



**Tobacco Prevention and Control Program**

**Division of Public Health  
Wisconsin Department of Health Services**

**P-43021B (12/09)**

# Table of Contents

<b>INTRODUCTION</b>		<b>2</b>
<b>I. Cigarette Consumption</b>		<b>3</b>
	Table 1-1. Cigarette Sales in Wisconsin: Change From 1990-2008	3
	Figure 1-1. Per Capita Sales in Wisconsin: Change From 1950-2008	3
	Table 1-2. Cigarette Tax Increases in Wisconsin	3
<b>II. Tobacco-Related Deaths and Economic Cost in Wisconsin</b>		<b>4</b>
	Figure 2-1. Age Adjusted Lung Cancer Mortality* by Gender, Wisconsin 1990-2008	4
	Figure 2-2. Age Adjusted COPD Mortality in Wisconsin by Gender: 1989-2007	4
	Table 2-1. Smoking-Related Deaths and Direct Health Care Costs by Wisconsin County, 2000-2004 Annual Average	5
<b>III. Adult Tobacco Use, Wisconsin</b>		<b>7</b>
	Table 3-1. Percentage of Adults Who Smoke by Year: 1990-2008	7
	Figure 3-1. Percentage of Adults Who Smoke by Year: Wisconsin vs. U.S., 1990-2008	7
	Table 3-2. Prevalence of Adult Smokers with Ranking by County Wisconsin: 2006-2008	8
	Table 3-3. Adults Diagnosed with Diabetes or Asthma who Currently Smoke: 2006-2008	9
	Table 3-4. Percentage of Current Smokers Among Wisconsin Adults: 2008	10
<b>IV. Tobacco-Related Disparities</b>		<b>11</b>
	Figure 4-1. Prevalence of Current Cigarette Smoking by Race and Age: Wisconsin, 2003-2007	11
	Table 4-1. Characteristics of Current Cigarette Smoking by Age: Wisconsin, 2003-2007	11
<b>V. Tobacco Use During Pregnancy</b>		<b>12</b>
	Table 5-1. Number & Percentage of Births in which the Mother Smoked During Pregnancy by Maternal Characteristics in Wisconsin, 1990 vs. 2007	12
	Table 5-2. Low Birthweight Babies of Smoking and Non-smoking Mothers by Year: Wisconsin, 1990-2007	13
	Table 5-3. Number & Percentage of Births in which the Mother Smoked During Pregnancy by County: Wisconsin, 2004-2005 compared to 2006-2007	13
<b>VI. Wisconsin Youth Tobacco Use</b>		<b>15</b>
	Table 6-1. Current* Tobacco Use Among Middle School Students (Grades 6-8): Wisconsin and the United States, 2000-2008	15
	Table 6-2. Current* Tobacco Use Among High School Students (Grades 9-12): Wisconsin and the United States, 2000-2008	15
	Figure 6-1. Current* Cigarette Smoking Among Middle and High School Students: Wisconsin, 1993-2008	16
<b>VII. Youth Access to Tobacco</b>		<b>17</b>
	Figure 7-1. High School Students Who are Current Cigarette Smokers by Access to Cigarettes: Wisconsin, 2000-2008	17
	Table 7-1. Compliance Checks* of Tobacco Sales to Minors: WI 1997-2008	17
<b>VIII. Secondhand Smoke (SHS) in the Home and Public Places</b>		<b>18</b>
	Figure 8-1. Effects of an Adult Smoker in the Home on High School Youth Smoking by Smoking Initiation Age, Current Smoking Prevalence and Daily Smoking Prevalence: Wisconsin, 2008	18
	Table 8-1. Wisconsin Public Attitudes Regarding SHS, 2008	19
<b>IX. Smoke-Free Policies</b>		<b>19</b>
	Figure 9-1. Percent of Wisconsin Municipalities Banning Smoking in All Government Owned Buildings:, 2001, 2003 and 2006	19

## INTRODUCTION

Since the initiation of its Tobacco Prevention and Control Program, the Division of Public Health, Wisconsin Department of Health Services has relied upon partnerships with communities and state and national organizations involved in tobacco prevention and control to accomplish the following goals:

- Elimination of exposure to environmental tobacco smoke
- Reducing initiation among Wisconsin's youth
- Promoting quitting among adults and young people
- Treating Tobacco Dependence
- Identifying and eliminating disparities among population groups.

The *Wisconsin Tobacco Facts* book serves as a reference of available tobacco-related information, statistics and report findings. The *Wisconsin Tobacco Facts* is updated as new data become available and is published on an annual basis. This edition contains updated 2008 data for adults and 2008 data for youth. Additional tobacco-related information, such as current trends, program activities and linkages are available by contacting the program or by visiting the program's website. For general information, please contact:

- Tobacco Prevention and Control Program, Division of Public Health  
P.O. Box 2659  
Madison, WI 53701-2659  
Phone: (608) 266-9708  
Fax: (608) 266-8925

<http://dhs.wisconsin.gov/tobacco/>

For data specific information, please contact:

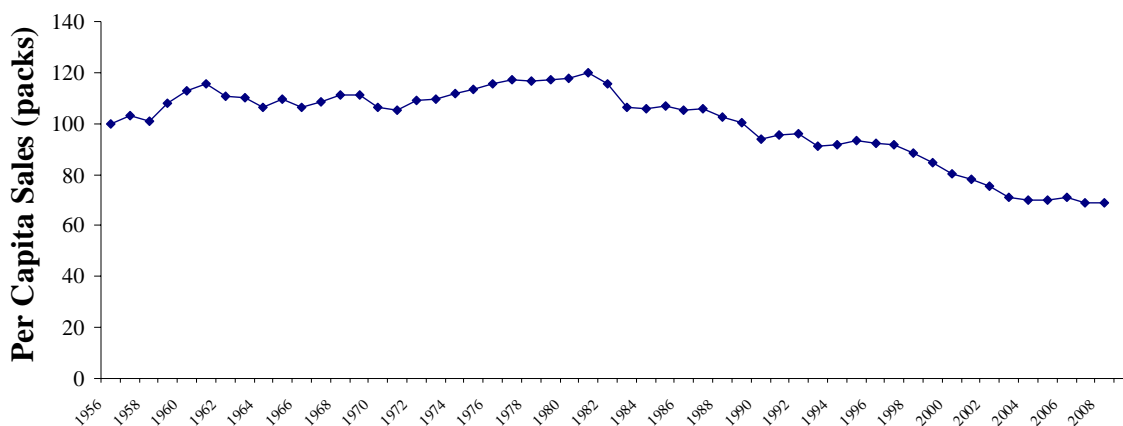
- Randall L. Glysch, Research Scientist  
Tobacco Prevention and Control Program, Division of Public Health  
P.O. Box 2659, Room 218  
Madison, WI 53701-2659  
Phone: (608) 266-9708  
[Randall.Glysch@dhs.wisconsin.gov](mailto:Randall.Glysch@dhs.wisconsin.gov)

## I. Cigarette Consumption

**Table 1-1. Cigarette Sales in Wisconsin: Change From 1990 to 2008.**

	State Tax-paid Cigarette Sales	Annual Per Capita Cigarette Sales
1990	463.1 million packs	94.0 packs
2005	388.4 million packs	70.1 packs
2006	398 million packs	71 packs
2007	394 million packs	69 packs
2008	589 million packs	69 packs

