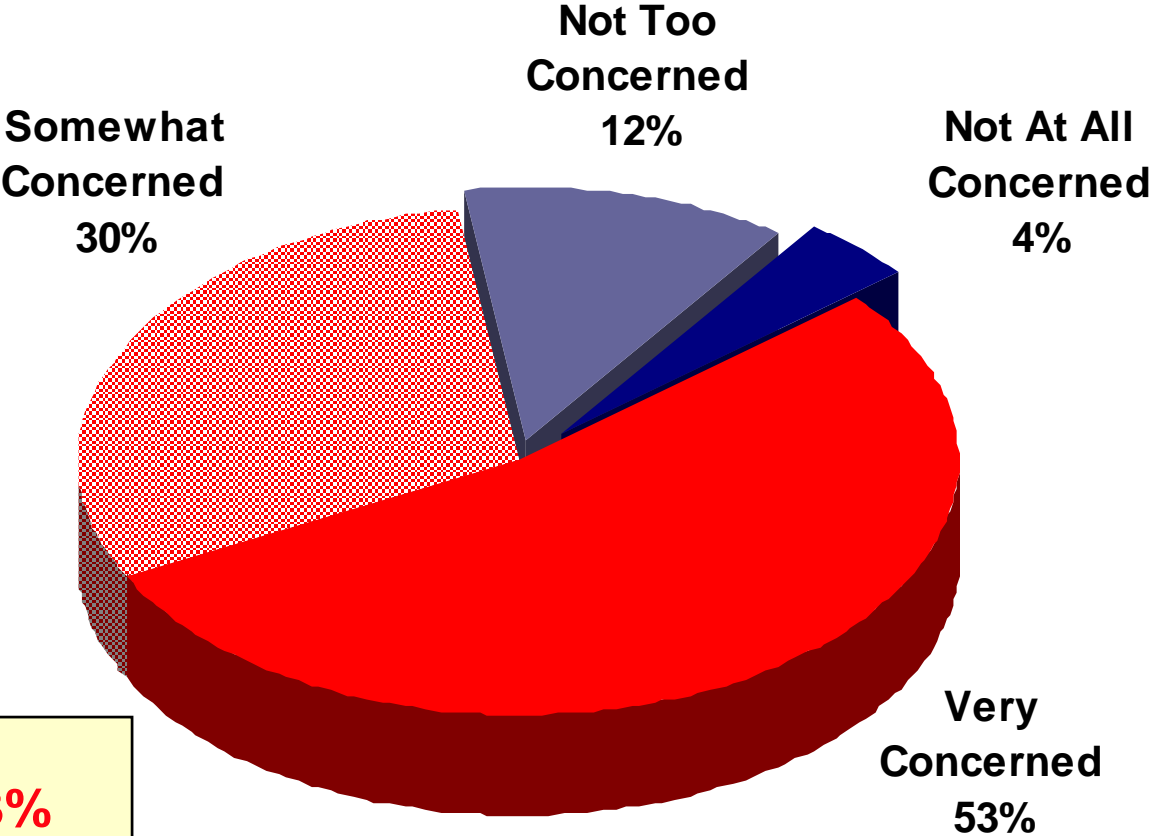




Survey of 500 Registered Kentucky Voters



Kentucky Voters Are Very Concerned About Tobacco Use Among Young People

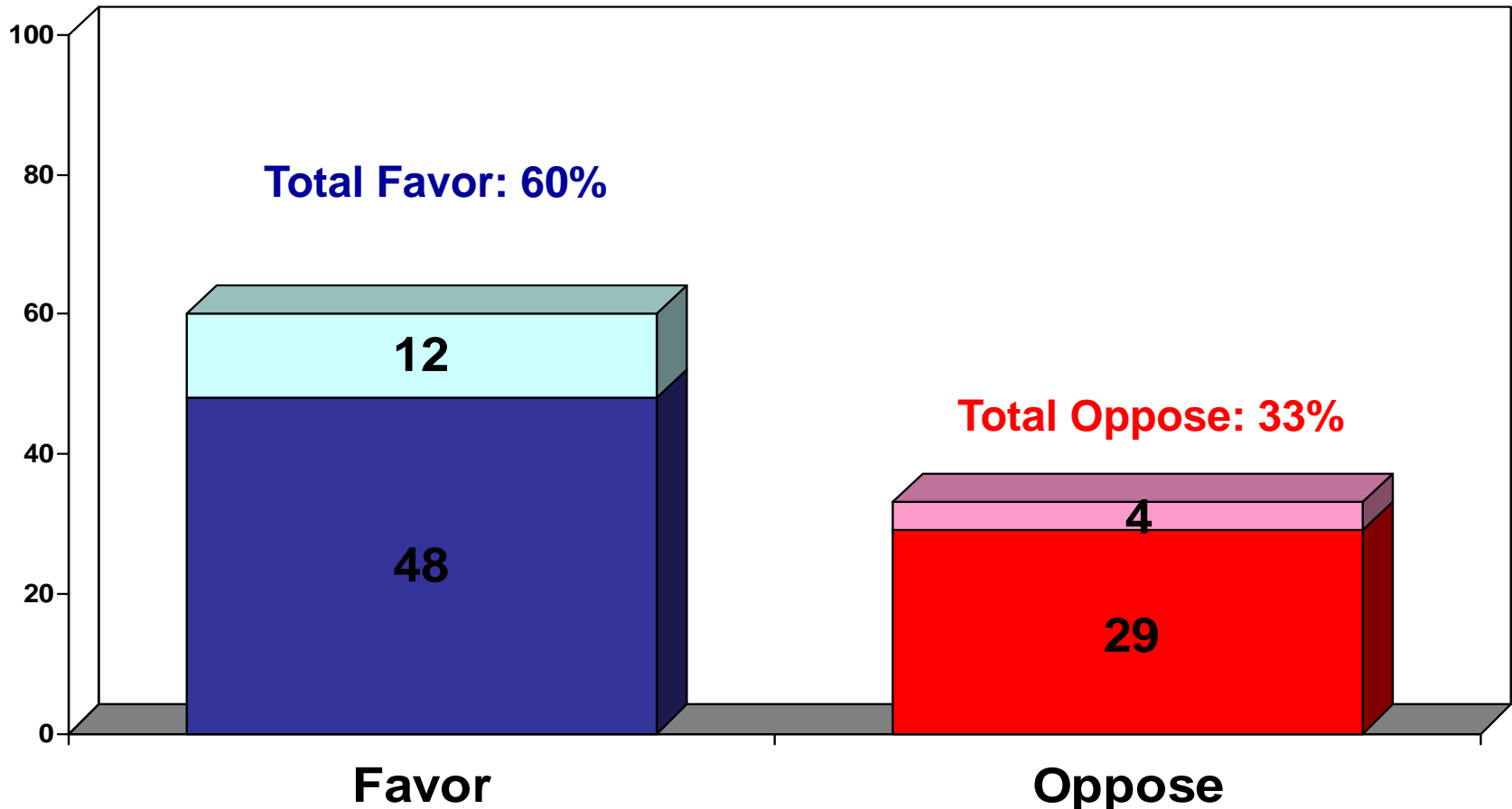


Concerned 83%
Not Concerned 16%

Total numbers are rounded

Kentucky Voters Favor A 75-cent Increase in the Cigarette Tax

Would you favor or oppose a 75 cent per pack increase in the state cigarette tax, with part of the revenue dedicated to a program to reduce tobacco use, particularly among kids, and the rest of the revenue dedicated to funding education, Medicaid and other health care needs?

