

**THE  
STRATEGY  
GROUP CO.**

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## **Iowa Statewide Survey**

**Tobacco & Nicotine Policy**

*March 2, 2026*

# Methodology

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## Sample

615 Iowa Registered Voters



## Weighting

Balanced by Age, Education, Ethnicity, Gender, Geography, and Party Affiliation



## Duration

February 25-March 2, 2026



## Accuracy

Confidence Interval of 95%  
Margin of Error  $\pm$  4.6%



## Data Collection

SMS + Live Calls

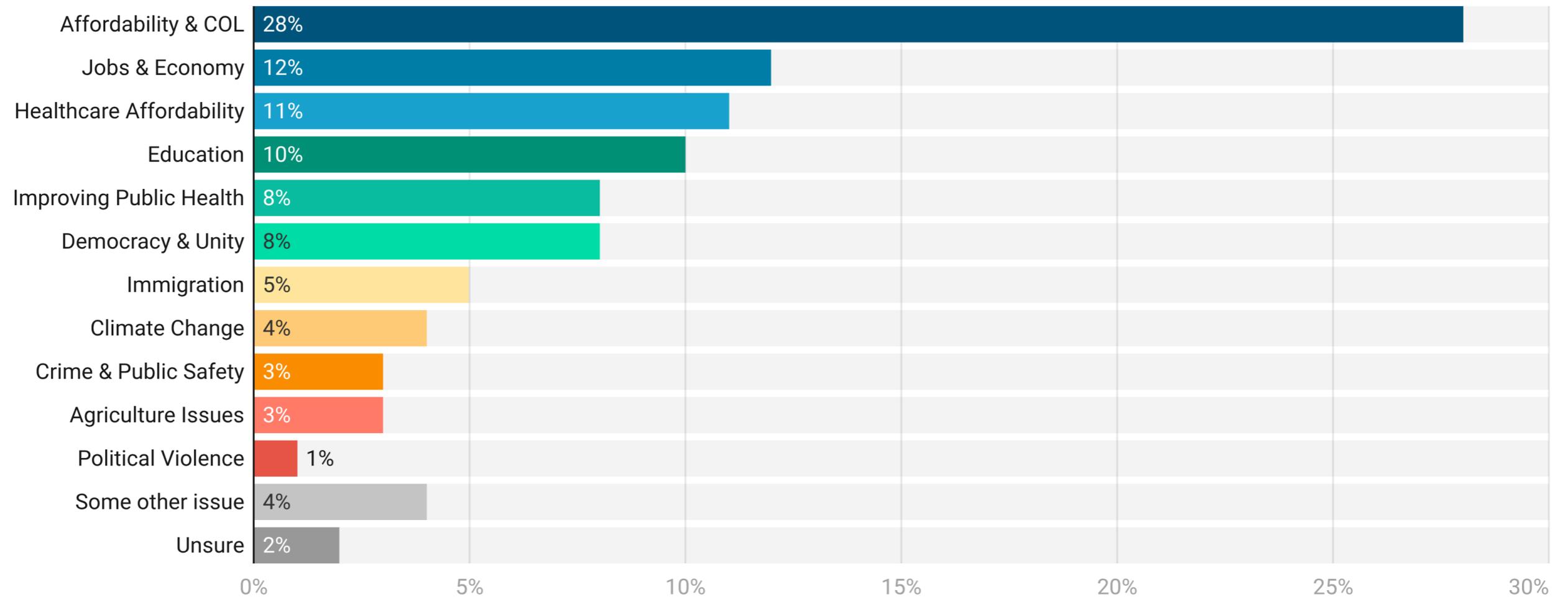


# Economic Issues Color Everything

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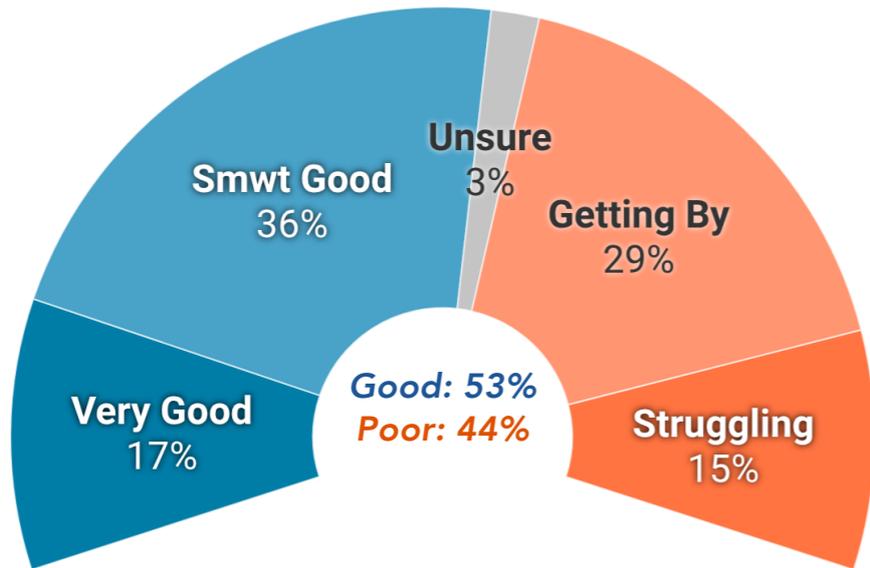
## Top Issue

Which of the following issues do you believe is most important to Iowa today?



# Economic Issues Color Everything

**Personal Financial Situation**  
How would you describe your current financial situation?



	Good	Poor	Net "Good" ▼
