

**TO: Interested Parties**  
**FROM: The Mellman Group & Public Opinion Strategies**  
**RE: Wisconsin Statewide Survey – Cigarette Taxes**  
**DATE: March 22, 2007**

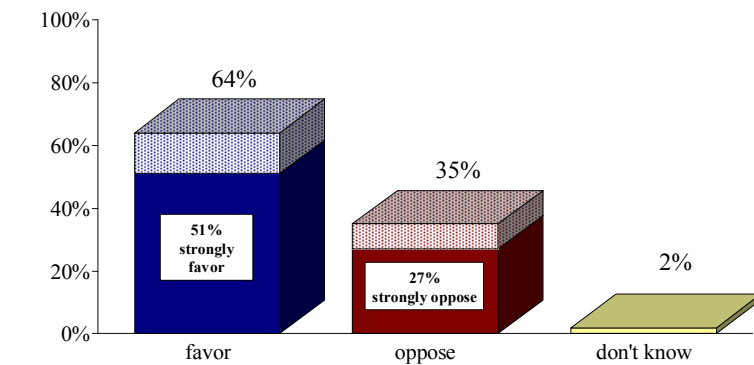
*The Mellman Group and Public Opinion Strategies conducted a statewide survey of 500 registered voters in Wisconsin. The poll was conducted by telephone February 17-19, 2007, and used a registration-based sample. The margin of error for this survey is +/-4.4% at the 95% level of confidence. The margin of error is larger for subgroups*

### Support For A \$1.25 Cigarette Tax Increase In Wisconsin Is Both Broad And Deep

A substantial majority of Wisconsin voters favor a \$1.25 increase in the state cigarette tax increase as part of an effort to reduce tobacco use, particularly among kids, with the revenue dedicated to funding access to health care for children and the uninsured. Nearly two-thirds (64%) favor such a tax increase, while only 35% oppose it. Moreover, more than half (51%) strongly favor the proposed tax increase.

#### A Proposal To Increase The Cigarette Tax By \$1.25 Per Pack To Fund Health Care Programs Garneres Widespread Support In Wisconsin

*Would you favor or oppose a one dollar and twenty-five cent increase in the state cigarette tax as part of an effort to reduce tobacco use, particularly among kids, with the revenue dedicated to expanding access to health care for children and the uninsured?*



*(darker shading=stronger intensity)*

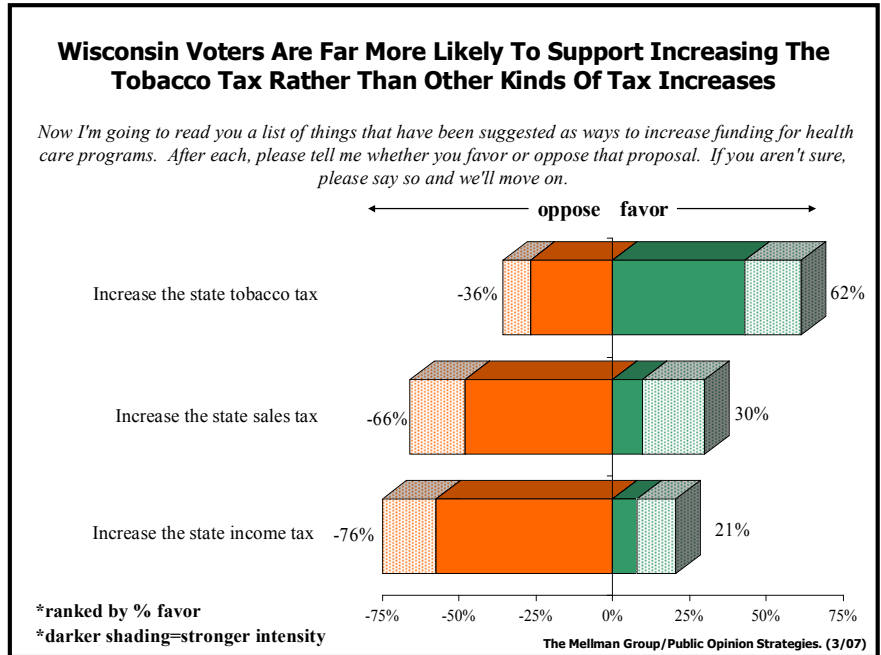
The Mellman Group/Public Opinion Strategies. (3/07)

