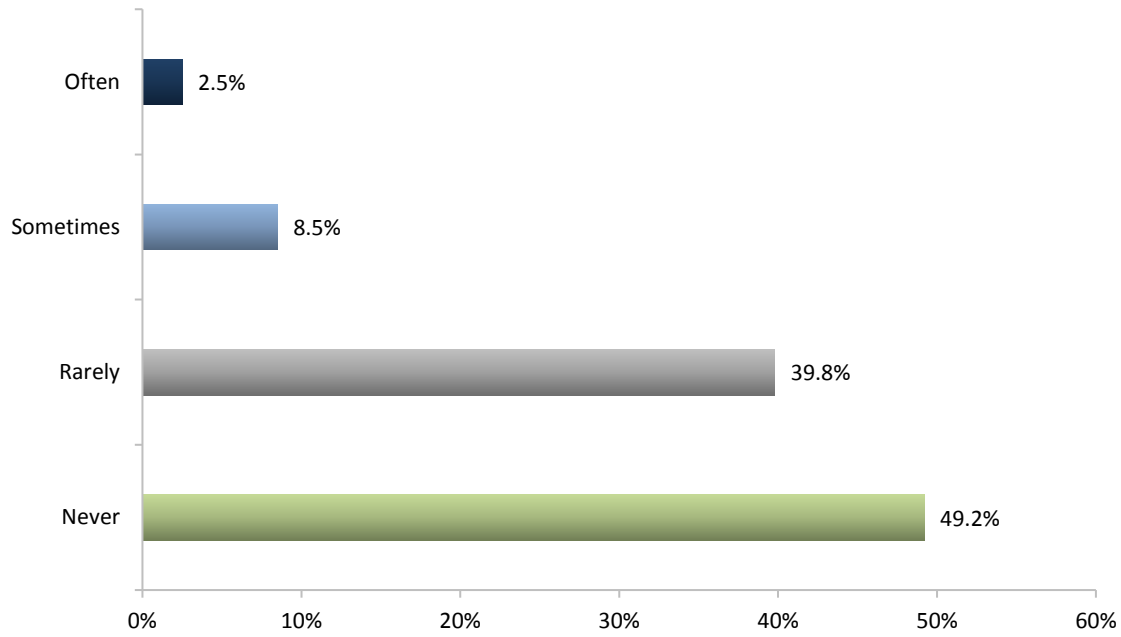
**Figure D.2. Frequency of Exposure to Tobacco Smoke in Outdoor Public Places\*, Adults, Wisconsin, 2020**



\*Smoke exposure in public places was assessed with the following question: How often are you exposed to other people’s tobacco smoke while in outdoor public places, such as parks, beaches, sporting events, or other outdoor venues?

