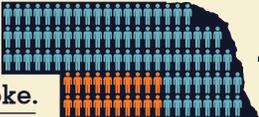


WHAT'S TOBACCO COSTING NEBRASKA?

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

20% of adults smoke.  That's more than **276,000** people!

24% of Nebraskans are former smokers.

22% of men smoke.

18% of women smoke.



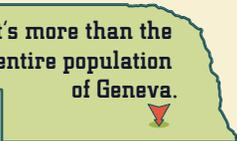
15% of Nebraskans under 18 smoke.

2,000 kids under 18 become daily smokers each year.



Smoking-Related Deaths

2,334 DEATHS were attributed to smoking in 2011.

That's more than the entire population of Geneva. 

Of those who died, 1,431 were men and 903 were women.

Men were more likely to die from smoking-related cancers.

Women were more likely to die from respiratory diseases.

These Nebraskans lost on average

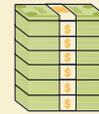
14 YEARS OF LIFE.



Annual Cost Statewide



Every year, Nebraska spends **\$630 PER PERSON** regardless of age for smoking-related health care expenses and lost productivity.



Businesses Lose **\$506 MILLION** worth of productivity due to smoking. 

Smoking-related health care costs:

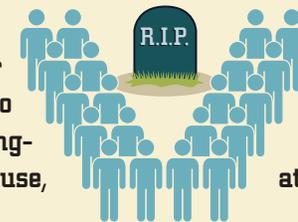
\$592 MILLION



Smoking-Related Illnesses

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

20 more are living with a smoking-attributable illness.*



In other words

46,700 Nebraskans suffered from smoking-attributable illnesses in 2011.

* U.S. Centers for Disease Control and Prevention.

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