

# WISCONSIN TOBACCO FACTS: ADULTS

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JANUARY 2025



Center for Urban Population Health  
University of Wisconsin-Milwaukee



**CUPH**

Center for Urban  
Population Health  
*Data-driven. Evidence-based.  
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## ACKNOWLEDGEMENTS

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This report was prepared by Karen A. Palmersheim, Ph.D. Dr. Palmersheim is an epidemiologist and associate scientist with the University of Wisconsin-Milwaukee, Center for Urban Population Health.

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## PREFACE

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This report serves to update and expand previous reports, presenting the most recently available data on trends in tobacco use, tobacco-related exposure and attitudes among Wisconsin adults. Data are primarily from the Wisconsin Behavioral Risk Factor Surveillance System. The Behavioral Risk Factor Surveillance System, conducted in all 50 states, the District of Columbia, Puerto Rico, the U.S. Virgin Islands, and Guam, is the world's largest, on-going telephone health survey system, tracking health conditions and risk behaviors in the United States. Wisconsin has participated in the survey since its inception in 1984.

The Behavioral Risk Factor Survey (BRFS) is a cross-sectional survey. Thus, the findings presented from its data represent a different snapshot of the state's adult population each year it is conducted. Accordingly, the data cannot elucidate cause and effect, but rather reveal correlations between the variables examined. Though correlation does not imply causation, correlations reveal important characteristics and patterns that are crucial to understanding tobacco-related behavior, exposure, and attitudes.

The findings presented here are intended to provide a resource for state and local health departments, health professionals, educators, and local coalitions and alliances working to reduce tobacco use and exposure to secondhand smoke and vapor in Wisconsin. This report may also assist public health agencies assess progress made toward the reduction of tobacco use and exposure among adults, and further aid them in determining the focus of future programmatic efforts.

# TABLE OF CONTENTS

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<b>Section A. Adult Tobacco Use, At A Glance .....</b>	<b>A1</b>
Figure A.1. Prevalence of Ever Tobacco Use, Overall and by Product, Adults, Wisconsin, 2023.....	A1
Figure A.2. Prevalence of Current Tobacco Use, Overall and by Product, Adults, Wisconsin, 2023 .....	A2
<b>Section B. Cigarette Use .....</b>	<b>B1</b>
Figure B.1. Prevalence of Current Cigarette Smoking, Adults, Wisconsin and the United States, 1993-2023 .....	B1
Figure B.2. Cigarette Smoking Status, Overall and by Sex, Adults, Wisconsin, 2023.....	B1
Table B.1. Percent and Number of Current Cigarette Smokers, Adults, Wisconsin, 1990-2023 .....	B2
Table B.2.a. Prevalence of Current Cigarette Smoking, by Age, Sex, Education, Income, Urban/Rural Residence, and Veteran Status, Adults, Wisconsin, 2023.....	B3
Table B.2.b. Prevalence of Current Cigarette Smoking, by Race/Ethnicity and Sexual Orientation, Adults, Wisconsin, 2019-2023.....	B3
<b>Section C. E-Cigarette Use and Related Attitudes .....</b>	<b>C1</b>
Figure C.1. Prevalence of Ever E-Cigarette Use, Overall and by Cigarette Smoking Status, Adults, Wisconsin, 2023 .....	C1
Figure C.2. Prevalence of Current E-Cigarette Use, Overall and by Cigarette Smoking Status, Adults, Wisconsin, 2023 .....	C1
Table C.1.a. Prevalence of Ever E-Cigarette Use, by Age, Sex, Education, Income, Urban/Rural Residence, and Veteran Status, Adults, Wisconsin, 2023 .....	C2
Table C.1.b. Prevalence of Ever E-Cigarette Use, by Race/Ethnicity and Sexual Orientation, Adults, Wisconsin, 2019-2023.....	C2
Table C.2.a. Prevalence of Current E-Cigarette Use, by Age, Sex, Education, Income, Urban/Rural Residence, and Veteran Status, Adults, Wisconsin, 2023.....	C3
Table C.2.b. Prevalence of Current E-Cigarette Use, by Race/Ethnicity and Sexual Orientation, Adults, Wisconsin, 2019-2023.....	C3
Table C.3. Reasons for E-Cigarette Use, Adults Who Have Ever Used E-Cigarettes, Wisconsin, 2022 .....	C4
Figure C.3. Perception of Whether E-Cigarettes are Less Harmful Than Regular Cigarettes, Adults, Wisconsin, 2023 .....	C4
<b>Section D. Smokeless Tobacco Use .....</b>	<b>D1</b>
Figure D.1. Prevalence of Ever and Current Smokeless Tobacco Use, Overall and by Sex, Adults, Wisconsin, 2023 .....	D1
Figure D.2. Prevalence of Current Smokeless Tobacco Use Among Males, Overall and by Cigarette Smoking Status, Adults, Wisconsin, 2023 .....	D2

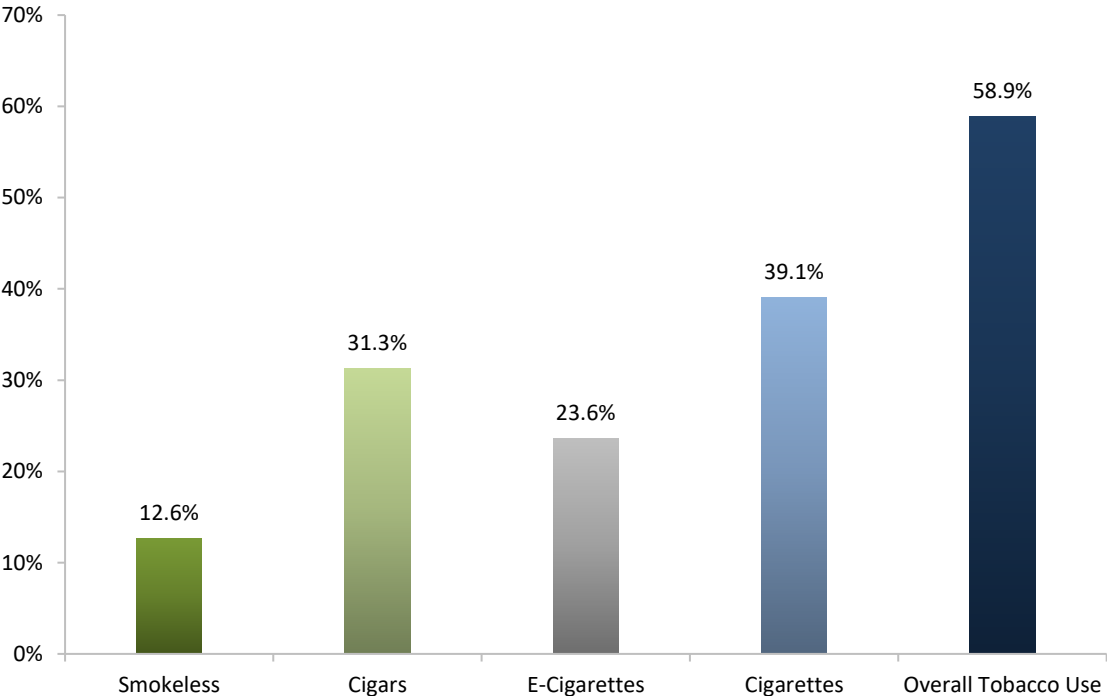
## TABLE OF CONTENTS, CONTINUED

Table D.1.a. Prevalence of Current Smokeless Tobacco Use, by Age, Sex, Education, Income, Urban/Rural Residence, and Veteran Status, Adult Males, Wisconsin, 2023 .....	D3
Table D.1.b. Prevalence of Current Smokeless Tobacco Use, by Race/Ethnicity and Sexual Orientation, Adult Males, Wisconsin, 2019-2023 .....	D3
<b>Section E. Cessation .....</b>	<b>E1</b>
Figure E.1. Percentage of Current Smokers That Made a Quit Attempt During the Past 12 Months, Adults, Wisconsin, 2011-2023.....	E1
Figure E.2. Percentage of Current Smokers That Made a Quit Attempt During the Past 12 Months, by Whether They Smoke Every Day or Some Days, Adults, Wisconsin, 2023 .....	E1
Figure E.3. Percentage of Current Smokers That Made a Quit Attempt During the Past 12 Months, by Whether They Currently Use E-Cigarettes, Adults, Wisconsin, 2023 .....	E2
Figure E.4. Percentage of Current Smokers That Made a Quit Attempt During the Past 12 Months, by Whether They Currently Use Smokeless Tobacco, Adult Males, Wisconsin, 2023 .....	E2
Table E.1. Percentage of Current Smokers That Made a Quit Attempt During the Past 12 Months, by Select Characteristics, Adults, Wisconsin, 2019-2023 .....	E3
<b>Section F. Secondhand Smoke and Vapor Exposure, Rules and Policies on Smoking, and Related Attitudes .....</b>	<b>F1</b>
Figure F.1. Percent of Adults Exposed to Tobacco Smoke in the Home and in Vehicles, Wisconsin, 2022 .....	F1
Figure F.2. Frequency of Exposure to Tobacco Smoke in Outdoor Public Places, Adults, Wisconsin, 2023 .....	F2
Figure F.3. Frequency of Exposure to Vapor from E-Cigarettes or Other Electronic Vaping Devices in Indoor Public Places, Adults, Wisconsin, 2023 .....	F3
Figure F.4. Rules on Smoking in the Home, Adults, Wisconsin, 2021.....	F4
Figure F.5. Rules on Smoking in Vehicles, Adults, Wisconsin, 2018 .....	F5
Table F.1. Policies on Smoking in Individual Units of Multi-Unit Housing Buildings, Adults, Wisconsin, 2023 .....	F5
Figure F.6. Preferences on Allowing Smoking in Individual Units of Multi-Unit Housing Buildings, Adults, Wisconsin, 2023 .....	F6
Table F.2. Opinion on the State Law That Prohibits Smoking in Public Indoor Places, Adults, Wisconsin, 2023 .....	F6
Table F.3. Opinion on a State Law That Would Prohibit Smoking in Public Outdoor Places, Adults, Wisconsin, 2023 .....	F7
Table F.4. Opinion on a State Law That Would Prohibit Vaping in Public Indoor Places, Adults, Wisconsin, 2023 .....	F7
<b>Section G. Data Sources &amp; Methods.....</b>	<b>G1</b>

