

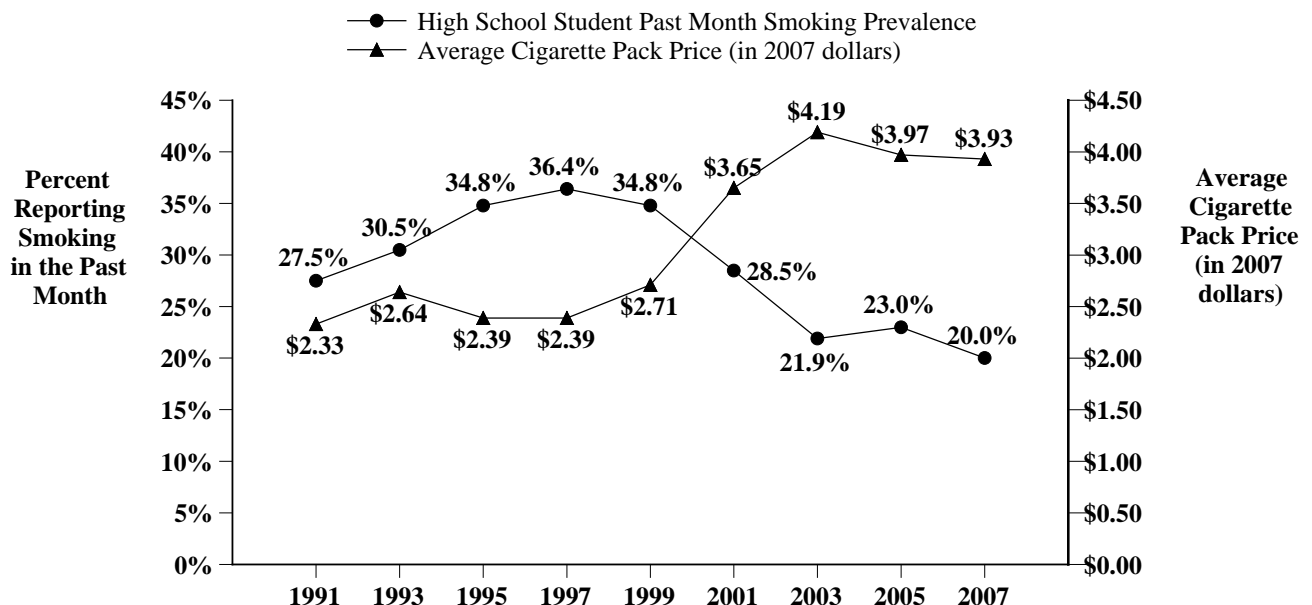
A Weekly FAX from the Center for Substance Abuse Research

University of Maryland, College Park

Smoking Among High School Students Decreases as Cigarette Prices Increase

As cigarette prices increase, smoking among high school students decreases, according to a recent report from the Campaign for Tobacco Free Kids. The average price per cigarette pack increased from \$2.39 in 1997 to \$4.19 in 2003. At the same time, the percentage of high school students reporting smoking cigarettes in the past month decreased from 36.4% in 1997 to 21.9% in 2003. While there are many other factors that affect youth cigarette use, these data support previous studies that show that “for every 10 percent increase in the price of cigarettes, youth smoking declines by approximately 6.5%” (p. 6). A recent poll found that 60% of U.S. voters favor increasing the state tobacco taxes as a way to address state budget deficits (see *CESAR FAX*, Volume 19, Issue 6).

Percentage of U.S. High School Students Reporting Smoking Cigarettes in the Past Month and U.S. Average Cigarette Pack Price (in 2007 dollars), 1991-2007



SOURCE: Adapted by CESAR from Campaign for Tobacco-Free Kids, American Cancer Society Cancer Action Network, American Heart Association, American Lung Association, and Robert Wood Johnson Foundation, *Tobacco Taxes: A Win-Win-Win for Cash-Strapped States*, 2010. Available online at <http://www.tobaccofreekids.org/winwinwin>.