

How Bad is the Threat?

"Preventable" Causes of Death in the U.S. Per Year:

<u>Cause of Death</u>	<u>Number of Deaths</u>
Tobacco	435,000
Poor Diet and Physical inactivity	365,000
Alcohol	85,000
Secondhand Smoke	54,000
Motor Vehicle Crashes.....	26,347
Adverse Reactions to Prescription Drugs	32,000
Suicide	30,622
Murder	20,308
Illegal Drug Use.....	17,000

Profits Lost Each Year

Profit Loss Due to Death:

435,000 customers

@ 1.5 packs per day = \$105 / year

\$45,675,000.00

Profit Loss Due to Quitters:

1,000,000 customers quit

@ 1 pack per day = \$70 / year

\$70,000,000.00

TOTAL IN LOST REVENUE:

\$115,675,000.00