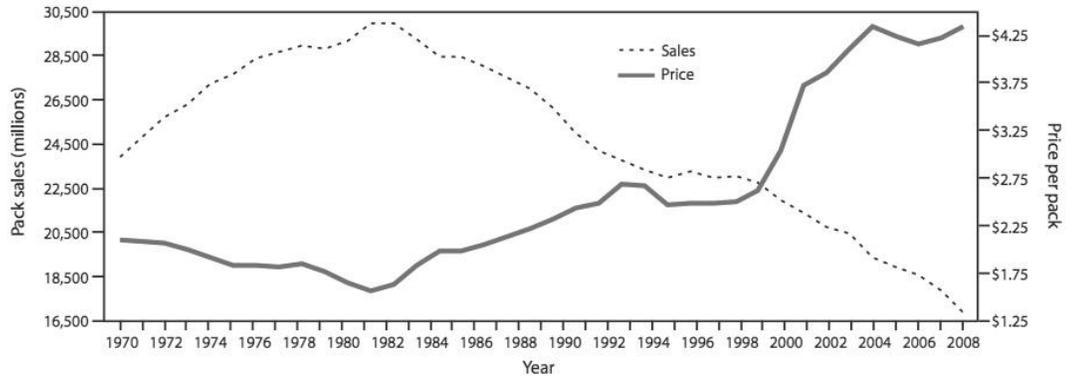


# E-cigarettes: Taxation

**Evidence shows that a tax on e-cigarettes will help people quit and keep others from starting smoking: Price increases are actually the most effective way to reduce smoking rates. A 10% price increase results in a ~5% decrease in cigarette consumption.**



SOURCE: Chaloupka FJ. The economics of tobacco taxation. Chicago, IL: ImpactTEEN, University of Illinois at Chicago; 2009. Available at [http://www.impactteen.org/generalarea\\_PDFs/Chaloupka\\_TobaccoTaxes\\_AK\\_041609.pdf](http://www.impactteen.org/generalarea_PDFs/Chaloupka_TobaccoTaxes_AK_041609.pdf).  
\* Adjusted to February 2009 dollars.

Historically, there is an inverse relationship between cigarette prices and consumption. **Without Increasing the Cost, Youth Prevention Strategies Will Not Work**

Even when taxed the same as “other Tobacco Products,” e-cigarettes will be half the cost of smoking cigarettes. The industry’s own advertising shows that people seeking to reduce smoking, for health or to save money, will find e-cigarettes remain far cheaper:

				
Your Monthly Spending	\$121	\$31	\$38	\$40
Your Yearly Spending	\$1460	\$379	\$456	\$483
You would spend \$22 monthly with V2 Cigs — check out your savings below!				
V2 Cigs Monthly Savings	\$99	\$9	\$16	\$18
V2 Cigs Yearly Savings	\$1187	\$106	\$183	\$210

Example based on smoking one half a pack (.5) per day with low range of reported average price of cigarettes in Washington. Website viewed December 22, 2014 for a well-known disposable brand’s savings calculator. \*The prices reflected above were taken directly from the Websites of each respective company and were current as of August 2012.\*\*Individual cartridge prices are calculated according to discounted 80-pack quantities at non sale pricing



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