

Roper Starch Survey on Tobacco Taxes

Currently, there are efforts underway to increase the tax on a pack of cigarettes... Those that *support* increasing the cigarette tax feel that it will help keep kids from buying cigarettes and that it is a good way to help fund various government programs **such as adding prescription drug coverage for Medicare recipients**. Those that *oppose* increasing the cigarette tax say it will hit those earning \$30,000 a year or less the hardest, that it will not reduce youth smoking and that it is just another way for government to collect more money.

Which group do you agree with most?

Those that *support* increasing the cigarette tax 42%

Those that *oppose* increasing the cigarette tax 53%

Neither (vol.) 4%

Don't know (vol.) 2%

SAME QUESTION BUT SPLIT SAMPLED WITH REFERENCE TO MEDICARE PRESCRIPTION DRUG COVERAGE OMITTED:

Currently, there are efforts underway to increase the tax on a pack of cigarettes... Those that *support* increasing the cigarette tax feel that it will help keep kids from buying cigarettes and that it is a good way to help fund various government programs. Those that *oppose* increasing the cigarette tax say it will hit those earning \$30,000 a year or less the hardest, that it will not reduce youth smoking and that it is just another way for government to collect more money.

Which group do you agree with most?

Those that *support* increasing the cigarette tax 43%

Those that *oppose* increasing the cigarette tax 50%

Neither (vol.) 5%

Don't know (vol.) 2%

Do you think the taxes on cigarettes are currently "too low," "about right," or "too high"?

Too low 22%

About right 22%

Too high 44%

Don't know (vol.) 12%

According to the New York Times, through local, state and federal taxes, government earns four times more money from the sale of a pack of cigarettes than the tobacco companies do. Knowing this, do you think that the taxes on cigarettes are "too low," "about right," or "too high"?

Too low 21%

About right 23%

Too high 51%

Don't know (vol.) 5%

2085251970

Which of the following do you think is the main intention behind wanting to raise the taxes on cigarettes?

- To help get current smokers to quit 18%
- To attempt to gain political points 17%
- To keep kids from smoking 21%
- For the government to get more money 40%
- Don't know (vol.) 1%

How effective do you feel increasing the tax on a pack of cigarettes will be in significantly reducing the level of youth smoking?

- Very effective 11%
- Somewhat effective 25%
- Not very effective 21%
- Not at all effective 40%
- Don't know (vol.) 3%

2085251971