# SECTION A. ADULT TOBACCO USE, AT A GLANCE

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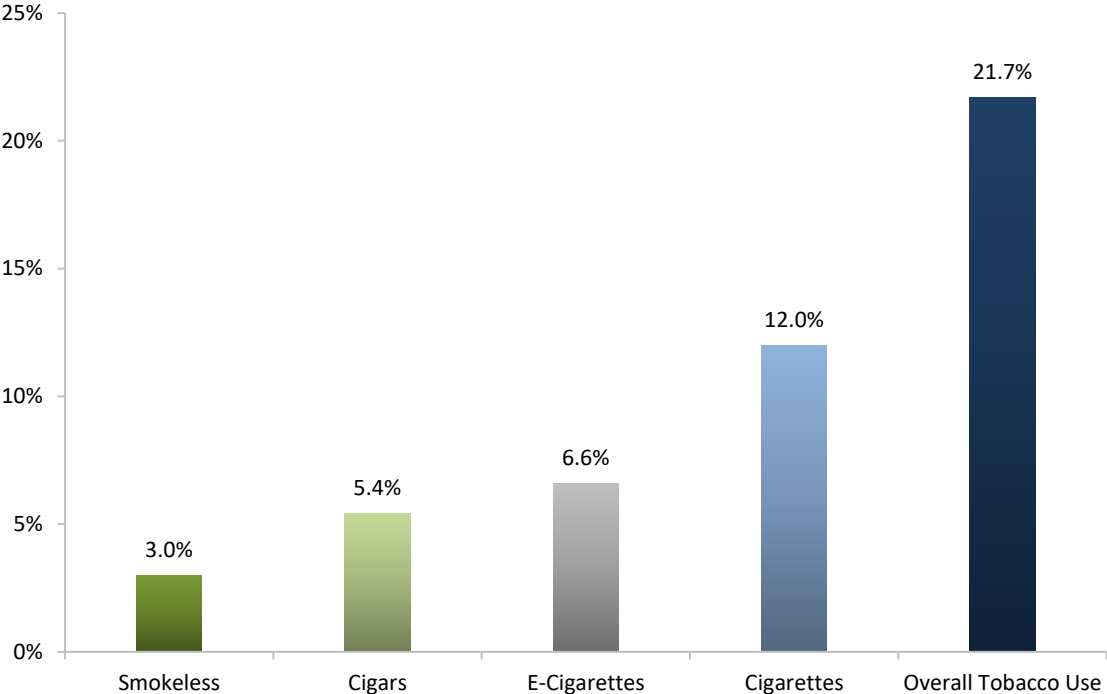
**Figure A1. Prevalence of Ever Tobacco\* Use, Overall and by Product, Adults, Wisconsin, 2023**



\* Note: The types of tobacco products assessed in the Wisconsin BRFSS questionnaire include cigarettes, e-cigarettes, cigars, and smokeless tobacco.

Data: Wisconsin Behavioral Risk Factor Survey

**Figure A2. Prevalence of Current Tobacco\* Use, Overall and by Product, Adults, Wisconsin, 2023**

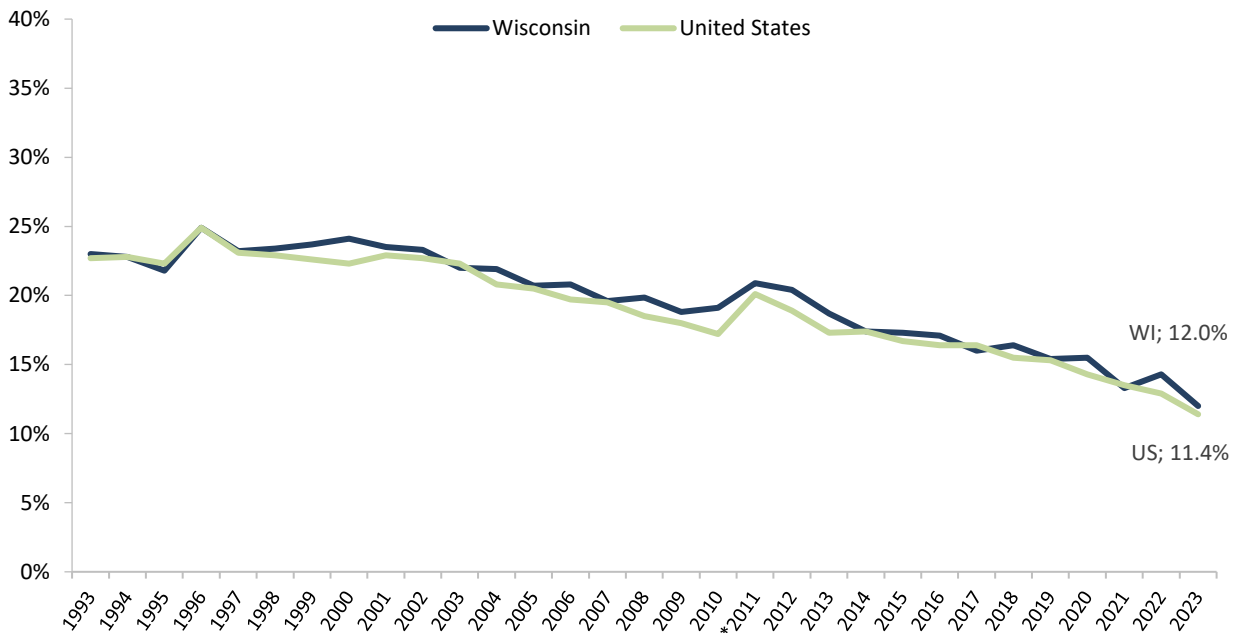


\* Note: The types of tobacco products assessed in the Wisconsin BRFSS questionnaire include cigarettes, e-cigarettes, cigars, and smokeless tobacco.

Data: Wisconsin Behavioral Risk Factor Survey

## SECTION B. CIGARETTE USE

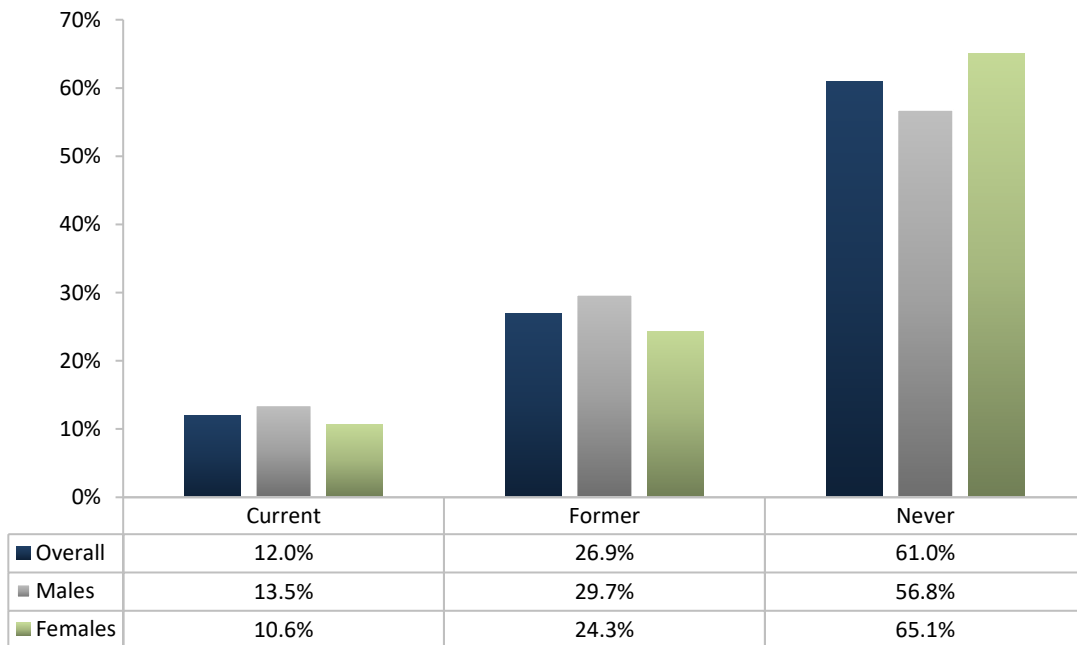
**Figure B1. Prevalence of Current Cigarette Smoking, Adults, Wisconsin & the United States, 1993-2023**



\* Data collection methodology included the addition of cell phones beginning in 2011; Data from 2011 onward cannot be merged with previous years.

Data: Behavioral Risk Factor Survey, Wisconsin and the United States

**Figure B.2. Cigarette Smoking Status, Overall and by Sex, Adults, Wisconsin, 2023**



Data: Wisconsin Behavioral Risk Factor Survey

**Table B.1. Percent and Number of Current Cigarette Smokers, Adults, Wisconsin, 1990-2023**

Year	Percent	Number of Smokers
1990	25%	899,874
1991	26%	946,210
1992	23%	843,147
1993	23%	850,175
1994	23%	859,542
1995	22%	828,828
1996	25%	954,199
1997	23%	887,514
1998	23%	896,629
1999	24%	945,963
2000	24%	958,780
2001	24%	976,971
2002	23%	948,290
2003	22%	914,910
2004	22%	929,061
2005	21%	897,729
2006	21%	900,429
2007	20%	862,767
2008	20%	869,564
2009	19%	828,080
2010	19%	826,024
2011*	21%	918,976
2012	20%	879,665
2013	19%	840,753
2014	17%	756,009
2015	17%	759,779
2016	17%	762,443
2017	16%	722,349
2018	16%	721,432
2019	15%	673,345
2020	16%	729,934
2021	13%	600,568
2022	14%	650,567
2023	12%	559,649

\* Data collection methodology included the addition of cell phones beginning in 2011; Data from 2011 onward cannot be merged with previous years.

