

EXHIBIT 5
DATE 3/24/11
HB 626



MOORE INFORMATION

OPINION RESEARCH • STRATEGIC ANALYSIS

January 31, 2011

TO: Interested Parties
FROM: Bob Moore, Moore Information, Inc.
RE: Montana Voter Survey Executive Summary

This memo contains results of a telephone survey conducted among a representative sample of 500 voters statewide in Montana. The interviews were conducted January 18-19, 2011. The potential sampling error is plus or minus 4% at the 95% confidence level.

Overview

Montana voters widely support (70%) a \$1.50/pack increase in the state cigarette tax. A tobacco tax increase is one of only two deficit reduction proposals supported by a majority of voters today. Further, there is majority support for a candidate who supports a \$1.30/pack increase in the tobacco tax, and the tobacco tax increase is perceived as "fair" by more than six-in-ten voters.

Most voters (79%) believe it is important to dedicate revenue from a tobacco tax increase to fund tobacco reduction programs, particularly among kids, and fund other health care programs in the state. Also, most voters (78%) favor a tax increase on other tobacco products if there is a cigarette tax increase.

On other related issues,

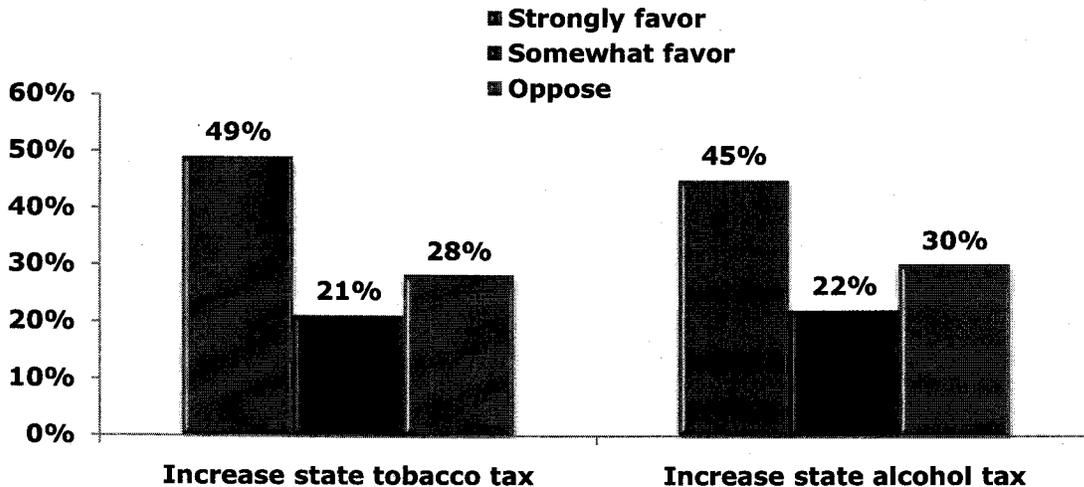
- The Montana Clean Indoor Air Act is widely supported by Montanans today (80% favor the law that took effect in 2009).
- Continuing to use the state's tobacco settlement funds to fund tobacco prevention programs is favored by 82% of voters, and cutting these funds will not enhance a candidate's election possibilities (50% are less likely to vote for a candidate who takes this position).

More details follow.

Deficit Reduction Proposals

The survey explored voter support for eight potential budget deficit reduction proposals. A tobacco tax is one of only two deficit reduction proposals supported by a majority of voters today. Fully 70% of voters statewide favor an increase in the state tobacco tax and 67% favor increasing the state alcohol tax. As the following chart illustrates, nearly half of voters (49%) say they "strongly" favor an increase of the state tobacco tax today.

Seven in Ten Voters Support a Tobacco Tax Increase; Nearly Half "Strongly" Support Tobacco Tax Increase



Six other budget deficit reduction proposals were tested in the survey, but all six are opposed by more than two-thirds of voters today. A complete list of all eight proposals tested in the survey follows.

Budget Deficit Reduction Proposals

"As you may have heard, Montana is facing a budget deficit, estimated to be as much as \$400 million. Please tell me if you would favor or oppose the state taking each of the following actions to address the budget deficit."

