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# Ohio Statewide Survey

## Survey of 607 Registered Ohio Voters

### April 2008

Survey conducted by Midwest Communications & Media  
Statewide Survey Conducted April 16-17, 2008  
Sample Size: 607  
Margin of Error for Entire Sample: +/- 4%

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# Executive Summary

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## Survey of 607 Ohio Voters

- Nearly two-thirds (65 percent) of voters support a 75-cent increase in the cigarette tax to help fund the proposed economic stimulus package and fully fund tobacco prevention.
- Nearly three-quarters of voters (73 percent) support taxing other tobacco products such as cigars and chewing tobacco at the same rate as cigarettes.
- When asked to choose among three options to help pay for the stimulus package, the cigarette tax is the preferred option, receiving as much support as the other two options combined.
- Voters are divided on the plan to use most of the remaining tobacco settlement funds to help pay for the stimulus package.
- In contrast, voters clearly support increasing the cigarette tax and reject using prevention funds to pay for the stimulus package when presented with the tobacco tax as an alternative.

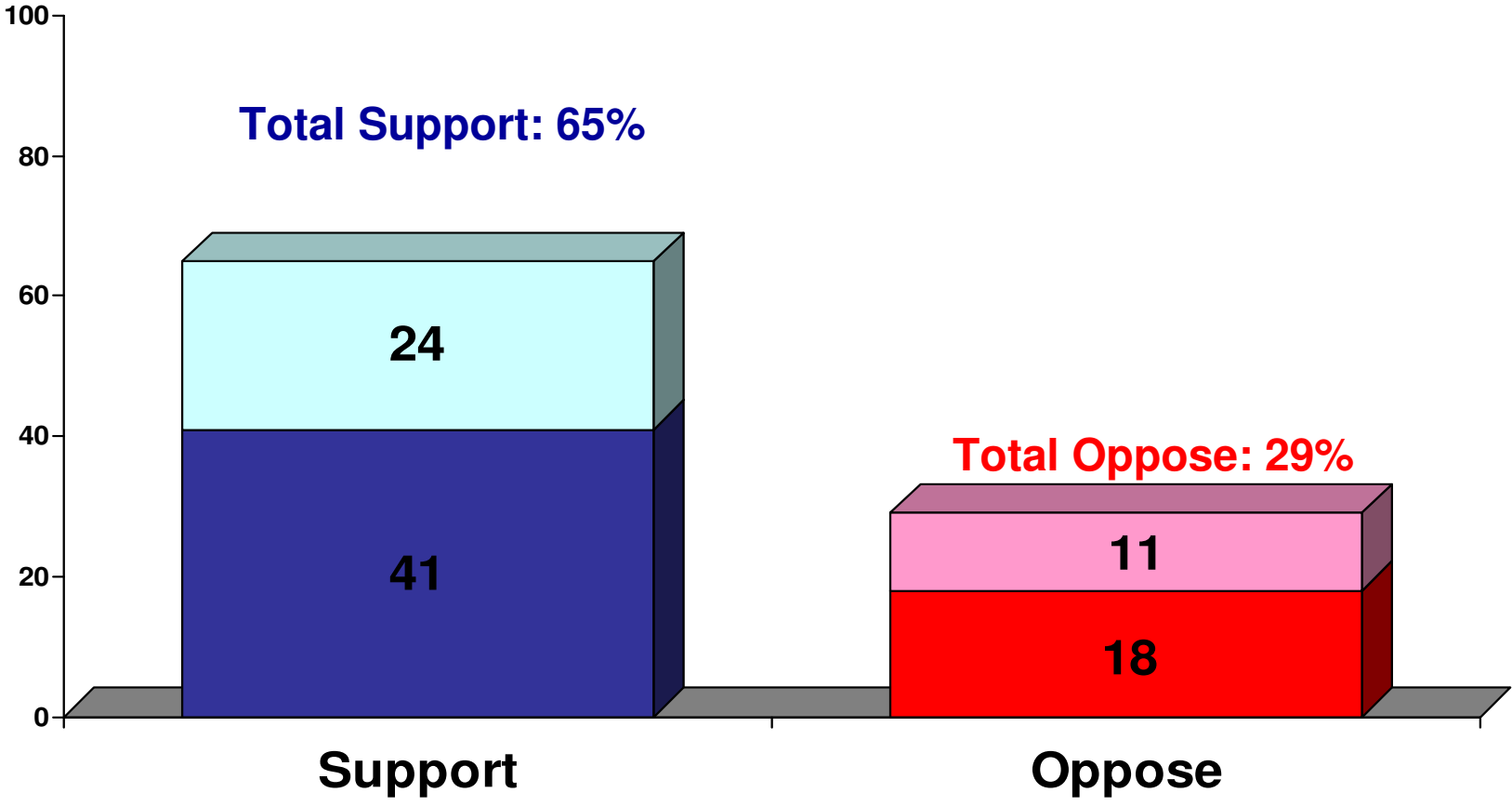
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# **Support For Increasing The Tobacco Tax**

