

April 13, 2010

**To: Campaign for Tobacco Free Kids &
The Illinois Coalition Against Tobacco (ICAT)**
From: Dave Fako, President, Fako & Associates, Inc.
Re: Summary of Key Findings – IL Cigarette Tax Survey

Illinois' Voters Overwhelmingly Support Increasing the Cigarette Tax

*"Would you **Support** or **Oppose** raising the Illinois Cigarette tax by one dollar per pack as part of an effort to reduce tobacco use among children and if the revenue generated from the additional tax would be used to reduce the state budget deficit?"*

Support for the cigarette tax is solid, deep and expansive.

- Three fourths (74%) of all Illinois' voters support raising the cigarette tax by \$1 per pack to reduce tobacco use among children and to reduce the deficit. Only 24% oppose the tax. Support for the increased cigarette tax is very strong, with six out of ten (61%) voters strongly in favor of it.
- Support for the tax is similar in all areas of the State, including Chicago (76% support), the Cook County suburbs (72% support), the collar counties (75% support), North (74% support) and South (70% support).
- Voters < age 50 (74% support) and age 50+ (73% support) hold similar opinions. This remains consistent among men and women, with a noticeable upward spike in support among women under age fifty (80% support, 70% strongly).
- Support is high among white voters (71%) and minorities (82%).
- Those with college degrees are strongly in favor of the tax (79% support) while support is high among those without degrees (69%). Those making < \$75k per year are as supportive as all voters (71%) while those making more than \$75k per year are strongly in favor of it (81%).
- Republicans (71% support) and Independent (68%) voters are solidly in favor of the \$1 per pack increase, with Democrats even more supportive (81%). This pattern of strong support among partisans remains consistent among liberals (76% support), moderates (79% support) and conservatives (68% support).
- Even four of ten (42%) smokers support the tax.

The cigarette tax is strongly favored over other revenue increases & budget cuts.

- The solid support for the cigarette tax is in stark contrast to the opposition to various tested revenue increases: increase income tax (62% oppose), increase state sales tax (67% oppose), increase gasoline tax (74% oppose), increase vehicle registration fees (63% oppose).
- There is virtually no support for various proposed budget cuts, including education (85% oppose), health care (74% oppose), Medicaid (79% oppose), road and highway construction (62% oppose) and reduce the number of State Police Officers (74% oppose).
- Using the cigarette tax revenue to **“reduce the state budget deficit”** is the most favored use of the money generated from the tax (83% support).

Illinois’ voters feel the cigarette tax is fair.

- Seven out of ten Illinois’ voters (68%) feel: **“A tobacco tax increase is fair because it helps cover the health care costs we all pay through higher taxes and higher insurance premiums to treat diseases caused by smoking,”** when matched up against the statement: **“A tobacco tax increase is unfair to smokers because it forces one small group of people to pay for government programs we all use,”** which was chosen by only 26% of all voters.

Illinois’ voters support taxing other tobacco products the same as cigarettes

- 80% of the state’s voters support taxing other tobacco products such as cigars, smokeless, or chew tobacco at comparable rate as cigarettes.

Survey Methodology: The Campaign for Tobacco Free Kids commissioned the survey. F&A Associates, Inc., of Lisle, Illinois conducted the survey by telephone on April 5 - 7, 2010 using professional interviewers. F&A interviewed a random sample of 502 registered voters that are likely to vote in the November 2, 2010 General Election in the State of Illinois. A strict screening process was used to ensure that only likely voters in the November 2010 General Election participated in the survey. The interviews lasted an average of 10 minutes. Scientific sampling techniques using a listing of registered voters were used to give all registered voters living in a telephone-equipped household within the State an equal chance of being interviewed. The interviews were conducted in proportion to gender and regional shares of the vote based on past election data and known demographics. Weighting was applied to age to bring this group closer into proportion with known demographics. The survey has a margin of error of +/- 4.32% at the 95% level of confidence. This means that if the survey were replicated the results would be consistent for 95 out of 100 cases. The margin of error is higher among the various sub-groups.