\$100k+ (32%)	70%	28%	42%
Conservative (35%)	70%	28%	41%
Republican (36%)	69%	30%	38%
Age 65+ (29%)	63%	34%	29%
Age 45-64 (30%)	63%	37%	26%
College+ (40%)	60%	39%	22%
Men (48%)	60%	39%	21%
Moderate (23%)	58%	38%	20%
Urban (20%)	57%	41%	16%
Non-User (81%)	56%	42%	14%
Suburban (28%)	57%	43%	14%
No Children (67%)	56%	43%	13%
<b>Total</b>	<b>53%</b>	<b>44%</b>	<b>8%</b>
Rural (19%)	52%	44%	8%
Has Children (31%)	51%	47%	4%
Non-College (60%)	48%	48%	0%
\$50k-\$100k (28%)	48%	48%	0%
Small Town (33%)	48%	49%	-1%
Women (52%)	47%	50%	-3%
Tobacco User (16%)	45%	52%	-7%
Independent (30%)	44%	51%	-7%
Democrat (28%)	45%	52%	-8%
Age 18-44 (41%)	39%	57%	-19%
Liberal (31%)	38%	60%	-22%
Under \$50k (16%)	31%	69%	-37%

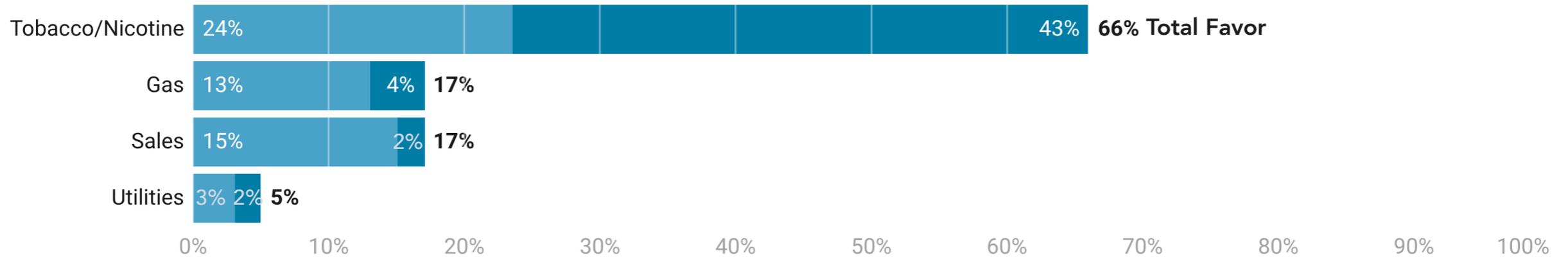
# Tobacco & Nicotine is the ONLY Tax Voters Will Accept

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## Tax Battery

Would you favor or oppose increasing the tax on \_\_\_\_\_ ?

