

Commercial Tobacco and Nicotine Taxes Prevent Use & Aid Quitting

According to the Centers for Disease Control and Prevention (CDC), increasing commercial tobacco and nicotine product prices is an effective way to prevent youth from starting to smoke. It also increases adult tobacco and nicotine quitting. Nationally, every 10% increase in cigarette prices reduces youth from starting to smoke by about 7% and adult cigarette use by about 4%.

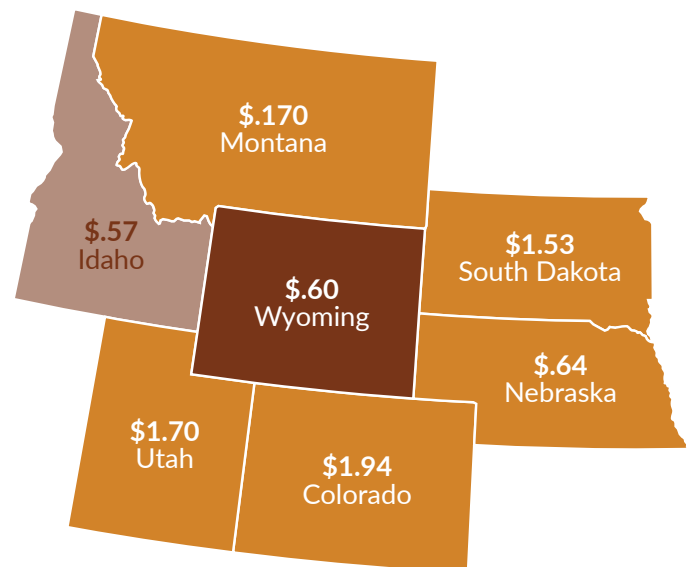
Opportunity Exists to Increase Support for Evidence-Based Policy

Wyoming's cigarette excise tax is \$0.60 per pack, the second lowest in the region (see to the right). It has not changed since 2003. Wyoming ranks 44th out of 51 states (including Washington DC) on cigarette taxes.

Support for tax increases was strongest for electronic nicotine delivery systems (ENDS; see page two). [Emerging research](#) shows increased prices on ENDS may reduce youth use of ENDS.

Support for increasing taxes on cigarettes has significantly decreased from 54% in 2019 to 44% in 2021.

Wyoming's Cigarette Tax Second Lowest in Region



Source: [CDC, 2021](#).
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Cost of Smoking

In 2019 ([SEOW 2019 Cost of Substance Use Study](#)), commercial tobacco use costs in Wyoming totaled \$1.5 billion. This total comes from four categories of costs:

- \$814.1 million for intangible costs such as reduced quality of life because of sickness and disability,
- \$629.4 million for indirect costs such as premature death and reduced efficiency or lost time at work,
- \$62.2 million for direct healthcare costs, and
- \$3.8 million for other direct costs such as fires.

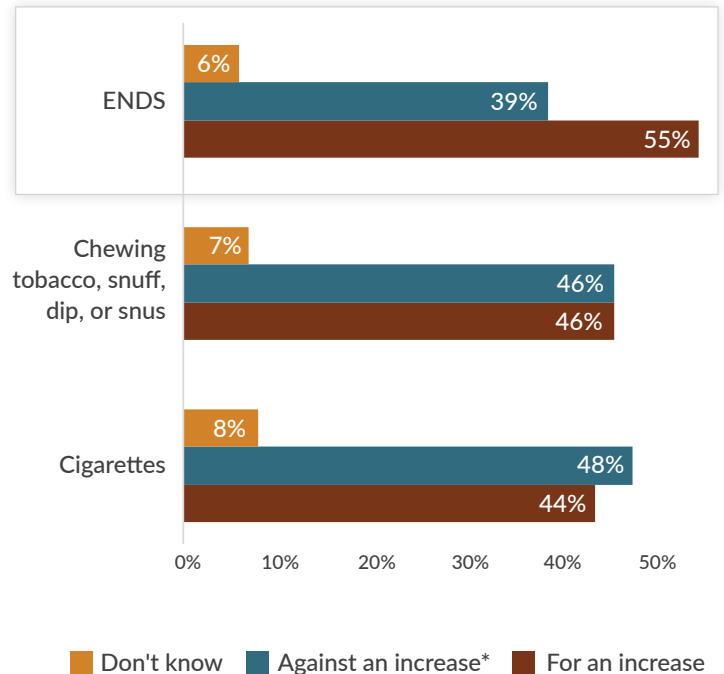
Dollar values that are so much larger than the scale of daily living can be difficult to grasp. One useful perspective is that smoking cost the Wyoming economy about \$2,600 per [person](#) (regardless of smoking status) in 2019.

Conclusions

Higher commercial tobacco and nicotine taxes are an evidence-based way of preventing youth from starting to smoke and increasing quitting. Wyoming could benefit by raising its commercial tobacco or nicotine taxes.

Support for Evidence-Based Policy Was Strongest for ENDS

Percentage of adults who would support an increase in the tax



*The percentage for "against an increase" includes those who would support no changes or a decrease

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Additional Information

The 2021 ATS was a phone survey of Wyoming adults. Additional information is available at:

- health.wyo.gov/publichealth/prevention/substanceabuseandsuicide/tobacco-prevention
- wysac.uwyo.edu/wyomingtobacco