



STATE TOBACCO PREVENTION SPENDING vs. TOBACCO COMPANY MARKETING

States today are still failing to invest in programs that prevent and reduce tobacco use and its related health care costs at the levels recommend by the U.S. Centers for Disease Control and Prevention (CDC). At the same time, the tobacco industry continues to spend overwhelming sums to market its products. As a result, states are being greatly outspent.

States' tobacco prevention investments amount to a small fraction of tobacco industry marketing expenditures. In Alabama, for example, the tobacco industry spends over \$104 to promote its deadly products for every single dollar the state spends on tobacco prevention. To look at it another way, Alabama's tobacco prevention spending amounts to just one percent of the tobacco industry's marketing expenditures in the state. Nationwide, the tobacco industry is outspending tobacco prevention funding in the states by 11.2 to 1.*

All amounts are annual and in millions of dollars per year, except where otherwise indicated. Full values are listed for amounts below one million.

State	Annual Smoking Caused Health Costs in State	FY2025 Total Tobacco Prevention Spending (states total)	2022 Tobacco Company Marketing in State (estimated)	Percentage of Tobacco Company Marketing that State Spends on Tobacco Prevention	Ratio of Tobacco Company Marketing to State Tobacco Prevention Spending
States Total	\$241.4 bill. (national)	\$764.8	\$8.6 bill.	8.9%	11.2 to 1
Alabama	\$2.19 bill.	\$1.8	\$189.0	1.0%	104.4 to 1
Alaska	\$509	\$6.4	\$16.4	39.2%	2.6 to 1
Arizona	\$2.76 bill.	\$18.6	\$120.6	15.4%	6.5 to 1
Arkansas	\$1.41 bill.	\$11.3	\$110.1	10.2%	9.8 to 1
California	\$15.44 bill.	\$221.5	\$452.6	48.9%	2.0 to 1
Colorado	\$2.19 bill.	\$39.6	\$117.1	33.8%	3.0 to 1
Connecticut	\$2.36 bill.	\$1.5	\$57.3	2.6%	38.2 to 1
Delaware	\$618	\$9.9	\$41.8	23.8%	4.2 to 1
DC	\$454	\$3.5	\$3.2	110.2%	0.9 to 1
Florida	\$10.04 bill.	\$87.4	\$587.5	14.9%	6.7 to 1
Georgia	\$3.69 bill.	\$2.1	\$345.8	0.6%	162.1 to 1
Hawaii	\$611	\$8.2	\$22.2	36.8%	2.7 to 1
Idaho	\$590	\$4.6	\$47.7	9.7%	10.3 to 1
Illinois	\$6.38 bill.	\$10.3	\$221.1	4.6%	21.6 to 1
Indiana	\$3.40 bill.	\$9.1	\$293.3	3.1%	32.2 to 1
Iowa	\$1.49 bill.	\$4.3	\$100.8	4.2%	23.6 to 1
Kansas	\$1.31 bill.	\$1.9	\$70.6	2.7%	36.4 to 1
Kentucky	\$2.23 bill.	\$4.7	\$251.0	1.9%	52.9 to 1
Louisiana	\$2.19 bill.	\$5.0	\$176.1	2.9%	34.9 to 1
Maine	\$942	\$15.9	\$48.4	32.9%	3.0 to 1
Maryland	\$3.14 bill.	\$21.0	\$95.4	22.0%	4.5 to 1
Massachusetts	\$4.74 bill.	\$11.3	\$86.1	13.1%	7.6 to 1
Michigan	\$5.33 bill.	\$4.6	\$308.4	1.5%	67.0 to 1
Minnesota	\$2.92 bill.	\$12.2	\$97.3	12.5%	8.0 to 1
Mississippi	\$1.43 bill.	\$8.7	\$125.0	7.0%	14.4 to 1
Missouri	\$3.52 bill.	\$3.1	\$344.1	0.9%	110.4 to 1

* These ratios are based on state tobacco prevention expenditures in FY2025 versus tobacco industry marketing expenditures in 2022 (the most recent year for which data is available).

State	Annual Smoking Caused Health Costs in State	FY2025 Total Tobacco Prevention Spending (states total)	2022 Tobacco Company Marketing in State (estimated)	Percentage of Tobacco Company Marketing that State Spends on Tobacco Prevention	Ratio of Tobacco Company Marketing to State Tobacco Prevention Spending
Montana	\$511	\$5.2	\$29.1	17.9%	5.6 to 1
Nebraska	\$924	\$3.7	\$59.8	6.1%	16.4 to 1
Nevada	\$1.25 bill.	\$950,000	\$71.3	1.3%	75.1 to 1
New Hampshire	\$847	\$606,841	\$96.0	0.6%	158.2 to 1
New Jersey	\$4.72 bill.	\$7.6	\$161.5	4.7%	21.4 to 1
New Mexico	\$981	\$5.7	\$33.4	17.0%	5.9 to 1
New York	\$12.07 bill.	\$39.2	\$162.6	24.1%	4.1 to 1
North Carolina	\$4.42 bill.	\$13.6	\$429.6	3.2%	31.5 to 1
North Dakota	\$379	\$6.1	\$33.4	18.1%	5.5 to 1
Ohio	\$6.56 bill.	\$7.8	\$409.6	1.9%	52.6 to 1
Oklahoma	\$1.88 bill.	\$36.4	\$148.9	24.4%	4.1 to 1
Oregon	\$1.79 bill.	\$28.8	\$90.7	31.8%	3.1 to 1
Pennsylvania	\$7.41 bill.	\$18.4	\$343.5	5.3%	18.7 to 1
Rhode Island	\$744	\$779,828	\$27.2	2.9%	34.9 to 1
South Carolina	\$2.21 bill.	\$6.0	\$191.6	3.1%	31.9 to 1
South Dakota	\$433	\$4.5	\$24.9	18.1%	5.5 to 1
Tennessee	\$3.10 bill.	\$2.0	\$280.3	0.7%	140.2 to 1
Texas	\$10.29 bill.	\$6.1	\$635.5	1.0%	104.6 to 1
Utah	\$630	\$16.1	\$38.3	42.2%	2.4 to 1
Vermont	\$404	\$2.6	\$15.8	16.2%	6.2 to 1
Virginia	\$3.61 bill.	\$9.4	\$310.2	3.0%	33.0 to 1
Washington	\$3.26 bill.	\$4.9	\$84.8	5.8%	17.3 to 1
West Virginia	\$1.17 bill.	\$451,404	\$106.2	0.4%	235.3 to 1
Wisconsin	\$3.09 bill.	\$6.7	\$161.2	4.2%	24.0 to 1
Wyoming	\$300	\$2.6	\$21.0	12.4%	8.0 to 1

Campaign for Tobacco-Free Kids, December 4, 2024 / Laura Bach

More information on tobacco company marketing is available at

http://www.tobaccofreekids.org/facts_issues/fact_sheets/toll/tobacco_kids/marketing/.

More state information relating to tobacco use is available at <https://www.tobaccofreekids.org/us-resources>.

Sources:

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http://www.cdc.gov/tobacco/stateandcommunity/best_practices/pdfs/2014/comprehensive.pdf. State annual smoking-caused health cost data adjusted to 2018 dollars.

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Campaign for Tobacco-Free Kids, et al., *Broken Promises to Our Children: A State-by-State Look at the 1998 State Tobacco Settlement 26 Years Later*, 2024, www.tobaccofreekids.org/statereport.

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