■ Somewhat Favor ■ Strongly Favor



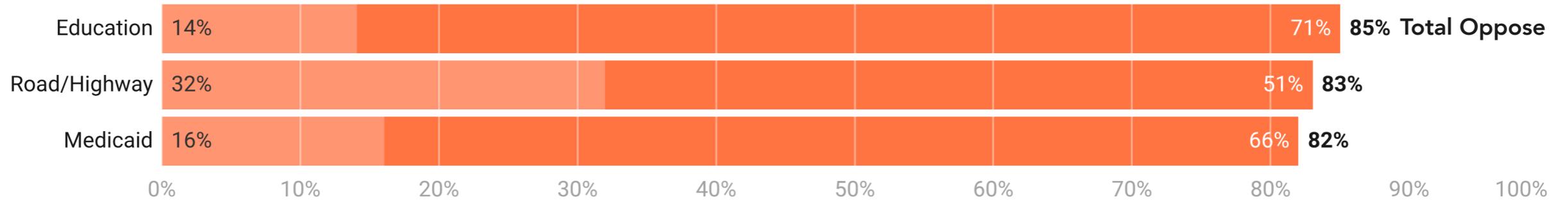
# Nearly Unanimous in Wanting to Preserve Services

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## Tax Battery

Would you favor or oppose cutting funding for \_\_\_\_\_ ?

■ Somewhat Oppose ■ Strongly Oppose

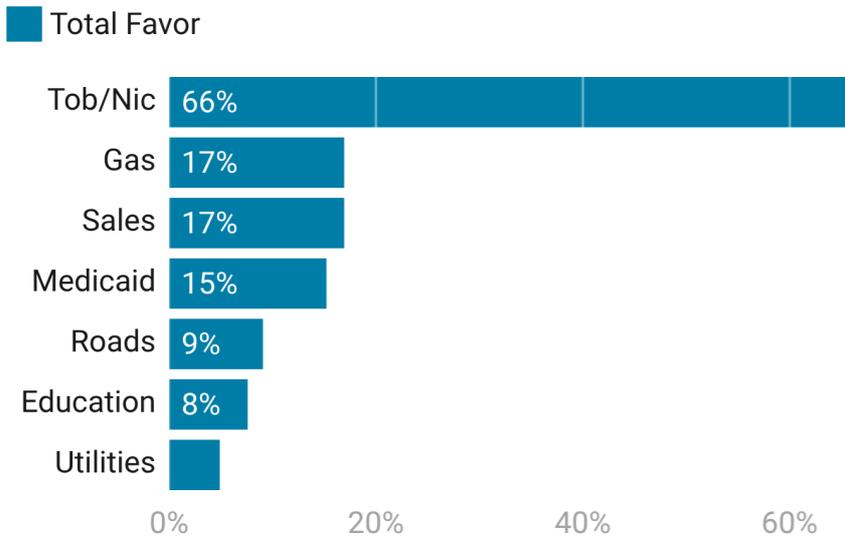


# Tax on Tobacco & Nicotine Preferred Among All Groups

## Tax Battery

Would you favor or oppose increasing the tax on Tobacco/Nicotine; Gas; Sales; Utilities?

Would you favor or oppose cutting funding for Medicaid; Roads/Highways; Education?



