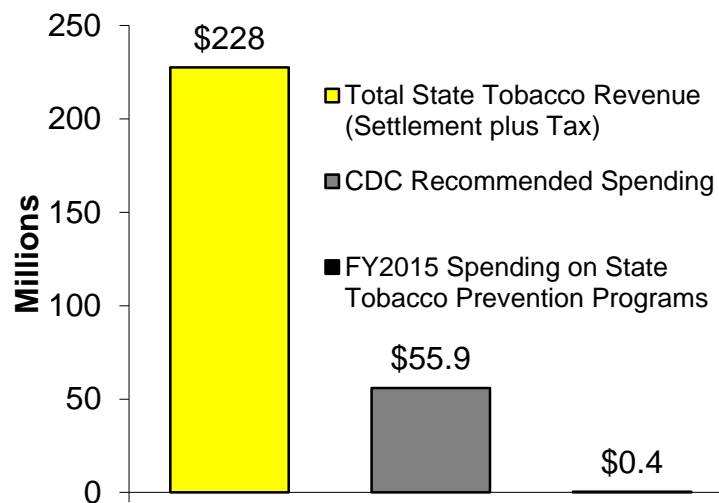


# Alabama

	FY2015	FY2014*
<b>State Ranking</b>	49	--
<b>STATE SPENDING ON TOBACCO PREVENTION</b>	\$362,000	\$275,000
<b>% of CDC Recommended Spending (\$55.9 million)</b>	0.6%	0.5%

\* In January 2014, CDC released updated recommendations for state tobacco prevention spending; therefore, FY2015 ranks cannot be compared to previous years.



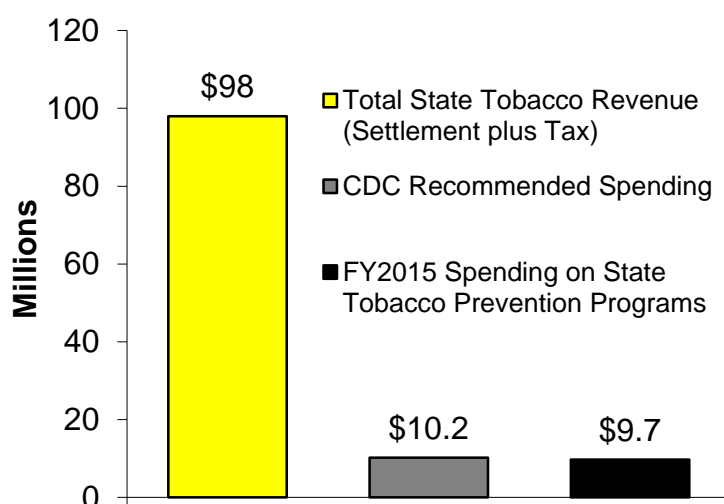
Note: Revenue estimates reflect reductions in MSA payments due April 15, 2015 as a result of the Non-Participating Manufacturers (NPM) Adjustment and our understanding of the consequences of implementing the decisions reached by the arbitration panel in the NPM Adjustment arbitrations in 2013 and the implementation of the March 2013 settlement between 22 States and the Participating Manufacturers. Actual revenues might differ from these estimates.

<b>Tobacco's Toll in Alabama</b>	
Adults who smoke	21.5%
High school students who smoke	18.0%
Deaths caused by smoking each year	8,600
Annual health care costs directly caused by smoking	\$1.88 billion
Residents' state & federal tax burden from smoking-caused government expenditures	\$536 per household
Estimated annual tobacco company marketing in state	\$196.9 million
Ratio of tobacco company marketing to total spending on tobacco prevention	543.9 to 1

# Alaska

	FY2015	FY2014*
<b>State Ranking</b>	2	--
<b>STATE SPENDING ON TOBACCO PREVENTION</b>	\$9.7 million	\$10.1 million
<b>% of CDC Recommended Spending (\$10.2 million)</b>	95.6%	99.4%

\* In January 2014, CDC released updated recommendations for state tobacco prevention spending; therefore, FY2015 ranks cannot be compared to previous years.



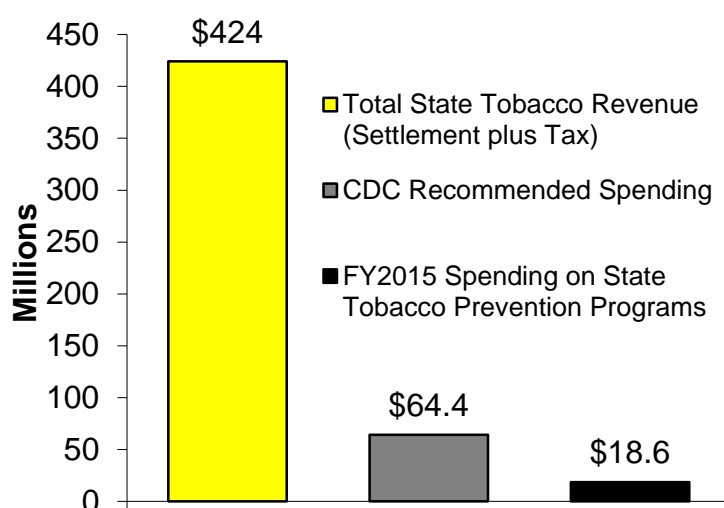
Note: Revenue estimates reflect reductions in MSA payments due April 15, 2015 as a result of the Non-Participating Manufacturers (NPM) Adjustment and our understanding of the consequences of implementing the decisions reached by the arbitration panel in the NPM Adjustment arbitrations in 2013 and the implementation of the March 2013 settlement between 22 States and the Participating Manufacturers. Actual revenues might differ from these estimates.

<b>Tobacco's Toll in Alaska</b>	
Adults who smoke	22.6%
High school students who smoke	10.6%
Deaths caused by smoking each year	600
Annual health care costs directly caused by smoking	\$438 million
Residents' state & federal tax burden from smoking-caused government expenditures	\$674 per household
Estimated annual tobacco company marketing in state	\$18.5 million
Ratio of tobacco company marketing to total spending on tobacco prevention	1.9 to 1

# Arizona

	FY2015	FY2014*
<b>State Ranking</b>	17	--
<b>STATE SPENDING ON TOBACCO PREVENTION</b>	\$18.6 million	\$18.6 million
<b>% of CDC Recommended Spending (\$64.4 million)</b>	28.9%	28.9%

\* In January 2014, CDC released updated recommendations for state tobacco prevention spending; therefore, FY2015 ranks cannot be compared to previous years.



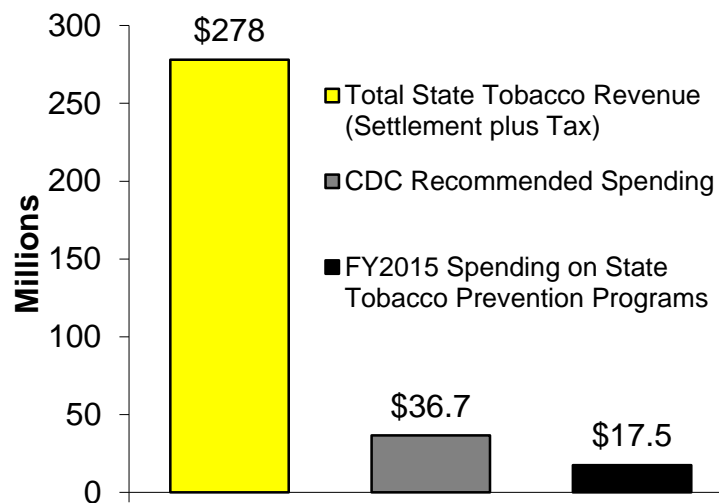
Note: Revenue estimates reflect reductions in MSA payments due April 15, 2015 as a result of the Non-Participating Manufacturers (NPM) Adjustment and our understanding of the consequences of implementing the decisions reached by the arbitration panel in the NPM Adjustment arbitrations in 2013 and the implementation of the March 2013 settlement between 22 States and the Participating Manufacturers. Actual revenues might differ from these estimates.

<b>Tobacco's Toll in Arizona</b>	
Adults who smoke	16.3%
High school students who smoke	14.1%
Deaths caused by smoking each year	8,300
Annual health care costs directly caused by smoking	\$2.38 billion
Residents' state & federal tax burden from smoking-caused government expenditures	\$537 per household
Estimated annual tobacco company marketing in state	\$104.1 million
Ratio of tobacco company marketing to total spending on tobacco prevention	5.6 to 1

# Arkansas

	FY2015	FY2014*
<b>State Ranking</b>	8	--
<b>STATE SPENDING ON TOBACCO PREVENTION</b>	\$17.5 million	\$17.5 million
<b>% of CDC Recommended Spending (\$36.7 million)</b>	47.6%	47.6%

\* In January 2014, CDC released updated recommendations for state tobacco prevention spending; therefore, FY2015 ranks cannot be compared to previous years.



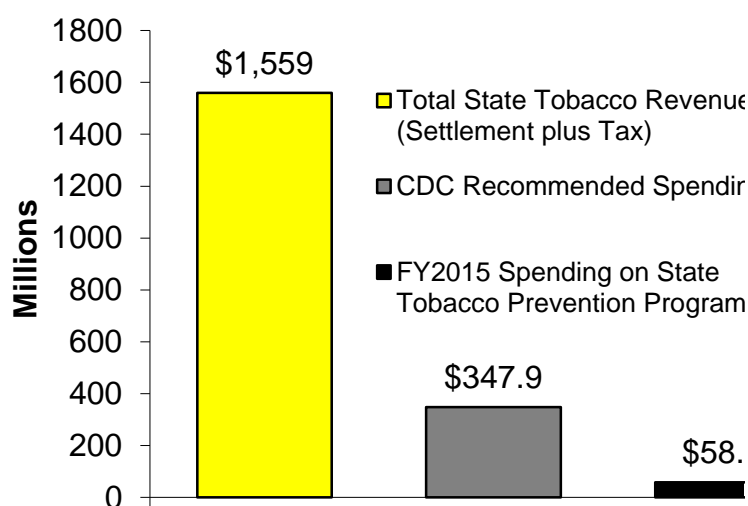
Note: Revenue estimates reflect reductions in MSA payments due April 15, 2015 as a result of the Non-Participating Manufacturers (NPM) Adjustment and our understanding of the consequences of implementing the decisions reached by the arbitration panel in the NPM Adjustment arbitrations in 2013 and the implementation of the March 2013 settlement between 22 States and the Participating Manufacturers. Actual revenues might differ from these estimates.

<b>Tobacco's Toll in Arkansas</b>	
Adults who smoke	25.9%
High school students who smoke	19.1%
Deaths caused by smoking each year	5,800
Annual health care costs directly caused by smoking	\$1.21 billion
Residents' state & federal tax burden from smoking-caused government expenditures	\$560 per household
Estimated annual tobacco company marketing in state	\$107.4 million
Ratio of tobacco company marketing to total spending on tobacco prevention	6.1 to 1

# California

	FY2015	FY2014*
<b>State Ranking</b>	26	--
<b>STATE SPENDING ON TOBACCO PREVENTION</b>	\$58.9 million	\$64.8 million
<b>% of CDC Recommended Spending (\$347.9 million)</b>	16.9%	18.6%

\* In January 2014, CDC released updated recommendations for state tobacco prevention spending; therefore, FY2015 ranks cannot be compared to previous years.



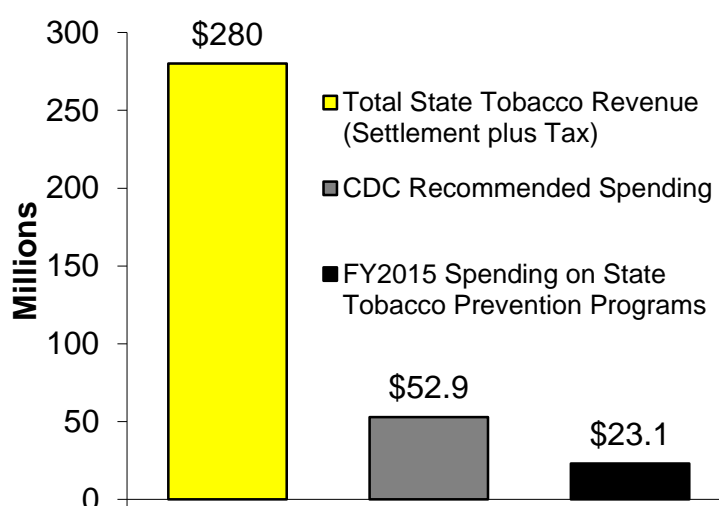
Note: Revenue estimates reflect reductions in MSA payments due April 15, 2015 as a result of the Non-Participating Manufacturers (NPM) Adjustment and our understanding of the consequences of implementing the decisions reached by the arbitration panel in the NPM Adjustment arbitrations in 2013 and the implementation of the March 2013 settlement between 22 States and the Participating Manufacturers. Actual revenues might differ from these estimates.

<b>Tobacco's Toll in California</b>	
Adults who smoke	12.5%
High school students who smoke	10.5%
Deaths caused by smoking each year	40,000
Annual health care costs directly caused by smoking	\$13.29 billion
Residents' state & federal tax burden from smoking-caused government expenditures	\$612 per household
Estimated annual tobacco company marketing in state	\$583.4 million
Ratio of tobacco company marketing to total spending on tobacco prevention	9.9 to 1

# Colorado

	FY2015	FY2014*
<b>State Ranking</b>	10	--
<b>STATE SPENDING ON TOBACCO PREVENTION</b>	\$23.1 million	\$26.0 million
<b>% of CDC Recommended Spending (\$52.9 million)</b>	43.7%	49.1%

\* In January 2014, CDC released updated recommendations for state tobacco prevention spending; therefore, FY2015 ranks cannot be compared to previous years.



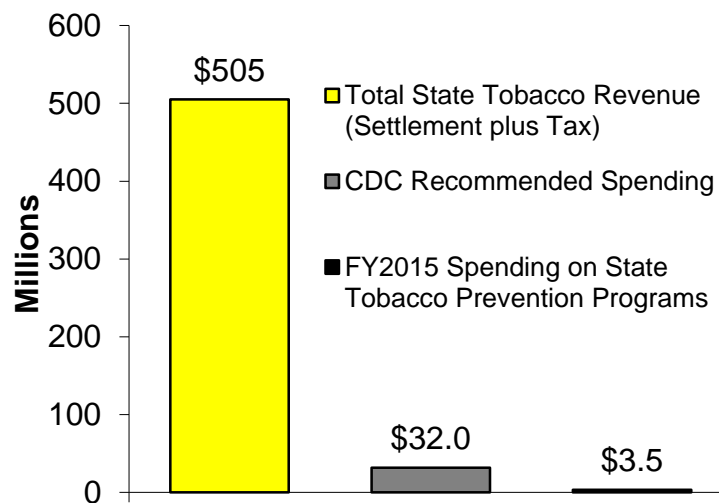
Note: Revenue estimates reflect reductions in MSA payments due April 15, 2015 as a result of the Non-Participating Manufacturers (NPM) Adjustment and our understanding of the consequences of implementing the decisions reached by the arbitration panel in the NPM Adjustment arbitrations in 2013 and the implementation of the March 2013 settlement between 22 States and the Participating Manufacturers. Actual revenues might differ from these estimates.

