

West Virginia Tobacco Tax Opinions

Results from the 2014 WV Adult Tobacco Survey

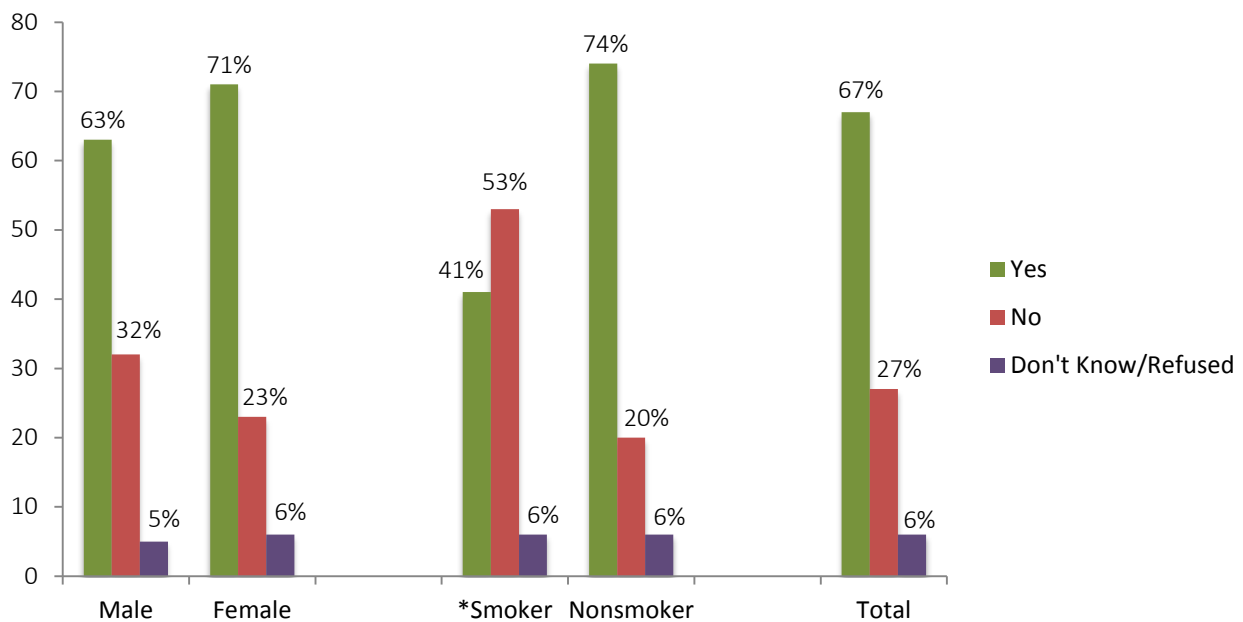
The West Virginia Adult Tobacco Survey (WVATS) is designed to monitor tobacco use and exposure to secondhand smoke. It provides a method of assessing tobacco-related behaviors, attitudes, and beliefs over time, and helps measure the effectiveness of ongoing adult tobacco control programs funded by the WV Legislature through the Department of Health and Human Resources, Division of Tobacco Prevention. A total of 2,067 adults were surveyed via telephone. The results of this survey suggest strong support for increasing tobacco taxes in West Virginia.

Cigarette Tax

West Virginia adults who took part in this telephone survey were asked, "Would you be in favor of an increase in the tax on a pack of cigarettes if the money were used to improve the public's health?"

- 67% support a cigarette tax increase
- 71% of women and 63% of men favor increasing the cigarette tax
- 74% of nonsmokers and 41% of smokers support an increase

Support for Dedicated Cigarette Tax Increase



Amount of per Pack Tax Increase Supported

Respondents who favored a cigarette tax increase were asked how high the increase should be.

- 55% supported a greater than \$2 tax increase
- 14% supported an up to \$2 increase
- 13% supported an up to \$1 increase

