

# Wisconsin

# 2019

November

## Tobacco Facts: **Adults**



Center for Urban Population Health  
University of Wisconsin-Milwaukee

Center for Urban  
Population Health

*Working together to improve the health of communities.*



## 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. The findings presented here are intended to provide a resource for state and local health departments, health professionals, and local coalitions working towards the reduction of tobacco use and exposure to secondhand smoke and vapor in Wisconsin. This report may also assist public health agencies attempting to assess progress in the reduction of tobacco use and exposure among adults, and aid in the determination of focusing future programmatic efforts.



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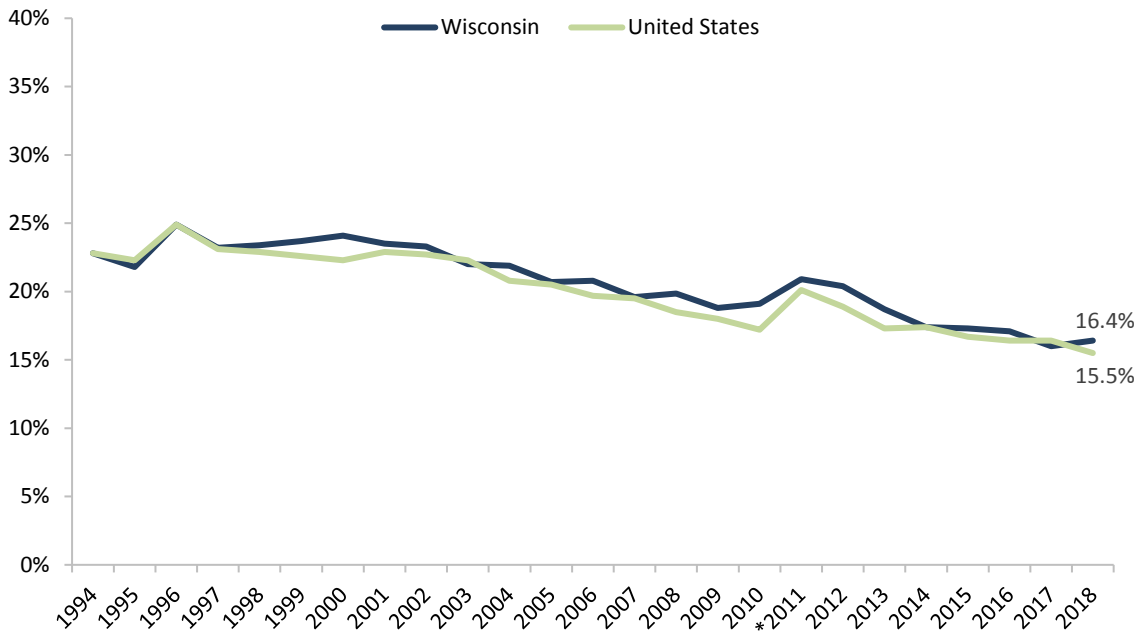


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## SECTION A. CIGARETTE USE

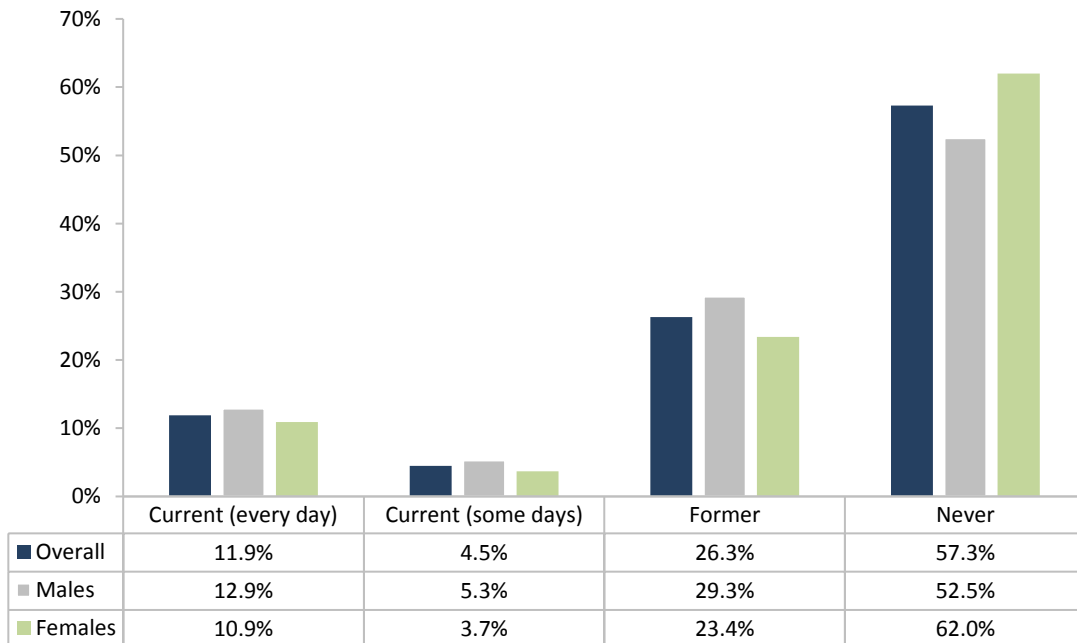
**Figure A1. Prevalence of Current Cigarette Smoking, Adults, Wisconsin & the United States, 1993-2018**