<b>Tobacco's Toll in Colorado</b>	
Adults who smoke	17.7%
High school students who smoke	10.7%
Deaths caused by smoking each year	5,100
Annual health care costs directly caused by smoking	\$1.89 billion
Residents' state & federal tax burden from smoking-caused government expenditures	\$572 per household
Estimated annual tobacco company marketing in state	\$123.1 million
Ratio of tobacco company marketing to total spending on tobacco prevention	5.3 to 1

# Connecticut

	FY2015	FY2014*
<b>State Ranking</b>	29	--
<b>STATE SPENDING ON TOBACCO PREVENTION</b>	\$3.5 million	\$3.0 million
<b>% of CDC Recommended Spending (\$32.0 million)</b>	11.0%	9.4%

\* In January 2014, CDC released updated recommendations for state tobacco prevention spending; therefore, FY2015 ranks cannot be compared to previous years.



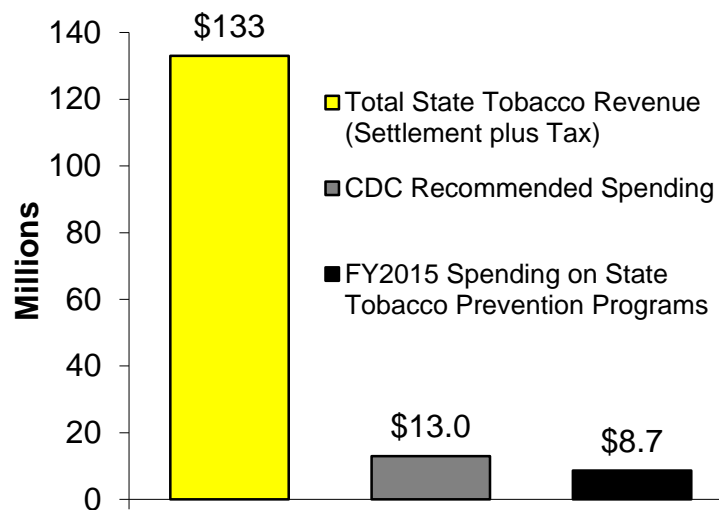
Note: Revenue estimates reflect reductions in MSA payments due April 15, 2015 as a result of the Non-Participating Manufacturers (NPM) Adjustment and our understanding of the consequences of implementing the decisions reached by the arbitration panel in the NPM Adjustment arbitrations in 2013 and the implementation of the March 2013 settlement between 22 States and the Participating Manufacturers. Actual revenues might differ from these estimates.

<b>Tobacco's Toll in Connecticut</b>	
Adults who smoke	15.5%
High school students who smoke	13.5%
Deaths caused by smoking each year	4,900
Annual health care costs directly caused by smoking	\$2.03 billion
Residents' state & federal tax burden from smoking-caused government expenditures	\$670 per household
Estimated annual tobacco company marketing in state	\$78.1 million
Ratio of tobacco company marketing to total spending on tobacco prevention	22.2 to 1

# Delaware

	FY2015	FY2014*
<b>State Ranking</b>	3	--
<b>STATE SPENDING ON TOBACCO PREVENTION</b>	\$8.7 million	\$8.3 million
<b>% of CDC Recommended Spending (\$13.0 million)</b>	66.7%	64.0%

\* In January 2014, CDC released updated recommendations for state tobacco prevention spending; therefore, FY2015 ranks cannot be compared to previous years.



Note: Revenue estimates reflect reductions in MSA payments due April 15, 2015 as a result of the Non-Participating Manufacturers (NPM) Adjustment and our understanding of the consequences of implementing the decisions reached by the arbitration panel in the NPM Adjustment arbitrations in 2013 and the implementation of the March 2013 settlement between 22 States and the Participating Manufacturers. Actual revenues might differ from these estimates.

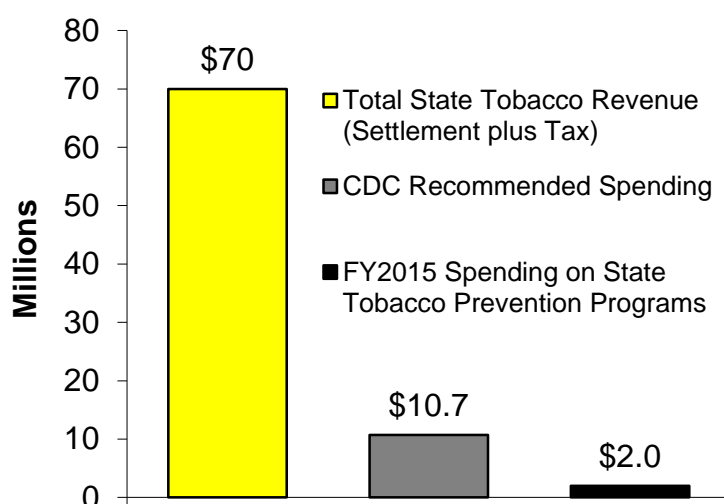
<b>Tobacco's Toll in Delaware</b>	
Adults who smoke	19.6%
High school students who smoke	14.2%
Deaths caused by smoking each year	1,400
Annual health care costs directly caused by smoking	\$532 million
Residents' state & federal tax burden from smoking-caused government expenditures	\$615 per household
Estimated annual tobacco company marketing in state	\$47.4 million
Ratio of tobacco company marketing to total spending on tobacco prevention	5.5 to 1



# District of Columbia

	FY2015	FY2014*
<b>State Ranking</b>	21	--
<b>STATE SPENDING ON TOBACCO PREVENTION</b>	\$2.0 million	\$495,000
<b>% of CDC Recommended Spending (\$10.7 million)</b>	18.7%	4.6%

\* In January 2014, CDC released updated recommendations for state tobacco prevention spending; therefore, FY2015 ranks cannot be compared to previous years.



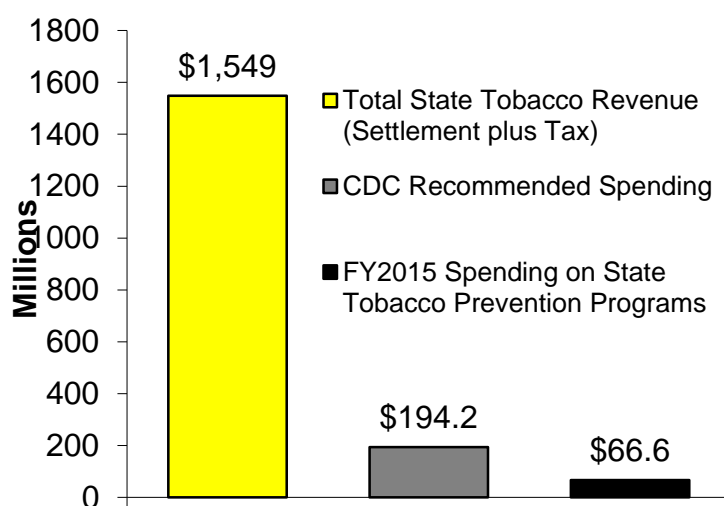
Note: Revenue estimates reflect reductions in MSA payments due April 15, 2015 as a result of the Non-Participating Manufacturers (NPM) Adjustment and our understanding of the consequences of implementing the decisions reached by the arbitration panel in the NPM Adjustment arbitrations in 2013 and the implementation of the March 2013 settlement between 22 States and the Participating Manufacturers. Actual revenues might differ from these estimates.

<b>Tobacco's Toll in District of Columbia</b>	
Adults who smoke	18.8%
High school students who smoke	12.5%
Deaths caused by smoking each year	800
Annual health care costs directly caused by smoking	\$391 million
Residents' state & federal tax burden from smoking-caused government expenditures	\$593 per household
Estimated annual tobacco company marketing in state	\$8.7 million
Ratio of tobacco company marketing to total spending on tobacco prevention	4.4 to 1

# Florida

	FY2015	FY2014*
<b>State Ranking</b>	15	--
<b>STATE SPENDING ON TOBACCO PREVENTION</b>	\$66.6 million	\$65.6 million
<b>% of CDC Recommended Spending (\$194.2 million)</b>	34.3%	33.8%

\* In January 2014, CDC released updated recommendations for state tobacco prevention spending; therefore, FY2015 ranks cannot be compared to previous years.



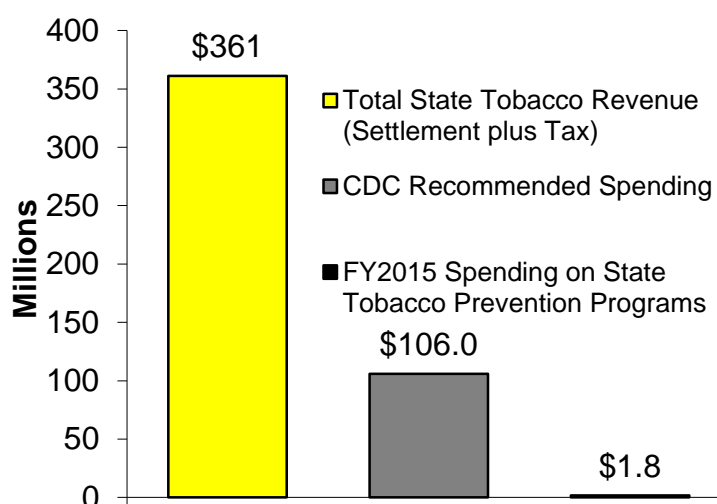
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<b>Tobacco's Toll in Florida</b>	
Adults who smoke	16.8%
High school students who smoke	7.5%
Deaths caused by smoking each year	32,300
Annual health care costs directly caused by smoking	\$8.64 billion
Residents' state & federal tax burden from smoking-caused government expenditures	\$571 per household
Estimated annual tobacco company marketing in state	\$562.6 million
Ratio of tobacco company marketing to total spending on tobacco prevention	8.4 to 1

# Georgia

	FY2015	FY2014*
<b>State Ranking</b>	45	--
<b>STATE SPENDING ON TOBACCO PREVENTION</b>	\$1.8 million	\$2.2 million
<b>% of CDC Recommended Spending (\$106.0 million)</b>	1.7%	2.1%

\* In January 2014, CDC released updated recommendations for state tobacco prevention spending; therefore, FY2015 ranks cannot be compared to previous years.



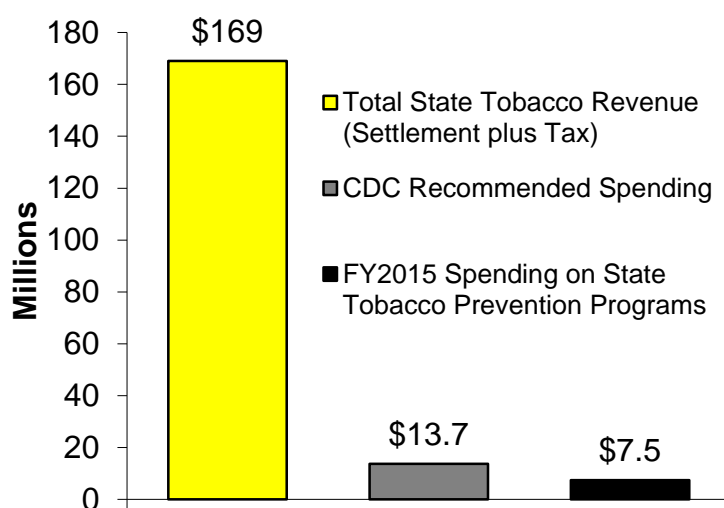
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<b>Tobacco's Toll in Georgia</b>	
Adults who smoke	18.8%
High school students who smoke	12.8%
Deaths caused by smoking each year	11,700
Annual health care costs directly caused by smoking	\$3.18 billion
Residents' state & federal tax burden from smoking-caused government expenditures	\$542 per household
Estimated annual tobacco company marketing in state	\$316.9 million
Ratio of tobacco company marketing to total spending on tobacco prevention	181.1 to 1

# Hawaii

	FY2015	FY2014*
<b>State Ranking</b>	5	--
<b>STATE SPENDING ON TOBACCO PREVENTION</b>	\$7.5 million	\$7.9 million
<b>% of CDC Recommended Spending (\$13.7 million)</b>	55.0%	57.3%

\* In January 2014, CDC released updated recommendations for state tobacco prevention spending; therefore, FY2015 ranks cannot be compared to previous years.



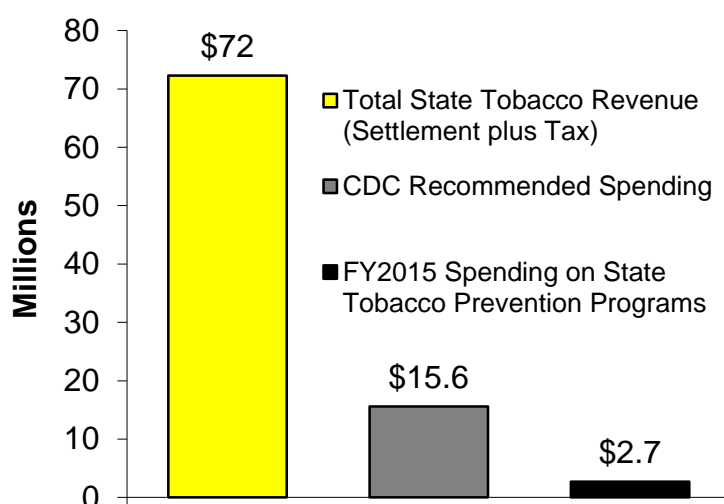
Note: Revenue estimates reflect reductions in MSA payments due April 15, 2015 as a result of the Non-Participating Manufacturers (NPM) Adjustment and our understanding of the consequences of implementing the decisions reached by the arbitration panel in the NPM Adjustment arbitrations in 2013 and the implementation of the March 2013 settlement between 22 States and the Participating Manufacturers. Actual revenues might differ from these estimates.

<b>Tobacco's Toll in Hawaii</b>	
Adults who smoke	13.3%
High school students who smoke	10.4%
Deaths caused by smoking each year	1,400
Annual health care costs directly caused by smoking	\$526 million
Residents' state & federal tax burden from smoking-caused government expenditures	\$624 per household
Estimated annual tobacco company marketing in state	\$26.9 million
Ratio of tobacco company marketing to total spending on tobacco prevention	3.6 to 1

# Idaho

	FY2015	FY2014*
<b>State Ranking</b>	25	--
<b>STATE SPENDING ON TOBACCO PREVENTION</b>	\$2.7 million	\$2.2 million
<b>% of CDC Recommended Spending (\$15.6 million)</b>	17.1%	14.1%

\* In January 2014, CDC released updated recommendations for state tobacco prevention spending; therefore, FY2015 ranks cannot be compared to previous years.



