



**Wisconsin Department of Health Services
2009 Behavioral Risk Factor Surveillance System (BRFSS)
Tobacco Fact Sheet**

Important Changes to the 2009 BRFSS Methodology

The data reported in this fact sheet contains two important changes related to the method in which the 2009 BRFSS data was collected and analyzed. In 2009, cell phone responses were added to the survey methodology along with landline phone responses in order to obtain a better representative population sample of Wisconsin. Past surveys were collected via landline phones only. Second, the statistical methodology used to calculate the prevalence rates to better reflect the characteristics of the entire Wisconsin population. The result of these changes reflects a more accurate representation of adult tobacco use in Wisconsin.

Prevalence*

- 22.5% of adults currently smoke cigarettes
- 5.1% of adults currently use chewing tobacco, snuff, or snus every day or some days
- 8.6% of current smokers use chewing tobacco, snuff, or snus every day or some days
- Current Smoking by Education: **Less than High School** – 40.4%
High School or GED – 27.8%
Some College – 22.3%
College Grad – 6.7%
- By Age: **18-24** - 24.2% **25-34** – 38.1% **35-44** – 25.3%
45-54 – 24.4% **55-64** – 16.4% **65+** - 6.9%
- By Gender: **Males** – 24.7%, **Females** – 20.3%
- Smoking by Income Level: **<\$15,000** – 40.4% **\$15,000-\$24,999** – 35.4%
\$25,000-\$34,999 – 26.5% **\$35,000-\$49,999** – 20.0%
\$50,000-\$74,999 – 18.1% **\$75,000+** - 11.3%
- Smokers by Employment Status: **Employed** – 23.3% **Unemployed** – 43.4%

Cessation – Current Smokers

- 60.6% have stopped smoking for one day or longer because they were trying to quit smoking

* The 2009 data should not be compared to previous years BRFSS data due to changes in survey methodology.

Wisconsin Department of Health Services, Division of Public Health (PPH 43073 Rev 09/10)
Wisconsin Tobacco Prevention and Control Program
Phone: (608) 266-9708 Website: <http://dhs.wisconsin.gov/tobacco>