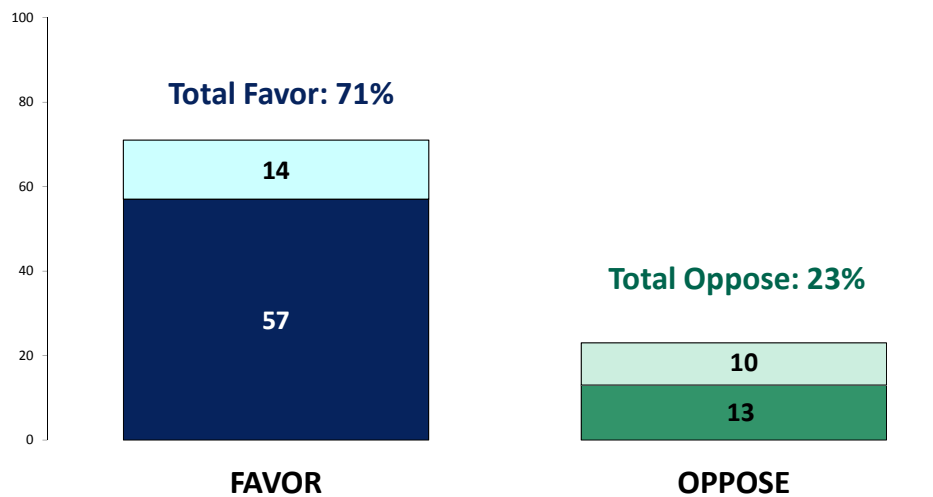


HAWAI'I VOTERS FAVOR RAISING THE LEGAL AGE FOR THE SALE OF TOBACCO TO AGE 21.

The Honolulu-based research firm SMS Research & Marketing Services, Inc. recently completed a survey of 500 voters on the islands of Oahu, Maui and Kauai.¹ **The survey found concern about tobacco use among young people, and solid support for passing a law that would raise the legal age for the sale of cigarettes and other tobacco products to age 21.**

HAWAI'I VOTERS FAVOR RAISING THE LEGAL AGE FOR THE SALE OF TOBACCO TO AGE 21



Would you favor or oppose [passing a law/Oahu passing a local law] that would raise the legal age for the sale of cigarettes and other tobacco products to age 21?

Darker shading equals stronger intensity | Total numbers are rounded

SMS - SURVEY OF HAWAII VOTERS | 2014

Support for the proposal is broad-based and widespread, with large majorities of voters across the state and across key demographic groups in support:

- Democrats (74%), Independents/other (66%) and Republicans (77%);
- Men (66%) and women (76%); and
- Age 18-30 (64%), age 31-60 (72%) and age 61+ (77%).

¹ **Methodology:** SMS Research & Marketing Services, Inc. of Honolulu conducted a random sample telephone survey of N=500 voters on the Islands of Oahu, Maui and Kauai. Interviews were conducted on both landline and cell phones. The sample of voters included adult residents who have voted in prior elections (or recently moved to the Island and have not yet had an opportunity to vote). Maui and Kauai interviews were conducted November 8 to December 1 and December 11, 2014. The Oahu interviews were conducted August 16-20, 2014. The survey has an overall margin of error of +/-4.4% at the 95% confidence level. Sampling error for subgroups within the sample will be larger. Note that an earlier survey of Hawaii Island voters (August 2013) found 65% support for a law that would raise the age of sale for tobacco products to age 21. Hawaii Island subsequently passed and implemented such a law, so the Island was not included in the 2014 survey.

About 8 out of 10 voters express concern about tobacco use, both among young people on their Island (85% very or somewhat concerned) and specifically among young people under age 21 (78% very or somewhat concerned).

In addition, by nearly a 3-1 margin, voters would favor a candidate who supports raising the legal age for the sale of tobacco products (63%) over a candidate who opposes the proposal (22%). Fewer than one-in-ten voters (9%) said that it would make no difference in their vote. Support is once again evident across party lines, with a majority of Democrats (67%), Independents/ other party (57%) and Republicans (72%) preferring the candidate who supports raising the age of sale.

Voters also support including e-cigarettes in the proposal to raise the legal age for the sale of tobacco by a margin of 71 percent to 23 percent.

When presented with arguments on both side of the issue, voters remain solidly in support of the proposal to raise the legal age for the sale of cigarettes and other tobacco products to age 21.

AFTER HEARING BOTH SIDES OF THE ISSUE, VOTERS REMAIN SOLIDLY IN SUPPORT OF THE PROPOSAL

Supporters say that tobacco kills 480,000 Americans and 1,200 people in Hawaii each year. Since tobacco is so harmful, we should do everything we can to prevent tobacco use among young people, including raising the legal age of sale to age 21. The tobacco companies target kids and young adults because they know that 95 percent of smokers start before they turn 21. Increasing the legal age for the sale of tobacco will help reduce smoking and save lives.

69%

Opponents say that raising the legal age for the sale of tobacco products to age 21 just goes too far. It won't work because kids will still find a way to get cigarettes, but it will infringe on the rights of adults. At age 18, young adults can vote and even join the military and fight for our country, so they should be able to purchase tobacco products if that is their choice. And it will hurt small businesses through lower sales at convenience stores, costing jobs.

26%

[READ AND ROTATE STATEMENTS] Now that you have heard a little more about the issue, would you favor or oppose [passing a law/Oahu passing a local law] that would raise the legal age for the sale of cigarettes and other tobacco products to age 21?

