



MOORE INFORMATION
OPINION RESEARCH • STRATEGIC ANALYSIS



Robert Wood Johnson Foundation



Idaho Voters and a Tobacco Tax Increase

October 2010

Methodology

Sample

A representative sample of 500 voters in Idaho

Method

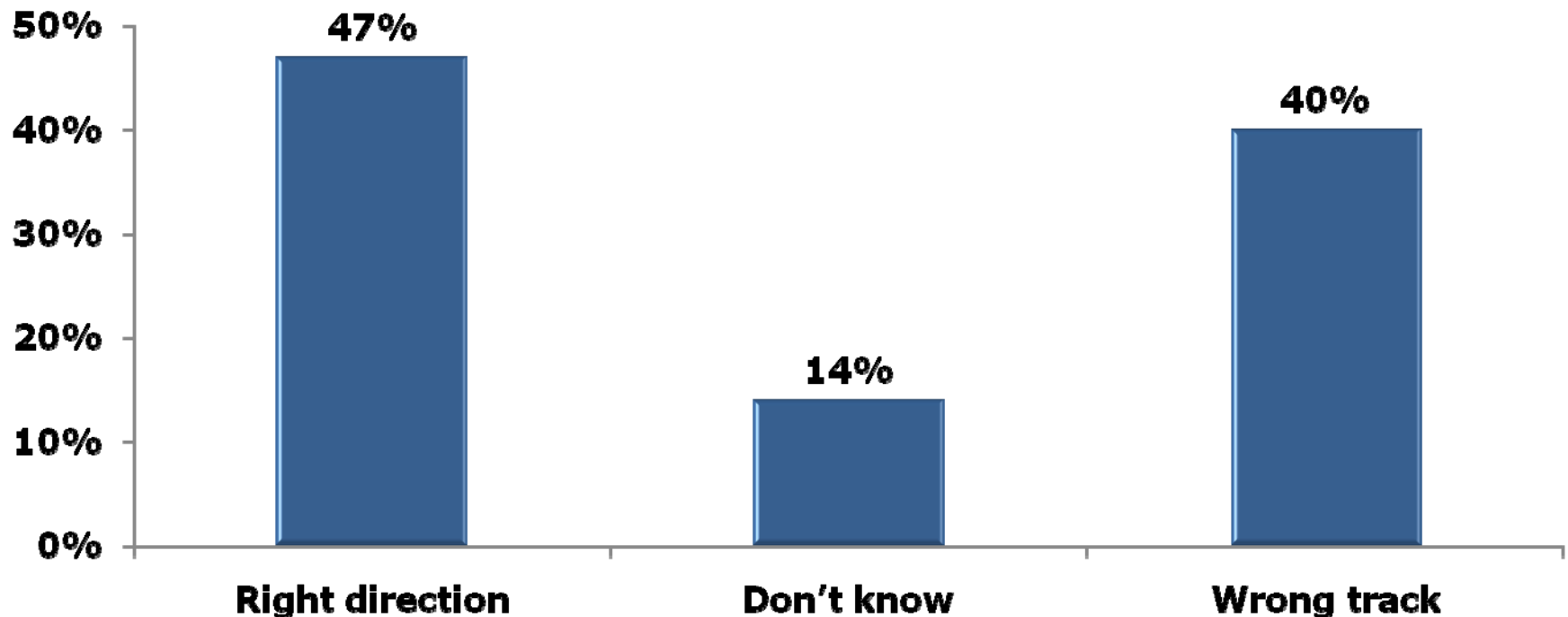
Telephone interviews conducted October 17-18, 2010. The survey was conducted on behalf of the American Cancer Society Cancer Action Network, American Heart Association, American Lung Association in Idaho, Campaign For Tobacco-Free Kids and the Robert Wood Johnson Foundation.

