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# THE COST OF SMOKING:

## IMPACT OF TOBACCO PRICES & TAXES ON CONSUMPTION AND INITIATION

**CORINNE GRAFFUNDER, DRPH, MPH | DIRECTOR**

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Centers for Disease Control and Prevention

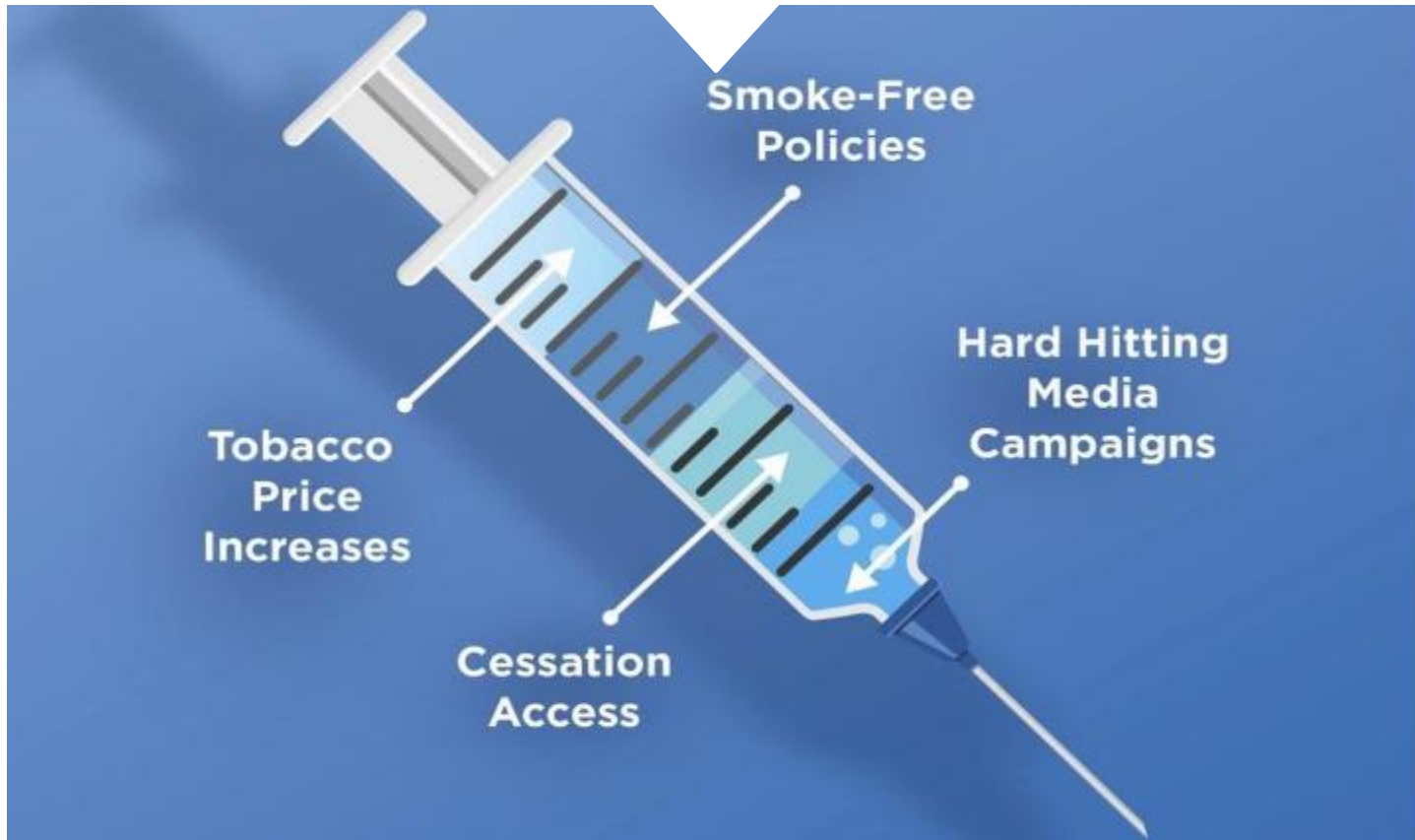
National Center for Chronic Disease Prevention and Health Promotion



