

MEMORANDUM

Date: March 2, 2026

To: Interested Parties
Fr: The Strategy Group Company
Re: Key Findings: Iowa Statewide Survey on Tobacco and Nicotine Tax Policy

A Survey of 615 Registered Voters in Iowa | February 25–March 2, 2026 | Margin of Error ± 4.6%

Executive Summary

Iowa voters broadly and strongly support increasing tobacco and nicotine taxes. Two in three (**66%**) favor a \$1.50 cigarette tax increase. Support for the tax crosses party lines and is the *only* tax increase voters will accept among seven options tested. Two in three (**67%**) support the tax increase as part of an effort to reduce smoking in Iowa, while seven in ten Iowa voters (**70%**) find it important that a portion of the tax revenue is dedicated to fund tobacco prevention programs.

1. Two in Three Voters Favor a \$1.50 Cigarette Tax Increase

When asked directly, **66%** of voters favor a \$1.50 increase in the state cigarette tax with revenue dedicated to reducing tobacco use among kids.

2. The Tobacco Tax Is the Only Tax Increase Voters Will Accept

Among seven approaches to addressing Iowa's projected budget deficit, the tobacco and nicotine tax is the only one that earns majority support:

Budget Option	Favor
Increase tax on tobacco & nicotine	66%
Increase gas tax	17%
Increase sales tax	17%
Cut Medicaid funding	15%
Cut road funding	14%
Cut education funding	13%
Increase utilities tax	5%

3. Support Is Broad and Bipartisan

The \$1.50 cigarette tax increase and nicotine product tax earn majority support across every major demographic and ideological subgroup tested:

Subgroup	\$1.50 Tax	Nicotine Tax
All Voters	66%	77%
Republicans	63%	76%
Democrats	77%	86%
Independents	60%	73%
Conservatives	65%	75%
Moderates	71%	83%
Liberals	73%	82%
Voters 65+	70%	87%
Tobacco/Nicotine Users	44%	62%

Even among current tobacco and nicotine users – voters who would be directly affected – **62%** favor taxing nicotine products the same way cigarettes are taxed.

4. Voters See Tobacco Tax Policy as a Tool to Improve Public Health

Two in three voters (**67%**) support increasing the tobacco tax as part of an effort to reduce smoking and address Iowa's cancer crisis, reinforcing that voters view tobacco tax policy not only as a fiscal issue but also as an important public health tool.

5. Strong Support for Investing Tobacco Tax Revenue in Prevention

Seven in ten Iowa voters (**70%**) say it is important to dedicate a portion of revenue from a tobacco tax increase to fund tobacco prevention programs, underscoring voters' preference for using the policy to reduce smoking and prevent youth tobacco use.