Sampling Error

Potential sampling error is plus or minus 4% at the 95% confidence level

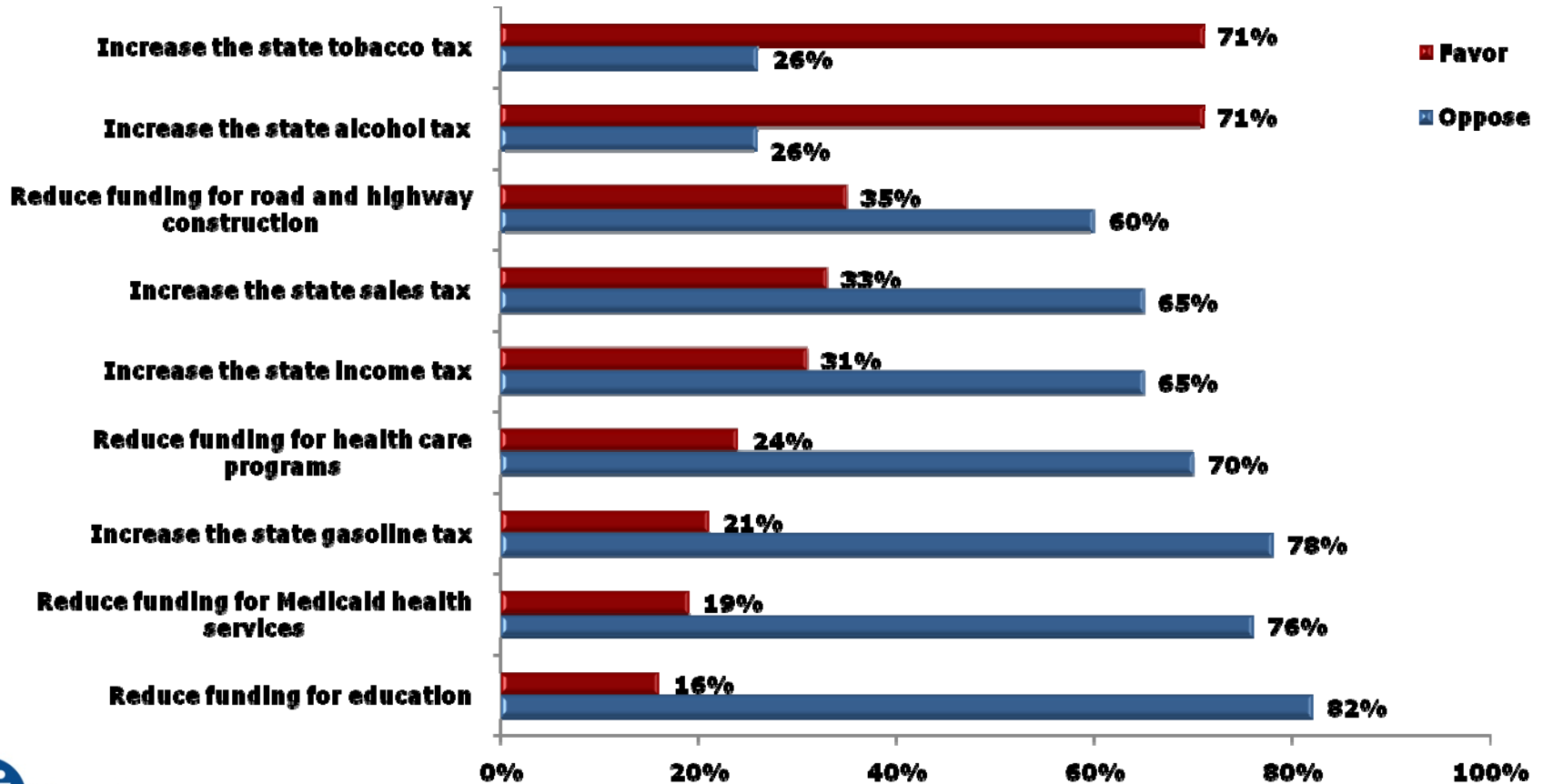
Voter Mood: *Narrowly Optimistic*

"Would you please tell me if you believe things in Idaho are generally headed in the right direction, or do you think things are pretty much headed off on the wrong track?"



