



Tobacco Tax Messaging - Ohio

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Ohio Political Overview – Swing State

Ohio Overview – America's Average

Republican Control

- All Statewide Elected Officials
- Both the House and the Senate controlled by Republican majorities and at historic levels.
- Governor Kasich won reelection with 63% of the vote in a state that has elected President Obama twice.



Governor Kasich – Income Tax

HB 472 – Tax Reform

- Reduction of the Income Tax
- Tobacco Tax used to offset revenue reductions.
- One of many tax increases used to reduce the income tax.
- Failed to pass but still an aspirational goal for the Governor.



Going Forward – 2015 Budget

- Budget Introduction in February
- Working with Administration for these policies.
 - \$1 Increase to the cigarette tax
 - Equalize the OTP
 - No phase in period
 - Dollars for cessation



Messaging for the Budget

- Governor is pressuring the General Assembly on reduction of income tax for state competitiveness.
- We are supporting those efforts with lobbying and messaging on the health impact.
- Working on these complementary tracks we hope to increase our odds of success.



Issues Particular to Ohio

- Cross Border Sales
- Make up of the legislative caucuses
- Presidential aspirations