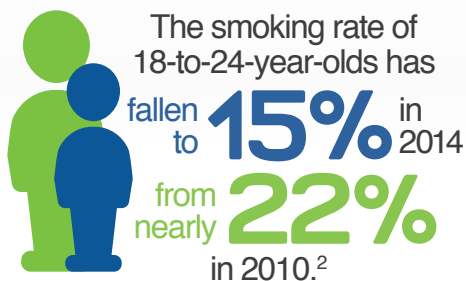
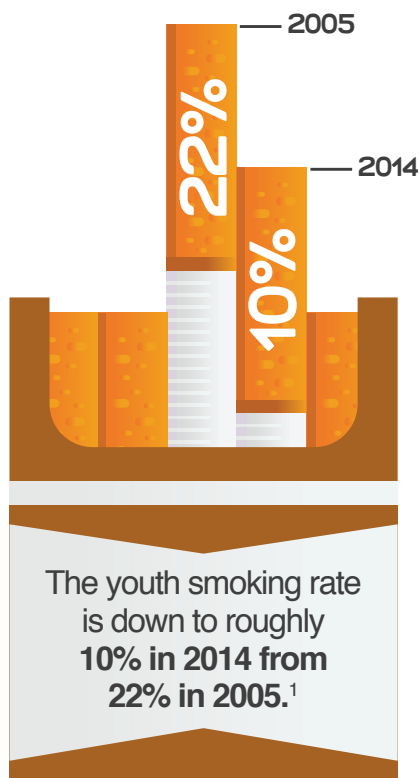


HIGH TOBACCO PRICES = FEWER KIDS SMOKING

MINNESOTANS AGREE: Kids shouldn't use tobacco, and more can be done to prevent them from becoming addicted. Since the tobacco tax increase in 2013, smoking in Minnesota has dropped, and Minnesotans for a Smoke-Free Generation supports keeping tobacco prices high.

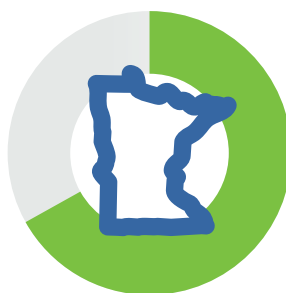
Higher prices prevent kids from starting, and are also proven to help existing smokers quit.

THE 2013 TOBACCO TAX INCREASE IS WORKING IN MINNESOTA. FEWER YOUNG PEOPLE ARE STARTING TO SMOKE.



THE TOBACCO INDUSTRY SEES MINNESOTA KIDS AS THEIR NEXT GENERATION OF PROFITS.

Teens are especially price-sensitive. **Every 10% increase** in the price of tobacco reduces the number of youth who smoke by 5%.³

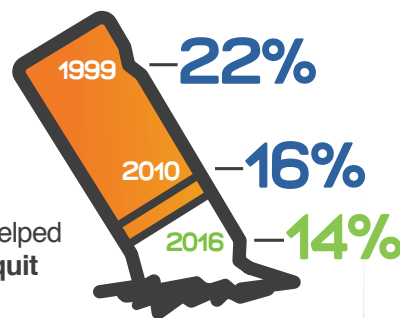


THE PUBLIC SUPPORTS HIGH TOBACCO PRICES TO IMPROVE HEALTH.

A majority of Minnesotans – **64%** – support the **\$1.60** tobacco tax increase.⁴

HIGH TOBACCO PRICES ENCOURAGE ADULTS TO QUIT.

- Roughly 14% of adult Minnesotans smoke. That's down from 16% in 2010 and 21% in 1999.²
- Research shows the 2013 tax increase helped majorities of smokers who quit **to make quit attempts or to stay quit**.²



PRICE INCREASES SAVE THE STATE MILLIONS IN HEALTH CARE COSTS.

In the long term, the 2013 price increase will save Minnesota **more than \$1.65 billion** in health care costs.⁵



Minnesotans for a Smoke-Free Generation is a coalition of Minnesota’s leading health and other interested organizations. We share a common goal of saving Minnesota youth from a lifetime of addiction to tobacco. Each year in Minnesota tobacco use is responsible for more than 5,100 deaths and almost \$3 billion in preventable health care costs and 90 percent of adult smokers started before the age of 18. Minnesotans for a Smoke-Free Generation supports policies that reduce youth smoking and help end the death and disease associated with tobacco use.

1 Minnesota Department of Health. *Teens and Tobacco in Minnesota: 2014 Update*. 2014.

2 ClearWay MinnesotaSM, Minnesota Department of Health. *Minnesota Adult Tobacco Survey: Tobacco Use in Minnesota, 2014 Update*. 2015.

3 Chaloupka FJ, et al. The impact of price on youth tobacco use. *Smoking and Tobacco Control Monograph*, No. 14. 2001.

4 *Star Tribune* poll. 2013.

5 Campaign for Tobacco-Free Kids. *New Revenues, Public Health Benefits & Cost Savings From a \$1.50 Cigarette Tax Increase in Minnesota*. 2013.