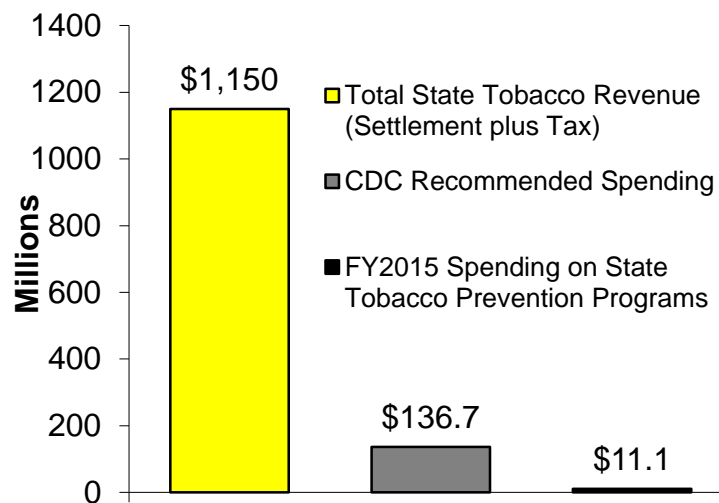
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<b>Tobacco's Toll in Idaho</b>	
Adults who smoke	17.2%
High school students who smoke	12.2%
Deaths caused by smoking each year	1,800
Annual health care costs directly caused by smoking	\$508 million
Residents' state & federal tax burden from smoking-caused government expenditures	\$530 per household
Estimated annual tobacco company marketing in state	\$42.9 million
Ratio of tobacco company marketing to total spending on tobacco prevention	16.1 to 1

# Illinois

	FY2015	FY2014*
<b>State Ranking</b>	34	--
<b>STATE SPENDING ON TOBACCO PREVENTION</b>	\$11.1 million	\$11.1 million
<b>% of CDC Recommended Spending (\$136.7 million)</b>	8.1%	8.1%

\* In January 2014, CDC released updated recommendations for state tobacco prevention spending; therefore, FY2015 ranks cannot be compared to previous years.



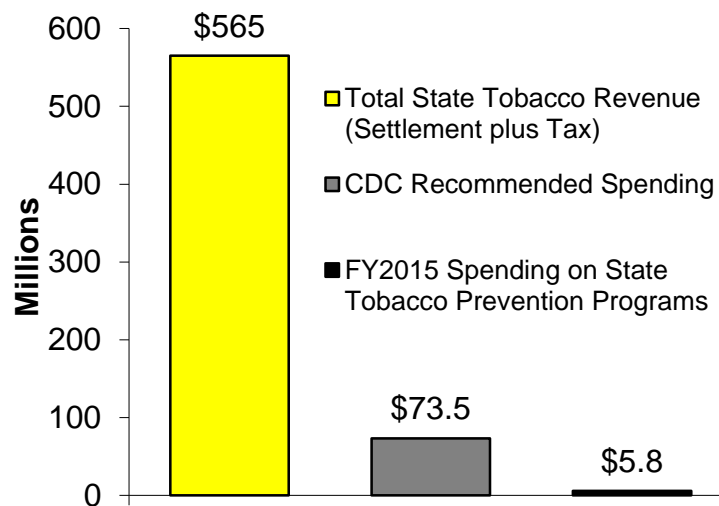
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<b>Tobacco's Toll in Illinois</b>	
Adults who smoke	18.0%
High school students who smoke	14.1%
Deaths caused by smoking each year	18,300
Annual health care costs directly caused by smoking	\$5.49 billion
Residents' state & federal tax burden from smoking-caused government expenditures	\$662 per household
Estimated annual tobacco company marketing in state	\$350.4 million
Ratio of tobacco company marketing to total spending on tobacco prevention	31.6 to 1

# Indiana

	FY2015	FY2014*
<b>State Ranking</b>	35	--
<b>STATE SPENDING ON TOBACCO PREVENTION</b>	\$5.8 million	\$5.8 million
<b>% of CDC Recommended Spending (\$73.5 million)</b>	7.8%	7.8%

\* In January 2014, CDC released updated recommendations for state tobacco prevention spending; therefore, FY2015 ranks cannot be compared to previous years.



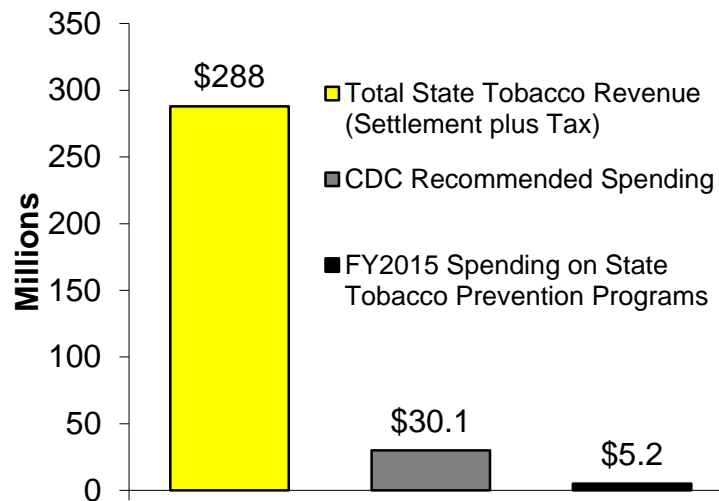
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<b>Tobacco's Toll in Indiana</b>	
Adults who smoke	21.9%
High school students who smoke	13.7%
Deaths caused by smoking each year	11,100
Annual health care costs directly caused by smoking	\$2.93 billion
Residents' state & federal tax burden from smoking-caused government expenditures	\$563 per household
Estimated annual tobacco company marketing in state	\$271.7 million
Ratio of tobacco company marketing to total spending on tobacco prevention	47.2 to 1

# Iowa

	FY2015	FY2014*
<b>State Ranking</b>	24	--
<b>STATE SPENDING ON TOBACCO PREVENTION</b>	\$5.2 million	\$5.1 million
<b>% of CDC Recommended Spending (\$30.1 million)</b>	17.4%	17.1%

\* In January 2014, CDC released updated recommendations for state tobacco prevention spending; therefore, FY2015 ranks cannot be compared to previous years.



Note: Revenue estimates reflect reductions in MSA payments due April 15, 2015 as a result of the Non-Participating Manufacturers (NPM) Adjustment and our understanding of the consequences of implementing the decisions reached by the arbitration panel in the NPM Adjustment arbitrations in 2013 and the implementation of the March 2013 settlement between 22 States and the Participating Manufacturers. Actual revenues might differ from these estimates.

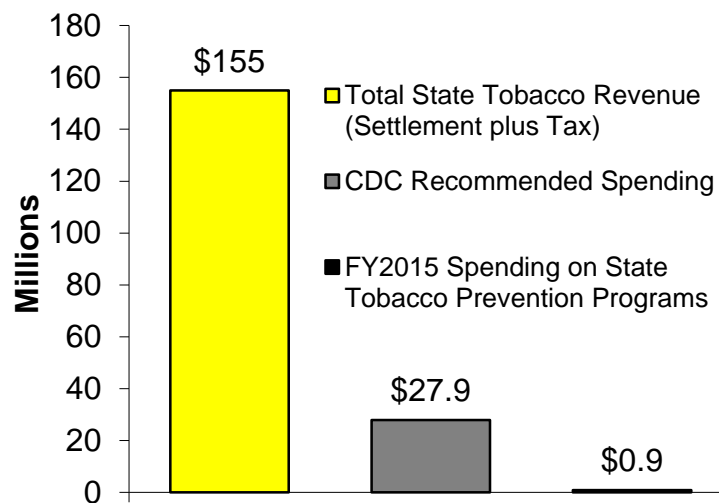
<b>Tobacco's Toll in Iowa</b>	
Adults who smoke	19.5%
High school students who smoke	18.1%
Deaths caused by smoking each year	5,100
Annual health care costs directly caused by smoking	\$1.28 billion
Residents' state & federal tax burden from smoking-caused government expenditures	\$597 per household
Estimated annual tobacco company marketing in state	\$90.1 million
Ratio of tobacco company marketing to total spending on tobacco prevention	17.2 to 1



# Kansas

	FY2015	FY2014*
<b>State Ranking</b>	41	--
<b>STATE SPENDING ON TOBACCO PREVENTION</b>	\$946,671	\$946,671
<b>% of CDC Recommended Spending (\$27.9 million)</b>	3.4%	3.4%

\* In January 2014, CDC released updated recommendations for state tobacco prevention spending; therefore, FY2015 ranks cannot be compared to previous years.



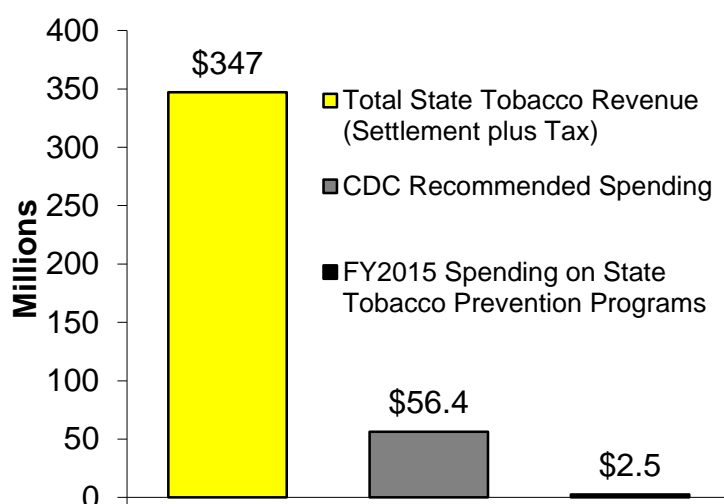
Note: Revenue estimates reflect reductions in MSA payments due April 15, 2015 as a result of the Non-Participating Manufacturers (NPM) Adjustment and our understanding of the consequences of implementing the decisions reached by the arbitration panel in the NPM Adjustment arbitrations in 2013 and the implementation of the March 2013 settlement between 22 States and the Participating Manufacturers. Actual revenues might differ from these estimates.

<b>Tobacco's Toll in Kansas</b>	
Adults who smoke	20.0%
High school students who smoke	10.2%
Deaths caused by smoking each year	4,400
Annual health care costs directly caused by smoking	\$1.12 billion
Residents' state & federal tax burden from smoking-caused government expenditures	\$570 per household
Estimated annual tobacco company marketing in state	\$70.7 million
Ratio of tobacco company marketing to total spending on tobacco prevention	74.7 to 1

# Kentucky

	FY2015	FY2014*
<b>State Ranking</b>	39	--
<b>STATE SPENDING ON TOBACCO PREVENTION</b>	\$2.5 million	\$2.1 million
<b>% of CDC Recommended Spending (\$56.4 million)</b>	4.4%	3.7%

\* In January 2014, CDC released updated recommendations for state tobacco prevention spending; therefore, FY2015 ranks cannot be compared to previous years.



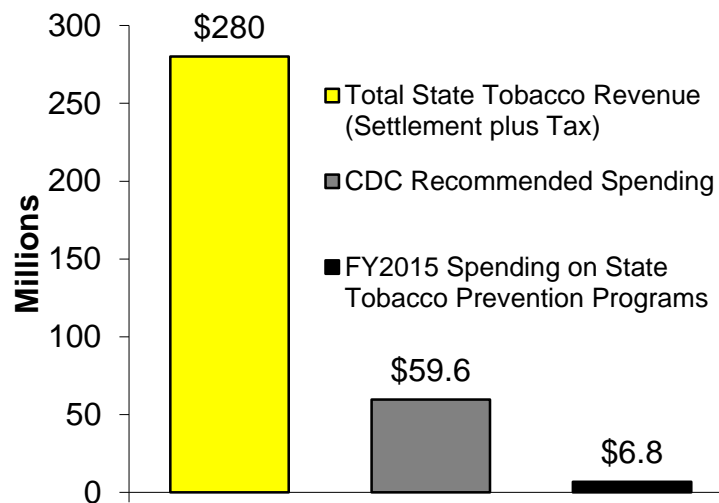
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<b>Tobacco's Toll in Kentucky</b>	
Adults who smoke	26.5%
High school students who smoke	17.9%
Deaths caused by smoking each year	8,900
Annual health care costs directly caused by smoking	\$1.92 billion
Residents' state & federal tax burden from smoking-caused government expenditures	\$584 per household
Estimated annual tobacco company marketing in state	\$271.1 million
Ratio of tobacco company marketing to total spending on tobacco prevention	109.0 to 1

# Louisiana

	FY2015	FY2014*
<b>State Ranking</b>	27	--
<b>STATE SPENDING ON TOBACCO PREVENTION</b>	\$6.8 million	\$8.0 million
<b>% of CDC Recommended Spending (\$59.6 million)</b>	11.4%	13.4%

\* In January 2014, CDC released updated recommendations for state tobacco prevention spending; therefore, FY2015 ranks cannot be compared to previous years.



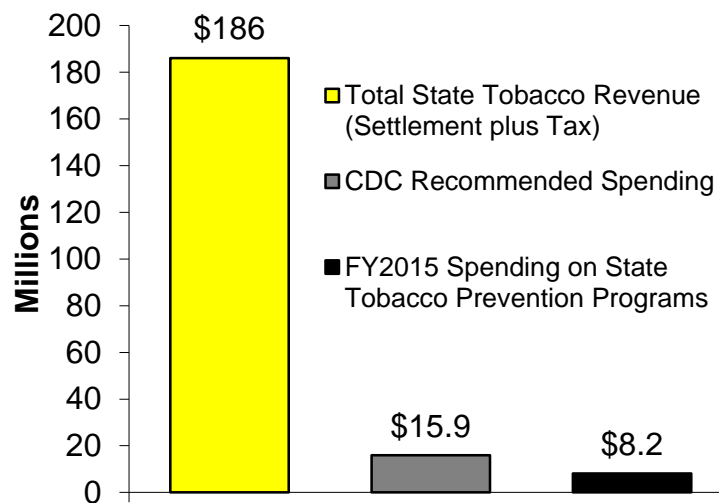
Note: Revenue estimates reflect reductions in MSA payments due April 15, 2015 as a result of the Non-Participating Manufacturers (NPM) Adjustment and our understanding of the consequences of implementing the decisions reached by the arbitration panel in the NPM Adjustment arbitrations in 2013 and the implementation of the March 2013 settlement between 22 States and the Participating Manufacturers. Actual revenues might differ from these estimates.