SURVEY OF HAWAI'I VOTERS

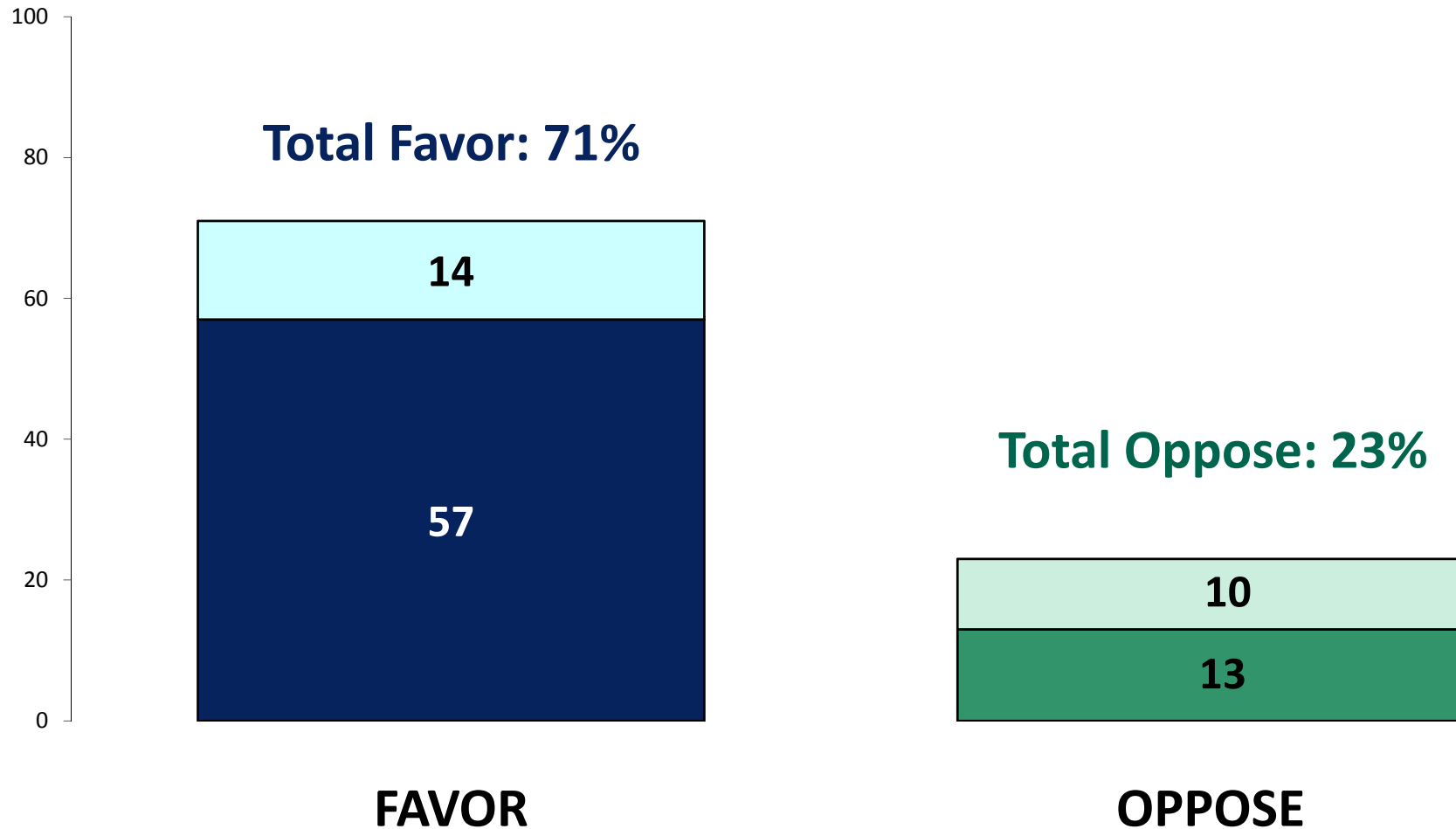
Survey conducted among Oahu, Maui and Kauai voters
Coalition for a Tobacco-Free Hawai`i

