

A Majority of Minnesotans Support Increasing the Price of Tobacco

Despite great progress in recent years, tobacco is still a big problem in Minnesota. Sixteen percent of Minnesotans still smoke, and 77,000 kids will use tobacco this year. There are steps the state can take to reduce tobacco's harm. Price is the single biggest influencer of encouraging adults to quit and keeping kids from smoking. The Legislature has the opportunity to raise the price of tobacco this year – and to improve the health of all Minnesotans.

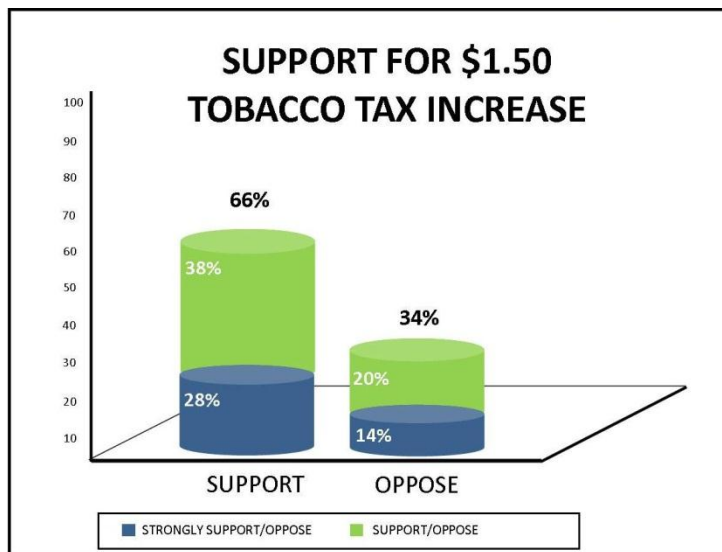
A majority of Minnesotans – 66 percent – support raising the tobacco tax by \$1.50 per pack

According to an April 2013 survey released by the Raise it for Health coalition, a majority of Minnesotans – 66 percent – support raising the price of tobacco by \$1.50 per pack, which would:

- Prevent 47,700 kids from becoming smokers
- Help 36,600 current smokers quit
- Save 27,700 Minnesotans from premature death

The strength of support for \$1.50 per pack increase has increased. Of the 66 percent of people who support, 28 percent strongly support it (represented in blue on the chart to the right).

A strong majority – 74 percent – of Minnesotans also support raising the tax on other tobacco products, such as “little cigars” and smokeless or spit tobacco, compared to only 25 percent who oppose it. Closing the loophole on “little cigars” will keep cheap and candy-flavored tobacco products out of the hands of kids, and uphold the integrity of state laws. Raising the price of all tobacco products equally will mean even fewer kids saddled with a lifetime of addiction.



This study contains the results of a sample of 625 randomly selected adult residents of the State of Minnesota. Professional interviewers conducted the survey by telephone between April 4 and 13, 2013. Both landline and cell phone residents were included in the overall sample. The typical respondent took 14 minutes to complete the questionnaire. The results of the study are projectable to all Minnesota adult respondents within $\pm 4.0\%$ in 95 out of 100 cases. For full results, visit www.RaiseitforHealth.org.

Raise it for Health is a coalition of Minnesota's leading health and nonprofit organizations with a common goal of reducing tobacco use in the state. Partners include: AARP Minnesota, Allina Health, American Cancer Society Cancer Action Network, American Heart Association, American Lung Association in Minnesota, Association of Minnesota Counties, Association for Nonsmokers – MN, Blue Cross and Blue Shield of Minnesota, CentraCare Health System, Children's Hospitals and Clinics of Minnesota, ClearWay MinnesotaSM, Courage Center, Four Corners Partnership, HealthEast Care System, HealthPartners, LAAMPP Institute, Local Public Health Association, 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 Comprehensive Health Association, Minnesota Council of Health Plans, Minnesota Medical Association, Minnesota Public Health Association, Park Nicollet Health Services, PartnerSHIP 4 Health, School Nurse Organization of Minnesota, Service Employees International Union Healthcare Minnesota, Southwest Community Health Improvement Program, and Twin Cities Medical Society.