



CAMPAIGN  
For  
TOBACCO-FREE  
Kids™

# Findings From A Survey Of 500 Voters In West Virginia

May 2010



THE  
**MELLMAN**  
Group  
RESEARCH  
BASED  
STRATEGY

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# Methodology

***P***

- Statewide sample size of 500 likely 2010 general election voters

***O***

- Interviews conducted May 8-11, 2010

***L***

- Margin Of Error is +/- 4.0%, and is higher for subgroups

***L***

## **Key Findings**

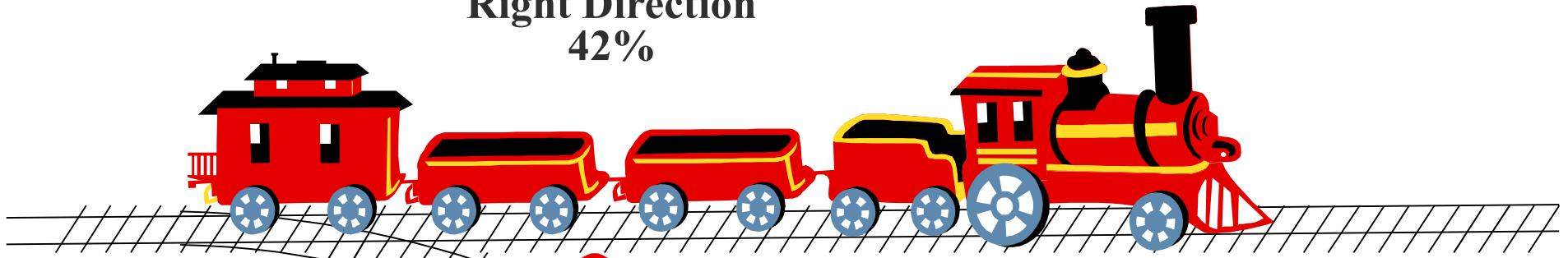
- **West Virginians Are Divided On The State's Direction**
- **There Is Widespread Concern About Youth Smoking In West Virginia**
- **Support For A One Dollar Tobacco Tax Increase Is Both Broad And Deep**
- **Voters Look Favorably Upon Candidates Who Support A Tobacco Tax Increase**
- **A Tobacco Tax Increase Is One Of Only Two Proposals For Closing The Budget Gap That Generates Widespread Support**
- **There Is Strong Support For Funding For Tobacco Prevention Programs**

# **West Virginians Are Divided On The State's Direction**

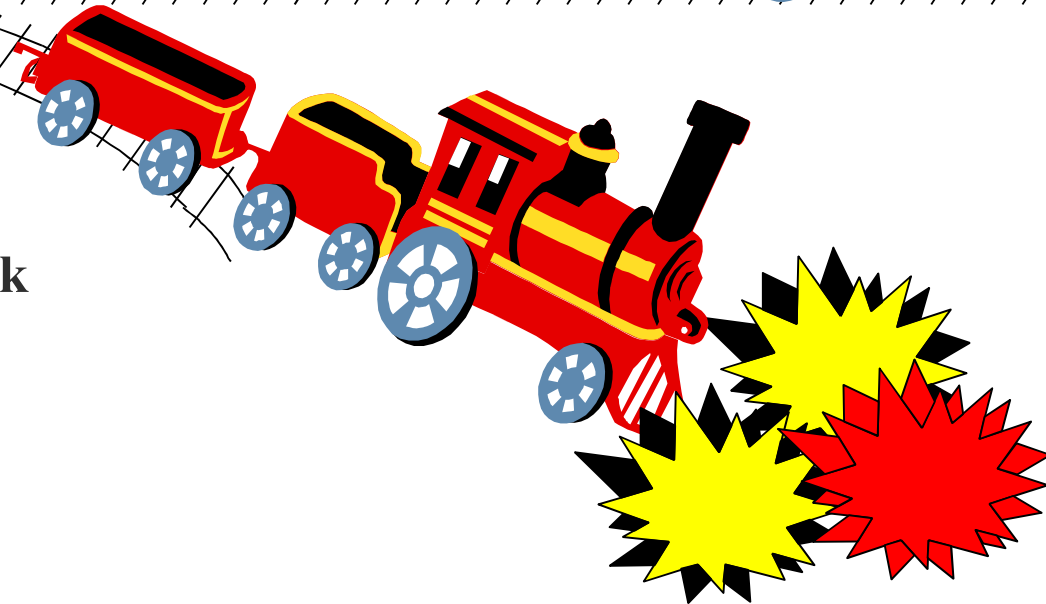
# Voters Are Divided Over The Direction In Which West Virginia Is Headed

*Generally speaking, do you think things in West Virginia are moving in the right direction, or are they pretty seriously off on the wrong track?*