<b>Tobacco's Toll in Louisiana</b>	
Adults who smoke	23.5%
High school students who smoke	12.1%
Deaths caused by smoking each year	7,200
Annual health care costs directly caused by smoking	\$1.89 billion
Residents' state & federal tax burden from smoking-caused government expenditures	\$646 per household
Estimated annual tobacco company marketing in state	\$215.2 million
Ratio of tobacco company marketing to total spending on tobacco prevention	31.6 to 1

# Maine

	FY2015	FY2014*
<b>State Ranking</b>	7	--
<b>STATE SPENDING ON TOBACCO PREVENTION</b>	\$8.2 million	\$8.1 million
<b>% of CDC Recommended Spending (\$15.9 million)</b>	51.4%	50.7%

\* In January 2014, CDC released updated recommendations for state tobacco prevention spending; therefore, FY2015 ranks cannot be compared to previous years.



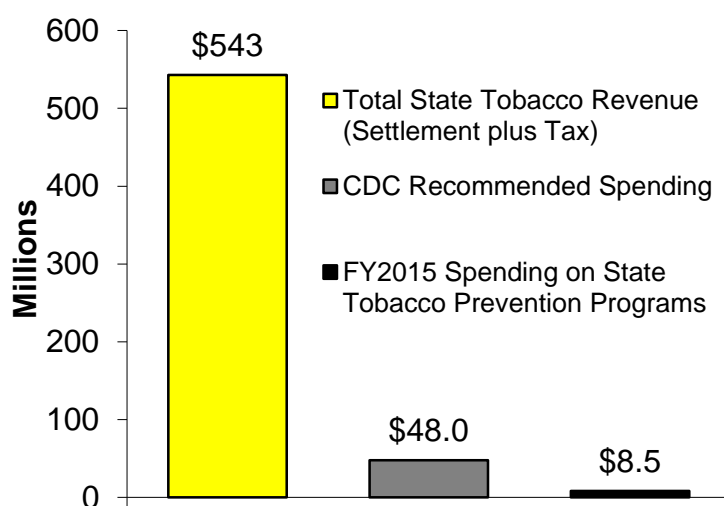
Note: Revenue estimates reflect reductions in MSA payments due April 15, 2015 as a result of the Non-Participating Manufacturers (NPM) Adjustment and our understanding of the consequences of implementing the decisions reached by the arbitration panel in the NPM Adjustment arbitrations in 2013 and the implementation of the March 2013 settlement between 22 States and the Participating Manufacturers. Actual revenues might differ from these estimates.

<b>Tobacco's Toll in Maine</b>	
Adults who smoke	20.2%
High school students who smoke	12.8%
Deaths caused by smoking each year	2,400
Annual health care costs directly caused by smoking	\$811 million
Residents' state & federal tax burden from smoking-caused government expenditures	\$660 per household
Estimated annual tobacco company marketing in state	\$40.9 million
Ratio of tobacco company marketing to total spending on tobacco prevention	5.0 to 1

# Maryland

	FY2015	FY2014*
<b>State Ranking</b>	23	--
<b>STATE SPENDING ON TOBACCO PREVENTION</b>	\$8.5 million	\$8.5 million
<b>% of CDC Recommended Spending (\$48.0 million)</b>	17.7%	17.8%

\* In January 2014, CDC released updated recommendations for state tobacco prevention spending; therefore, FY2015 ranks cannot be compared to previous years.



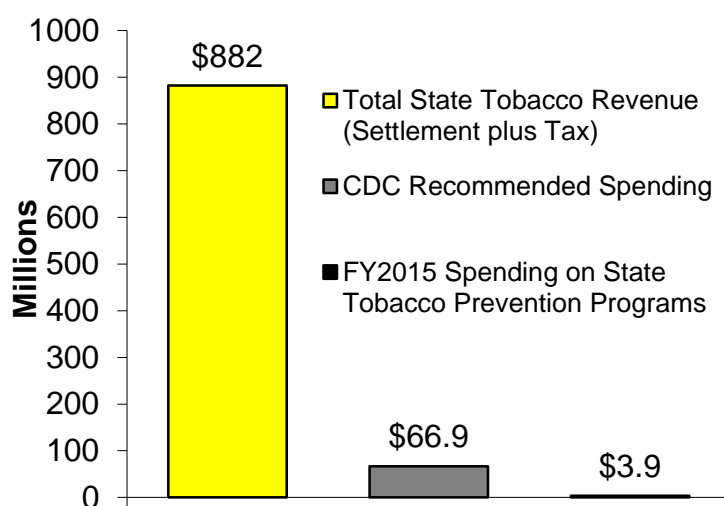
Note: Revenue estimates reflect reductions in MSA payments due April 15, 2015 as a result of the Non-Participating Manufacturers (NPM) Adjustment and our understanding of the consequences of implementing the decisions reached by the arbitration panel in the NPM Adjustment arbitrations in 2013 and the implementation of the March 2013 settlement between 22 States and the Participating Manufacturers. Actual revenues might differ from these estimates.

<b>Tobacco's Toll in Maryland</b>	
Adults who smoke	16.4%
High school students who smoke	11.9%
Deaths caused by smoking each year	7,500
Annual health care costs directly caused by smoking	\$2.71 billion
Residents' state & federal tax burden from smoking-caused government expenditures	\$611 per household
Estimated annual tobacco company marketing in state	\$120.2 million
Ratio of tobacco company marketing to total spending on tobacco prevention	14.1 to 1

# Massachusetts

	FY2015	FY2014*
<b>State Ranking</b>	37	--
<b>STATE SPENDING ON TOBACCO PREVENTION</b>	\$3.9 million	\$4.0 million
<b>% of CDC Recommended Spending (\$66.9 million)</b>	5.8%	5.9%

\* In January 2014, CDC released updated recommendations for state tobacco prevention spending; therefore, FY2015 ranks cannot be compared to previous years.



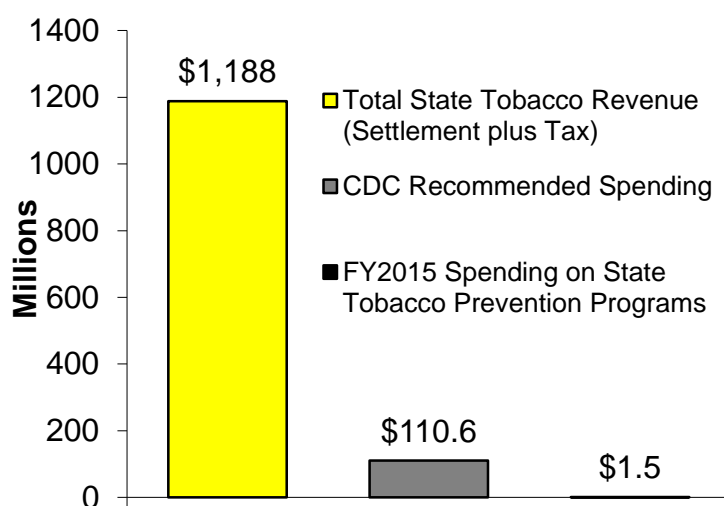
Note: Revenue estimates reflect reductions in MSA payments due April 15, 2015 as a result of the Non-Participating Manufacturers (NPM) Adjustment and our understanding of the consequences of implementing the decisions reached by the arbitration panel in the NPM Adjustment arbitrations in 2013 and the implementation of the March 2013 settlement between 22 States and the Participating Manufacturers. Actual revenues might differ from these estimates.

<b>Tobacco's Toll in Massachusetts</b>	
Adults who smoke	16.6%
High school students who smoke	10.7%
Deaths caused by smoking each year	9,300
Annual health care costs directly caused by smoking	\$4.08 billion
Residents' state & federal tax burden from smoking-caused government expenditures	\$718 per household
Estimated annual tobacco company marketing in state	\$134.7 million
Ratio of tobacco company marketing to total spending on tobacco prevention	34.8 to 1

# Michigan

	FY2015	FY2014*
<b>State Ranking</b>	46	--
<b>STATE SPENDING ON TOBACCO PREVENTION</b>	\$1.5 million	\$1.5 million
<b>% of CDC Recommended Spending (\$110.6 million)</b>	1.4%	1.4%

\* In January 2014, CDC released updated recommendations for state tobacco prevention spending; therefore, FY2015 ranks cannot be compared to previous years.



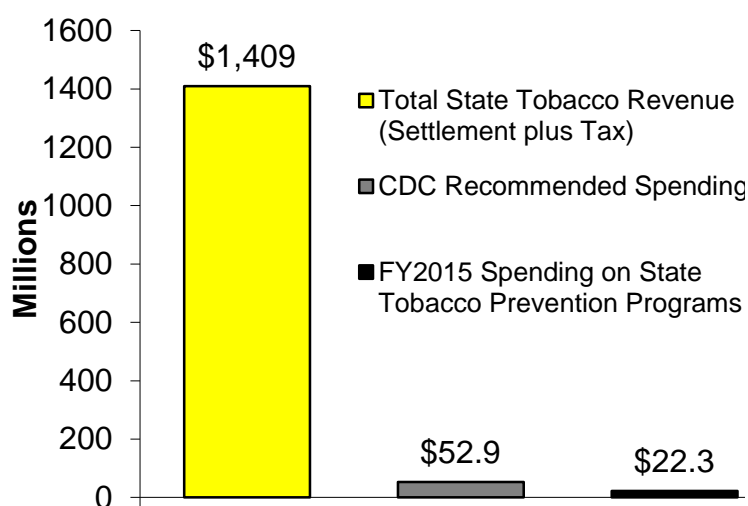
Note: Revenue estimates reflect reductions in MSA payments due April 15, 2015 as a result of the Non-Participating Manufacturers (NPM) Adjustment and our understanding of the consequences of implementing the decisions reached by the arbitration panel in the NPM Adjustment arbitrations in 2013 and the implementation of the March 2013 settlement between 22 States and the Participating Manufacturers. Actual revenues might differ from these estimates.

<b>Tobacco's Toll in Michigan</b>	
Adults who smoke	21.4%
High school students who smoke	11.8%
Deaths caused by smoking each year	16,200
Annual health care costs directly caused by smoking	\$4.59 billion
Residents' state & federal tax burden from smoking-caused government expenditures	\$599 per household
Estimated annual tobacco company marketing in state	\$276.1 million
Ratio of tobacco company marketing to total spending on tobacco prevention	184.1 to 1

# Minnesota

	FY2015	FY2014*
<b>State Ranking</b>	11	--
<b>STATE SPENDING ON TOBACCO PREVENTION</b>	\$22.3 million	\$21.3 million
<b>% of CDC Recommended Spending (\$52.9 million)</b>	42.2%	40.2%

\* In January 2014, CDC released updated recommendations for state tobacco prevention spending; therefore, FY2015 ranks cannot be compared to previous years.



Note: Revenue estimates reflect reductions in MSA payments due April 15, 2015 as a result of the Non-Participating Manufacturers (NPM) Adjustment and our understanding of the consequences of implementing the decisions reached by the arbitration panel in the NPM Adjustment arbitrations in 2013 and the implementation of the March 2013 settlement between 22 States and the Participating Manufacturers. Actual revenues might differ from these estimates.

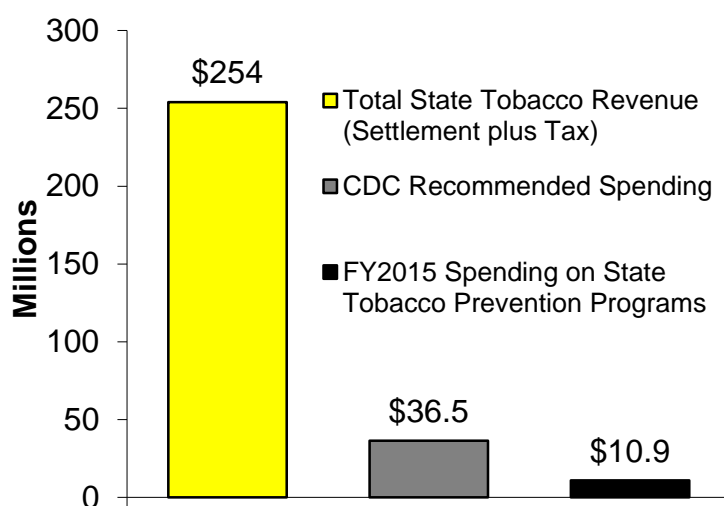
<b>Tobacco's Toll in Minnesota</b>	
Adults who smoke	18.0%
High school students who smoke	10.6%
Deaths caused by smoking each year	5,900
Annual health care costs directly caused by smoking	\$2.51 billion
Residents' state & federal tax burden from smoking-caused government expenditures	\$609 per household
Estimated annual tobacco company marketing in state	\$164.7 million
Ratio of tobacco company marketing to total spending on tobacco prevention	7.4 to 1



# Mississippi

	FY2015	FY2014*
<b>State Ranking</b>	16	--
<b>STATE SPENDING ON TOBACCO PREVENTION</b>	\$10.9 million	\$10.9 million
<b>% of CDC Recommended Spending (\$36.5 million)</b>	29.9%	29.9%

\* In January 2014, CDC released updated recommendations for state tobacco prevention spending; therefore, FY2015 ranks cannot be compared to previous years.



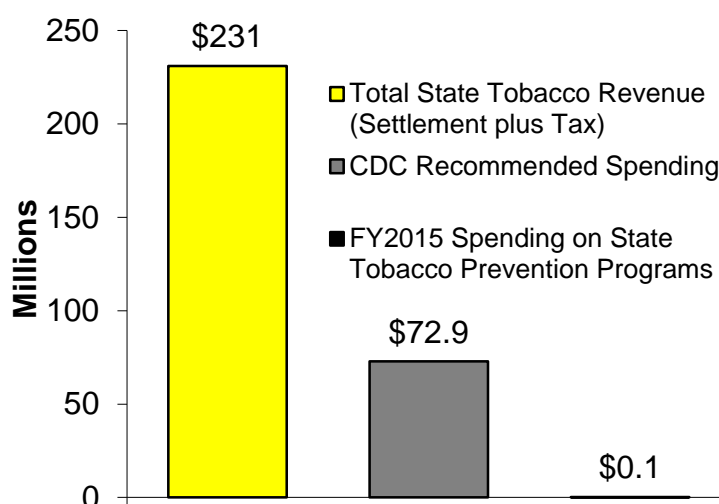
Note: Revenue estimates reflect reductions in MSA payments due April 15, 2015 as a result of the Non-Participating Manufacturers (NPM) Adjustment and our understanding of the consequences of implementing the decisions reached by the arbitration panel in the NPM Adjustment arbitrations in 2013 and the implementation of the March 2013 settlement between 22 States and the Participating Manufacturers. Actual revenues might differ from these estimates.

<b>Tobacco's Toll in Mississippi</b>	
Adults who smoke	24.8%
High school students who smoke	17.2%
Deaths caused by smoking each year	5,400
Annual health care costs directly caused by smoking	\$1.23 billion
Residents' state & federal tax burden from smoking-caused government expenditures	\$563 per household
Estimated annual tobacco company marketing in state	\$121.4 million
Ratio of tobacco company marketing to total spending on tobacco prevention	11.1 to 1

# Missouri

	FY2015	FY2014*
<b>State Ranking</b>	50	--
<b>STATE SPENDING ON TOBACCO PREVENTION</b>	\$70,788	\$76,364
<b>% of CDC Recommended Spending (\$72.9 million)</b>	0.1%	0.1%

\* In January 2014, CDC released updated recommendations for state tobacco prevention spending; therefore, FY2015 ranks cannot be compared to previous years.



