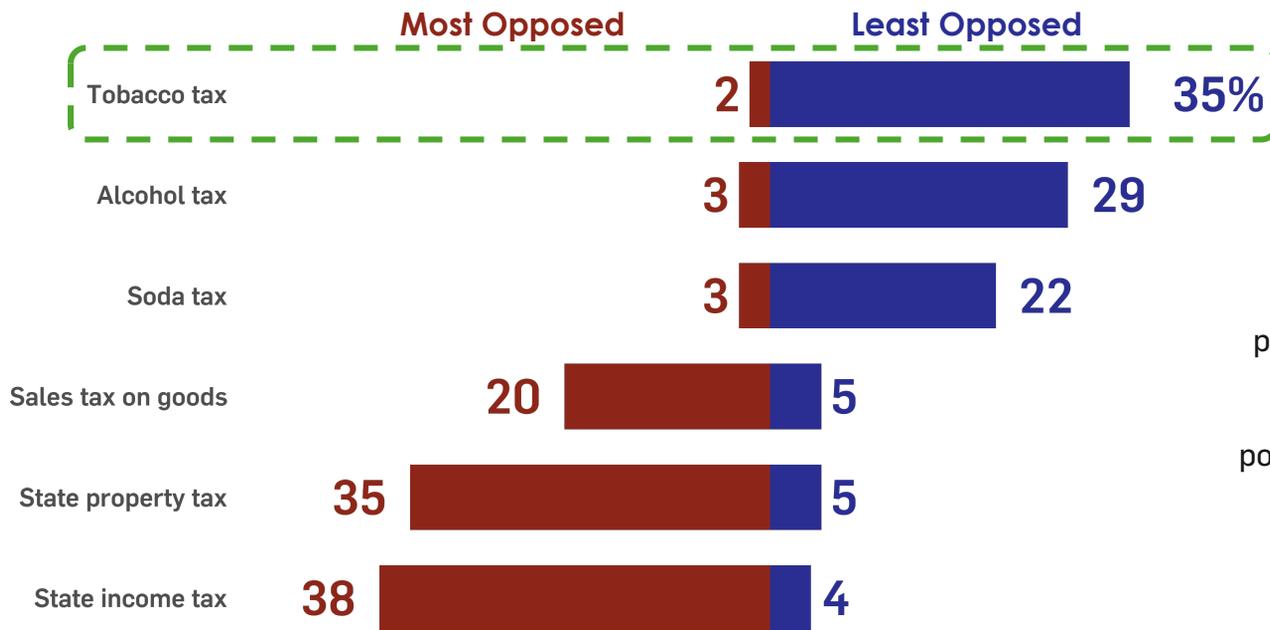


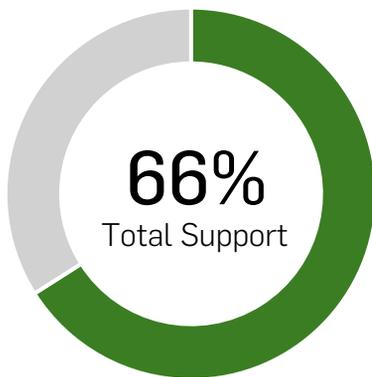
Relative Attitudes towards State Tax Increase Alternatives



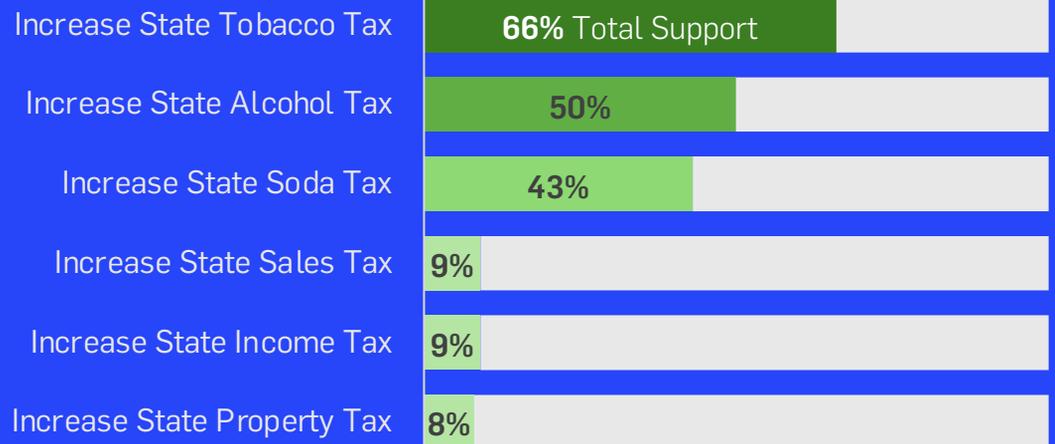
Utah voters express less opposition to a tobacco tax increase than any other potential tax increase. Property tax or income tax increases would be the least popular potential avenues for generating additional state revenue.

General Tobacco Tax Increase Support

Legislators are considering certain proposals to make sure important state priorities have adequate funding... would you support or oppose a proposal to increase the state tobacco tax?



While only 1-in-10 voters would support an increase to the state sales tax on goods and services, the state income tax, or state property tax, 2-in-3 voters would support an increase to the state tax on tobacco products.