SURVEY CONDUCTED BY SMS RESEARCH & MARKETING
SERVICES INC

OVERVIEW

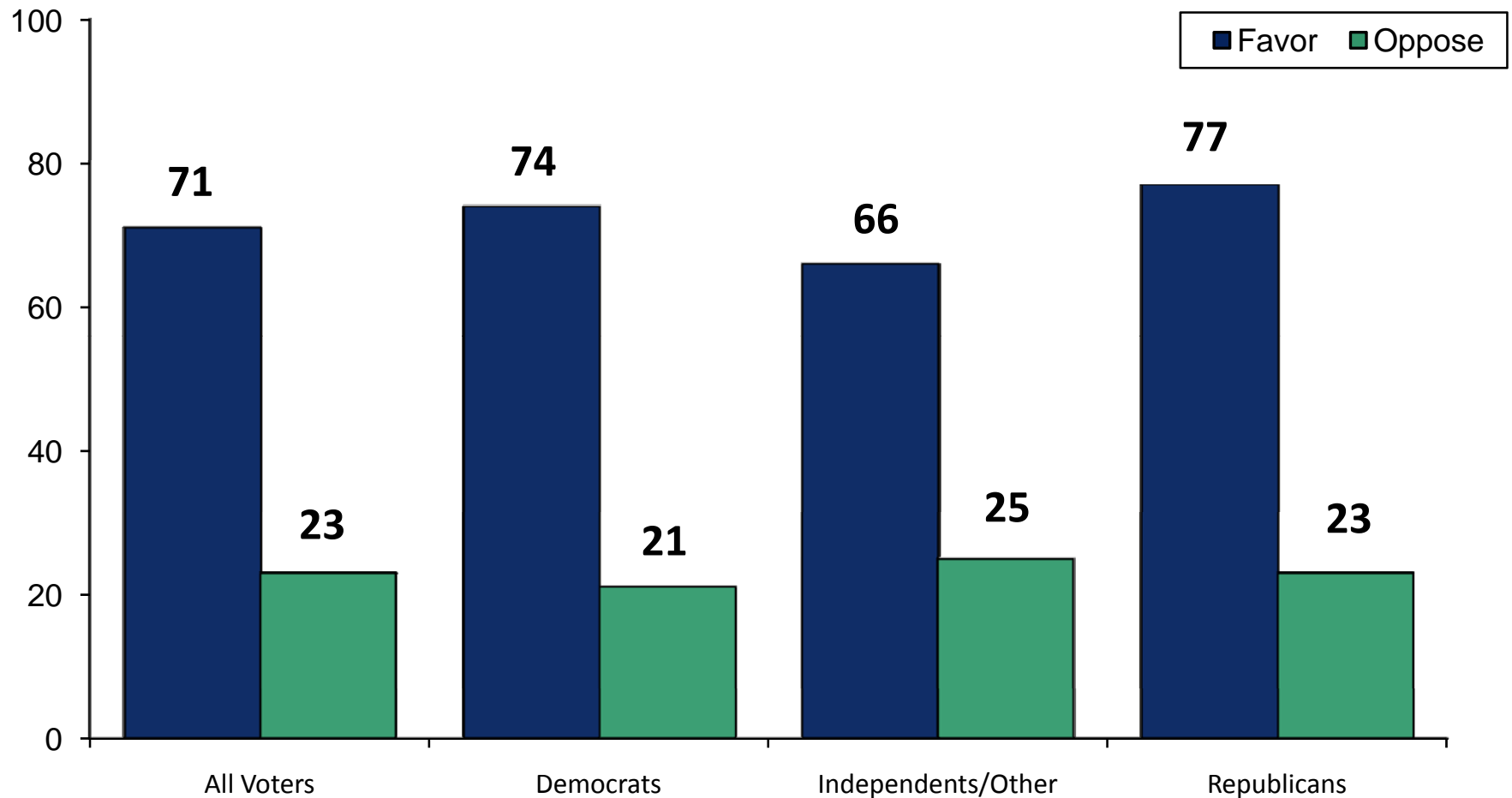
- Voters are concerned about tobacco use among young people.
- A strong majority of Hawai'i voters (71%) support raising the legal age for the sale of cigarettes and other tobacco products to age 21.
- Support for the proposal comes from a bi-partisan group of voters across the state.
- After hearing messages on both side of the issue, voters remain solidly in support of the proposal.

HAWAI'I VOTERS FAVOR RAISING THE LEGAL AGE FOR THE SALE OF TOBACCO TO AGE 21



Would you favor or oppose [passing a law/Oahu passing a local law] that would raise the legal age for the sale of cigarettes and other tobacco products to age 21?