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# By a Two-To-One Margin, Voters Support Increasing The Cigarette Tax To Fund Tobacco Prevention

Now I'd like to describe another proposal. Would you support or oppose increasing the state cigarette tax by 75 cents per pack, which would generate enough revenue to help fund the economic stimulus package this year without taking money from the tobacco prevention fund and also ensure long-term funding for programs to prevent kids from starting to smoke and help smokers who want to quit?

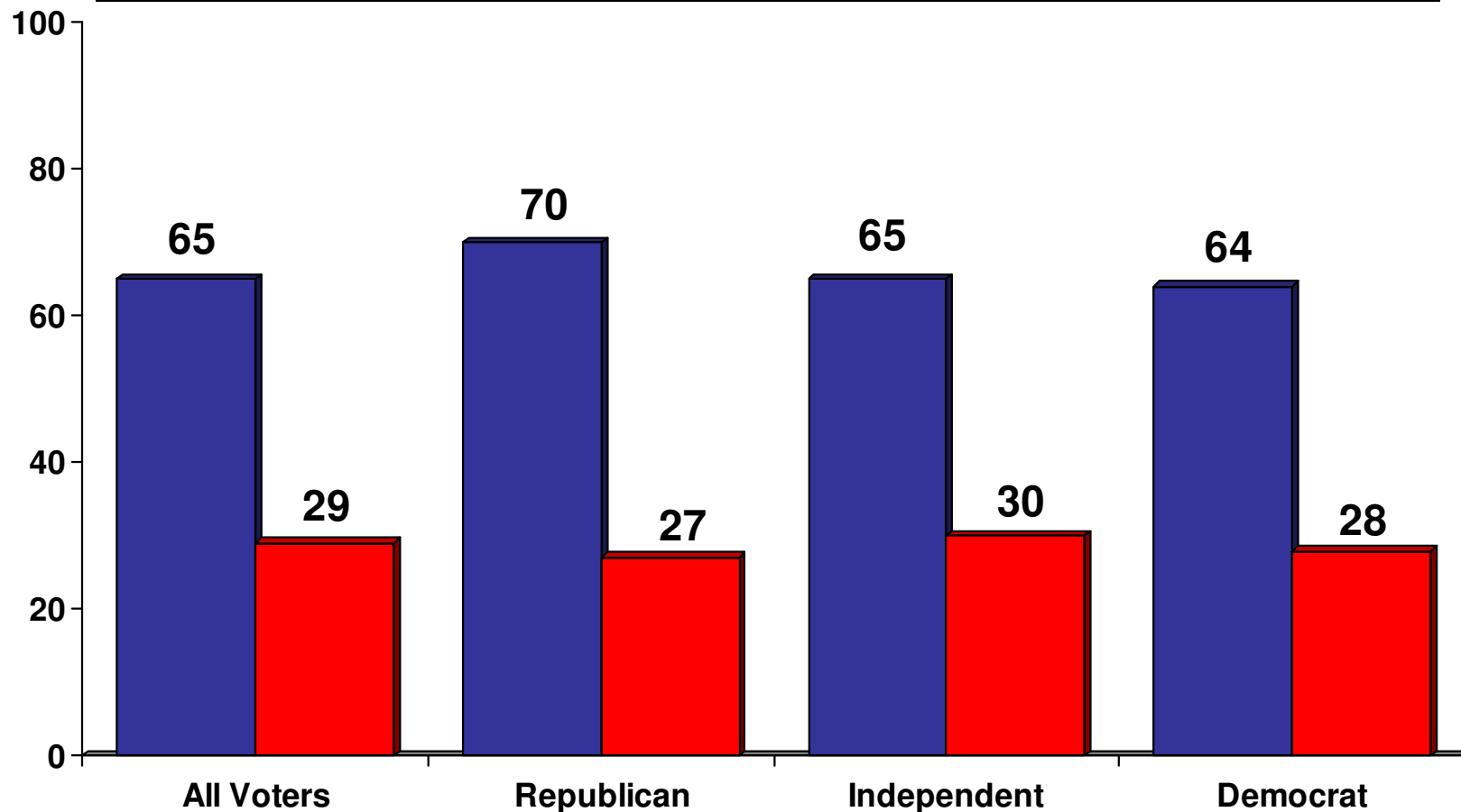


Darker shading equals stronger intensity  
