

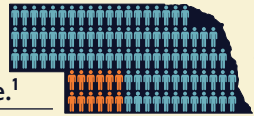
WHAT'S TOBACCO COSTING NEBRASKA?

Tobacco products cost a lot more than what they sell for—health care expenses, lost productivity, even illness and death. Check out the statewide impact.



Nebraska's Smoking Population

12.1% of adults smoke.¹ That's more than **183,694** people!²



13.4% of men smoke.¹ **10.8%** of women smoke.¹



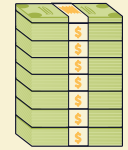
1.9% of Nebraskans under 18 smoke.³ **230** kids under 18 become daily smokers each year.⁴



Annual Cost Statewide



Every year, Nebraska spends **\$900 IN TAXES PER HOUSEHOLD** for smoking-related costs, such as health care and loss of productivity.⁴



Businesses Lose worth of productivity due to smoking.⁴



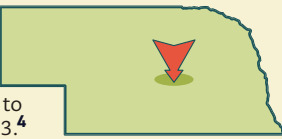
Smoking-related health care costs:

\$924 MILLION⁴



Smoking-Related Deaths

2,500 DEATHS were attributed to smoking in 2023.⁴ That's more than the entire population of St. Paul.⁵



Of those who died, 1,450 were men and 1,050 were women.⁶

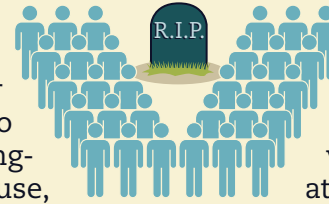
Men were more likely to die from smoking-related cancers. **Women** were more likely to die from respiratory diseases.

These Nebraskans lost on average **10 YEARS OF LIFE.**⁶



Smoking-Related Illnesses

Nationwide, for every person who dies from a smoking-attributable cause,



30 more are living with a smoking-attributable illness.⁷

In other words, **75,000** Nebraskans suffered from smoking-attributable illnesses in 2022.

It's time to think about what tobacco is really costing us.

NEBRASKA DEPARTMENT OF HEALTH AND HUMAN SERVICES • TOBACCO FREE NEBRASKA • dhhs.ne.gov/TFN

1 Nebraska Behavioral Risk Factor Surveillance System (BRFSS), 2023

2 United States Census Bureau, Last Updated: July 1, 2024

3 Nebraska Youth Risk Behavior Survey, 2023

4 Tobacco Free Kids – The Toll of Tobacco in Nebraska, Last Updated August 16, 2024

5 World Population Review, 2024

6 Centers for Disease Control and Prevention – Tobacco-Related Mortality, Updated April 28, 2020

7 Centers for Disease Control and Prevention – Diseases and Death, Updated July 29, 2022