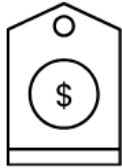


Three Ways to Estimate Tobacco Product Waste Abatement (TPW) Costs



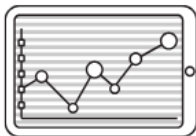
PROPORTIONAL MEASUREMENT:

Obtain estimates of total litter costs, then weight them by the volume of total litter expected to be TPW-related. Relatively easy to calculate, but unlikely that city, states, or counties actively track specific data regarding the amount of littered TPW.



SALES VOLUME ESTIMATION:

Estimate amount of TPW by combining tobacco product sales data with typical littering rates, then apply an estimate of the average cost of abating a single unit of TPW to the estimated total volume of littered TPW. Does not require estimates of general litter costs, but requires access to private data on tobacco product sales by geographic region.



STATISTICAL ESTIMATION:

Predict TPW volume based on smoking prevalence, socioeconomic and demographic variables, and land, then apply an estimate of the average cost of abating a single unit of TPW to the estimated volume of TPW. Data for this approach is typically readily available, and incorporates information about socioeconomic and demographic factors. However, the final estimate may lack precision as an estimate of TPW.