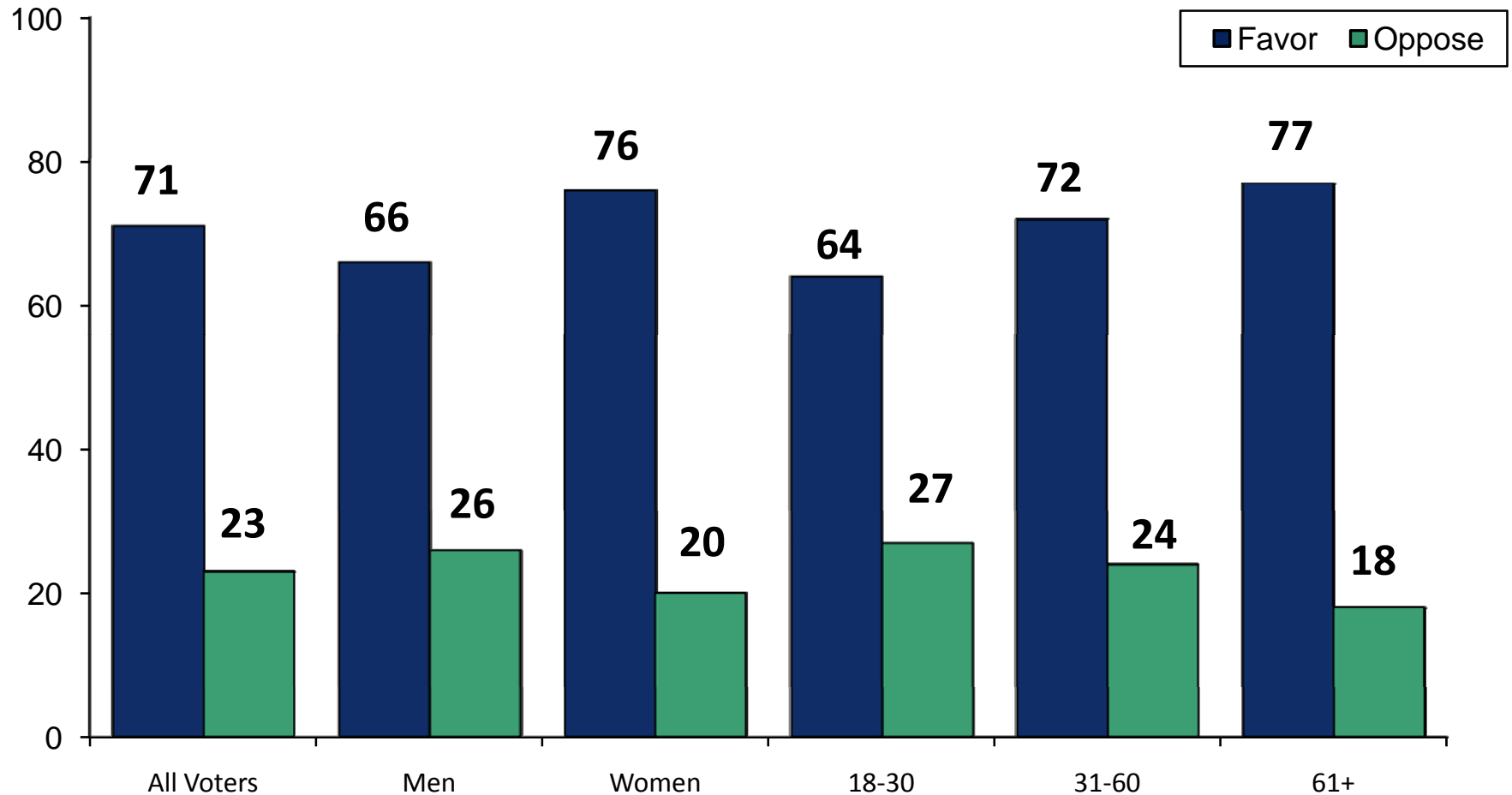
SUPPORT ACROSS PARTY LINES FOR RAISING THE LEGAL AGE FOR THE SALE OF TOBACCO TO AGE 21



Would you favor or oppose [passing a law/Oahu passing a local law] that would raise the legal age for the sale of cigarettes and other tobacco products to age 21?

