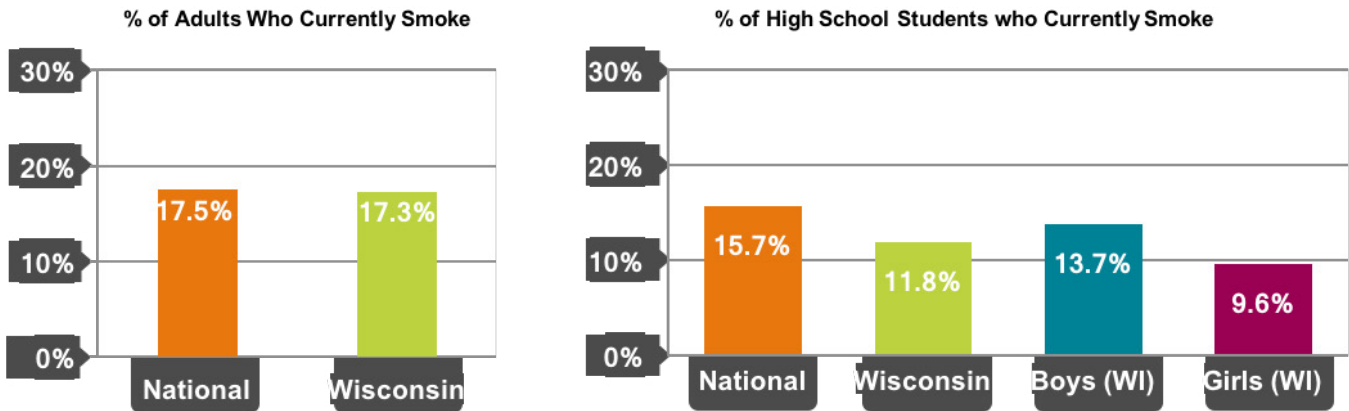


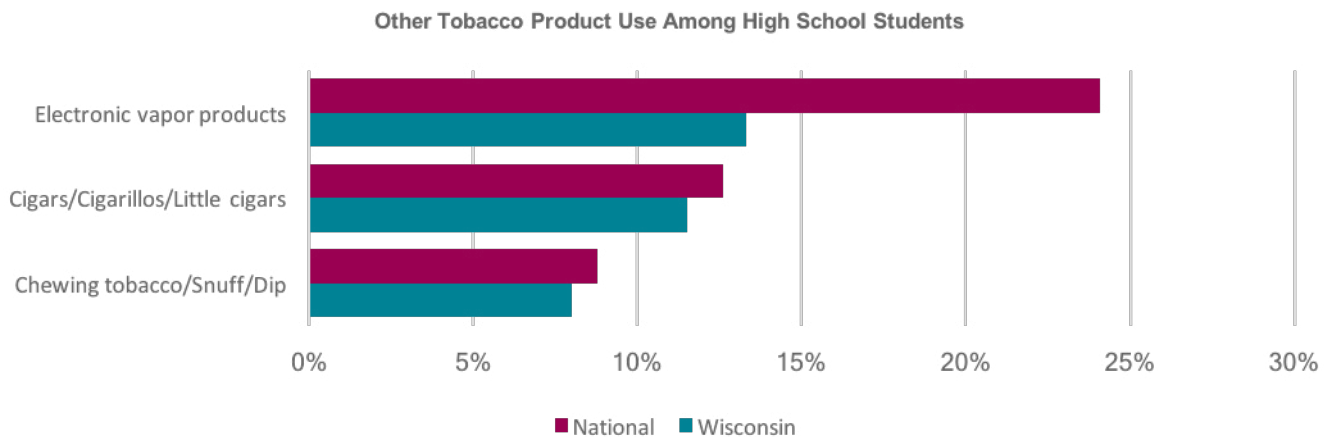
Tobacco in Wisconsin

CIGARETTE USE*1-2



OTHER TOBACCO USE

- The prevalence of smokeless tobacco use among adults in Wisconsin was 3.5% in 2014.³
- In 2013, 8.0% of high school students in Wisconsin used chewing tobacco, snuff or dip on at least one day in the past 30 days. Nationally, 8.8% of high school students used smokeless tobacco on at least one day in the past 30 days.²
- In 2013, 11.5% of high school students in Wisconsin smoked cigars, cigarillos, or little cigars on at least one day in the past 30 days. Nationally, 12.6% of high school students smoked cigars, cigarillos, or little cigars on at least one day in the past 30 days.²
- In 2016, 13.3% of high school students in Wisconsin used e-cigarettes on at least one day in the past 30 days. Nationally, in 2015, 24.1% of high school students used electronic vapor products on at least one day in the past 30 days.^{2,4†}



*National and state-level prevalence numbers reflect the most recent data available. This may differ across state fact sheets.