Total numbers are rounded

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# Voters Across Party Lines Support Increasing The Cigarette Tax

Now I'd like to describe another proposal. Would you support or oppose increasing the state cigarette tax by 75 cents per pack, which would generate enough revenue to help fund the economic stimulus package this year without taking money from the tobacco prevention fund and also ensure long-term funding for programs to prevent kids from starting to smoke and help smokers who want to quit?



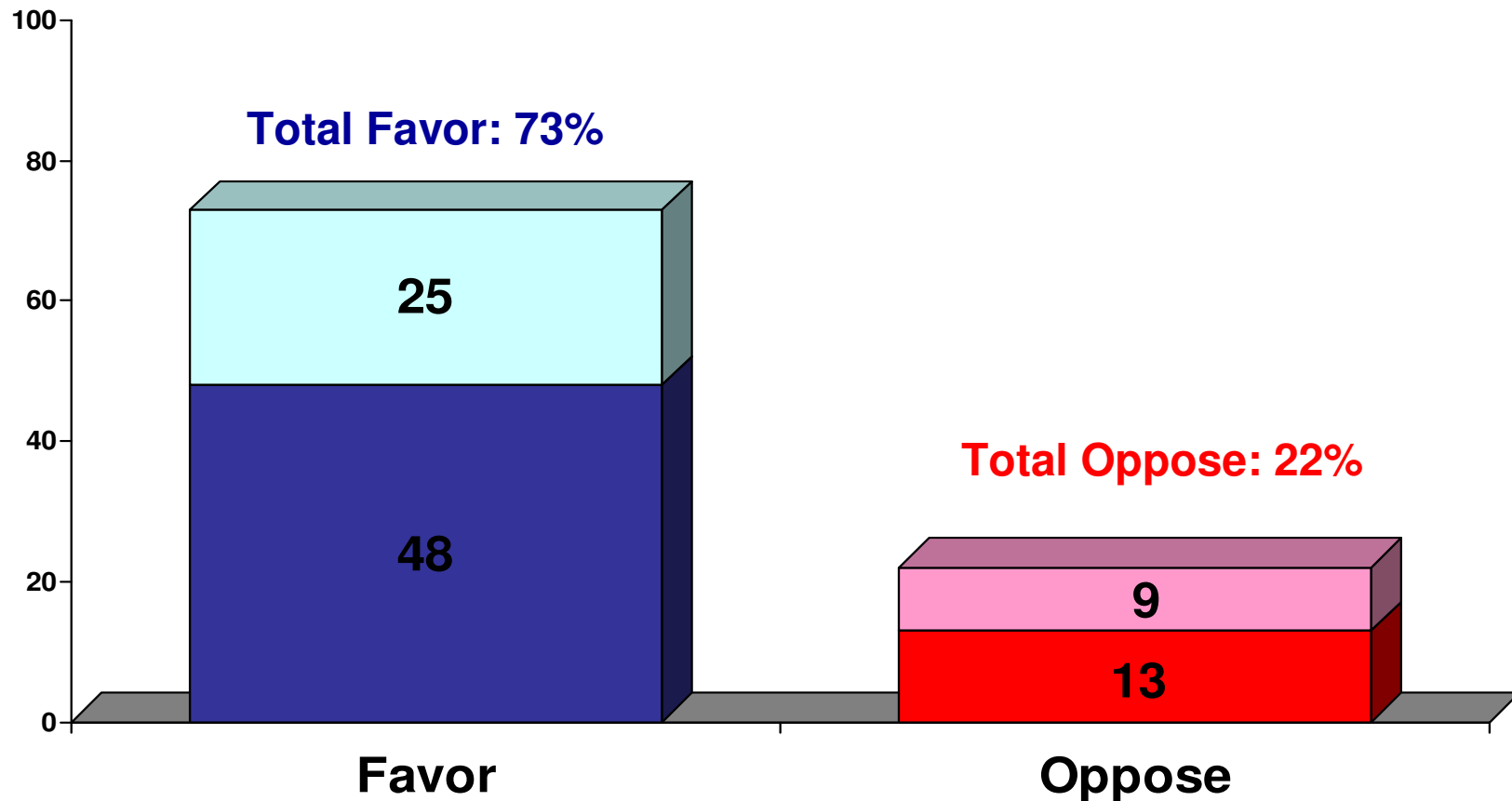
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■ Support ■ Oppose