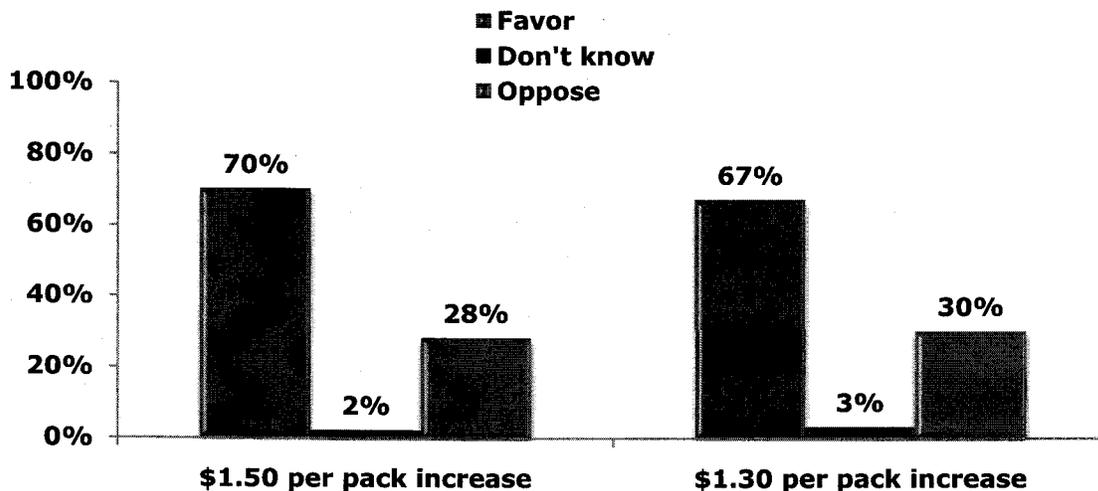
	Favor	Oppose	Net favor
Increase the state tobacco tax	70%	28%	+42%
Increase the state alcohol tax	67%	30%	+37%
Increase the state income tax	27%	69%	-42%
Reduce funding for road and highway maintenance	21%	73%	-52%
Reduce funding for health care programs	20%	74%	-54%
Increase the state gasoline tax	18%	80%	-62%
Reduce funding for Medicaid health services	17%	79%	-62%
Reduce funding for education	15%	83%	-68%

Tobacco Tax Increase

Montana voters widely support both a \$1.50 and a \$1.30 per pack increase in the state tobacco tax with the revenue dedicated to increase funding for programs to reduce tobacco use, particularly among kids, and fund other health care programs in the state. As the following chart shows, the \$1.50/pack increase is supported 70-28% and the \$1.30/pack increase is supported 67-30%.

There is Widespread Support for a \$1.50 and \$1.30/pack Increase in State Tobacco Tax

"Would you favor or oppose a one dollar and fifty/thirty cent per pack increase in the state tobacco tax with the revenue dedicated to increase funding for programs to reduce tobacco use, particularly among kids, and fund other health care programs in the state?"



Looking more closely at the \$1.50/pack increase, we find majority support throughout the state, across all partisan preferences. Regionally, support is highest among voters in the Missoula TV Market, although support is widespread in all geographic areas. By party, Democrats are more supportive than either Republicans or Independents. Further, self-described Liberals are more supportive than either Moderates or Conservatives, but even among Conservatives, Republicans and Independents, support for the \$1.50/pack increase exceeds 60%. In fact, current cigarette smokers are the only subgroup that opposes the increase today (46% favor/53% oppose).

When it comes to the impact of a candidate's support for the \$1.30/pack increase, we find that a majority (53%) are "more likely" to support a candidate for political office in Montana who supports such an increase. Looking at subgroup reactions, non-smokers in all regions of the state are more likely to support a candidate who favors the \$1.30/pack increase. By party, majorities of Democrats and Independents are "more likely" to support a candidate for political office in Montana who supports such an increase, but this sentiment is not as widespread among Republicans (45% more likely, 24% no difference, 31% less likely).

Six-in-ten voters (61%) agree that "a tobacco tax increase is fair because it helps cover the health care costs we all pay through higher taxes and higher insurance premiums to treat diseases caused by smoking," while 32% agree "a tobacco tax increase is unfair to smokers

because it forces one small group of people to pay for government programs we all use." The remaining 7% have no opinion. Not surprisingly, cigarette smokers are the only subgroup that says the tax is unfair.