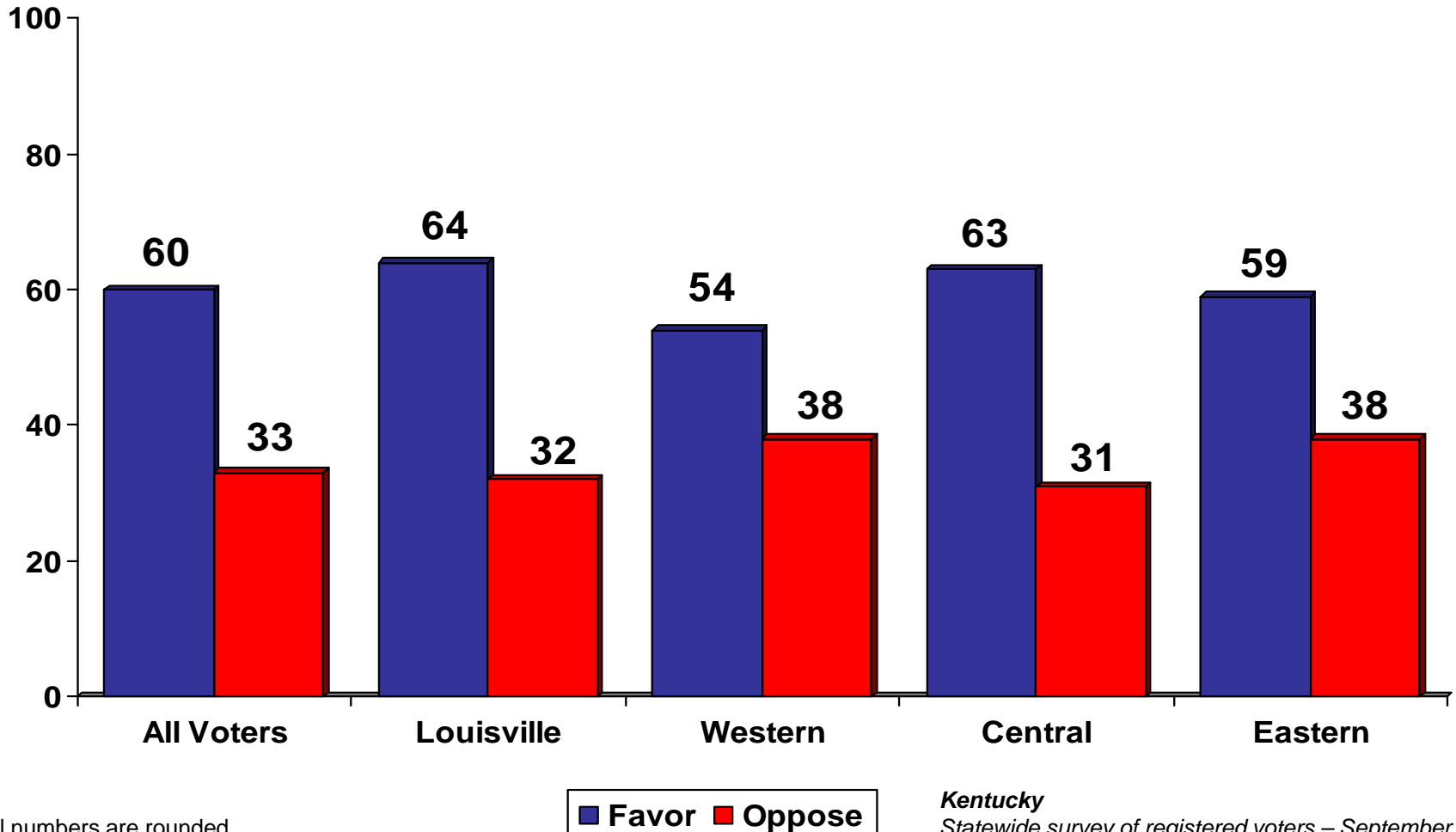


Darker shading equals stronger intensity
Total numbers are rounded

Kentucky
Statewide survey of registered voters – September 2007

A 75-cent Cigarette Tax Increase Receives Majority Support Across The State

Would you favor or oppose a 75 cent per pack increase in the state cigarette tax, with part of the revenue dedicated to a program to reduce tobacco use, particularly among kids, and the rest of the revenue dedicated to funding education, Medicaid and other health care needs?

