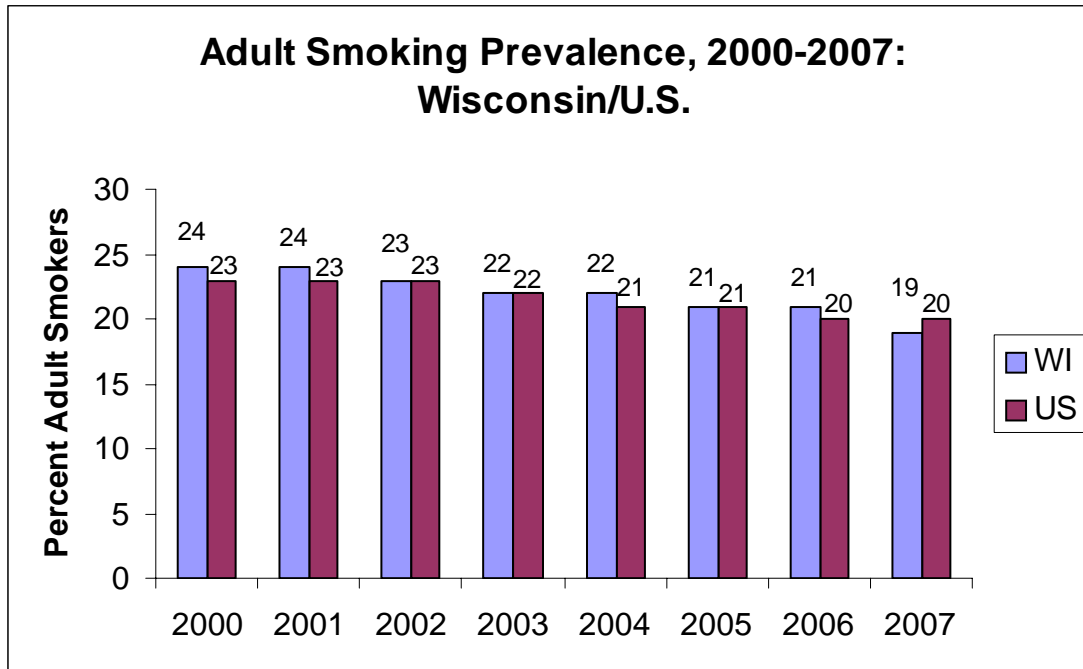




**Trends**



**2007 Data\*:**

**Prevalence**

- 19.6% adult smokers
- 52.6% have tried to quit smoking for one day or longer
- By Education: <12 yrs – 37.4%, **HS or GED**-24.2%, **Some post HS**-21.2%, **College Grad**-9.3%
- By Age:       **18-24** – 23.3%               **35-44** – 20.4%               **55-64** - 17.5%  
                   **25-34** - 24.3%               **45-54** – 24.0%               **65+** - 7.9%
- By Race: **African American**-30.1%, **White**-18.8%
- By Gender: **Males**- 19.7%, **Females**- 19.5%
- Smoking by Income Level: <**\$15,000**-33.6%, **\$15,000-\$24,999**-26.0%, **\$25,000-\$49,000**-21.6%,  
   **\$50,000-\$74,999**-17.5%, **\$75 plus**-13.6%

**Secondhand Smoke**

- 83.5% report that smoking policy at work does not allow smoking in any work areas
- 76.9% say smoking is not allowed anywhere inside their home
- 66.4% report having been exposed to other people’s tobacco smoke while in other public places

**Cessation – Current Smokers**

- 57.7% have stopped smoking for one day or longer because they were trying to quit smoking

**Media**

- 53.3% have heard of Wisconsin Tobacco Quit Line

*\*NOTE: Oversampling of small counties in Wisconsin was done as part of BRFSS in 2007. The numbers on this fact sheet reflect data that includes weighting for the oversampled population. This is a change from previous year's reports, in which no oversampling was performed.*