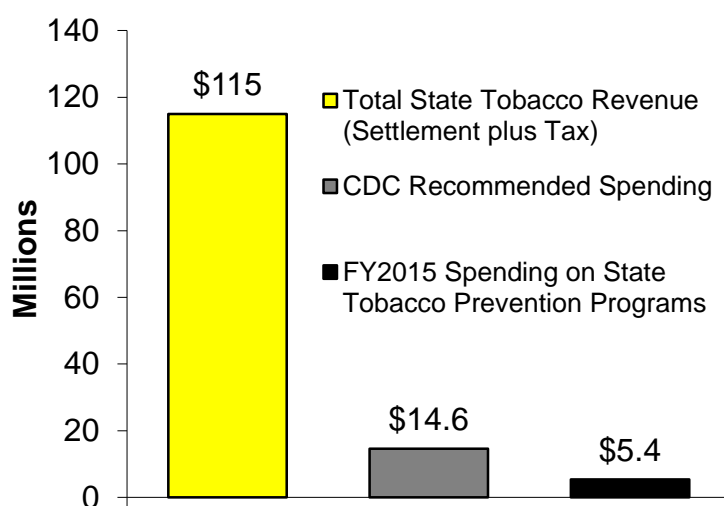
Note: Revenue estimates reflect reductions in MSA payments due April 15, 2015 as a result of the Non-Participating Manufacturers (NPM) Adjustment and our understanding of the consequences of implementing the decisions reached by the arbitration panel in the NPM Adjustment arbitrations in 2013 and the implementation of the March 2013 settlement between 22 States and the Participating Manufacturers. Actual revenues might differ from these estimates.

<b>Tobacco's Toll in Missouri</b>	
Adults who smoke	22.1%
High school students who smoke	14.9%
Deaths caused by smoking each year	11,000
Annual health care costs directly caused by smoking	\$3.03 billion
Residents' state & federal tax burden from smoking-caused government expenditures	\$588 per household
Estimated annual tobacco company marketing in state	\$328.6 million
Ratio of tobacco company marketing to total spending on tobacco prevention	4,642.6 to 1

# Montana

	FY2015	FY2014*
<b>State Ranking</b>	14	--
<b>STATE SPENDING ON TOBACCO PREVENTION</b>	\$5.4 million	\$5.4 million
<b>% of CDC Recommended Spending (\$14.6 million)</b>	37.0%	37.0%

\* In January 2014, CDC released updated recommendations for state tobacco prevention spending; therefore, FY2015 ranks cannot be compared to previous years.



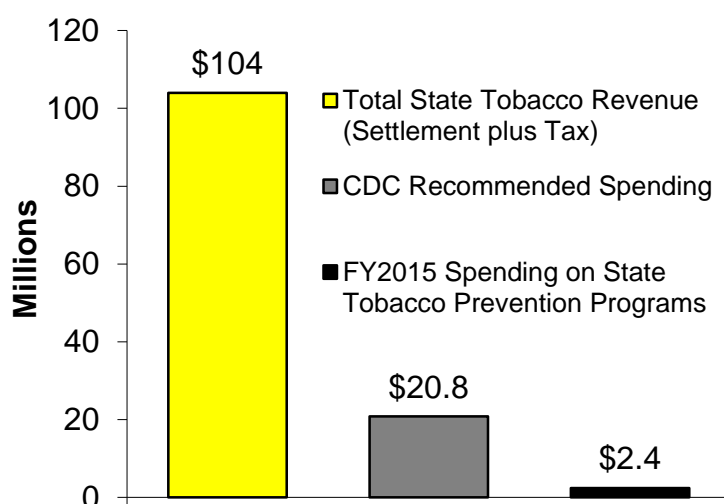
Note: Revenue estimates reflect reductions in MSA payments due April 15, 2015 as a result of the Non-Participating Manufacturers (NPM) Adjustment and our understanding of the consequences of implementing the decisions reached by the arbitration panel in the NPM Adjustment arbitrations in 2013 and the implementation of the March 2013 settlement between 22 States and the Participating Manufacturers. Actual revenues might differ from these estimates.

<b>Tobacco's Toll in Montana</b>	
Adults who smoke	19.0%
High school students who smoke	15.2%
Deaths caused by smoking each year	1,600
Annual health care costs directly caused by smoking	\$440 million
Residents' state & federal tax burden from smoking-caused government expenditures	\$552 per household
Estimated annual tobacco company marketing in state	\$27.1 million
Ratio of tobacco company marketing to total spending on tobacco prevention	5.0 to 1

# Nebraska

	FY2015	FY2014*
<b>State Ranking</b>	27	--
<b>STATE SPENDING ON TOBACCO PREVENTION</b>	\$2.4 million	\$2.4 million
<b>% of CDC Recommended Spending (\$20.8 million)</b>	11.4%	11.4%

\* In January 2014, CDC released updated recommendations for state tobacco prevention spending; therefore, FY2015 ranks cannot be compared to previous years.



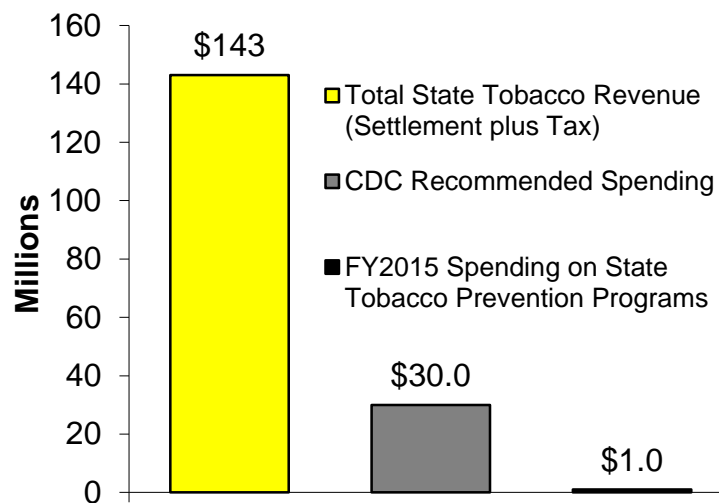
Note: Revenue estimates reflect reductions in MSA payments due April 15, 2015 as a result of the Non-Participating Manufacturers (NPM) Adjustment and our understanding of the consequences of implementing the decisions reached by the arbitration panel in the NPM Adjustment arbitrations in 2013 and the implementation of the March 2013 settlement between 22 States and the Participating Manufacturers. Actual revenues might differ from these estimates.

<b>Tobacco's Toll in Nebraska</b>	
Adults who smoke	18.5%
High school students who smoke	10.9%
Deaths caused by smoking each year	2,500
Annual health care costs directly caused by smoking	\$795 million
Residents' state & federal tax burden from smoking-caused government expenditures	\$579 per household
Estimated annual tobacco company marketing in state	\$58.8 million
Ratio of tobacco company marketing to total spending on tobacco prevention	24.7 to 1

# Nevada

	FY2015	FY2014*
<b>State Ranking</b>	42	--
<b>STATE SPENDING ON TOBACCO PREVENTION</b>	\$1.0 million	\$1.0 million
<b>% of CDC Recommended Spending (\$30.0 million)</b>	3.3%	3.3%

\* In January 2014, CDC released updated recommendations for state tobacco prevention spending; therefore, FY2015 ranks cannot be compared to previous years.



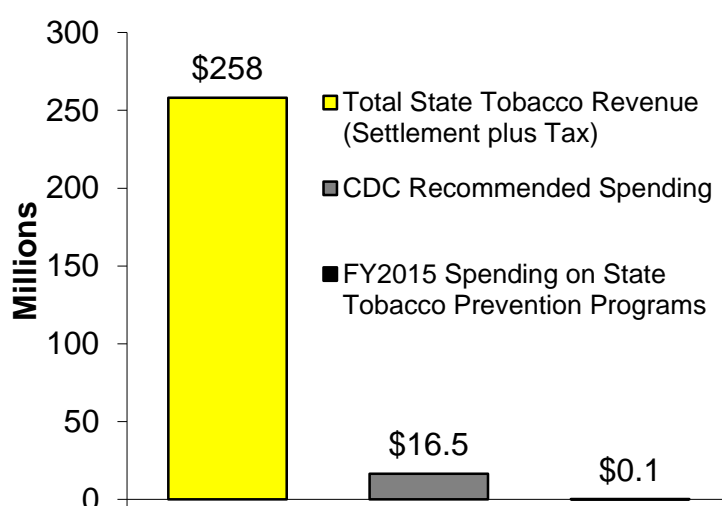
Note: Revenue estimates reflect reductions in MSA payments due April 15, 2015 as a result of the Non-Participating Manufacturers (NPM) Adjustment and our understanding of the consequences of implementing the decisions reached by the arbitration panel in the NPM Adjustment arbitrations in 2013 and the implementation of the March 2013 settlement between 22 States and the Participating Manufacturers. Actual revenues might differ from these estimates.

<b>Tobacco's Toll in Nevada</b>	
Adults who smoke	19.4%
High school students who smoke	10.3%
Deaths caused by smoking each year	4,100
Annual health care costs directly caused by smoking	\$1.08 billion
Residents' state & federal tax burden from smoking-caused government expenditures	\$541 per household
Estimated annual tobacco company marketing in state	\$74.3 million
Ratio of tobacco company marketing to total spending on tobacco prevention	74.3 to 1

# New Hampshire

	FY2015	FY2014*
<b>State Ranking</b>	48	--
<b>STATE SPENDING ON TOBACCO PREVENTION</b>	\$125,000	\$125,000
<b>% of CDC Recommended Spending (\$16.5 million)</b>	0.8%	0.8%

\* In January 2014, CDC released updated recommendations for state tobacco prevention spending; therefore, FY2015 ranks cannot be compared to previous years.



Note: Revenue estimates reflect reductions in MSA payments due April 15, 2015 as a result of the Non-Participating Manufacturers (NPM) Adjustment and our understanding of the consequences of implementing the decisions reached by the arbitration panel in the NPM Adjustment arbitrations in 2013 and the implementation of the March 2013 settlement between 22 States and the Participating Manufacturers. Actual revenues might differ from these estimates.

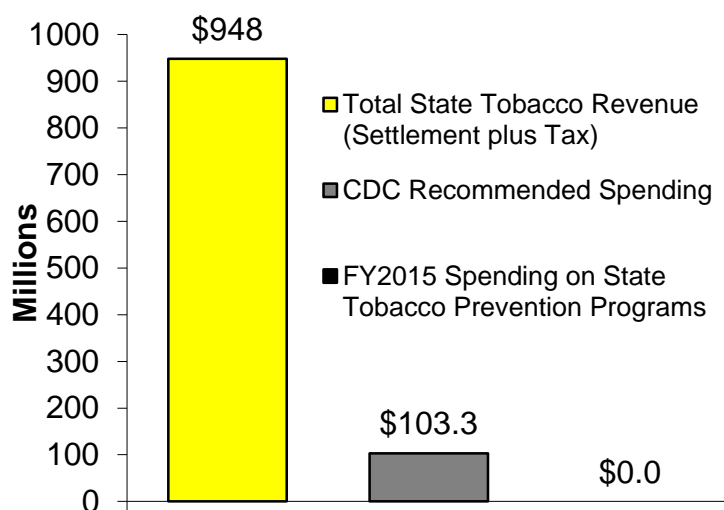
<b>Tobacco's Toll in New Hampshire</b>	
Adults who smoke	16.2%
High school students who smoke	13.8%
Deaths caused by smoking each year	1,900
Annual health care costs directly caused by smoking	\$729 million
Residents' state & federal tax burden from smoking-caused government expenditures	\$617 per household
Estimated annual tobacco company marketing in state	\$73.6 million
Ratio of tobacco company marketing to total spending on tobacco prevention	588.8 to 1

# New Jersey

	FY2015	FY2014*
<b>State Ranking</b>	51	--
<b>STATE SPENDING ON TOBACCO PREVENTION</b>	\$0.0 <sup>§</sup>	\$0.0
<b>% of CDC Recommended Spending (\$103.3 million)</b>	0.0%	0.0%

\* In January 2014, CDC released updated recommendations for state tobacco prevention spending; therefore, FY2015 ranks cannot be compared to previous years.

<sup>§</sup> New Jersey's FY2015 annual spending is estimated, not confirmed by state health department.



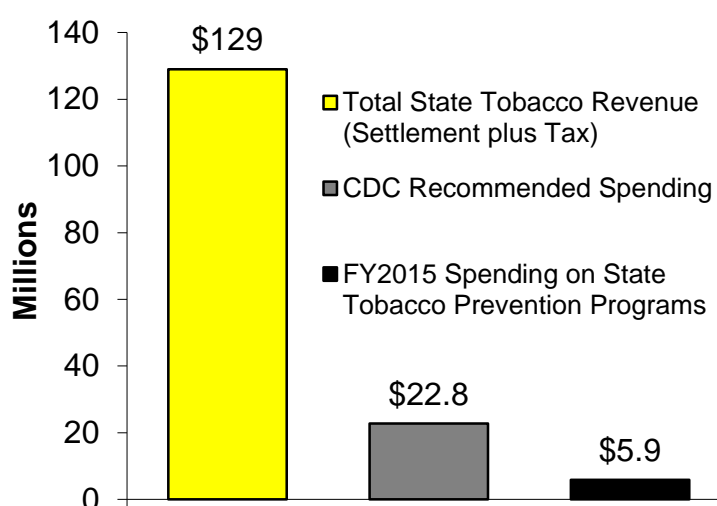
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<b>Tobacco's Toll in New Jersey</b>	
Adults who smoke	15.7%
High school students who smoke	12.9%
Deaths caused by smoking each year	11,800
Annual health care costs directly caused by smoking	\$4.06 billion
Residents' state & federal tax burden from smoking-caused government expenditures	\$654 per household
Estimated annual tobacco company marketing in state	\$172.0 million
Ratio of tobacco company marketing to total spending on tobacco prevention	NA

# New Mexico

	FY2015	FY2014*
<b>State Ranking</b>	18	--
<b>STATE SPENDING ON TOBACCO PREVENTION</b>	\$5.9 million	\$5.9 million
<b>% of CDC Recommended Spending (\$22.8 million)</b>	26.0%	26.0%

\* In January 2014, CDC released updated recommendations for state tobacco prevention spending; therefore, FY2015 ranks cannot be compared to previous years.



Note: Revenue estimates reflect reductions in MSA payments due April 15, 2015 as a result of the Non-Participating Manufacturers (NPM) Adjustment and our understanding of the consequences of implementing the decisions reached by the arbitration panel in the NPM Adjustment arbitrations in 2013 and the implementation of the March 2013 settlement between 22 States and the Participating Manufacturers. Actual revenues might differ from these estimates.