Total numbers are rounded

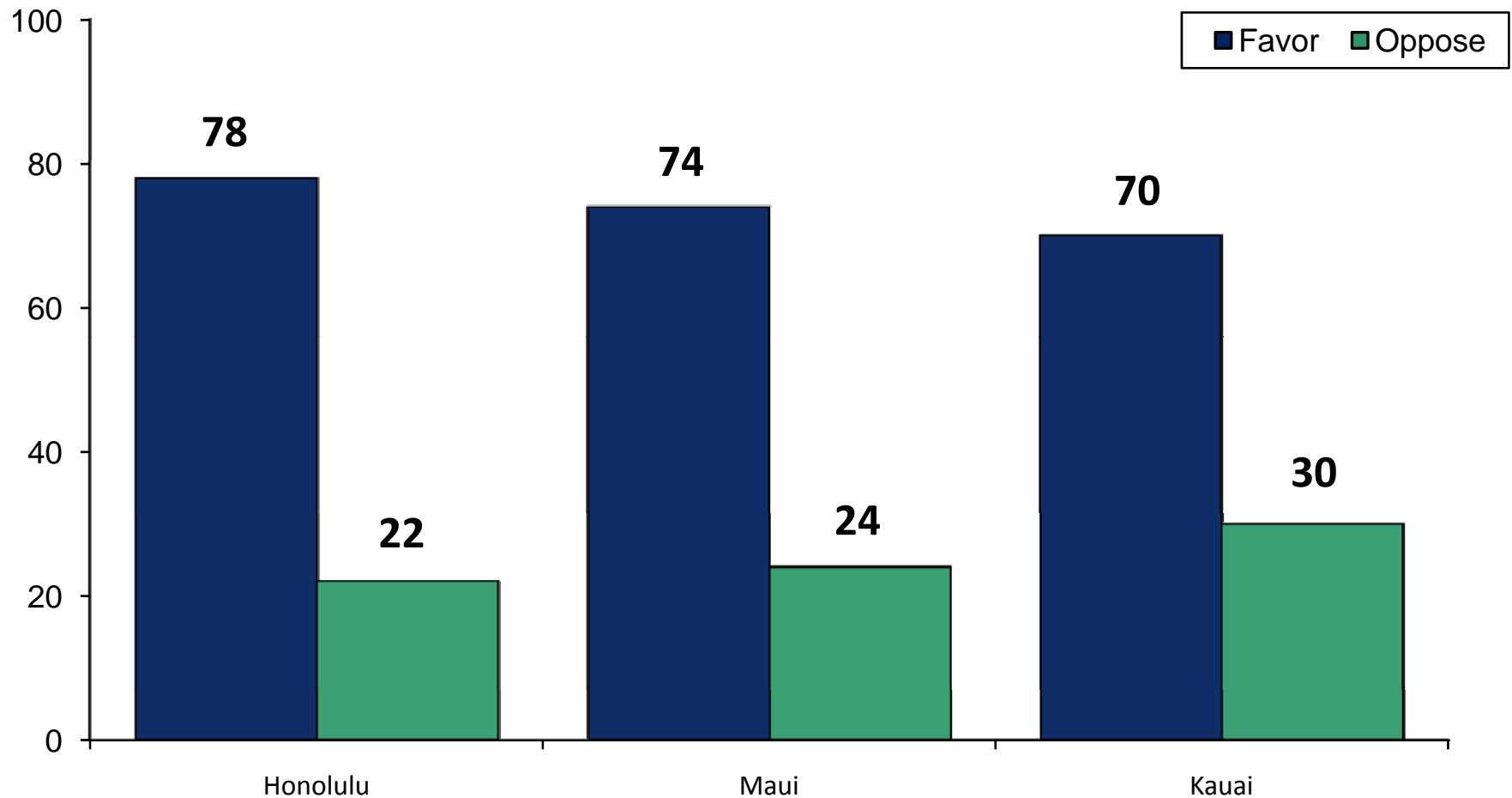
BROAD-BASED SUPPORT FOR RAISING THE LEGAL AGE FOR THE SALE OF TOBACCO TO AGE 21



Would you favor or oppose [passing a law/Oahu passing a local law] that would raise the legal age for the sale of cigarettes and other tobacco products to age 21?

Total numbers are rounded

A SEPARATE SURVEY ON THE ISSUE (2014) ALSO FOUND WIDESPREAD SUPPORT ACROSS THE STATE



Question wording: Would you support a state law raising the age of sale of tobacco products to age 21, making it the same as alcohol?

Total numbers are rounded

SMS – TELEPHONE SURVEY (LANDLINE AND CELL PHONES) OF ADULT HAWAII RESIDENTS (N=801) | JULY-AUG 2011

BY NEARLY A 3-1 MARGIN, VOTERS WOULD FAVOR A CANDIDATE WHO SUPPORTS THE PROPOSAL OVER ONE WHO OPPOSES IT

Candidate X supports raising the legal age for the sale of tobacco products to age 21

63%

Candidate Y opposes raising the legal age for the sale of tobacco products to age 21

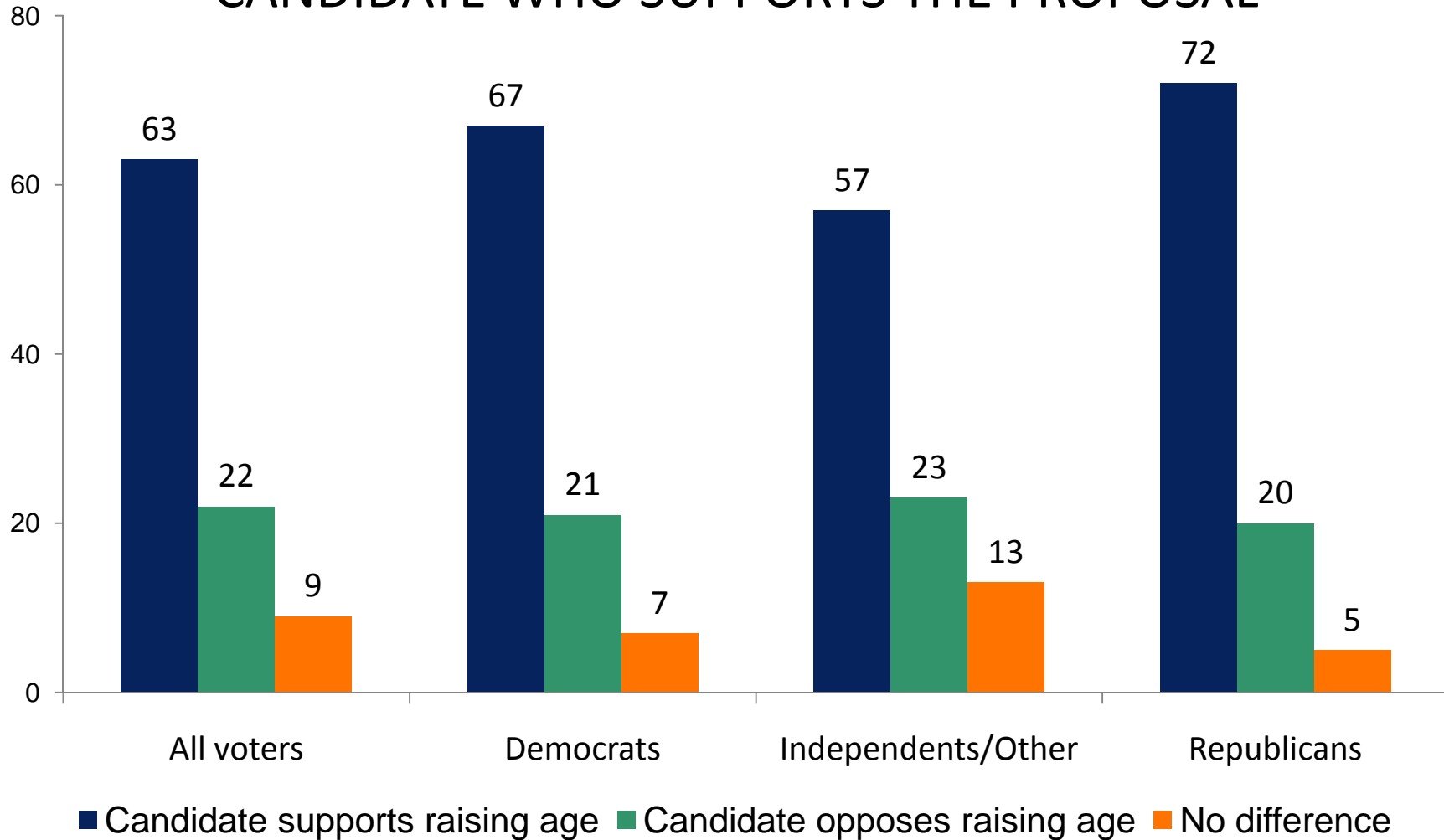
22%

No difference (volunteered response)

