Participants in the poll were told that products like cigars, loose tobacco and e-cigarettes aren’t currently taxed at the same rate as cigarettes, but if they were taxed similarly to cigarettes, the change could result in approximately $10 million in additional revenue to the state. Seventy-five percent of respondents supported tax equalization if the additional tax revenue would be used to prevent youth from starting to smoke or use other tobacco products, such as e-cigarettes, Juuls, or other vaping products; as well if the revenue would be used to prevent illness and improve overall health.

**75% of Maine Voters Support Tax Equalization.**

Don’t Choose Tobacco Product Winners & Losers.

Close the Tobacco Tax Loophole. Tax All Tobacco Products Equally.

### What Are Other Tobacco Products?

Any product that contains tobacco that does not meet the federal definition of a cigarette.

- E-Cigarettes
- Little Cigars/Cigarillos
- Chewing Tobacco/Snuff/Dip
- Loose Tobacco/RYO
- Cigars
- Dissolvables – orbs, sticks, strips, etc.

### What Is Tax Equalization?

- Most Other Tobacco Products (OTPs) are not taxed at the same rate as a pack of cigarettes – making them much cheaper and increasing their appeal to youth and low-income Mainers.
- Some products retail for as little as $1.00.
- **ME has the lowest OTP tax rate in New England.**

### Why Equalize?

- The tobacco industry uses tax loopholes to create new opportunities for youth and adults to use and become addicted to their products.
- **Tax loopholes for OTPs,** like candy-flavored e-cigarettes and little cigars, are costing Maine nearly $11 million per year in lost revenue.
- Young people are price-sensitive and disproportionately use OTPs compared to adults.
- In Maine, 1 in 10 male high school students smoke cigars; nearly 1 in 6 high school students use e-cigarettes.
- More than 70% of Maine voters would be more likely to support a candidate for political office in Maine if the candidate voted to tax other tobacco products at the same rate as cigarettes.

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**Current excise tax rates on non-cigarette tobacco products in New England**

- **20% of wholesale price**
- **92% of wholesale price**
- **65% of wholesale price**
- **40% of wholesale price**
- **50% of wholesale price**
- **80% of wholesale price**

**For cigars, chewing & smoking tobacco**

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Other Tobacco Product Use Disparities

- The tobacco industry spends an estimated $48.5 million each year in Maine on marketing, and has a history of targeting who they perceive as vulnerable populations — youth, low-income communities, LGBTQ, racial/ethnic minorities, and individuals with mental and/or behavioral health conditions.

- Disproportionate use of tobacco products in these populations shows marketing works:
  - Gay high school males and high school males who are not sure of their sexual identity smoke cigars at significantly higher rates than their heterosexual peers.
  - Transgender high school students smoke cigars and use e-cigarettes at significantly higher rates than their peers who do not identify as transgender.
  - Hispanic high school students use e-cigarettes at significantly higher rates than their non-Hispanic peers.

E-Cigarettes

- In Maine, E-cigarettes are only assessed sales tax.
- E-cigarettes are included in the FDA definition of tobacco products; they are not an FDA-approved quit aid, and are the most commonly used tobacco product among US youth.

- **Youth who use e-cigarettes are 2 times more likely to start smoking cigarettes** within 2 years than youth who never used any tobacco product.
- 99% of e-cigarettes contain nicotine, the highly addictive drug in cigarettes.
- The U.S. Surgeon General and the former FDA Commissioner have both called youth e-cigarette use an epidemic.

To learn more, please visit www.MainePublicHealth.org.