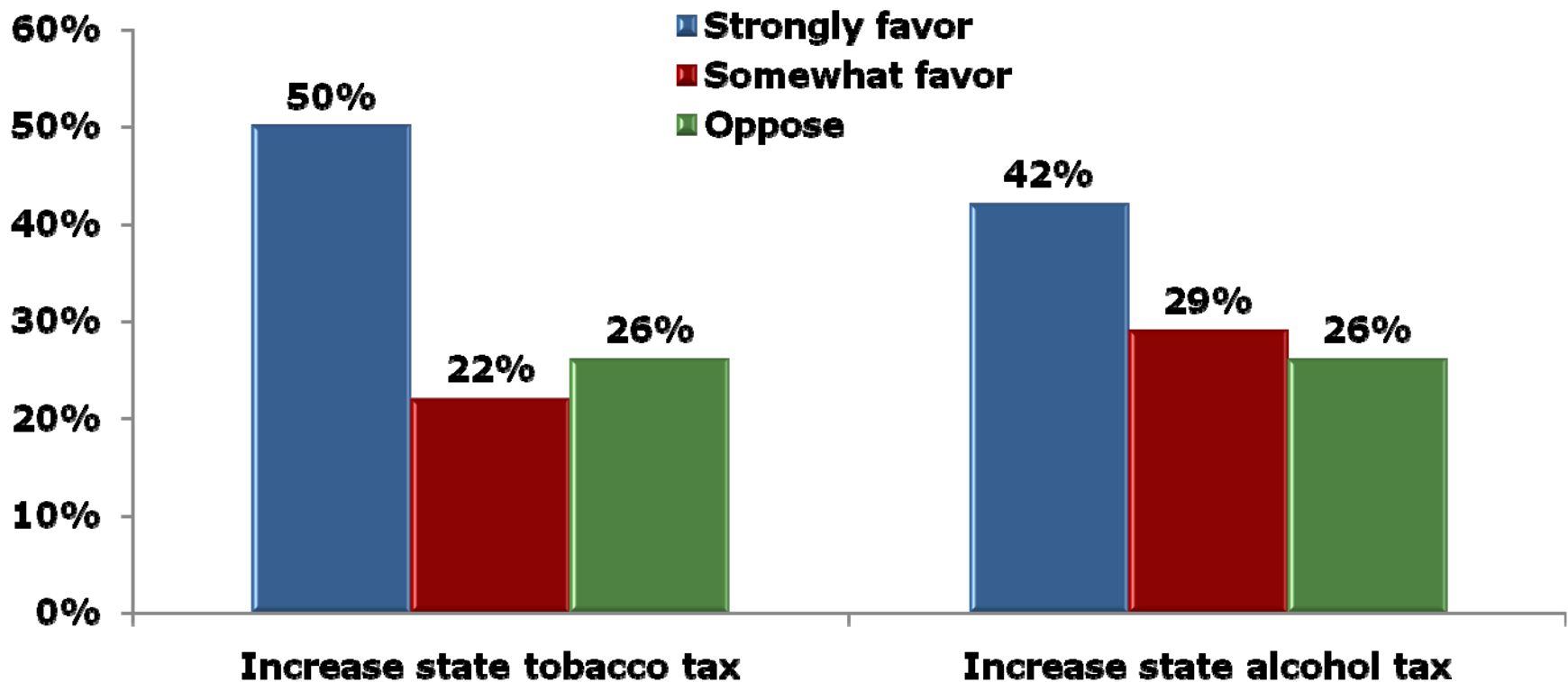
Budget Deficit Reduction Proposals: *Widespread Support for a Tobacco Tax Increase*

"As you may have heard, Idaho is facing a budget deficit, estimated to be as much as 300 million dollars. Please tell me if you would favor or oppose the state taking each of the following actions to address the budget deficit."



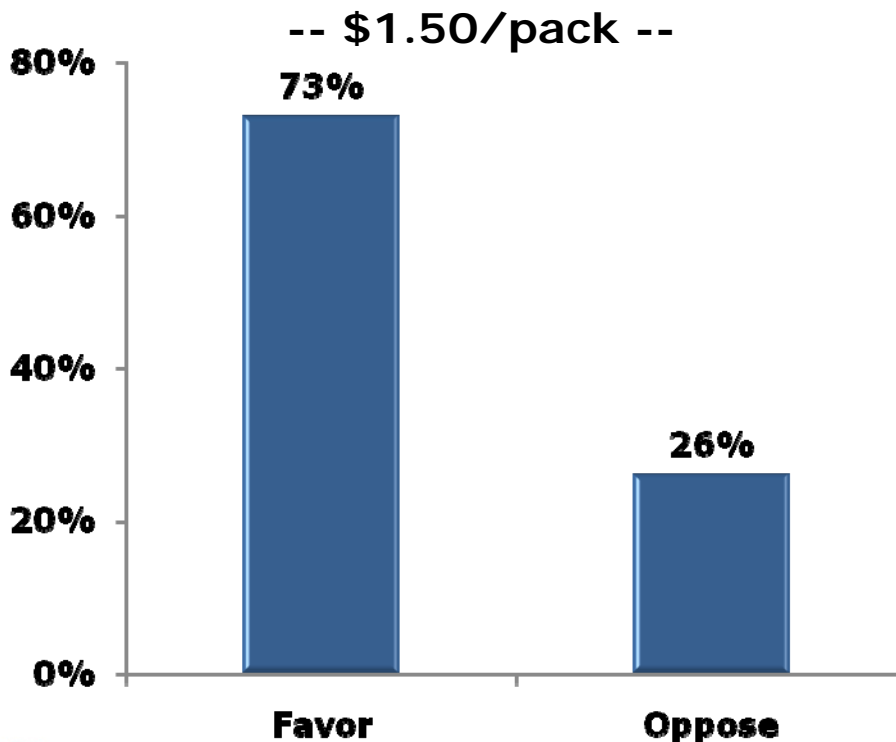
Voter Support for a Tobacco Tax Increase is Stronger than Support for an Alcohol Tax Increase

"Please tell me if you would favor or oppose the state taking each of the following actions to address the budget deficit."