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# A Strong Majority Favor Taxing Other Tobacco Products At The Same Rate As Cigarettes

As you may or may not know, Ohio currently taxes cigars and smokeless tobacco products such as chewing tobacco at a lower rate than cigarettes. Regardless of how you feel about increasing the cigarette tax, do you favor or oppose taxing these types of tobacco products at the same rate as cigarettes, with the revenue dedicated to tobacco prevention including programs to prevent kids from starting to use tobacco and help adults who want to quit?



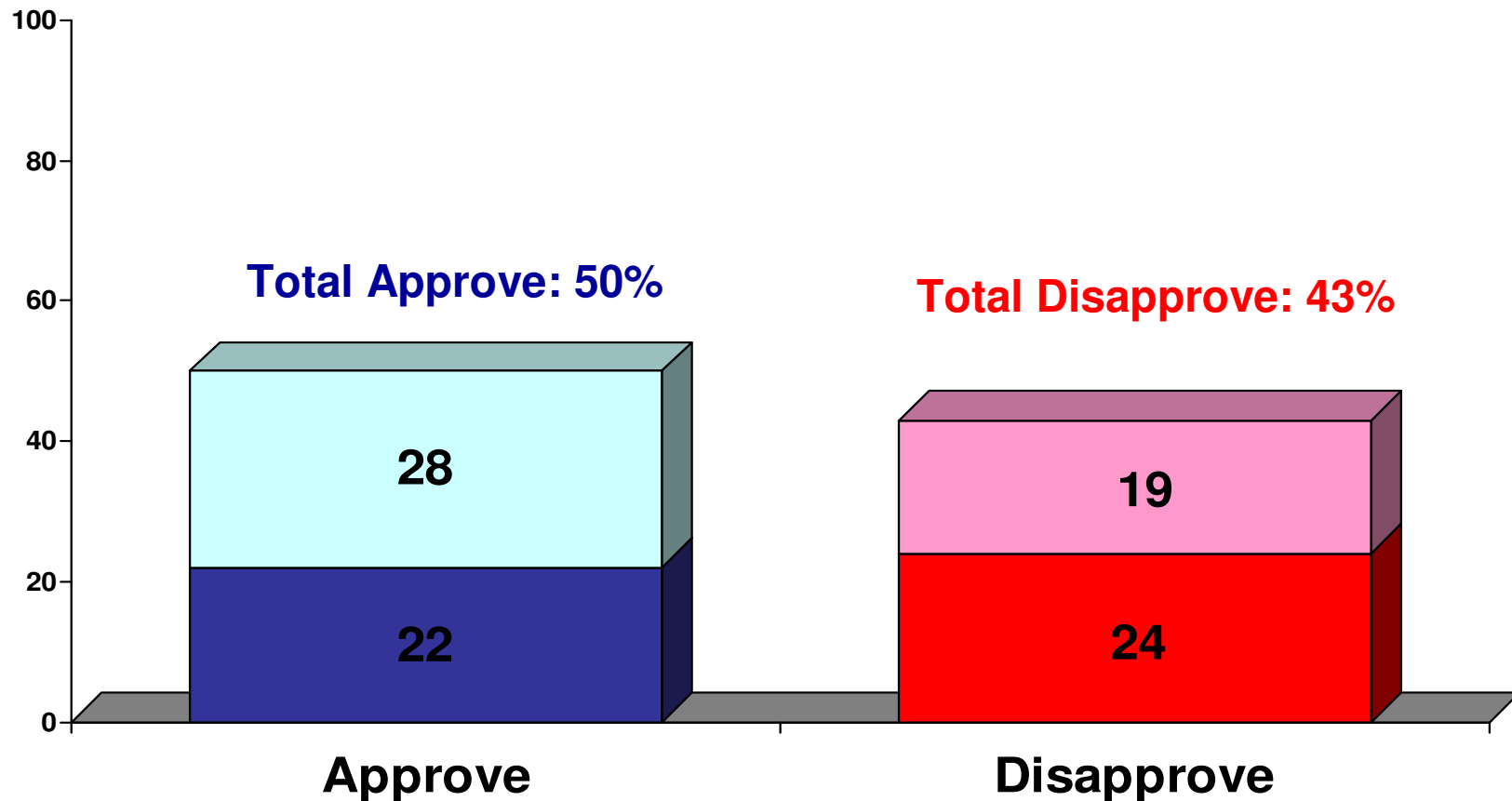
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# Voters Are Divided On Using Tobacco Settlement Funds To Help Pay For The Stimulus Plan