**Figure 1-1. Per Capita Sales in Wisconsin: Change From 1956 to 2008.**



**Table 1-2. Cigarette Tax Increases in Wisconsin**

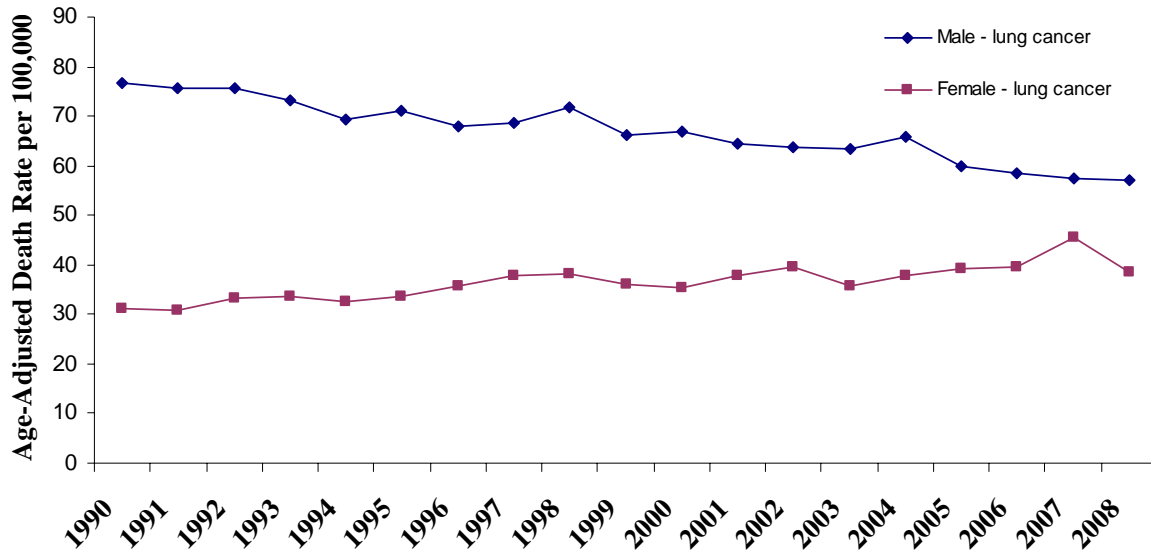
Year	Amount per pack
1939	From \$0.0 to .03
July 1, 1955	From \$.03 to .04
July 1, 1957	From \$.04 to .05
September 1, 1961	From \$.05 to .06
August 15, 1963	From \$.06 to .08
August 1, 1965	From \$.08 to .10
September 1, 1969	From \$.10 to .14
November 5, 1971	From \$.14 to .16
August 1, 1981	From \$.16 to .20
May 1, 1982	From \$.20 to .25
September 1, 1987	From \$.25 to .30
May 1, 1992	From \$.30 to .38
September 1, 1995	From \$.38 to .44
November 1, 1997	From \$.44 to .59
October 1, 2001	From \$.59 to .77
January 1, 2008	From \$.77 to 1.77
September 1, 2009	From \$1.77 to 2.52

**Source:** Wisconsin Department of Revenue data published in The Tax Burden on Tobacco

## II. Tobacco-related Deaths and Economic Cost in Wisconsin

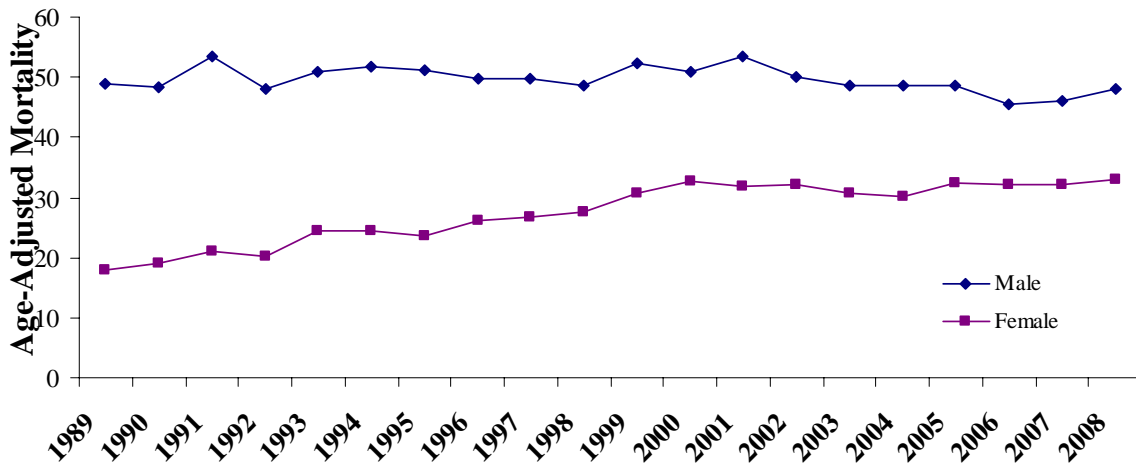
The use of tobacco is the leading preventable cause of death in Wisconsin. In 2004, more than 8,000 Wisconsin residents died from smoking related illnesses\*. In addition, the direct health care cost of smoking (e.g., physician visits, hospitalizations, etc.) is estimated at \$2.2 billion annually in Wisconsin with an additional cost of \$1.6 billion in lost productivity.

**Figure 2-1. Age Adjusted Lung Cancer Mortality\* by Gender, Wisconsin 1990-2008**



\*Lung cancer mortality is computed using data called malignant neoplasm of trachea, bronchus, and lung.  
**Source:** Department of Health Services, Division of Public Health, Bureau of Health Information and Policy <https://www.dhs.wisconsin.gov/wish/index.htm>

**Figure 2-2. Age Adjusted Chronic Obstructive Pulmonary Disorder (COPD) Mortality in Wisconsin by Gender, 1989-2008**



Note: Age-adjustment is a process by which the age composition is defined as constant so that differences in age composition can be eliminated from the analysis. This is needed because older populations have higher mortality rates, merely because death rates increase with age. Age-adjusted rates allow for more meaningful comparison of the risk of mortality over time and among groups.

**Source:** Department of Health Services, Division of Public Health, Bureau of Health Information and Policy. <https://www.dhs.wisconsin.gov/wish/index.htm>. ICD-10 Codes J40-J47 were used to calculate COPD rates.

