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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

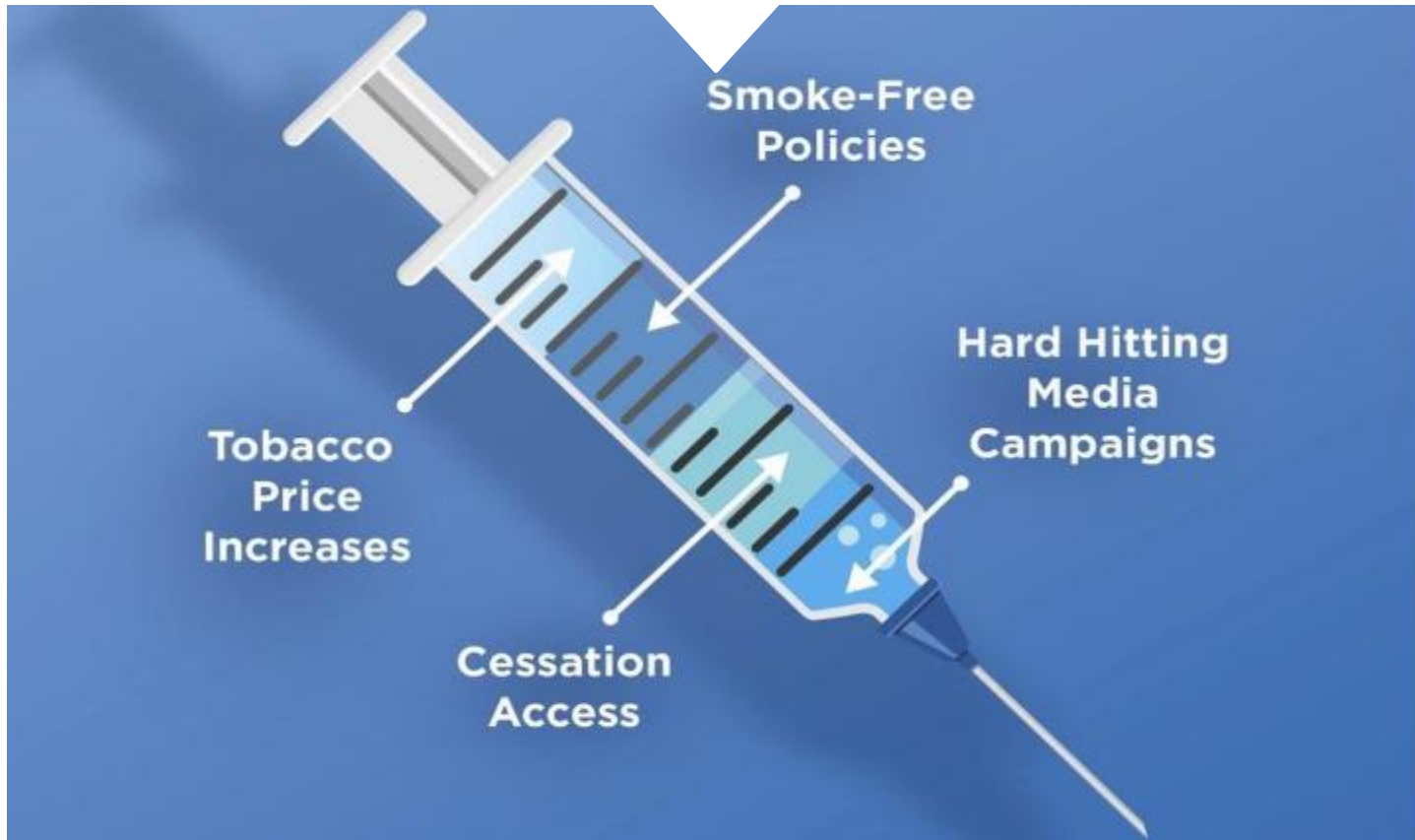
National Center for Chronic Disease Prevention and Health Promotion



OFFICE ON SMOKING AND HEALTH

**TOBACCO CONTROL  
VACCINE**

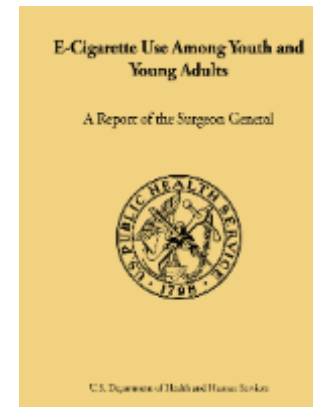
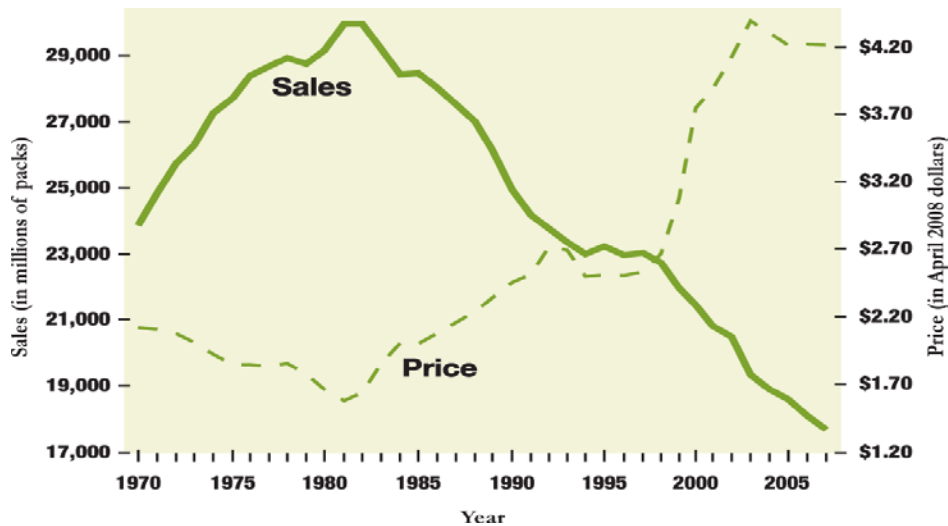
**WE KNOW WHAT WORKS**



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.