OFFICE ON SMOKING AND HEALTH

**TOBACCO CONTROL  
VACCINE**

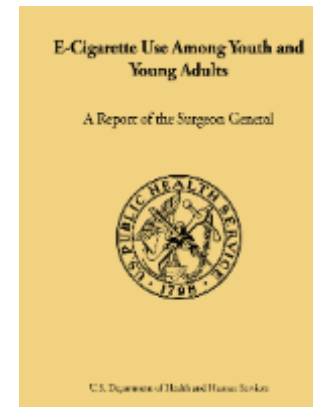
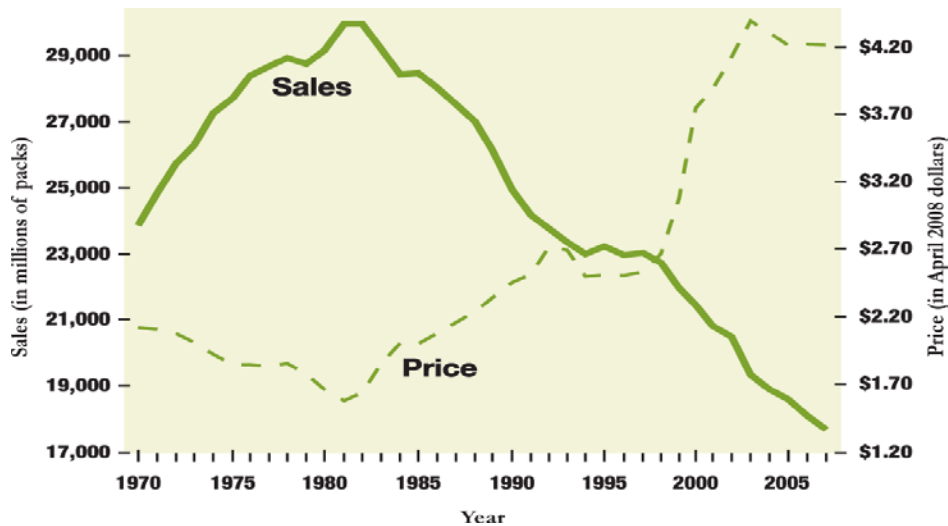
**WE KNOW WHAT WORKS**



Source: King BA, Graffunder C. The Tobacco Control Vaccine: a population-based framework for preventing tobacco-related disease and death. Tobacco Control 2018;27:123-124.

# WHEN CIGARETTE PRICES INCREASE, CIGARETTE CONSUMPTION/INITIATION DECREASES

***“Increasing the price of cigarettes is an effective policy intervention to reduce tobacco consumption and initiation. Excise tax increases and other non-tax, price-related strategies can prevent initiation of tobacco use, promote cessation and reduce the prevalence and intensity of tobacco use among adolescents and young adults.”***



<https://e-cigarettes.surgeongeneral.gov>

Source: ImpacTeen Chartbook: Cigarette Smoking Prevalence and Policies in the 50 States.

SGR: Centers for Disease Control and Prevention. *The Health Consequences of Smoking—50 Years of Progress: A Report of the Surgeon General*. Atlanta, GA: US Dept of Health and Human Services; 2014.

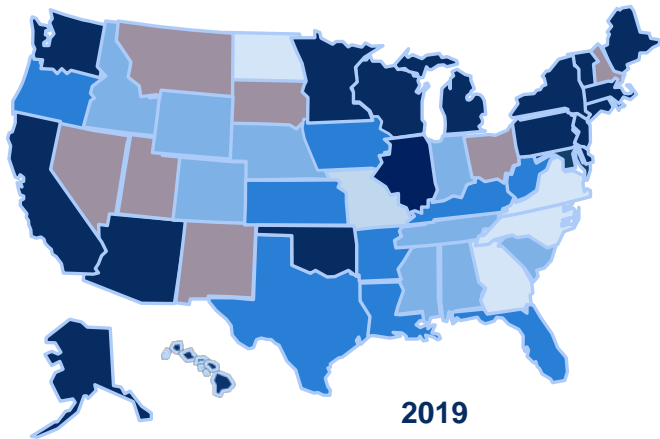
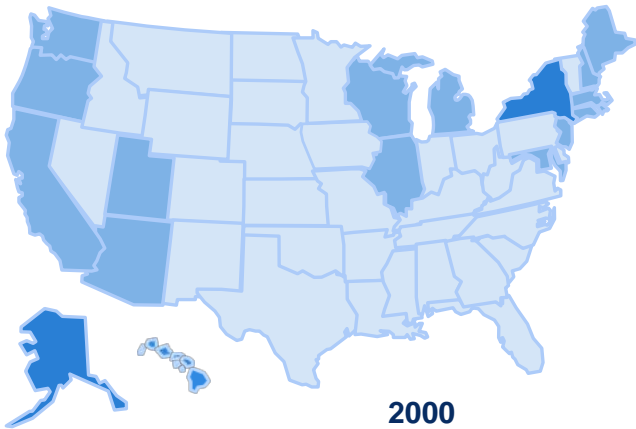