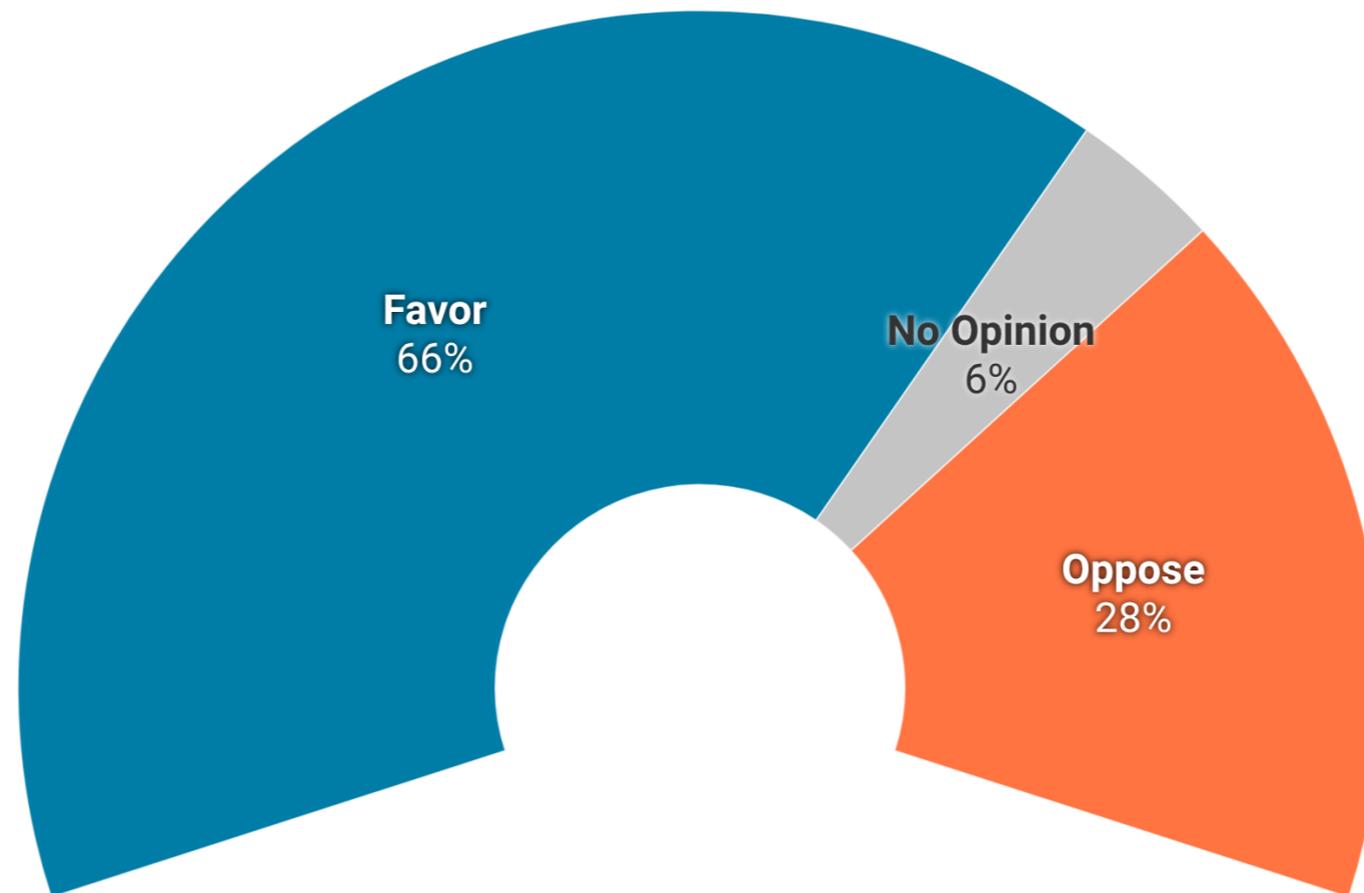
	Tobacco & Nicotine	Gas	Sales	Medicaid	Roads	Education	Utilities
<b>College+ (40%)</b>	<b>79%</b>	<b>28%</b>	<b>22%</b>	<b>15%</b>	<b>9%</b>	<b>8%</b>	<b>6%</b>
Urban (20%)	79%	20%	16%	13%	18%	10%	9%
Democrat (28%)	78%	26%	19%	2%	12%	3%	9%
Age 65+ (29%)	75%	19%	21%	14%	13%	12%	7%
Non-User (81%)	74%	20%	17%	14%	12%	10%	5%
Moderate (23%)	73%	19%	15%	8%	15%	7%	6%
\$50k-\$100k (28%)	72%	18%	22%	17%	10%	9%	7%
Women (52%)	71%	15%	14%	10%	12%	10%	3%
Liberal (31%)	71%	22%	19%	4%	18%	5%	6%
No Children (67%)	70%	16%	17%	15%	13%	12%	6%
\$100k+ (32%)	68%	25%	18%	19%	12%	13%	5%
Suburban (28%)	67%	20%	15%	15%	13%	10%	5%
<b>Total</b>	<b>66%</b>	<b>17%</b>	<b>17%</b>	<b>15%</b>	<b>14%</b>	<b>13%</b>	<b>5%</b>
Under \$50k (16%)	65%	8%	12%	16%	22%	20%	3%
Conservative (35%)	64%	13%	21%	28%	11%	24%	3%
Republican (36%)	64%	12%	18%	29%	15%	25%	4%
Age 45-64 (30%)	63%	17%	18%	14%	14%	17%	2%
Age 18-44 (41%)	63%	16%	13%	17%	16%	11%	6%
Men (48%)	62%	19%	20%	21%	17%	17%	7%
Small Town (33%)	61%	15%	18%	19%	12%	13%	3%
Has Children (31%)	61%	20%	18%	17%	17%	15%	3%
Rural (19%)	61%	14%	19%	12%	16%	22%	6%
Independent (30%)	61%	16%	18%	13%	14%	7%	2%
Non-College (60%)	58%	10%	14%	15%	18%	17%	5%
Tobacco User (16%)	37%	8%	21%	20%	23%	26%	4%