**Note:** All smoking prevalence estimates and population estimates were rounded to the nearest whole number.

**Data:** Wisconsin Behavioral Risk Factor Survey; Wisconsin Interactive Statistics on Health; United States Census Bureau



**Table B.2.a. Prevalence of Current Cigarette Smoking, by Age, Sex, Education, Income, Urban/Rural Residence, and Veteran Status, Adults, Wisconsin, 2023**

Average Prevalence of Current Cigarette Smoking in Wisconsin, 2023: 12.0%		
<b>Age</b>	18-24 years	4.6%
	25-29 years	7.2%
	30-39 years	14.5%
	40-54 years	16.3%
	55-64 years	16.3%
	65-74 years	10.4%
	75-99 years	5.7%
<b>Sex</b>	Male	13.5%
	Female	10.6%
<b>Educational Attainment (age 25 or older)*</b>	Less Than High School	24.6%
	High School Graduate/GED	17.1%
	Some College	14.6%
	College Graduate +	5.2%
<b>Annual Household Income</b>	<\$15,000	31.3%
	\$15,000-\$24,999	18.4%
	\$25,000-\$34,999	17.1%
	\$35,000-\$49,999	10.3%
	\$50,000-\$74,999	12.7%
	\$75,000-\$99,999	9.5%
	\$100,000-\$149,000	9.4%
	\$150,000 +	5.2%
<b>Urban/Rural Residence</b>	Urban	11.5%
	Rural	15.0%
<b>Veteran Status</b>	Veteran	15.2%
	Non-Veteran	11.7%

\* Analysis was limited to adults aged 25 years or older to control for the confounding of age with level of educational attainment.

**Data:** Wisconsin Behavioral Risk Factor Survey

**Table B.2.b. Prevalence of Current Cigarette Smoking, by Race/Ethnicity and Sexual Orientation, Adults, Wisconsin, 2019-2023\***

Average Prevalence of Current Cigarette Smoking in Wisconsin, 2019-2023: 13.7%		
<b>Race/Ethnicity**</b>	NH White	13.1%
	NH Black	22.0%
	NH American Indian/Alaskan Native	29.0%
	NH Asian/Native Hawaiian/Pacific Islander	4.9%
	NH Multi-Racial	23.9%
	Hispanic/Latino	12.6%
<b>Sexual Orientation</b>	Heterosexual	13.9%
	Lesbian/Gay/Bisexual/Other	16.3%

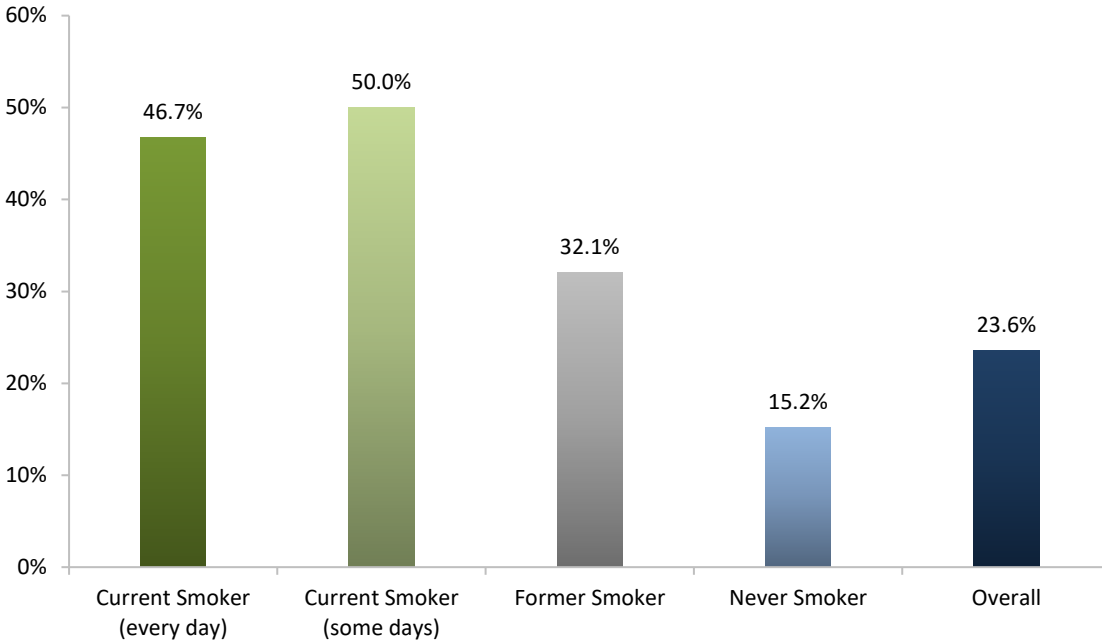
\* Five years of data were merged to increase sub-sample sizes, thereby improving the reliability of estimates; Data are weighted using proportional weighting to account for varying sample sizes.

\*\* NH designates non-Hispanic ethnicity.

**Data:** Wisconsin Behavioral Risk Factor Survey

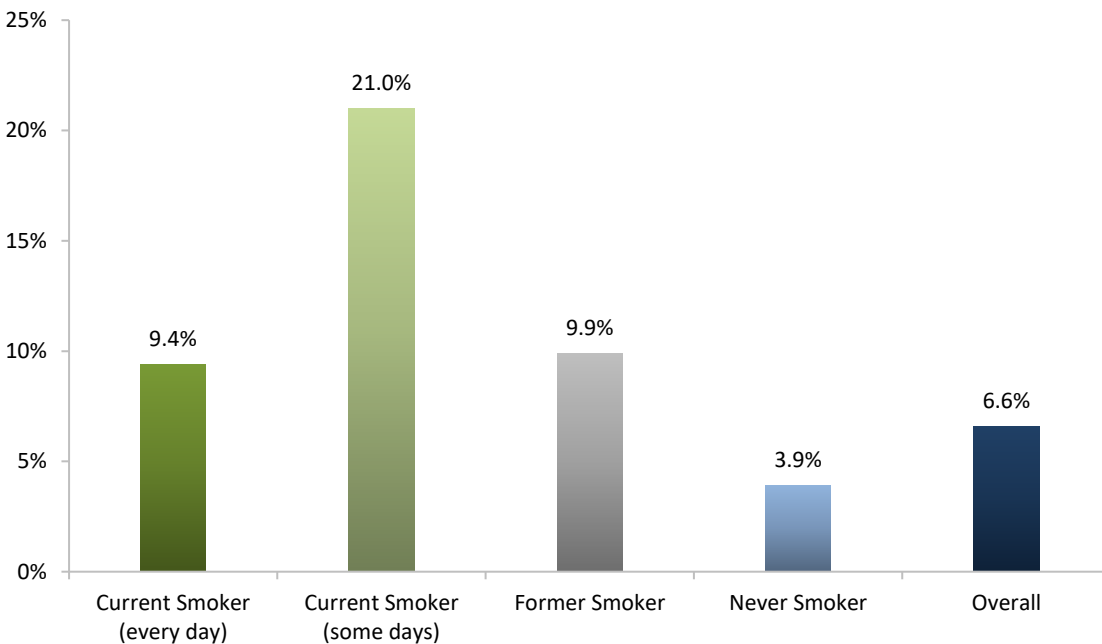
## SECTION C. E-CIGARETTE USE AND RELATED ATTITUDES

**Figure C.1. Prevalence of Ever E-Cigarette Use, Overall and by Cigarette Smoking Status, Adults, Wisconsin, 2023**



**Data:** Wisconsin Behavioral Risk Factor Survey

**Figure C.2. Prevalence of Current E-Cigarette Use, Overall and by Cigarette Smoking Status, Adults, Wisconsin, 2023**



**Data:** Wisconsin Behavioral Risk Factor Survey

**Table C.1.a. Prevalence of Ever E-Cigarette Use, by Age, Sex, Education, Income, Urban/Rural Residence, and Veteran Status, Adults, Wisconsin, 2023**

Average Prevalence of Ever E-Cigarette Use in Wisconsin, 2023: 23.6%		
<b>Age</b>	18-24 years	39.3%
	25-29 years	44.5%
	30-39 years	33.3%
	40-54 years	23.5%
	55-64 years	14.4%
	65-74 years	13.2%
	75-99 years	9.6%
<b>Sex</b>	Male	28.1%
	Female	19.3%
<b>Educational Attainment (age 25 or older)*</b>	Less Than High School	21.5%
	High School Graduate/GED	26.7%
	Some College	22.3%
	College Graduate +	16.1%
<b>Annual Household Income</b>	<\$15,000	36.8%
	\$15,000-\$24,999	24.8%
	\$25,000-\$34,999	22.7%
	\$35,000-\$49,999	28.0%
	\$50,000-\$74,999	26.1%
	\$75,000-\$99,999	25.6%
	\$100,000-\$149,000	20.0%
	\$150,000 +	17.7%
<b>Urban/Rural Residence</b>	Urban	23.9%
	Rural	22.3%
<b>Veteran Status</b>	Veteran	24.4%
	Non-Veteran	23.5%

\* Analysis was limited to adults aged 25 years or older to control for the confounding of age with level of educational attainment.