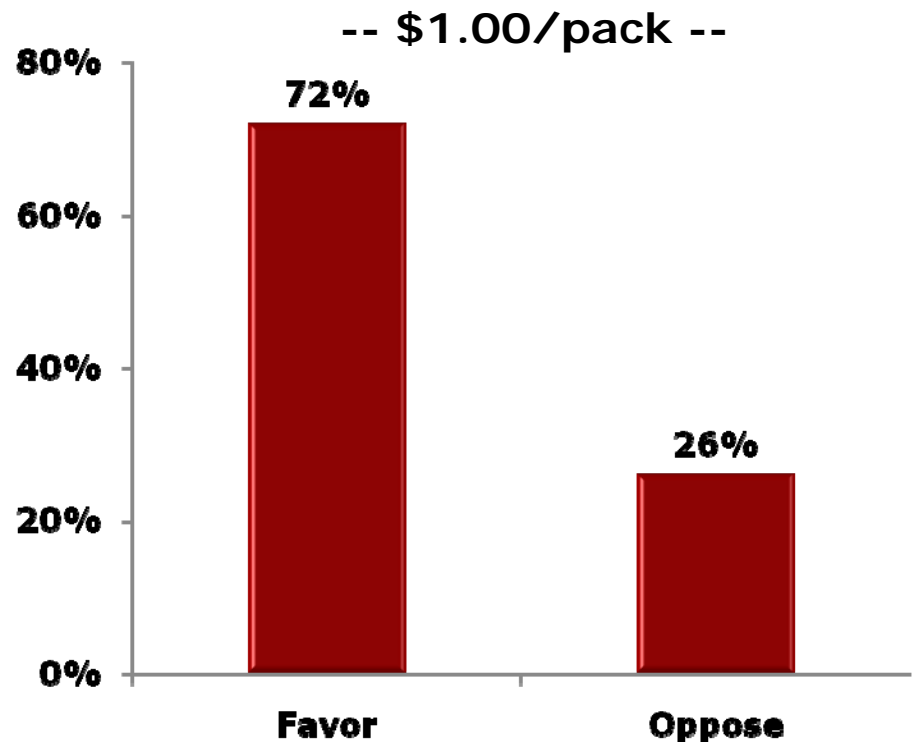


Wide Support for Specific Tobacco Tax Increase Proposals

“Would you favor or oppose a one dollar and fifty cent per pack increase in the state tobacco tax to help fund a program to reduce tobacco use among kids, provide help for tobacco users who want to quit and preserve funding for Medicaid health care services?”



“Would you favor or oppose a one dollar per pack increase in the state tobacco tax to help fund a program to reduce tobacco use among kids, provide help for tobacco users who want to quit and preserve funding for Medicaid health care services?”



\$1.50 Tobacco Tax Increase: *Favored Throughout the State Across All Partisan Backgrounds*

