

## NEW MEXICO TOBACCO-RELATED COSTS AND REVENUE

NEW MEXICO CIGARETTE SALES, PRICES, TAXES, 2020		CDC RECOMMENDED EXPENDITURES BY BEST PRACTICE AREA		
			Per Capita	Total (millions)
Average Cost per pack:	\$7.07			
State Cigarette Excise Tax per pack:	\$2.00	State and Community Interventions:	\$4.46	\$9.3
State Sales tax (5.5%) per pack:	\$0.37	Mass-Reach Health Communication Interventions:	\$0.86	\$1.8
Total State Tax per pack:	\$2.37	Cessation Interventions:	\$4.17	\$8.7
Federal Excise Cigarette Tax per pack:	\$1.01	Surveillance and Evaluation:	\$0.95	\$2.0
Total State & Federal Taxes per pack:	\$3.38	Administration and Management:	\$0.47	\$1.0
Federal & State Excise Tax as Percent of Retail Price:	48%	<b>Total CDC Recommended Annual Investment:</b>	<b>\$10.91</b>	<b>\$22.8</b>
Cigarette Consumption (Pack Sales Per Capita):	23.6			
Sources: Orzechowski and Walker, The Tax Burden on Tobacco, 2019 and CTFK: <a href="http://www.tobaccofreekids.org/research/factsheets/pdf/0202.pdf">www.tobaccofreekids.org/research/factsheets/pdf/0202.pdf</a>		Source: CDC Best Practices for Comprehensive Tobacco Control Programs—2014, <a href="http://www.cdc.gov/tobacco/stateandcommunity/best_practices/index.htm">www.cdc.gov/tobacco/stateandcommunity/best_practices/index.htm</a>		

## NEW MEXICO TOBACCO-RELATED COSTS, REVENUE, AND MARKETING

Annual Smoking Caused Health Costs	Portion of health care costs covered by state Medicaid	Residents' state & federal tax burden from smoking-caused govt expend.	Smoking Caused Productivity Losses	Estimated FY18 State Tobacco Revenue (Settlement + Tax)	Estimated FY20 State Tobacco Prevention Spending	CDC Recommended Annual Spending Target	Annual tobacco industry marketing expenditures in NM
\$844 mil	\$223 mil	\$864/household	\$597 mil	\$129 mil	\$5.5 mil	\$22.8 mil	\$37.1 mil

Sources: Campaign for Tobacco Free Kids, [https://www.tobaccofreekids.org/problem/toll-us/new\\_mexico](https://www.tobaccofreekids.org/problem/toll-us/new_mexico) and [www.tobaccofreekids.org/research/factsheets/pdf/0176.pdf](http://www.tobaccofreekids.org/research/factsheets/pdf/0176.pdf)