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Center for Indonesia's Strategic Development Initiatives

Research Summary

Public Support for Cigarette Excise Taxes and Price Increases

Background

Cigarette excise taxes and price policies are among the key instruments for controlling cigarette consumption. Unfortunately, implementing these policies comes with many obstacles. The tobacco industry often influences the perceptions of both the public and policymakers through disinformation. The industry also obscures the positive support from the public for cigarette excise policy.

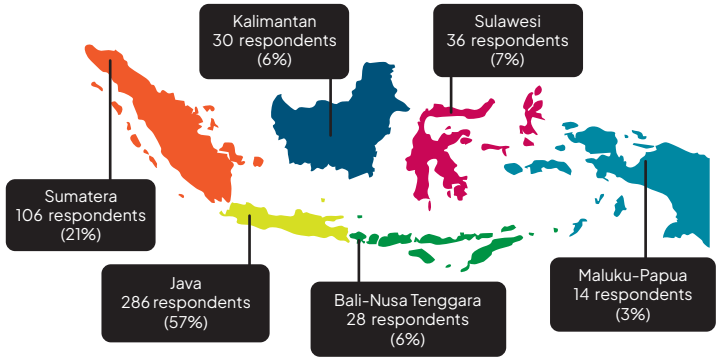
Therefore, an online survey was conducted to:

- Measure the extent of public support for increasing tobacco excise taxes and the price increase that the public considers appropriate.
- Identify the factors associated with this support.

Methods

Data collection period	Online survey through	Total respondents
June 2026	p::pulix	**500 people**

Non-probability quota sampling



Male
250 respondents (50%)

Female
250 respondents (50%)

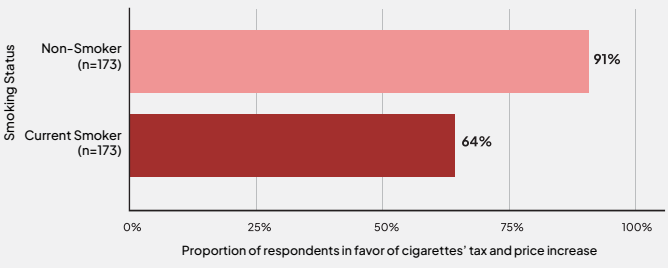
Descriptive and inferential analysis

Inferential statistics used ordered logistic regression and a partial proportional odds (PPO) approach.

Findings

7 out of 10 respondents support the increase of cigarette excise tax and price policy[1]

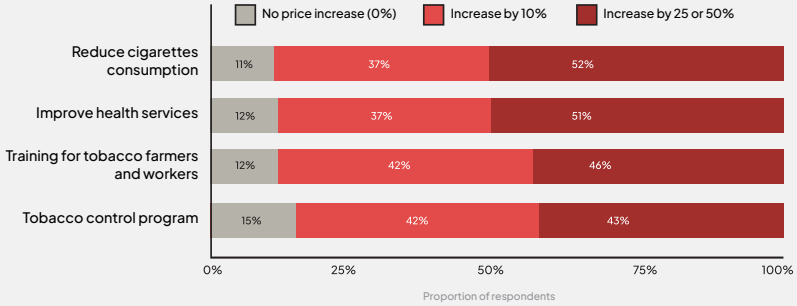
Strong support also comes from smokers: **64% of current smokers among the respondents expressed support** for higher cigarette prices and excise taxes.



Smoking status = current smokers of tobacco or electric cigarettes. Numbers are descriptive in sample.

5 out of 10 respondents support a cigarette price increase of 25% or 50%

The highest price increase was most frequently chosen when implemented to reduce cigarette consumption and improve health services.



[1] Support for was measured using the following question: "The Indonesian government regularly increases excise taxes and prices for tobacco cigarettes and electronic cigarettes. Those in favour state that this policy can reduce cigarette consumption among the public, prevent children and adolescents from buying cigarettes, and increase government revenue. Those opposed state that this policy threatens tobacco farmers and the cigarette industry, and has negative impacts on the national economy. Do you support increases in excise taxes and prices for tobacco cigarettes and electronic cigarettes?"

Factors associated with support and opposition from respondents

Support



Perceiving **cigarette consumption in Indonesia as a problem that requires policy improvement** is associated with **almost 5 times higher odds of supporting** an increase in cigarette excise taxes and prices, compared with perceiving cigarette consumption as acceptable and requiring no policy improvement.



The more strongly respondents **perceive that higher cigarette excise taxes and prices benefit health**[2], the more likely they are to support the policy.



The more strongly **respondents have trust in government performance**[2], the more likely they are to:

- Support an increase in cigarette excise taxes and prices
- Favour a higher percentage of cigarette price increase when it is implemented to improve health services

Opposition



The more strongly respondents **perceive that higher cigarette excise tax and price harm tobacco farmers and the cigarette industry**[2], the less likely they are to support a tax and price increase.



Compared with non-smokers, **current smokers** are less likely to

- Support an increase in cigarette excise taxes and prices
- Favour a higher cigarette price increase, regardless of the policy's implementation purpose

[2]Measured using a scale developed by the researchers. Scores were converted into a 0–1 index relative to the range of the scale, with 0 and 1 representing the lowest and highest possible scores, respectively.

Recommendations

- **The government should substantially increase cigarette excise taxes and prices.** An increase in cigarette excise taxes and prices could be a popular policy, given the high public support from both smokers and non-smokers.
- **The government should optimize cigarette excise revenue for smoking cessation efforts and for health promotion and prevention activities.** These efforts would help current smokers who want to quit and prevent new smokers from starting.
- **The government should ensure transparency in the use of excise revenue.** Government transparency can increase public trust, which in turn raises support for excise policy.
- **The government and health advocates should pay attention to communication strategy.** Communication messages can emphasise the urgency of cigarette consumption as a problem, highlight the public health benefits of higher cigarette prices, and clarify disinformation about the negative impacts of tobacco control policies on tobacco farmers and the cigarette industry.

This document was produced with support from the Campaign for Tobacco-Free Kids (CTFK).
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