As you know, the state uses tobacco settlement dollars to fund a statewide program that works to prevent kids from starting to smoke and help smokers who want to quit. Recently, state leaders passed emergency legislation to take almost all of the remaining settlement dollars in the tobacco prevention fund to help pay for the economic stimulus plan. The tobacco settlement dollars would pay for 15% of the economic stimulus package.

Do you approve or disapprove . . .



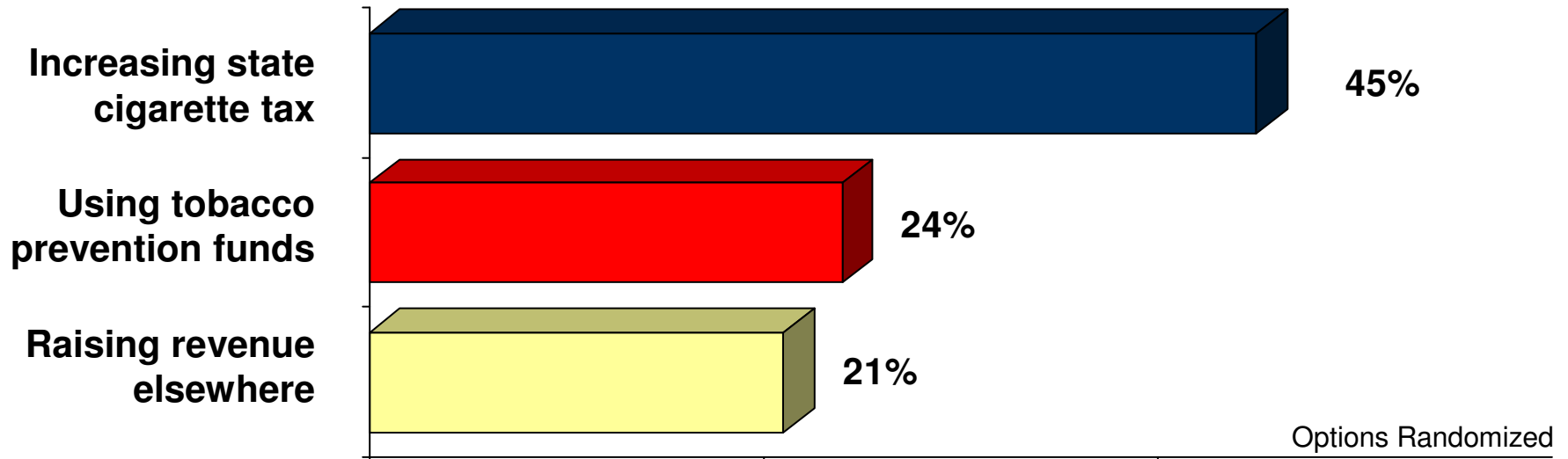
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# ***Increasing The Cigarette Tax Is The Most Preferred Way To Help Fund The Stimulus Package***

***Increasing the tax receives as much support as the other two options combined***

- Option A would raise the tax on cigarettes by 75 cents per pack, which could help fund the economic stimulus package this year and also ensure long-term funding for programs to prevent kids from starting to smoke and help smokers who want to quit
- Option B would fund the economic stimulus package in part by taking almost all of the remaining settlement dollars in the tobacco prevention fund
- Option C would not raise the cigarette tax or take the money from the tobacco prevention fund. If state leaders wanted to fully fund the economic stimulus plan they would have to raise the revenue elsewhere by issuing more bonds, tapping into the rainy day fund, or cutting other programs.



