





# Montana Voter Attitudes Towards Potential Tobacco Measure

*Key Findings from a Statewide Survey Conducted March 9-16, 2026*



OPINION  
RESEARCH  
& STRATEGY

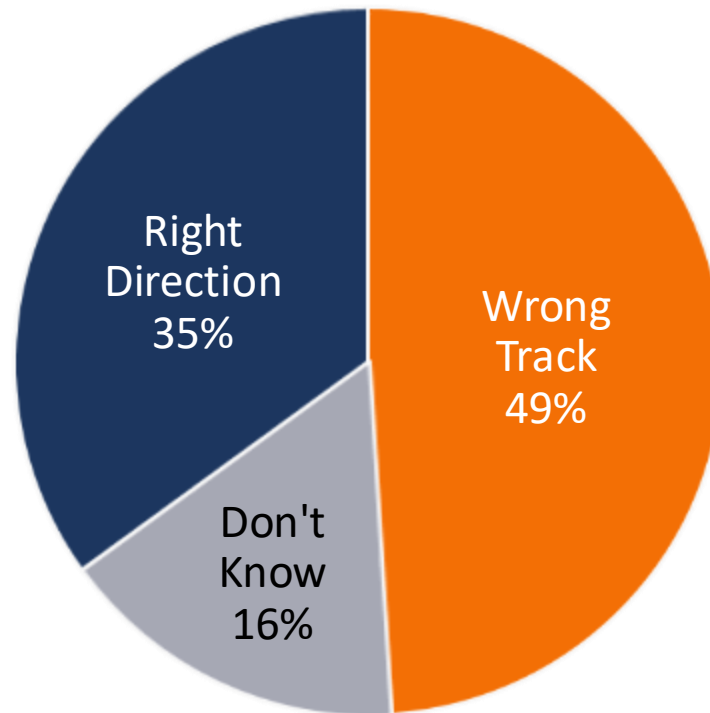
# Survey Methodology

Dates	March 9-16, 2026
Survey Type	Dual-Mode Voter Survey
Research Population	Montana Voters
Total Interviews	628
Margin of Sampling Error	(Full Sample) $\pm 4.0\%$ at the 95% Confidence Level
Contact Methods	 Telephone Calls  Text Invitations
Data Collection Modes	 Telephone Interviews  Online Interviews

*(Note: Not All Results Will Sum to 100% Due to Rounding)*

# Montana voters feel negatively about the direction of the state.

*First, would you say things in Montana are headed in the right direction, or do you feel they are off on the wrong track?*



# Voters offer broad support for taxes on cigarettes and alcohol as a means of addressing the state's budget shortfall.

Next, Montana is facing a budget shortfall over the next few years. In order to address this budget shortfall, the State is considering a range of proposals. For each one, please indicate if you strongly support, somewhat support, somewhat oppose, or strongly oppose this proposal.

■ Strongly Support ■ Somewhat Support ■ Don't Know ■ Somewhat Oppose ■ Strongly Oppose