**Table 2-1. Smoking-related Deaths and Direct Health Care Costs by Wisconsin County, 2000-2004 Annual Average**

<b>County</b>	<b>Number of All Deaths</b>	<b>Smoking-related Deaths Number</b>	<b>Percent</b>	<b>Direct Health Care Costs of Smoking*</b>
Adams	230	42	18%	\$8,000,000
Ashland	204	30	15%	\$6,550,000
Barron	465	73	16%	\$17,850,000
Bayfield	149	24	16%	\$5,940,000
Brown	1,557	237	15%	\$92,860,000
Buffalo	128	19	15%	\$5,410,000
Burnett	191	32	17%	\$6,490,000
Calumet	250	34	14%	\$17,140,000
Chippewa	510	83	16%	\$23,070,000
Clark	332	47	14%	\$13,350,000
Columbia	512	84	16%	\$21,460,000
Crawford	174	30	17%	\$6,660,000
Dane	2,628	367	14%	\$177,600,000
Dodge	868	127	15%	\$34,480,000
Door	305	48	16%	\$11,080,000
Douglas	443	72	16%	\$17,250,000
Dunn	274	37	13%	\$16,240,000
Eau Claire	693	106	15%	\$36,890,000
Florence	54	10	18%	\$1,970,000
Fond du Lac	896	128	14%	\$38,630,000
Forest	109	20	19%	\$3,900,000
Grant	497	71	14%	\$19,440,000
Green	322	48	15%	\$13,570,000
Green Lake	239	37	15%	\$7,520,000
Iowa	198	30	15%	\$9,160,000
Iron	88	16	18%	\$2,620,000
Jackson	208	34	16%	\$7,680,000
Jefferson	591	94	16%	\$30,730,000
Juneau	278	50	18%	\$10,000,000
Kenosha	1,252	217	17%	\$62,030,000
Kewaunee	186	29	15%	\$8,100,000
La Crosse	899	141	16%	\$42,580,000
Lafayette	142	23	16%	\$6,380,000
Langlade	236	45	19%	\$8,210,000
Lincoln	315	48	15%	\$11,840,000
Manitowoc	801	113	14%	\$32,050,000
Marathon	952	132	14%	\$50,010,000
Marinette	500	84	17%	\$16,980,000
Marquette	171	32	19%	\$5,860,000
Menominee	37	7	20%	\$1,790,000
Milwaukee County	8,809	1,357	15%	\$363,360,000
Milwaukee City	5,240	807	15%	228,510,000
Monroe	409	70	17%	\$16,590,000
Oconto	335	53	16%	\$14,730,000
Oneida	394	68	17%	\$14,560,000
Outagamie	1,115	163	15%	\$66,300,000
Ozaukee	604	89	15%	\$33,680,000
Pepin	78	13	16%	\$2,900,000
Pierce	233	34	15%	\$15,010,000
Polk	401	59	15%	\$17,180,000
Portage	438	63	14%	\$26,370,000
Price	200	32	16%	\$6,050,000
Racine	1,540	246	16%	\$76,030,000
Richland	182	29	16%	\$7,220,000

Rock	1,316	219	17%	\$61,280,000
Rusk	181	32	17%	\$5,980,000
Sauk	511	83	16%	\$22,360,000
Sawyer	189	31	17%	\$6,620,000
Shawano	449	68	15%	\$16,130,000
Sheboygan	1,042	145	14%	\$44,620,000
St. Croix	446	73	16%	\$29,110,000
Taylor	180	26	14%	\$7,740,000
Trempealeau	296	40	13%	\$10,760,000
Vernon	306	44	14%	\$11,240,000
Vilas	248	47	19%	\$8,700,000
Walworth	817	127	16%	\$38,500,000
Washburn	182	31	17%	\$6,510,000
Washington	847	121	14%	\$48,750,000
Waukesha	2,750	413	15%	\$147,690,000
Waupaca	661	108	16%	\$20,650,000
Waushara	268	46	17%	\$9,330,000
Winnebago	1,261	195	15%	\$62,260,000
Wood	680	106	16%	\$29,440,000
Wisconsin	46,273	7,215	16%	\$2,160,000,000

\*Direct health care costs include medical expenditures paid for ambulatory, hospital, prescription drugs, nursing homes and other personal care.

Source: Umland MA, Palmersheim KA, Ullsvik JC, Wegner MV. Burden of Tobacco in Wisconsin. University of Wisconsin Comprehensive Cancer Center. February 2006.

### **Years of Potential Life Lost due to Smoking-related Illness, 2004:**

In Wisconsin, approximately 96,000 years of life were lost from the potential lifespan of those who died of smoking-related illnesses. The majority of years of life lost to premature death occurred in those who died between the ages of 55 and 74. An average 35-year old may expect to live to the age of 77.

Source: Umland MA, Palmersheim KA, Ullsvik JC, Wegner MV. Burden of Tobacco in Wisconsin. University of Wisconsin Comprehensive Cancer Center. February 2006.

### III. Adult Tobacco Use, Wisconsin

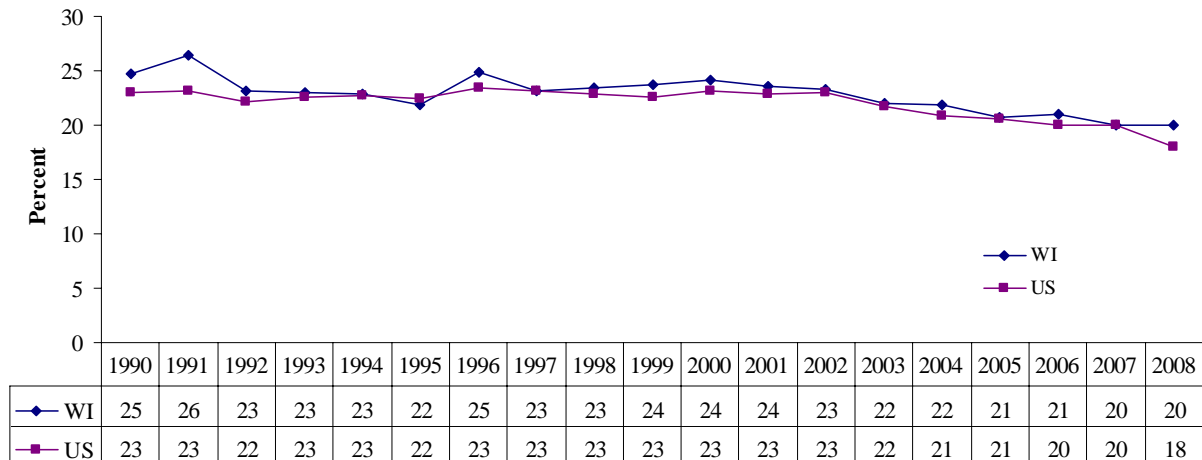
The 2008 estimated number of adult smokers in Wisconsin was **841,143**. The estimated number of adults currently using chewing tobacco, snuff, or snus is 2.6% or 147,554 adults.

**Table 3-1. Percentage and Population of Adults Who Smoke by Year: 1990 - 2008**

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%	841,143

Source: Department of Health Services, Division of Public Health, Bureau of Health Information and Policy. <https://www.dhs.wisconsin.gov/wish/index.htm>

**Figure 3-1. Percentage of Adults Who Smoke by Year: Wisconsin vs. U.S., 1990 – 2008**



Source: Wisconsin Behavioral Risk Factor Survey, 2008, Department of Health Services, Division of Public Health, Bureau of Health Information and Policy. Behavioral Risk Factor Surveillance System, U.S. Centers for Disease Control and Prevention: <http://www.cdc.gov/brfss>



**Table 3-2. Prevalence of Adult Smokers with Ranking, by County  
Wisconsin 2006-2008**

<b>County</b>	<b>Prevalence of Adult Smokers</b>	<b>2008 Overall Estimated Population</b>	<b>Number of Adult Smokers</b>	<b>Rank</b>
Adams	23.3	21,836	3,922	56
Ashland	18.2	16,929	2,290	28
Barron	25.5	47,727	9,132	64
Bayfield	15.9	16,160	1,907	10
Brown	21.0	245,168	38,801	45
Buffalo	22.9	14,200	2,473	53
Burnett	18.4	16,791	2,405	29
Calumet	18.9	46,292	6,251	35
Chippewa	19.9	61,872	9,310	40
Clark	18.8	34,589	4,568	33
Columbia	15.7	56,130	6,717	9
Crawford	26.2	17,629	3,433	66
Dane	14.5	471,559	54,633	3
Dodge	17.7	89,810	12,283	22
Door	16.5	30,303	3,744	14
Douglas	20.3	44,326	6,962	43
Dunn	16.7	43,292	5,550	16
Eau Claire	15.5	98,302	11,954	7
Florence	24.0	5,317	917	59
Fond du Lac	21.6	101,740	16,672	46
Forest	30.9	10,393	2,384	71
Grant	20.0	51,290	7,843	42
Green	14.8	36,493	4,099	5
Green Lake	24.4	19,416	3,558	60
Iowa	20.0	24,196	3,589	41
Iron	18.0	7,048	940	25
Jackson	22.4	20,140	3,496	50
Jefferson	18.1	81,022	11,317	27
Juneau	19.0	27,359	3,985	36
Kenosha	22.9	162,094	27,976	54
Kewaunee	16.0	21,680	2,555	11
La Crosse	18.8	112,758	16,613	34
Lafayette	14.8	16,468	1,804	4
Langlade	21.8	21,680	3,486	48
Lincoln	24.4	30,681	5,622	61
Manitowoc	17.9	84,830	11,314	24
Marathon	19.4	135,190	19,397	38
Marinette	25.8	44,823	8,732	65
Marquette	29.1	15,423	3,503	70
Menominee	44.3	4,630	1,325	72
Milwaukee County	22.5	938,490	158,211	51
Monroe	21.7	44,170	6,997	47
Oconto	17.2	39,261	5,079	19
Oneida	22.4	38,903	6,572	49
Outagamie	17.3	174,778	22,786	20
Ozaukee	13.4	87,008	8,947	1
Pepin	17.1	7,743	975	18
Pierce	17.5	40,523	5,533	21
Polk	16.7	45,892	5,722	17
Portage	18.7	70,506	10,170	32
Price	17.9	16,088	2,069	23
Racine	23.8	196,321	35,694	58
Richland	19.2	18,317	2,702	37