% Favor/Oppose Cigarette Tax Increase		
	Favor	Oppose
<b>Men</b>	58%	41%
<b>Women</b>	68%	29%
<b>Democrat</b>	77%	21%
<b>Independent</b>	61%	37%
<b>Republican</b>	51%	47%
<b>18-39</b>	65%	35%
<b>40-59</b>	61%	37%
<b>60+</b>	67%	30%
<b>HS or Less</b>	58%	40%
<b>Some College</b>	60%	38%
<b>College Grad+</b>	72%	27%

While support for a cigarette tax increase is stronger among Democrats and independents, even a majority of Republicans support the proposal. Moreover, the proposed cigarette tax increase also garners majority support across age, gender and educational groups. Indeed, the only group that opposes a cigarette tax increase is current smokers, who make up 21% of the population. Among this group, 35% support the \$1.25 cigarette tax increase, while 64% oppose it. However, support for the proposed tax increase is exceptionally strong among both former smokers (72% favor, 26% oppose) and those who have never smoked (71% favor, 27% oppose). Together, these two groups make up 78% of the state's electorate.

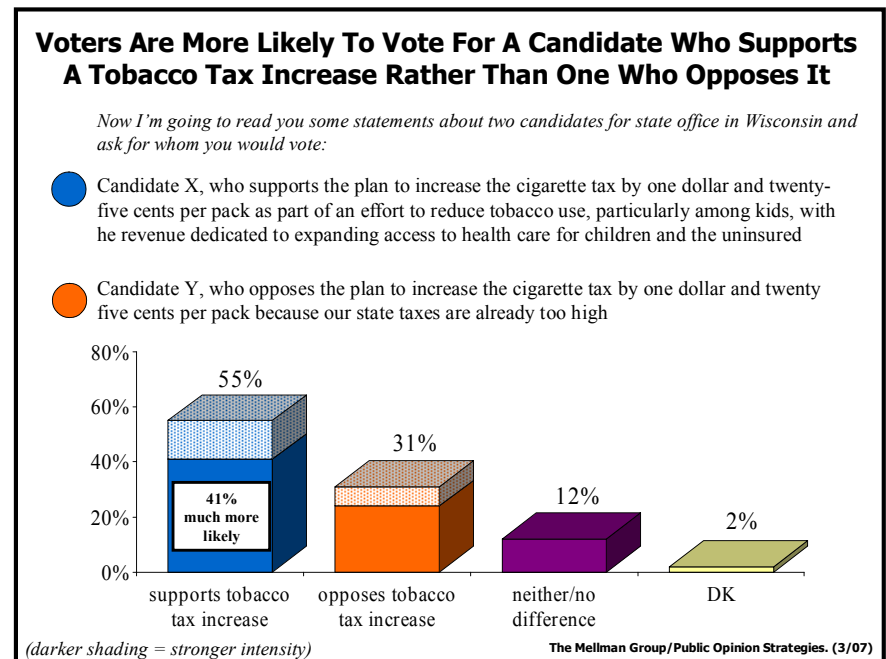
### A Tobacco Tax Increase Garner Significantly More Support Than Other Mechanisms For Raising Revenue

Wisconsin voters are far more likely to favor a tobacco tax increase compared to other mechanisms for raising revenue to fund health care programs. More than 6 in 10 (62%) voters would favor a tobacco tax increase, while only 30% favor increasing the state sales tax, and 21% favor increasing the state income tax. Wisconsin voters see tobacco taxes differently than other kinds of taxes.



### The Politics Favor A Tobacco Tax Increase

When Wisconsin voters were given the option of supporting a candidate who supports a cigarette tax increase or a candidate who opposes the plan, a majority (55%) prefer the supporter over the opponent (31%). Majorities of Democrats (64% supporter, 23% opponent) and independents (54% supporter, 28% opponent) and a plurality of Republicans (45% supporter, 42% opponent) prefer the supporter of a tax increase over the opponent. A plurality of conservatives (48% supporter, 40% opponent) also would vote for the supporter of a tobacco tax increase over the opponent.



Strong support for a cigarette tax increase may be somewhat due to the high level of concern among Wisconsin voters about smoking and other tobacco use among young people in the state. Eighty-eight percent (88%) of the state's voters say they are "very" or "somewhat concerned" about youth smoking, while only 11% say they are "not too" or "not at all" concerned.