* 21% of West Virginia adults reported being current smokers

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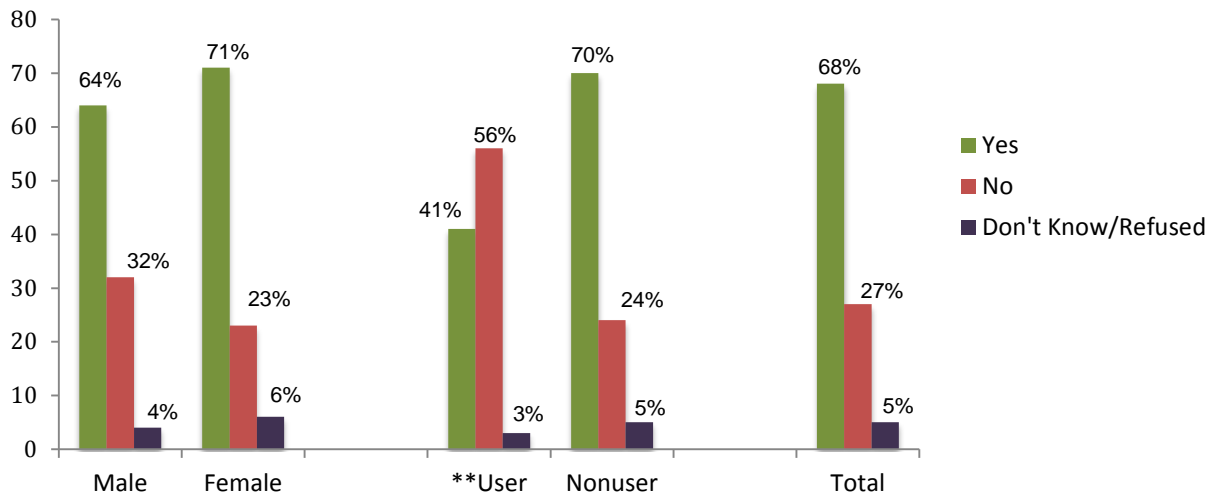
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Smokeless Tobacco Tax

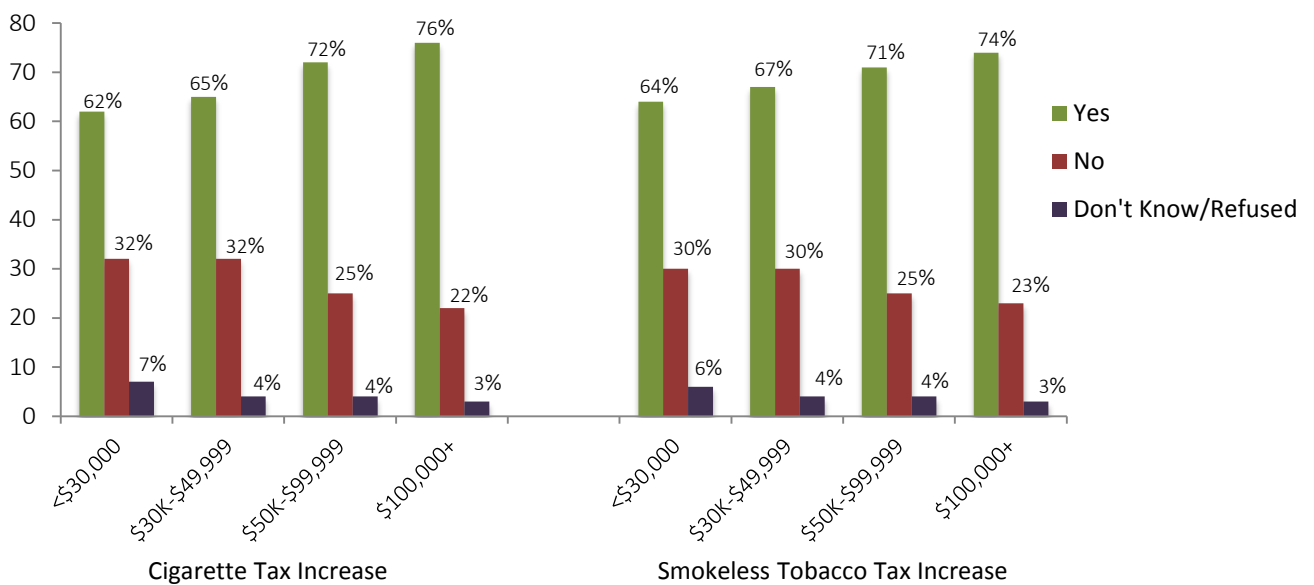
West Virginia adults who participated were asked, "Would you be in favor of an increase in the tax on chewing tobacco, snuff, dip, or snus if the money were used to improve the public's health?"

- 68% support a smokeless tobacco tax increase
- 64% of men and 71% of women support a smokeless tobacco tax increase
- 70% of nonusers and 41% of smokeless tobacco users support a tax increase

Support for Dedicated Smokeless Tobacco Tax Increase



Support For Cigarette and Smokeless Tobacco Tax Increases by Household Income



Note: Some percentages shown do not add up to 100% due to rounding.

The West Virginia Adult Tobacco Survey is funded by the WV Bureau for Public Health's Division of Tobacco Prevention.

** 8% of West Virginia adults reported being current smokeless tobacco users