If Montana were to raise its tobacco tax, a wide majority (79%) say it is "very" important (54%) or "somewhat" important (25%) to dedicate that revenue to funding programs to reduce tobacco use among kids and fund other health care programs in the state. Just 8% say it is "not too important" and 10% say it is "not at all important."

Further, if Montana were to raise its tobacco tax, fully 78% would favor increasing the tax on other tobacco products, such as cigars and smokeless tobacco, so that these products would be taxed at a rate comparable to cigarettes. Just 19% oppose increasing the tax on other tobacco products and 3% have no opinion.

The Montana Clean Indoor Air Act

By an overwhelming 80-18% margin, Montana voters favor the Montana Clean Indoor Air Act. The remaining 2% have no opinion. Wide majorities of voters in most subgroups favor the Montana Clean Indoor Air Act. The only exception is voters who smoke regularly; among this group the law is opposed by a narrow 54-46% margin.

Tobacco Settlement Funds

More than eight in ten (82%) Montana voters support continuing to use tobacco settlement revenue to fund tobacco prevention, including programs to prevent kids from smoking and help smokers who want to quit. Further, a political candidate will not enhance their election possibilities by cutting the amount of tobacco settlement funds dedicated to the program. Specifically, 50% of voters are less likely to vote for a candidate who supports cutting the amount of tobacco settlement funds dedicated to the program, just 23% are more likely and 27% say it would make no difference in their vote.

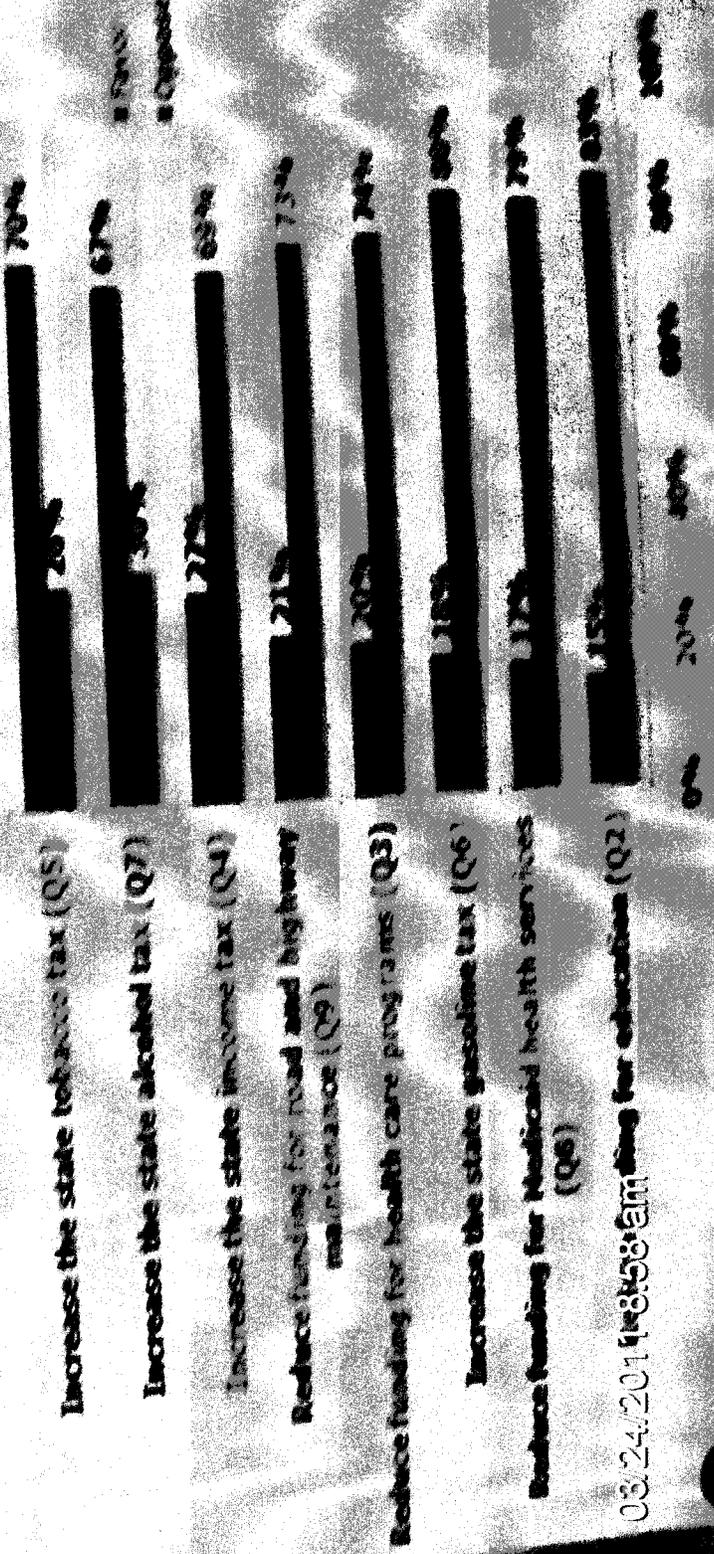
Looking more closely at how a candidate's electability could be impacted by their support of cutting settlement funds, we find voters in most subgroups less likely to vote for a candidate who takes this position. The only exception is "very" Conservative voters, who are divided.

