

THE BURDEN OF TOBACCO IN MADISON COUNTY, NEW YORK

Estimates of Health and Financial Consequences to Residents of Madison County, NY



Tobacco Use Data

Adult residents of Madison County smoke an estimated **220,239 cigarettes each day**¹.

Number of mothers smoking during pregnancy (annual): **214 (30%)**² {CNY average: 22.1%}

Estimated number of adults who currently smoke or use smokeless tobacco: **15,173**³ (27.5%)
{NYS average: 18.2%}

Estimated number of current adult tobacco users who want to quit now or in the future: **9498**⁴
(62.6%)

Number of calls to the NYS Smokers' Quitline from Madison County each month: **48**⁵

Number of referrals to the NYS Smokers' Quitline attributed to Madison County health and human service providers each month: **2**⁵

Percentage of persons with drug or alcohol addictions who currently use tobacco: Up to **92%**⁶



Healthcare Costs

Madison County estimated annual health care expenses due to smoking: **\$29,896,675**⁷

Estimated annual health care expenses caused by smoking that are covered by NY Medicaid in Madison County: **\$17,460,348**⁷

Estimated per household state & federal tax burden from expenses caused by smoking in NY: **\$904**⁷

Health & productivity costs caused by smoking: **\$10.28** per cigarette pack sold (USA)⁸

¹ Calculated by multiplying the average number of cigarettes consumed per smoker per day by 2006 Lalone survey {14.95} by the number of current cigarette smokers in Madison County as per Lalone Consulting, Inc. (See footnote 3.)

² Statewide Perinatal Data System, 2005 (Self-reported smoking during pregnancy. All mothers giving birth were surveyed.)

³ [2006 Population Estimate, US Census](#), adults 18 years and older { 55,175 } * adult smoking rate as per a 2006 random telephone survey of 400 Madison County adults, conducted by Lalone Consulting, Inc. {27.5%} = 15,173

⁴ Calculated by multiplying the number of current adult tobacco users by the percentage who want to quit, as per a 2007 random telephone survey of 600 Madison County adults, conducted by Lalone Consulting, Inc. {62.6%}

⁵ NYS Smokers' Quitline call volume data, 2007.

⁶ NYS Office of Alcoholism and Substance Abuse, *Message from the Commissioner*, <http://www.oasas.state.ny.us/tobacco/letter.cfm>.

⁷ Smoking-caused health care expenses covered by NY Medicaid was calculated by multiplying the percentage of New York State population residing in Madison County by US statistics from the following source. Other statistics are direct quotes from this source: Campaign for Tobacco Free Kids, *The Toll of Tobacco in New York*, <http://www.tobaccofreekids.org/reports/settlements/toll.php?StateID=NY>.

⁸ Campaign for Tobacco Free Kids, *The Toll of Tobacco in the United States of America*, <http://www.tobaccofreekids.org/research/factsheets/pdf/0072.pdf>.

Estimated Health Consequences

Number of lung/bronchus cancer cases caused by smoking (annual) in Madison County: **56**⁹

Number of smoking-caused lung/bronchus cancer deaths (annual) in Madison County: **41**⁹

Number of premature deaths due to smoking (annual) in Madison County: **104**¹⁰

Taxes

Every state that has significantly raised its cigarette tax rate has enjoyed substantial increases to state revenues, despite the fact that cigarette tax increases reduce state smoking levels, and despite any related increases in cigarette smuggling or tax avoidance.¹¹

Higher purchase price of cigarettes prompts smokers to quit and prevents kids from taking up the deadly habit.¹²

Of the **15,173** adult tobacco users in the county, **13,003**¹³ purchase tobacco products through various tax free sources at least once a year.

Revenue that would be lost in NYS if tax-avoiding smokers purchased 30% of their cigarettes from untaxed sources: **\$344 million**¹⁴

Smokers with family incomes at or below the national median are **4 times as likely to quit due to cigarette price increases** as those with higher incomes.*

Number of Madison County residents living in poverty: **7947****

Number of Medicaid eligibles in Madison County: **9,221*****

Number of nonsmokers in New York State that would be gained by 2010 if tax evasion was eliminated in 2008: **52,400**¹⁴

Percentage of NY adults supporting a \$1 per pack increase in cigarette tax if money is used to help smokers quit: **77%** overall {81.4% of nonsmokers, 53.8% of smokers}¹⁵

Tobacco Industry Marketing

Estimated annual tobacco industry marketing dollars spent in Madison County: **\$1,888,211**⁷

Number of tobacco ads per convenience store licensed to sell tobacco in Madison County: **98**¹⁶
{Average for tobacco retailers in NYS: 22¹⁷}

⁹ Calculated by multiplying the number of cases and deaths (American Cancer Society, 2006 Madison County Cancer Burden Profile) by the percentage of cases known to be caused by smoking (87% as per American Lung Association, [Facts About Lung Cancer](#))

¹⁰ Calculated by multiplying the percentage of the US population residing in Madison County (.02375% as per US Census Estimate 2006) by the number of premature deaths due to smoking in the US (438,000 as per [CDC, Adult Cigarette Smoking in the US—Current Estimates--November 2007](#)).

¹¹ Campaign for Tobacco Free Kids, *Raising State Cigarette Taxes Always Increases State Revenues and Always Reduces Smoking*. <http://www.tobaccofreekids.org/research/factsheets/pdf/0098.pdf>

¹² Campaign for Tobacco Free Kids, *Increasing the Federal Cigarette Tax Reduces Smoking*. <http://www.tobaccofreekids.org/research/factsheets/pdf/0021.pdf>.

¹³ 15,173 * percentage reported by 2006 Lalone survey

¹⁴ RTI International, *Fourth Annual Independent Evaluation of New York's Tobacco Control Program*, http://www.health.state.ny.us/prevention/tobacco_control/docs/independent_evaluation_report_2007.pdf.

¹⁵ New York State Adult Tobacco Survey, 2007; NYS Department of Health.

¹⁶ Counted in 2007 in 6 convenience stores in Morrisville, Cazenovia, and New Woodstock, NY. Counts were conducted by Tobacco Free Madison County and Reality Check staff and volunteers.

¹⁷ New York State Department of Health, *Retail Advertising and Promotions for Cigarettes in New York*, September 2007. (Average 18 interior ads + average 4 exterior ads.)

*Source: US Centers for Disease Control, "Responses to Cigarette Prices By Race/Ethnicity, Income, and Age Groups – United States 1976-1993," *MMWR* 47(29):605-609, July 31, 1998, <http://www.cdc.gov/mmwr/preview/mmwrhtml/00054047.htm>

**Calculated by multiplying the poverty rate in Madison County (per USDA 2005 Data Sets, 11.3%) by [2006 Population Estimate, US Census](#) for Madison County (70,323)

***NYS Department of Health, *Medicaid Eligibles by County*, <http://www.health.state.ny.us/nysdoh/medstat/medicaid.htm>.