Rock	28.0	160,477	33,848	69
Rusk	16.5	15,657	1,857	15
Sauk	18.0	61,086	10,526	26
Sawyer	23.3	17,753	3,185	55
Shawano	23.7	42,602	6,589	57
Sheboygan	20.8	117,472	13,741	44
St. Croix	15.6	79,702	11,026	8
Taylor	16.2	20,065	2,425	12
Trempealeau	22.6	28,278	4,826	52
Vernon	27.6	29,719	6,018	68
Vilas	19.7	23,044	3,560	39
Walworth	24.6	101,315	19,208	62
Washburn	24.7	17,646	3,292	63
Washington	16.3	130,493	16,156	13
Waukesha	14.4	382,697	42,296	2
Waupaca	27.5	54,157	11,103	67
Waushara	18.5	25,322	3,667	30
Winnebago	14.8	165,358	18,788	6
Wood	18.7	77,049	10,761	31
<b>Wisconsin</b>	<b>19.5</b>	<b>5,675,156</b>	<b>841,143</b>	

**Table 3-3. Adults Diagnosed with Diabetes or Asthma who Currently Smoke:  
2006-2008**

	<b>Adults with Diabetes</b>	<b>Adults with Asthma</b>	<b>All Adults</b>
	%	%	%
<b>Under 45 years of age</b>	26%	28.4%	24%
<b>45+ years of age</b>	11.5%	15.2%	16%

Source: Wisconsin Behavioral Risk Factor Survey, 2006-2008

**Table 3-4. Percentage of Current Smokers Among Wisconsin Adults, 2008**

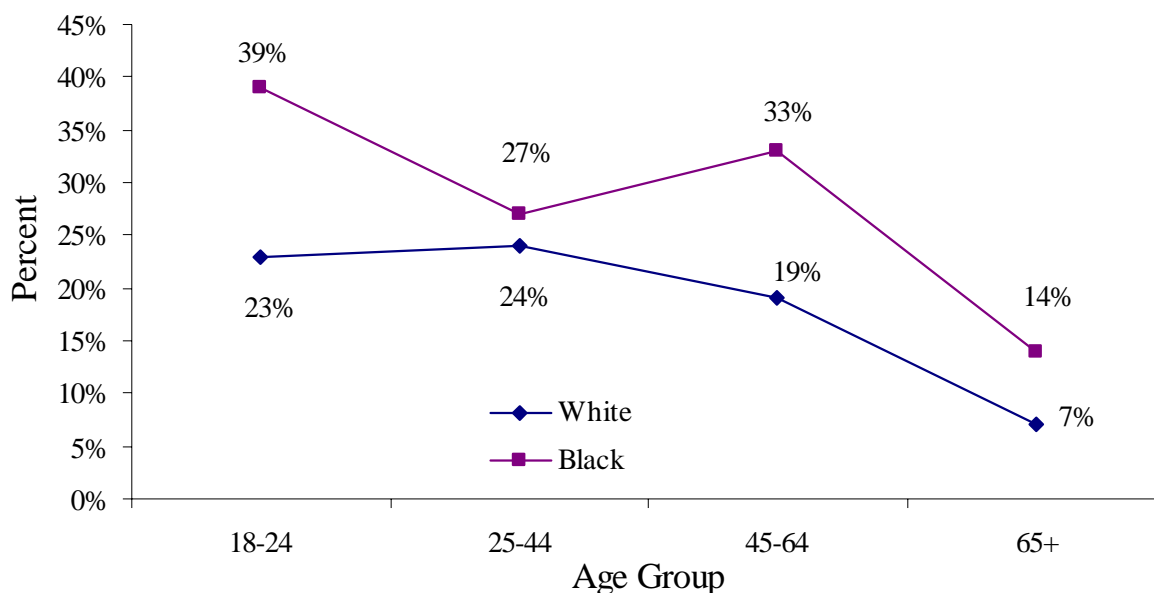
		% Current Smokers
<b>All Adults</b>		<b>20%</b>
DHFS Region	South	17%
	Southeast	22%
	Northeast	20%
	West	17%
	North	18%
Sex	Male	22%
	Female	18%
Age	18-24 Yrs	25%
	25-34 Yrs	27%
	35-44 Yrs	22%
	45-54 Yrs	22%
	55-64 Yrs	17%
	65+ Yrs	8%
Educational level	Less than H.S.	29%
	High School	25%
	Some College	22%
	College	11%
Race	White	19%
	African-American	33%
	American Indian*	40%
Marital Status	Married	17%
	Unmarried	25%
Children	None	18%
	1 or more	22%
Heavy Drinkers	Yes	30%
	No	15%
Household Income	less than \$15,000	32%
	\$15,000 - 24,999	29%
	\$25,000 - 49,999	22%
	\$50,000 - 74,999	16%
	\$75,000 +	16%

- Unmarried = divorced, widowed, separated, never married, or a member of an unmarried couple
- Heavy Drinkers = Adult men consuming more than two drinks per day; Adult women consuming more than one drink per day. These adults are considered to be at risk for heavy drinking.

**Source:** Wisconsin Behavioral Risk Factor Survey, 2008

## IV. Tobacco-Related Disparities

**Figure 4-1. Prevalence of Current Cigarette Smoking, by Race and Age, Wisconsin, 2004-2008**



Source: Wisconsin Behavioral Risk Factor Survey, 2004-2008

**Table 4-1. Characteristics of Current Cigarette Smoking, by Age, Wisconsin, 2004-2008**

	Ages 18-24	Ages 25-44	Ages 45-64	Ages 65+
<b>Race</b>				
White	23.4 %	24.5%	19.3%	7.3%
African American	39.4%	26.8%	34.0%	NA
American Indian	NA	47.6%	46.4%	NA
<b>Gender</b>				
Male	16.3%	43.2%	33.6%	6.5%
Female	16.5%	43.7%	32.5%	6.7%
<b>Annual Household Income</b>				
<\$20,000	28.4%	44.1%	45.5%	9.0%
\$20,000-\$25,000	38.0%	45.0%	26.4%	8.7%
\$25,000-\$35,000	27.3%	32.6%	23.3%	8.1%
\$35,000-\$50,000	16.1%	27.7%	23.6%	7.6%
\$50,000-\$75,000	23.5%	19.6%	16.1%	4.6%
\$75,000+	23.0%	15.1%	13.4%	8.1%
<b>Educational Attainment</b>				
Less than High School	26.3%	62.5%	47.6%	9.4%
High School Graduate	30.0%	37.7%	25.6%	7.6%
Some College	21.8%	26.1%	21.5%	8.5%
College Graduate +	16.0%	10.7%	9.9%	5.9%
<b>Employment Status</b>				
Employed	27.9%	24.3%	18.7%	11.5%

Self-Employed	22.4%	21%	18.6%	6.9%
Student	12.8%	28.8%	30.4%	15.1%

NA=These data are not available for these groups due to small sample size. Not all racial/ethnic groups are listed due to small sample sizes.

