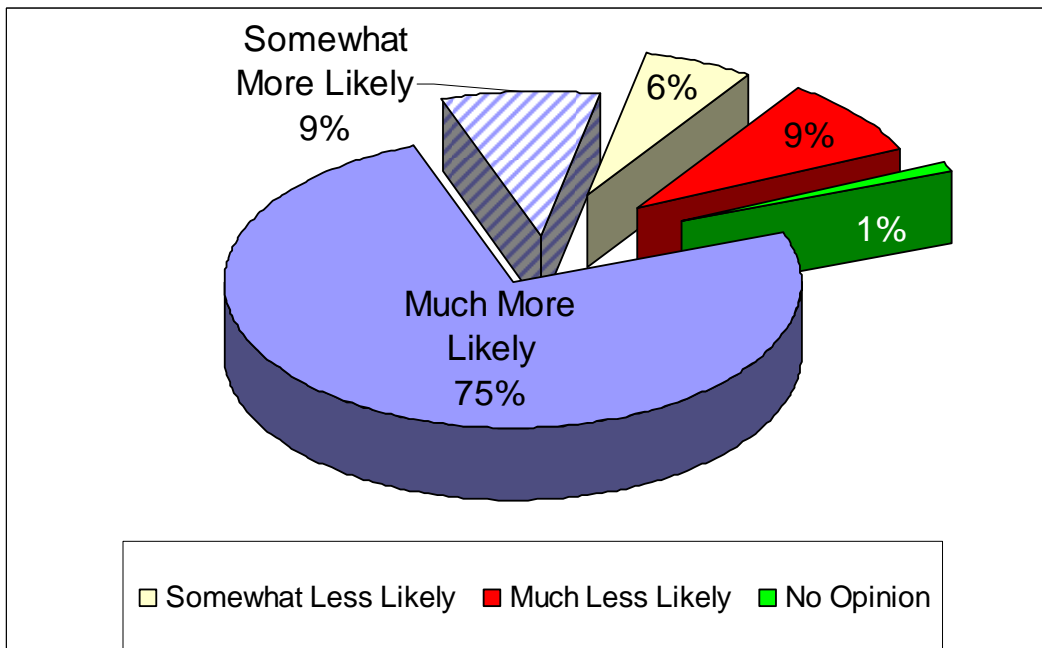


Cigarette Excise Tax – Polling Results

Between June 5-7, 2009, a poll commissioned by the North Carolina Alliance for Health was conducted statewide among 414 registered, likely voters on support for increasing the state cigarette tax by \$1. While other incremental increases to the tax have been considered in the past - including 25 cents and 50 cents per pack – the poll only asked participants about a full \$1 increase.

While there is ample support statewide for the increase, certain aspects gathered stronger support among poll respondents. Those issues included preventing youth smoking, preventing smoking-related deaths and North Carolina's rank among other states for its cigarette tax.

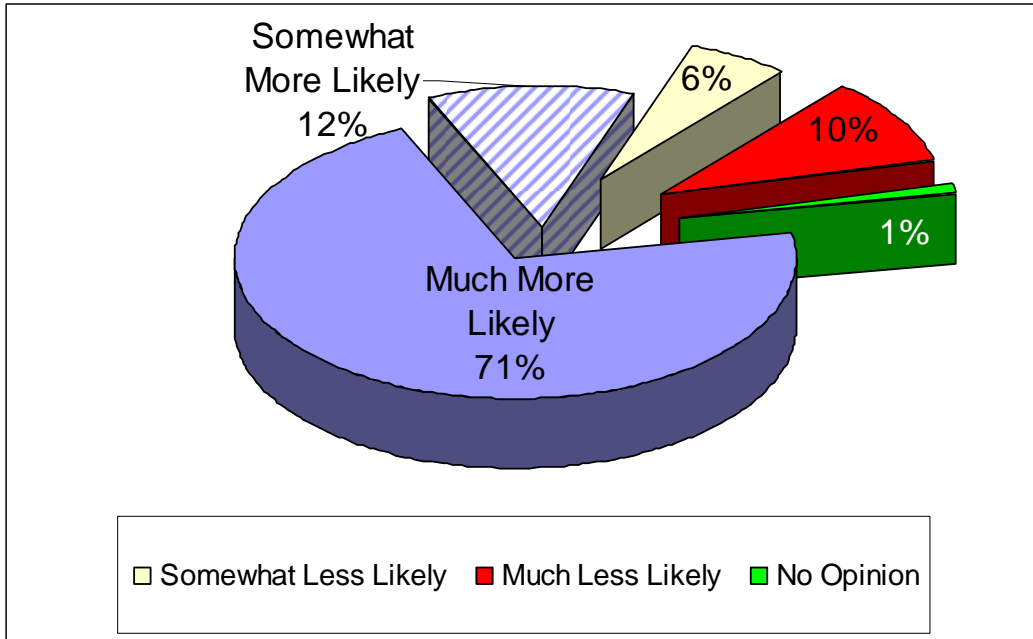
Tobacco tax increases are a proven way to discourage smoking among young people. Raising the tax by \$1 per pack is estimated to keep 89,500 North Carolina kids from smoking. Given the projected decline in youth smoking, does this make you more or less likely to support raising the cigarette tax by \$1?



