

**During the first week after the cigarette tax increase took effect, my UNIT SALES of cigarettes:**

	Responses	Response %
Did not change	1	6.3%
Increased	1	6.3%
Dropped less than 10%	0	0.0%
Dropped 10% to 15%	2	12.5%
Dropped 16% to 20%	4	25.0%
Dropped 21% to 25%	2	12.5%
Dropped more than 25%	6	37.5%

*Comments:*

- "30% decrease 1st week."
- "Our 7/1-7 cig sales dropped 33% from June's average."
- "It was 4th of July week and we had record sales. Not a good week to compare."

**I think the MAIN REASON for my change in UNIT SALES of cigarettes since the tax hike is:**

	Responses	Response %
Customers stocked up beforehand	2	13.3%
Customers quit smoking	1	6.7%
Customers shifted to tax-free or lower-tax outlets	9	60.0%
Other (explain below)	3	20.0%

*Comments:*

- "Shock of high price made them not want to buy."
- "My guess is a combination of purchasing tax free cigs and some quitting."
- "I am gathering info now. We did have people stock up, but the biggest noise was quitting."
- "Smokers left are 'hard core.' They are not quitting."

**Additional Observations:**

- "We are seeing a real change in this increase compared to previous tax increases. People are angry and are not going to just take it this time. We are only 15 miles from PA border and people are saving \$30 per carton, do the math Governor, cheaper gas, cheaper smokes it just makes to much sense for them to go and get them there. I took a small survey in a bar on Friday July 9th. There were 15 smokers in the bar, 11 out of 15 packs were PA stamps 3 NY and 1 unstamped."
- "It's killing the business and we are driving our sales right to the reservations. The state will lose more tax money if we lose our customers to the reservations."
- "We are seeing a drop in Lottery sales which may be related to the cigarette sales."
- "Oneidas never took any increase so I can more and more business shifting to their locations."