\* 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, 2018**



**Data:** Wisconsin Behavioral Risk Factor Survey

**Table A.1. Percent and Number of Current Cigarette Smokers, Adults, Wisconsin, 1990-2018**

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

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

**Note:** All 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, 2014-2018\***

<b>Average Prevalence of Current Cigarette Smoking in WI, 2014-2018: 16.8%</b>	
<b>Age</b>	
18-24 years	14.8%
25-29 years	19.5%
30-39 years	22.5%
40-54 years	20.2%
55-64 years	17.5%
65-74 years	10.8%
75-99 years	4.5%
<b>Gender</b>	
Male	18.4%
Female	15.3%
<b>Race/Ethnicity</b>	
Non-Hispanic White Only	16.4%
Non-Hispanic Black Only	25.5%
Non-Hispanic American Indian/Alaskan Native Only	36.7%
Non-Hispanic Asian/Native Hawaiian/Pacific Islander Only	10.7%
Non-Hispanic Multi-Racial	28.3%
Hispanic/Latino	13.2%
<b>Educational Attainment (age 25 or older)**</b>	
Less Than High School	30.5%
High School Graduate/GED	22.2%
Some College	17.8%
College Graduate +	6.3%
<b>Annual Household Income</b>	
<\$15,000	31.8%
\$15,000-\$24,999	26.9%
\$25,000-\$34,999	20.7%
\$35,000-\$49,999	18.1%
\$50,000-\$74,999	13.6%
\$75,000+	10.1%
<b>Urban/Rural County of Residence (2017-2018)***</b>	
Urban	15.4%
Rural	20.8%
<b>Sexual Orientation</b>	
Heterosexual	16.4%
Lesbian/Gay/Bisexual/Other	25.9%

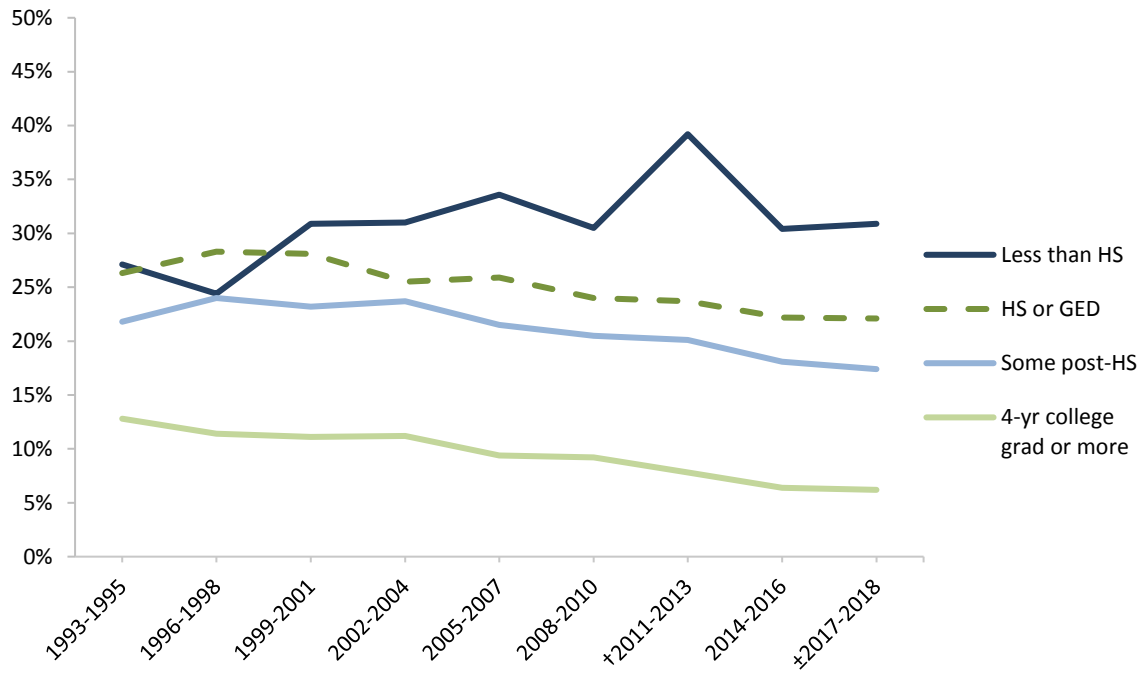
\* Five years of data were merged to increase sub-sample sizes, thereby improving the reliability of estimates.

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

\*\*\* Data on urbanicity of counties were only available for 2017 and 2018.

**Data:** Wisconsin Behavioral Risk Factor Survey

**Figure A.3. Prevalence of Current Cigarette Smoking, by Educational Attainment, Adults\*, Wisconsin, 1993-2018, 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.

± Only 2 years of data were available for the final merged estimate. Subsample sizes ranged from 453 to 3,592.

