

Sources: State Data

Recommended Spending Levels

CDC annual spending recommendations. CDC annual spending recommendations are based on CDC's *Best Practices for Comprehensive Tobacco Control Programs—2014*, http://www.cdc.gov/tobacco/stateandcommunity/best_practices/.

State Tobacco Prevention Spending

State spending on tobacco prevention. State spending amounts are collected from state tobacco control program staff and state based advocates. Spending amounts only include state funds.

Revenue Data

State settlement revenue estimates. State settlement revenue estimates reflect base payments made to the states adjusted for inflation and volume as required by the Master Settlement Agreement.

State tobacco tax revenue estimates. State tobacco tax revenue estimates are based on monthly and annual revenue reports from Orzechowski & Walker's *Tax Burden on Tobacco* [industry-funded reports], and account for on-going background declines in smoking as well as projected new revenues from recent tobacco tax increases.

Marketing Data

Estimated annual tobacco company marketing in state. U.S. Federal Trade Commission (FTC), *Cigarette Report for 2018, 2019*, <https://www.ftc.gov/system/files/documents/reports/federal-trade-commission-cigarette-report-2018-smokeless-tobacco-report-2018/p114508cigarettereport2018.pdf> [data for top 5 manufacturers only].; FTC, *Smokeless Tobacco Report for 2018, 2019*, <https://www.ftc.gov/system/files/documents/reports/federal-trade-commission-cigarette-report-2018-smokeless-tobacco-report-2018/p114508smokelesstobaccoreport2018.pdf> [data for top 5 manufacturers only].

Ratio of tobacco company marketing to spending. Estimated annual tobacco company marketing in state divided by state spending on tobacco prevention as reported in this new report. State marketing estimates are prorated based on cigarette pack sales in state.

Toll Data

Adult smoking rates. State adult smoking rates from 2019 Behavioral Risk Factor Surveillance System (BRFSS). New Jersey smoking rate from the 2018 BRFSS.

Youth smoking and e-cigarette rates. State youth smoking rates from most recent year available: Youth Risk Behavioral Surveillance (YRBS); Youth Tobacco Surveillance (YTS); and other state-specific surveys.

Smoking-caused deaths. Includes deaths caused by cigarette smoking but not deaths caused by other forms of combustible tobacco or smokeless tobacco products, which are expected to be in the thousands per year. CDC, *Best Practices for Comprehensive Tobacco Control Programs—2014*, http://www.cdc.gov/tobacco/stateandcommunity/best_practices/.

Smoking-caused healthcare costs. CDC, *Best Practices for Comprehensive Tobacco Control Programs—2014*, http://www.cdc.gov/tobacco/stateandcommunity/best_practices/. Health costs do not include estimated annual costs from lost productivity due to premature death and exposure to secondhand smoke.

State proportion of cancer deaths attributable to smoking. Lortet-Tieulent, J, et al., "State-Level Cancer Mortality Attributable to Cigarette Smoking in the United States," *JAMA Internal Medicine*, published online October 24, 2016.

Residents' state & federal tax burden from smoking-caused government expenditures. Based on data from: CDC, *Best Practices for Comprehensive Tobacco Control Programs—2014*; CDC, Data Highlights 2006; Xu, X et al., "Annual Healthcare Spending Attributable to Cigarette Smoking: An Update," *American Journal of Preventive Medicine*, 48(3): 326-333, 2015; CDC, "Medical Care Expenditures Attributable to Smoking -- United States, 1993," *MMWR* 43(26): 1-4, July 8, 1994.