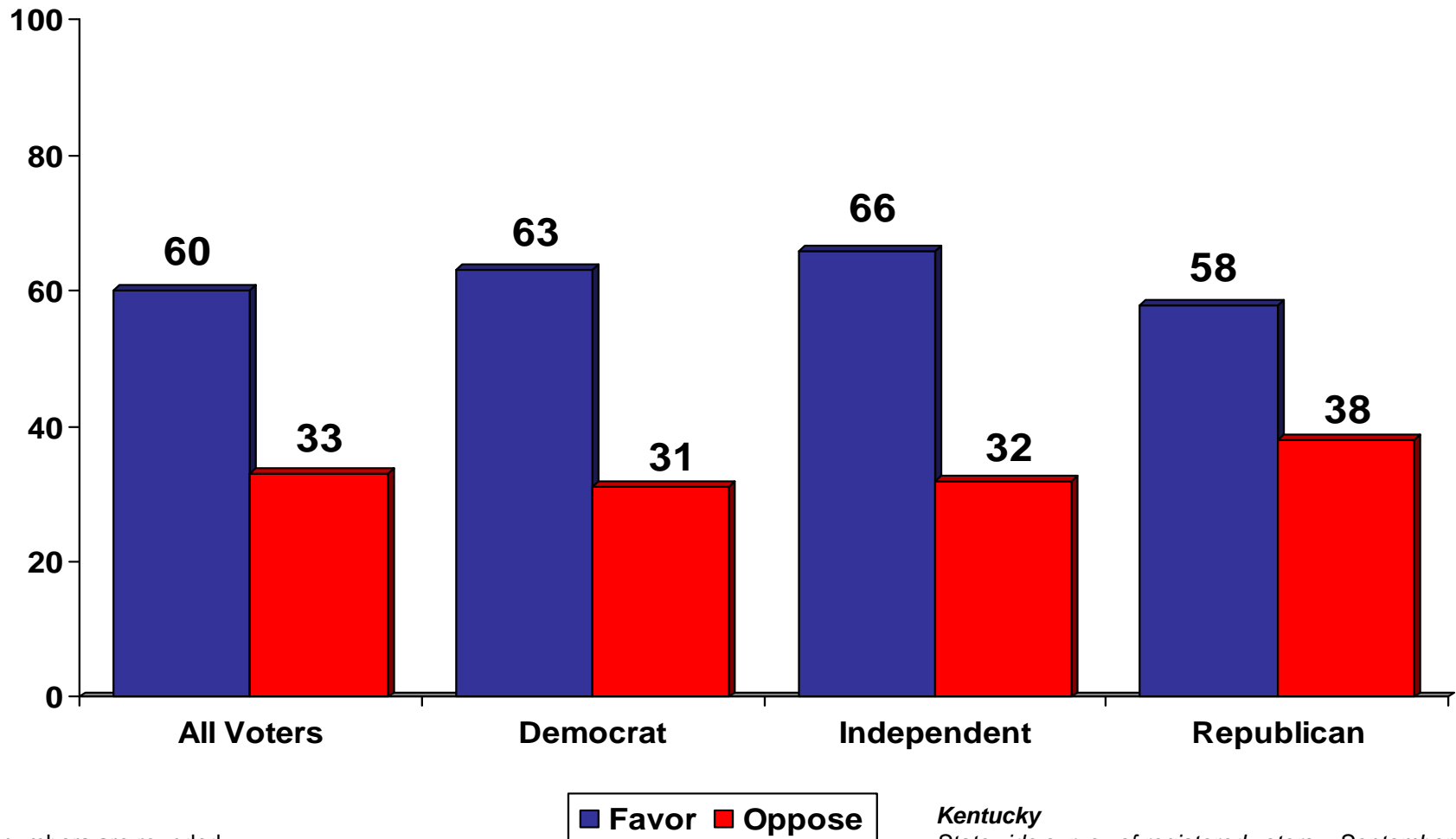


Total numbers are rounded

Kentucky
Statewide survey of registered voters – September 2007

Support for a 75-Cent Cigarette Tax Increase Remains Strong Across Party Lines

Would you favor or oppose a 75 cent per pack increase in the state cigarette tax, with part of the revenue dedicated to a program to reduce tobacco use, particularly among kids, and the rest of the revenue dedicated to funding education, Medicaid and other health care needs?