**Data:** Wisconsin Behavioral Risk Factor Survey

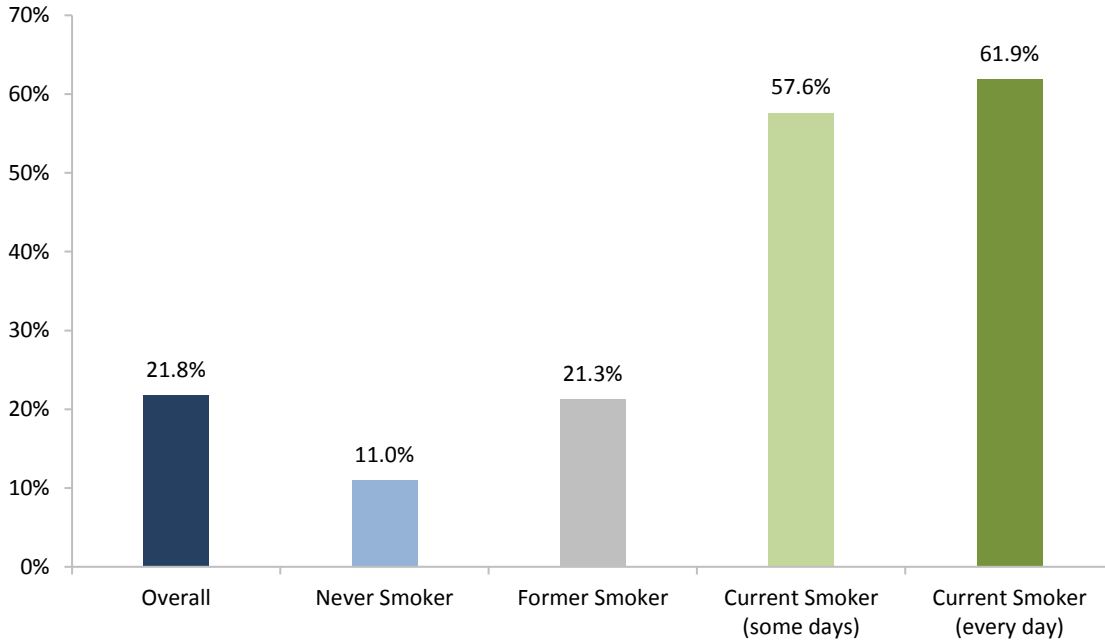




## SECTION B. E-CIGARETTE USE AND RELATED ATTITUDES

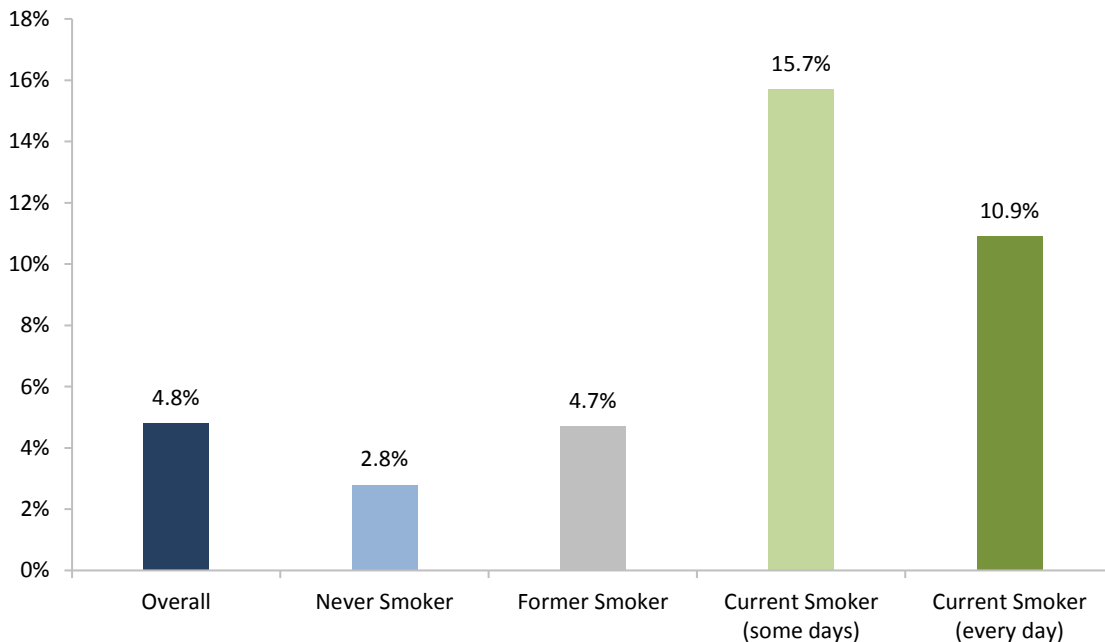
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**Figure B.1. Prevalence of Ever E-Cigarette Use, Overall and by Cigarette Smoking Status, Adults, Wisconsin, 2018**



**Data:** Wisconsin Behavioral Risk Factor Survey

**Figure B.2. Prevalence of Current E-Cigarette Use, Overall and by Cigarette Smoking Status, Adults, Wisconsin, 2018**



**Data:** Wisconsin Behavioral Risk Factor Survey



**Table B.1. Prevalence of Ever E-Cigarette Use, by Select Characteristics, Adults, Wisconsin, 2014-2018\***

<b>Average Prevalence of Ever Use of E-Cigarettes in WI, 2014-2018: 18.2%</b>	
<b>Age</b>	
18-24 years	38.2%
25-29 years	31.0%
30-39 years	25.6%
40-54 years	16.6%
55-64 years	11.6%
65-74 years	6.6%
75-99 years	1.6%
<b>Gender</b>	
Male	20.4%
Female	16.1%
<b>Race/Ethnicity</b>	
Non-Hispanic White Only	18.0%
Non-Hispanic Black Only	18.4%
Non-Hispanic American Indian/Alaskan Native Only	30.4%
Non-Hispanic Asian/Native Hawaiian/Pacific Islander Only	13.7%
Non-Hispanic Multi-Racial	36.8%
Hispanic/Latino	17.3%
<b>Educational Attainment (age 25 or older)*</b>	
Less Than High School	20.0%
High School Graduate/GED	17.4%
Some College	17.7%
College Graduate +	8.8%
<b>Annual Household Income</b>	
<\$15,000	27.5%
\$15,000-\$24,999	24.0%
\$25,000-\$34,999	21.4%
\$35,000-\$49,999	19.1%
\$50,000-\$74,999	16.2%
\$75,000+	13.8%
<b>Urban/Rural County of Residence (2017-2018)**</b>	
Urban	20.8%
Rural	18.9%
<b>Sexual Orientation</b>	
Heterosexual	17.5%
Lesbian/Gay/Bisexual/Other	32.1%

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

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

\*\*\* Data on urbanicity of counties were only available for 2017 and 2018.

