



**TO: The Campaign for Tobacco-Free Kids**  
**FROM: The Mellman Group**  
**RE: National Tobacco Tax**  
**DATE: June 5, 2007**

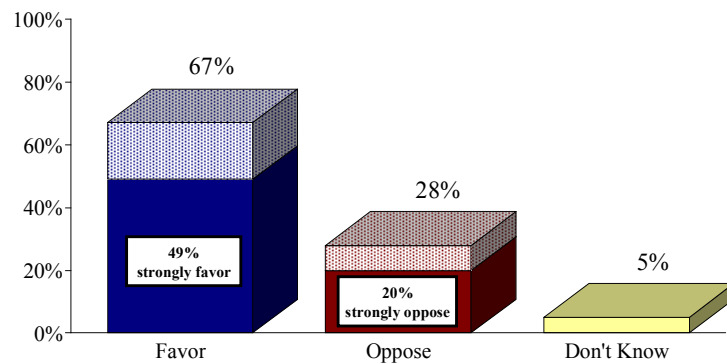
The Mellman Group conducted a nationwide survey of 1,000 likely voters by telephone May 29-June 3, 2007, using a random-digit dialing (RDD) probability sample of all telephone households in the country. The margin of error for this survey is +/-3.1% at the 95% level of confidence. The margin of error is larger for subgroups.

### Voters Strongly Favor An Increase In The Federal Cigarette Tax

Our just completed survey shows voters strongly support a 75-cent increase in the federal cigarette tax, with the revenue dedicated to providing health care coverage for uninsured children. Two-thirds (67%) favor such a tax increase, while only 28% oppose it. Moreover, nearly half (49%) *strongly* favor the tax increase, while only 20% are *strongly* opposed to it.

#### Voters Overwhelmingly Favor A Proposal To Increase The Federal Cigarette Tax By 75 Cents Per Pack To Fund Health Care Coverage To Uninsured Children

Would you favor or oppose a 75 cent per pack increase in the federal cigarette tax, with the revenue dedicated to the program that provides health care coverage to uninsured children?



(darker shading=stronger intensity)

The Mellman Group, Inc. (6/07)

% Favor/Oppose Cigarette Tax Increase		
	Favor	Oppose
Men	66%	30%
Women	68%	26%
Democrat	72%	25%
Independent	61%	34%
Republican	67%	27%
18-39	71%	26%
40-59	67%	29%
60+	63%	29%
HS or Less	60%	34%
Some College	66%	29%
College Grad+	74%	23%
White	68%	27%
Black	67%	31%
Hispanic	69%	29%
<\$30K	62%	32%
\$30K-\$50K	67%	32%
\$50K-\$80K	74%	24%
\$80K+	69%	23%
Northeast	71%	23%
Midwest	64%	34%
South	69%	26%
West	65%	29%
Big City	70%	27%
Smaller City	70%	26%
Suburbs	69%	25%
Small Town	66%	31%
Rural Areas	61%	33%

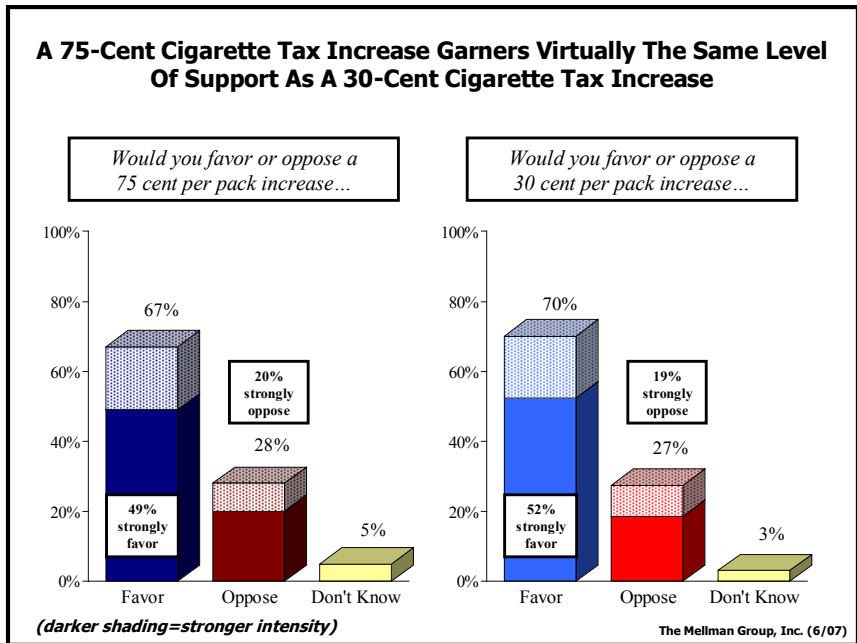
Support for the 75-cent cigarette tax increase is strong across party lines, with more than two thirds of Democrats (72% favor, 25% oppose) and Republicans (67% favor, 27% oppose), and a sizable majority of independents (61% favor, 34% oppose) favoring the proposal. Moreover, the proposed cigarette tax increase crosses the breadth of American society, garnering nearly 2 to 1 support across age, gender, race, income and educational groups, as well as in urban, suburban and rural communities.

