



**Higher Tobacco Taxes**

**Save Lives**

**Raise NC's Cigarette Tax by \$1.00**

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### ***Kids Smoke Less When Tobacco Costs More***

Raising North Carolina's cigarette excise tax by \$1.00 will<sup>1</sup>:

- ✓ Reduce smoking among youth by 17%, preventing tobacco addiction among 89,500 of North Carolina's youth.
- ✓ Reduce smoking among North Carolina adults, helping 59,500 people quit smoking, and saving the lives of 44,400 North Carolinians from a premature smoking-caused death.

Raising North Carolina's tax rates on other tobacco products to the national average will<sup>2</sup>:

- ✓ Reduce tobacco use among youth by almost one-third.
- ✓ Reduce overall consumption of other tobacco products by 16%.

**North Carolina now has the 4th lowest cigarette tax in the nation. The national average now stands at \$1.27.**<sup>3</sup> North Carolina's tax rates on other tobacco products (OTPs) is also well below the national average. Other tobacco products include snuff, chewing tobacco, and other products that are not FDA-approved for tobacco cessation.

### ***Raising the Price Saves Lives and Money***

Raising the cigarette tax by \$1.00 will<sup>4</sup>:

- ✓ Generate 5-year health savings of \$22.6 million from smoking-affected pregnancies and births, \$34 million in heart attacks and strokes, contributing to an overall savings of \$2.1 billion from preventable illness and death.
- ✓ Generate \$329 million in new revenue in the first year.

### ***Tobacco Use Is Killing North Carolina***<sup>5</sup>

1.5 million North Carolina adults smoke, leading to nearly 12,000 preventable deaths a year caused by smoking, and more than 1,000 deaths among non-smokers who are exposed to secondhand smoke. This costs North Carolina taxpayers \$2.46 billion in direct healthcare costs (\$769 million in Medicaid expenses alone), and \$3.3 billion in lost productivity annually.

11,800 North Carolina children will become regular smokers this year, buying more than 21.6 million packs of cigarettes. 193,000 children alive today will die prematurely because of smoking.

**North Carolina has the 4th lowest cigarette tax in the nation.**

**Keep our children from starting to smoke.  
Increase North Carolina's tobacco tax by \$1.00!**

## References

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- <sup>1</sup> “Benefits from a \$1.00 Cigarette Tax Increase in North Carolina” Campaign for Tobacco-Free Kids. Prepared Feb., 4, 2009. Figures account for the 61.66 federal cigarette tax effective April 1, 2009. Additional and more detailed information can be found at: <http://www.tobaccofreekids.org/research/factsheets/pdf/0281.pdf>.
- <sup>2</sup> “Benefits to North Carolina from Adjusting its Tax Rates for Other Tobacco Products to Match the State's Tax Rate for Cigarettes” Campaign for Tobacco-Free Kids, Prepared January, 2009. Additional and more detailed information can be found at: <http://www.tobaccofreekids.org/research/factsheets/pdf/0180.pdf>
- <sup>3</sup> “Trends in Average State Cigarette Tax Rates” Campaign for Tobacco-Free Kids, downloaded June 1, 2009, at: <http://www.tobaccofreekids.org/research/factsheets/pdf/0097.pdf>
- <sup>4</sup> “Benefits from a \$1.00 Cigarette Tax Increase in North Carolina” Campaign for Tobacco-Free Kids. Prepared Feb. 12, 2009. Figures account for the 61.66 federal cigarette tax effective April 1, 2009. Additional and more detailed information can be found at: <http://www.tobaccofreekids.org/research/factsheets/pdf/0281.pdf>.
- <sup>5</sup> “The Toll of Tobacco in North Carolina” Campaign for Tobacco-Free Kids. Downloaded on February 6, 2009 at: <http://www.tobaccofreekids.org/reports/settlements/toll.php?StateID=NC>