**Data:** Wisconsin Behavioral Risk Factor Survey

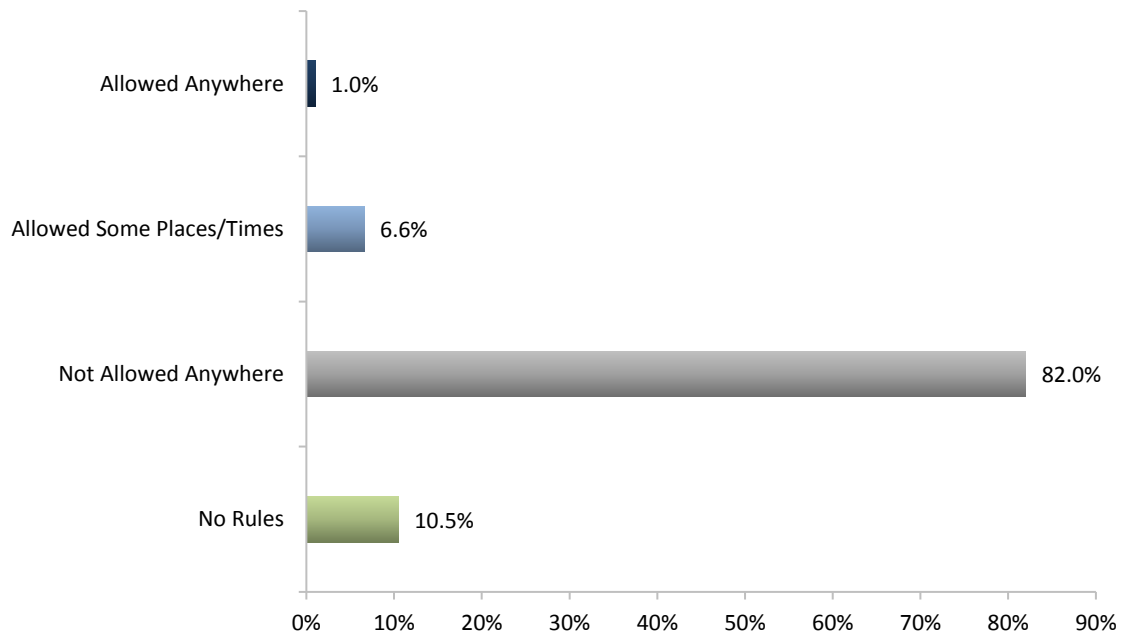
**Figure D.3. Frequency of Exposure to Vapor from E-Cigarettes or Other Electronic Vaping Devices in Indoor Public Places\*, Adults, Wisconsin, 2020**



\* Exposure to vapors from e-cigarettes or other electronic vaping devices while in indoor public places was assessed with the following question: How often are you exposed to the vapor from other people’s e-cigarettes or other electronic vaping devices while in indoor public places? Often, sometimes, rarely or never?

**Data:** Wisconsin Behavioral Risk Factor Survey

**Figure D.4. Rules on Smoking in the Home\*, Adults, Wisconsin, 2019^**

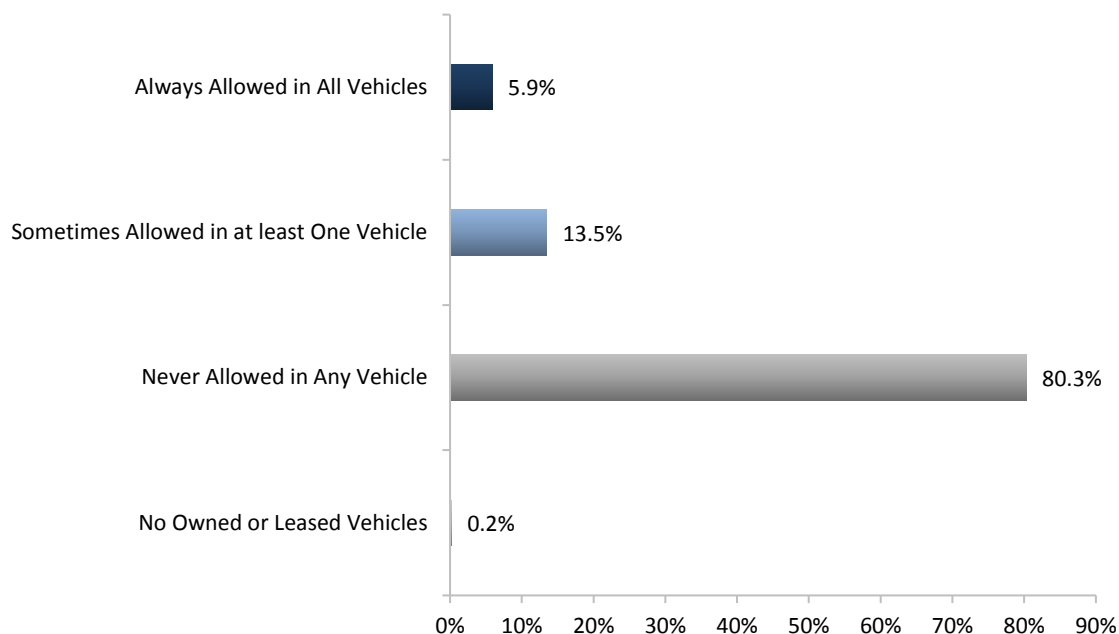


\* Rules on smoking in the home were assessed with the following question: Not counting decks, porches, or garages, which statement best describes the rules about smoking in your home: smoking is not allowed anywhere inside your home, smoking is allowed in some places or at some times, smoking is allowed anywhere inside your home, or there are no rules about smoking inside your home?