Darker shading equals stronger intensity  
Total numbers are rounded

0% 20% 40% 60%  
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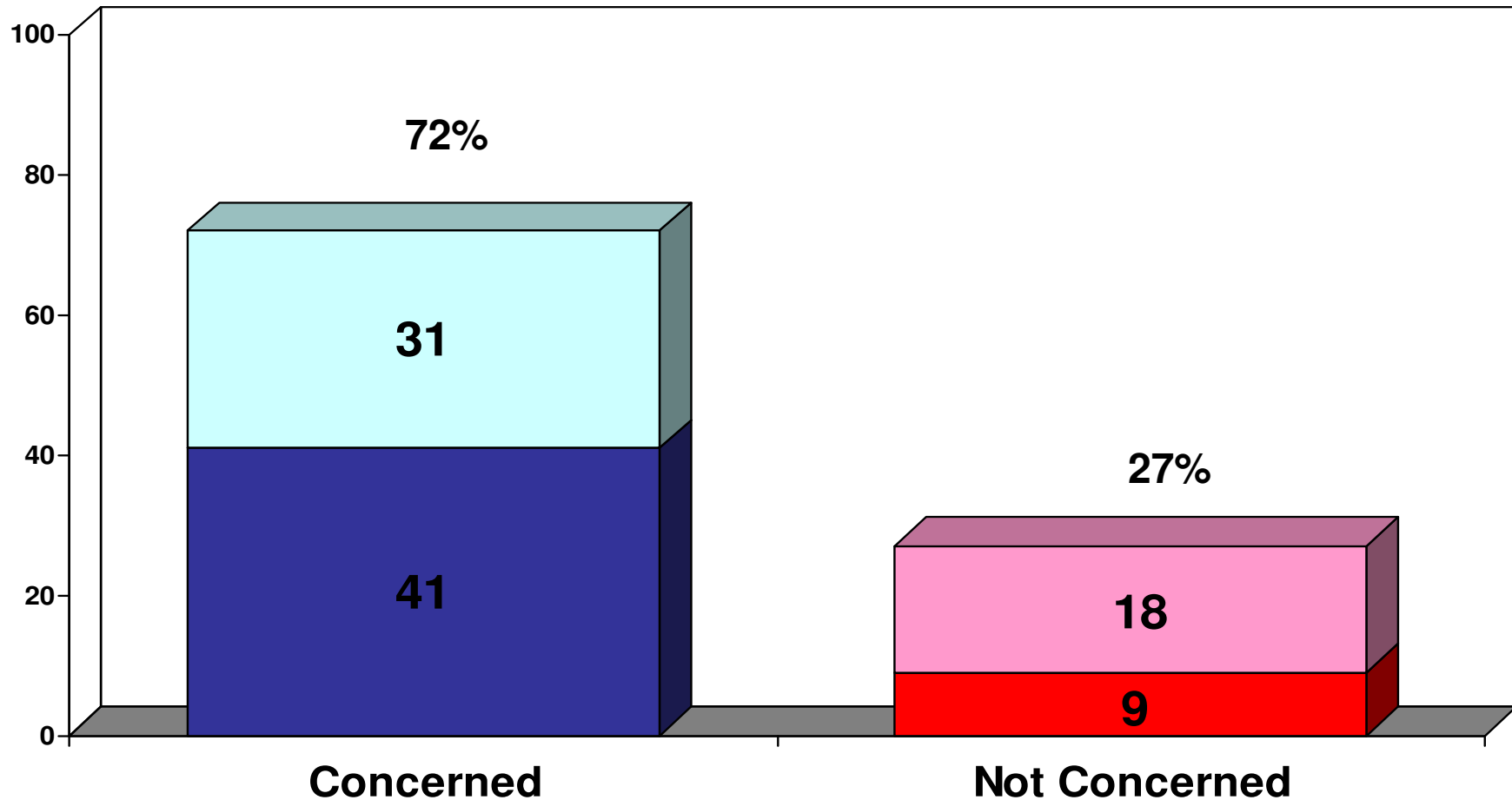
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# **Underlying Support For Tobacco Prevention**

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# Ohio Voters Are Concerned About Tobacco Use Among Young People

How concerned are you about smoking and other tobacco use among young people in Ohio - very concerned, somewhat concerned, not too concerned, or not at all concerned?



