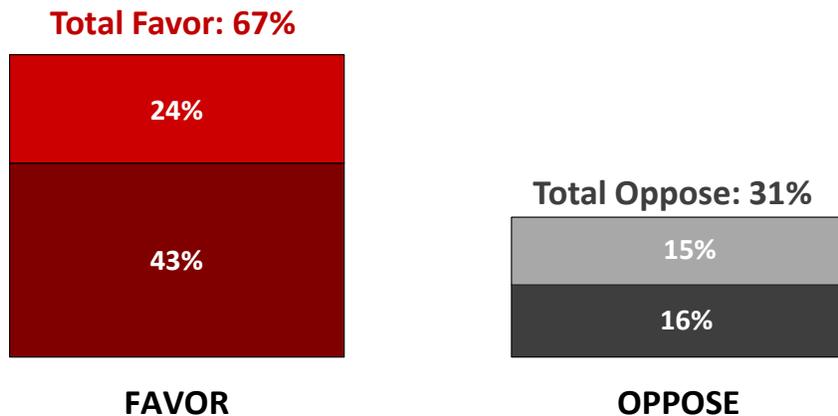


UTAH VOTERS FAVOR RAISING THE LEGAL AGE FOR THE SALE OF TOBACCO TO AGE 21.

The Salt Lake City-based public opinion and market research firm Dan Jones & Associates recently completed a survey of 515 voters in Utah.¹ The survey found concern about tobacco use among young people and solid support for a law that would raise the legal age for the sale of cigarettes and other tobacco products to age 21.

UTAH VOTERS FAVOR RAISING THE LEGAL AGE FOR THE SALE OF TOBACCO TO AGE 21



Would you favor or oppose Utah passing a state law that would raise the legal age for the sale of cigarettes and other tobacco products to age 21?

Darker shading equals stronger intensity | Total numbers are rounded

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Support for the proposal is broad-based and widespread, with large majorities of voters across the state and across key demographic groups in support:

- Salt Lake County (59%), Davis County (64%), Weber County (66%), Utah County (79%), Northern Utah (75%), and Southern Utah (69%);
- Republicans (80%), Independents (61%) and Democrats (63%);
- Men (62%) and women (73%);
- Voters under age 35 (62%), age 35-54 (68%), and age 55+ (72%).

¹ **Methodology:** Dan Jones & Associates of Salt Lake City conducted a random sample telephone survey of N=515 Utah registered voters on both landline and cell phones. The survey was conducted January 31-February 5, 2014 and has an overall margin of error of +/-4.4% at the 95% confidence level. Sampling error for subgroups within the sample will be larger.

About 8 out of 10 Utah voters express concern about tobacco use, both among young people in the state (82% very or somewhat concerned) and specifically among young people under age 21 (78% very or somewhat concerned).

In addition, by a 2-1 margin, voters would favor a candidate who supports raising the legal age for the sale of tobacco products (60%) over a candidate who opposes the proposal (27%). Support is once again evident across party lines, with a majority of Democrats, Independents and Republicans preferring the candidate who supports raising the age of sale.

When presented with arguments on both sides of the issue, voters remain solidly in support of the proposal to raise the legal age for the sale of cigarettes and other tobacco products to age 21. After hearing common arguments for and against, Utah voters still support the proposal by a near 2-1 margin (63% to 35%).

AFTER HEARING BOTH SIDES OF THE ISSUE, VOTERS REMAIN SOLIDLY IN SUPPORT OF THE PROPOSAL.

Supporters say that tobacco kills 480,000 Americans and more than 1,000 people in Utah each year. Since tobacco is so harmful, we should do everything we can to prevent tobacco use among young people, including raising the legal age of sale to age 21. The tobacco companies target kids and young adults because they know that 95 percent of smokers start before they turn 21. Increasing the legal age for the sale of tobacco will help reduce smoking and save lives.

63%

Opponents say that raising the legal age for the sale of tobacco products to age 21 just goes too far. It won't work because kids will still find a way to get cigarettes, but it will infringe on the rights of adults. At the current smoking age of 19, young adults can vote and even join the military and fight for our country, so they should be able to purchase tobacco products if that is their choice. And it will hurt small businesses through lower sales at thousands of our convenience stores, costing Utah jobs.

35%

[READ AND ROTATE STATEMENTS] Now that you have heard a little more about the issue, would you favor or oppose Utah passing a state law to raise the legal age for the sale of cigarettes and other tobacco products to age 21?

Total numbers are rounded

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Utah Statewide Voter Survey
 N=515 voters (via landline and cell phone)
 Survey conducted 1/31/14 – 2/5/14
 Margin of error +/- 4.4% at the 95% confidence level

Hello, my name is _____ calling from Dan Jones and Associates, a professional research company in Salt Lake City. We are doing a survey of registered voters in your area and would like to ask your opinion on some interesting topics.

Would you be interested in participating?

First, could I please confirm that you are a registered voter in the state of Utah?

1. Generally speaking, do you think that things in Utah are going in the right direction, or do you feel things are off on the wrong track?	
<i>N=515</i>	
Right direction	64%
Wrong track	25%
Don't know / Not sure	11%

2. Would you favor or oppose Utah passing a state law that would RAISE the legal age for the sale of cigarettes and other tobacco products to age 21? And would that be somewhat (favor/oppose) or strongly (favor/oppose)?	
<i>N=515</i>	
Favor	67%
Oppose	31%
Favor – Strongly	43%
Favor – Not Strongly	24%
Oppose – Strongly	16%
Oppose – Not Strongly	15%
Don't know / Not sure	2%

**3. Suppose you had a choice between two candidates running for state office.
[Rotate]**

[One / The other] candidate supports raising the legal age for the sale of tobacco products to age 21.

