

TOBACCO

~~eighteen~~ **twenty-one**



GS STRATEGY GROUP

PRESENTED BY:

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PROJECT MANAGER:

Tyler Holden

PROJECT DETAILS

Conducted January 31 – February 2, 2017

N = 500 Idaho Likely Voters

Margin of Error: +/- 4.3%

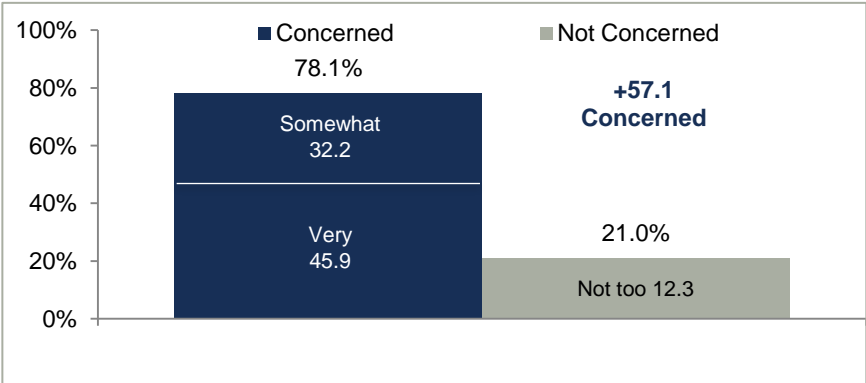
Most Important Issue Facing Idaho

	Overall
Education	20.3
Jobs and the Economy	19.5
Health Care	16.5
Immigration	3.4
Wages/low wages/minimum wage	2.2
Infrastructure/roads	2.2
Republicans/conservatism	2.1
Land management/Public land ownership	2.1
Taxes	1.8
Politicians/leadership	1.7
Environment	1.6
President Trump	1.2
Growth/Rapid growth	1.2
Snow/weather	1.0

Concern and Awareness

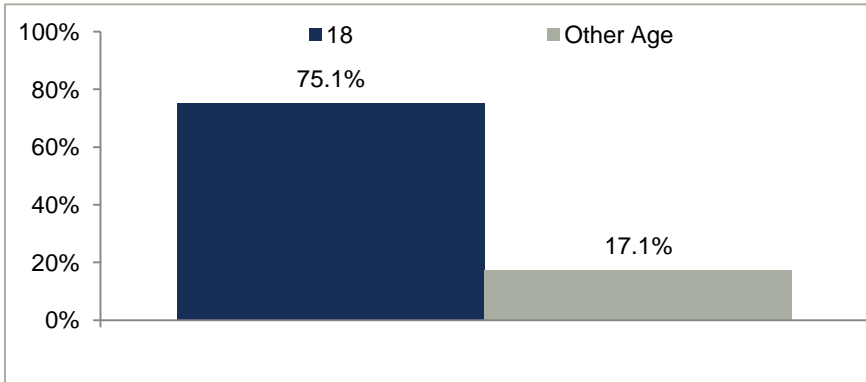
Level of Concern

How concerned are you about smoking and other tobacco use among young people in Idaho — very concerned, somewhat concerned, not too concerned, or not at all concerned?



Awareness of Current Age

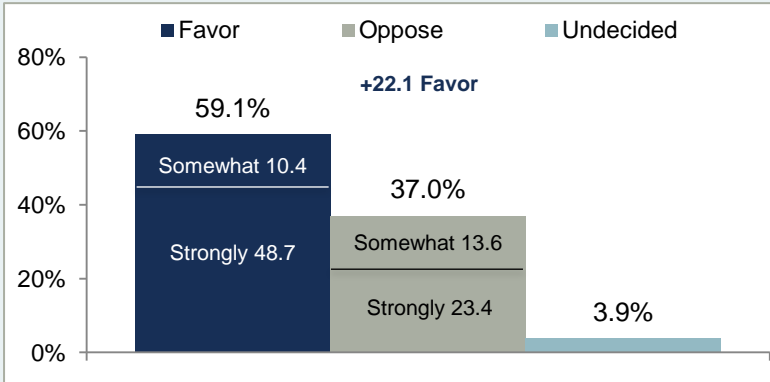
To the best of your knowledge, what is the current age to purchase tobacco products?