9%

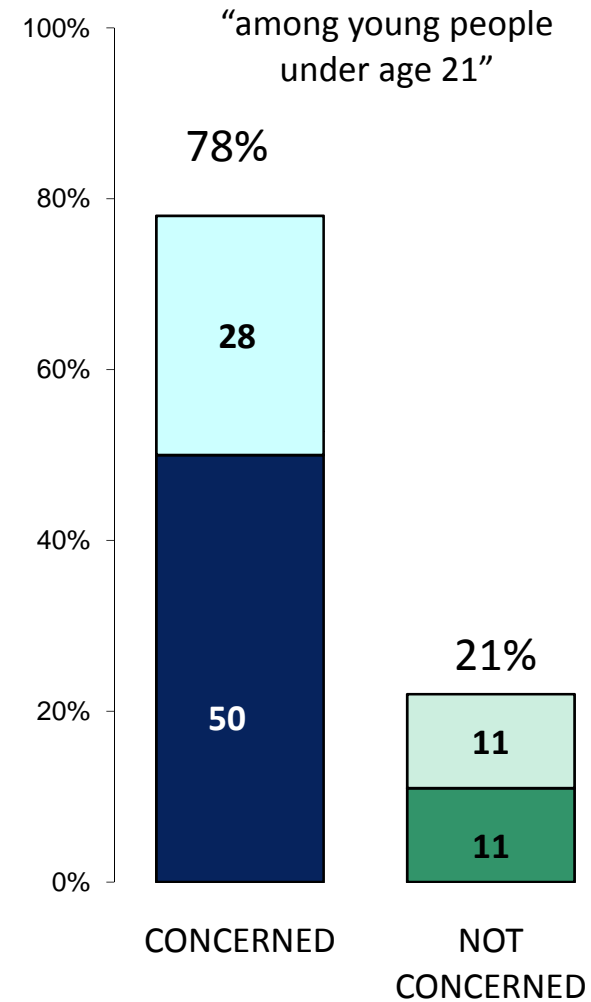
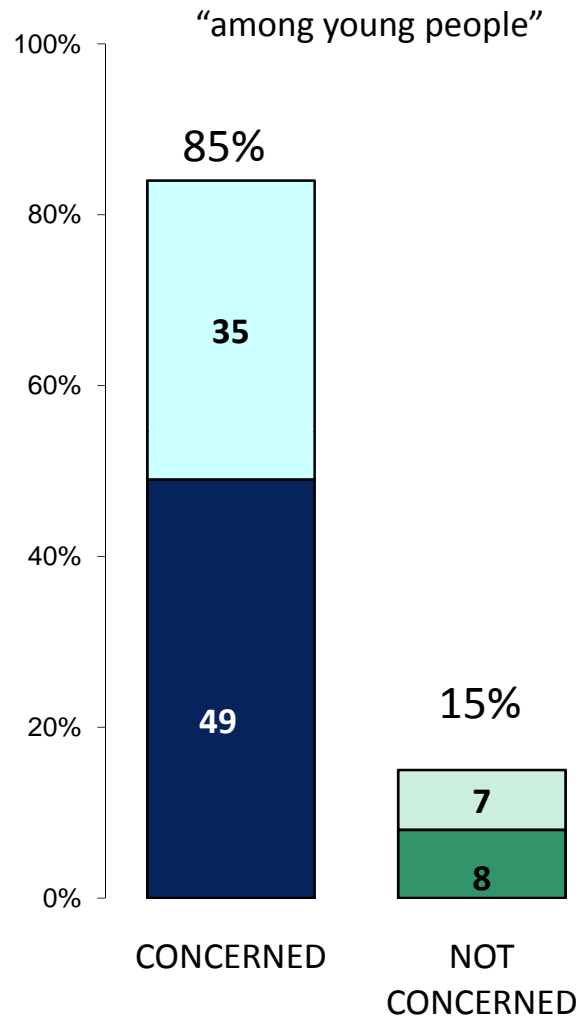
Suppose you had a choice between two candidates running for office (read choices). All other things being equal, for which of these candidates would you vote?

A MAJORITY OF VOTERS ACROSS PARTY LINES WOULD CHOOSE A CANDIDATE WHO SUPPORTS THE PROPOSAL



Suppose you had a choice between two candidates running for office (read choices). All other things being equal, for which of these candidates would you vote?

CONCERN ABOUT TOBACCO USE AMONG YOUNG PEOPLE



SPLIT A: How concerned are you about smoking and other tobacco use among young people on your Island — very concerned, somewhat concerned, not too concerned, or not at all concerned?

SPLIT B: How concerned are you about smoking and other tobacco use among young people under age 21 on your Island. . .

