

Overview

Every year in the US, tobacco companies spend billions of dollars marketing their products, and the portion spent on advertising and promotion in Connecticut is estimated at \$78.1 million.¹ Tobacco use costs the state billions of dollars annually in medical expenses and lost productivity.

Tobacco-Related Spending

Tobacco companies spend millions of dollars each year in Connecticut to market their products

The money tobacco companies spent in 2011 on marketing in the state amounted to:



- About \$214,000 per day
- Almost \$22 for every person (adults and children) in the state (based on the 2010 estimated population of 3,574,000)
- More than \$166 for each smoker (470,000 smokers in 2011) aged 18 years or older

Key Points:

- Each year in CT, tobacco companies spend an estimated \$78.1 million to market their products.
- In 2013, more than 100 million packs of cigarettes were sold in CT.
- Annual smoking-attributable medical expenditures in CT are approximately \$1.4 billion.

Cigarette Sales

More than 103 million packs of cigarettes were purchased in Connecticut in 2013,² which equals:

- About 2.1 billion cigarettes (which would, if lined up end to end, circle the earth more than 3.5 times, and the discarded cigarette butts would weigh nearly 1.4 million pounds!)
- More than 234 packs for every adult smoker
- Almost 4,700 cigarettes for every adult smoker
- Nearly 13 cigarettes per day for every adult smoker

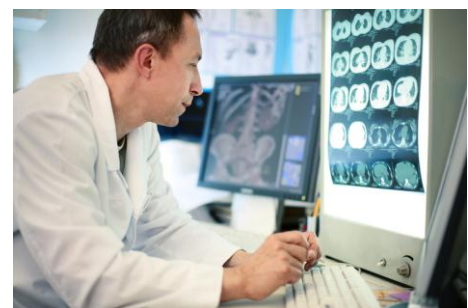
Based on the average price of \$8.82 for a pack of cigarettes in CT³, each adult smoker is spending approximately \$2,064 every year.

Economic Costs Associated with Smoking

Annual smoking-attributable economic expenditures in Connecticut are estimated at \$1.4 billion,⁴ including:

- \$640 million in hospital care
- \$218 million in ambulatory care
- \$214 million in nursing home care
- \$245 million for prescription drugs

Additionally, average annual productivity losses associated with smoking are more than \$1 billion (2000-2004).



For Further Information

Connecticut Department of Public Health
Tobacco Use Prevention and Control Program
410 Capitol Avenue
PO Box 340308, MS #11HLS
Hartford, CT 06134-0308
Phone: 860-509-8251
Or Visit: www.ct.gov/dph/tobacco

References

- ¹Campaign for Tobacco Free Kids; www.tobaccofreekids.org/facts_issues/toll_us/Connecticut.
- ²Connecticut Department of Revenue Services; Comparative Statement of Sales of Cigarette Tax Stamps and Revenue [Jan-Dec 2013].
- ³Campaign for Tobacco Free Kids; www.tobaccofreekids.org/research/factsheets/pdf/0099.pdf.
- ⁴Centers for Disease Control and Prevention. Smoking-Attributable Mortality, Morbidity, and Economic Costs (SAMMEC): Adult SAMMEC and Maternal and Child Health (MCH) SAMMEC software, 2007. Available at <http://www.cdc.gov/tobacco/sammeec>.