**Total Support** **Total Oppose**

\*Increasing taxes on cigarettes



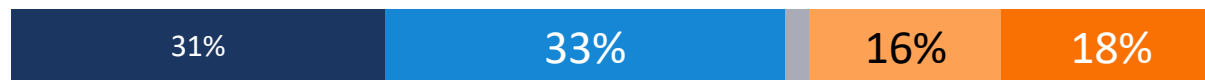
**78%** **20%**

\*Increasing taxes on cigarettes, e-cigarettes and nicotine products



**77%** **22%**

Increasing the state tax on beer, wine and liquor



**64%** **34%**

Establishing a state sales tax



**23%** **74%**

Increasing the state gasoline tax



**22%** **76%**

Reducing funding for K-12 education



**14%** **84%**

Reducing funding for healthcare services



**14%** **84%**

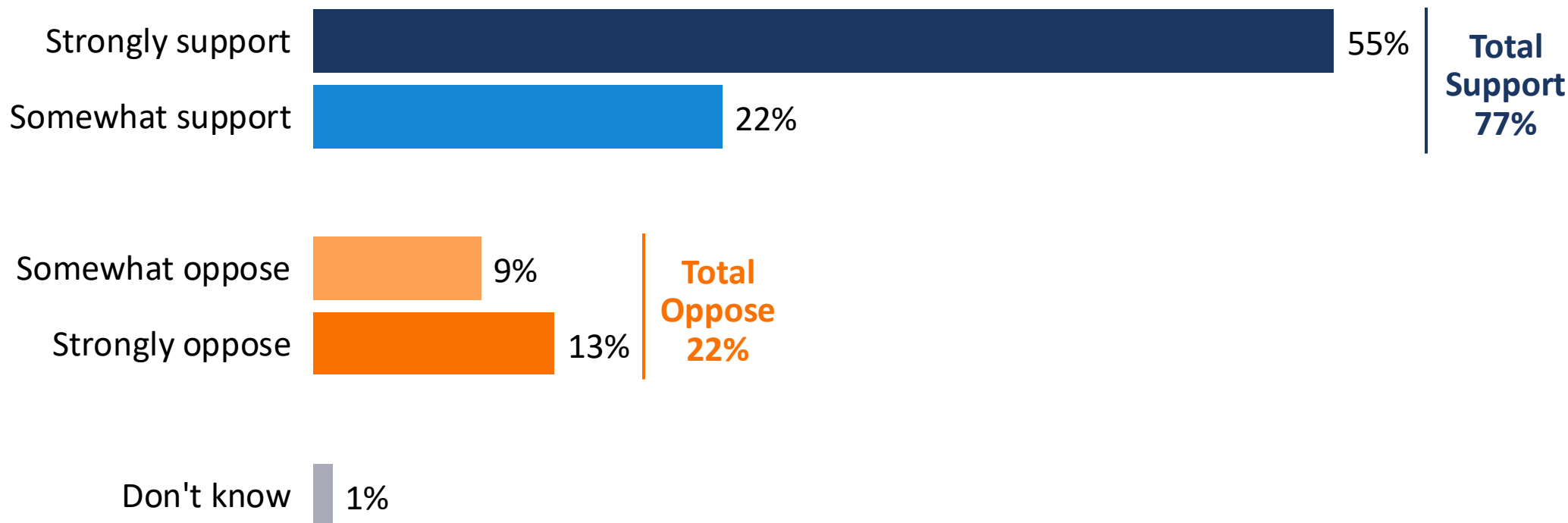
# Strong support for increasing taxes on cigarettes to address the budget cuts across partisan affiliation and region.

Tax	Total Support						
	All Voters	Party			Region		
		Dem	Ind.	Rep.	Eastern	Central	Western
*Increasing taxes on cigarettes	<b>78%</b>	87%	81%	71%	85%	73%	77%
*Increasing taxes on cigarettes, e-cigarettes and nicotine products	<b>77%</b>	85%	69%	76%	75%	79%	76%
Increasing the state tax on beer, wine and liquor	<b>64%</b>	74%	64%	59%	65%	63%	65%
Establishing a state sales tax	<b>23%</b>	34%	13%	22%	22%	20%	26%
Increasing the state gasoline tax	<b>22%</b>	43%	17%	12%	18%	22%	24%
Reducing funding for K-12 education	<b>14%</b>	4%	12%	20%	13%	17%	12%
Reducing funding for healthcare services	<b>14%</b>	4%	10%	21%	13%	16%	12%

# More than three-quarters of voters support the proposal to increase taxes on cigarettes by \$2 per pack.

*Now I'd like to ask you about a specific proposal. The Montana State Legislature may consider a proposal that would increase the tax on cigarettes by \$2 per pack and establish a comparable increase on e-cigarettes and other nicotine products, in order to fund state programs including health insurance for low-income families and veterans, housing for veterans, and tobacco education and prevention programs.*

(MOE: ±4.0%)



# Broad support cuts across gender and party affiliation.

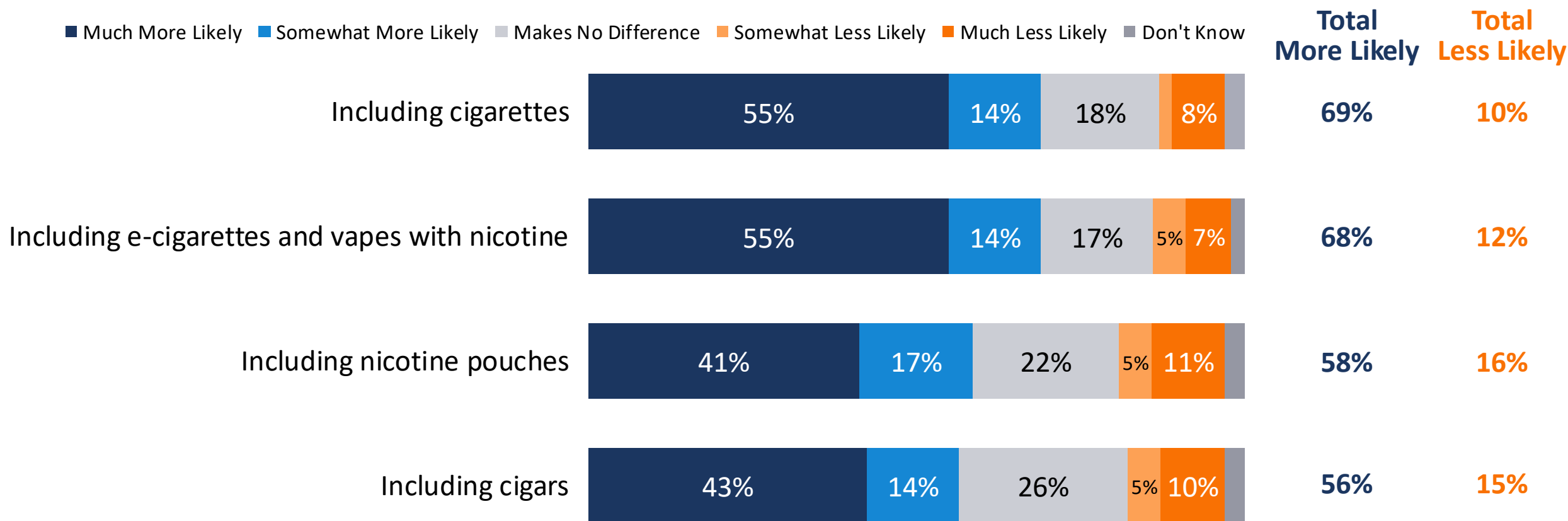
Demographic Group	Total Support	Total Oppose	Don't Know
All Voters	77%	22%	1%
<b>Gender</b>			
Men	75%	24%	1%
Women	79%	19%	2%
<b>Party</b>			
Democrats	86%	14%	0%
Independents	76%	21%	3%
Republicans	72%	27%	1%
<b>2024 Presidential Vote</b>			
Kamala Harris	87%	13%	0%
Donald Trump	72%	27%	1%
All Other Candidates	64%	29%	7%

