

Wisconsin Behavioral Risk Factor Survey, 2001 Fact Sheet: Attitudes of Tobacco Use



The Behavioral Risk Factor Survey (BRFS) is a representative, statewide telephone survey of Wisconsin household residents 18 years and older. Results are based on self-reports from respondents who are selected through a stratified random sample. The survey was implemented by the Wisconsin Department of Health and Family Services, Bureau of Health Information in cooperation with the U.S. Centers for Disease Control and Prevention. Survey sampling and interviewing were conducted by the University of Wisconsin Survey Center.

Characteristic	Prevalence (%)*	Sample Size (n)
Total Sampled in Wisconsin		3605
Youth smoking is a serious problem		
Extremely serious	22.1	907
Somewhat serious	51.5	1768
Not very serious	11.6	402
Not at all serious	4.3	169
How much effort is being put toward preventing youth from smoking?		
A great deal of effort	22.6	822
Some effort	63.7	2259
No effort at all	10.7	415
Should more be done to prevent youth from smoking?		
More should be done	68.3	2502
Less should be done	2.8	103
Current efforts are satisfactory	25.9	888
What percent of adults in the US do you think smoke cigarettes?		
Less than 20%	9.4	293
21-30%	19.0	610
31-40%	20.6	626
41-50%	20.7	670
51-60%	10.6	354
61-70%	8.7	281
71-80%	7.9	314
81+%	3.2	151
Of your closest friends/relatives, how many smoke?		
All	NA	54
Almost all	10.3	372
Some	28.2	1052
Very few	49.9	1771
None	9.9	347
Low tar/nicotine is less likely to cause cancer		
Strongly Agree	5.1	193
Agree	20.8	765
Disagree	42.0	1513
Strongly Disagree	27.6	953
Stores selling to minors should be fined		
Strongly Agree	54.5	1944
Agree	38.2	1389
Disagree	5.2	192
Strongly Disagree	NA	47

Characteristic	Prevalence (%)*	Sample Size (n)
Youth caught buying cigarettes should be fined		
Strongly Agree	44.3	1575
Agree	42.1	1506
Disagree	10.5	408
Strongly Disagree	1.8	60
Tobacco companies target youth		
Strongly Agree	29.3	1082
Agree	43.9	1526
Disagree	20.2	732
Strongly Disagree	3.6	151
Smoking has become socially unacceptable		
Strongly Agree	19.6	744
Agree	54.5	1942
Disagree	21.8	762
Strongly Disagree	2.0	73
How is the tobacco industry being treated?		
Being treated too softly	36.4	1334
Being treated fairly	43.3	1499
Being treated too harshly	17.1	625

*Results are weighted to account for both nonresponse and sample design, and to adjust for the age-sex distribution of Wisconsin's population.

NA: Sample sizes of less than 60 do not represent enough of the population to present an accurate prevalence rate. Thus, these values are not reported.

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For more information regarding tobacco use in Wisconsin, please contact: Jennifer Commons (608) 266-9708