# The \$1.50 Proposal Starts Strong

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## \$1.50 Tax Increase on Cigarettes

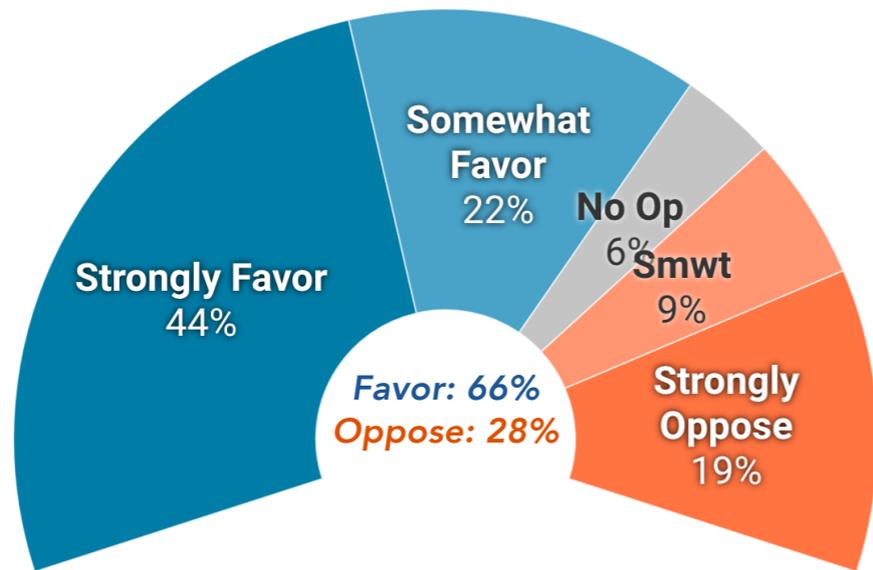
Would you favor or oppose a \$1.50 increase in the state cigarette tax and a similar increase on other tobacco products, where part of the revenue will be dedicated to a program to reduce tobacco use, particularly among kids?



# The \$1.50 Proposal Starts Strong

## TFK Tax Proposal (Benchmark)

Would you favor or oppose a \$1.50 increase in the state cigarette tax and a similar increase on other tobacco products, where part of the revenue will be dedicated to a program to reduce tobacco use, particularly among kids?