Raising the Legal Minimum Age

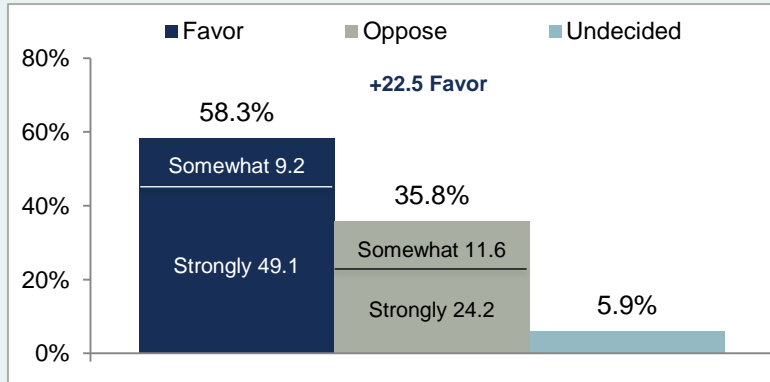
Tobacco Products

The current age to purchase all tobacco products in the state of Idaho is 18 years old. Knowing this, would you favor or oppose raising the legal minimum age to purchase all tobacco products from 18 to 21 in the state of Idaho?



Tobacco Products Including E-Cigarettes

Would you favor or oppose raising the legal minimum age to purchase all tobacco products including e-cigarettes from 18 to 21 in the state of Idaho?



	Overall	Age					Gender	
		18-29	30-44	45-54	55-64	65+	Male	Female
Favor	59.1	55.7	58.2	59.5	58.0	62.5	57.0	60.9
Oppose	37.0	44.3	37.0	34.1	37.4	32.9	40.5	33.9
Net Favor	+22.1	+11.4	+21.2	+25.4	+20.6	+29.6	+16.5	+27.0

	Overall	Party			Income		
		Dem	Indy	GOP	<\$50K	\$50K- \$100K	\$100K+
Favor	59.1	59.0	50.7	65.4	57.4	65.9	67.2
Oppose	37.0	38.4	42.8	31.9	39.8	31.4	29.3
Net Favor	+22.1	+20.6	+7.9	+33.5	+17.6	+34.4	+37.9



Why Favor or Oppose?

Why Favor?

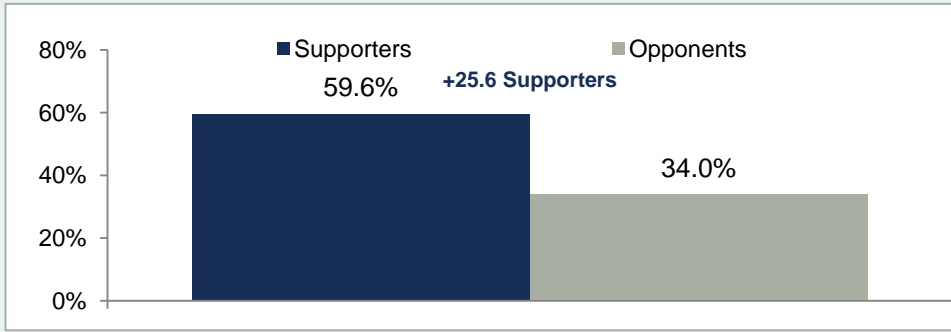
Why do you favor raising the legal minimum age to purchase all tobacco products?

	Overall
18 is too young to make that decision/not mature/mind developing	24.1
Dangerous to health/health risks	15.7
To deter youth from smoking/preventing young people from starting	13.3
Making tobacco harder to get for youth/minimize the use among teens	10.9
No one should smoke/I am anti-tobacco	6.0
Should be the same age as purchasing alcohol	3.8
Tobacco should be banned/outlawed	3.6
Does more harm to young people	3.1
To decrease tobacco use	3.0
Tobacco is a carcinogen/prevent getting cancer	2.7
Tobacco is a gateway drug	1.3
Harder to quit when you start young	1.1

Individual Freedom vs. Health

When it comes to raising the legal minimum age to purchase all tobacco products there are two opposing viewpoints. Please tell me which of the following comes closest to your opinion?

- Supporters of raising the minimum age limit say tobacco use remains the leading cause of preventable disease and premature death in the U.S. and is one of the largest drivers of health care costs. By raising the minimum age to 21 there would be **fewer premature deaths, fewer lung cancer deaths, and future healthcare costs would be lower.**
- Opponents to raising the minimum age limit say this would just be another government regulation that would **limit an individual's right to choose.**



	Overall	Party			Gender	
		Dem	Indy	GOP	Male	Female
Supporters	59.6	63.5	50.9	65.1	56.3	62.5
Opponents	34.0	27.7	41.0	30.6	38.1	30.3
Net Favor	+25.6	+35.8	+9.9	+34.5	+18.2	+32.2

THANK YOU!



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