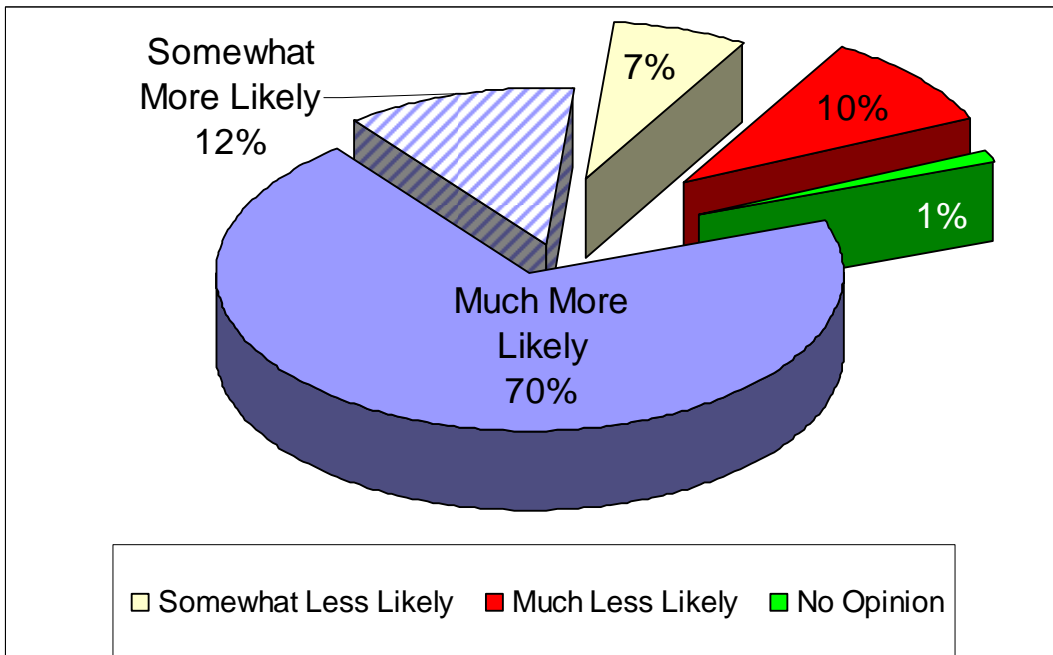
Demographic breakdown (*Sample size 414*)

<u>Gender</u>		<u>Political Affiliation</u>		<u>Other</u>	
Woman	215	Democrat	199	Smoker	29
Man	199	Republican	145	Occasional Smoker	29
		Other	70	Live With Smoker	42
				Do Not Live With Smoker	314
<u>Age</u>		<u>Race</u>			
18 to 29	46	White	318		
30 to 45	104	African-American	66		
46 to 65	182	Other	30		
Older than 65	82				

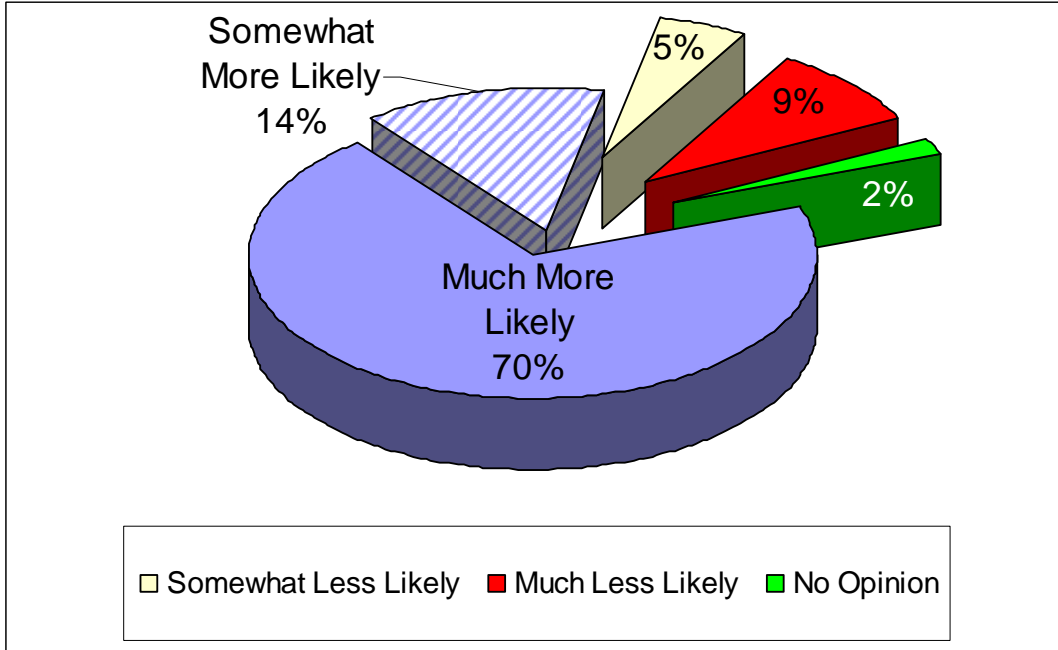
1.5 million North Carolina adults smoke. Each year, nearly 12,000 preventable deaths are caused by smoking, and more than 1,000 nonsmokers die from secondhand smoke exposure. A \$1 increase in the cigarette tax could prevent an estimated 44,400 deaths resulting from smoking. Does this make you more or less likely to support raising the cigarette tax by \$1?



Our state has one of the lowest cigarette taxes in the nation at 35 cents. The national average is \$1.27 and only three states have a lower tax than North Carolina. Does this make you more or less likely to support raising the cigarette tax by \$1?



The treatment of smoking-related illnesses costs North Carolina taxpayers \$2.46 billion in direct health care costs (and \$769 million in Medicaid expenses). If the money raised went to cover health care costs, would you be more or less likely to support raising the cigarette tax by \$1?



Would you favor or oppose a \$1 per pack increase on the state cigarette tax, with part of the revenue dedicated to public health programs and the other part of the revenue addressing the state budget deficit?

