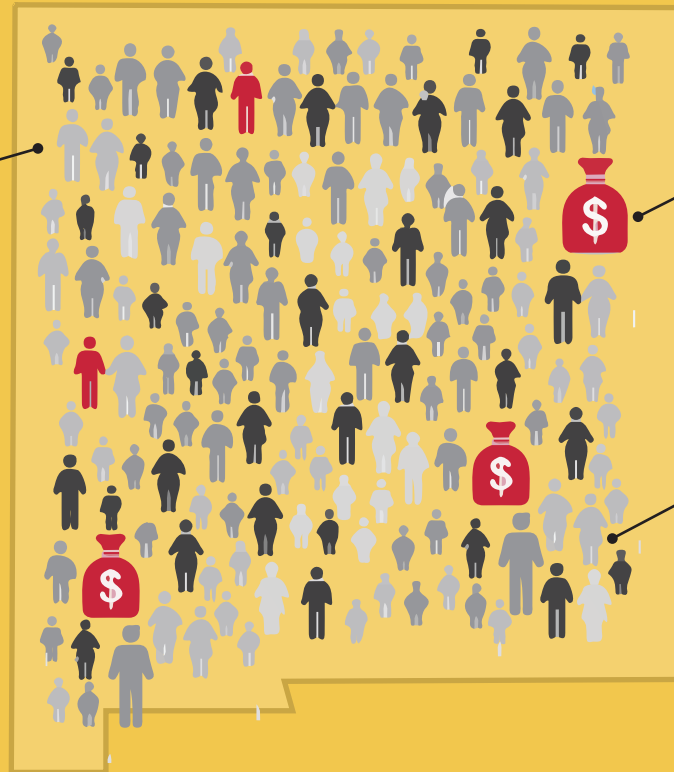




# Overall Costs of Tobacco Use in New Mexico

**\$945 per household**

State and Federal tax burden from smoking-caused government expenditures in NM



**\$844 Million** annual healthcare costs directly caused by smoking, including **\$223 Million** in Medicaid costs

**\$597 Million** annual smoking-caused productivity losses

**\$1.44 Billion**  
Total Annual Cost

**\$37M**



Tobacco Industry Marketing Efforts

In NM, the Tobacco Industry spends about **\$37 MILLION** on **marketing efforts** yearly, outspending New Mexico's investments on tobacco control programs by over **6X**.

**\$5.9M**



NM Investments