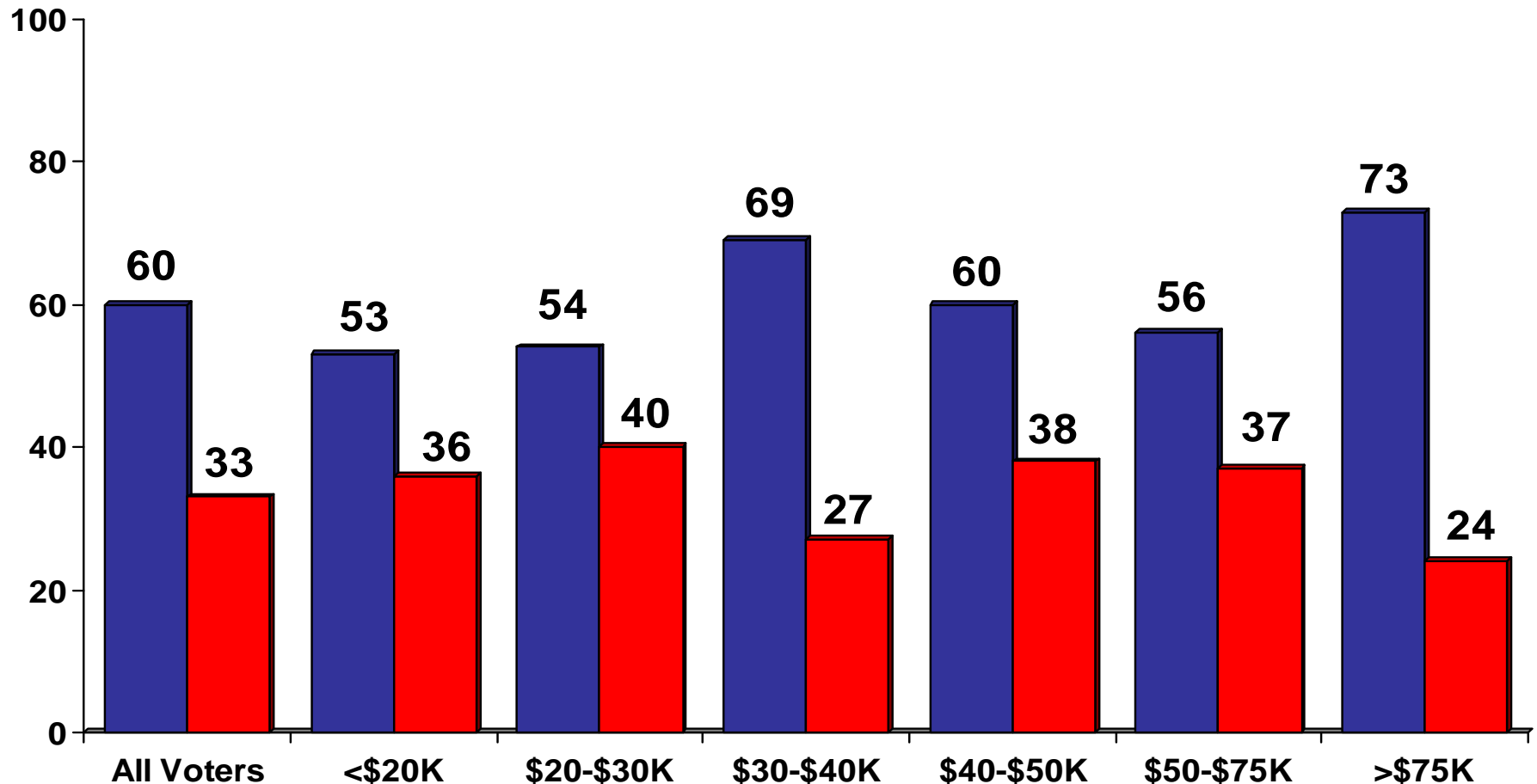


Total numbers are rounded

Kentucky
Statewide survey of registered voters – September 2007

Majority Support for a 75-Cent Cigarette Tax Increase Among All Income Groups

Would you favor or oppose a 75 cent per pack increase in the state cigarette tax, with part of the revenue dedicated to a program to reduce