	Favor	Oppose	Lead ▼
Democrat (28%)	77%	18%	59%
College+ (40%)	75%	19%	56%
Liberal (31%)	73%	20%	53%
Non-User (81%)	72%	22%	50%
Urban (20%)	70%	23%	47%
Age 65+ (29%)	70%	24%	46%
Suburban (28%)	70%	25%	45%
Women (52%)	69%	25%	45%
Moderate (23%)	71%	26%	45%
Under \$50k (16%)	70%	27%	43%
Age 45-64 (30%)	68%	27%	41%
No Children (67%)	67%	27%	40%
<b>Total</b>	<b>66%</b>	<b>28%</b>	<b>37%</b>
Rural (19%)	63%	27%	37%
Has Children (31%)	64%	28%	37%
\$50k-\$100k (28%)	65%	29%	37%
\$100k+ (32%)	64%	31%	34%
Conservative (35%)	65%	31%	33%
Republican (36%)	63%	32%	32%
Men (48%)	61%	33%	29%
Age 18-44 (41%)	60%	32%	28%
Independent (30%)	60%	33%	27%
Non-College (60%)	59%	35%	25%
Small Town (33%)	60%	35%	24%
Tobacco User (16%)	44%	53%	-9%



# Messaging is Convincing

*Do you find this argument in favor of raising the tobacco tax convincing or not?*

## Health Impacts

Tobacco and smoking takes the lives of 5,100 Iowans every year, is responsible for 31% of cancer deaths here, and remains the leading cause of preventable death.

## Cost Analysis

For every pack of cigarettes sold, Iowa collects \$1.36 in taxes, while it loses \$11.04 in healthcare costs due to smoking-related health conditions.

## E-Cigs in HS

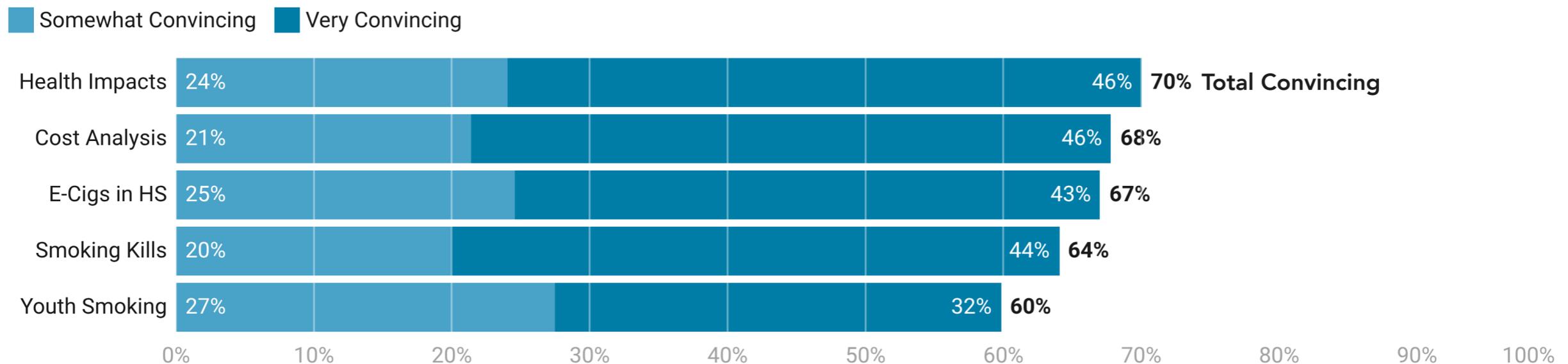
About 1 in 6 Iowa high school students use e-cigarettes and nicotine vapes.

## Smoking Kills

Smoking alone kills more people each year than alcohol, AIDS, car crashes, illegal drugs, murders, and suicides COMBINED.