AFTER HEARING BOTH SIDES OF THE ISSUE, VOTERS REMAIN SOLIDLY IN SUPPORT OF THE PROPOSAL

Supporters say that tobacco kills 480,000 Americans and 1,200 people in Hawaii each year. Since tobacco is so harmful, we should do everything we can to prevent tobacco use among young people, including raising the legal age of sale to age 21. The tobacco companies target kids and young adults because they know that 95 percent of smokers start before they turn 21. Increasing the legal age for the sale of tobacco will help reduce

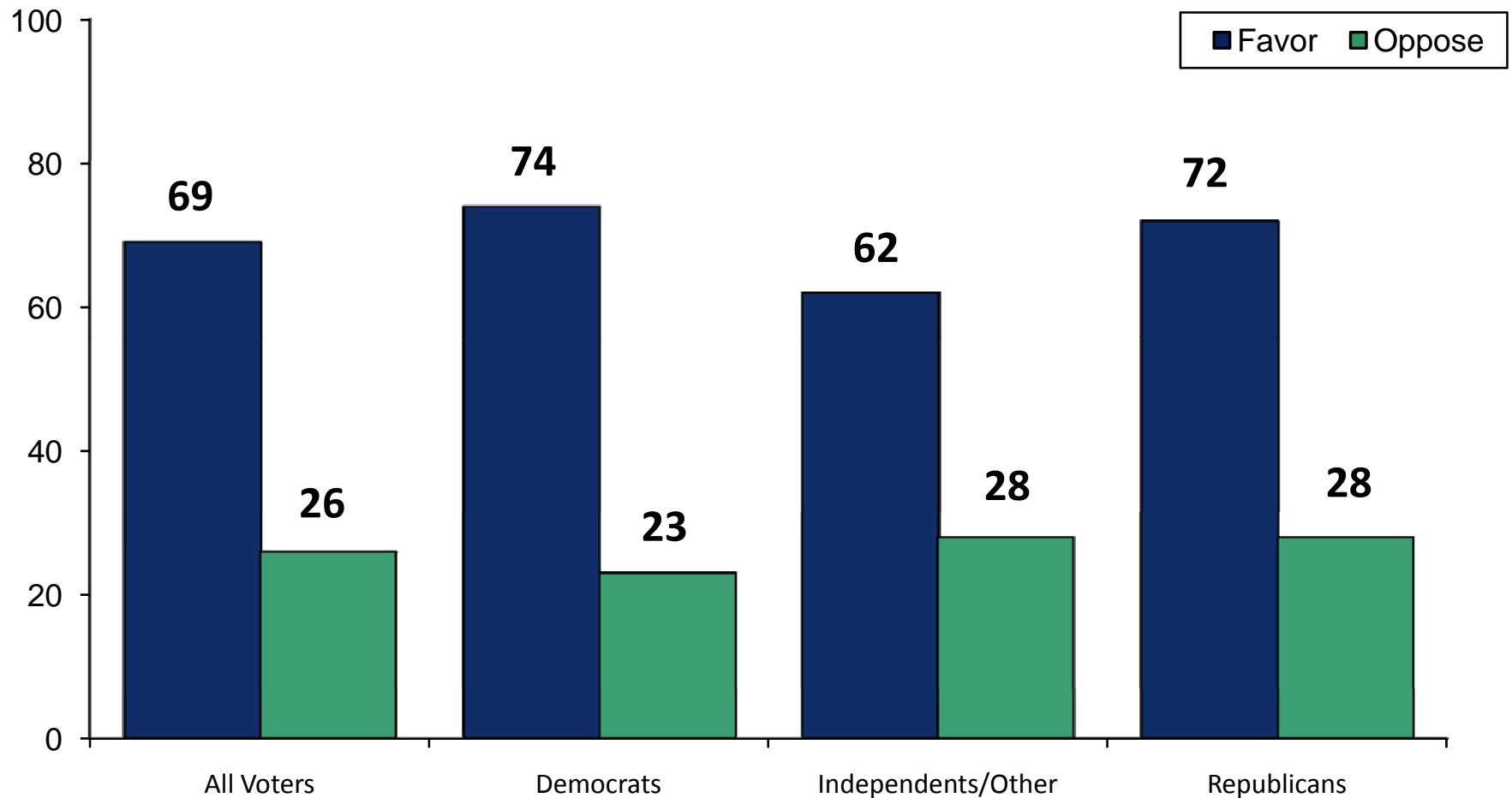
69%

Opponents say that raising the legal age for the sale of tobacco products to age 21 just goes too far. It won't work because kids will still find a way to get cigarettes, but it will infringe on the rights of adults. At age 18, young adults can vote and even join the military and fight for our country, so they should be able to purchase tobacco products if that is their choice. And it

26%

[READ AND ROTATE STATEMENTS] Now that you have heard a little more about the issue, would you favor or oppose [passing a law/Oahu passing a local law] that would raise the legal age for the sale of cigarettes and other tobacco products to age 21?

