

Tobacco Industry Influence in Wisconsin

- In Wisconsin, the tobacco industry spent an estimated \$298.2 million in marketing expenditures in 2003. This is a 115 percent increase since 1998.¹
- Wisconsin invests \$10 million on tobacco prevention – less than a third of the CDC recommended prevention spending target.
 - Currently the state of Wisconsin spends less than \$3 per person for tobacco prevention and control, while the tobacco industry spends over \$50 a person in marketing expenditures.²
- Tobacco companies focus the bulk of their marketing on price discounts, which have their greatest impact on youth (the most-price sensitive customers).³
- Philip Morris (Altria) spent over \$150,000 lobbying the State Legislature to oppose raising the cigarette excise tax in 2005.⁴
 - Raising the tax would prevent over 75,000 Wisconsin children from becoming smokers, result in 35,000 residents quitting, and create long-term healthcare savings of over 1.5 billion dollars.⁵
- The \$290 million in annual tobacco tax revenue that Wisconsin collects comes nowhere near the \$2.1 billion in annual smoking-caused health costs it pays.⁶
- The tobacco industry has told the hospitality industry that smoke-free air laws will harm their business. Numerous economic studies have found this to be false.⁷

Local, state, and national policymakers have the power to implement solutions that are proven to work to reduce youth smoking, increase quit rates, and protect people from the dangers of secondhand smoke.

Tobacco use kills 8,000 Wisconsinites a year – it doesn't have to.

1 Campaign for Tobacco-Free Kids, State-Specific Tobacco Company Marketing Expenditures 1998 To 2002 Fact Sheet, <http://www.tobaccofreekids.org/research/factsheets/pdf/0271.pdf>.

2 Campaign for Tobacco-Free Kids, Allocations of U.S. Cigarette Company Marketing Expenditures Since 1998 Fact Sheet, <http://www.tobaccofreekids.org/research/factsheets/pdf/0079.pdf>.

3 Campaign for Tobacco-Free Kids, Cigarette Company Price Discounts & Marketing Expenditures Fact Sheet, <http://www.tobaccofreekids.org/research/factsheets/pdf/0272.pdf>

4 Wisconsin Ethics Board, Lobbying Effort by Organization, 2005-2006 legislative session, <http://ethics.state.wi.us/LobbyingRegistrationReports/LobbyingOverview.htm>.

5 Wisconsin Children's Initiative, Benefits from a Cigarette Increase in Wisconsin Fact Sheet, http://www.smokefreewi.org/pdf/WI_tax_benefits.pdf.

6 Burden of Tobacco in Wisconsin, University of Wisconsin Comprehensive Cancer Center, February 2006.

7 See <http://www.tobaccoscsm.ucsf.edu/index.cfm> for more information.

This resource was created by the Tobacco Control Resource Center for Wisconsin

It may be found at www.tobwis.org, or ordered by calling (800) 248-9244

The Tobacco Control Resource Center is a part of the Wisconsin Clearinghouse for Prevention Resources