# INTERVENTIONS TO INCREASE PRICE



- ❑ **Primary Strategy: Increased Excise Taxes**
  - State Excise Taxes
  - Local Excise Taxes (when allowed)
- ❑ **Alternative Strategies**
  - State and Local Sales Taxes (when allowed)
  - Litter Mitigation Fees
  - Minimum Price Laws
  - Point of Sale Interventions
    - Increased Retail License Fees
    - Discount Ban
    - Coupon Ban

# CIGARETTE EXCISE TAXES, UNITED STATES, 2000 – SEPT 2019



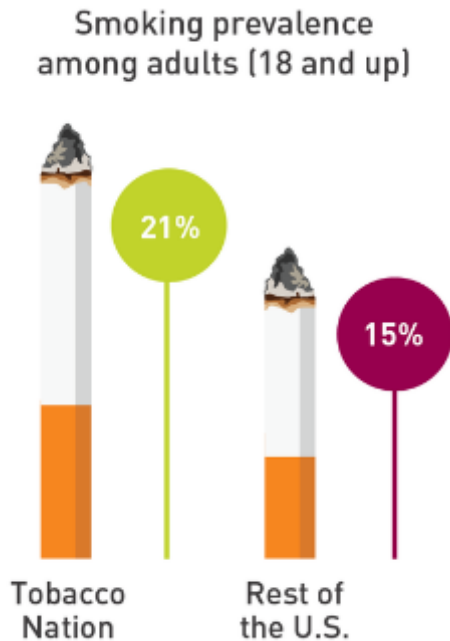
Source: Centers for Disease Control and Prevention (CDC). State Tobacco Activities Tracking and Evaluation (STATE) System. Updated 2019

# TOBACCO NATION



Source: Truth Initiative. Tobacco Nation: An Ongoing Crisis. 2019

# SMOKING PREVALENCE







**CIGARETTE  
PACKS ON  
AVERAGE ARE**

**19%**

**CHEAPER  
IN TOBACCO  
NATION**



**AVERAGE EXCISE TAX**

**\$1.07**

**TOBACCO  
NATION**

**\$2.03**

**REST OF U.S.**

Source: Truth Initiative. Tobacco Nation: An Ongoing Crisis. 2019

# MOVING FORWARD: TOBACCO TAXATION



# AVAILABLE RESOURCES

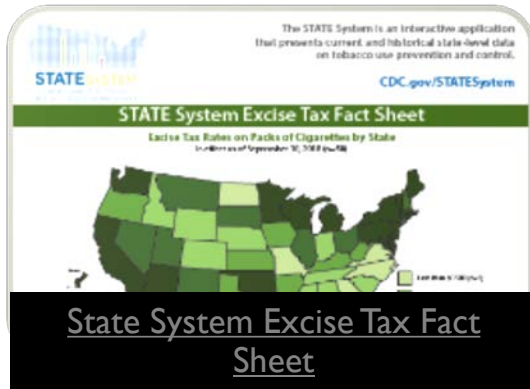


Tobacco Control Legal Consortium

The Public Health Law Center



ChangeLabs Solutions



State System Excise Tax Fact Sheet



State Tobacco Activities Tracking and Evaluation (STATE SYSTEM)



Truth Initiative



## KEY TAKEAWAYS

**1**

Price is associated with initiation and cessation. Raising state cigarette excise taxes and other non-tax price-related strategies have shown to have a significant public health impact.

**2**

State tobacco taxes are unequal. Despite the proven effects of increasing tobacco taxes on cessation and use, especially in youth, uniformizing tobacco taxation across states remains a big challenge.

**3**

The tobacco product landscape has diversified over the years to include a variety of combustible, non-combustible, and electronic tobacco products.

**4**

There is expertise and help available. From quitlines to online communities and tobacco cessation programs, many initiatives exist to help smokers quit and prevent tobacco use.



[www.cdc.gov/tobacco](http://www.cdc.gov/tobacco)



For more information, contact CDC  
1-800-CDC-INFO (232-4636)  
TTY: 1-888-232-6348 [www.cdc.gov](http://www.cdc.gov)



The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.