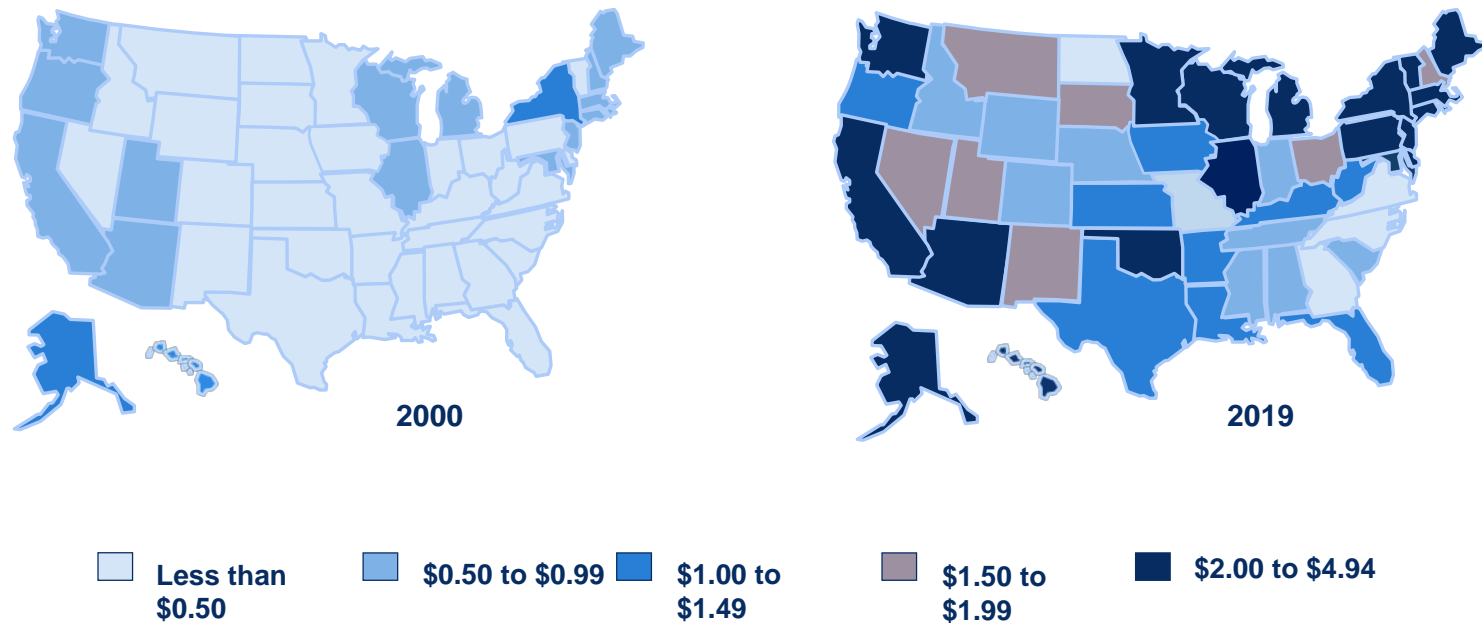


# INTERVENTIONS TO INCREASE PRICE



- ❑ **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



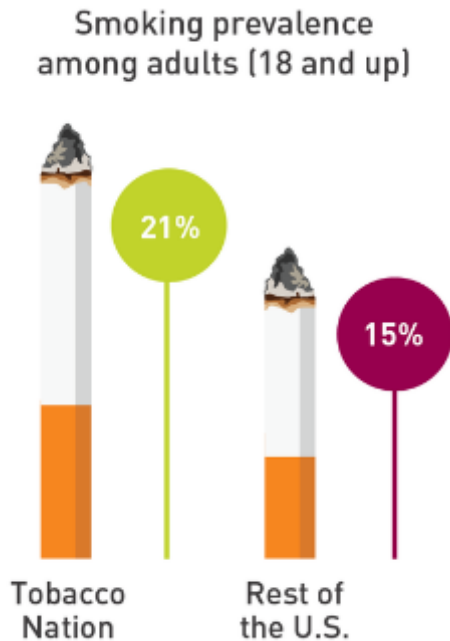
Source: Centers for Disease Control and Prevention (CDC). State Tobacco Activities Tracking and Evaluation (STATE) System. Updated 2019

# 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

The STATE System is an interactive application that presents current and historical state-level data on tobacco use, prevention and control.

STATE SYSTEM  
CDC.gov/STATESystem

### STATE System Excise Tax Fact Sheet

Excise Tax Rates on Packs of Cigarettes by State  
(as of September 10, 2018)

State System Excise Tax Fact Sheet

STATE SYSTEM  
Tobacco Control Legal Consortium

### CUSTOM REPORTS

#### Build Your Own Report

STATE SYSTEM  
Tobacco Control Legal Consortium

State System Activities Tracking and Evaluation (STATE SYSTEM)

## truth initiative

INSPIRING TOBACCO-FREE LIVES

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.