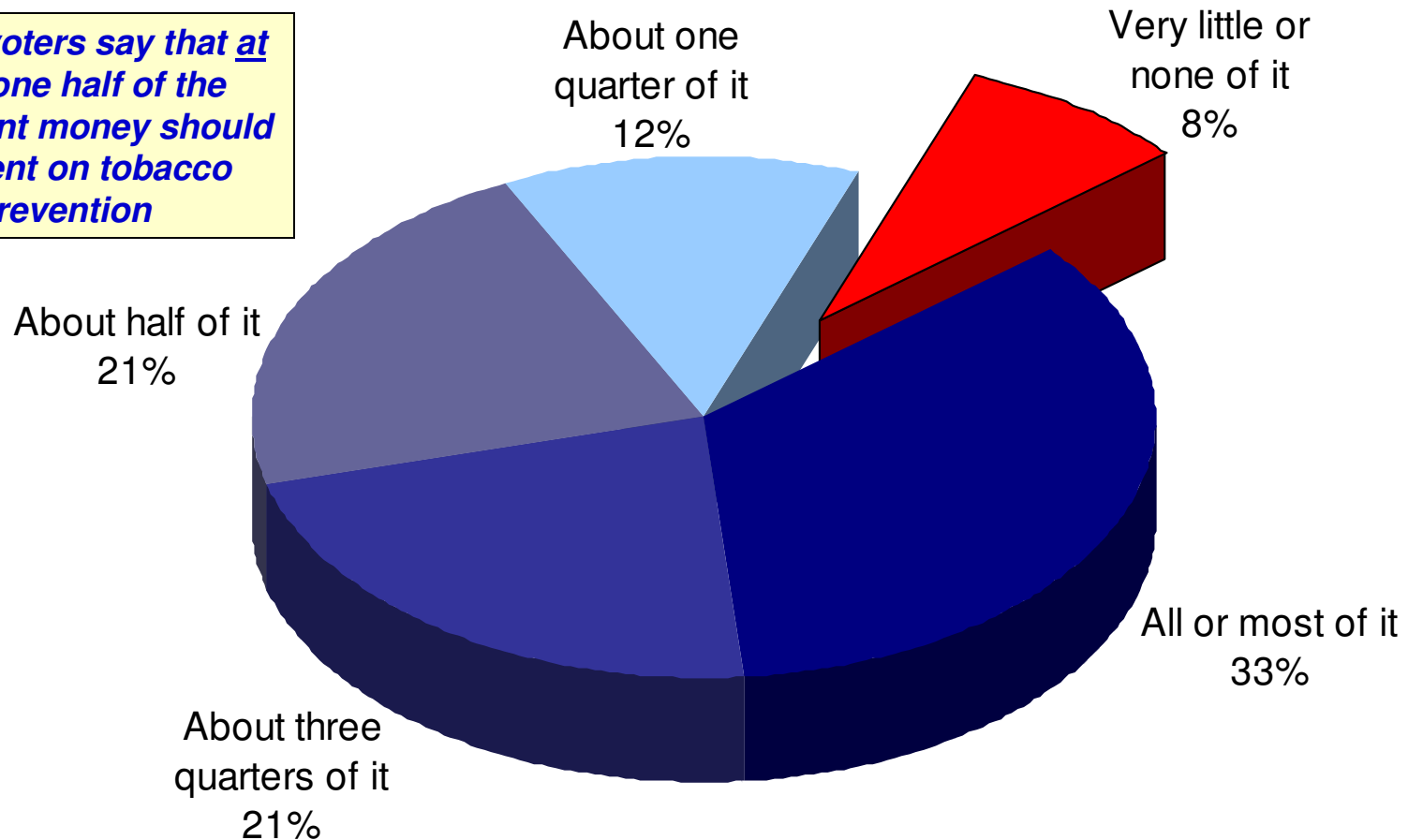
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# Voters Support Spending Tobacco Funds on Tobacco Prevention

As a result of its settlement of a lawsuit against the tobacco industry, Ohio received approximately three-hundred million dollars per year from the tobacco companies. How much of the money that the state received from the tobacco settlement should be spent on tobacco prevention including programs to prevent kids from starting to smoke and help smokers who want to quit?

