

If you could prevent more than **75,000 kids** from smoking **AND** save **\$1 billion** in health care costs, wouldn't you?

FACT

Everyone – including the tobacco companies – knows that raising the price of tobacco is one of the most effective ways to prevent and reduce smoking, especially among kids.

Research shows that a 10 percent increase in the price of cigarettes:

- Reduces overall cigarette consumption by 4 percent.
- Reduces the number of adults who smoke by 2 percent and the number of kids who smoke by 6.5 percent.
- Reduces smoking among pregnant women by 7 percent saving thousands of newborns from suffering smoking-affected births and negative health consequences.



“When the tax goes up, [the] industry loses volume and profits as many smokers cut back.”

– Philip Morris

Here in Minnesota:

➤ Too many people are affected by tobacco.

- More than 5,500 people **die every year** of tobacco-related diseases.
- Tobacco use results in more than **\$2 billion** in health care costs every year.
- 17 percent or 634,000 Minnesota adults **continue to smoke**.
- 28.4 percent of young adults (18-24) are tobacco users and **85,000 Minnesota middle and high school students smoke**.

➤ Minnesota is falling behind.

- The tax on a pack of cigarettes in Wisconsin is \$2.52 – almost a dollar more than Minnesota's tax of \$1.56 per pack.
- **47 states** and the D.C. have passed more than 100 cigarette tax increases since 2002, with 27 states and DC passing multiple tax increases.
- New York recently passed a \$1.60 increase in the tax on cigarettes (bringing the tax to \$4.35 per pack) and increased the tax on smokeless tobacco to match.

Success:

The Wisconsin Quit Line received an astounding 20,000 calls in the first two months after a \$1.00 per pack increase. Typical call volume is 9,000 per year.

Success:

After Iowa increased the price of cigarettes in 2007, cigarette sales declined by a remarkable 30.6% and state revenue increased by over \$125 million.

Success:

Colorado's Governor attributed declines in youth and adult smoking to the tobacco tax increase approved by voters in 2004 which also provided funding for tobacco prevention.



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