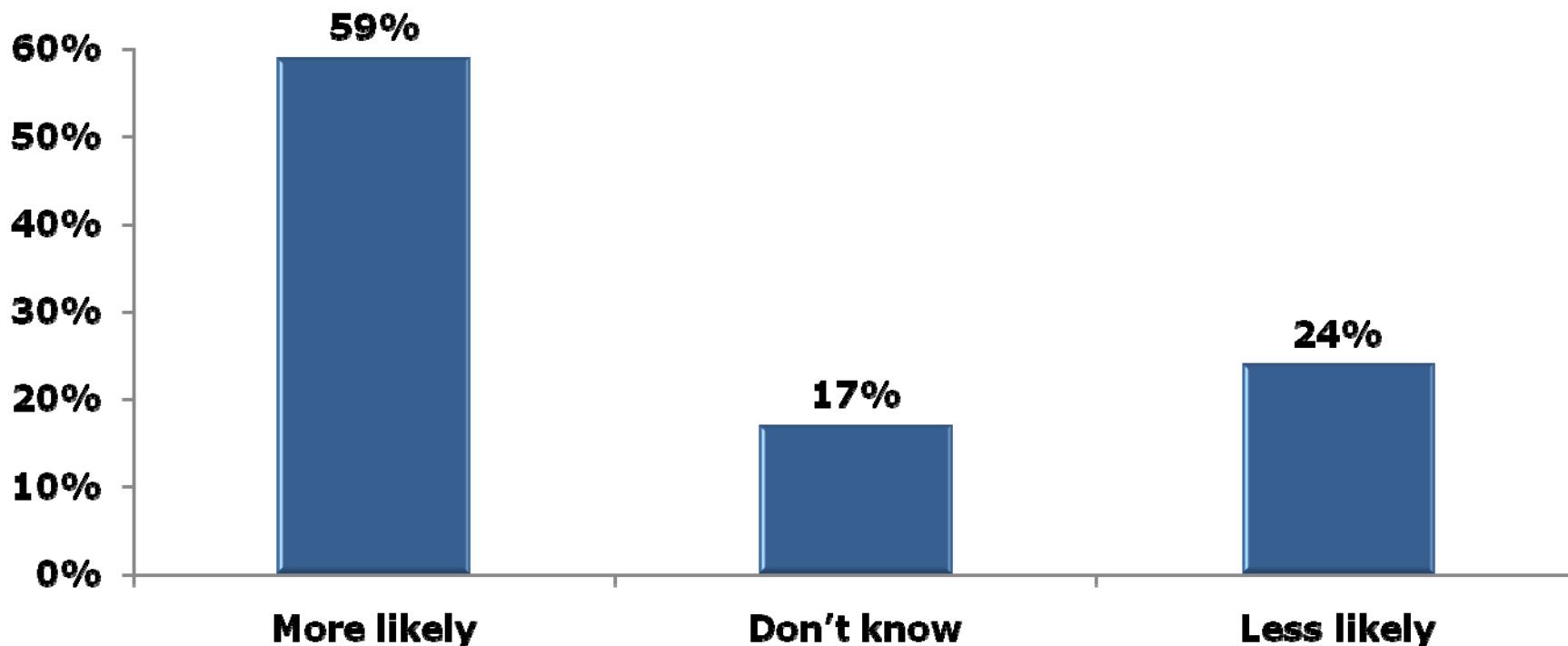
	Favor	Oppose	Net favor
All voters	73%	26%	+47%
Region/TV Market			
Ada Co.	77%	23%	+54%
Boise TV Market	72%	27%	+45%
Twin Falls TV Market	79%	20%	+59%
Idaho Falls/Pocatello TV Market	76%	24%	+52%
Spokane TV Market	68%	31%	+37%
Party affiliation			
Republicans	67%	31%	+36%
Independents	70%	30%	+40%
Democrats	84%	15%	+69%
Philosophy			
Very Conservatives	61%	37%	+24%
Somewhat Conservatives	77%	22%	+55%
Moderates	75%	25%	+50%
Liberals	87%	12%	+75%

\$1.50 Tobacco Tax Increase: Cigarette Smokers are the Only Subgroup Who Oppose

	Favor	Oppose	Net favor
All voters	73%	26%	+47%
Cigarette use			
Regular/occasional smoker	45%	55%	-20%
Former smoker	74%	25%	+49%
Never smoked	78%	21%	+57%
Education			
High school or less	60%	37%	+23%
Some college	73%	26%	+47%
College graduate	76%	23%	+53%
Post-graduate	81%	19%	+60%

Wide Support for a Candidate Who Supports a Tobacco Tax Increase

"Would you be more likely or less likely to support a candidate for political office in Idaho if they supported a one dollar per pack increase in the state tobacco tax to help fund a program to reduce tobacco use among kids, provide help for tobacco users who want to quit and preserve funding for Medicaid health care services?"



Non-Smokers of All Partisan Backgrounds Would Vote for a Candidate Who Supported a Tobacco Tax Increase

