



Increasing the Cost of Tobacco is a **WIN-WIN-WIN** for Maryland

Raising the cigarette excise tax to \$3.00 and tax on all other tobacco products will prevent kids from starting to use tobacco products, save lives and health care costs, and provide the state with much needed revenue.

WIN # 1

Improved Health Outcomes

The new taxes would save 15,200 Maryland residents from dying prematurely.

WIN # 2

\$100 Million in New State Revenue \$750 Million in Future Healthcare Cost Reductions

A \$1.00 cigarette tax increase and increasing tax rates on other tobacco products to comparable levels would raise annual state revenues by roughly \$100 million, and would lock in \$750 million in future healthcare cost reductions.

WIN # 3

Popular with Voters

A Political Win for Maryland Legislators. By more than a two-to-one margin (59% to 28%), Maryland voters favor using revenue from tobacco taxes and the tobacco settlement to restore funding for the state's cancer and tobacco control program to prevent youth from starting tobacco use and help tobacco users quit. The support crosses party lines and is strong across all regions of Maryland.