**Data:** Wisconsin Behavioral Risk Factor Survey

**Table B.2. Prevalence of Current E-Cigarette Use, by Select Characteristics, Adults, Wisconsin, 2016-2018\***

<b>Average Prevalence of Current E-Cigarette Use in WI, 2016-2018: 4.8%</b>	
<b>Age</b>	
18-24 years	12.8%
25-29 years	7.7%
30-39 years	5.9%
40-54 years	3.9%
55-64 years	3.2%
65-74 years	1.1%
75-99 years	0.4%
<b>Gender</b>	
Male	5.9%
Female	3.8%
<b>Race/Ethnicity</b>	
Non-Hispanic White Only	4.7%
Non-Hispanic Black Only	3.9%
Non-Hispanic American Indian/Alaskan Native Only	9.6%
Non-Hispanic Asian/Native Hawaiian/Pacific Islander Only	0.3%
Non-Hispanic Multi-Racial	13.3%
Hispanic/Latino	5.5%
<b>Educational Attainment (age 25 or older)**</b>	
Less Than High School	6.8%
High School Graduate/GED	3.9%
Some College	3.9%
College Graduate +	2.0%
<b>Annual Household Income</b>	
<\$15,000	7.4%
\$15,000-\$24,999	5.7%
\$25,000-\$34,999	5.5%
\$35,000-\$49,999	5.5%
\$50,000-\$74,999	2.6%
\$75,000+	4.0%
<b>Urban/Rural County of Residence (2017-2018)***</b>	
Urban	4.7%
Rural	3.8%
<b>Sexual Orientation</b>	
Heterosexual	4.6%
Lesbian/Gay/Bisexual/Other	10.0%

\* Data on current e-cigarette use are only available for 2016, 2017, and 2018. All 3 data years were merged to increase sub-sample sizes, thereby improving the reliability of estimates.

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

\*\*\* Data on urbanicity of counties were only available for 2017 and 2018.

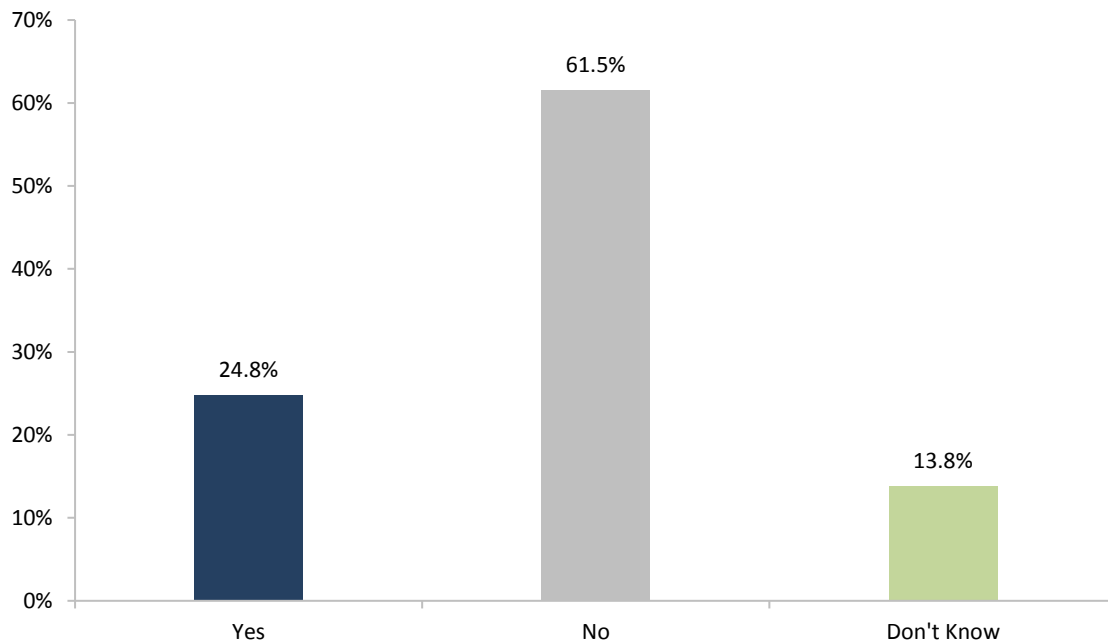
**Data:** Wisconsin Behavioral Risk Factor Survey

**Table B.3. Reasons for E-Cigarette Use, Adults Who Have Ever Used E-Cigarettes, Wisconsin, 2018**

Reason Used E-Cigarettes	Percent
They are in style, fun, or cool	14.3%
Like the flavors	38.1%
You can use them indoors where you can't smoke other tobacco products	38.2%
You can use them at outdoor events where you can't smoke other products	32.3%
Help in trying to quit smoking regular tobacco products	53.0%
They are less harmful to your health than regular tobacco products	35.8%
The vapor is less harmful to the people around you than regular tobacco products	36.6%

