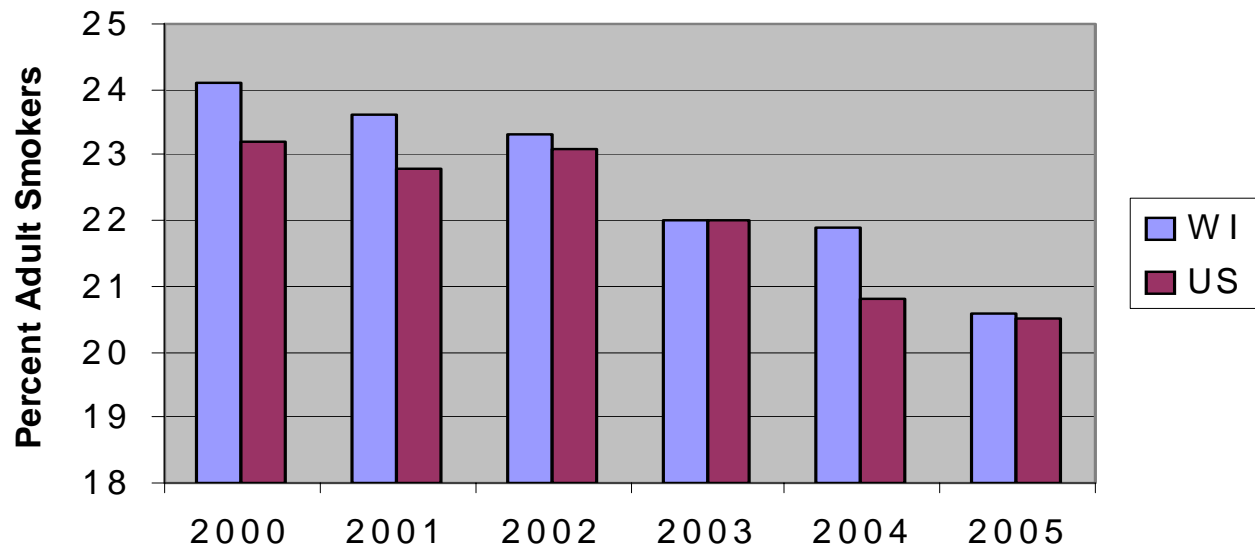




Trends

**Adult Smoking Prevalence,  
2000-2005: Wisconsin / U.S.**



2005 Data:

Prevalence

- 20.6% adult smokers
- 49.3% have tried to quit smoking for one day or longer

Environmental Tobacco Smoke (ETS)

- 75.6% believe smoking should not be allowed at all in indoor work areas
- 54.9% believe smoking should not be allowed at in restaurants
- 99.3% are subjected to other people's tobacco smoke during the day
- 72.6% say smoking is not allowed anywhere inside their home

Cessation – Current Smokers

- 39.0% of doctor visits where medication to assist quitting smoking was discussed
- 27.7% of doctor visits where methods to quit smoking was discussed

Media

- 77.2% heard anti-smoking messages on radio or TV within last 60 days
- 40.4% have heard of Wisconsin Tobacco Quit Line
- 70.0% have heard messages or advertisements that discuss effects of second-hand smoke