**Data:** Wisconsin Behavioral Risk Factor Survey

**Table C.1.b. Prevalence of Ever E-Cigarette Use, by Race/Ethnicity and Sexual Orientation, Adults, Wisconsin, 2019-2023\***

Average Prevalence of Ever E-Cigarette Use in Wisconsin, 2019-2023: 24.6%		
<b>Race/Ethnicity**</b>	NH White	23.6%
	NH Black	27.4%
	NH American Indian/Alaskan Native	31.9%
	NH Asian/Native Hawaiian/Pacific Islander	27.7%
	NH Multi-Racial	40.3%
	Hispanic/Latino	27.8%
<b>Sexual Orientation</b>	Heterosexual	23.1%
	Lesbian/Gay/Bisexual/Other	40.5%

\* Five years of data were merged to increase sub-sample sizes, thereby improving the reliability of estimates; Data are weighted using proportional weighting to account for varying sample sizes.

\*\* NH designates non-Hispanic ethnicity.

**Data:** Wisconsin Behavioral Risk Factor Survey

**Table C.2.a. Prevalence of Current E-Cigarette Use, by Age, Sex, Education, Income, Urban/Rural Residence, and Veteran Status, Adults, Wisconsin, 2023**

Average Prevalence of Current E-Cigarette Use in Wisconsin, 2023: 6.6%		
<b>Age</b>	18-24 years	17.9%
	25-29 years	15.1%
	30-39 years	10.3%
	40-54 years	4.6%
	55-64 years	1.8%
	65-74 years	1.2%
	75-99 years	0.3%
<b>Sex</b>	Male	8.0%
	Female	5.3%
<b>Educational Attainment (age 25 or older)*</b>	Less Than High School	4.2%
	High School Graduate/GED	7.3%
	Some College	5.3%
	College Graduate +	3.0%
<b>Annual Household Income</b>	<\$15,000	11.0%
	\$15,000-\$24,999	5.6%
	\$25,000-\$34,999	7.5%
	\$35,000-\$49,999	8.3%
	\$50,000-\$74,999	8.3%
	\$75,000-\$99,999	6.7%
	\$100,000-\$149,000	4.5%
	\$150,000 +	4.1%
<b>Urban/Rural Residence</b>	Urban	6.8%
	Rural	5.6%
<b>Veteran Status</b>	Veteran	7.4%
	Non-Veteran	6.4%

\* Analysis was limited to adults aged 25 years or older to control for the confounding of age with level of educational attainment.

**Data:** Wisconsin Behavioral Risk Factor Survey

**Table C.2.b. Prevalence of Current E-Cigarette Use, by Race/Ethnicity and Sexual Orientation, Adults, Wisconsin, 2019-2023\***

Average Prevalence of Current E-Cigarette Use in Wisconsin, 2019-2023: 6.5%		
<b>Race/Ethnicity**</b>	NH White	6.1%
	NH Black	7.2%
	NH American Indian/Alaskan Native	9.3%
	NH Asian/Native Hawaiian/Pacific Islander	7.3%
	NH Multi-Racial	13.7%
	Hispanic/Latino	8.5%
<b>Sexual Orientation</b>	Heterosexual	5.5%
	Lesbian/Gay/Bisexual/Other	15.7%

\* Five years of data were merged to increase sub-sample sizes, thereby improving the reliability of estimates; Data are weighted using proportional weighting to account for varying sample sizes.

\*\* NH designates non-Hispanic ethnicity.

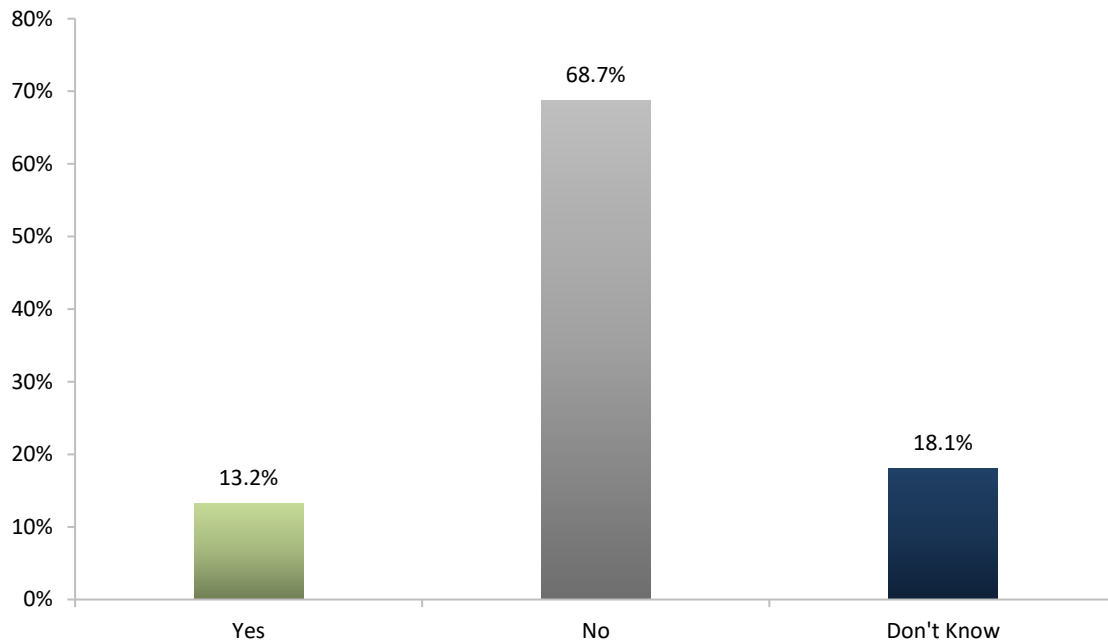
**Data:** Wisconsin Behavioral Risk Factor Survey

**Table C.3. Reasons for E-Cigarette Use, Adults Who Have Ever Used E-Cigarettes, Wisconsin, 2022**

Reason Used E-Cigarettes	Percent
Help in trying to quit smoking regular tobacco products	39.4%
Can use them indoors where other tobacco products can't be smoked	35.6%
Like the effect they get from the nicotine in them	33.9%
Like the flavors	32.8%
Can use them at outdoor events where other tobacco products can't be smoked	32.7%
They are less harmful to their own health than regular tobacco products	26.1%
They are less harmful to the people around them than regular tobacco products	26.0%
They are in style, fun, or cool	13.3%

**Data:** Wisconsin Behavioral Risk Factor Survey

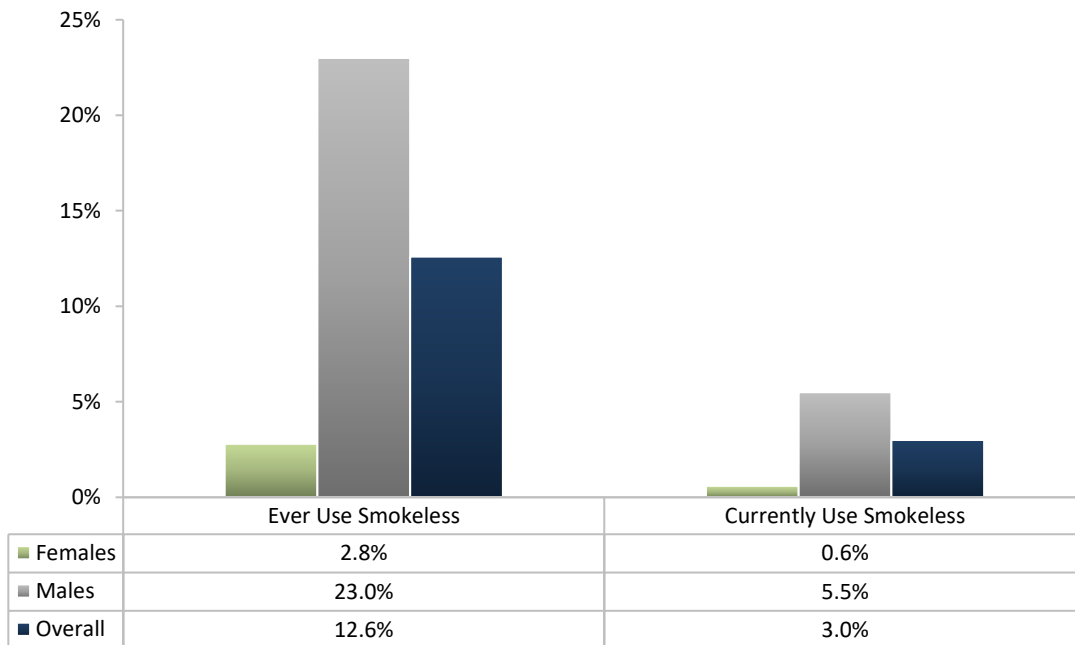
**Figure C.3. Perception of Whether E-Cigarettes are Less Harmful Than Regular Cigarettes, Adults, Wisconsin, 2023**