**Right Direction**  
42%



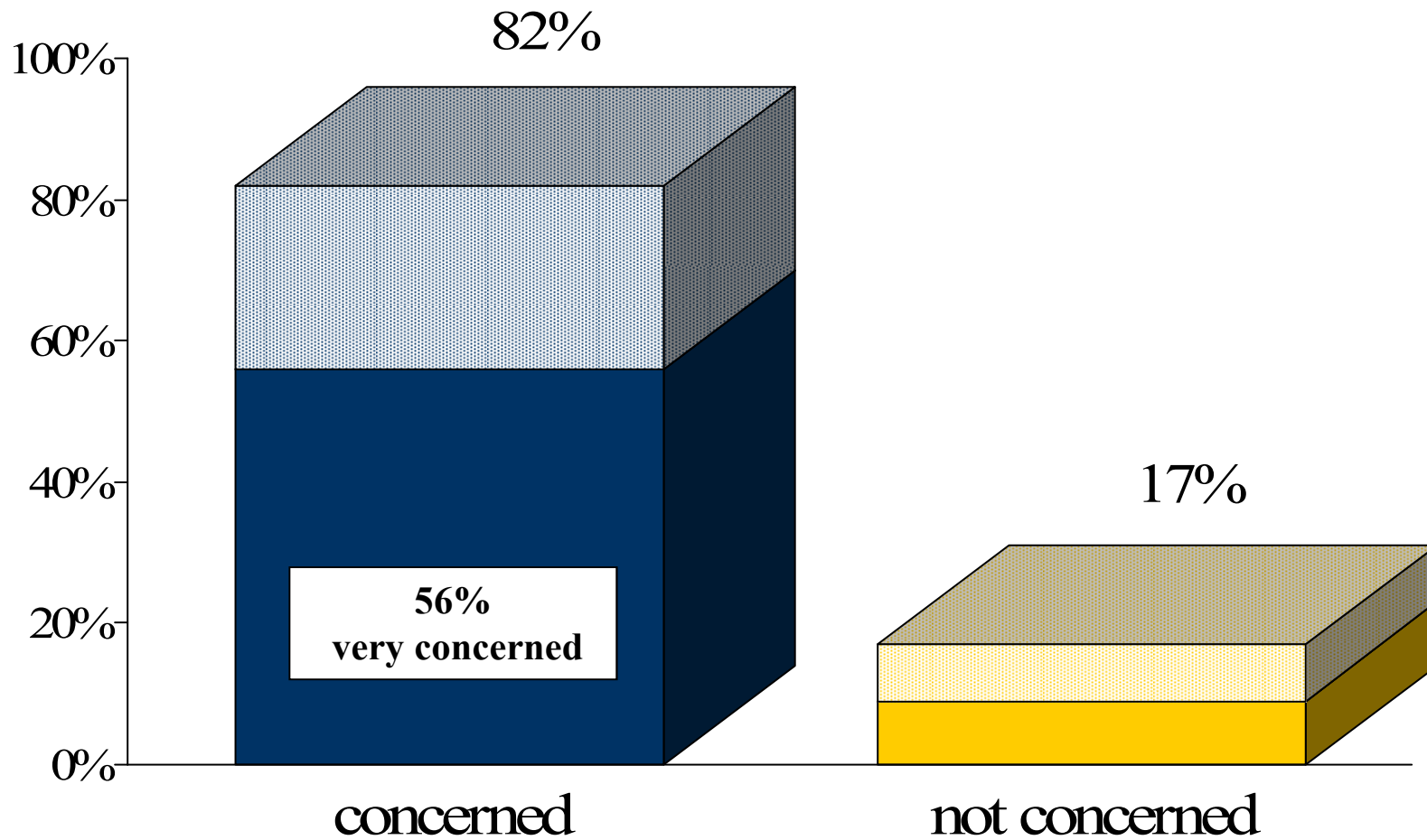
**Wrong Track**  
43%



**There Is Widespread Concern About  
Youth Smoking In West Virginia**

# Nearly All Voters Are Concerned About Tobacco Use Among Young People, With A Majority Expressing Intense Concern

*How concerned are you about smoking and other tobacco use among young people in West Virginia?*

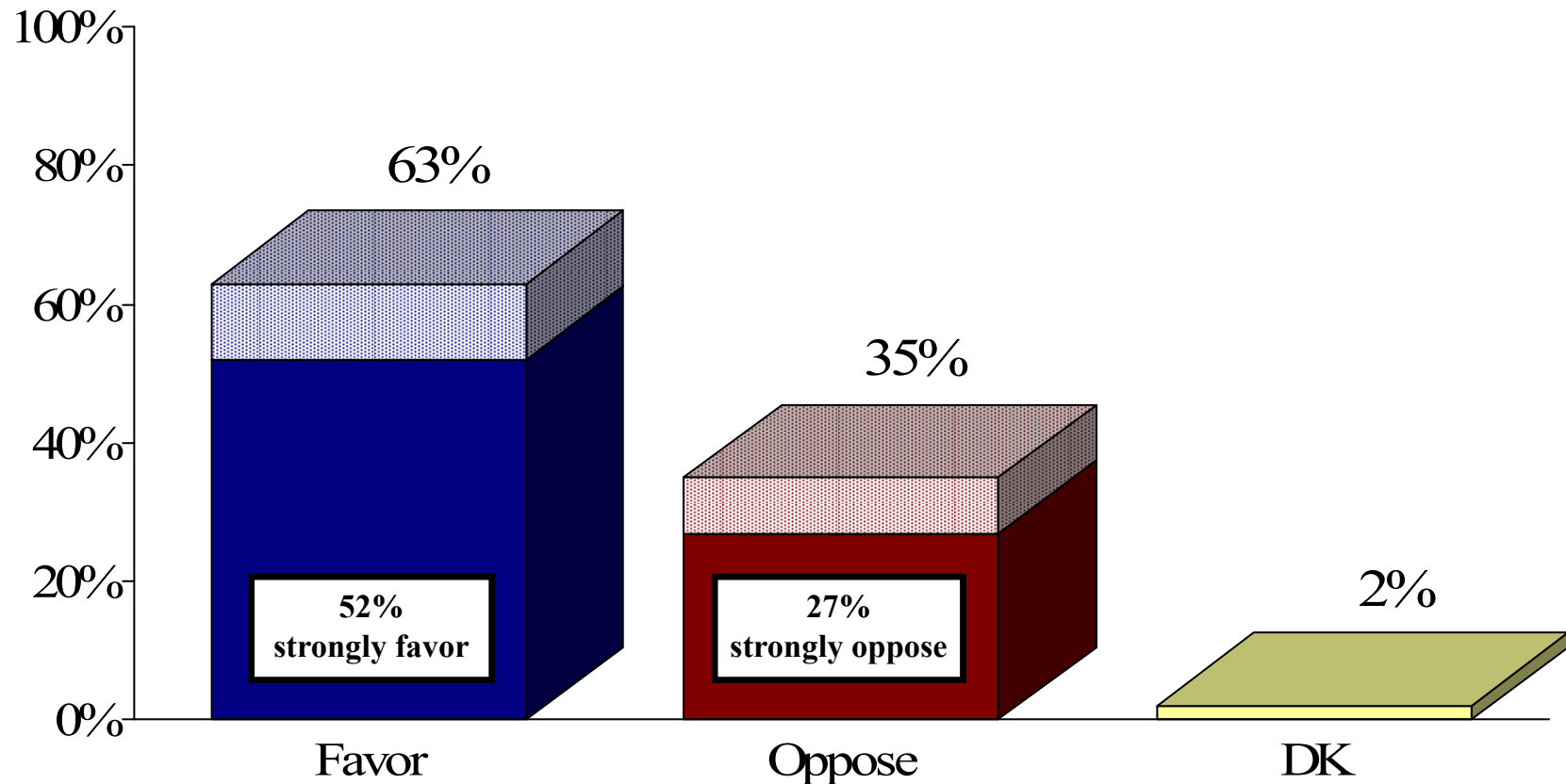


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**Support For A One Dollar Tobacco Tax  
Increase Is Both Broad And Deep**

# A Proposal To Increase The Cigarette Tax By \$1.00 Per Pack Garneres Widespread Support In West Virginia

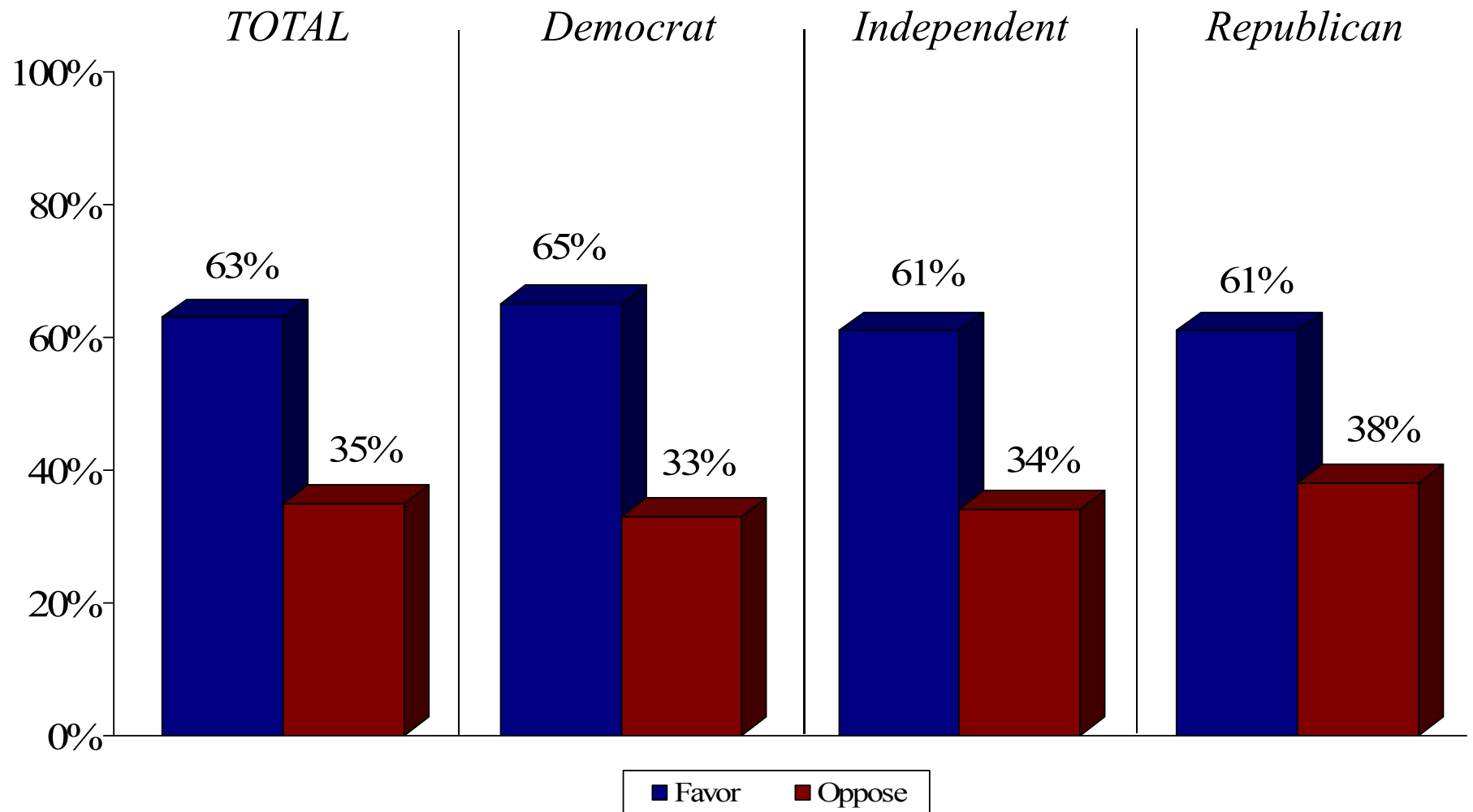
*Would you favor or oppose a one dollar per pack increase in the state tobacco tax, with part of the revenue dedicated to a program to reduce tobacco use, particularly among kids, and the rest of the revenue dedicated to reducing the state budget shortfall?*