Indeed, a narrow majority of those who describe themselves as current or occasional smokers, 29% of the population, favor the proposed cigarette tax increase (51% favor, 47% oppose). Support for the proposed tax increase is even stronger among both former smokers (67% favor, 27% oppose) and those who have never smoked (77% favor, 18% oppose). Together, these two groups make up 70% of the nation's electorate.

It should be noted that a 75-cent increase in the federal cigarette tax garners virtually the same level of support as a smaller 30-cent increase. Seventy percent of voters (70%) would support a 30-cent increase, while 27 percent would oppose an increase at that level. Thus, there is very little difference in overall support for a 75-cent increase and a 30-cent increase in the federal cigarette tax. The same holds true across demographic subgroups.

**The Politics Favor A Tobacco Tax Increase**

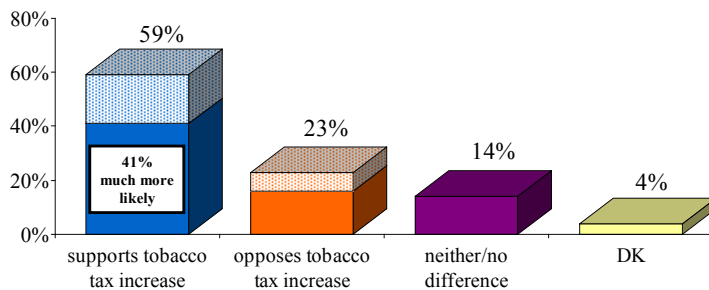
When given the option of voting for a candidate who supports a cigarette tax increase or a candidate who opposes the plan, a majority (59%) prefer the supporter over the opponent (23%). Sizeable majorities of Democrats (64% supporter, 22% opponent), independents (55% supporter, 26% opponent) and Republicans (57% supporter, 21% opponent) prefer the supporter of a tax increase over the opponent. Even conservative Republicans prefer a cigarette tax supporter over an opponent (52% supporter, 23% opponent).



**Voters Are More Likely To Vote For A Candidate Who Supports A Tobacco Tax Increase Rather Than One Who Opposes It**

*I'm going to read you some statements about two candidates for federal office and ask for whom you would vote*

- Candidate X, who supports the plan to increase the national cigarette tax by 75-cents per pack, with the revenue dedicated to the program that provides health care coverage to uninsured children.
- Candidate Y, who opposes the plan to increase the national cigarette tax by 75-cents per pack because our federal taxes are already too high



**Voters Believe It Is Important To Increase Funding For Programs That Provide Health Coverage For Uninsured Children**

An overwhelming majority of American voters believe that it is important to increase funding for the program that provides health care coverage for uninsured children. Two-thirds (67%) believe that it is “very important” to fund these programs, while an additional 22% believes it is “somewhat important.” Only 8% believe it is “not too important” or “not at all important” to fund health coverage for uninsured children. Once again, this belief crosses party lines, with 93% of Democrats, 90% of independents and 84% of Republicans believe that it is at least “somewhat” important to fund this program.