



MOORE INFORMATION

OPINION RESEARCH • STRATEGIC ANALYSIS

November 8, 2010

TO: Interested Parties
FROM: Bob Moore, Moore Information, Inc.
RE: Idaho Voter Survey Executive Summary

This memo contains results of a telephone survey conducted among a representative sample of 500 voters statewide in Idaho. The interviews were conducted October 17-18, 2010. The potential sampling error is plus or minus 4% at the 95% confidence level. 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.

Overview

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 today. Further, 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. Also, most voters (84%) favor a tax increase on other tobacco products if there is a cigarette tax increase.

More details follow.

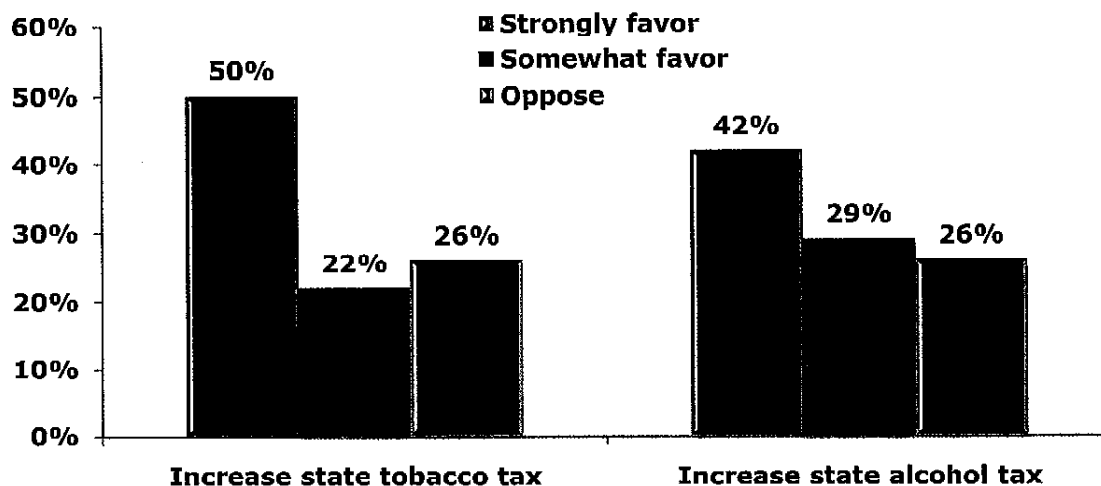
Voter Mood

Voter mood in Idaho is narrowly optimistic; 47% say the state is headed in the right direction and 40% say it is off on the wrong track. The remaining 14% have no opinion today.

Deficit Reduction Proposals

By identical margins of 71-26%, Idaho voters support both an increase of the state tobacco tax and an increase of the state alcohol tax. However, as the following table illustrates, voter support is stronger for the tobacco tax, with fully 50% saying they "strongly" favor an increase of the state tobacco tax, while 42% "strongly" favor an increase of the state alcohol tax.

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



Seven other budget deficit reduction proposals were tested in the survey, but all seven fail to generate support from more than 35% of voters.

A complete list of the nine proposals tested follows.

Budget Deficit Reduction Proposals

	Favor	Oppose	Net favor
Increase the state tobacco tax	71%	26%	+45%
Increase the state alcohol tax	71%	26%	+45%
Reduce funding for road and highway construction	35%	60%	-25%
Increase the state sales tax	33%	65%	-32%
Increase the state income tax	31%	65%	-34%
Reduce funding for health care programs	24%	70%	-46%
Increase the state gasoline tax	21%	78%	-57%
Reduce funding for Medicaid health services	19%	76%	-57%
Reduce funding for education	16%	82%	-66%

Tobacco Tax Increase

Idaho voters widely support both a \$1.00 and a \$1.50 per pack increase in the state tobacco tax to help fund a program to reduce tobacco use among kids, provide help for tobacco users and preserve funding for Medicaid health care services. Specifically, the \$1.50/pack increase is supported 73-26% and the \$1.00/pack increase is supported 72-26%

Looking more closely at the \$1.50/pack increase, we find majority support throughout the state, across all partisan preferences. Support is highest among voters in the Twin Falls TV Market and Ada County, although support exceeds two-thirds in all geographic areas. By party, Democrats are more supportive than either Republicans or Independents, and self-described Liberals are more supportive than either Moderates or Conservatives, but still, even among Conservatives, Republicans and Independents, there is two-thirds support for the \$1.50/pack increase. In fact, regular and occasional cigarette smokers are the only subgroup that opposes the increase.