^ Not all questions are asked in the Wisconsin Behavioral Risk Factor Survey every year. The most recently available data were used for each analysis.

**Data:** Wisconsin Behavioral Risk Factor Survey

**Figure D.5. Rules on Smoking in Vehicles\*, Adults, Wisconsin, 2018^**



\* Rules on smoking in vehicles were assessed with the following question: Not counting motorcycles, in the vehicles that you or family members who live with you own or lease, is smoking always allowed in all vehicles, sometimes allowed in at least one vehicle, or never allowed in any vehicle? Respondents could also report that they did not own or lease any vehicles.

^ Not all questions are asked in the Wisconsin Behavioral Risk Factor Survey every year. The most recently available data were used for each analysis.

**Data:** Wisconsin Behavioral Risk Factor Survey

**Table D.1. Policies on Smoking in Individual Units of Multi-Unit Housing Buildings, Adults\*, Wisconsin, 2019^**

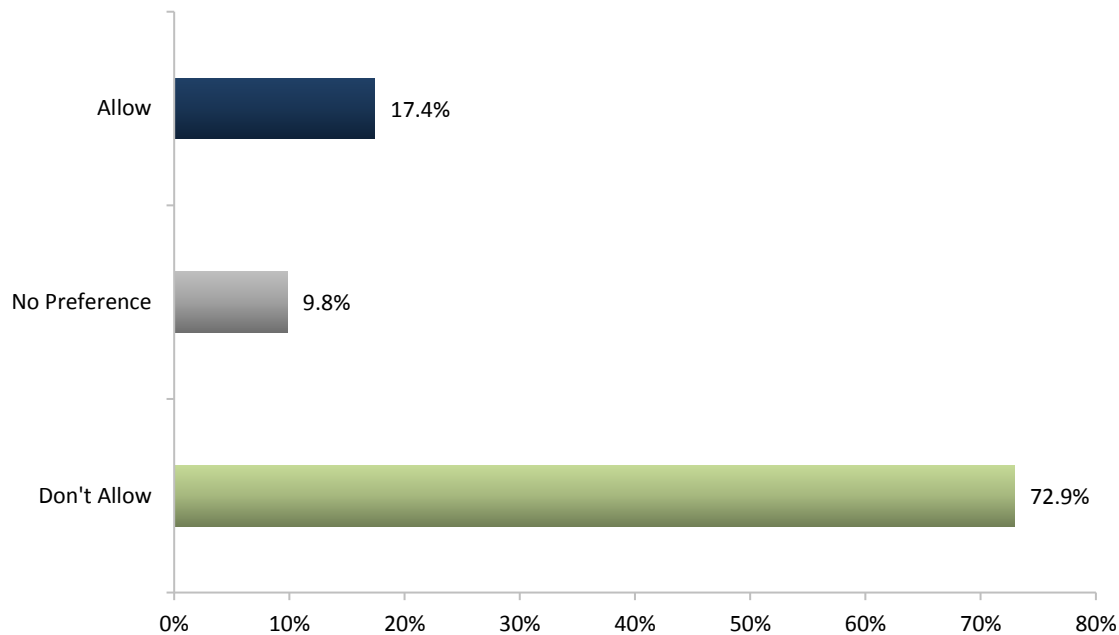
Is Smoking Prohibited in Your Housing Unit?	Prevalence
Yes	53.1%
No	46.9%

\* This question is only asked of survey respondents who say they live in multi-unit housing buildings.

^ Not all questions are asked in the Wisconsin Behavioral Risk Factor Survey every year. The most recently available data were used for each analysis.