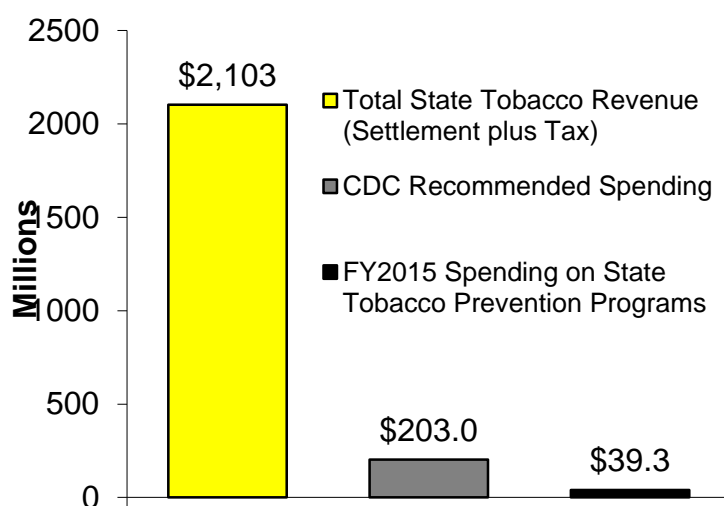
<b>Tobacco's Toll in New Mexico</b>	
Adults who smoke	19.1%
High school students who smoke	14.4%
Deaths caused by smoking each year	2,600
Annual health care costs directly caused by smoking	\$844 million
Residents' state & federal tax burden from smoking-caused government expenditures	\$572 per household
Estimated annual tobacco company marketing in state	\$33.9 million
Ratio of tobacco company marketing to total spending on tobacco prevention	5.7 to 1



# New York

	FY2015	FY2014*
<b>State Ranking</b>	20	--
<b>STATE SPENDING ON TOBACCO PREVENTION</b>	\$39.3 million	\$39.3 million
<b>% of CDC Recommended Spending (\$203.0 million)</b>	19.4%	19.4%

\* In January 2014, CDC released updated recommendations for state tobacco prevention spending; therefore, FY2015 ranks cannot be compared to previous years.



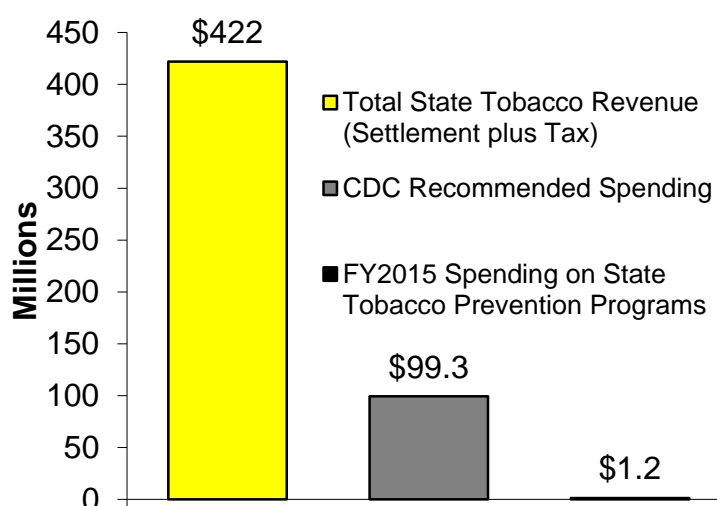
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<b>Tobacco's Toll in New York</b>	
Adults who smoke	16.6%
High school students who smoke	10.6%
Deaths caused by smoking each year	28,200
Annual health care costs directly caused by smoking	\$10.39 billion
Residents' state & federal tax burden from smoking-caused government expenditures	\$886 per household
Estimated annual tobacco company marketing in state	\$213.5 million
Ratio of tobacco company marketing to total spending on tobacco prevention	5.4 to 1

# North Carolina

	FY2015	FY2014*
<b>State Ranking</b>	47	--
<b>STATE SPENDING ON TOBACCO PREVENTION</b>	\$1.2 million	\$1.2 million
<b>% of CDC Recommended Spending (\$99.3 million)</b>	1.2%	1.2%

\* In January 2014, CDC released updated recommendations for state tobacco prevention spending; therefore, FY2015 ranks cannot be compared to previous years.



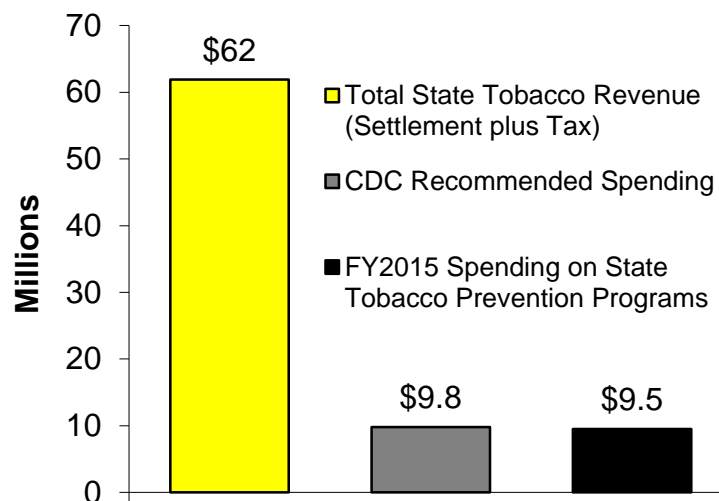
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<b>Tobacco's Toll in North Carolina</b>	
Adults who smoke	20.3%
High school students who smoke	15.0%
Deaths caused by smoking each year	14,200
Annual health care costs directly caused by smoking	\$3.81 billion
Residents' state & federal tax burden from smoking-caused government expenditures	\$564 per household
Estimated annual tobacco company marketing in state	\$349.8 million
Ratio of tobacco company marketing to total spending on tobacco prevention	291.5 to 1

# North Dakota

	FY2015	FY2014*
<b>State Ranking</b>	1	--
<b>STATE SPENDING ON TOBACCO PREVENTION</b>	\$9.5 million	\$9.5 million
<b>% of CDC Recommended Spending (\$9.8 million)</b>	97.1%	97.1%

\* In January 2014, CDC released updated recommendations for state tobacco prevention spending; therefore, FY2015 ranks cannot be compared to previous years.



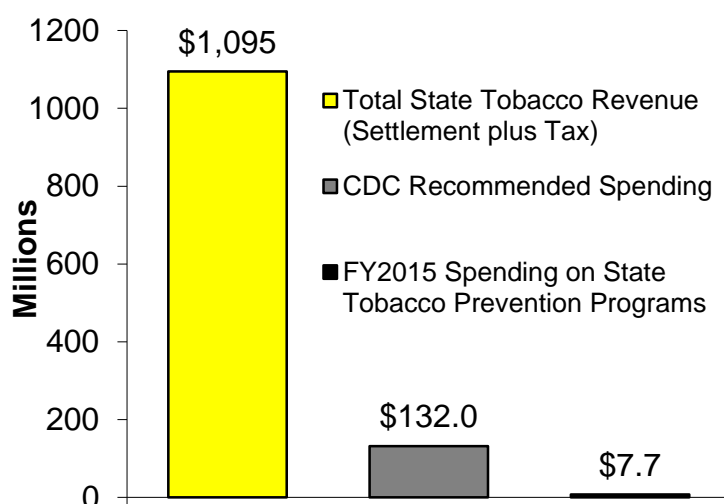
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<b>Tobacco's Toll in North Dakota</b>	
Adults who smoke	21.2%
High school students who smoke	19.0%
Deaths caused by smoking each year	1,000
Annual health care costs directly caused by smoking	\$326 million
Residents' state & federal tax burden from smoking-caused government expenditures	\$575 per household
Estimated annual tobacco company marketing in state	\$27.9 million
Ratio of tobacco company marketing to total spending on tobacco prevention	2.9 to 1

# Ohio

	FY2015	FY2014*
<b>State Ranking</b>	37	--
<b>STATE SPENDING ON TOBACCO PREVENTION</b>	\$7.7 million	\$1.5 million
<b>% of CDC Recommended Spending (\$132.0 million)</b>	5.8%	1.1%

\* In January 2014, CDC released updated recommendations for state tobacco prevention spending; therefore, FY2015 ranks cannot be compared to previous years.



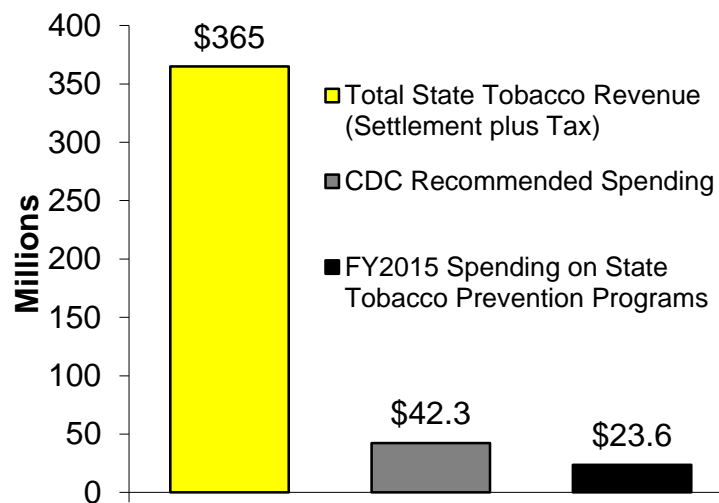
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<b>Tobacco's Toll in Ohio</b>	
Adults who smoke	23.4%
High school students who smoke	15.1%
Deaths caused by smoking each year	20,200
Annual health care costs directly caused by smoking	\$5.64 billion
Residents' state & federal tax burden from smoking-caused government expenditures	\$616 per household
Estimated annual tobacco company marketing in state	\$394.7 million
Ratio of tobacco company marketing to total spending on tobacco prevention	51.6 to 1

# Oklahoma

	FY2015	FY2014*
<b>State Ranking</b>	4	--
<b>STATE SPENDING ON TOBACCO PREVENTION</b>	\$23.6 million	\$22.7 million
<b>% of CDC Recommended Spending (\$42.3 million)</b>	55.7%	53.7%

\* In January 2014, CDC released updated recommendations for state tobacco prevention spending; therefore, FY2015 ranks cannot be compared to previous years.



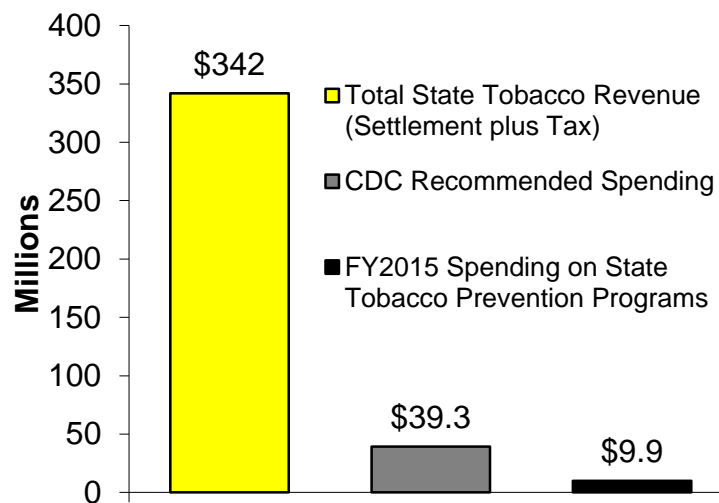
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<b>Tobacco's Toll in Oklahoma</b>	
Adults who smoke	23.7%
High school students who smoke	18.5%
Deaths caused by smoking each year	7,500
Annual health care costs directly caused by smoking	\$1.62 billion
Residents' state & federal tax burden from smoking-caused government expenditures	\$551 per household
Estimated annual tobacco company marketing in state	\$160.3 million
Ratio of tobacco company marketing to total spending on tobacco prevention	6.8 to 1

# Oregon

	FY2015	FY2014*
<b>State Ranking</b>	19	--
<b>STATE SPENDING ON TOBACCO PREVENTION</b>	\$9.9 million	\$9.9 million
<b>% of CDC Recommended Spending (\$39.3 million)</b>	25.2%	25.2%

\* In January 2014, CDC released updated recommendations for state tobacco prevention spending; therefore, FY2015 ranks cannot be compared to previous years.



Note: Revenue estimates reflect reductions in MSA payments due April 15, 2015 as a result of the Non-Participating Manufacturers (NPM) Adjustment and our understanding of the consequences of implementing the decisions reached by the arbitration panel in the NPM Adjustment arbitrations in 2013 and the implementation of the March 2013 settlement between 22 States and the Participating Manufacturers. Actual revenues might differ from these estimates.

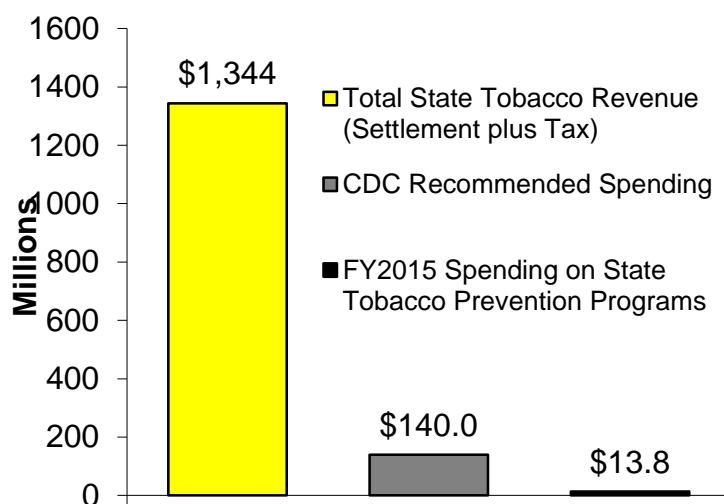
<b>Tobacco's Toll in Oregon</b>	
Adults who smoke	17.3%
High school students who smoke	9.4%
Deaths caused by smoking each year	5,500
Annual health care costs directly caused by smoking	\$1.54 billion
Residents' state & federal tax burden from smoking-caused government expenditures	\$564 per household
Estimated annual tobacco company marketing in state	\$108.4 million
Ratio of tobacco company marketing to total spending on tobacco prevention	10.9 to 1

# Pennsylvania

	FY2015	FY2014*
<b>State Ranking</b>	30	--
<b>STATE SPENDING ON TOBACCO PREVENTION</b>	\$13.8 million <sup>§</sup>	\$5.0 million <sup>§</sup>
<b>% of CDC Recommended Spending (\$140.0 million)</b>	9.9%	3.6%

\* In January 2014, CDC released updated recommendations for state tobacco prevention spending; therefore, FY2015 ranks cannot be compared to previous years.

<sup>§</sup> Pennsylvania's FY2015 and FY2014 annual spending is estimated, not confirmed by state health department.