When it comes to the impact of a candidate's support for a \$1.00/pack increase, the survey finds that 59% of Idaho voters are "more likely" to support a candidate who supports such an increase. Looking at subgroup reactions, non-smokers in all regions, of all partisan backgrounds are more likely to support a candidate who favors a \$1.00/pack increase.

Two-in-three voters (67%) agree that "a tobacco tax 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," while 27% agree "a tobacco tax increase is unfair to smokers because it forces one small group of people to pay for government programs we all use." The remaining 6% have no opinion. Regular and occasional cigarette smokers are the only subgroup that say the tax is unfair.

If Idaho were to raise its tobacco tax, a wide majority (83%) say it is "very" important (59%) or "somewhat" important (24%) to dedicate that revenue to funding programs to reduce tobacco use among kids, provide help for tobacco users and prevent cuts to Medicaid health care services. Just 5% say it is "not too important" and 9% say it is "not important at all."

Further, if Idaho were to raise its tobacco tax, fully 84% would favor increasing the tax on other tobacco products, such as cigars and smokeless tobacco, so that these products would be taxed at the same rate as cigarettes.



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IDAHO VOTERS (N=500)
October 17-18, 2010

Can I speak to (FROM LIST)? IF NA: SCHEDULE CALL BACK
PLEASE ONLY SPEAK TO THE LISTED PERSON

Hello, this is (FIRST AND LAST NAME). We are conducting a survey among voters regarding issues in your part of the state and would like to include your views in our study. I assure you we are only seeking opinions and there will be no attempt to sell you anything or solicit a donation.

1. First, 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?

right direction	47%
don't know	14%
wrong track	40%

INTRO Q2-10

Next, 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. IF FAVOR/OPOSE: Is that strongly favor/oppose or somewhat favor/oppose?

Scale

1. strongly favor
2. somewhat favor
3. (DON'T READ) don't know
4. somewhat oppose
5. strongly oppose

ROTATE Q2-10

5. Increase the state tobacco tax

strongly favor	50%
somewhat favor	22%
Total favor	71%
don't know	3%
Total oppose	26%
somewhat oppose	10%
strongly oppose	16%

8.	Increase the state alcohol tax	
	strongly favor	42%
	somewhat favor	29%
	Total favor	71%
	don't know	3%
	Total oppose	26%
	somewhat oppose	10%
	strongly oppose	16%
10.	Reduce funding for road and highway construction	
	strongly favor	10%
	somewhat favor	25%
	Total favor	35%
	don't know	6%
	Total oppose	60%
	somewhat oppose	33%
	strongly oppose	27%
6.	Increase the state sales tax	
	strongly favor	9%
	somewhat favor	24%
	Total favor	33%
	don't know	2%
	Total oppose	65%
	somewhat oppose	22%
	strongly oppose	43%
4.	Increase the state income tax	
	strongly favor	8%
	somewhat favor	24%
	Total favor	31%
	don't know	4%
	Total oppose	65%
	somewhat oppose	20%
	strongly oppose	45%
3.	Reduce funding for health care programs	
	strongly favor	10%
	somewhat favor	14%
	Total favor	24%
	don't know	6%
	Total oppose	70%
	somewhat oppose	28%
	strongly oppose	42%

7.	Increase the state gasoline tax	
	strongly favor	5%
	somewhat favor	16%
	Total favor	21%
	don't know	2%
	Total oppose	78%
	somewhat oppose	22%
	strongly oppose	55%
9.	Reduce funding for Medicaid health services	
	strongly favor	8%
	somewhat favor	10%
	Total favor	19%
	don't know	5%
	Total oppose	76%
	somewhat oppose	23%
	strongly oppose	53%
2.	Reduce funding for education	
	strongly favor	7%
	somewhat favor	9%
	Total favor	16%
	don't know	2%
	Total oppose	82%
	somewhat oppose	13%
	strongly oppose	69%

