



Estimated Economic Impact of New Synthetic Nicotine Regulation Wisconsin¹

DIRECT ECONOMIC IMPACT	Lost Jobs	Lost Wages	Lost Output
Vape Store Retail Jobs	-102	-\$2,096,300	-\$4,466,800
All Other Retail Jobs	0	\$0	\$0
Wholesale Jobs	-18	-\$1,452,900	-\$5,591,500
E-Liquid Manufacturing Jobs	-9	-\$871,100	-\$5,697,800
Component Manufacturing Jobs	0	\$0	\$0
Total	-129	-\$4,420,300	-\$15,756,100

SUPPLIER ECONOMIC IMPACT	Lost Jobs	Lost Wages	Lost Output
Agriculture	-1	-\$41,700	-\$131,200
Mining	0	-\$5,500	-\$47,500
Construction	-1	-\$40,600	-\$134,100
Manufacturing	-9	-\$743,000	-\$3,943,100
Wholesale	-4	-\$361,000	-\$1,224,100
Retail	-1	-\$28,100	-\$85,700
Transportation & Communication	-9	-\$620,700	-\$2,217,600
Finance, Insurance & Real Estate	-8	-\$360,200	-\$1,944,300
Business & Personal. Services	-21	-\$1,470,000	-\$2,842,000
Travel & Entertainment	-4	-\$96,200	-\$252,400
Government	-1	-\$113,500	-\$229,000
Other	0	\$0	\$0
Total	-59	-\$3,880,500	-\$13,051,000

INDUCED ECONOMIC IMPACT	Lost Jobs	Lost Wages	Lost Output
Agriculture	-2	-\$52,600	-\$274,200
Mining	0	-\$1,400	-\$8,800
Construction	0	-\$33,100	-\$119,100
Manufacturing	-6	-\$422,400	-\$2,790,000
Wholesale	-2	-\$166,900	-\$651,600
Retail	-9	-\$316,100	-\$879,400
Transportation & Communication	-4	-\$346,100	-\$1,500,400
Finance, Insurance & Real Estate	-8	-\$436,300	-\$3,113,100
Business & Personal Services	-29	-\$1,739,900	-\$3,543,200
Travel & Entertainment	-11	-\$281,000	-\$840,900
Government	-1	-\$65,800	-\$199,200
Other	-2	-\$84,700	-\$158,800
Total	-74	-\$3,946,300	-\$14,078,700

	Lost Jobs	Lost Wages	Lost Output
TOTAL ECONOMIC IMPACT	-262	-\$12,247,100	-\$42,885,800

TAX IMPACT	TAXES
Business Taxes Lost	-\$5,022,700
Federal	-\$2,563,000
State	-\$2,459,800
Consumption Taxes Lost	-\$1,539,300
Total Taxes Lost	-\$6,562,000

¹ Assuming 20 percent decline in vape store revenue, based on ECigIntelligence: US vape store survey 2021 – revenues and confidence on the rise