**Data:** Wisconsin Behavioral Risk Factor Survey

**Figure B.3. Perception of Whether E-Cigarettes are Less Harmful Than Regular Cigarettes, Adults, Wisconsin, 2018**

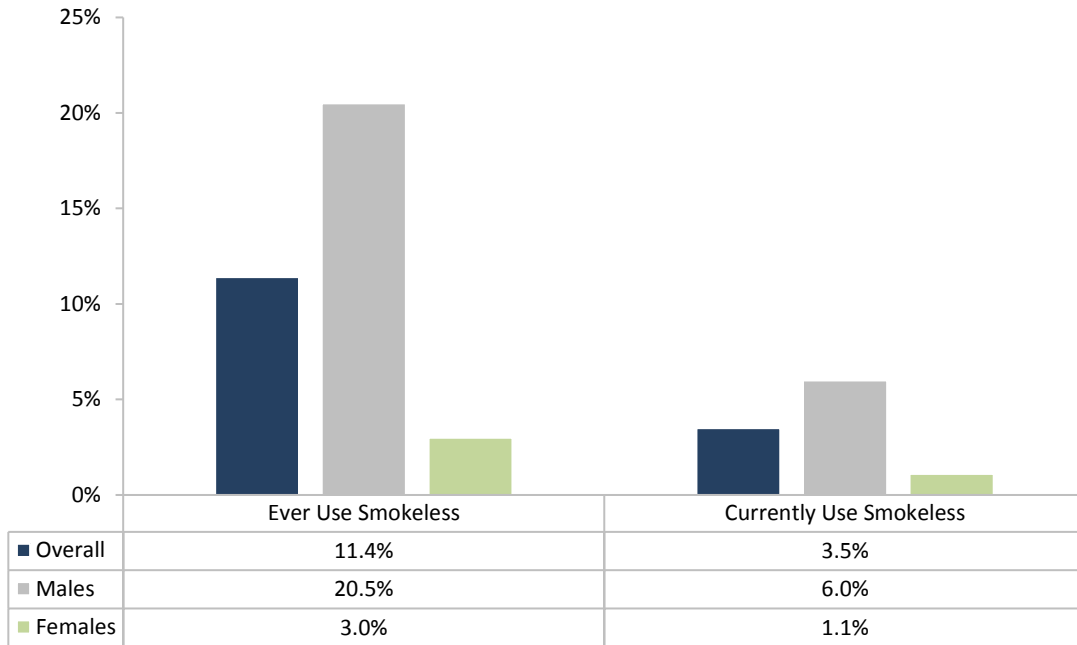


**Data:** Wisconsin Behavioral Risk Factor Survey



## SECTION C. SMOKELESS TOBACCO USE

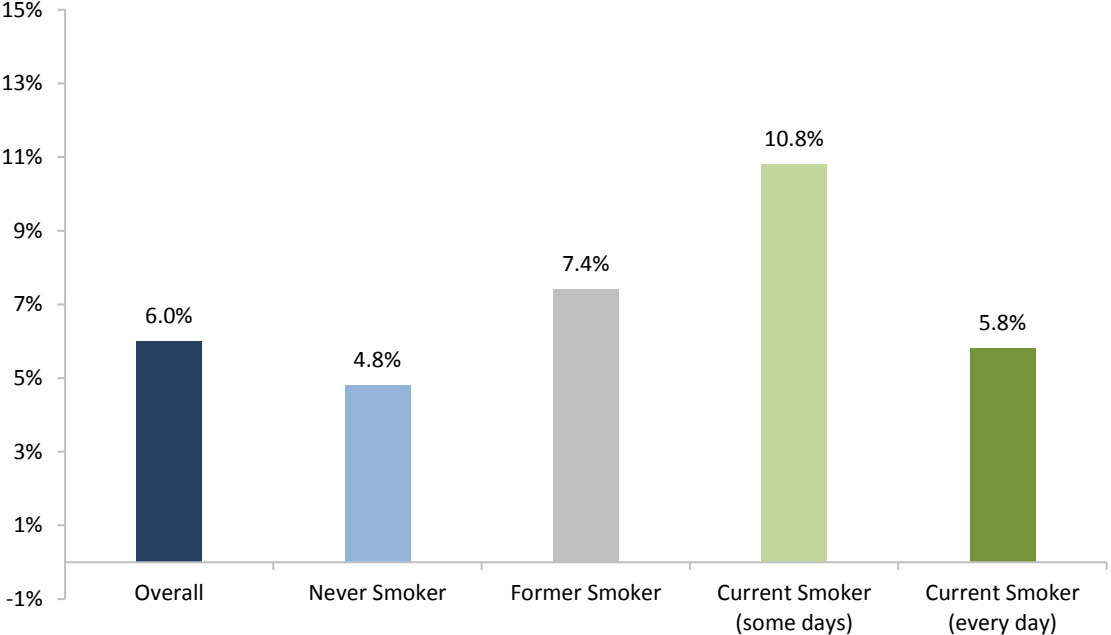
**Figure C.1. Prevalence of Ever and Current Smokeless Tobacco\* Use, Overall and by Sex, Adults, Wisconsin, 2018**



\* 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, 2018**



**Data:** Wisconsin Behavioral Risk Factor Survey

**Table C.1. Prevalence of Current Smokeless Tobacco Use, by Select Characteristics, Adult Males, Wisconsin, 2014-2018\***

<b>Average Prevalence of Current Smokeless Tobacco Use among Males in WI, 2014-2018: 7.1%</b>	
<b>Age</b>	
18-24 years	9.0%
25-29 years	8.8%
30-39 years	9.4%
40-54 years	8.5%
55-64 years	4.7%
65-74 years	3.5%
75-99 years	3.9%
<b>Race/Ethnicity</b>	
Non-Hispanic White Only	7.5%
Non-Hispanic Black Only	3.1%
Non-Hispanic American Indian/Alaskan Native Only	6.6%
Non-Hispanic Asian/Native Hawaiian/Pacific Islander Only	3.4%
Non-Hispanic Multi-Racial	6.4%
Hispanic/Latino	5.4%
<b>Educational Attainment (age 25 or older)**</b>	
Less Than High School	6.5%
High School Graduate/GED	8.3%
Some College	7.6%
College Graduate +	4.3%
<b>Annual Household Income</b>	
<\$15,000	6.3%
\$15,000-\$24,999	7.2%
\$25,000-\$34,999	6.8%
\$35,000-\$49,999	7.2%
\$50,000-\$74,999	8.4%
\$75,000+	7.2%
<b>Urban/Rural County of Residence (2017-2018)***</b>	
Urban	5.8%
Rural	13.0%
<b>Sexual Orientation</b>	
Heterosexual	7.3%
Lesbian/Gay/Bisexual/Other	5.1%

