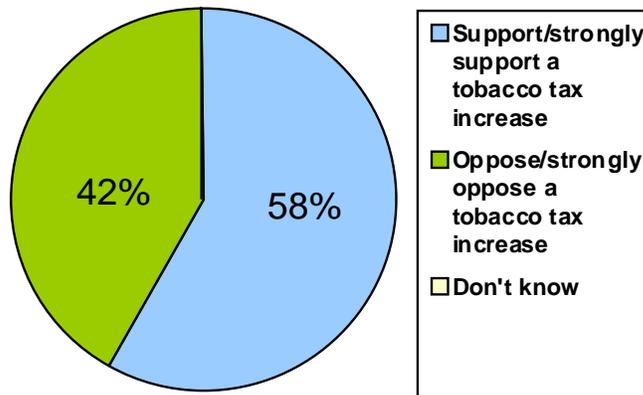


Minnesotans support a significant tobacco tax increase

Minnesotans are concerned about tobacco use among state residents. According to a June 2011 survey, three out of five Minnesotans support a tobacco tax increase as part of a state budget solution, and of those who support a tobacco tax, a vast majority support a \$1.50 a pack increase in the price of cigarettes.

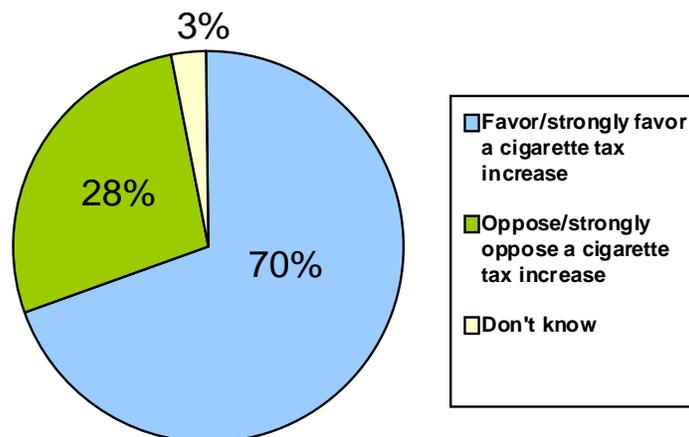
Even in a difficult economic year, there is significant bipartisan support to increase the tobacco tax as part of the state budget solution.

- Fifty-eight percent of respondents support or strongly support a tobacco tax increase as part of the state budget solution.



Among those who support a tobacco tax increase, there is overwhelming support for a \$1.50 a pack increase in the price of cigarettes.

- Seventy percent of those respondents favor or strongly favor a \$1.50 a pack increase in the price of cigarettes.



These results are from a survey sponsored by Blue Cross and Blue Shield of Minnesota on behalf of the Raise it for Health coalition. Six hundred twenty-five randomly selected Minnesotans completed a telephone survey conducted by Decision Resources, Ltd., of Minneapolis from June 9 – 17, 2011. The results of this study are projectable to the universe of adult Minnesota residents within 4 percent in 95 out of 100 cases. Totals may not equal 100 percent due to rounding.

Raise it for Health is a coalition of Minnesota's leading health and nonprofit organizations that share a common goal of reducing tobacco use. More than 5,100 Minnesotans still die from tobacco-related disease each year and tobacco continues to be a major driver of the state's escalating health care costs. Raise it for Health supports significantly raising the price of tobacco products in Minnesota because it is a proven way to prevent children from starting to use tobacco and helping existing tobacco users quit.

Raise it for Health partners include: AARP Minnesota, Allina Hospitals & Clinics, American Cancer Society, American Heart Association, American Lung Association, Association for Nonsmokers – Minnesota, Blue Cross and Blue Shield of Minnesota, Catalyst, Children's Hospitals and Clinics of Minnesota, ClearWay MinnesotaSM, Courage Center, HealthPartners, LAAMPP, LifeScience Alley, Local Public Health Association, MAAATEN, Mayo Clinic, Medica, Metro-MN Oncology Nursing Society, Minnesota Academy of Family Physicians, Minnesota Cancer Alliance, Minnesota Chapter of the American Academy of Pediatrics, Minnesota Hospital Association, Minnesota Council of Health Plans, Minnesota Medical Association, Minnesota Public Health Association, Park Nicollet, School Nurse Organization of Minnesota, Twin Cities Medical Society and University of Minnesota Physicians Heart at Fairview.