



5 TRU Phrases and Facts You Can Share with Others
On the Price of Tobacco and Youth Initiation

#1.
35 cents

The current cigarette tax in North Carolina is 35 cents—the fifth lowest rate in the country! The average state cigarette tax is \$1.18 (as of July 2008).

#2.
Internalities vs. Externalities

“Internalities” refer to the costs of buying tobacco products for the individual:

Product	Cost per pack	Cost per week	Cost per year	Cost for 4 years
Marlboro	\$2.85	\$19.95	\$1037.40	\$4149.60
Newports	\$2.75	\$19.25	\$1001.00	\$4004.00
Camel Lights	\$2.65	\$18.55	\$ 964.60	\$3858.40

“Externalities” refer to the costs of tobacco use for North Carolina:

\$2.4 billion in direct medical care annually

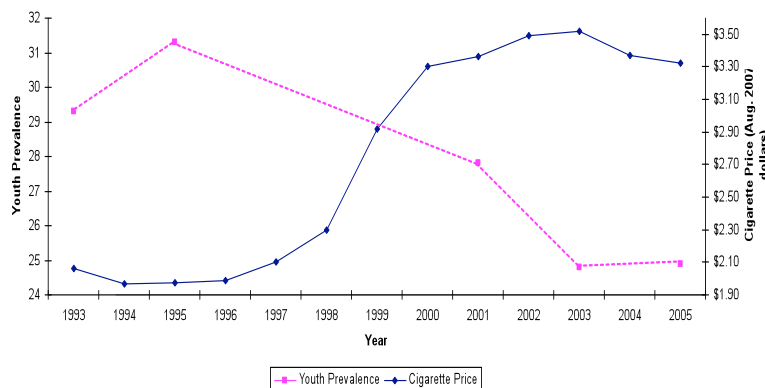
\$769 million in medical costs to NC Medicaid annually

Note: This does not account for productivity losses and suffering of families

#3.
X-Curve (hint: it’s not a video game)

It’s the graphic representation of the price of cigarettes going UP resulting in the prevalence of youth smoking going DOWN.

Youth Smoking Prevalence and Cigarette Prices, North Carolina, 1993-2005



#4.

A **“Win-Win-Win” Situation**

Higher taxes induce quitting (WIN!), reduce consumption of cigarettes (WIN!), and prevent youth from starting to smoke (WIN!).

Or you can mix things up: Higher taxes induce adults to quit (WIN!), prevent youth from starting to smoke (WIN!), and bring revenue to the state (WIN!)

#5.

10% and 7%

Research indicates that a 10% rise in price reduces smoking prevalence among youth by 7%!

And specific to North Carolina and its current cigarette tax--

If North Carolina would raise its cigarette tax to the national average, it is estimated that...

...there would be a 14% decrease in youth smoking!

...47,800 adult smokers would quit!

...27,000 kids alive today would be saved from later premature smoking-caused death!

...the long-term healthcare savings would be \$1,931,100,000!



Weigh the TRU facts: our public health benefits from tobacco tax increases!



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