Source: Wisconsin Behavioral Risk Factor Survey, 2004-2008

## V. Tobacco Use During Pregnancy

Total Number of Births in Wisconsin, 2007: **72,757**

Mothers Who Reported Smoking during Pregnancy, 2007: **10,843 (14.9%)**

Source: Department of Health Services, Division of Public Health, Bureau of Health Information and Policy. <https://www.dhs.wisconsin.gov/wish/index.htm>

**Table 5-1. Number & Percentage of Births in which the Mother Smoked During Pregnancy By Maternal Characteristics in Wisconsin, 1990 versus 2007**

Characteristic	1990		2007		1990-2007 % Relative Change
	# births	% smokers	# births	% smokers	
<b>Age</b>					
<20	7,410	31%	6,320	21%	-32%
20-24	17,477	30%	16,969	24%	-20%
25-29	24,956	21%	22,557	14%	-33%
30-34	16,626	17%	17,269	8%	-53%
35-39	5,393	15%	7,958	8%	-47%
40+	768	13%	1,575	9%	-31%
<b>Marital Status</b>					
Married	55,018	17%	46,726	7%	-58%
Unmarried	17,616	41%	26,020	28%	-32%
<b>Race/Ethnicity</b>					
White	61,292	23%	54,522	16%	-30%
African American	7,096	30%	7,230	17%	-43%
American Indian	811	46%	1,171	36%	-22%
Hispanic	1,861	15%	6,911	6%	-60%
Lao/Hmong	1,147	NA	1,304	5%	NA
Other	417	6%	1,580	3%	-50%
<b>Prenatal Care Begun</b>					
1 <sup>st</sup> trimester	59,275	21%	60,275	14%	-33%
2 <sup>nd</sup> trimester	10,474	31%	9,438	21%	-32%
3 <sup>rd</sup> trimester	2,227	34%	1,734	21%	-38%
None	582	45%	615	29%	-36%
<b>Education</b>					
Less than high school	12,290	43%	11,013	25%	-42%
High school graduate	30,517	27%	20,449	25%	-7%
Some college	16,033	16%	18,599	13%	-19%
College graduate +	13,740	4%	22,282	2%	-50%
<b>Total smokers</b>	16,599	23%	10,843	15%	-35%
<b>Total births</b>	72,636		72,757		

Note: Data on maternal smoking are self-reported and missing data were not included in percentage calculations. % Relative Change was calculated by using the formula:  $[(\text{Time 2}-\text{Time 1})/\text{Time 1}]*100$   
NA = Data are not available for these groups due to small sample size.

Source: Department of Health Services, Division of Public Health, Bureau of Health Information and Policy. Wisconsin Births and Infant Deaths, 1990-2007. <https://www.dhs.wisconsin.gov/wish/index.htm>

**Table 5-2. Low Birthweight Babies of Smoking and Non-Smoking Mothers,  
By Year, Wisconsin, 1990 – 2007**

Year	Births to Mothers Who Reported Smoking Cigarettes During Pregnancy			Births to Mothers Who <b>Did Not</b> Report Smoking Cigarettes During Pregnancy		
	# Births	# of Low Birthweight Babies	% Low Birthweight	# Births	# Low Birthweight Babies	% Low Birthweight
1990	16,599	1,710	10.3	56,037	2,574	4.6
1991	16,224	1,581	9.7	55,815	2,854	5.1
1992	15,279	1,504	9.8	55,383	2,701	4.9
1993	14,469	1,494	10.3	55,291	2,806	5.1
1994	13,357	1,417	10.6	54,909	2,941	5.4
1995	12,735	1,272	10.0	54,758	2,794	5.1
1996	12,196	1,302	10.7	54,880	2,915	5.3
1997	11,890	1,256	10.6	54,600	3,006	5.5
1998	12,000	1,248	10.4	55,379	3,164	5.7
1999	11,635	1,276	11.0	56,472	3,253	5.7
2000	11,428	1,150	10.1	57,787	3,353	5.8
2001	10,907	1,172	10.7	58,026	3,368	5.8
2002	10,139	1,093	10.8	58,371	3,444	5.9
2003	9,769	961	9.8	60,173	3,800	6.3
2004	9,812	1,102	11.2	60,200	3,794	6.3
2005	9,053	1,087	11.4	61,216	3,884	6.3
2006	10,715	1,154	10.8	61,399	3,800	6.2
2007	10,843	1,244	11.5	61,717	3,831	6.2

Note: Low birthweight is a birthweight less than 2,500 grams (about 5.5 pounds)

Note: Data on maternal smoking are self-reported

Source: Department of Health Services, Division of Public Health, Bureau of Health Information and Policy. <https://www.dhs.wisconsin.gov/wish/index.htm>

**Table 5-3. Number & Percentage of Births in which the Mother Smoked During  
Pregnancy By County, Wisconsin, 2004-2005 Compared to 2006-2007**

County	2004-2005		2006-2007		Relative % Change
	# Births	% Smokers	# Births	% Smokers	
Adams	321	31%	314	34%	9.7%
Ashland	382	29%	417	34%	17.2%
Barron	1,055	17%	1,114	20%	17.6%
Bayfield	261	23%	259	27%	17.4%
Brown	6,543	14%	6,959	13%	-7.1%
Buffalo	302	14%	299	20%	42.9%
Burnett	2303	32%	302	38%	18.8%
Calumet	1,331	9%	1,369	9%	0%
Chippewa	1,457	21%	1,595	23%	9.5%
Clark	1,145	11%	1,131	14%	27.3%
Columbia	1,328	15%	1,316	16%	6.7%
Crawford	378	19%	363	16%	-15.8%
Dane	12,050	9%	12,302	10%	11.1%
Dodge	1,890	17%	1,941	19%	11.8%
Door	490	14%	496	12%	-14.3%
Douglas	951	23%	1,000	20%	-13%
Dunn	964	19%	988	15%	-21.1%
Eau Claire	2,283	17%	2,392	17%	0%
Florence	70	14%	65	17%	21.4%
Fond du Lac	2,304	16%	2,445	14%	-12.5%