**Data:** Wisconsin Behavioral Risk Factor Survey

## SECTION D. SMOKELESS TOBACCO USE

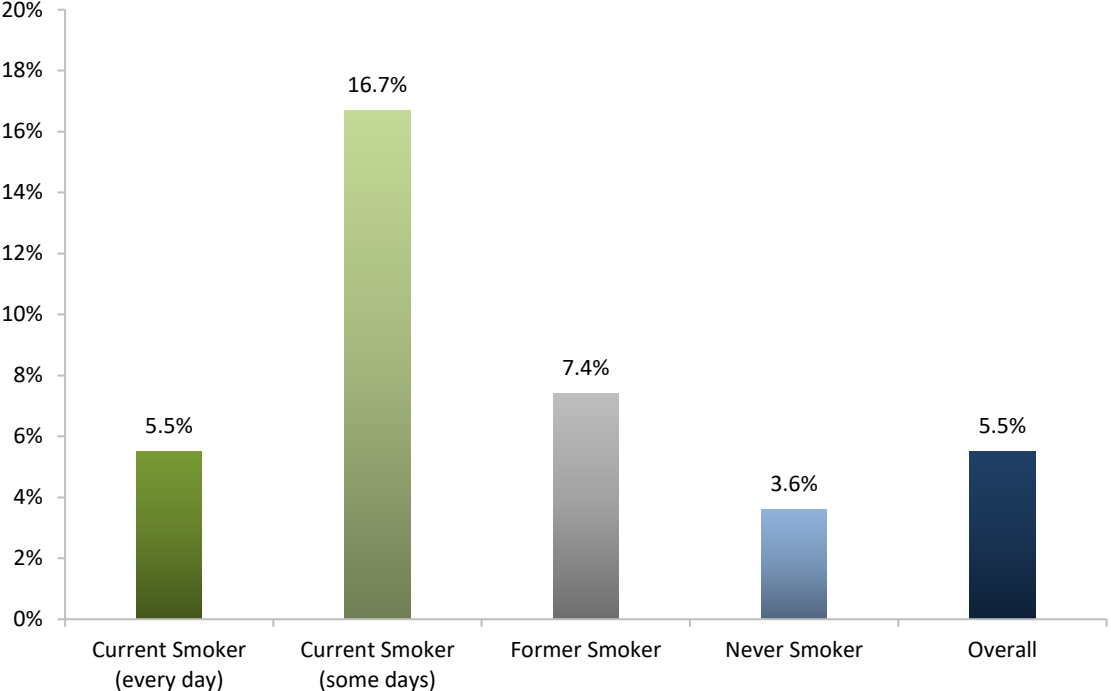
**Figure D.1. Prevalence of Ever and Current Smokeless Tobacco\* Use, Overall and by Sex, Adults, Wisconsin, 2023**



\* Smokeless tobacco includes products such as chewing tobacco, snuff, snus, dip, orbs, sticks, and strips.

**Data:** Wisconsin Behavioral Risk Factor Survey

**Figure D.2. Prevalence of Current Smokeless Tobacco Use Among Males, Overall and by Cigarette Smoking Status, Adults, Wisconsin, 2023**



**Data:** Wisconsin Behavioral Risk Factor Survey

**Table D.1.a. Prevalence of Current Smokeless Tobacco Use, by Age, Education, Income, Urban/Rural Residence, and Veteran Status, Adult Males, Wisconsin, 2023**

<b>Average Prevalence of Current Smokeless Tobacco Use Among Wisconsin Males, 2023: 5.5%</b>		
<b>Age</b>	18-24 years	7.7%
	25-29 years	6.3%
	30-39 years	6.2%
	40-54 years	7.8%
	55-64 years	4.6%
	65-74 years	2.4%
	75-99 years	1.2%
<b>Educational Attainment (age 25 or older) *</b>	Less Than High School	4.2%
	High School Graduate/GED	7.3%
	Some College	4.9%
	College Graduate +	3.6%
<b>Annual Household Income</b>	<\$15,000	4.1%
	\$15,000-\$24,999	5.0%
	\$25,000-\$34,999	4.1%
	\$35,000-\$49,999	4.7%
	\$50,000-\$74,999	6.8%
	\$75,000-\$99,999	6.7%
	\$100,000-\$149,000	6.6%
	\$150,000 +	5.3%
<b>Urban/Rural Residence</b>	Urban	4.8%
	Rural	8.5%
<b>Veteran Status</b>	Veteran	4.8%
	Non-Veteran	5.6%

\* Analysis was limited to adults aged 25 years or older to control for the confounding of age with level of educational attainment.

**Data:** Wisconsin Behavioral Risk Factor Survey

**Table D.1.b. Prevalence of Current Smokeless Tobacco Use, by Race/Ethnicity and Sexual Orientation, Adults Males, Wisconsin, 2019-2023\***

<b>Average Prevalence of Current Smokeless Tobacco Use Among Wisconsin Males, 2019-2023: 6.1%</b>		
<b>Race/Ethnicity**</b>	NH White	6.5%
	NH Black	4.3%
	NH American Indian/Alaskan Native	4.5%
	NH Asian/Native Hawaiian/Pacific Islander	1.3%
	NH Multi-Racial	5.5%
	Hispanic/Latino	4.3%
<b>Sexual Orientation</b>	Heterosexual	6.2%
	Lesbian/Gay/Bisexual/Other	3.6%

\* Five years of data were merged to increase sub-sample sizes, thereby improving the reliability of estimates; Data are weighted using proportional weighting to account for varying sample sizes.

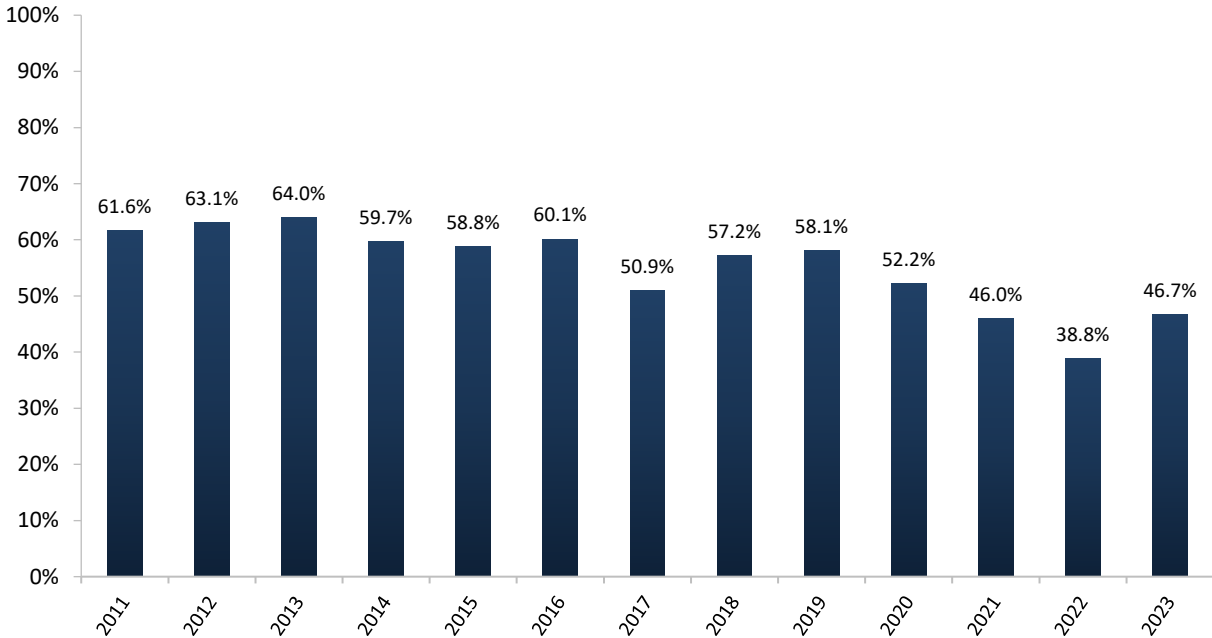
\*\* NH designates non-Hispanic ethnicity.

**Data:** Wisconsin Behavioral Risk Factor Survey



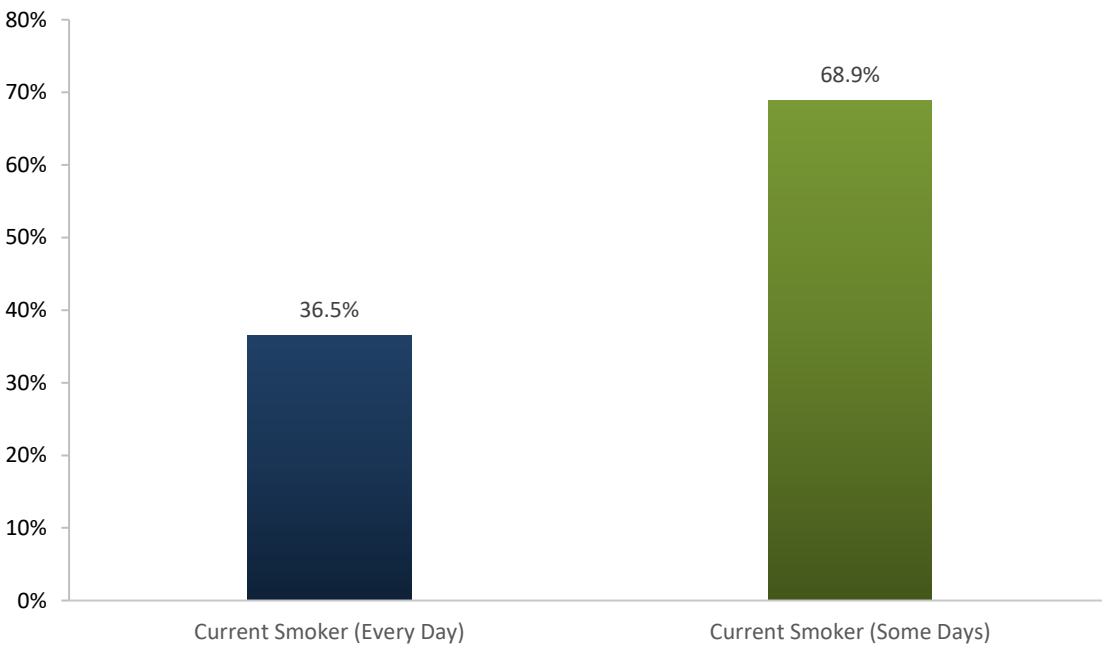
## SECTION E. CESSATION

**Figure E1. Percentage of Current Smokers That Made a Quit Attempt During the Past 12 Months, Adults, Wisconsin, 2011-2023**



