Directed by UIC economics professor Frank J. Chaloupka, PhD, ImpacTeen has led the way in conducting research on the effects of price on the demand for tobacco, alcohol and illicit drugs. Complete text of the studies highlighted below can be found under “Papers & Presentations” at www.impacteen.org.

Research Highlights

- Increases in the real price of cigarettes (which can be achieved through excise taxation) will decrease the number of adolescents who start smoking. (Effects of Price and Access Laws on Teenage Smoking Initiation: A National Longitudinal Analysis; Tauras, Johnston, and O’Malley.)
- Higher cigarette prices are effective in preventing youth from becoming heavier smokers. (Differential Effects of Cigarette Price on Youth Smoking Intensity; Liang, Chaloupka, and Grossman.)
- Higher cigarette prices would result in substantial reductions in the number of high school students who smoke, as well as the average cigarette consumption among this population. (The Effect of Cigarette Prices on Youth Smoking: Ross, Chaloupka.)
- Higher cigarette prices are associated with substantially reducing adolescents’ probability of becoming daily, addicted smokers, helping prevent moving from lower to higher stages of smoking. (Youth Smoking Uptake Progress: Price and Public Policy Effects: Ross, Chaloupka, and Wakefield.)
- Higher cigarette prices are associated with lower smoking participation and lower levels of use among college student smokers. (The Impact of Prices and Control Policies on Cigarette Smoking Among College Students; Czart, Liccardo-Pacula, Chaloupka, and Wechsler.)

### CIGARETTE TAXES AND KIDS

<table>
<thead>
<tr>
<th>State</th>
<th>Tax Rate per Pack</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York</td>
<td>$2.10</td>
</tr>
<tr>
<td>New Jersey</td>
<td>$1.75</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>$1.50</td>
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<tr>
<td>Connecticut</td>
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<td>Pennsylvania</td>
<td>$1.50</td>
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<tr>
<td>Ohio</td>
<td>$1.50</td>
</tr>
<tr>
<td>Virginia</td>
<td>$1.50</td>
</tr>
</tbody>
</table>

### 12th Grade 30 Day Smoking Prevalence and Price

- **Tobacco Price**
- **Prevalence**

Visit www.impacteen.org for these and other ImpacTeen research papers and relevant presentations.
VARIATIONS IN TOBACCO MARKETING BY COMMUNITY CHARACTERISTICS

Price & Promotions in Stores By Community Characteristics

Cigarette Placement of Tobacco Products by Store Type

Highlights

Results suggest there are differences in tobacco and alcohol pricing, promotions, and advertising based on neighborhood’s predominant ethnic representation, income level and age of its residents.

Specifically:

- Cigarettes are cheaper and more accessible in neighborhoods with a higher percentage of youth aged 12-17.
- Cigarettes are cheaper in neighborhoods with a higher percentage of Hispanics and young adults aged 18-24.
- Cigarettes are more expensive and promotions are less likely in neighborhoods with a higher percentage of African Americans.
- Cigarettes are less accessible in neighborhoods with a higher percentage of Hispanics and African Americans.
- Cigarettes are more accessible and promotions more likely in higher income neighborhoods.

POSSESSION, YOUTH & PURCHASE LAWS AND YOUTH SMOKING

Study of Purchase, Possession, and Use Laws:

- Weak Evidence That Combination of Laws are Associated With Lowered Youth Smoking – But Only in Young, Low-Risk Youth.
- Need to Study Enforcement and Local Laws.

Mean Number of Possession, Use, and Purchase Laws Per State* - United States, 1988-1999

Table 1. Logit Analyses of the Association Between Purchase, Possession, and/or Use Laws and Cigarette Smoking among Minors – United States, 1991-1998

Cigarette Smoking Among Youth by the Historical PPU Legislation Rating in 50 States and the District of Columbia, 1999