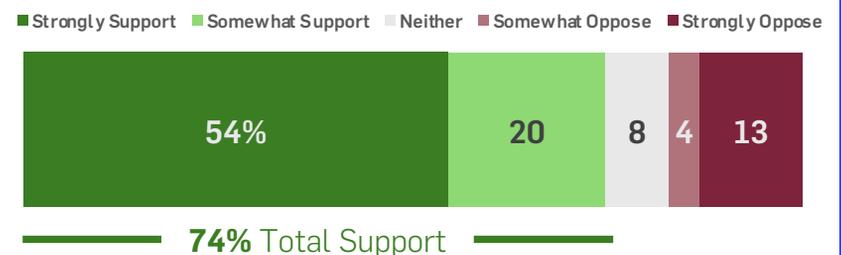
\$2 per Pack Cigarette Tax Increase Support

Would you support or oppose a \$2 per pack increase in the state cigarette tax with the revenue dedicated to increasing funding for public health programs and programs to prevent kids from using tobacco and help smokers quit?



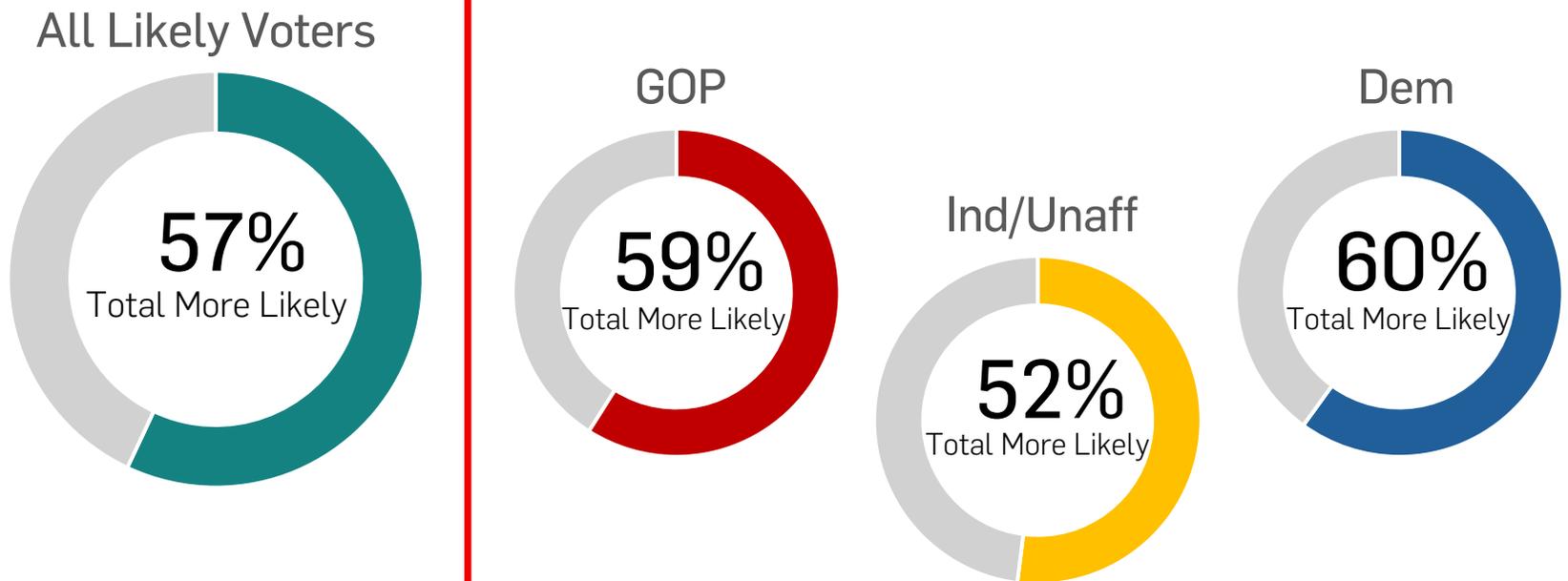
Tax Increase on Other Tobacco Products

If the state cigarette tax were increased, would you support or oppose an equivalent tax increase on other tobacco products like smokeless tobacco, cigars, e-cigarettes, and nicotine pouches?



Candidate Support x Tobacco Tax Increase Support

Across party lines, a majority of likely voters indicate that they would be more likely to support a candidate for political office if the candidate supported a significant increase in the state tobacco tax.



Supporting Arguments for Tobacco Tax Increase

Voters find rationale for a \$2 per pack cigarette tax increase compelling.

72%

By raising the cigarette tax by two dollars per pack, we could save nearly \$114.79 million dollars in future long-term health care costs from adult & youth smoking declines.

71%

Raising the cigarette tax by two dollars per pack would generate \$37.55 million in additional state revenue which could help protect funding for health care programs from budget cuts.

66%

By raising the cigarette tax by two dollars per pack, we could prevent more than 2,400 children in Utah from becoming adult smokers.

64%

Raising the cigarette tax by two dollars per pack would prevent 2,200 premature smoking-caused deaths in Utah from heart disease, cancer, lung disease, and other smoking-related illnesses.