†National prevalence data is from the Youth Risk Behavior Surveillance System.

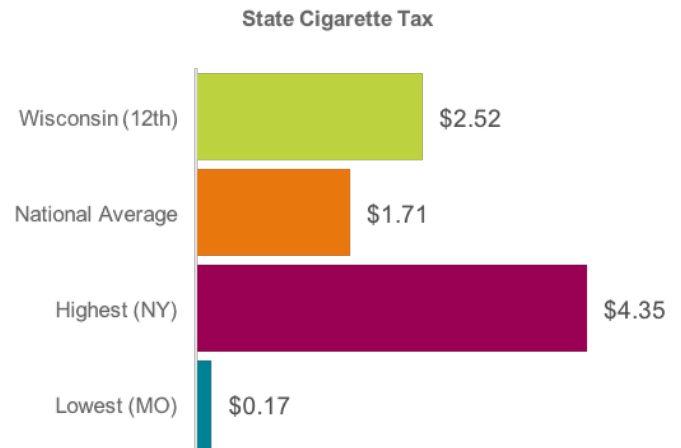
ECONOMICS OF TOBACCO USE AND TOBACCO CONTROL

- In FY2017, Wisconsin allocated \$5.3 million in state funds to tobacco prevention, which is 9.2% of the Centers for Disease Control and Prevention's (CDC) Annual Spending Target.⁵
- Wisconsin received an estimated \$779.1 million in tobacco settlement payments and taxes in FY2017.⁵
- The health care costs in Wisconsin, directly caused by smoking, amount to \$2.66 billion annually.⁵
- Wisconsin loses \$2.06 billion in productivity each year due to smoking.⁶

STATE TOBACCO LAWS⁷⁻⁹

EXCISE TAX

- The state tax increased to \$2.52 per pack of cigarettes in September 2009. Wisconsin is ranked 12th in the United States for its cigarette tax. The national average cigarette tax is \$1.71 per pack of cigarettes. The highest state cigarette tax is New York (\$4.35) and the lowest state cigarette tax is Missouri (\$0.17).
- Moist snuff is taxed 100% of the manufacturer's list price. Cigars are taxed 71% of the manufacturer's list price, not exceeding \$0.50 per cigar. All other tobacco products are taxed 71% of the manufacturer's list price.



CLEAN INDOOR AIR ORDINANCES

- Smoking is prohibited in virtually all enclosed public places including childcare facilities, private workplaces, government workplaces, health care facilities, restaurants, schools, casinos (tribal establishments are exempt), retail stores, recreational/cultural facilities, and bars (certain tobacco bars are exempt).
- Smoking is prohibited in certain outdoor locations, including sports arenas, bus shelters and public transportation.

YOUTH ACCESS LAWS

- The minimum age requirement for the purchase of tobacco products is 18, and penalties exist for both minors and merchants who violate this law. Violation by a minor is subject to seizure of the tobacco product by a law enforcement officer.
- Establishments are required to post signs stating that sales to minors are prohibited.
- The sale of alternative nicotine products, including electronic cigarettes, to minors is prohibited.

LOCAL TOBACCO LAWS

- Milwaukee prohibits the use of smokeless tobacco at Miller Park and other sports venues in the city.¹⁰

CESSATION STATISTICS AND BENEFITS

- The CDC estimates that 48.6% of adult every day smokers in Wisconsin tried to quit smoking for one or more days in 2015.¹¹
- The Affordable Care Act requires all Medicaid programs cover all tobacco cessation medications beginning January 1, 2014.^{9‡}
- Wisconsin's state quitline invests \$1.15 per smoker; the national average investment per smoker is \$3.46.⁹
- Wisconsin has no private insurance mandate provision for cessation.⁹

‡The seven recommended cessation medications are NRT Gum, NRT Patch, NRT Nasal Spray, NRT Inhaler, NRT Lozenge, Varenicline (Chantix), and Bupropion (Zyban).

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