Forest	222	33%	224	30%	-9.1%
Grant	1,149	13%	1,191	13%	0%
Green	851	15%	907	16%	6.7%
Green Lake	433	16%	439	18%	12.5%
Iowa	632	12%	629	16%	33.3%
Iron	87	22%	78	27%	22.7%
Jackson	481	24%	508	31%	29.2%
Jefferson	2,048	20%	2,069	18%	-10%
Juneau	570	28%	608	26%	-7.1%
Kenosha	4,258	14%	4,354	16%	14.3%
Kewaunee	467	13%	430	13%	0%
La Crosse	2,551	15%	2,637	16%	6.7%
Lafayette	430	12%	413	14%	16.7%
Langlade	418	27%	443	26%	-3.7%
Lincoln	590	22%	666	23%	4.5%
Manitowoc	1,744	21%	1,769	22%	4.8%
Marathon	3,085	15%	3,393	18%	20%
Marinette	883	21%	859	27%	28.6%
Marquette	338	24%	323	26%	8.3%
Menominee	206	43%	219	45%	4.7%
Milwaukee	29,541	11%	30,513	12%	9.1%
Monroe	1,202	18%	1,299	21%	16.7%
Oconto	788	19%	797	22%	15.8%
Oneida	688	21%	600	22%	4.8%
Outagamie	4,585	12%	4,533	12%	0%
Ozaukee	1,735	6%	1,706	7%	16.7%
Pepin	190	16%	186	16%	0%
Pierce	909	12%	903	14%	16.7%
Polk	1,014	20%	1,063	24%	20%
Portage	1,436	12%	1,529	13%	8.3%
Price	267	18%	237	15%	-16.7%
Racine	5,122	12%	5,275	15%	25%
Richland	459	17%	449	20%	17.6%
Rock	4,054	19%	4,286	21%	10.5%
Rusk	313	23%	313	23%	0%
St Croix	2,331	9%	2,415	10%	11.1%
Sauk	1,549	21%	1,612	22%	4.8%
Sawyer	389	27%	431	28%	3.7%
Shawano	951	23%	1,023	23%	0%
Sheboygan	2,863	14%	2,829	14%	0%
Taylor	486	17%	486	18%	5.9%
Trempealeau	690	15%	718	17%	13.3%
Vernon	835	10%	853	12%	20%
Vilas	352	23%	403	28%	21.7%
Walworth	2,356	15%	2,497	15%	0%
Washburn	341	23%	389	27%	17.4%
Washington	2,924	10%	3,055	13%	30%
Waukesha	8,470	7%	8,207	9%	28.6%
Waupaca	1,093	19%	1,158	20%	5.3%
Waushara	501	22%	508	21%	-4.5%
Winnebago	3,665	15%	3,818	17%	13.3%
Wood	1,714	19%	1,752	19%	0%
<b>Total smokers during pregnancy</b>	<b>19,315</b>	<b>14%</b>	<b>21,558</b>	<b>15%</b>	<b>0%</b>
<b>Total births</b>	<b>141,064</b>		<b>145,059</b>		

Note: Data on maternal smoking are self-reported. NA = Not applicable. Missing data were omitted when calculating percentages.

Source: Department of Health Services, Division of Public Health, Bureau of Health Information and Policy. <https://www.dhs.wisconsin.gov/wish/index.htm>

## VI. Wisconsin Youth Tobacco Use

**Table 6-1. Current\* Tobacco Use Among Middle School Students (Grades 6-8), Wisconsin and the United States, 2000-2008**

	Cigarette Use (%)			Smokeless Tobacco Use (%)			Cigar Use (%)			Overall Tobacco Use (%)		
	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total
Wisconsin (2000)	11.9	12.7	12.2	5.9	1.2	3.6	7.4	4.4	5.9	17.7	14.4	16.1
Wisconsin (2001)	8.1	10.0	9.1	3.6	0.9	2.3	4.9	3.1	4.1	13.0	12.6	12.8
Wisconsin (2002)	8.6	8.7	8.7	3.0	1.9	2.5	5.9	3.9	4.9	14.5	11.8	13.2
Wisconsin (2003)	6.5	6.6	6.6	3.6	1.3	2.5	5.5	3.6	4.7	14.5	10.8	12.8
Wisconsin (2004)	8.4	6.8	7.7	2.9	1.5	2.2	6.4	4.0	5.3	14.5	10.7	12.7
Wisconsin (2006)	5.2	6.3	5.8	3.0	0.6	1.9	4.4	3.0	3.7	9.6	8.0	8.9
Wisconsin (2008)	4.2	4.3	4.3	2.5	1.1	1.8	4.9	2.8	3.9	8.5	5.1	6.8
U.S. (2000)	11.7	10.2	11.0	5.7	1.5	3.6	9.7	4.6	7.1	17.6	12.7	15.1
U.S. (2002)	9.8	9.7	9.8	5.3	1.6	3.5	7.9	4.1	6.0	14.7	11.7	13.3
U.S. (2004)	7.7	8.6	8.1	3.9	1.9	2.9	6.6	3.8	5.2	12.7	10.7	11.7

\*A current tobacco user is one who smoked cigarettes, cigars or used chewing tobacco or snuff on one or more of the 30 days preceding the survey.

Source: U.S. Centers for Disease Control and Prevention. CDC Surveillance Summaries, November 14, 2003; April 1, 2005; June 23, 2008, <http://www.cdc.gov/HealthyYouth/yrbs/index.htm>. MMWR 2003; 52(45); 1096-1098. MMWR 2005; 54(12); 297-301. Wisconsin Youth Tobacco Survey, 2000-2008

**Table 6-2. Current\* Tobacco Use Among High School Students (Grades 9-12), Wisconsin and the United States, 2000-2008**

	Cigarette Use (%)			Smokeless Tobacco Use (%)			Cigar Use (%)			Overall Tobacco Use (%)		
	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total
Wisconsin (2000)	31.0	35.0	32.9	13.6	0.9	7.6	23.4	8.1	16.1	42.1	36.2	39.4
Wisconsin (2001)	28.6	36.7	32.6	14.2	3.7	9.1	23.4	10.6	17.3	NA	NA	NA
Wisconsin (2002)	28.6	25.4	27.1	13.0	1.3	7.3	17.6	5.3	11.5	38.2	27.3	32.9
Wisconsin (2003)	22.9	24.2	23.6	13.1	2.5	7.9	NA	NA	NA	NA	NA	NA
Wisconsin (2004)	20.1	21.8	20.9	11.5	2.6	7.1	14.6	7.7	11.2	29.4	26.2	27.8
Wisconsin (2005)	24.0	21.7	22.8	14.4	2.0	8.4	24.3	9.4	17.1	NA	NA	NA
Wisconsin (2006)	21.2	18.5	19.9	12.8	1.5	7.4	18.7	5.8	12.4	33.1	20.8	27.2
Wisconsin (2008)	22.6	18.3	20.7	12.2	1.5	7.0	17.5	8.3	13.2	33.2	23.2	28.4
U.S. (2000)	28.8	27.3	28.0	11.8	1.4	6.6	22.0	7.3	14.8	39.1	29.8	34.5
U.S. (2001)	29.2	27.7	28.5	14.8	1.9	8.2	22.1	8.5	15.2	38.5	29.5	33.9
U.S. (2002)	23.9	21.0	22.5	10.5	1.2	5.9	16.9	6.2	11.6	32.6	23.7	28.2
U.S. (2003)	21.8	21.9	21.9	11.0	2.2	6.7	19.9	9.4	14.8	30.3	24.6	27.5
U.S. (2004)	22.1	22.4	22.3	10.8	1.4	6.0	18.4	7.5	12.8	31.5	24.7	28.0
U.S. (2005)	22.9	23.0	23.0	13.6	2.2	8.0	19.2	8.7	14.0	31.7	25.1	28.4
U.S. (2007)	21.3	18.7	20.0	13.4	2.3	7.9	19.4	7.6	13.6	30.3	21.0	25.7

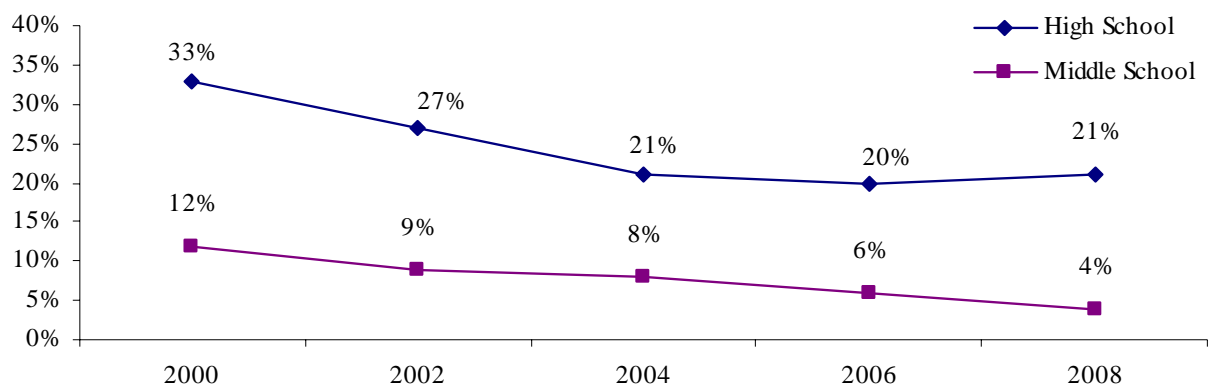
\*A current tobacco user is one who smoked cigarettes, cigars or used chewing tobacco or snuff on one or more of the 30 days preceding the survey.