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

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

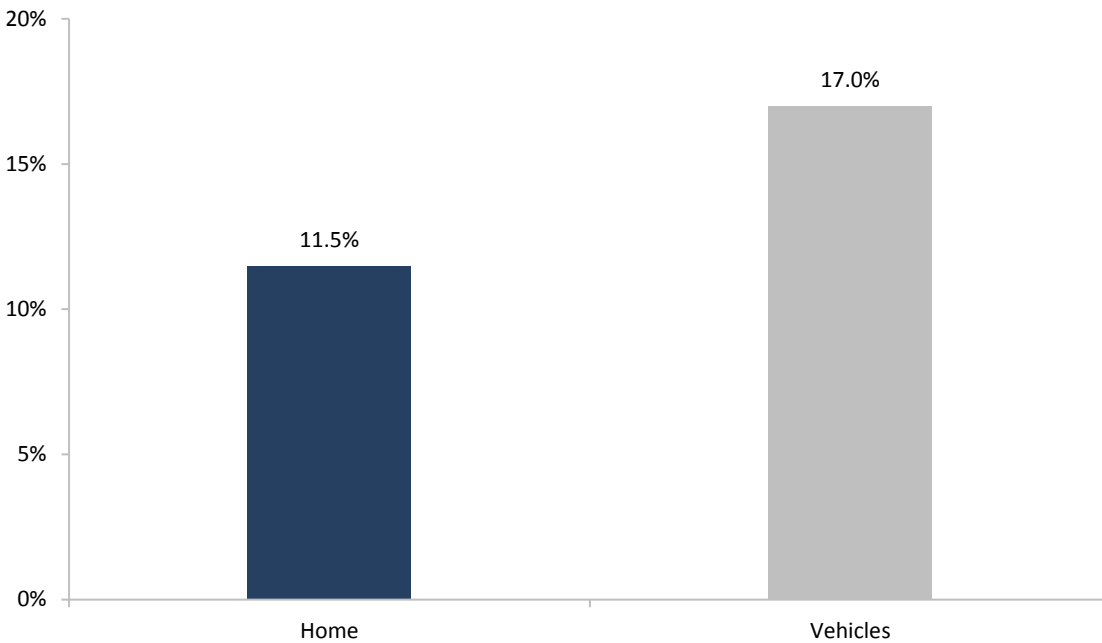
\*\*\* Data on urbanicity of counties were only available for 2017 and 2018.

**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, 2018^, 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?

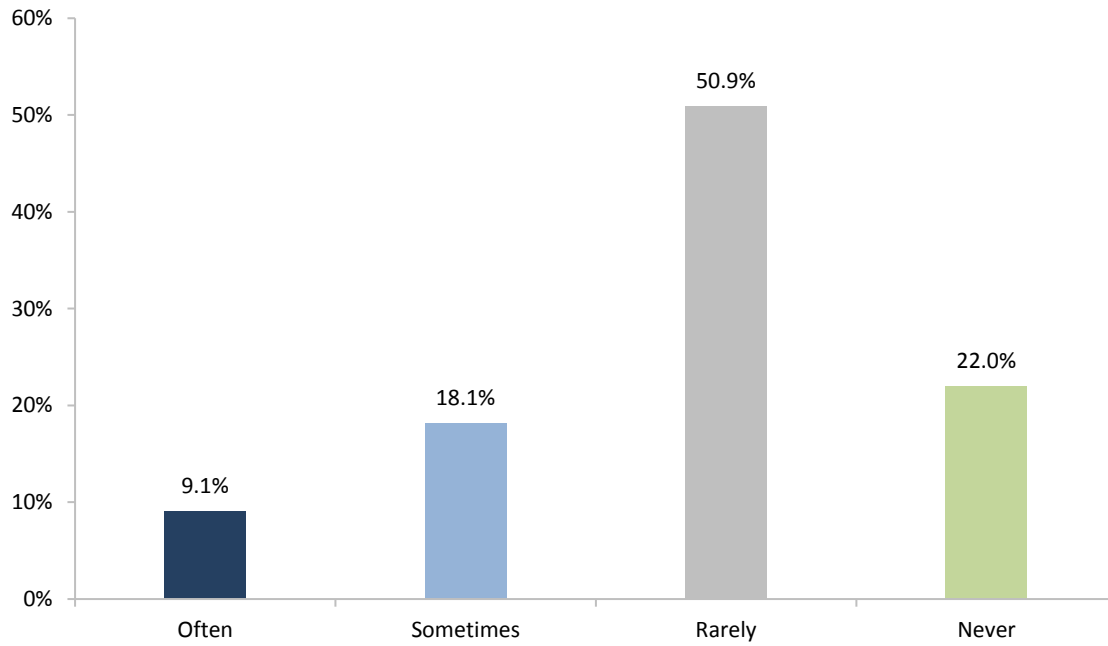
^ Not all questions are asked in the Wisconsin Behavioral Risk Factor Survey every year. The most recently available data were used for each analysis.