*(darker shading=stronger intensity)*

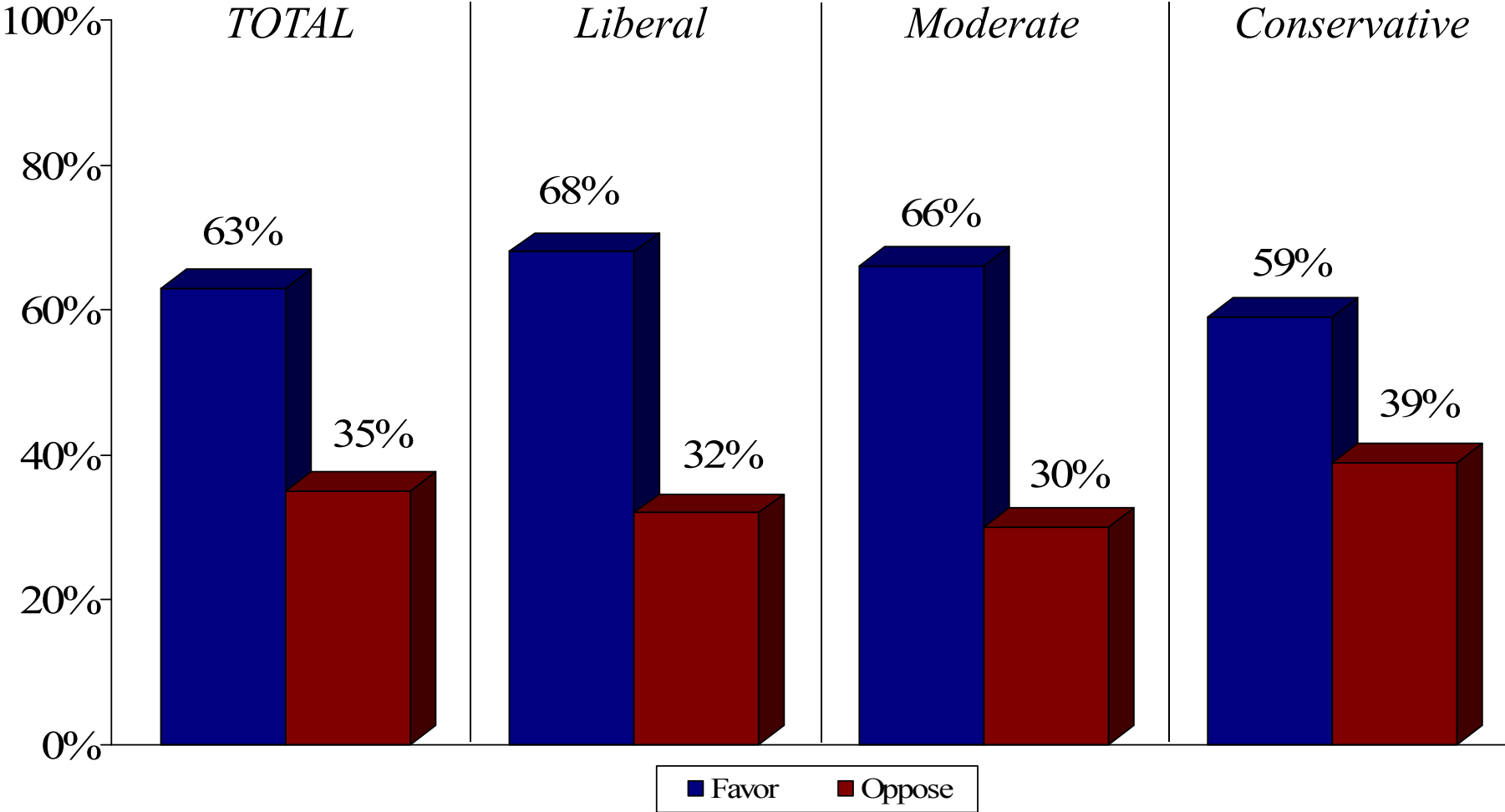
# Support For A One Dollar Tobacco Tax Increase Cuts Across Party