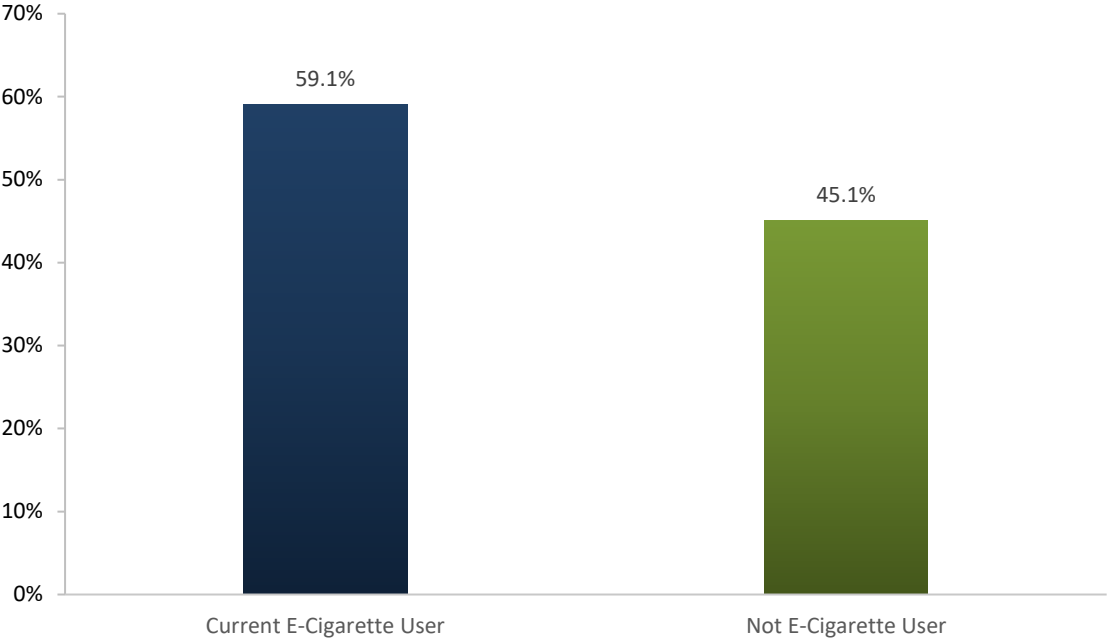
Data: Wisconsin Behavioral Risk Factor Survey

**Figure E.2. Percentage of Current Smokers That Made a Quit Attempt During the Past 12 Months, by Whether They Smoke Every Day or Some Days, Adults, Wisconsin, 2023**



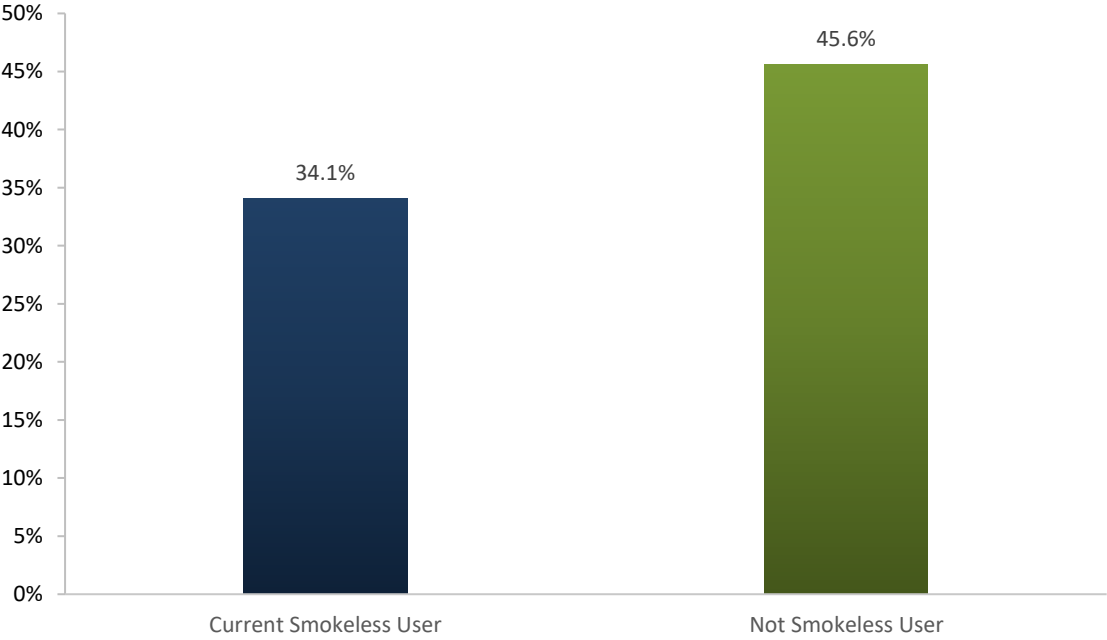
Data: Wisconsin Behavioral Risk Factor Survey

**Figure E.3. Percentage of Current Smokers That Made a Quit Attempt During the Past 12 Months, by Whether They Currently Use E-Cigarettes, Adults, Wisconsin, 2023**



**Data:** Wisconsin Behavioral Risk Factor Survey

**Figure E.4. Percentage of Current Smokers That Made a Quit Attempt During the Past 12 Months, by Whether They Currently Use Smokeless Tobacco, Adult Males, Wisconsin, 2023**



**Data:** Wisconsin Behavioral Risk Factor Survey

**Table E.1. Percentage of Current Smokers That Made a Quit Attempt During the Past 12 Months, by Select Characteristics, Adults, Wisconsin, 2019-2023\***

<b>Percentage of Current Smokers That Made a Quit Attempt, 2019-2023: 47.1%</b>		
<b>Age</b>	18-24 years	46.4%
	25-29 years	50.9%
	30-39 years	53.2%
	40-54 years	46.3%
	55-64 years	41.5%
	65-74 years	47.4%
	75-99 years	46.1%
<b>Sex</b>	Male	46.6%
	Female	47.7%
<b>Race/Ethnicity**</b>	NH White	44.4%
	NH Black	62.7%
	NH American Indian/Alaskan Native	48.7%
	NH Asian/Native Hawaiian/Pacific Islander	Insufficient Data
	NH Multi-Racial	57.2%
	Hispanic/Latino	55.5%
<b>Educational Attainment (age 25 or older)***</b>	Less Than High School	42.6%
	High School Graduate/GED	47.2%
	Some College	47.7%
	College Graduate +	51.3%
<b>Annual Household Income</b>	<\$15,000	55.1%
	\$15,000-\$24,999	55.7%
	\$25,000-\$34,999	46.6%
	\$35,000-\$49,999	41.9%
	\$50,000-\$74,999	45.9%
	\$75,000+	44.8%
<b>Urban/Rural Residence</b>	Urban	47.6%
	Rural	44.7%
<b>Veteran Status</b>	Veteran	46.1%
	Non-Veteran	47.3%
<b>Sexual Orientation</b>	Heterosexual	45.8%
	Lesbian/Gay/Bisexual/Other	48.7%

\* Five years of data were merged to increase sub-sample sizes, thereby improving the reliability of estimates; Data are weighted using proportional weighting to account for varying sample sizes.

\*\* NH designates non-Hispanic ethnicity.

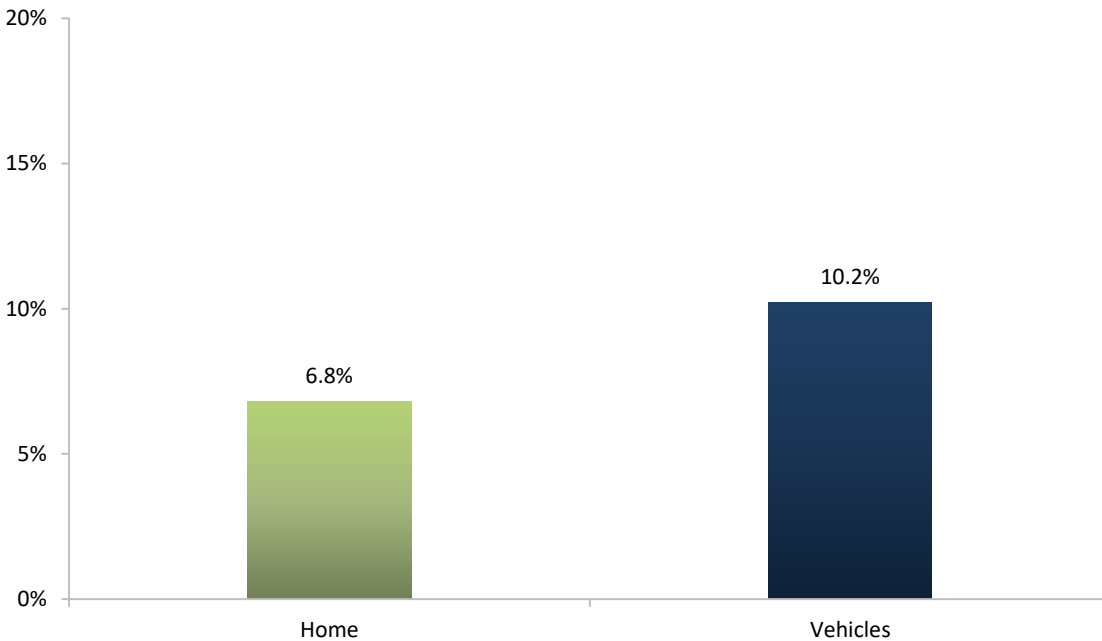
\*\*\* Analysis was limited to adults aged 25 years or older to control for the confounding of age with level of educational attainment.