tobacco use, particularly among kids, and the rest of the revenue dedicated to funding education, Medicaid and other health care needs?



Total numbers are rounded

Favor **Oppose**

Kentucky

Statewide survey of registered voters – September 2007

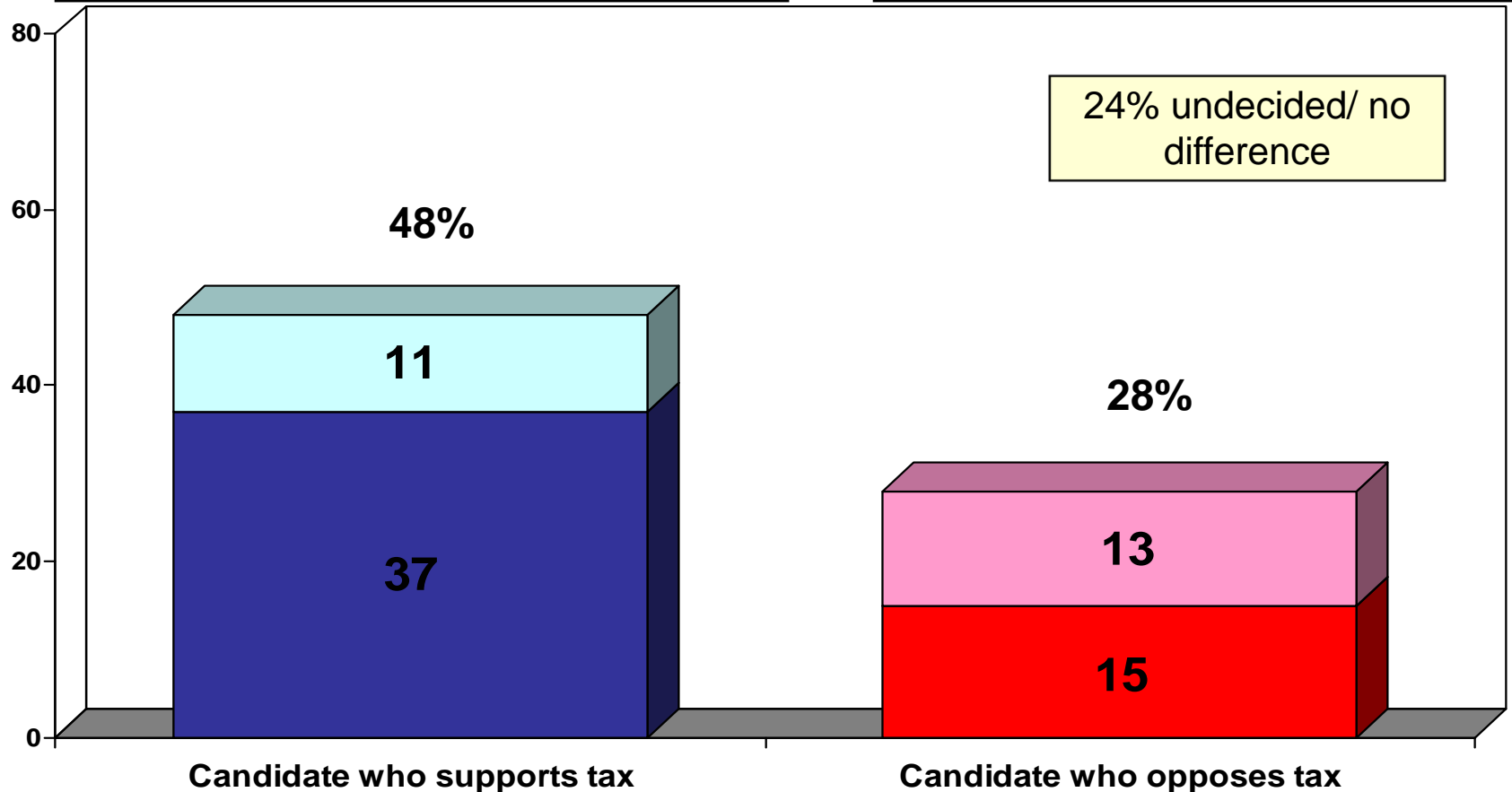
Voters Prefer A Candidate Who Supports Increasing the Cigarette Tax