[The other / One] candidate opposes raising the legal age for the sale of tobacco products to age 21.

All other things being equal, for which of these candidates would you vote – the one who supports raising the legal age or the one who opposes raising the legal age? And would you be MUCH more likely or SOMEWHAT more likely to vote for that candidate?

N=515

Candidate who supports	60%
Candidate who opposes	27%
Candidate who supports – Much more	24%
Candidate who supports – Somewhat more	37%
Candidate who opposes – Much more	10%
Candidate who opposes – Somewhat more	17%
No difference	8%
Don't know / Not sure	5%

4a. How concerned are you about smoking and other tobacco use among young people in Utah — very concerned, somewhat concerned, not too concerned, or not at all concerned?

Form X: N=262

Very + somewhat concerned	82%
Very concerned	42%
Somewhat concerned	40%
Not too concerned	14%
Not at all concerned	4%
Don't know / Not sure	0%

4b. How concerned are you about smoking and other tobacco use among young people under age 21 in Utah — very concerned, somewhat concerned, not too concerned, or not at all concerned?

Form Y: N=253

Very + somewhat concerned	78%
Very concerned	44%
Somewhat concerned	34%
Not too concerned	15%
Not at all concerned	6%
Don't know / Not sure	0%

5. Now, I am going to read one statement by supporters and one by opponents of the proposal... Then I will ask you a question based on the statements. [Rotate]

Supporters say that tobacco kills 480,000 Americans and more than 1,000 people in Utah each year. Since tobacco is so harmful, we should do everything we can to prevent tobacco use among young people, including raising the legal age of sale to age 21. The tobacco companies target kids and young adults because they know that 95 percent of smokers start before they turn 21. Increasing the legal age for the sale of tobacco will help reduce smoking and save lives.

Opponents say that raising the legal age for the sale of tobacco products to age 21 just goes too far. It won't work because kids will still find a way to get cigarettes, but it will infringe on the rights of adults. At the current smoking age of 19, young adults can vote and even join the military and fight for our country, so they should be able to purchase tobacco products if that is their choice. And it will hurt small businesses through lower sales at thousands of our convenience stores, costing Utah jobs.

Now, that you have heard a little more about the issue, would you favor or oppose Utah passing a state law to raise the legal age for the sale of cigarettes and other tobacco products to age 21? And would you say you somewhat (favor/oppose) or strongly (favor/oppose)?

N=515

	Q5. After Description
Favor	63%
Oppose	35%
Favor – Strongly	38%
Favor – Not Strongly	25%
Oppose – Strongly	16%
Oppose – Not Strongly	19%
Don't know / Not sure	2%

6. Next, I'm going to read you two statements about tobacco. [Rotate]

Raising the legal age for the sale of cigarettes and other tobacco products will significantly hurt thousands of Utah small businesses like convenience stores and grocery stores who will lose some of their cigarette sales. It will hurt our economy and cost us jobs.

OR

A decrease in cigarette sales means that the policy is working to reduce tobacco use among young people, and that is a good thing. Besides, if people spend less money on cigarettes they will still spend that money on other things; it doesn't disappear from the economy.

Which statement comes closest to your point of view? And would you say you feel somewhat or very strongly about that?

N=515

	Total (N=515)
Raising the age limit for tobacco is a good thing	81%
Raising the age limit for tobacco will hurt businesses and hurt the economy	15%
Raising the age limit for tobacco will hurt businesses and hurt the economy – Strongly	6%
Raising the age limit for tobacco will hurt businesses and hurt the economy – Not Strongly	9%
Raising the age limit for tobacco is a good thing – Strongly	42%
Raising the age limit for tobacco is a good thing – Not Strongly	39%
Don't know / Not sure	4%

7. Next, I'm going to read you two statements about tobacco. [Rotate]

Tobacco is addictive and deadly. Since a majority of smokers start before age 21, we should increase the age of sale for tobacco products to protect kids and public health, like we have already done with alcohol.

OR

At Utah's current smoking age of 19 we allow young adults to vote and even join the military to fight and die for our country, so they should be able to purchase tobacco products if that is their choice.

Which statement comes closest to your point of view? And would you say you feel somewhat or very strongly about that?

N=515

Increase age to buy tobacco products to 21	63%
Allow 19-year olds to buy tobacco products	36%
Increase age to buy tobacco products to 21 – Strongly	38%
Increase age to buy tobacco products to 21 – Not Strongly	25%
Allow 19-year olds to buy tobacco products – Strongly	18%
Allow 19-year olds to buy tobacco products – Not Strongly	18%
Don't know / Not sure	1%

8. Next, I'm going to read you two statements about tobacco. [Rotate]

Raising the age of sale to age 21 is not worth it because it won't have any impact on youth smoking rates

OR

Even if raising the age of sale to 21 stops only a few young people from smoking, it will be worth it

Which statement comes closest to your point of view? And would you say you feel somewhat or very strongly about that?

N=515

If it stops a few children it's worth it	63%
Not worth it / won't have impact	35%
Not worth it / won't have impact – Strongly	15%
Not worth it / won't have impact – Not Strongly	20%
If it stops a few children it's worth it – Strongly	32%
If it stops a few children it's worth it – Not Strongly	31%
Don't know / Not sure	2%