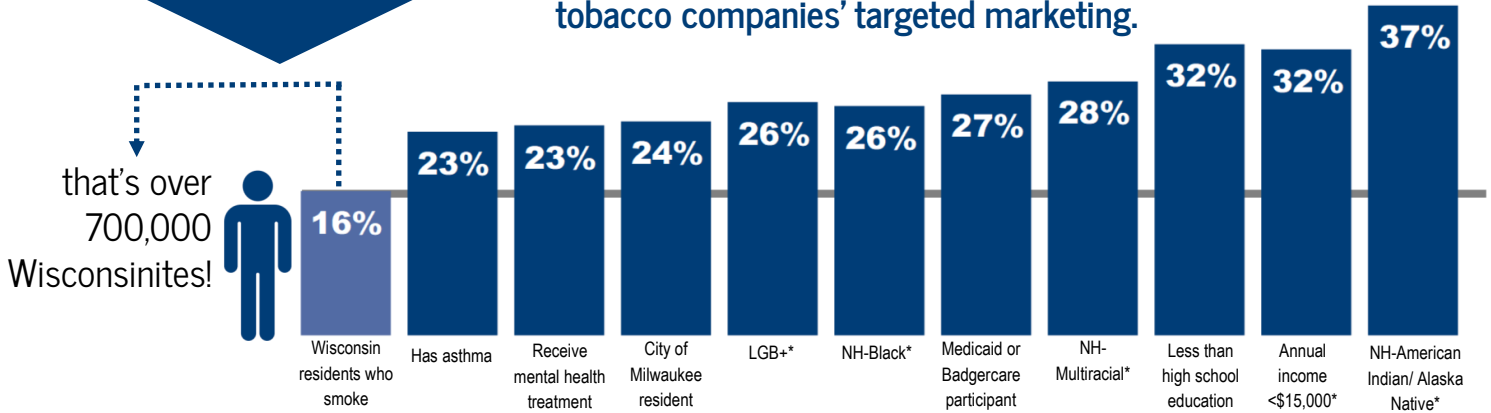


Adults and Tobacco 2018

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.



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

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.



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 Wisconsin residents 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



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



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**.

Tobacco companies market more than just cigarettes.

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

30% of **LGBT+** adults have **ever** used **e-cigarettes**.
19% of adults have **tried e-cigarettes**.
4.8% of adults use **e-cigarettes**.



7.0% of **rural residents** use **smokeless tobacco**.
7.8% of **males** use **smokeless tobacco**.
4.3% of adults use **smokeless tobacco**.