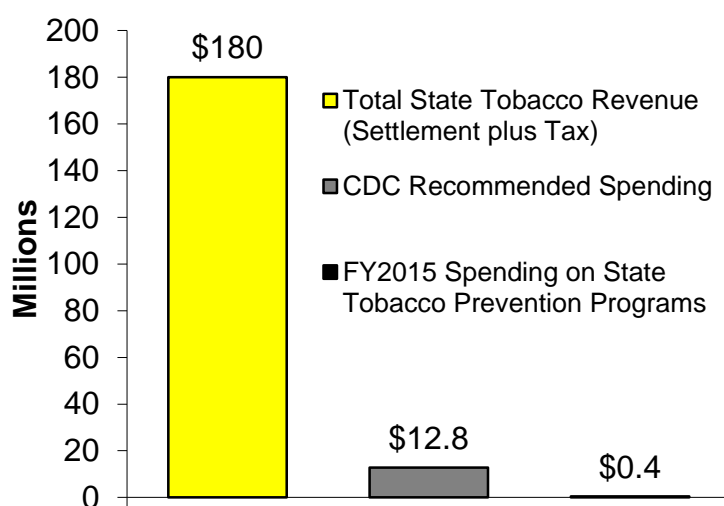
Note: Revenue estimates reflect reductions in MSA payments due April 15, 2015 as a result of the Non-Participating Manufacturers (NPM) Adjustment and our understanding of the consequences of implementing the decisions reached by the arbitration panel in the NPM Adjustment arbitrations in 2013 and the implementation of the March 2013 settlement between 22 States and the Participating Manufacturers. Actual revenues might differ from these estimates.

<b>Tobacco's Toll in Pennsylvania</b>	
Adults who smoke	21.0%
High school students who smoke	18.4%
Deaths caused by smoking each year	22,000
Annual health care costs directly caused by smoking	\$6.38 billion
Residents' state & federal tax burden from smoking-caused government expenditures	\$663 per household
Estimated annual tobacco company marketing in state	\$431.2 million
Ratio of tobacco company marketing to total spending on tobacco prevention	31.2 to 1

# Rhode Island

	FY2015	FY2014*
<b>State Ranking</b>	43	--
<b>STATE SPENDING ON TOBACCO PREVENTION</b>	\$388,027	\$388,027
<b>% of CDC Recommended Spending (\$12.8 million)</b>	3.0%	3.0%

\* In January 2014, CDC released updated recommendations for state tobacco prevention spending; therefore, FY2015 ranks cannot be compared to previous years.



Note: Revenue estimates reflect reductions in MSA payments due April 15, 2015 as a result of the Non-Participating Manufacturers (NPM) Adjustment and our understanding of the consequences of implementing the decisions reached by the arbitration panel in the NPM Adjustment arbitrations in 2013 and the implementation of the March 2013 settlement between 22 States and the Participating Manufacturers. Actual revenues might differ from these estimates.

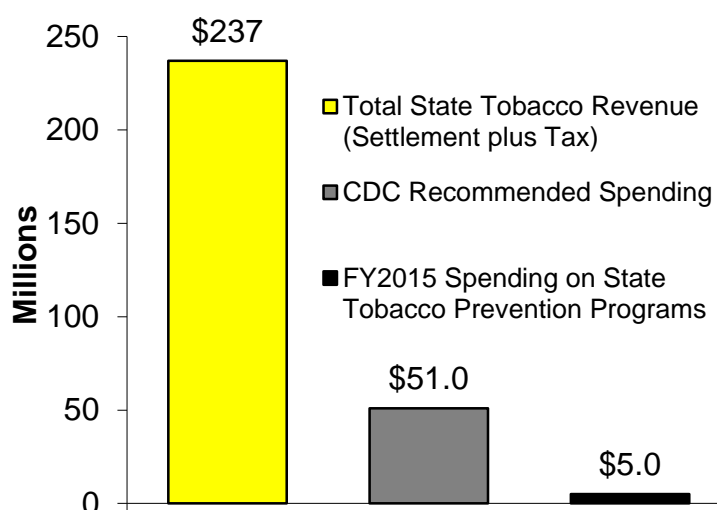
<b>Tobacco's Toll in Rhode Island</b>	
Adults who smoke	17.4%
High school students who smoke	8.0%
Deaths caused by smoking each year	1,800
Annual health care costs directly caused by smoking	\$640 million
Residents' state & federal tax burden from smoking-caused government expenditures	\$731 per household
Estimated annual tobacco company marketing in state	\$23.1 million
Ratio of tobacco company marketing to total spending on tobacco prevention	59.5 to 1



# South Carolina

	FY2015	FY2014*
<b>State Ranking</b>	31	--
<b>STATE SPENDING ON TOBACCO PREVENTION</b>	\$5.0 million	\$5.0 million
<b>% of CDC Recommended Spending (\$51.0 million)</b>	9.8%	9.8%

\* In January 2014, CDC released updated recommendations for state tobacco prevention spending; therefore, FY2015 ranks cannot be compared to previous years.



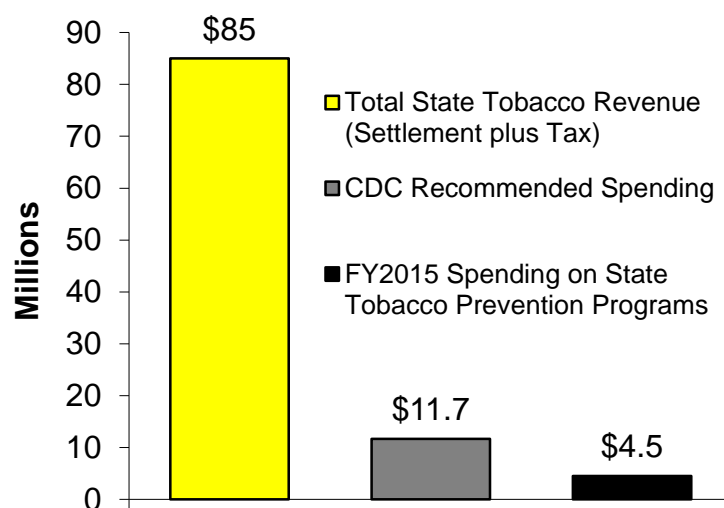
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<b>Tobacco's Toll in South Carolina</b>	
Adults who smoke	22.0%
High school students who smoke	16.0%
Deaths caused by smoking each year	7,200
Annual health care costs directly caused by smoking	\$1.90 billion
Residents' state & federal tax burden from smoking-caused government expenditures	\$560 per household
Estimated annual tobacco company marketing in state	\$194.9 million
Ratio of tobacco company marketing to total spending on tobacco prevention	39.0 to 1

# South Dakota

	FY2015	FY2014*
<b>State Ranking</b>	12	--
<b>STATE SPENDING ON TOBACCO PREVENTION</b>	\$4.5 million	\$4.0 million
<b>% of CDC Recommended Spending (\$11.7 million)</b>	38.5%	34.2%

\* In January 2014, CDC released updated recommendations for state tobacco prevention spending; therefore, FY2015 ranks cannot be compared to previous years.



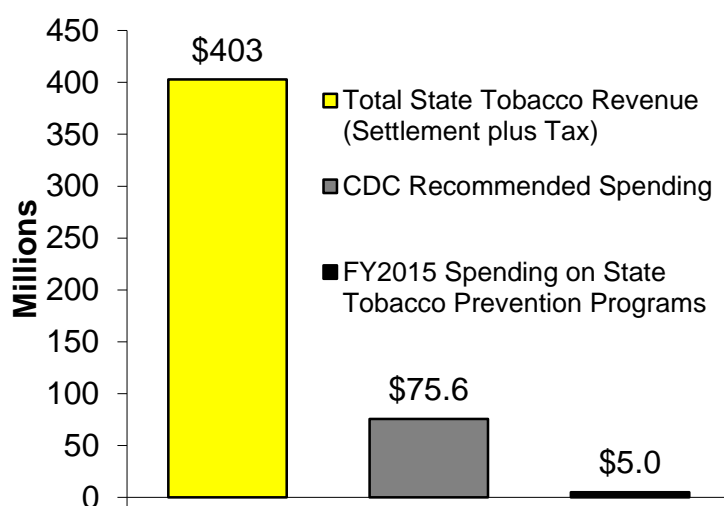
Note: Revenue estimates reflect reductions in MSA payments due April 15, 2015 as a result of the Non-Participating Manufacturers (NPM) Adjustment and our understanding of the consequences of implementing the decisions reached by the arbitration panel in the NPM Adjustment arbitrations in 2013 and the implementation of the March 2013 settlement between 22 States and the Participating Manufacturers. Actual revenues might differ from these estimates.

<b>Tobacco's Toll in South Dakota</b>	
Adults who smoke	19.6%
High school students who smoke	16.5%
Deaths caused by smoking each year	1,300
Annual health care costs directly caused by smoking	\$373 million
Residents' state & federal tax burden from smoking-caused government expenditures	\$579 per household
Estimated annual tobacco company marketing in state	\$21.5 million
Ratio of tobacco company marketing to total spending on tobacco prevention	4.8 to 1

# Tennessee

	FY2015	FY2014*
<b>State Ranking</b>	36	--
<b>STATE SPENDING ON TOBACCO PREVENTION</b>	\$5.0 million	\$5.0 million
<b>% of CDC Recommended Spending (\$75.6 million)</b>	6.6%	6.6%

\* In January 2014, CDC released updated recommendations for state tobacco prevention spending; therefore, FY2015 ranks cannot be compared to previous years.



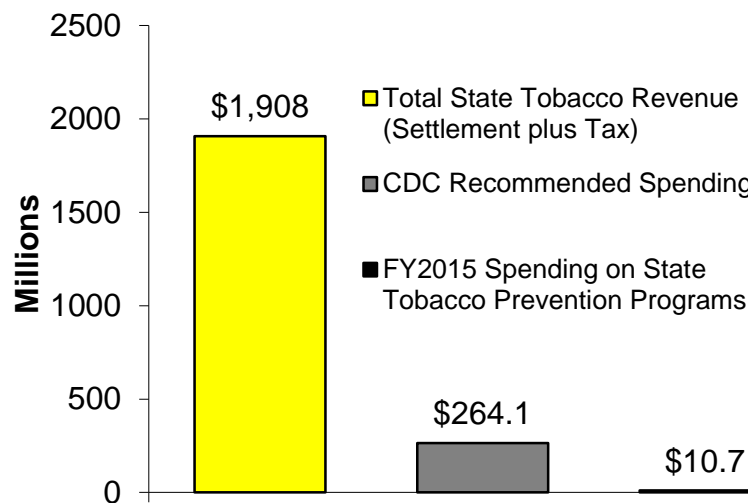
Note: Revenue estimates reflect reductions in MSA payments due April 15, 2015 as a result of the Non-Participating Manufacturers (NPM) Adjustment and our understanding of the consequences of implementing the decisions reached by the arbitration panel in the NPM Adjustment arbitrations in 2013 and the implementation of the March 2013 settlement between 22 States and the Participating Manufacturers. Actual revenues might differ from these estimates.

<b>Tobacco's Toll in Tennessee</b>	
Adults who smoke	24.3%
High school students who smoke	15.4%
Deaths caused by smoking each year	11,400
Annual health care costs directly caused by smoking	\$2.67 billion
Residents' state & federal tax burden from smoking-caused government expenditures	\$591 per household
Estimated annual tobacco company marketing in state	\$274.0 million
Ratio of tobacco company marketing to total spending on tobacco prevention	54.8 to 1

# Texas

	FY2015	FY2014*
<b>State Ranking</b>	40	--
<b>STATE SPENDING ON TOBACCO PREVENTION</b>	\$10.7 million	\$11.2 million
<b>% of CDC Recommended Spending (\$264.1 million)</b>	4.1%	4.2%

\* In January 2014, CDC released updated recommendations for state tobacco prevention spending; therefore, FY2015 ranks cannot be compared to previous years.



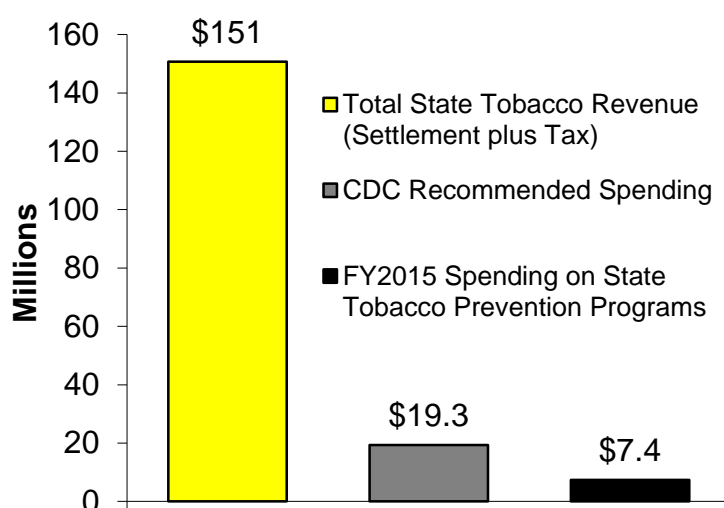
Note: Revenue estimates reflect reductions in MSA payments due April 15, 2015 as a result of the Non-Participating Manufacturers (NPM) Adjustment and our understanding of the consequences of implementing the decisions reached by the arbitration panel in the NPM Adjustment arbitrations in 2013 and the implementation of the March 2013 settlement between 22 States and the Participating Manufacturers. Actual revenues might differ from these estimates.

<b>Tobacco's Toll in Texas</b>	
Adults who smoke	15.9%
High school students who smoke	14.1%
Deaths caused by smoking each year	28,000
Annual health care costs directly caused by smoking	\$8.85 billion
Residents' state & federal tax burden from smoking-caused government expenditures	\$566 per household
Estimated annual tobacco company marketing in state	\$586.4 million
Ratio of tobacco company marketing to total spending on tobacco prevention	54.7 to 1

# Utah

	FY2015	FY2014*
<b>State Ranking</b>	13	--
<b>STATE SPENDING ON TOBACCO PREVENTION</b>	\$7.4 million	\$7.5 million
<b>% of CDC Recommended Spending (\$19.3 million)</b>	38.2%	39.1%

\* In January 2014, CDC released updated recommendations for state tobacco prevention spending; therefore, FY2015 ranks cannot be compared to previous years.



