



ADULTS AND COMMERCIAL TOBACCO*

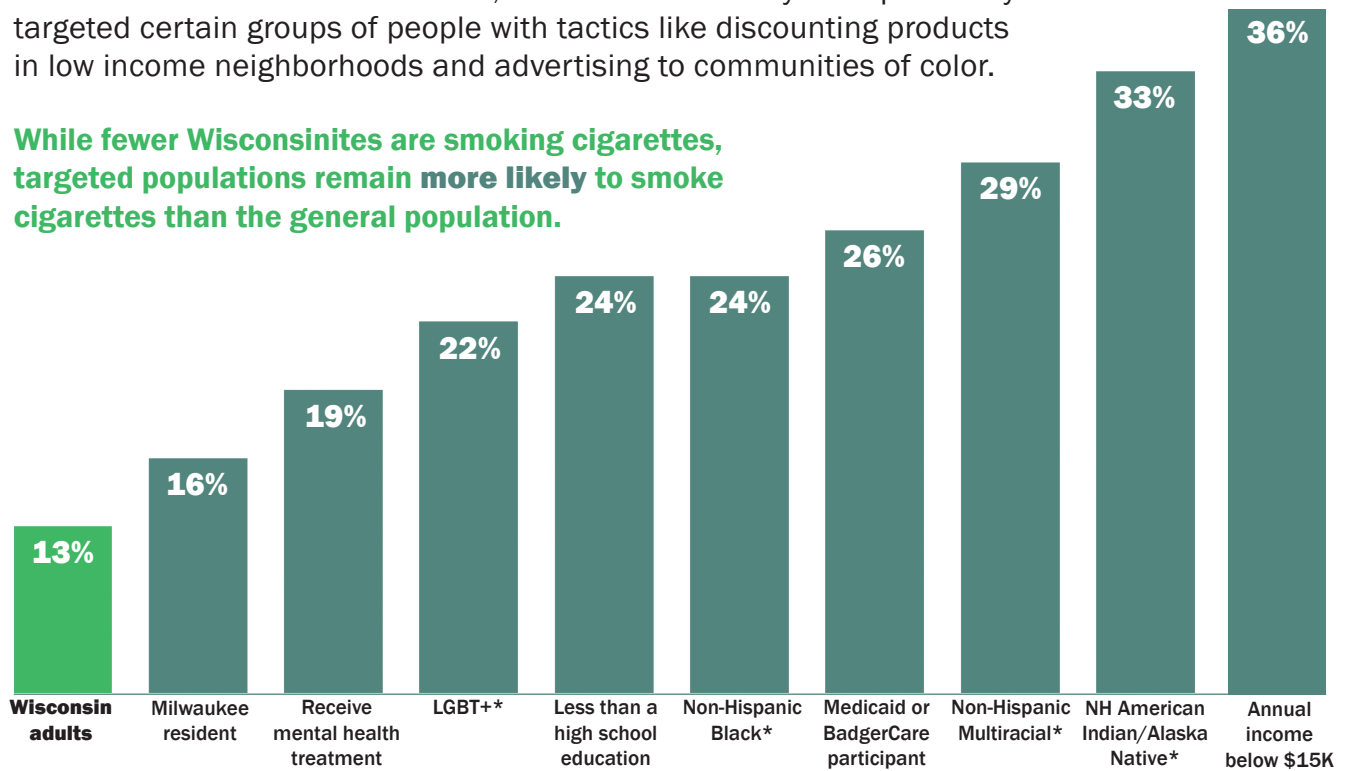
Findings from the 2021 Behavioral Risk Factor Surveillance Survey

Overall tobacco use is down in Wisconsin, but certain populations remain more likely to smoke and vape.



Our communities are only as healthy as those who are most harmed by commercial tobacco. For decades, the tobacco industry has specifically targeted certain groups of people with tactics like discounting products in low income neighborhoods and advertising to communities of color.

While fewer Wisconsinites are smoking cigarettes, targeted populations remain more likely to smoke cigarettes than the general population.



*Denotes that data are aggregated from 2017-2021



FREE QUIT SERVICES ARE AVAILABLE

Free quit services are available for all Wisconsin residents age 13 and older by contacting a health care provider or using the Wisconsin Tobacco Quit Line. Text **READY** to 34191 or call **1-800-QUIT-NOW** to get started today.