NA: The 2003 Wisconsin Youth Risk Behavior Survey did not include questions on cigar use.



**Source:** U.S. Centers for Disease Control and Prevention. CDC Surveillance Summaries, November 14, 2003; April 1, 2005; June 23, 2008, <http://www.cdc.gov/HealthyYouth/yrbs/index.htm> and <http://apps.nccd.cdc.gov/yrbss/HealthTopic.asp>. MMWR 2003; 52(45); 1096-1098. MMWR 2005; 54(12); 297-301. MMWR 2008; 57(SS-4):1-131.  
 Wisconsin Youth Risk Behavior Survey, 2001, 2003 & 2005, Department of Public Instruction (DPI)  
 Wisconsin Youth Tobacco Survey, 2000, 2002-2008, Department of Health Services,  
 Division of Public Health, Tobacco Prevention and Control Program

**Figure 6-1. Current\* Cigarette Smoking Among Middle and High School Students Wisconsin 2000 – 2008**



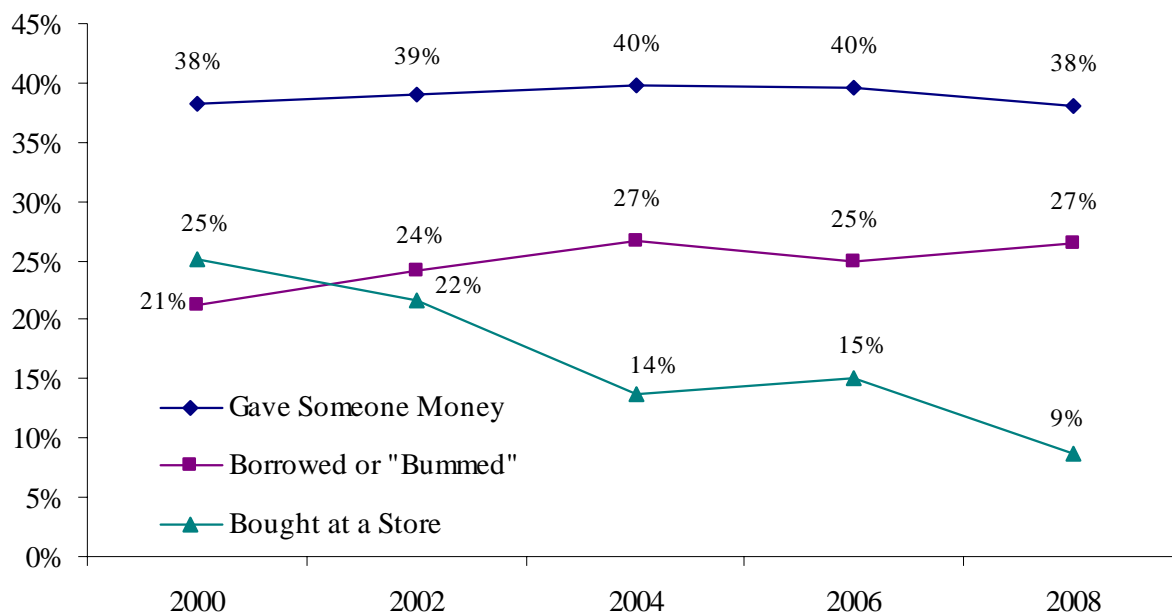
\*A current cigarette smoker is one who smoked cigarettes on one or more of the 30 days preceding the survey.

**Source:** Wisconsin Youth Tobacco Survey, 2000-2008, Department of Health Services, Division of Public Health, Tobacco Prevention and Control Program

## VII. Youth Access to Tobacco

The following figure indicates the percent of high school students under the age of 18 who were current cigarette smokers\*, and the three most common ways for youth under the age of 18 to obtain cigarettes during the past 30 days.

**Figure 7-1. High School Students who are Current Cigarette Smokers\*, by Access to Cigarettes, Wisconsin, 2000-2008**



\* Smoked cigarettes on one or more of the 30 days preceding the survey

Source: Wisconsin Youth Tobacco Survey, 2000, 2002, 2004, 2006, 2008 Department of Health Services, Division of Public Health, Tobacco Prevention and Control Program

**Table 7-1. Compliance Checks\* of Tobacco Sales to Minors, Wisconsin, 1997-2008\*\***

Year	Percentage of Establishments Selling to Minors		
	Statewide	Over-the-counter	Vending
1997	22.6%	17.7%	44.4%
1998	27.8%	23.5%	58.2%
1999	22.0%	19.6%	34.0%
2000	24.6%	19.6%	51.9%
2001	33.7%	29.5%	62.9%
2002	20.4%	19.2%	28.8%
2003	18.4%	15.2%	49.2%
2004	8.3%	6.2%	44.4%
2005	7.8%	7.2%	27.7%
2006	5.5%	5.1%	13.8%
2007	4.5%	3.9%	7.6%
2008	7.2%	6.9%	9.3%

\* The Federal Synar Regulation requires that each state annually conduct random, unannounced inspections of a sample of tobacco vendors to assess their compliance with the state's access law and to keep the percentage of establishments selling to minors below 20%. Failure to meet requirements of the Synar Regulation can result in a penalty of 40% of a state's substance abuse prevention and treatment block grant allocation.

\*\* The WI Wins program was implemented in 2001-2002 by the Department of Health Services

Bureau of Substance Abuse Services and is maintained by the Bureau of Community Health Promotion in the Division of Public Health. Many local tobacco control coalitions and community based organizations work to education policy-makers and retailers about youth access to tobacco.