# More than three-quarters of voters across the state support the proposal.

Demographic Group	Total Support	Total Oppose	Don't Know
<b>Education</b>			
Some College or Less	75%	23%	2%
Four-Year College or More	80%	20%	0%
<b>Region</b>			
Eastern	77%	20%	3%
Central	76%	24%	0%
Western	78%	21%	1%

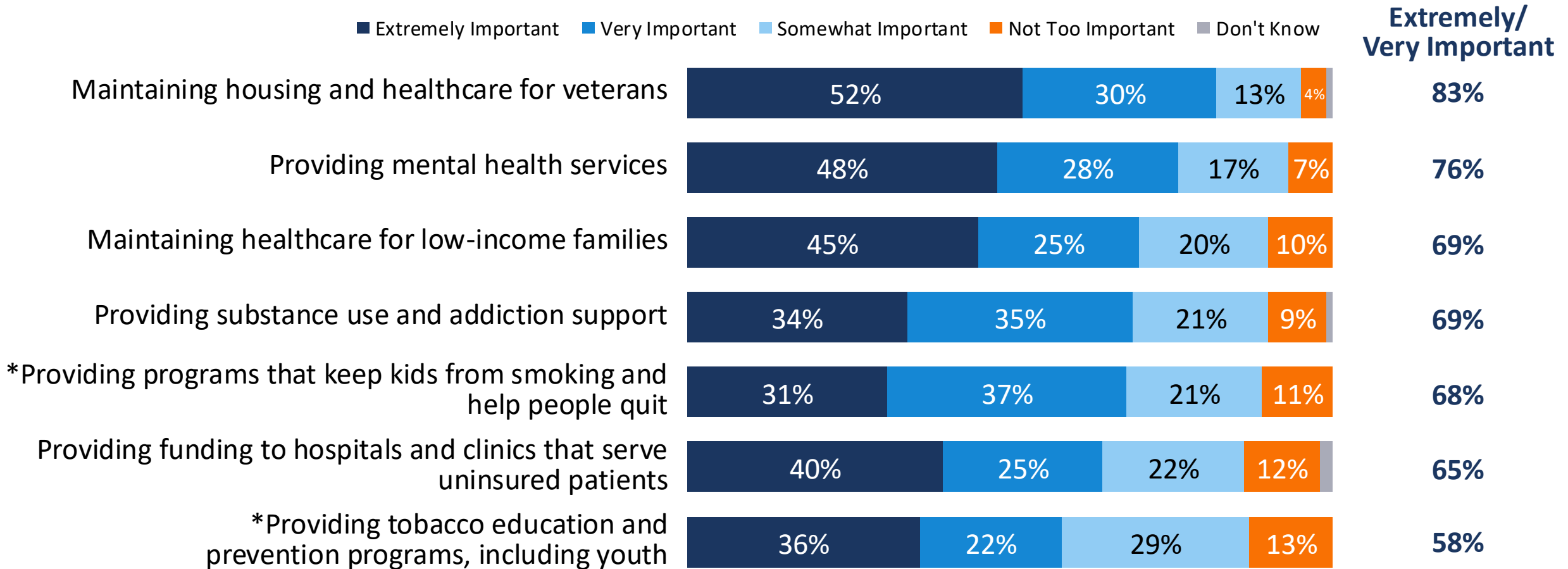
# Voters offered a similar likelihood of support for taxing cigarettes and e-cigarettes.

*Next, this proposal has not been finalized. Please consider the following products that could be included or excluded in the proposal to increase taxes on tobacco products. For each one, please indicate if this element would make you much more likely, somewhat more likely, somewhat less likely, or much less likely to support this proposal, or if it would make no difference to you.*



# Maintaining housing and healthcare for veterans and providing mental health services are the top spending priorities.

Next, please consider some potential elements of this proposal, including ways in which funds it generates could be spent. For each one, please indicate how important each one is to you personally, regardless of how you feel about the measure: either extremely important, very important, somewhat important, or not too important.





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