**Data:** Wisconsin Behavioral Risk Factor Survey





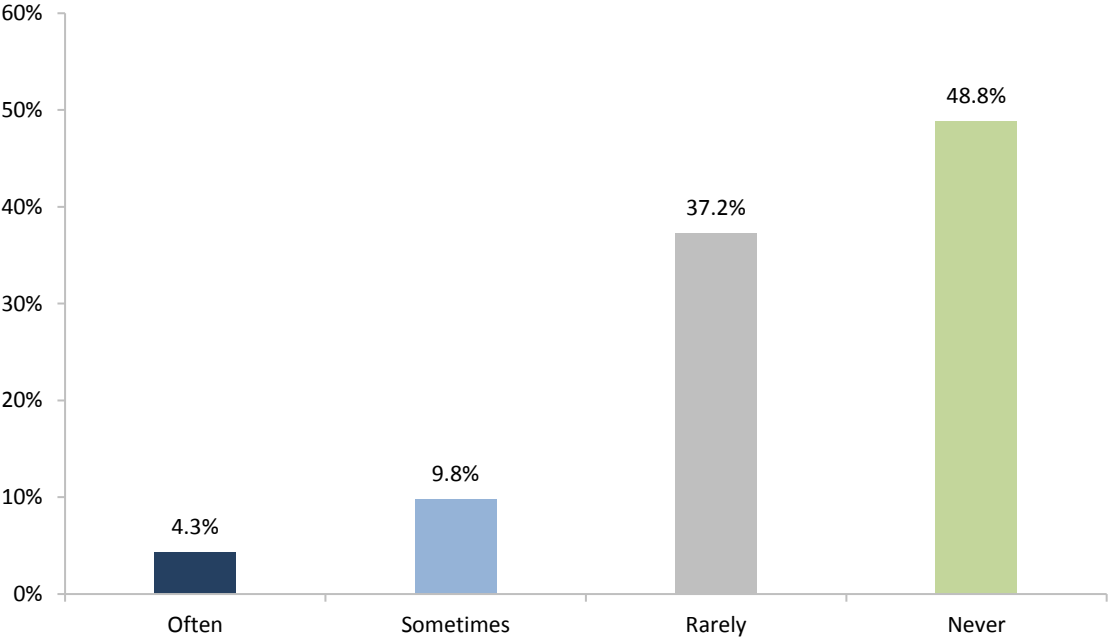
**Figure D.2. Frequency of Exposure to Tobacco Smoke in Outdoor Public Places\*, Adults, Wisconsin, 2018**



\*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

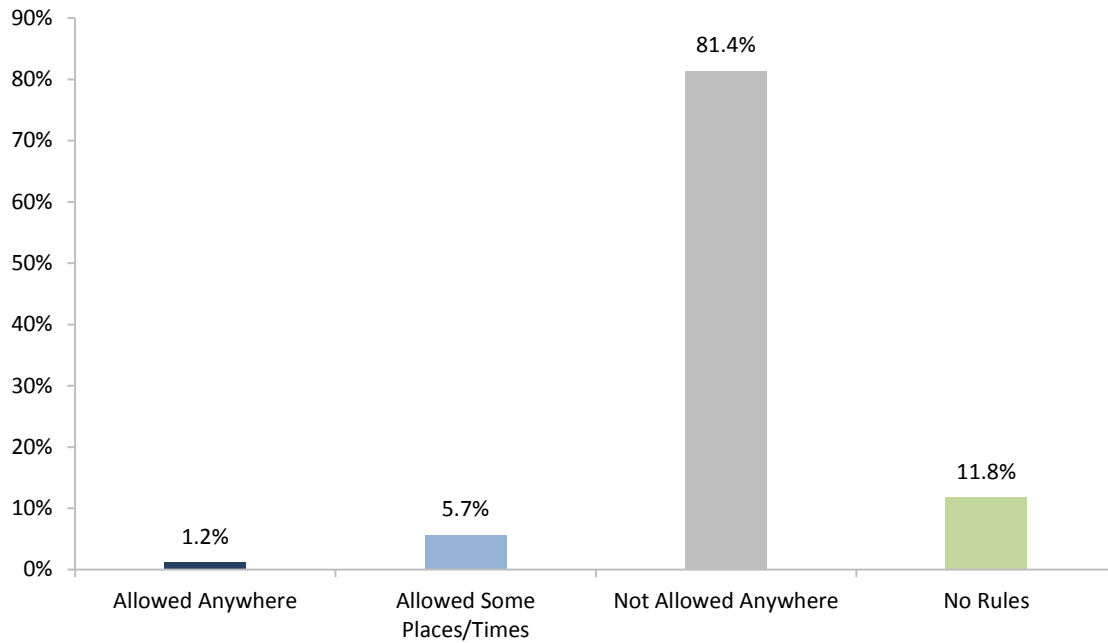
**Figure D.3. Frequency of Exposure to Vapor from E-Cigarettes or Other Electronic Vaping Devices in Indoor Public Places\*, Adults, Wisconsin, 2018**