**Source:** Wisconsin Department of Health Services, Division of Public Health, Bureau of Chronic Disease Prevention and Health Promotion, Synar Report

## VIII. Secondhand Smoke (SHS) in the Home and Public Places

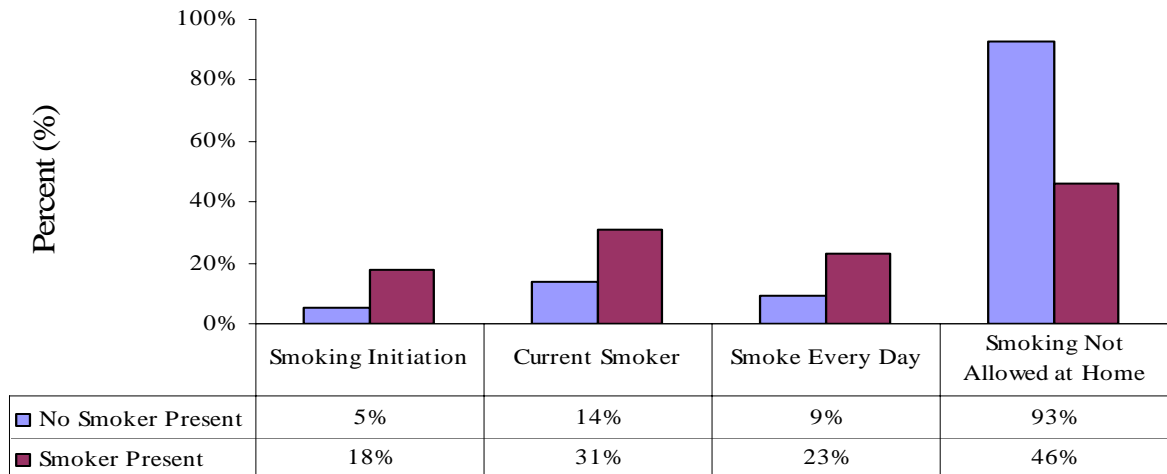
### Secondhand Smoke (SHS) in the Home

- Ten percent (10%) of people reported in 2008 that they allow smoking in all or some areas of their home, while an additional 12% reported not having any rules regarding smoking in their home.
- In 2008, approximately 33% of current smoker households allowed smoking inside the home when one or more children were living in them. 16% of current smoker homes with children living in them had no rules about smoking inside.
- In 2008, 41% of high school students and 36% of middle school students reported living in a home where others smoke. Having a smoker in the household significantly affected nearly every measure of tobacco use among high school students (see figure 8-1).

**Source:** Wisconsin Behavioral Risk Factor System, 2008, Department of Health Services, Division of Public Health, Bureau of Health Information and Policy

Wisconsin Youth Tobacco Survey, 2008, Department of Health Services, Division of Public Health, Tobacco Prevention and Control Program

**Figure 8-1. Effects of an Adult Smoker in the Home on High School Youth Smoking, by Smoking Initiation Age, Current Smoking Prevalence, and Daily Smoking Prevalence, Wisconsin, 2008**



Note: “Smoking Initiation” is based on the percentage of all high school students who reported smoking their first whole cigarette before the age of 13. “Current Smoking” is the percent of students who reported smoking on at least one day in the past 30 days preceding the administration of the survey. “Daily Smoking” is the percentage of students who have ever smoked cigarettes daily, which is at least one cigarette per day for 30 days.

**Source:** Wisconsin Youth Tobacco Survey, 2008, Department of Health Services, Division of Public Health, Tobacco Prevention and Control Program

**Table 8-1. Wisconsin Public Attitudes Regarding Secondhand Smoke, 2008**

Site	Favor Ban on Smoking (%)**
Restaurants without a Bar	70%
Restaurants with a Bar	40%
Bars and Taverns	33%

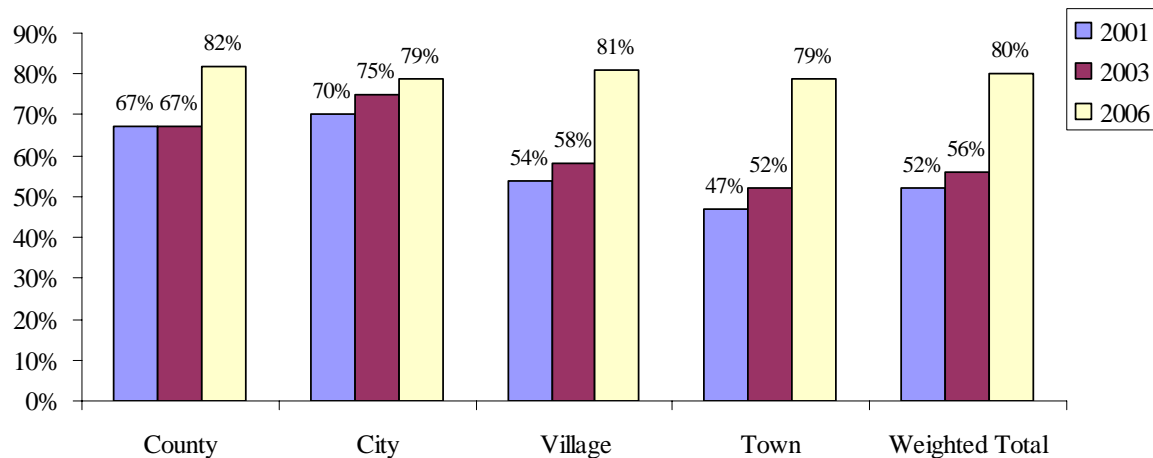
\* Includes people who responded; smoking should not be allowed in any public area or that it should be allowed in some public areas

\*\* Includes people who responded; smoking should not be allowed in any public area

Source: Wisconsin Behavioral Risk Factor System, 2008, Department of Health Services, Division of Public Health, Bureau of Health Information and Policy

## IX. Smoke-free Policies

**Figure 9-1. Percent of Wisconsin Municipalities Banning Smoking in all Government-owned Buildings, 2001, 2003, and 2006**



Note: In 2006 respondents were asked about both written and unwritten policies, therefore 2006 rates are not directly comparable to 2001 and 2003 rates.

Sources: Hill B, Moberg DP. Results of 2003 Survey of Tobacco Policies in Wisconsin County and Municipal Buildings. Monitoring & Evaluation Program Brief, Madison, WI; UW Medical School, November 2003.

Jovaag AR, Palmersheim K. Policies on Smoking in Wisconsin County and Municipal Buildings and Vehicles. Tobacco Surveillance and Evaluation Program Brief, Madison, WI; UW Paul P Carbone Comprehensive Cancer Center, November 2006.

### Wisconsin Ordinances - Smoke-Free Workplaces

As of July 2009, thirty-four Wisconsin communities have established workplace ordinances. The purpose of these ordinances is to protect the public health, safety, comfort and general welfare of the people within these workplaces. The Wisconsin communities and year their ordinance(s) was passed are:

1. Appleton, 2005\*
2. Ashland, 2000
3. Beloit, 2007
4. Bristol, 2004
5. Buchanan, 2005
6. Combined Locks, 2006
7. Dane County, 2009\*
8. Eau Claire, 2008\*
9. Fitchburg, 2008\*
10. Fond du Lac, 2009\*
11. Holmen, 2002
12. Janesville, 2003

- |     |                       |     |   |
|-----|-----------------------|-----|---|
| 13. | Kaukauna, 2006        | 28. | Phillips, 2004                                  |
| 14. | Kenosha, 2000         | 29. | Plover, 2005                                    |
| 15. | Kimberly, 2007        | 30. | River Falls, 2003                               |
| 16. | La Crosse, 2000       | 31. | Shorewood, 2009*                                |
| 17. | La Crosse (Co.), 2003 | 32. | Shorewood Hills, 1994*                          |
| 18. | Little Chute, 2006    | 33. | Stevens Point, 2005                             |
| 19. | Madison, 2005*        | 34. | Verona, 2009*                                   |
| 20. | Marshfield, 2008*     | 35. | Wausau, 2004                                    |
| 21. | Menomonie, 2006       | 36. | Wauwatosa, 2006                                 |
| 22. | Middleton, 2009*      | 37. | West Salem, 2003                                |
| 23. | Monona, 2009*         | 38. | Weston, 2010 Implementation                     |
| 24. | Neenah, 2001          | 39. | Wisconsin Act 12-July 5, 2010<br>Implementation |
| 25. | Onalaska, 2002        |     |   |
| 26. | Oshkosh, 2004         |     |   |
| 27. | Park Ridge, 2006      |     |   |

\*All workplaces, including restaurants and bars.