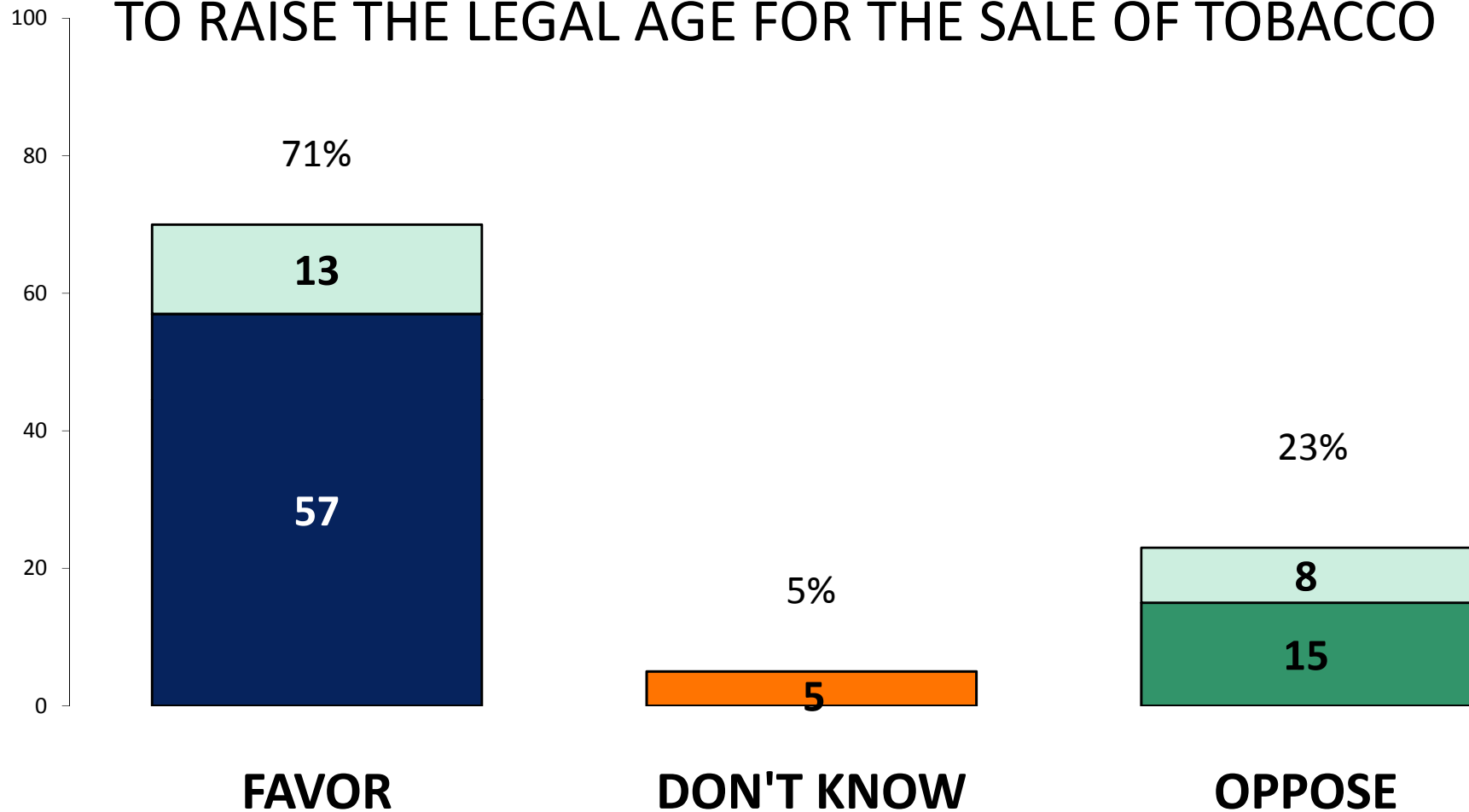
AFTER HEARING BOTH SIDES OF THE ISSUE, VOTERS ACROSS PARTY LINES CONTINUE TO SUPPORT THE PROPOSAL



[READ AND ROTATE STATEMENTS] Now that you have heard a little more about the issue, would you favor or oppose [passing a law/Oahu passing a local law] that would raise the legal age for the sale of cigarettes and other tobacco products to age 21?

Total numbers are rounded

VOTERS SUPPORT INCLUDING E-CIGARETTES IN THE PROPOSAL TO RAISE THE LEGAL AGE FOR THE SALE OF TOBACCO



In the last few years, tobacco companies have introduced electronic vapor cigarettes or e-cigarettes. Unlike conventional cigarettes which burn tobacco, e-cigarettes use a battery to heat and vaporize a nicotine solution for inhaling. The state of Hawaii recently passed a law preventing the sale of e-cigarettes to minors. If [a law is passed/Oahu passes a law] raising the legal age for the sale of tobacco to 21, do you favor or oppose including electronic cigarettes in that law along with other tobacco products?

METHODOLOGY

- The survey was conducted by Honolulu-based research firm SMS Research & Marketing Services, Inc. A total of 500 random sample telephone interviews were completed with voters on the islands of Oahu, Maui and Kauai:
 - 250 cell phones
 - 250 landline
- An earlier survey of Hawaii Island voters (August 2013) found 65% support for a law that would raise the age of sale for tobacco products to age 21. Hawaii Island subsequently passed and implemented such a law, so the Island was not included in the 2014 survey.
- Conducted with voters (adult residents who have voted in prior elections or recently moved to the state and have not yet had an opportunity to vote).
- Results were weighted by cell phone/landline usage and by age to better reflect the distribution of the population.
- The margin of error for the entire sample is +/-4.4 percentage points at the 95% confidence level.
- All calls were made from the SMS Call Center in Honolulu. Maui and Kauai interviews were conducted November 8 to December 1 and December 11, 2014. Oahu interviews were conducted between August 16 and August 20, 2014. Calls were monitored for quality assurance.
- Survey conducted on behalf of the Coalition for a Tobacco-Free Hawai'i and the Campaign for Tobacco-free Kids.