\* 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

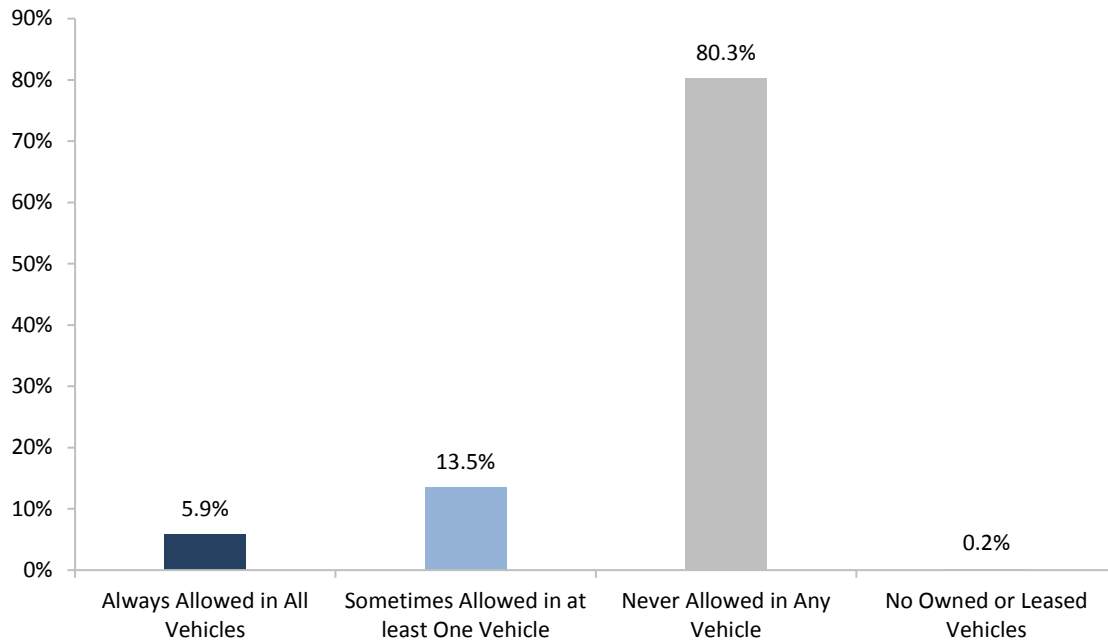
**Figure D.4. Rules on Smoking in the Home\*, Adults, Wisconsin, 2017**



\* 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?

**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.

**Data:** Wisconsin Behavioral Risk Factor Survey

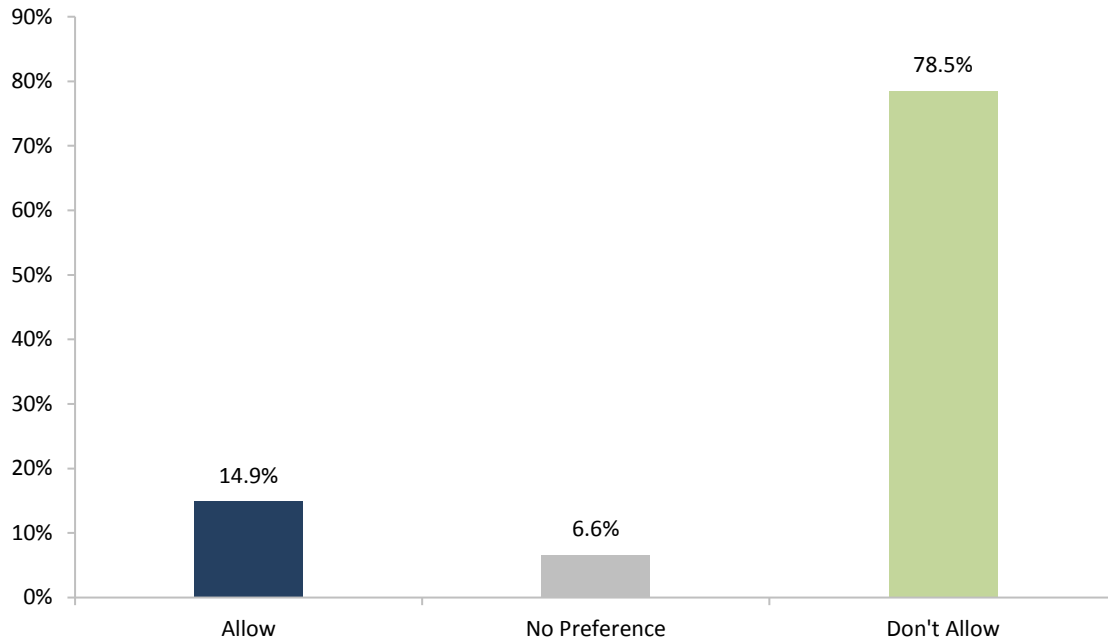
**Table D.1. Policies on Smoking in Individual Units of Multi-Unit Housing Buildings, Adults\*, Wisconsin, 2017**

Is Smoking Prohibited in Your Housing Unit?	Prevalence
Yes	48.3%
No	51.7%

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

**Data:** Wisconsin Behavioral Risk Factor Survey

**Figure D.6. Preferences on Allowing Smoking in Individual Units of Multi-Unit Housing Buildings, Adults\*, Wisconsin, 2017**



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

**Data:** Wisconsin Behavioral Risk Factor Survey

**Table D.2. Opinion on the State Law That Prohibits Smoking in Public Indoor Places, Adults, Wisconsin, 2017**

Opinion on Law	Prevalence
Oppose	6.1%
Neither Favor nor Oppose	16.6%
Favor	77.3%

\* 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 favor of this law, opposed to this law, or neither in favor nor opposed to it? *[If favor]* Are you slightly in favor of the law, somewhat in favor of it, or strongly in favor of it? *[If oppose]* Are you slightly opposed to the law, somewhat opposed to it, or strongly opposed to it?

**Data:** Wisconsin Behavioral Risk Factor Survey



**Table D.3. Opinion on a State Law That Would Prohibit Smoking in Public Outdoor Places\*, Adults, Wisconsin, 2018**

Opinion on Law	Prevalence
Oppose	21.8%
Neither Favor nor Oppose	55.4%
Favor	44.6%

\* 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 favor of this law, opposed to this law, or neither in favor of nor opposed to it? *[If favor]* Would you be slightly in favor of the law, somewhat in favor of it, or strongly in favor 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



## 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/>.