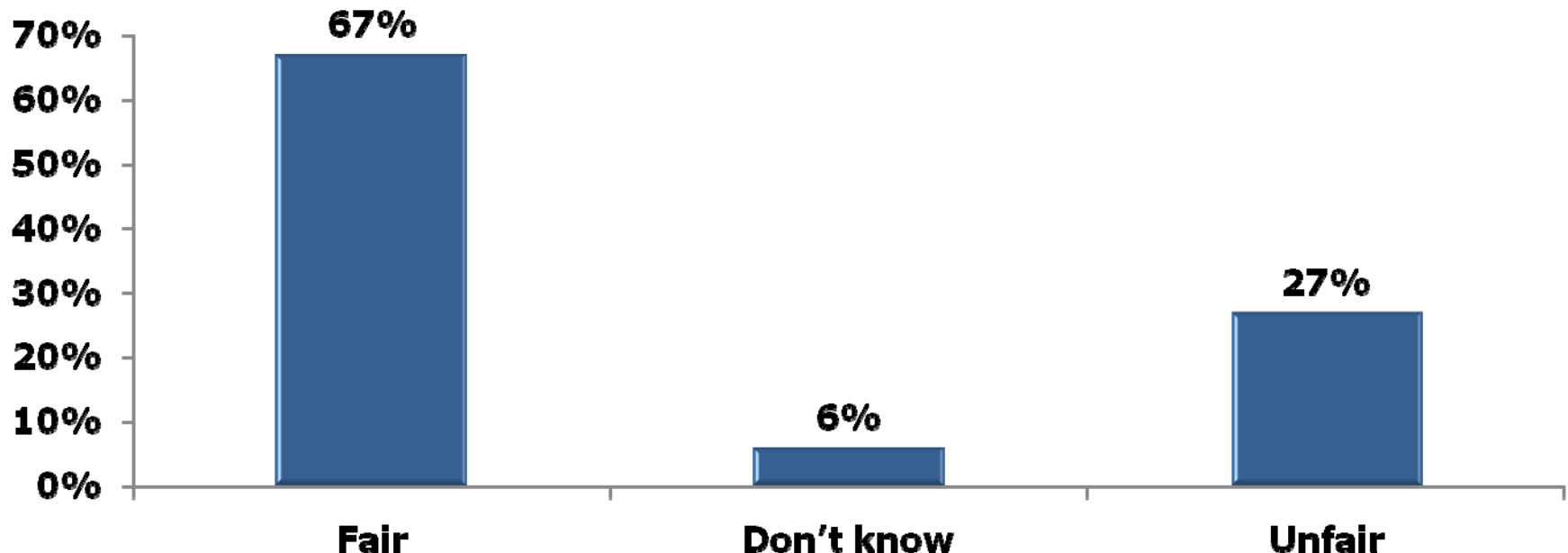
	More likely	Don't know	Less likely	Net more likely
All voters	59%	17%	24%	+35%
Region/TV Market				
Ada Co.	59%	22%	19%	+40%
Boise TV Market	58%	20%	22%	+36%
Twin Falls TV Market	69%	14%	17%	+52%
Idaho Falls/Pocatello TV Market	61%	12%	27%	+34%
Spokane TV Market	56%	16%	28%	+28%
Party affiliation				
Republicans	56%	17%	27%	+29%
Independents	51%	26%	24%	+27%
Democrats	71%	11%	19%	-52%
Cigarette use				
Regular/occasional smoker	35%	13%	52%	-17%
Former smoker	65%	14%	21%	+44%
Never smoked	62%	19%	19%	+43%

A Wide Majority Agree a Tobacco Tax Increase is Fair

"Which one of the following statements do you most agree with?"

(SOME/OTHER) People say that a tobacco tax increase is unfair to smokers because it forces one small group of people to pay for government programs we all use.

(SOME/OTHER) People say a tobacco tax increase is fair because it helps cover the health care costs we all pay through higher taxes and higher insurance premiums to treat diseases caused by smoking."