Candidate X, who supports a 75-cent per pack cigarette tax increase



Candidate Y, who opposes the plan to increase the cigarette tax by 75-cents per pack



Darker shading equals stronger intensity
Total numbers are rounded

Kentucky
Statewide survey of registered voters – September 2007

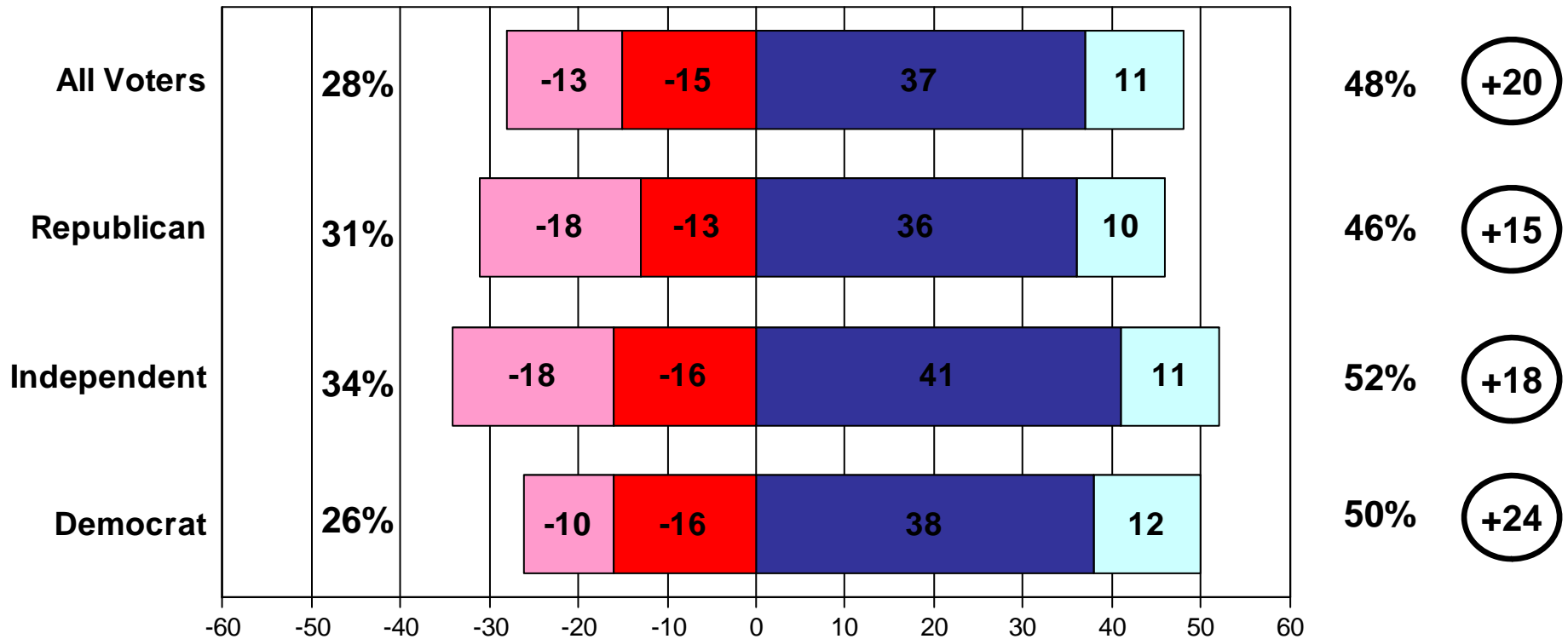
Voters of All Parties Prefer a Candidate Who Supports the Cigarette Tax