## Reduce Youth Smoking

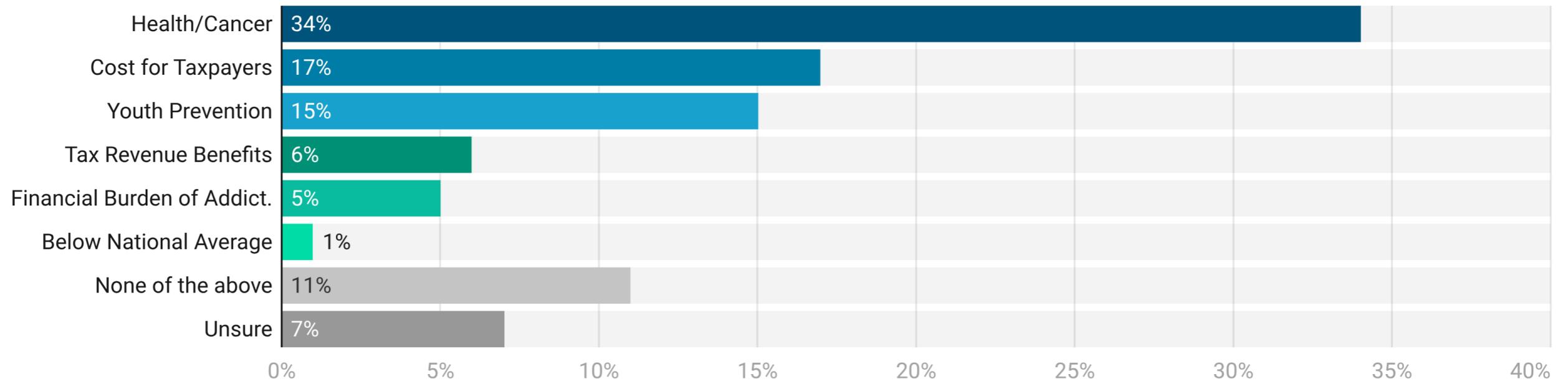
Research suggests that increasing Iowa's tax on tobacco and nicotine products could reduce smoking among people under 18 by about 10%.



# Messaging is Convincing

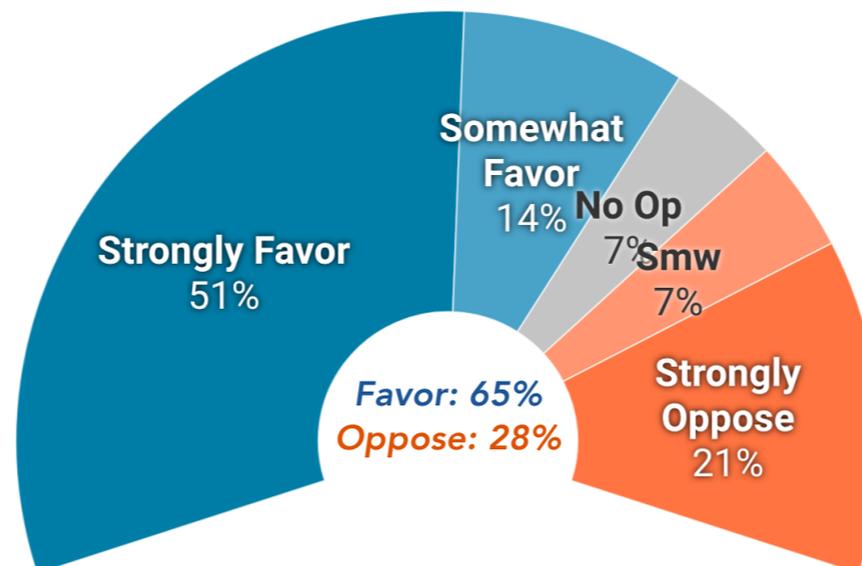
## Most Persuasive Argument

When considering arguments that favor raising Iowa's tobacco and nicotine tax, which topic is most persuasive for you personally?



## Flavored Tobacco Ban

The state may consider a proposal that would end the sale of all flavored tobacco products that can appeal to kids, including fruit and candy flavored e-cigarettes, menthol-flavored cigarettes, flavored nicotine pouches and other flavored tobacco products. Generally speaking, would you favor or oppose this proposal?





# THE STRATEGY GROUP CO.

Questions,  
Comments,  
Additional Information:

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