

**To: Vincent Demarco, President
Maryland Citizens’ Health Initiative Education Fund, Inc.**

**From: Steve Raabe, President
OpinionWorks, LLC**

Date: February 23, 2015

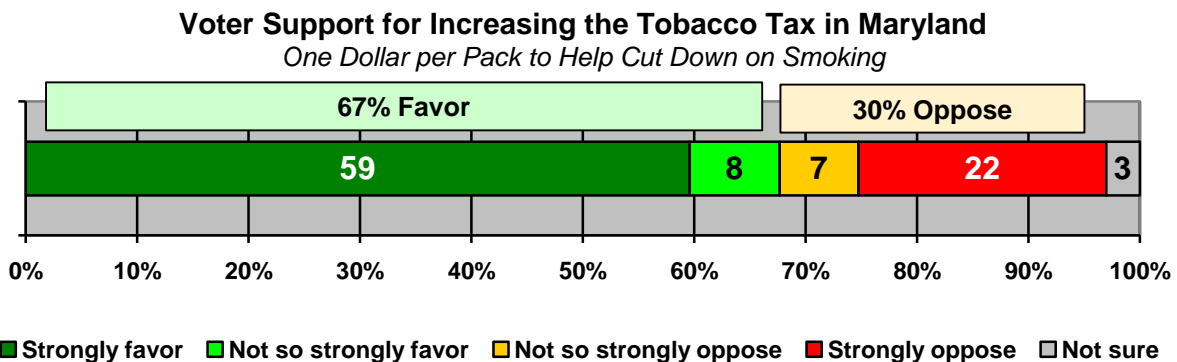
Subject: Maryland Voter Poll on Proposed Tobacco Tax Increase

Maryland Citizens’ Health Initiative commissioned this statewide Maryland voter poll to measure support or opposition to a proposed one dollar increase in the State’s tobacco tax.

This telephone poll of 500 randomly-selected Maryland registered voters was conducted by telephone February 3-11, 2015, using trained and supervised live interviewers. The poll is balanced to reflect the geographic, political, and demographic makeup of the statewide electorate. The findings have a potential sampling error of no more than ± 4.5 percent at the 95% confidence level.

Very Strong Support for Increasing the Tobacco Tax

By more than two-to-one, Maryland voters favor increasing the state tobacco by one dollar per pack “to help cut down on smoking, particularly among young people.” Two-thirds of voters (67%) support this tobacco tax increase, with a solid majority of 59% supporting it *strongly*. Fewer than one-third of voters (30%) are opposed.



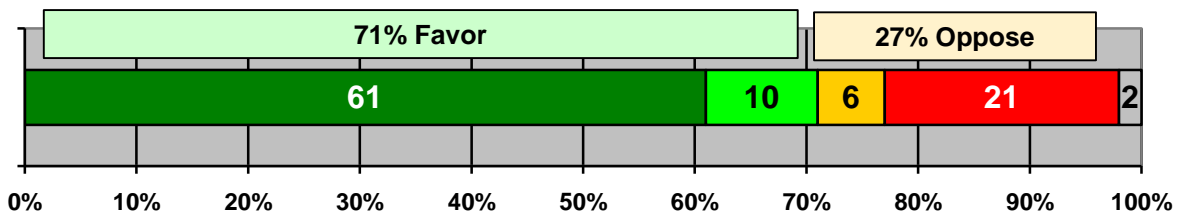
“Would you favor or oppose a one dollar per pack increase in the state tobacco tax to help cut down on smoking, particularly among young people?” (If favor or oppose): “Do you feel that way strongly or not so strongly?”
Note: Numbers in the graphic above may not appear to add correctly due to rounding.

Voters understand the intended health effect of the tobacco tax – to help cut down on smoking – and that understanding is part of what drives their strong support for this tax proposal.

Even Stronger Support When the Revenue is Dedicated to Health Initiatives

Voter support for the proposed tobacco tax increase grows even stronger if the revenue is “dedicated to healthcare coverage, the state tobacco control program, long-term care for seniors, and other community-based health initiatives.” Under those circumstances, support grows to 71%, with more than six voters in ten (61%) saying they support the proposal *strongly*. Opposition to the tobacco tax falls to 27%.

Voter Support for Increasing the Tobacco Tax in Maryland
With the Revenue Dedicated to Health Initiatives



■ Strongly favor ■ Not so strongly favor ■ Not so strongly oppose ■ Strongly oppose □ Not sure

“Would you favor or oppose a one dollar per pack increase in the state tobacco tax with the money dedicated to healthcare coverage, the state tobacco control program, long-term care for seniors, and other community-based health initiatives?” (If favor or oppose): “Do you feel that way strongly or not so strongly?”

Support is strong across major demographic subgroups and in all corners of the State as illustrated in the table below. The tobacco tax proposal enjoys support across party lines, including a 10-point majority of Republican voters.

Subgroup Support for Tobacco Tax
With the Revenue Dedicated to Health Initiatives

Voter Group	Favor	Oppose
All Voters	71%	27%
Men	69%	28%
Women	72%	26%
Whites	67%	31%
African-Americans	81%	17%
All Others	65%	31%
Baltimore City	70%	27%
Baltimore County	74%	24%
Montgomery County	71%	24%
Prince George’s County	77%	21%
Central Maryland (10 metropolitan jurisdictions)	71%	26%
Rural Counties (14 counties in Western Maryland, Southern Maryland, Eastern Shore)	65%	34%
Democrats	79%	18%
Republicans	53%	43%
Independents	69%	31%

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How This Poll Was Conducted

OpinionWorks interviewed 500 randomly-selected registered voters across Maryland by telephone February 3–11, 2015. The interviews were conducted by trained and supervised live interviewers who are skilled in opinion research best practices.

The poll has a potential sampling error of no more than $\pm 4.5\%$ at a 95% confidence level, meaning that at least 95% of the time the survey results would differ by no more than that margin if every registered voter in Maryland had been interviewed.

Interviewees were drawn randomly from the database of registered voters, supplied by the State Board of Elections and matched with landline and cellular telephone numbers by a commercial vendor. The sample was balanced geographically and by political party during interviewing, and respondents were screened to ensure that only registered voters were interviewed. Weights were applied to bring the voter sample into compliance with the demographic breakdown of the registered voter population.

Brief Background on OpinionWorks

OpinionWorks conducts frequent opinion studies at the state and local level across the country. We are the polling organization for *The Baltimore Sun* newspaper in Maryland, and have polled for numerous other media throughout the Mid-Atlantic region. We have conducted statewide surveys for the court systems in Florida and Utah; for the health departments in West Virginia and the District of Columbia; for public universities in New York, Maryland, and Utah; and for conservation agencies and advocates in Pennsylvania, Maryland, Virginia, and Delaware. In addition to these public surveys, we assess donor and customer relationships for a variety of non-profit and for-profit entities nationally.