

To: Tobacco Free Indiana: Raise it for Health  
From: Christine Matthews  
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Subject: Indiana survey results

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We are pleased to present the key findings from a recent statewide telephone survey of 600 voters conducted December 9 – 12, 2018. More than half (54%) of the interviews were conducted on cell phones. The survey has a margin of error of  $\pm 4\%$ .

### Key Findings

- There is strong, broad-based, and consistent support for raising the cigarette tax in Indiana. When voters are asked if they favor or oppose an increase of **\$2.00 per pack** with part of the revenue going toward tobacco prevention programs, fully **70% are in favor**, while just 29% are opposed. More than half (51%) *strongly* support “a two-dollar per pack increase in the cigarette tax if part of the revenue went to a tobacco prevention program to keep kids from using tobacco and help smokers quit.”
- For those who have been following this issue, the results may look familiar: that’s because in our November 2016 statewide poll, we also found seven-in-ten voters say they support a cigarette tax. Public opinion about raising the state’s cigarette tax is very stable.
- We conducted an oversample of 200 Republican primary voters (in addition to the 271 Republicans in the base survey and analyzed the combined total separately) and found 64% of Republicans support a \$2.00 per pack increase in the cigarette tax – which is higher than independents (57%) – but lower than the 80% support among Democrats.
- Support for a \$2.00 cigarette tax increase is higher among women (74%) than men (65%) and notably high among college-educated women (82%).
- Over three-fourths of voters say that it is important that some of the revenue from a cigarette tax increase be dedicated to tobacco prevention programs.
- In addition to tobacco prevention, voters support the cigarette tax revenue going toward a number of other state priorities, including: the Healthy Indiana Plan (79%), Department of Child Services (78%), K-12 education (78%) and, specifically, to teacher pay (75%).
- When asked whether they would prefer cuts in public health and other programs or an increase in the cigarette tax, voters overwhelmingly favor (72%-19%) raising the cigarette tax which would generate \$358 million in new revenue in the first year.
- Hoosier voters don’t like how Indiana stacks up with other states on smoking. 80% agree (59% *strongly*) with this statement:

“Indiana’s smoking rate is among the worst in the nation – ahead of only Mississippi, Louisiana, Arkansas, West Virginia, Tennessee and Kentucky. This is not where the state wants to be – we need to prioritize and fund more programs to keep kids from smoking and help smokers quit.”

- Nearly eight-in-ten (**78%**) say they would be **more likely** to support a state legislator who says that “Indiana has to be willing to spend money to improve its poor public health rating; it’s not enough to be a top ten business state, Indiana needs to strive to be a top ten healthy state.”
  - Two-thirds of Republican voters, 69% of independent voters and 91% of Democratic voters are more likely to vote for a legislator willing to spend money to improve the state’s poor public health rating.
- By a more than a two-to-one margin voters support “a state legislator who raised taxes on cigarettes to help fund tobacco prevention and other public health programs” (63%) versus “a state legislator who strictly adheres to a no new taxes pledge even if it means that tobacco prevention and other public health programs won’t receive additional funding” (27%).
  - By a 54%-36% margin, Republican voters support a legislator who raises taxes on cigarettes to fund tobacco prevention and public health programs over one who maintains a rigid adherence to “no new taxes.”
- By a 79% - 19% margin, voters see an increase in the cost of cigarettes as more of a user fee than a traditional tax since it is only paid by those who smoke. This finding mirrors the opinions expressed by Indiana business leaders during one-on-one in-depth research we conducted in late 2017.