Favor/Oppose \$1 Tobacco Tax Increase By Party ID



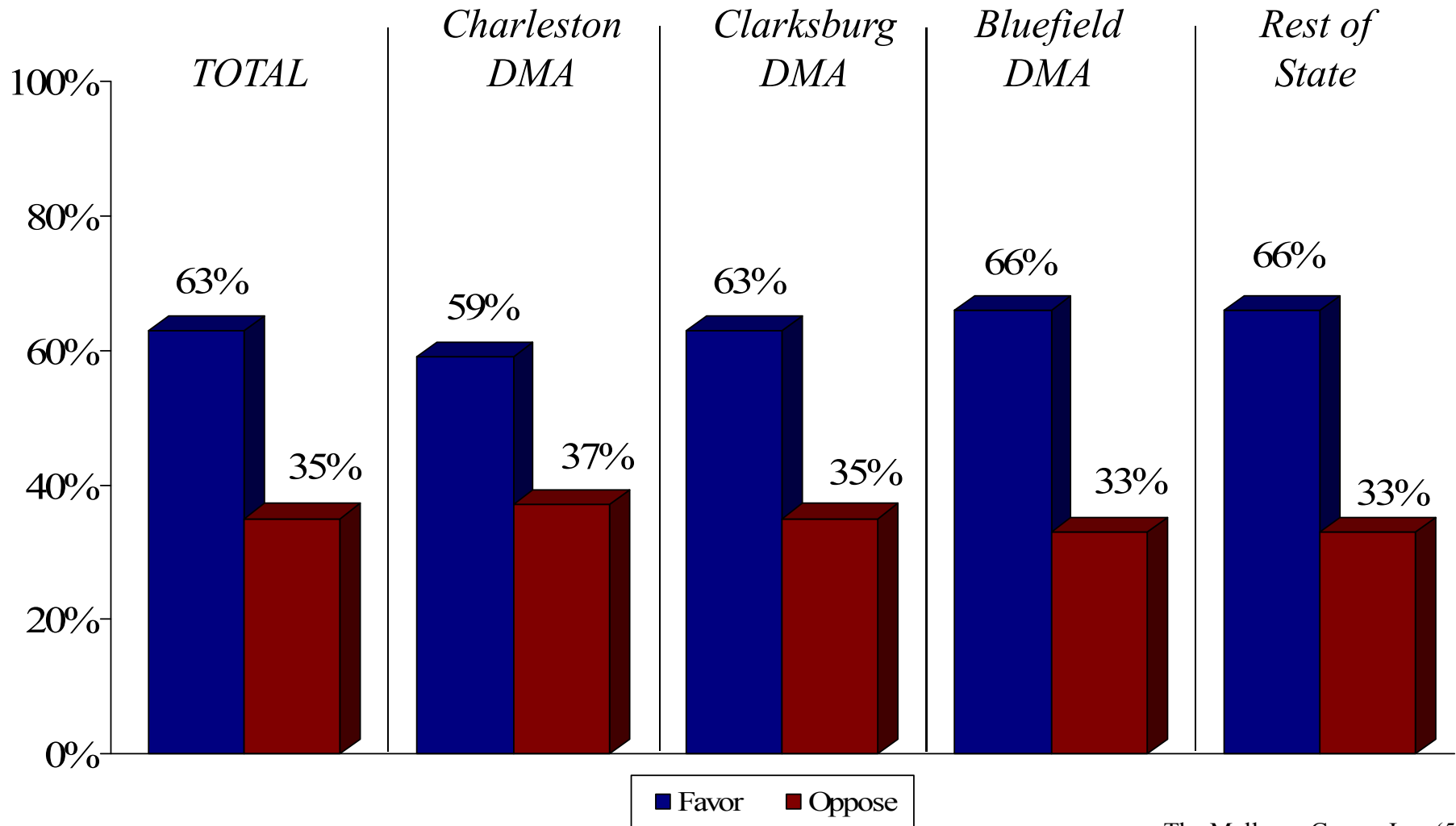
# Majorities Of Liberals, Moderates And Conservatives Favor A Tobacco Tax Increase

Favor/Oppose \$1 Tobacco Tax Increase By Ideology



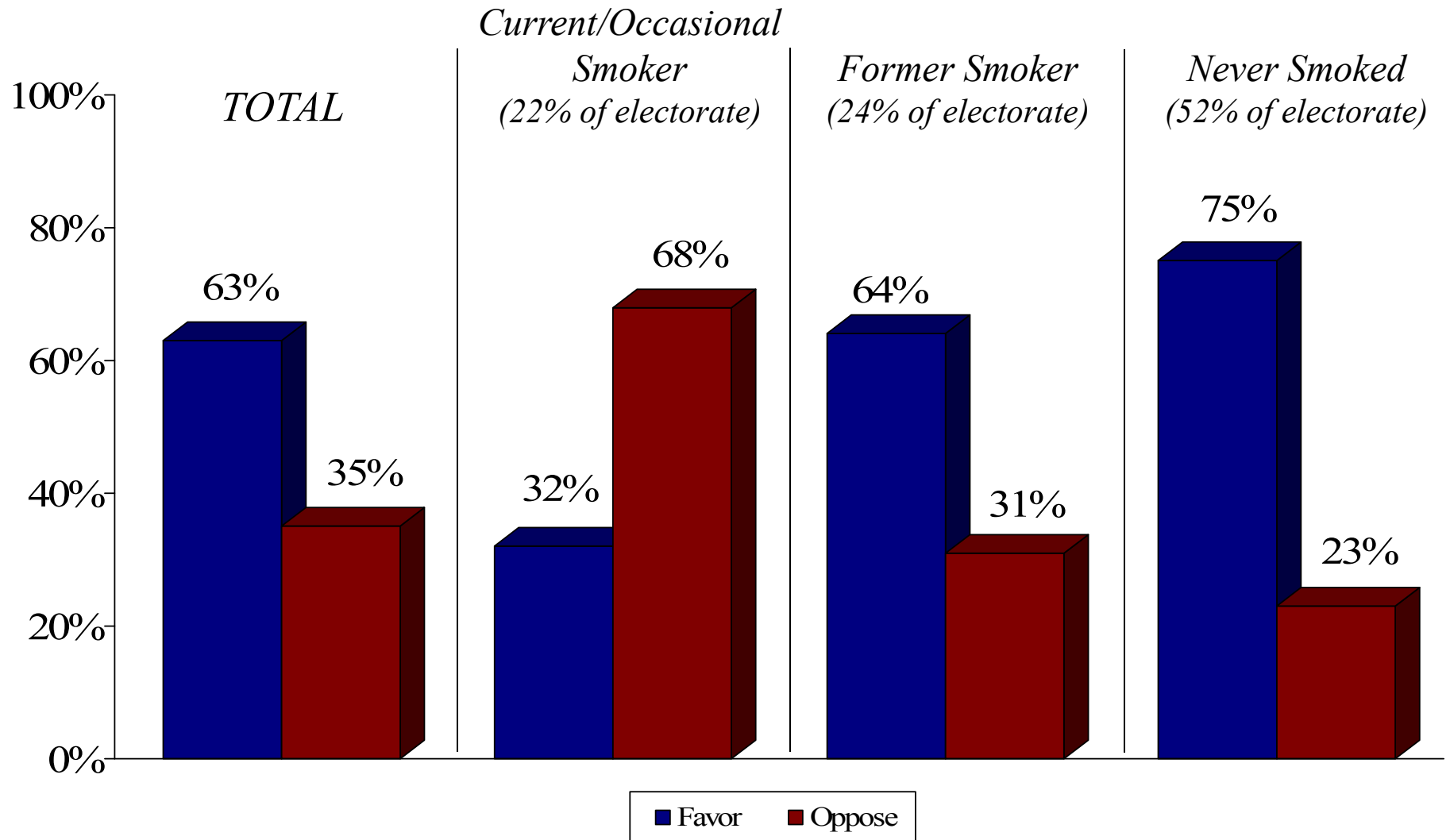
# A One Dollar Tobacco Tax Increase Attracts Majority Support In Every Part Of The State

