**DATA LOOK**  
**JANUARY 2015**  
**WISCONSIN TOBACCO PREVENTION & CONTROL**

### All Time Low Rates

- **11%** high school smoking rate  
  2014 WI Youth Tobacco Survey

- **18%** adult smoking rate  
  2013 Behavioral Risk Factor Surveillance System

### Points of Concern

**Disparities Persist**

- **18%** adult smoking rate  
  Behavioral Risk Factor Surveillance System  
  Native American, 2008-2011, all other data, 2013

- **27%** African American  
- **29%** adults with depression  
- **33%** less than high school education  
- **34%** Native American  
- **35%** income of <$15,000  

- **14%** of Wisconsin women smoke during pregnancy.  
  2012 Wisconsin Births and Infant Deaths

- **20%** of high school students are exposed to secondhand smoke in their homes.  
  2014 WI Youth Tobacco Survey

- **15%** of Wisconsin deaths are due to smoking.  
  2015 Burden of Tobacco in Wisconsin

### Trends in Smokeless & E-Cigarette Use

**Smokeless**

- **9.7%** of high school students currently use chewing tobacco, snuff, or dip.  
  A 67% increase since 2012.  
  (2012 rate: 5.8%)  
  2014 WI Youth Tobacco Survey

**Electronic Cigarettes**

- **7.9%** of high school students have used e-cigarettes.  
  75% higher than the national average.  
  (National average: 3.4%)  
  2014 WI Youth Tobacco Survey

- **4.7%** of Midwest adults have used e-cigarettes.  
  (WI specific data not currently available)  
  National Adult Tobacco Survey, United States, 2012–2013

### The Cost of Tobacco

- **$3 billion** in health care costs are paid in Wisconsin as a result of diseases caused by smoking.

- **$528 million** in lost productivity costs because of illness and premature death from smoking-related illnesses.

  2015 Burden of Tobacco in Wisconsin