The tobacco industry targets specific populations, and has done so for decades. These efforts have resulted in a public health crisis: smoking is higher in certain communities than others, especially communities of color.

Smoking levels in these communities show the impact of tobacco companies’ targeted marketing.

Currently, not everyone has a fair and just opportunity to be as healthy as possible. In addition to tobacco industry targeting, obstacles like poverty and discrimination increase rates of retail tobacco use. These factors lead to poor health outcomes for those with fewer resources and less power in society.

Tobacco companies continue to invest in other types of commercial tobacco products (including e-cigarettes and smokeless products) to hook new generations on nicotine.

Tobacco companies market more than just cigarettes.

Adults and Tobacco 2018

<table>
<thead>
<tr>
<th>Population</th>
<th>Smoke Cigarettes</th>
<th>Smoke E-Cigarettes</th>
<th>Smoke Smokeless Tobacco</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wisconsin Residents who smoke</td>
<td>16%</td>
<td>23%</td>
<td>23%</td>
</tr>
<tr>
<td>Has asthma</td>
<td>24%</td>
<td>26%</td>
<td>26%</td>
</tr>
<tr>
<td>Receive mental health treatment</td>
<td>26%</td>
<td>27%</td>
<td>28%</td>
</tr>
<tr>
<td>City of Milwaukee resident</td>
<td>23%</td>
<td>32%</td>
<td>32%</td>
</tr>
<tr>
<td>LGB+*</td>
<td>32%</td>
<td>37%</td>
<td>37%</td>
</tr>
</tbody>
</table>

* denotes that data is aggregated from 2014-2018; NH refers to those who identify as non-Hispanic.

Despite the military’s effort to change its history of tobacco use, 29% of U.S. Veterans use tobacco products. 

Source: Centers for Disease Control and Prevention

1 in 3 Wisconsin adults unable to afford health care smoke cigarettes.

A lack of jobs paying livable wages puts Wisconsinites at a higher risk of smoking cigarettes.

Lack of access to health services has resulted in 70% of U.S. adults starting to smoke while experiencing homelessness.

Source: Public Health Law Center

The amount of cigarettes sold in Wisconsin in 2018 could wrap around the Earth 7 times. Cigarettes are the most littered item in the U.S. and disproportionately impact low income neighborhoods.

31% of Wisconsin adults with COPD, including non-smokers, are exposed to secondhand smoke at home.

Long distances separating patients from health care contribute to 20% of people in rural Wisconsin smoking vs. 16% of those in urban areas.

Adults living with a disability experience discrimination that contributes to their smoking rate being double that of the general population.

30% of LGBT+ adults have ever used e-cigarettes.

7.0% of rural residents use smokeless tobacco.

7.8% of males use smokeless tobacco.

4.3% of adults use smokeless tobacco.

19% of adults have tried e-cigarettes.

4.8% of adults use e-cigarettes.

Data from 2018 Wisconsin Behavioral Risk Factor Surveillance System unless otherwise noted.