Favor/Oppose \$1 Tobacco Tax Increase By Media Market



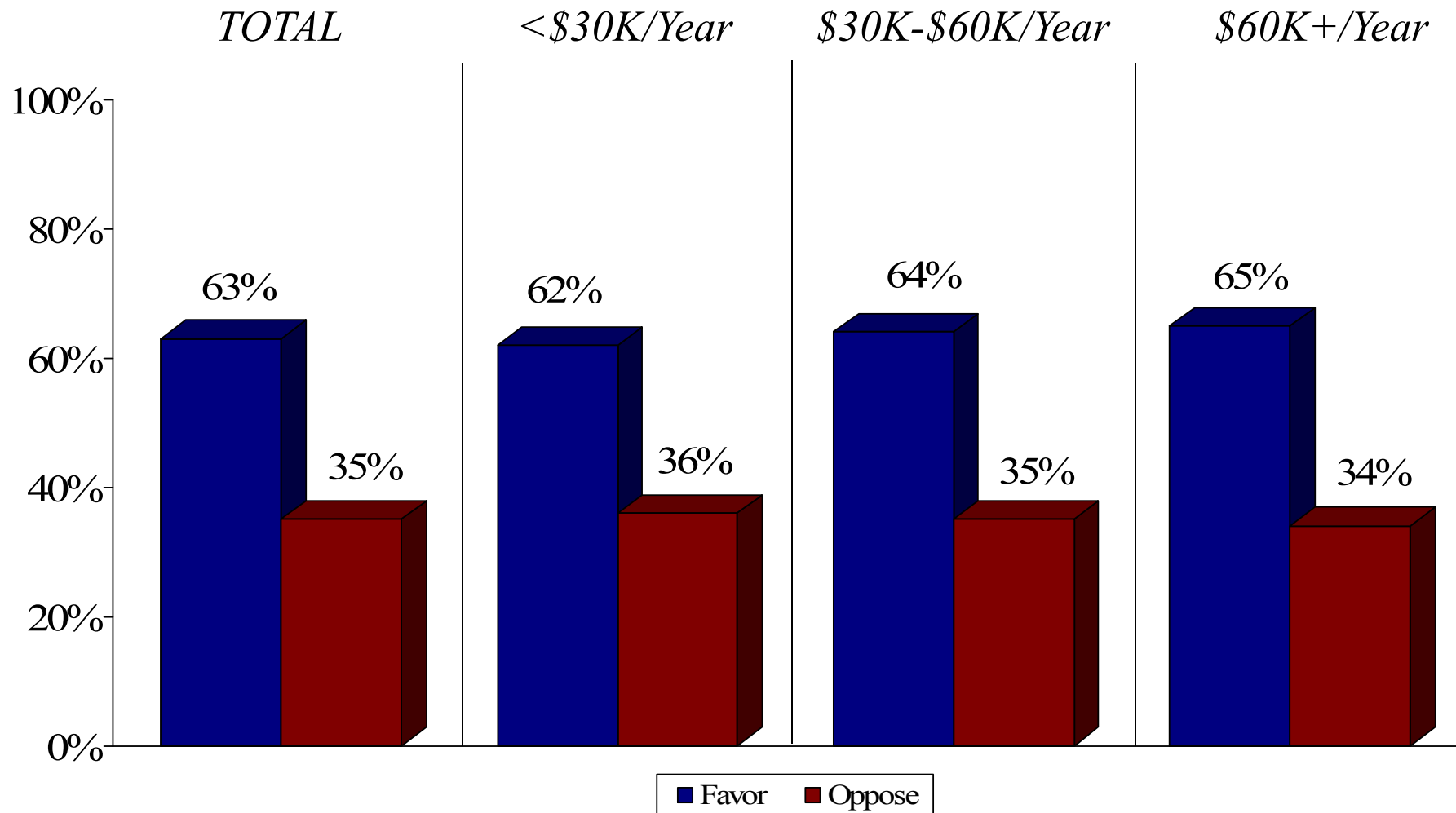
# Non-Smokers Overwhelmingly Support A Tobacco Tax Increase, More Than Off-Setting Opposition From The Smaller Number Of Smokers

Favor/Oppose \$1 Tobacco Tax Increase By Smoking Habits



# Voters Across Income Groups Support A Tobacco Tax Increase By Similar Margins

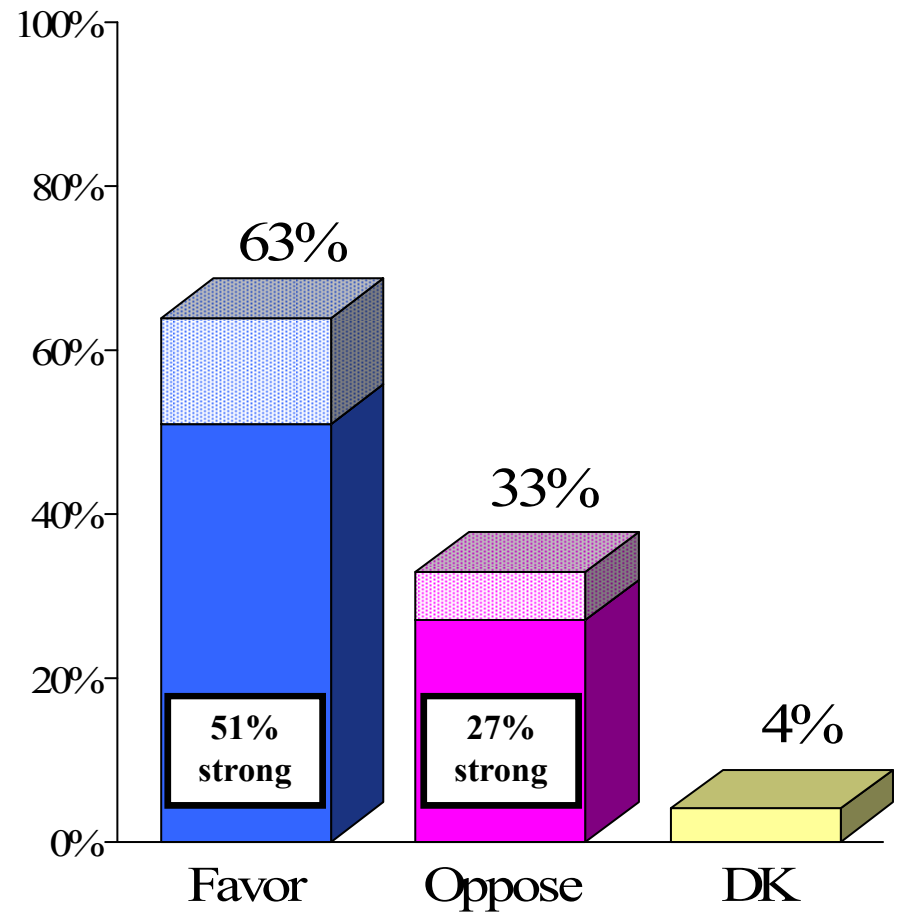
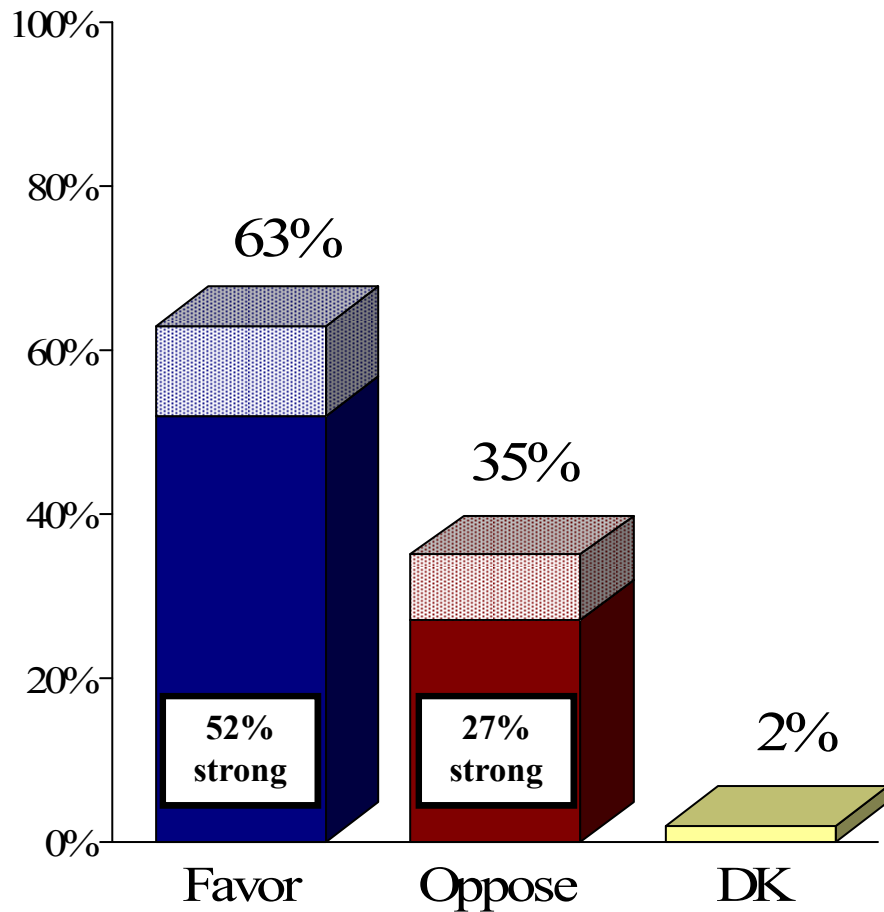
Favor/Oppose \$1 Tobacco Tax Increase By Income