**75% of voters say that at least one half of the settlement money should be spent on tobacco prevention**

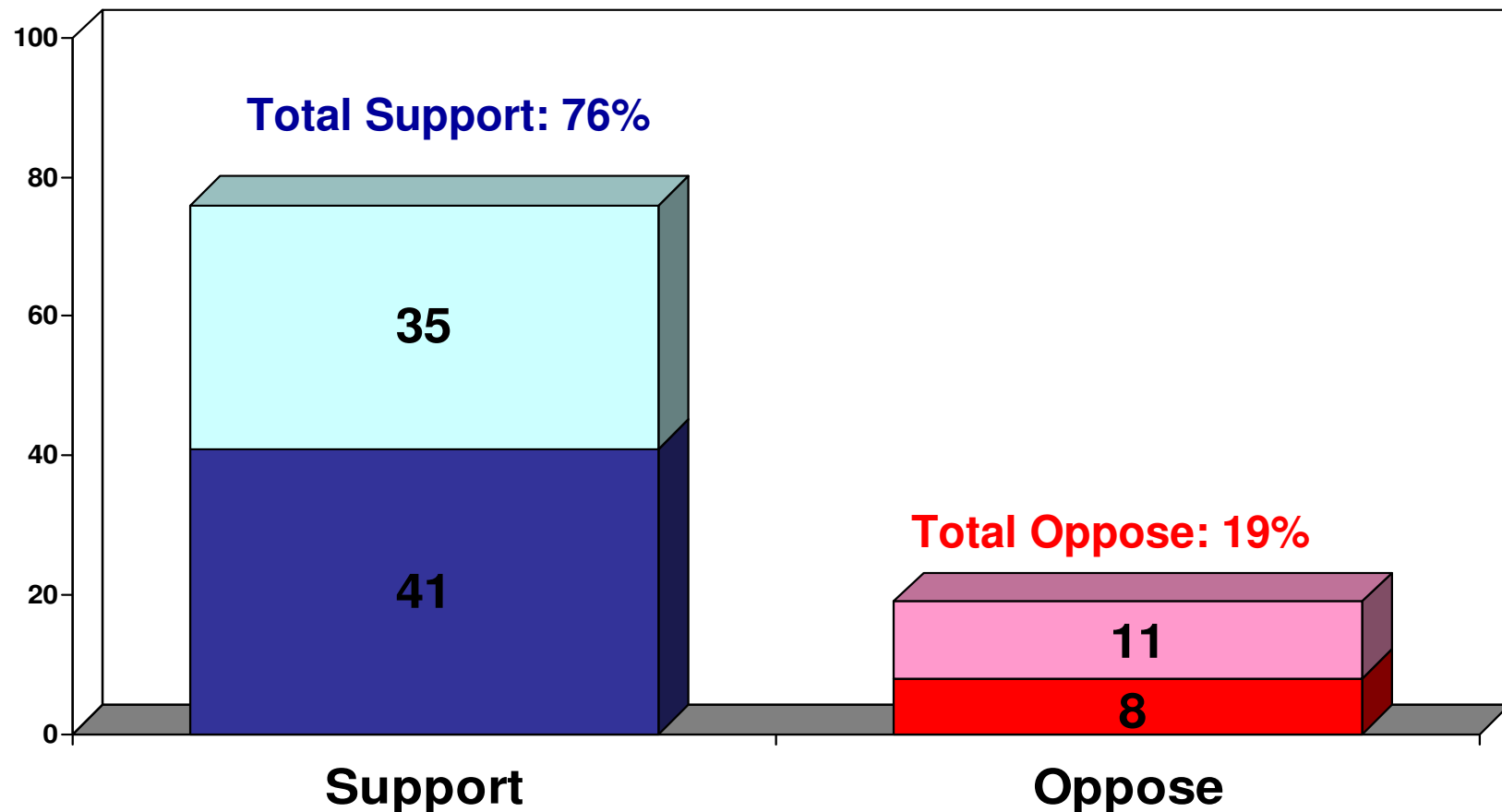


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# Three Quarters of Voters Support Funding Tobacco Prevention at the CDC-Recommended Level

The state of Ohio's tobacco tax collections total \$1 billion dollars each year. The CDC recommends that the state spend about \$145 million on tobacco prevention, including programs to prevent kids from smoking and provide help for smokers who want to quit. Do you support or oppose using some of the tobacco tax money to fund the tobacco prevention program at the level recommended by the CDC?



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