Candidate Y, who opposes the plan to increase the cigarette tax by 75-cents per pack

Candidate X, who supports a 75-cent per pack cigarette tax increase

Candidate Who Opposes Cigarette Tax

Candidate Who Supports Cigarette Tax



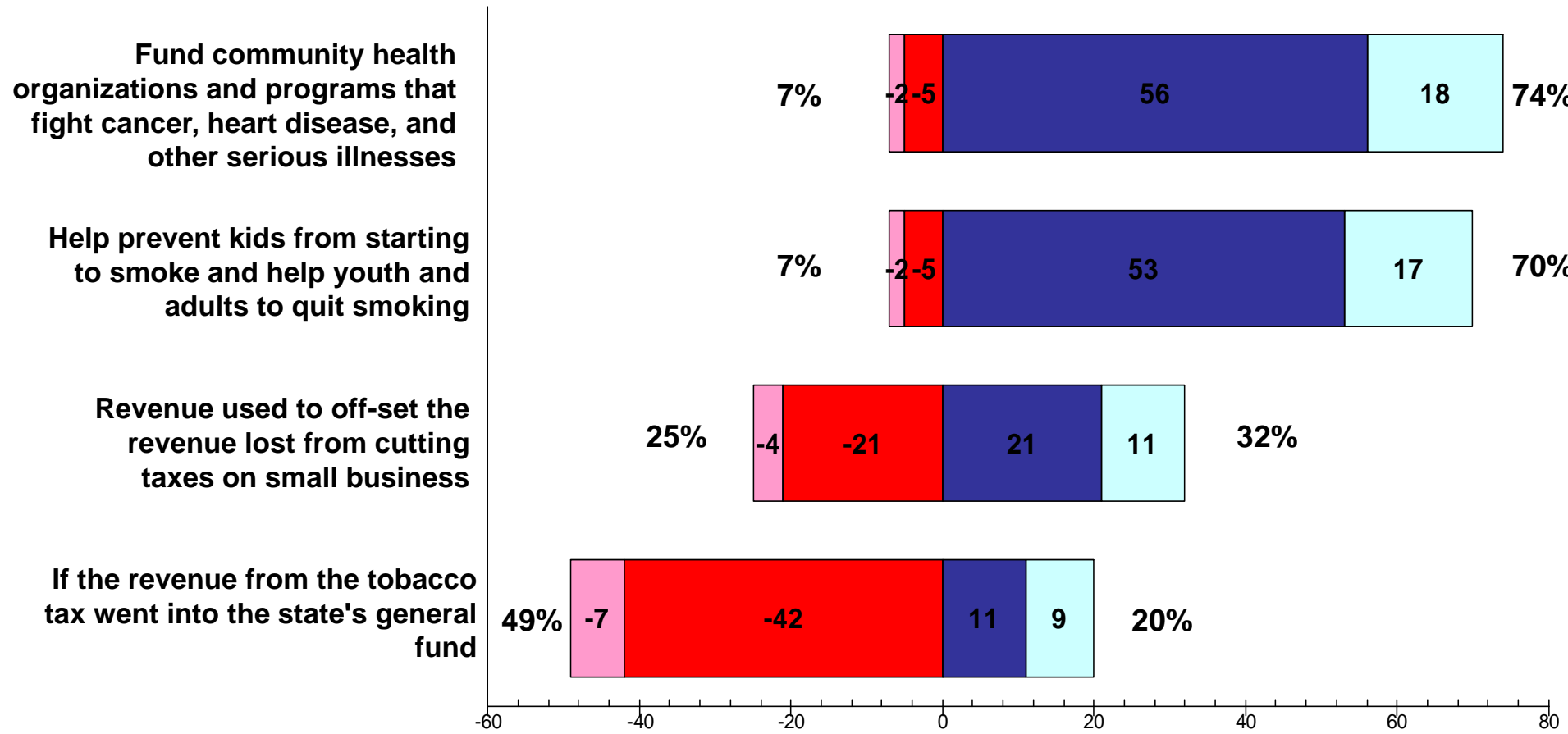
Darker shading equals stronger intensity
Total numbers are rounded

Kentucky
Statewide survey of registered voters – September 2007

Voters Are More Likely To Support A Cigarette Tax Used To Fund Health Care and Tobacco Prevention

Now I am going to read some statements about how the revenue from the tobacco tax might be used. As I read each statement, just tell me whether using the revenue that way would make you more likely or less likely to favor the tax increase, or if it would make no difference . . .