**Data:** Wisconsin Behavioral Risk Factor Survey

## SECTION F. SECONDHAND SMOKE AND VAPOR EXPOSURE, RULES AND POLICIES ON SMOKING, AND RELATED ATTITUDES

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**Figure F.1. Percent of Adults Exposed to Tobacco Smoke in the Home\*, and in Vehicles†, Wisconsin, 2022^**



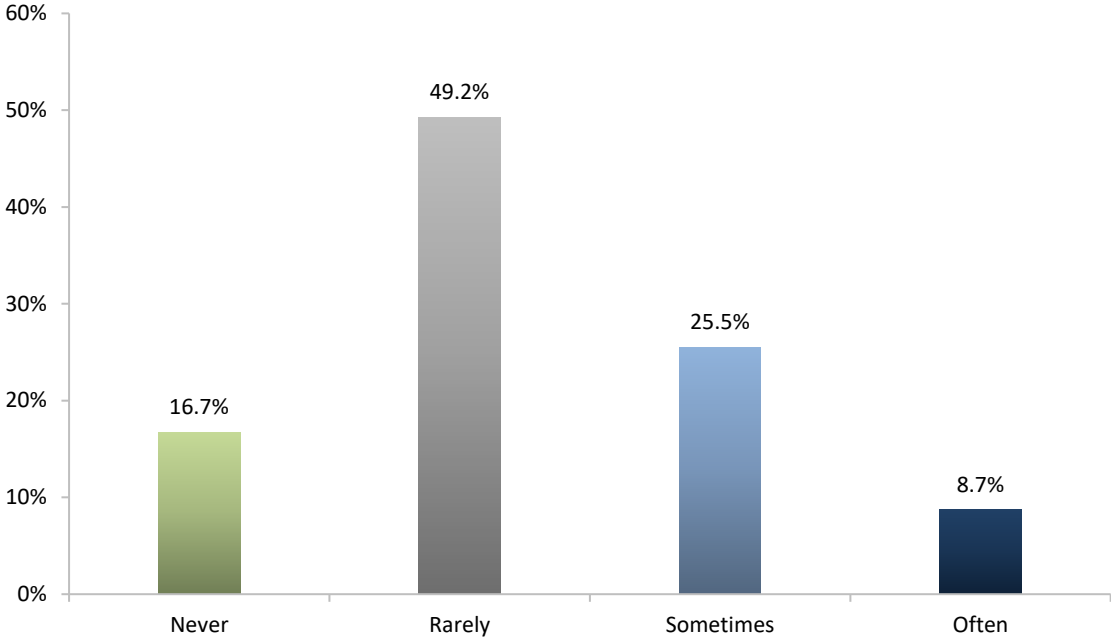
\* Smoke exposure in the home was assessed with the following question: Are you exposed to other people’s tobacco smoke while you are in your home?

† Smoke exposure in vehicles was assessed with the following question: During the past seven days, on how many days did you ride in a car with someone who was smoking cigarettes? Data was aggregated into a binary variable.

^ Not all questions are asked in the Wisconsin Behavioral Risk Factor Survey every year. The most recently available data were used for each analysis.

**Data:** Wisconsin Behavioral Risk Factor Survey

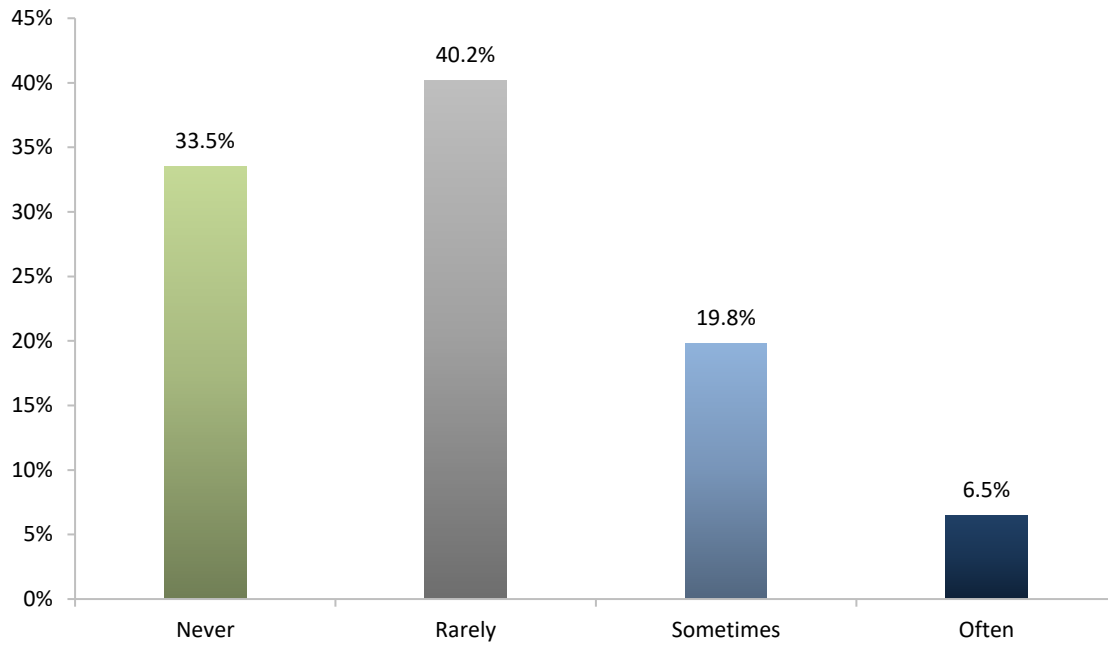
**Figure F.2. Frequency of Exposure to Tobacco Smoke in Outdoor Public Places\*, Adults, Wisconsin, 2023**



\*Smoke exposure in public places was assessed with the following question: How often are you exposed to other people’s tobacco smoke while in outdoor public places, such as parks, beaches, sporting events, or other outdoor venues: Often, sometimes, rarely, or never?

**Data:** Wisconsin Behavioral Risk Factor Survey

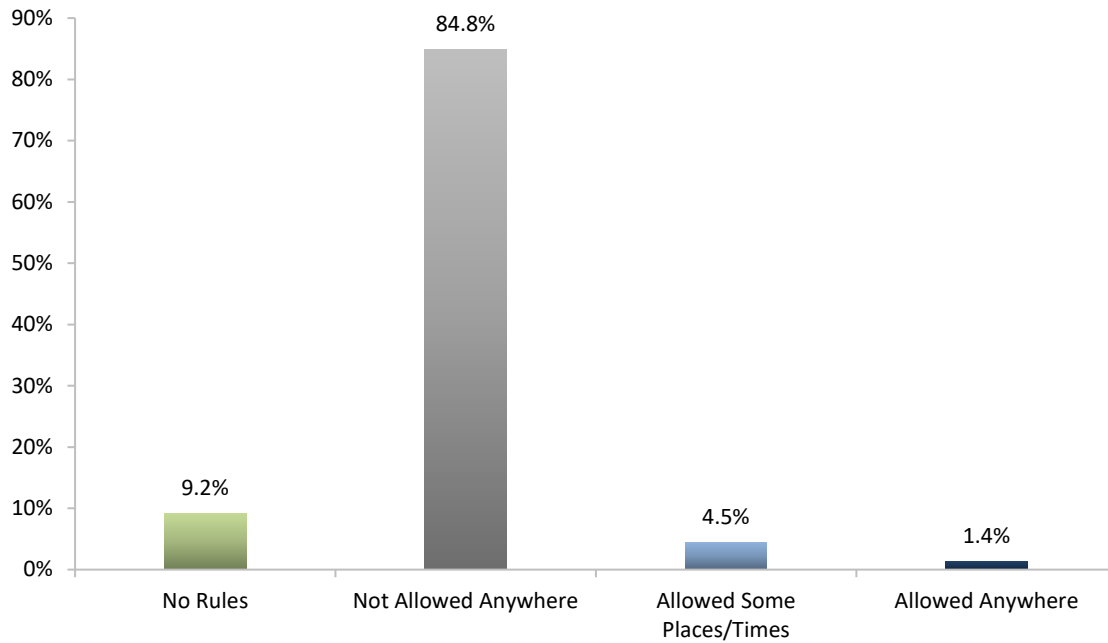
**Figure F.3. Frequency of Exposure to Vapor from E-Cigarettes or Other Electronic Vaping Devices in Indoor Public Places\*, Adults, Wisconsin, 2023**



\* Exposure to vapors from e-cigarettes or other electronic vaping devices while in indoor public places was assessed with the following question: How often are you exposed to the vapor from other people’s e-cigarettes or other electronic vaping devices while in indoor public places: Often, sometimes, rarely, or never?