Thinking more about some of these proposals,

11.	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? IF FAVOR/OPPOSE: Is that strongly favor/oppose or somewhat favor/oppose?	
	strongly favor	51%
	somewhat favor	22%
	Total favor	73%
	don't know	1%
	Total oppose	26%
	somewhat oppose	7%
	strongly oppose	19%

Thinking about a different of proposal,

12. 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? IF FAVOR/OPPOSE: Is that strongly favor/oppose or somewhat favor/oppose?

strongly favor	52%
somewhat favor	21%
Total favor	72%
don't know	1%
Total oppose	26%
somewhat oppose	8%
strongly oppose	18%

13. And, 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? IF MORE/LESS LIKELY: Is that much more/less likely or somewhat more/less likely?

much more likely	25%
somewhat more likely	34%
Total more likely	59%
don't know	17%
Total less likely	24%
somewhat less likely	10%
much less likely	14%

Thinking some more about an increase in the state tobacco tax,

14. Which one of the following statements do you most agree with? (ROTATE STATEMENTS)

(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.

IF UNFAIR/FAIR: Do you feel strongly about that?

strongly tobacco tax increase is unfair	21%
tobacco tax increase is unfair	6%
Total tax increase is unfair	27%
don't know	6%
Total tax increase is fair	67%
tobacco tax increase is fair	19%
strongly tobacco tax increase is fair	49%

15. 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? (READ 1-4, 4-1)

very important	59%
somewhat important	24%
Total important	83%
Total not important	15%
not too important	5%
not at all important	9%
don't know	2%

Changing topics slightly,

16. 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? IF FAVOR/OPPOSE: Is that strongly favor/oppose or somewhat favor/oppose?

strongly favor	67%
somewhat favor	16%
Total favor	84%
don't know	2%
Total oppose	14%
somewhat oppose	3%
strongly oppose	11%

Now a few questions for statistical purposes.

17. Which of the following best describes your use of cigarettes? (READ 1-4, 4-1)

I currently smoke cigarettes regularly	8%
I smoke cigarettes only occasionally	6%
I used to smoke but no longer do	27%
I have never been a cigarette smoker	57%
don't know	1%

18. IF RESPONSE 3-4 (USED TO/NEVER): And do you never smoke, or do you sometimes smoke on occasion?

never smoke	96%
don't know	*
sometimes smoke on occasion	4%

19. Do you use any other tobacco products, such as chewing or spit tobacco?

yes	4%
don't know	2%
no	94%

20. What is your approximate age, please?

18-34	23%
35-44	12%
45-54	23%
55-59	10%
60-64	10%
65+	21%
NA	1%

21. Which of the following best describes how you usually vote? (READ 1-2, 4-5; 5-4, 2-1)

mostly or only for Republicans	37%
a few more Republicans than Democrats	15%
Total Republicans	52%
the person/Independent	15%
Total Democrats	29%
a few more Democrats than Republicans	10%
mostly or only for Democrats	19%
don't know	4%

* Less than one-half of one percent

22. When it comes to politics, do you generally consider yourself Liberal, Moderate or Conservative? IF CONSERVATIVE: Is that very Conservative or somewhat Conservative?

very Conservative	27%
somewhat Conservative	20%
Total Conservative	46%
Moderate	27%
Liberal	20%
don't know	7%

23. In your religious faith are you, (RANDOMIZE 1-3)

Protestant	27%
Catholic	11%
LDS/Mormon	23%
other	31%
don't know	8%

24. Which of the following categories includes your annual household income? (READ 1-5, 5-1)

less than \$15,000	10%
\$15,000-\$30,999	14%
\$31,000-\$60,999	28%
\$61,000-\$90,000	19%
more than \$90,000	13%
NA	16%

25. What is the last grade of education you completed? (READ 1-5, 5-1)

0-11 (high school or less)	3%
12 (high school graduate)	19%
13-15 (some college/trade school)	34%
16 (college graduate)	24%
17+ (post-graduate education)	17%
NA	3%

26. How many years have you lived in Idaho? (READ 1-4)

less than 2 years	*
2-9 years	13%
10-20 years	18%
more than 20 years	67%
NA	2%

* Less than one-half of one percent

27. Gender (BY OBSERVATION)

male

47%

female

53%

28. County (FROM LIST)