Less Likely to Favor More Likely to Favor

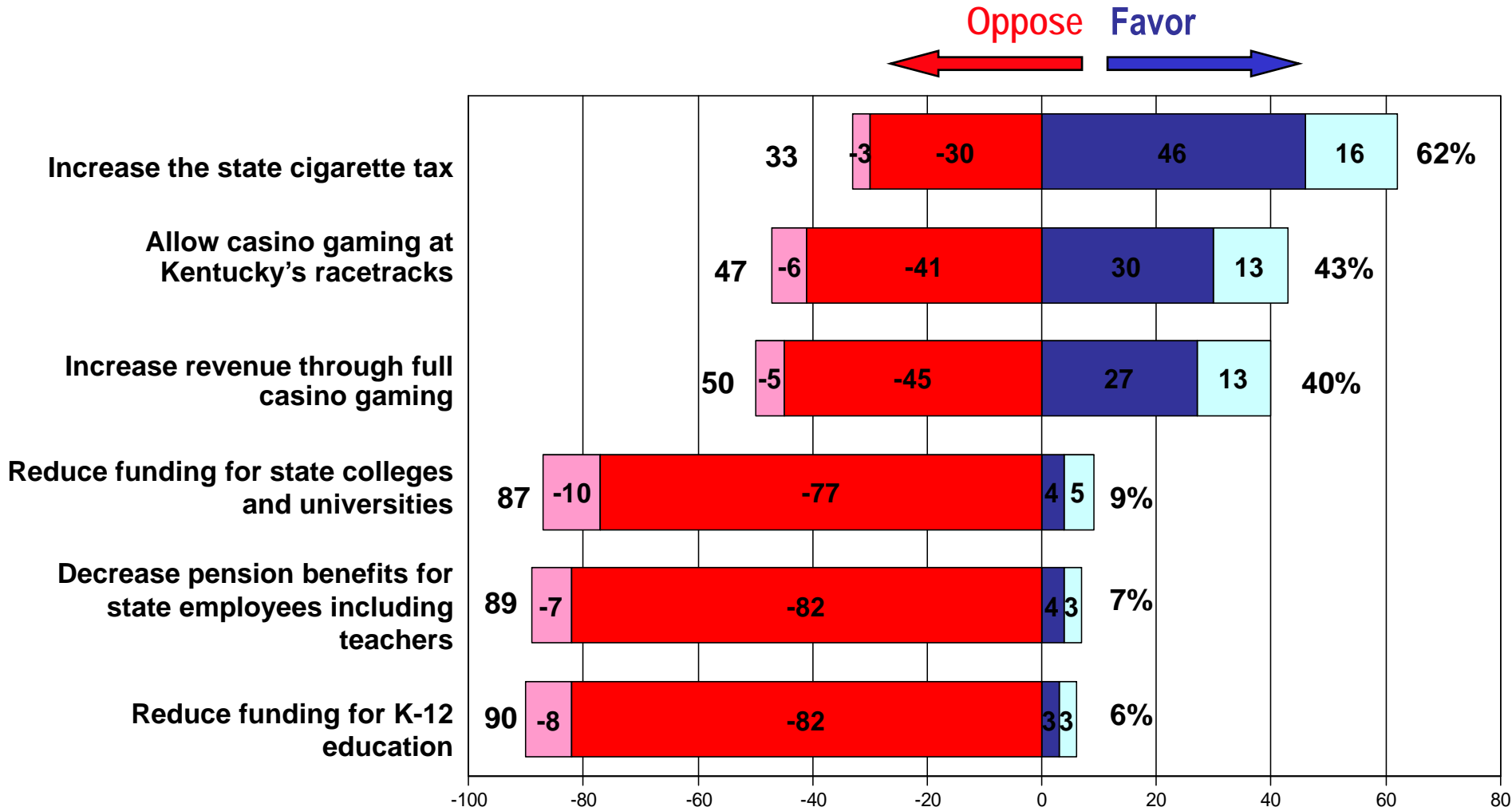


Total numbers are rounded
Darker shading indicates stronger intensity

Kentucky
Statewide survey of registered voters – September 2007

Increasing The Cigarette Tax Is The Most Preferred Way To Address The State Budget

Now as you may know, the state legislature is currently considering certain proposals to make sure important state priorities have adequate funding. I am going to read you a list of proposals that have been suggested to make sure the state balances the budget while still funding these priorities . . .



Total numbers are rounded
 Darker shading indicates stronger intensity

Kentucky
 Statewide survey of registered voters – September 2007

Methodology

Opinion Research Associates, Inc., interviewed by telephone 500 registered voters in Kentucky. Interviews were conducted between August 28 and September 9, 2007. The total sample of 500 cases has a margin of error of approximately ± 4.5 percentage points at the 95% level of confidence. This means that 95% of all random samples of this size will produce results that can be expected to vary, as a result of random variation, by no more than 4.5 percentage points from the true population parameters. Findings are rounded to the nearest percentage point and may not add up 100% owing to rounding error.