# There Is Virtually No Difference In Support For A 75 Cent And One Dollar Tobacco Tax Increase

**\$1 Tobacco Tax Increase**

**\$0.75 Tobacco Tax Increase**





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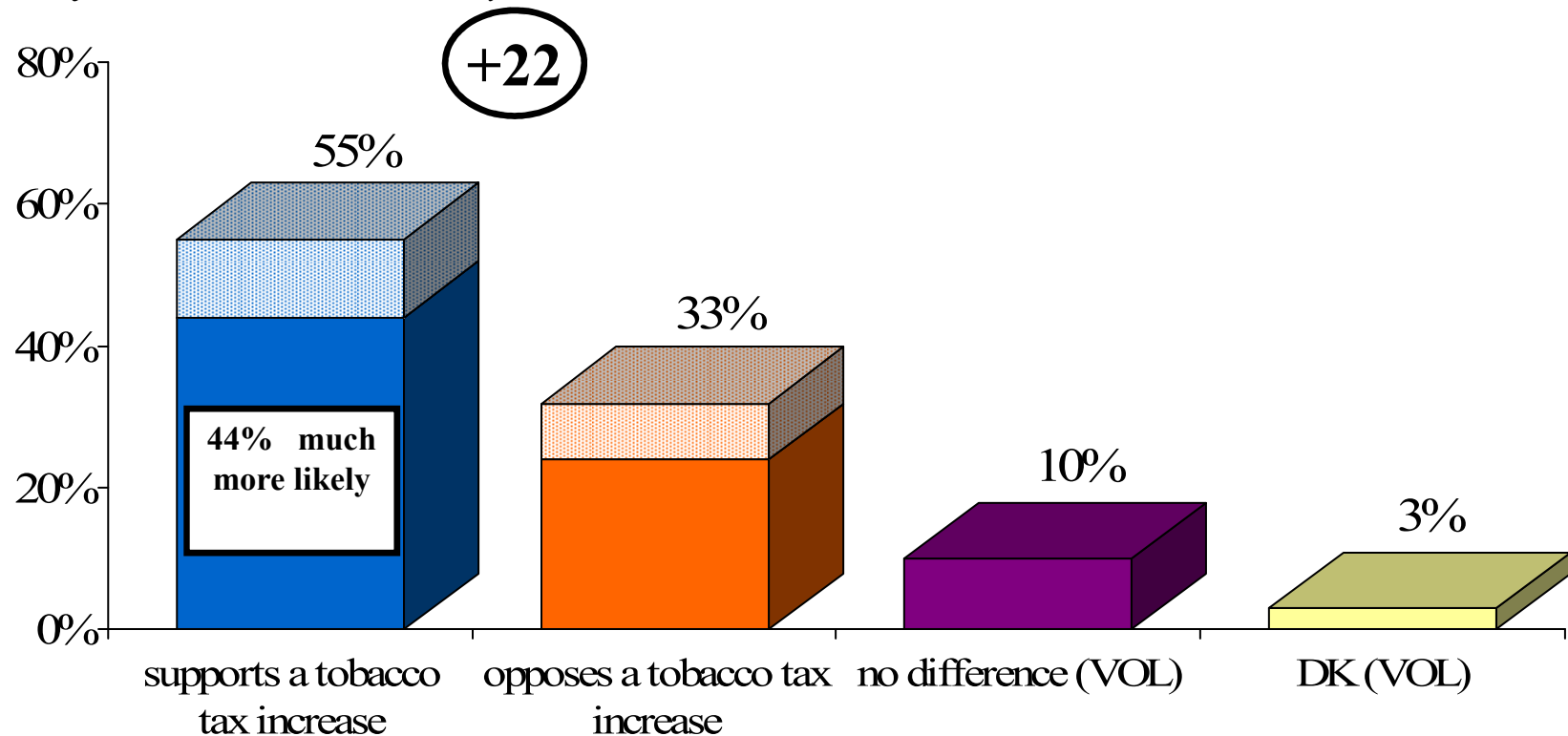
**Voters Look Favorably Upon  
Candidates Who Support A Tobacco  
Tax Increase**

# A Substantial Majority Would Vote For A Candidate Who Supported a \$1 Tobacco Tax Increase

*I'm going to read you statements about two candidates for office in WV & ask for whom you would vote:*

-  Candidate X, who supports a \$1 per pack tobacco tax increase with part of the revenue dedicated to a program to reduce tobacco use, particularly among kids, and the rest of the revenue dedicated to reducing the state budget shortfall.
-  Candidate Y, who opposes the plan to increase the state tobacco tax by \$1 per pack because our state taxes are already too high.

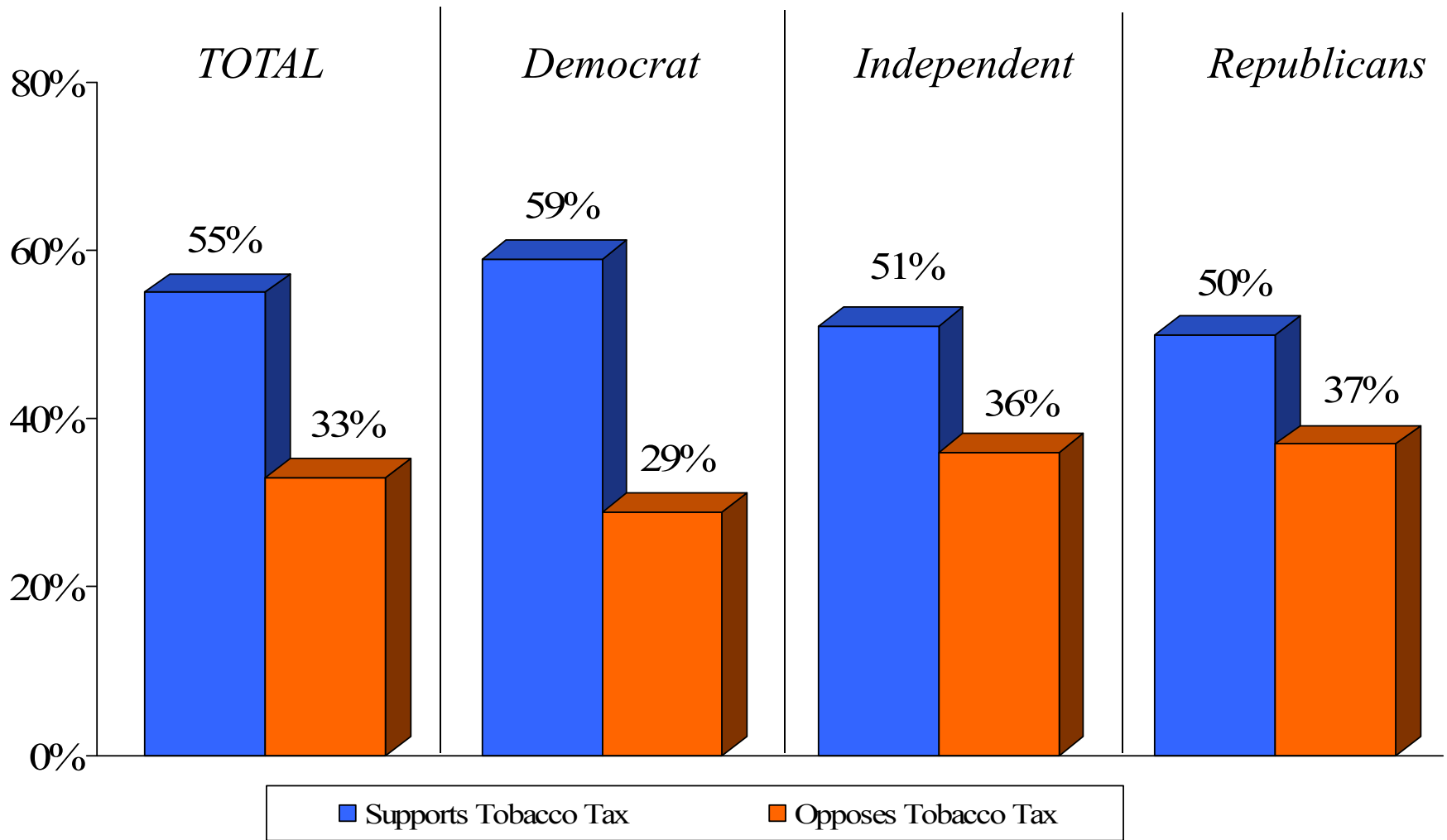
*For which of these candidates would you vote?*