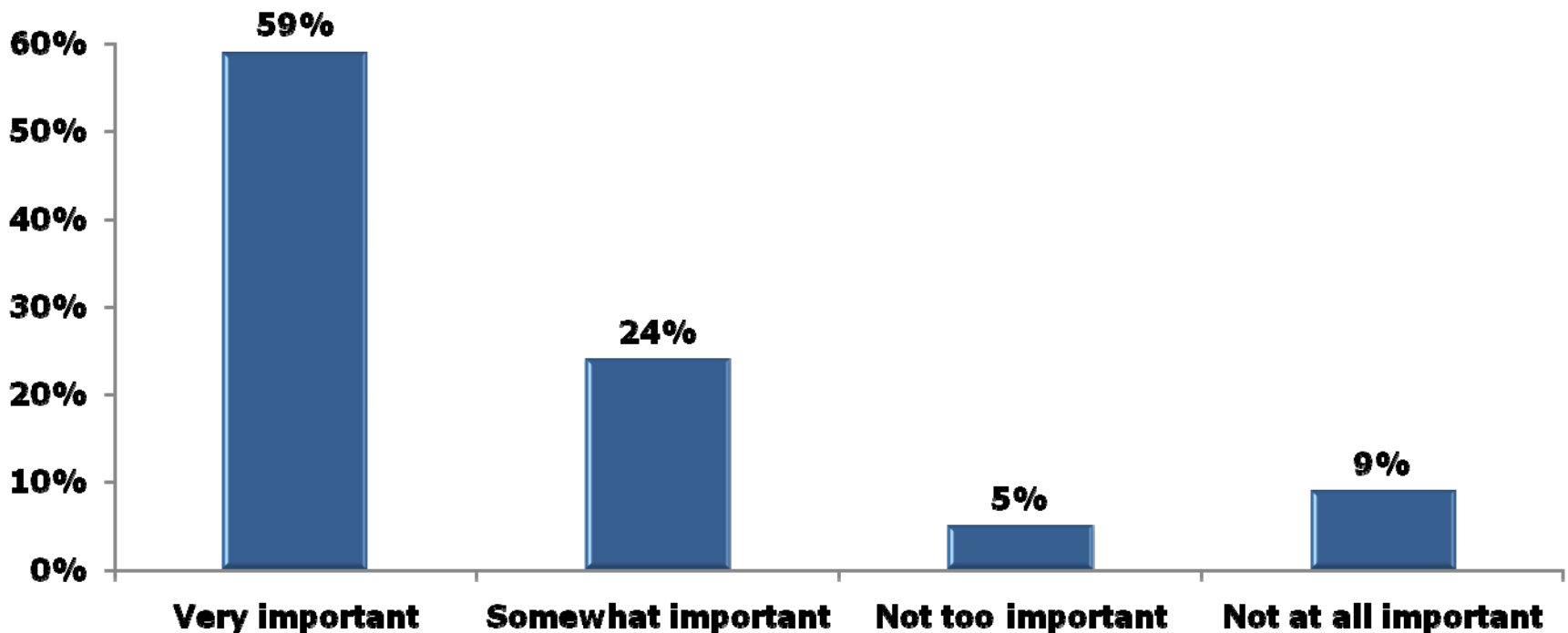


Tobacco Tax Increase: *Only Cigarette Smokers Believe it is Unfair*

	Fair	Don't know	Unfair	Net fair
All voters	67%	6%	27%	+40%
Party affiliation				
Republicans	64%	6%	30%	+34%
Independents	66%	11%	24%	+42%
Democrats	75%	2%	24%	+51%
Cigarette use				
Regular/occasional smoker	34%	5%	61%	-27%
Former smoker	72%	4%	24%	+48%
Never smoked	74%	6%	19%	+55%

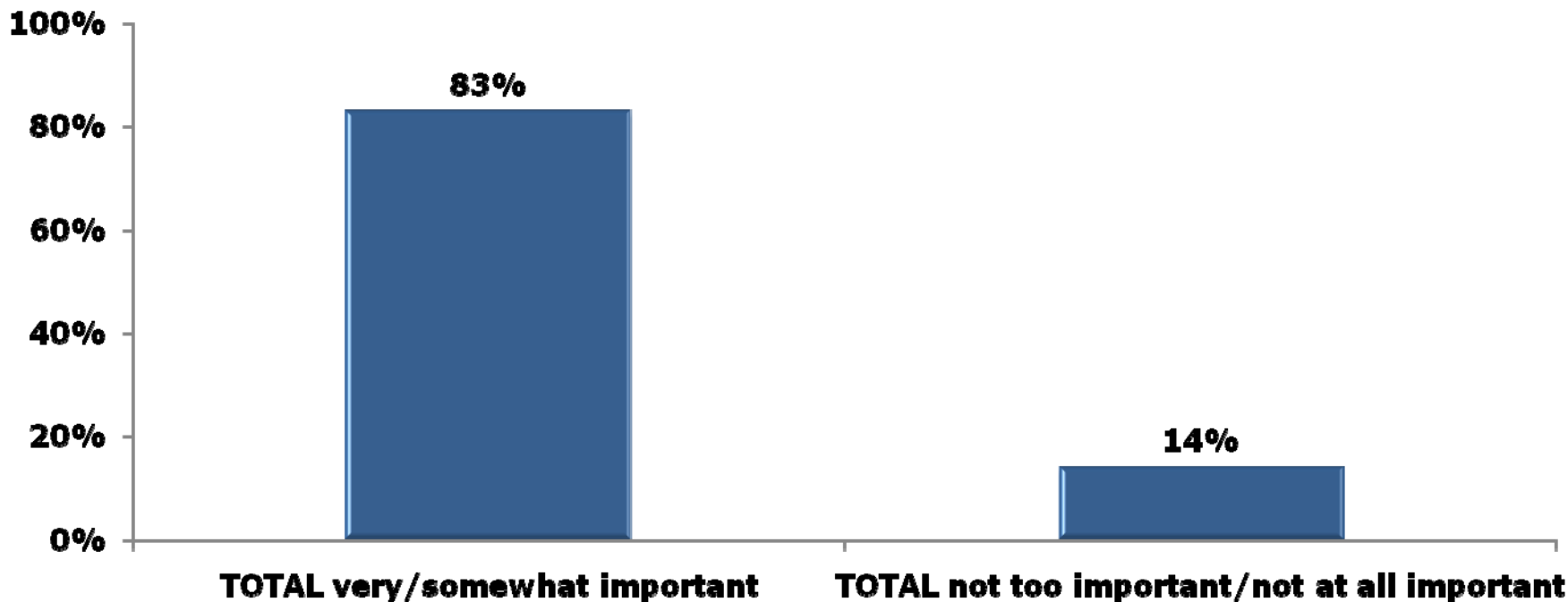
Dedicate Tobacco Tax Revenue to Reducing Tobacco Use and Protecting Medicaid?

