

Smoke-Free Air is a Success

Since going smoke-free in 2010, Wisconsin hasn't looked back

Wisconsinites Enjoy and Now Expect Smoke-Free Air¹

- Three-fourths of voters support the smoke-free air law.
- People overwhelmingly agree that smoke-free restaurants and bars are:

Healthier for employees
and customers

89%

Nicer and more enjoyable
to patronize

86%

Necessary to protect
employees

84%

Business is Good

- Nine out of ten Wisconsinites go out the same or more often now that bars and restaurants are smoke-free.¹

Compliance is High

- Workplaces throughout the state have successfully gone smoke-free.
- Less than 1% of Wisconsin's businesses have had compliance issues.²

"A lot of people are back, and they say they're back, because we are smoke-free.

My business has seen at least a 20% increase since that law has been passed."

Danielle Baerwald, Oak Creek⁵

Workers are Healthier

- Research shows an "extraordinary improvement in air quality" since the law passed.³
- Bartenders report a significant drop in respiratory health symptoms since going smoke-free.⁴

THANK YOU

"A smoke-free Wisconsin is an investment in my future, my children's future, and for all of us."

Harrison Loveall, Appleton

¹ Survey, Public Opinion Strategies, June 15-16, 2011. Surveying "500 likely voters in Wisconsin."

² Calculated from Wisconsin Department of Health Services, *Smoke-Free Workplaces Law Statewide Compliance Data: Year 2 – Summary Post Implementation, 2012*; and Wisconsin Department of Workforce Development, Quarterly Census of Employment and Wages (ES202) Search, <http://worknet.wisconsin.gov/worknet/daindustry.aspx>, accessed May 16, 2012.

³ Tobacco Surveillance & Evaluation Program. *Indoor Air Quality in Bars and Restaurants Before and After Implementation of the Smoke-Free Wisconsin Act, 2010*, Dec. 2010. (http://sep.uwcarbone.wisc.edu/downloads/Documents/programbriefs/Air%20Quality%20Study_report_2010.pdf)

⁴ Center for Urban Initiatives & Research. *The Impact of Wisconsin's Statewide Smoke-Free Law on Bartender Health and Attitudes*, March 2011. (http://www4.uwm.edu/cuir/research/upload/WI_Bartender_Study_2010.pdf)

⁵ Danielle Baerwald, *Erv's Mug*, Fox 6 Milwaukee, June 30, 2011.