*(darker shading = stronger intensity)*


# Voters Across Party Lines Prefer A Candidate Who Supports A One Dollar Tobacco Tax Increase


Vote For Candidate Who Supports/Opposes Tobacco Tax Increase By Party





# Voters Prefer A Candidate Who Supports A Tobacco Tax Increase No Matter What Their Partisan Affiliation

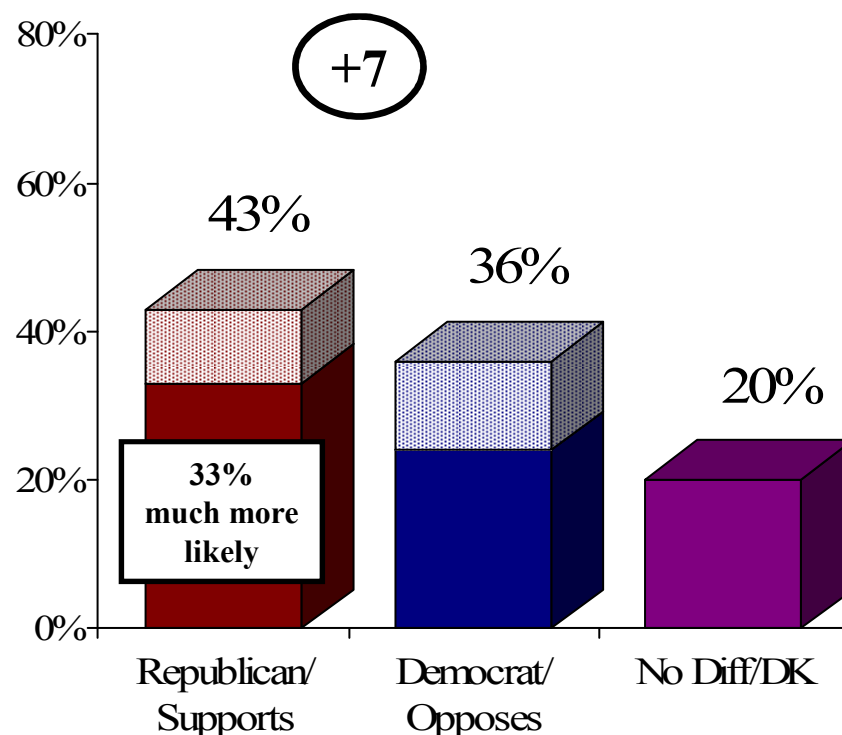
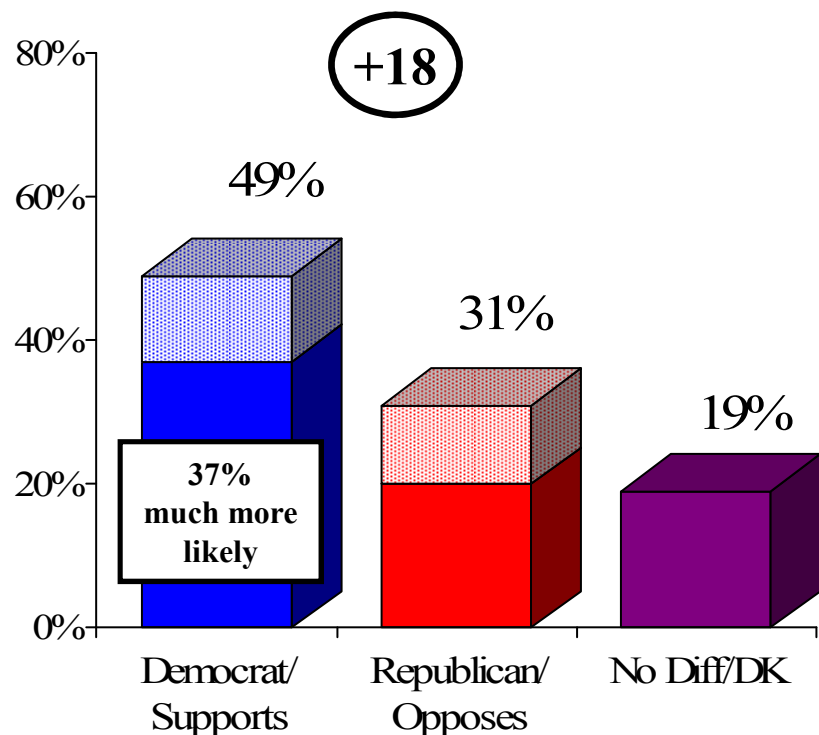
If you had a choice of two candidates for state office in West Virginia, for which candidate would you vote:

 A Democrat who supports a \$1 per pack tobacco tax increase with part of the revenue dedicated to a program to reduce tobacco use, particularly among kids, & the rest of the revenue used to reduce the state budget shortfall.

 a Republican who opposes the plan to increase the tobacco tax by one dollar per pack because our state taxes are already too high.

 A Republican who supports a \$1 per pack tobacco tax increase with part of the revenue dedicated to a program to reduce tobacco use, particularly among kids, & the rest of the revenue used to reduce the state budget shortfall.

 A Democrat who opposes the plan to increase the tobacco tax by one dollar per pack because our state taxes are already too high.