Smoking Incidence

Today, 51% of Montana voters say they have never been a cigarette smoker, while 30% are former smokers. Another 11% say they currently smoke cigarettes regularly, 7% say they smoke cigarettes only occasionally and 6% say they use tobacco products such as chewing or spit tobacco.

Budget Deficit Reduction Proposals

NEW: AS YOU MAY HAVE HEARD, MICHIGAN IS FACING A BUDGET DEFICIT, ESTIMATED TO BE AS MUCH AS \$400 MILLION. PLEASE TELL ME IF YOU WOULD FAVOR OR OPPOSE THE STATE TAKING EACH OF THE FOLLOWING ACTIONS TO ADDRESS THE BUDGET DEFICIT.

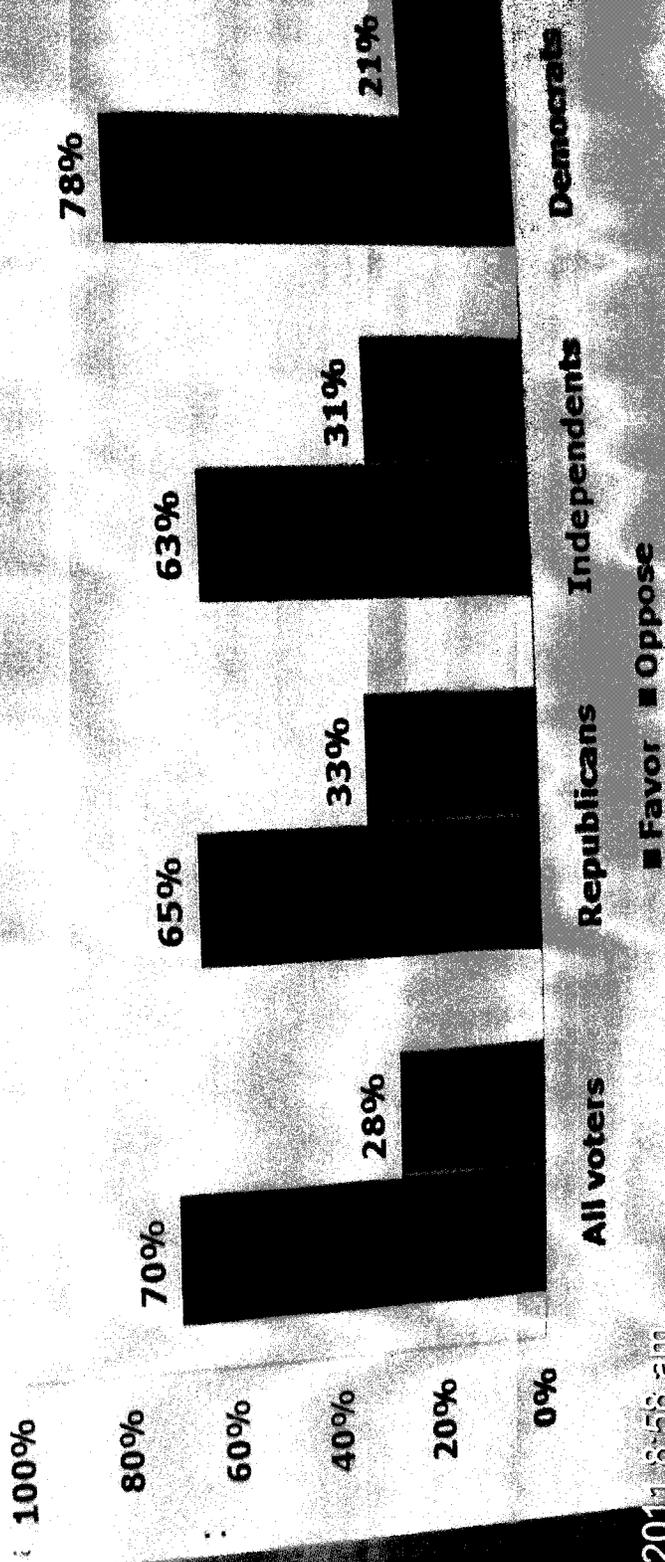


03/24/2011 10:58 AM



\$1.50 Tobacco Tax Increase Favored Across all Partisan Backgrounds

"Would you favor or oppose a one dollar and fifty cent per pack increase in the state tobacco tax with the revenue dedicated to increase funding for programs to reduce tobacco use, particularly among kids, and fund other health care programs in the state?" (Q10)



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Favor
Oppose

Wide Support for Specific Tobacco Tax Proposals

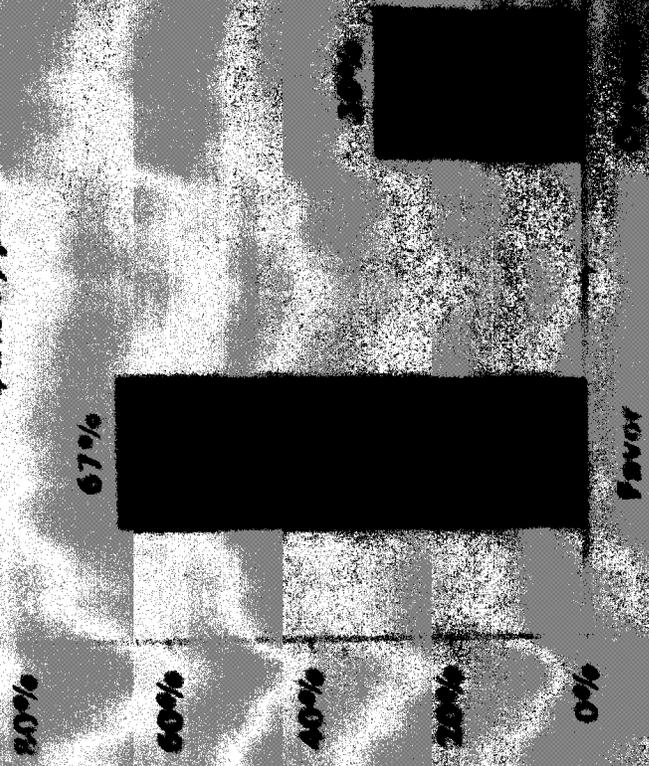
"Would you favor or oppose a one dollar and fifty cent per pack increase in the state tobacco tax with the revenue dedicated to increase funding for programs to reduce tobacco use, particularly among kids, and fund other health care programs in the state?" (Q11)

-- \$1.50/pack --



"Would you favor or oppose a one dollar and thirty cent per pack increase in the state tobacco tax with the revenue dedicated to increase funding for programs to reduce tobacco use, particularly among kids, and fund other health care programs in the state?" (Q11)

-- \$1.30/pack --



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The State Should Continue to Use Tobacco Settlement Revenue to Fund Tobacco Prevention

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"As you may recall, Montana reached a legal settlement with the tobacco industry and now receives \$30 million per year from the tobacco companies. In the 2002 election, Montanan's voted to use about one-third of the tobacco settlement dollars to fund tobacco prevention, including programs to prevent kids from smoking and help smokers who want to quit. Do you favor or oppose continuing to use this tobacco settlement revenue to fund tobacco prevention?" (Q17)