**Data:** Wisconsin Behavioral Risk Factor Survey

**Figure F.4. Rules on Smoking in the Home\*, Adults, Wisconsin, 2021^**

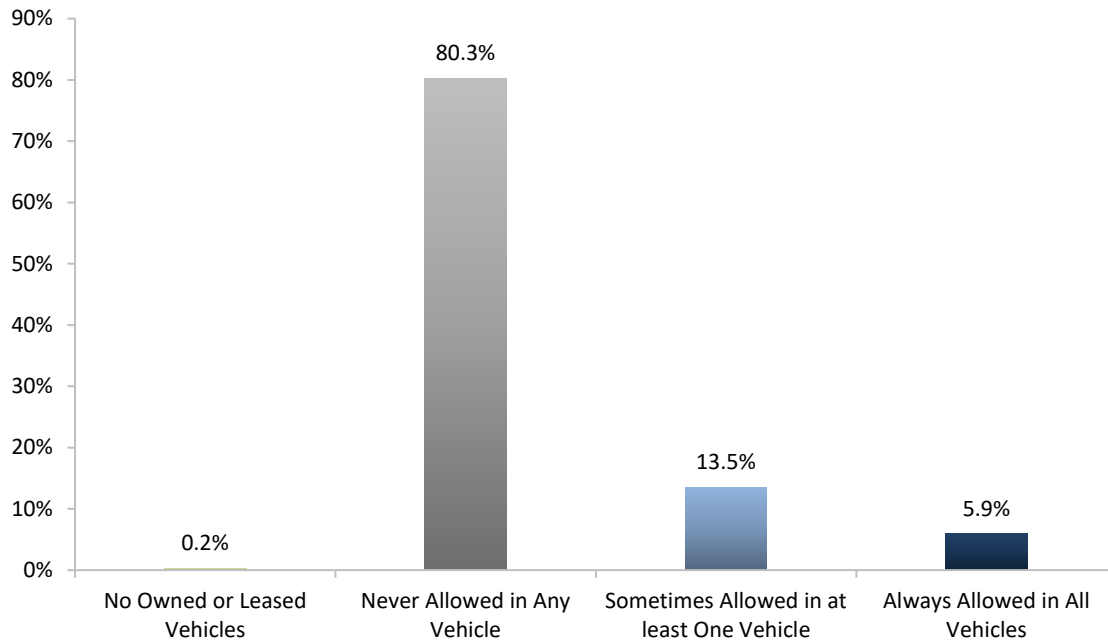


\* Rules on smoking in the home were assessed with the following question: Not counting decks, porches, or garages, which statement best describes the rules about smoking in your home: smoking is not allowed anywhere inside your home, smoking is allowed in some places or at some times, smoking is allowed anywhere inside your home, or, there are no rules about smoking inside your home?

^ Not all questions are asked in the Wisconsin Behavioral Risk Factor Survey every year. The most recently available data were used for each analysis.

**Data:** Wisconsin Behavioral Risk Factor Survey

**Figure F.5. Rules on Smoking in Vehicles\*, Adults, Wisconsin, 2018^**



\* Rules on smoking in vehicles were assessed with the following question: Not counting motorcycles, in the vehicles that you or family members who live with you own or lease, is smoking always allowed in all vehicles, sometimes allowed in at least one vehicle, or never allowed in any vehicle? Respondents could also report that they did not own or lease any vehicles.

^ Not all questions are asked in the Wisconsin Behavioral Risk Factor Survey every year. The most recently available data were used for each analysis.

**Data:** Wisconsin Behavioral Risk Factor Survey

**Table F.1. Policies on Smoking in Individual Units of Multi-Unit Housing Buildings, Adults\*, Wisconsin, 2023**

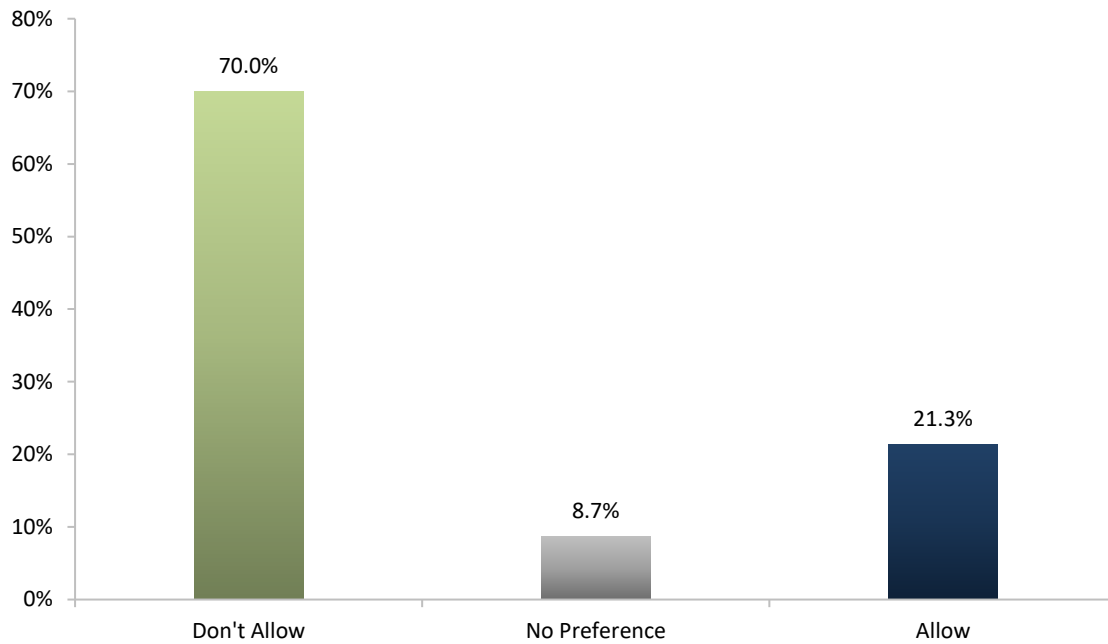
Is Smoking Prohibited in Your Housing Unit?	Prevalence
Yes	64.4%
No	35.6%

\* This question is only asked of survey respondents who say they live in multi-unit housing buildings.

**Data:** Wisconsin Behavioral Risk Factor Survey



**Figure F.6. Preferences on Allowing Smoking in Individual Units of Multi-Unit Housing Buildings, Adults\*, Wisconsin, 2023**



\* This question is only asked of survey respondents who say they live in multi-unit housing buildings.

**Data:** Wisconsin Behavioral Risk Factor Survey

**Table F.2. Opinion on the State Law That Prohibits Smoking in Public Indoor Places, Adults, Wisconsin, 2023**

Opinion on Law	Prevalence
Support	74.5%
Neither Support nor Oppose	18.3%
Oppose	7.1%

\* Opinion on Wisconsin’s state law that prohibits smoking in public indoor places was assessed with the following question: The State of Wisconsin has passed a law that prohibits smoking in most public places, including all workplaces, public buildings, offices, restaurants, and bars. Are you in support of this law, opposed to this law, or neither in support nor opposed to it? *[If favor]* Are you slightly in support of the law, somewhat in support of it, or strongly in support of it? *[If oppose]* Are you slightly opposed to the law, somewhat opposed to it, or strongly opposed to it? Data were aggregated into three categories.

**Data:** Wisconsin Behavioral Risk Factor Survey

**Table F.3. Opinion on a State Law That Would Prohibit Smoking in Public Outdoor Places\*, Adults, Wisconsin, 2023**

Opinion on Law	Prevalence
Support	37.7%
Neither Support nor Oppose	30.9%
Oppose	31.3%

\* Opinion on a state law that would prohibit smoking in public outdoor places was assessed with the following question: Would you be in favor of, or opposed to, a law that prohibits smoking in public outdoor places such as parks, beaches, sporting events, or other outdoor venues? Would you be in support of this law, opposed to this law, or neither in support of nor opposed to it? *[If support]* Would you be slightly in support of the law, somewhat in support of it, or strongly in support of it? *[If oppose]* Would you be slightly opposed to the law, somewhat opposed to it, or strongly opposed to it? Data were aggregated into three categories.

**Data:** Wisconsin Behavioral Risk Factor Survey

**Table F.4. Opinion on a State Law That Would Prohibit Vaping in Public Indoor Places\*, Adults, Wisconsin, 2023**

Opinion on Law	Prevalence
Support	65.4%
Neither Support nor Oppose	22.4%
Oppose	12.3%

\* Opinion on a state law that would prohibit vaping in public indoor places was assessed with the following question: Would you be in favor of, or opposed to, a law that prohibits using e-cigarettes and other electronic vaping devices in indoor public places? Would you be in favor of this law, opposed to this law, or neither in favor of nor opposed to it? Would that be slightly in favor of/opposed to, somewhat in favor of/opposed to, or strongly in favor of/opposed to it? Data were aggregated into three categories.

**Data:** Wisconsin Behavioral Risk Factor Survey

## SECTION G. DATA SOURCES & METHODS

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### DATA SOURCES

Behavioral Risk Factor Surveillance System. U.S. adult smoking data are from the national Behavioral Risk Factor Surveillance System (BRFSS). The system is overseen by the U.S. Department of Health and Human Services, Centers for Disease Control and Prevention. Available at: <https://www.cdc.gov/brfss/>; Last accessed 12/8/2024.

United States Census Bureau. QuickFacts. The population estimate for 2021 and 2023 are from the U.S. Census Bureau. Available at: <https://www.census.gov/quickfacts/fact/table/WI/AGE295221#AGE295221>; Last accessed 12/15/2024.

Wisconsin Behavioral Risk Factor Survey. Wisconsin adult tobacco-related data are from the Wisconsin Behavioral Risk Factor Survey (BRFS). The survey is administered by the Wisconsin Department of Health Services, Division of Public Health, Office of Health Informatics.

Wisconsin Interactive Statistics on Health. With the exception of the 2021 and 2023 population estimates, Wisconsin population estimates are from Wisconsin Interactive Statistics on Health (WISH), which employs multiple sources from protected databases. WISH is developed and maintained by the Wisconsin Department of Health Services, Division of Public Health, Office of Health Informatics. Available at: <https://www.dhs.wisconsin.gov/wish/>.

### METHODS

Data Analysis. Data were analyzed using IBM SPSS Statistics software, version 29.0.

Data Weighting. All BRFS data are weighted during analysis to make the samples more representative of the populations from which they were drawn. When two or more years of data are merged, a proportional corrective factor is applied to the weighting variable. This factor takes into account the proportional relevance of each data year by accounting for differences in sample size. For further information on this approach please refer to the CDC's documentation, *Complex Sampling Weights and Preparing 2023 BRFSS Module Data for Analysis; July 2024*. Available at: [https://www.cdc.gov/brfss/annual\\_data/2023/pdf/Complex-Sampling-Weights-and-Preparing-Module-Data-for-Analysis-2023-508.pdf](https://www.cdc.gov/brfss/annual_data/2023/pdf/Complex-Sampling-Weights-and-Preparing-Module-Data-for-Analysis-2023-508.pdf); Last accessed 12/8/2024.