

Want to Reduce Underage Drinking in Ohio?



It takes 125 six packs of beer to generate the same revenue for Ohio as one carton of cigarettes*

* calculated based on the Ohio Department of Taxation

- Research shows that as cigarette prices increase, smoking rates among youth decrease. Likewise, research shows youth consumption of alcohol goes down as prices go up.
- State revenue rates on beer have not changed since 1993 and in fact have lost 33% of its value due to inflation.
- Meanwhile, the annual cost of alcohol consumption in Ohio has climbed to approximately \$1.5 billion in alcohol-related healthcare alone.
- Ohio can reduce underage drinking and its health-damaging effects and generate dollars for the state.



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