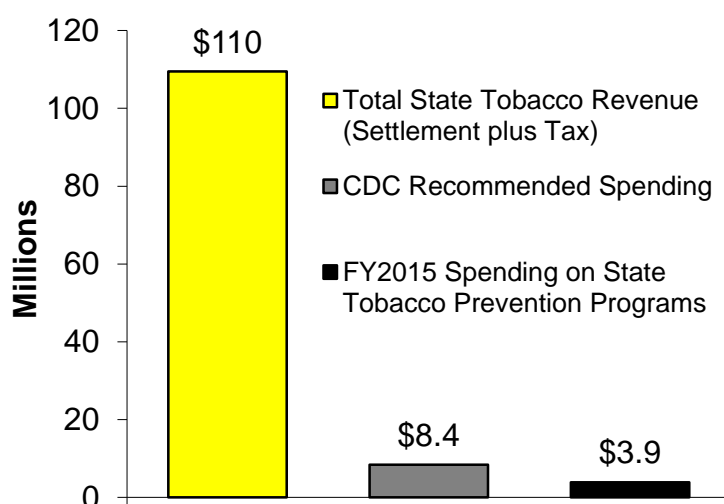
Note: Revenue estimates reflect reductions in MSA payments due April 15, 2015 as a result of the Non-Participating Manufacturers (NPM) Adjustment and our understanding of the consequences of implementing the decisions reached by the arbitration panel in the NPM Adjustment arbitrations in 2013 and the implementation of the March 2013 settlement between 22 States and the Participating Manufacturers. Actual revenues might differ from these estimates.

<b>Tobacco's Toll in Utah</b>	
Adults who smoke	10.3%
High school students who smoke	4.4%
Deaths caused by smoking each year	1,300
Annual health care costs directly caused by smoking	\$542 million
Residents' state & federal tax burden from smoking-caused government expenditures	\$516 per household
Estimated annual tobacco company marketing in state	\$37.0 million
Ratio of tobacco company marketing to total spending on tobacco prevention	5.0 to 1

# Vermont

	FY2015	FY2014*
<b>State Ranking</b>	9	--
<b>STATE SPENDING ON TOBACCO PREVENTION</b>	\$3.9 million	\$3.9 million
<b>% of CDC Recommended Spending (\$8.4 million)</b>	46.4%	46.4%

\* In January 2014, CDC released updated recommendations for state tobacco prevention spending; therefore, FY2015 ranks cannot be compared to previous years.



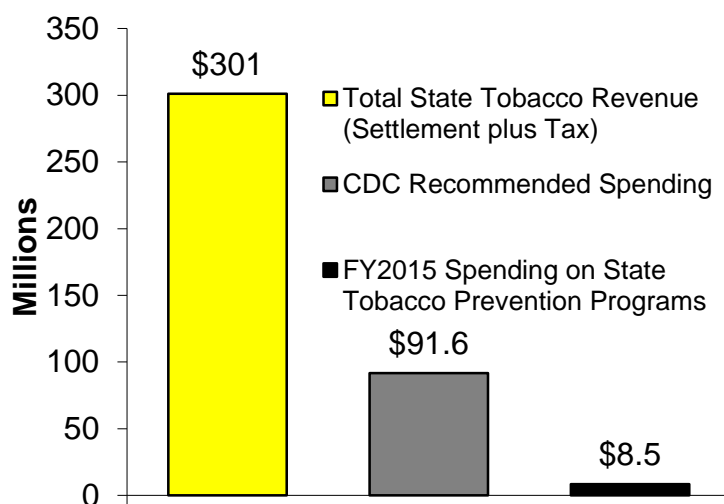
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<b>Tobacco's Toll in Vermont</b>	
Adults who smoke	16.6%
High school students who smoke	13.3%
Deaths caused by smoking each year	1,000
Annual health care costs directly caused by smoking	\$348 million
Residents' state & federal tax burden from smoking-caused government expenditures	\$633 per household
Estimated annual tobacco company marketing in state	\$18.4 million
Ratio of tobacco company marketing to total spending on tobacco prevention	4.7 to 1

# Virginia

	FY2015	FY2014*
<b>State Ranking</b>	32	--
<b>STATE SPENDING ON TOBACCO PREVENTION</b>	\$8.5 million	\$9.5 million
<b>% of CDC Recommended Spending (\$91.6 million)</b>	9.3%	10.3%

\* In January 2014, CDC released updated recommendations for state tobacco prevention spending; therefore, FY2015 ranks cannot be compared to previous years.



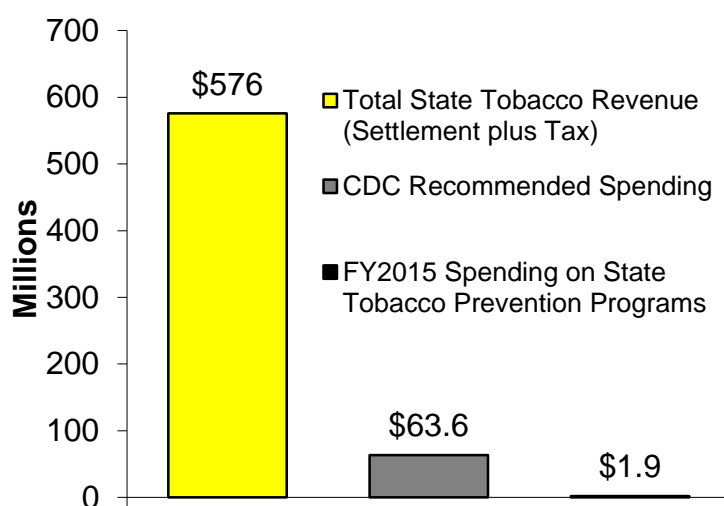
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<b>Tobacco's Toll in Virginia</b>	
Adults who smoke	19.0%
High school students who smoke	11.1%
Deaths caused by smoking each year	10,300
Annual health care costs directly caused by smoking	\$3.11 billion
Residents' state & federal tax burden from smoking-caused government expenditures	\$560 per household
Estimated annual tobacco company marketing in state	\$323.3 million
Ratio of tobacco company marketing to total spending on tobacco prevention	38.0 to 1

# Washington

	FY2015	FY2014*
<b>State Ranking</b>	44	--
<b>STATE SPENDING ON TOBACCO PREVENTION</b>	\$1.9 million	\$756,000
<b>% of CDC Recommended Spending (\$63.6 million)</b>	2.9%	1.2%

\* In January 2014, CDC released updated recommendations for state tobacco prevention spending; therefore, FY2015 ranks cannot be compared to previous years.



Note: Revenue estimates reflect reductions in MSA payments due April 15, 2015 as a result of the Non-Participating Manufacturers (NPM) Adjustment and our understanding of the consequences of implementing the decisions reached by the arbitration panel in the NPM Adjustment arbitrations in 2013 and the implementation of the March 2013 settlement between 22 States and the Participating Manufacturers. Actual revenues might differ from these estimates.

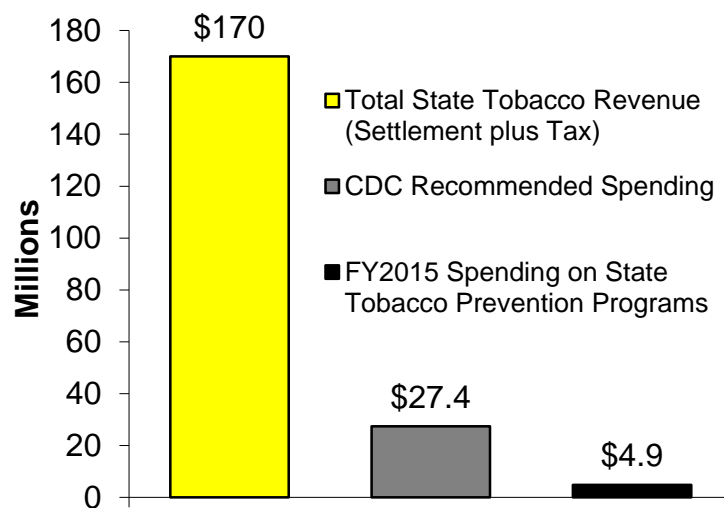
<b>Tobacco's Toll in Washington</b>	
Adults who smoke	16.1%
High school students who smoke	9.5%
Deaths caused by smoking each year	8,300
Annual health care costs directly caused by smoking	\$2.81 billion
Residents' state & federal tax burden from smoking-caused government expenditures	\$619 per household
Estimated annual tobacco company marketing in state	\$88.0 million
Ratio of tobacco company marketing to total spending on tobacco prevention	47.6 to 1



# West Virginia

	FY2015	FY2014*
<b>State Ranking</b>	22	--
<b>STATE SPENDING ON TOBACCO PREVENTION</b>	\$4.9 million	\$5.3 million
<b>% of CDC Recommended Spending (\$27.4 million)</b>	17.8%	19.2%

\* In January 2014, CDC released updated recommendations for state tobacco prevention spending; therefore, FY2015 ranks cannot be compared to previous years.



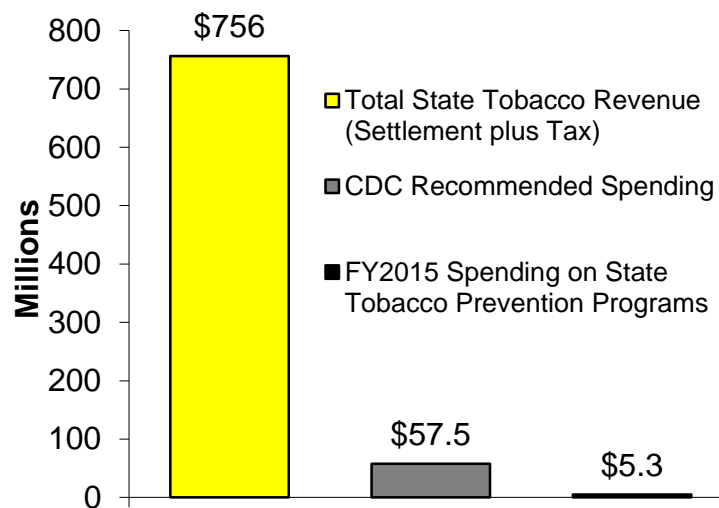
Note: Revenue estimates reflect reductions in MSA payments due April 15, 2015 as a result of the Non-Participating Manufacturers (NPM) Adjustment and our understanding of the consequences of implementing the decisions reached by the arbitration panel in the NPM Adjustment arbitrations in 2013 and the implementation of the March 2013 settlement between 22 States and the Participating Manufacturers. Actual revenues might differ from these estimates.

<b>Tobacco's Toll in West Virginia</b>	
Adults who smoke	27.3%
High school students who smoke	19.6%
Deaths caused by smoking each year	4,300
Annual health care costs directly caused by smoking	\$1.00 billion
Residents' state & federal tax burden from smoking-caused government expenditures	\$594 per household
Estimated annual tobacco company marketing in state	\$120.4 million
Ratio of tobacco company marketing to total spending on tobacco prevention	24.7 to 1

# Wisconsin

	FY2015	FY2014*
<b>State Ranking</b>	33	--
<b>STATE SPENDING ON TOBACCO PREVENTION</b>	\$5.3 million	\$5.3 million
<b>% of CDC Recommended Spending (\$57.5 million)</b>	9.2%	9.2%

\* In January 2014, CDC released updated recommendations for state tobacco prevention spending; therefore, FY2015 ranks cannot be compared to previous years.



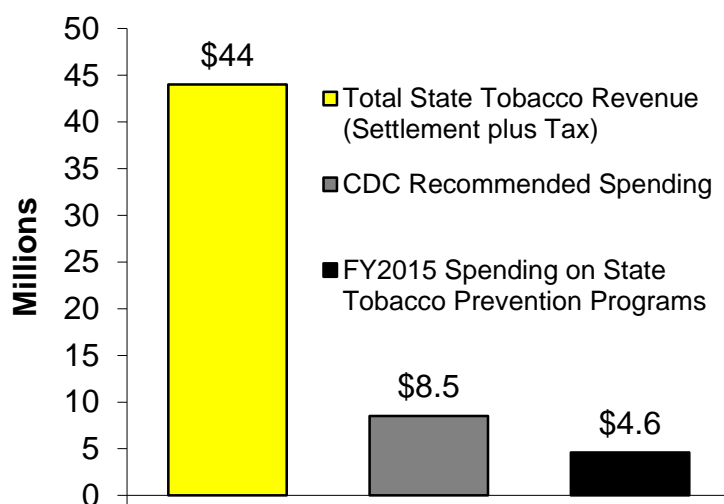
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<b>Tobacco's Toll in Wisconsin</b>	
Adults who smoke	18.7%
High school students who smoke	10.7%
Deaths caused by smoking each year	7,900
Annual health care costs directly caused by smoking	\$2.66 billion
Residents' state & federal tax burden from smoking-caused government expenditures	\$584 per household
Estimated annual tobacco company marketing in state	\$145.6 million
Ratio of tobacco company marketing to total spending on tobacco prevention	27.5 to 1

# Wyoming

	FY2015	FY2014*
<b>State Ranking</b>	6	--
<b>STATE SPENDING ON TOBACCO PREVENTION</b>	\$4.6 million	\$5.1 million
<b>% of CDC Recommended Spending (\$8.5 million)</b>	54.1%	60.0%

\* In January 2014, CDC released updated recommendations for state tobacco prevention spending; therefore, FY2015 ranks cannot be compared to previous years.



Note: Revenue estimates reflect reductions in MSA payments due April 15, 2015 as a result of the Non-Participating Manufacturers (NPM) Adjustment and our understanding of the consequences of implementing the decisions reached by the arbitration panel in the NPM Adjustment arbitrations in 2013 and the implementation of the March 2013 settlement between 22 States and the Participating Manufacturers. Actual revenues might differ from these estimates.

<b>Tobacco's Toll in Wyoming</b>	
Adults who smoke	20.6%
High school students who smoke	17.4%
Deaths caused by smoking each year	800
Annual health care costs directly caused by smoking	\$258 million
Residents' state & federal tax burden from smoking-caused government expenditures	\$581 per household
Estimated annual tobacco company marketing in state	\$24.0 million
Ratio of tobacco company marketing to total spending on tobacco prevention	5.2 to 1

## Sources: State Data on Tobacco's Toll

**Adult Smoking Rates.** State adult smoking rates: 2013 BRFSS, *Behavioral Risk Factor Surveillance System*.

**Youth Smoking Rates.** State youth smoking rates: Youth Risk Behavioral Surveillance (YRBS); Youth Tobacco Surveillance (YTS); and 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/](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/](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.

### **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*; Zhang, X., et al., "Cost of Smoking to the Medicare Program, 1993," *Health Care Financing Review* 20(4): 1-19, Summer 1999; Office of Management & Budget, *The Budget for the United States Government - Fiscal Year 2000*, Table S-8, January 1999; CDC, "Medical Care Expenditures Attributable to Smoking -- United States, 1993," *MMWR* 43(26): 1-4, July 8, 1994.

### **Estimated annual tobacco company marketing in state**

U.S. Federal Trade Commission (FTC), *Cigarette Report for 2011*, 2013, <http://www.ftc.gov/os/2013/05/130521cigarettereport.pdf>. FTC, *Smokeless Tobacco Report for 2011*, 2013, <http://www.ftc.gov/os/2013/05/130521smokelesstobaccoreport.pdf>. Data for top 5 manufacturers only. State total is a prorated estimate based on cigarette pack sales in the state.

### **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.