“If Idaho was to raise its tobacco tax, how important is it to dedicate the revenue to funding programs to reduce tobacco use among kids, provide help for tobacco users who want to quit and preventing cuts to Medicaid health care services?”



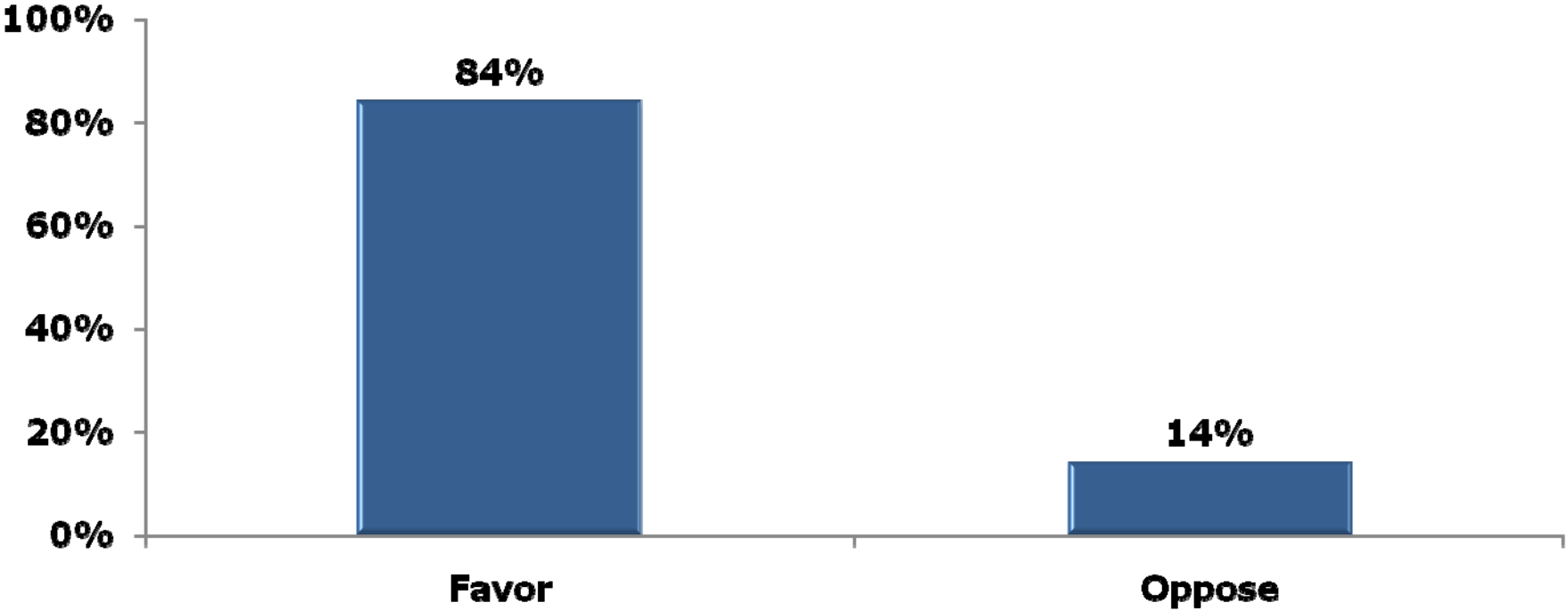
Dedicating Tobacco Tax Revenue to Reducing Tobacco Use and Protecting Medicaid is Important

“If Idaho was to raise its tobacco tax, how important is it to dedicate the revenue to funding programs to reduce tobacco use among kids, provide help for tobacco users who want to quit and preventing cuts to Medicaid health care services?”



Most Voters Would Increase Taxes on Cigars and Smokeless, Too

“If there is an increase in the cigarette tax, would you favor or oppose increasing the tax on other tobacco products such as cigars and smokeless, or spit tobacco, so those products would be taxed at a rate comparable to cigarettes?”



Summary and Highlights

- There is widespread support (73%) for a \$1.50/pack increase in the state cigarette tax.
 - A tobacco tax increase is one of only two deficit reduction proposals that is supported by a majority of voters.
- There is widespread support for a candidate who supports an increase in the tobacco tax.
- Most voters (83%) believe it is important to dedicate revenue from a tobacco tax increase to tobacco reduction programs and protecting Medicare health care services.
- Most voters (84%) favor a tax increase on other tobacco products if there is a cigarette tax increase.