Scan the code above or visit quitline.wisc.edu

*Commercial tobacco does not include the use of tobacco as part of an indigenous practice or other recognized religious or spiritual ceremony.



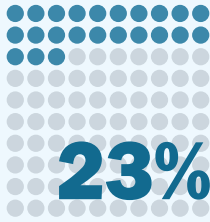
Tobacco is changing.

Even though fewer Wisconsinites are smoking cigarettes, commercial tobacco is still a big problem because **more people use e-cigarettes (vapes) than ever before.**

Products like cigars, cigarillos, and smokeless tobacco are also popular, and young adults are targeted with flavors, packaging, and product placement. Tobacco companies invest in these highly addictive products to hook new generations on nicotine.

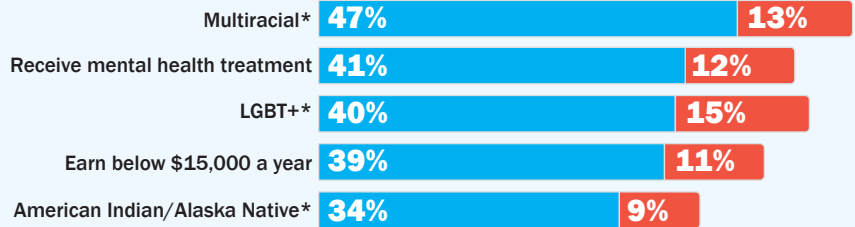
**NEARLY
1 IN 6**
**18- to 24-year-olds
in Wisconsin vape.**

Young adults (18 to 24) account for 34% of current vapers in Wisconsin (down from 46% in 2020). In 2021, vape usage increased among 25- to 44-year-olds, as well as persons over age 65.



23%
of adults in Wisconsin have tried vaping and 6% currently vape

The prevalence is significantly higher across targeted populations. >>>



*Denotes that data are aggregated from 2017-2021

Tried vaping Current vaper



Every person deserves to live their healthiest life.

Throughout Wisconsin, people recognize the important role of comprehensive control policies in protecting others from the harmful effects of commercial tobacco.



86%

OF RESIDENTS AGREE that breathing in vapor or aerosol from other people's vaping devices is harmful.

50%

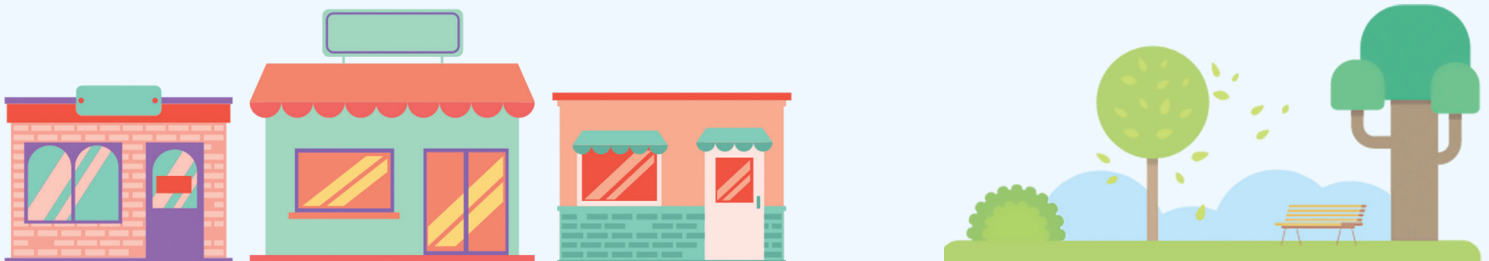
of Wisconsinites are exposed to secondhand vapor in indoor public places.

**NEARLY
70%**

of residents are exposed to secondhand smoke in public outdoor places.

**NEARLY
78%**

of Wisconsinites support a law to prohibit smoking in public outdoor spaces like parks, beaches, sporting events, or festivals, and **61%** support proposing a law to prohibit electronic vaping devices in indoor public places.



Help achieve our best possible health

Enforce the federal legal tobacco sales age — 21 means 21, no matter what.

Prohibit flavored tobacco products that often target youth.

Require that all tobacco products are locked up and out of sight in stores.