**Data:** Wisconsin Behavioral Risk Factor Survey

**Figure D.6. Preferences on Allowing Smoking in Individual Units of Multi-Unit Housing Buildings, Adults\*, Wisconsin, 2019^**



\* This question is only asked of survey respondents who say they live in multi-unit housing buildings.

^ Not all questions are asked in the Wisconsin Behavioral Risk Factor Survey every year. The most recently available data were used for each analysis.

**Data:** Wisconsin Behavioral Risk Factor Survey

**Table D.2. Opinion on the State Law That Prohibits Smoking in Public Indoor Places, Adults, Wisconsin, 2019^**

Opinion on Law	Prevalence
Support	76.4%
Neither Support nor Oppose	17.2%
Oppose	6.5%

\* Opinion on Wisconsin's state law that prohibits smoking in public indoor places was assessed with the following question: The State of Wisconsin has passed a law that prohibits smoking in most public places, including all workplaces, public buildings, offices, restaurants, and bars. Are you in support of this law, opposed to this law, or neither in support nor opposed to it? *[If favor]* Are you slightly in support of the law, somewhat in support of it, or strongly in support of it? *[If oppose]* Are you slightly opposed to the law, somewhat opposed to it, or strongly opposed to it?

^ Not all questions are asked in the Wisconsin Behavioral Risk Factor Survey every year. The most recently available data were used for each analysis.

**Data:** Wisconsin Behavioral Risk Factor Survey

**Table D.3. Opinion on a State Law That Would Prohibit Smoking in Public Outdoor Places\*, Adults, Wisconsin, 2020**

Opinion on Law	Prevalence
Support	38.9%
Neither Support nor Oppose	37.5%
Oppose	23.6%

\* Opinion on a state law that would prohibit smoking in public outdoor places was assessed with the following question: Would you be in favor of, or opposed to, a law that prohibits smoking in public outdoor places such as parks, beaches, sporting events, or other outdoor venues? Would you be in support of this law, opposed to this law, or neither in support of nor opposed to it? *[If support]* Would you be slightly in support of the law, somewhat in support of it, or strongly in support of it? *[If oppose]* Would you be slightly opposed to the law, somewhat opposed to it, or strongly opposed to it?

**Data:** Wisconsin Behavioral Risk Factor Survey

**Table D.4. Opinion on a State Law That Would Prohibit Vaping in Public Indoor Places\*, Adults, Wisconsin, 2020**

Opinion on Law	Prevalence
Support	54.5%
Neither Support nor Oppose	31.3%
Oppose	14.2%

\* Opinion on a state law that would prohibit vaping in public indoor places was assessed with the following question: Would you be in favor of, or opposed to, a law that prohibits using e-cigarettes and other electronic vaping devices in indoor public places? Would you be in favor of this law, opposed to this law, or neither in favor of nor opposed to it? Would that be slightly in favor of/opposed to, somewhat in favor of/opposed to, or strongly in favor of/opposed to it?

**Data:** Wisconsin Behavioral Risk Factor Survey

## SECTION E. DATA SOURCES

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Behavioral Risk Factor Surveillance System. U.S. adult smoking data are from the national Behavioral Risk Factor Surveillance System (BRFSS). The system is overseen by the U.S. Department of Health and Human Services, Centers for Disease Control and Prevention. Available from:

<https://www.cdc.gov/brfss/>.

Wisconsin Behavioral Risk Factor Survey. Wisconsin adult tobacco-related data are from the Wisconsin Behavioral Risk Factor Survey (BRFS). The survey is conducted by the Wisconsin Department of Health Services, Division of Public Health, Office of Health Informatics.

Wisconsin Interactive Statistics on Health. Wisconsin population estimates are from Wisconsin Interactive Statistics on Health (WISH), which employs multiple sources from protected databases. WISH is developed and maintained by the Wisconsin Department of Health Services, Division of Public Health, Office of Health Informatics. Available from: <https://www.dhs.wisconsin.gov/wish/>.

