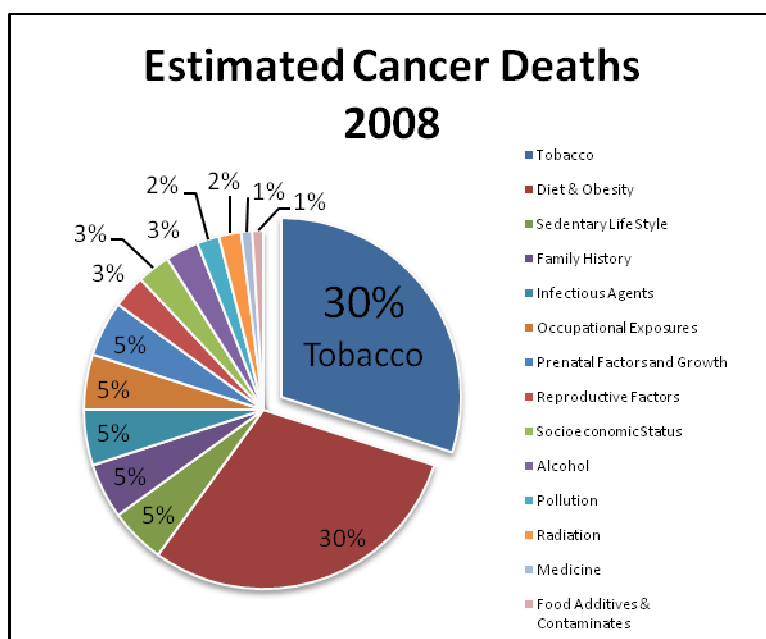


RAISE THE PRICE OF TOBACCO PRODUCTS

The Problem:

Tobacco Takes a Toll on Minnesotans' Health

- **Cancer is Minnesota's number one killer.** One in two Minnesotans will be diagnosed with cancer.¹
- **Tobacco kills 5,135 Minnesotans every year.**²
- **Tobacco is linked to 15 types of cancer,** including cancers of the: mouth, throat, stomach, liver, pancreas, kidney, bladder, cervix, and leukemia.¹
- 19% of high school students in Minnesota smoke.³
- **Today, 17 youth in Minnesota will start smoking.**⁴



The Problem:

Tobacco Takes a Toll on Minnesotans' Wallets

- Minnesotans pay **\$2.87 billion** annually for the costs of tobacco-related illness.²
- Every man, woman and child Minnesota pays **\$554 for smoking-related medical expenditures.**²
- One pack of cigarettes generates \$8.85 in health care expenditures and lost productivity.⁵

The Solution:

Raise the Price of Tobacco Products

- **Prevent over 61,000 kids** from becoming addicted to nicotine.⁶
- Reduce smoking and encourage over **29,000 smokers to quit.**⁶
- Save more than **27,000 lives from smoking-related disease.**⁶
- Increase state revenue **\$125-\$140 million annually.**⁶
- **Save more than \$1 billion in health care costs.**⁶

The vast majority (72%) of Minnesotans support raising the price of tobacco.⁷

¹ Minnesota Cancer Facts and Figures 2009, American Cancer Society and Minnesota Department of Health

² Blue Cross Blue Shield of Minnesota, "The Bottom Line: Health Care Costs and Smoking in Minnesota" November 2010.

³ Minnesota Department of Health, Teens and Tobacco in Minnesota, the View from 2008: Results from the Minnesota Youth Tobacco and Asthma Survey, December 2008.

⁴ Campaign for Tobacco-Free Kids, Key State-Specific Tobacco-Related Data and Rankings, December 2010

⁵ Campaign for Tobacco-Free Kids, State Cigarette Tax Rates and Rank, Date of Last Increase, Annual Pack Sales and Revenues, and Related Data, August 2010

⁶ Campaign for Tobacco-Free Kids, Minnesota Cigarette Excise Tax Increases Estimated New Revenues, Cost Savings, and Other Benefits and Effects.

⁷ ClearWay Minnesota Poll, March 2009