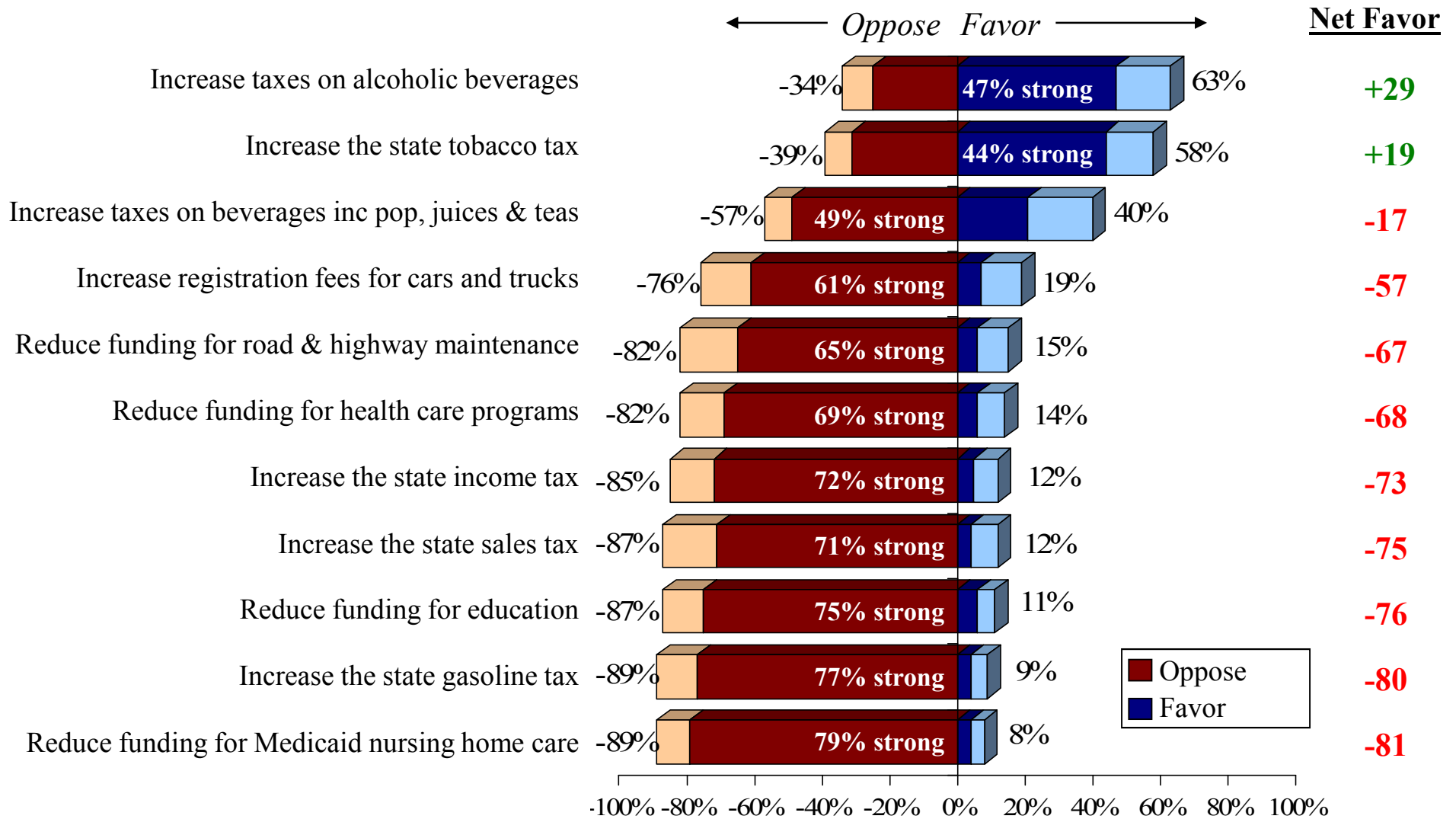


(darker shading = stronger intensity)

**A Tobacco Tax Increase Is One Of Only  
Two Proposals For Closing The Budget  
Gap That Generates Widespread Support**

# A Tobacco Tax Increase Is One Of Only Two Proposals For Dealing With The Budget Shortfall That Generate Widespread Support

*As you may know, WV is facing a significant budget shortfall. I'm going to list some proposals that have been made to address this shortfall. After each please tell me whether you favor or oppose that particular proposal to deal w/ the budget shortfall.*

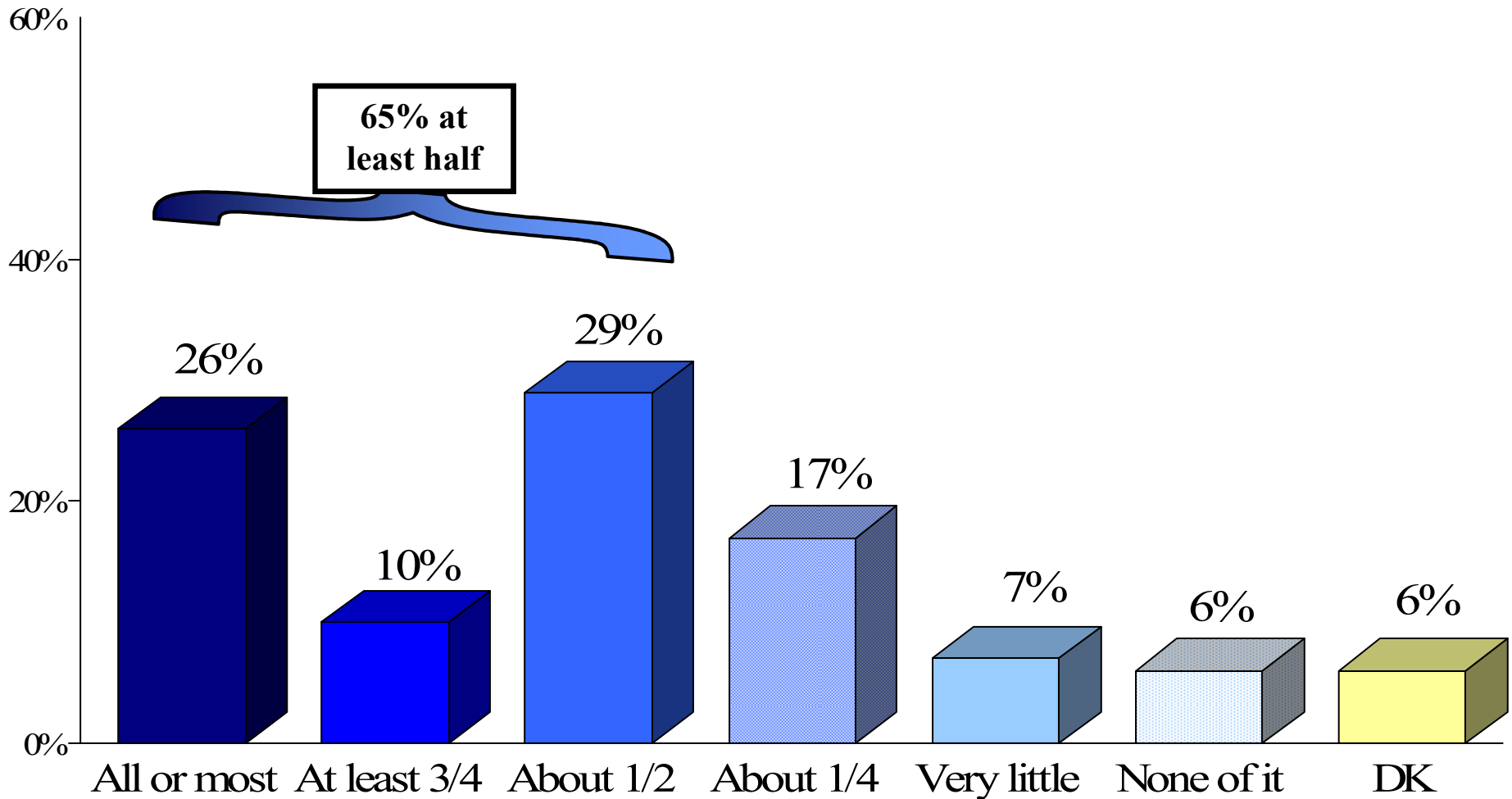


*Darker shading = stronger intensity; ranked by net favor*

**There Is Strong Support For  
Funding For Tobacco Prevention  
Programs**

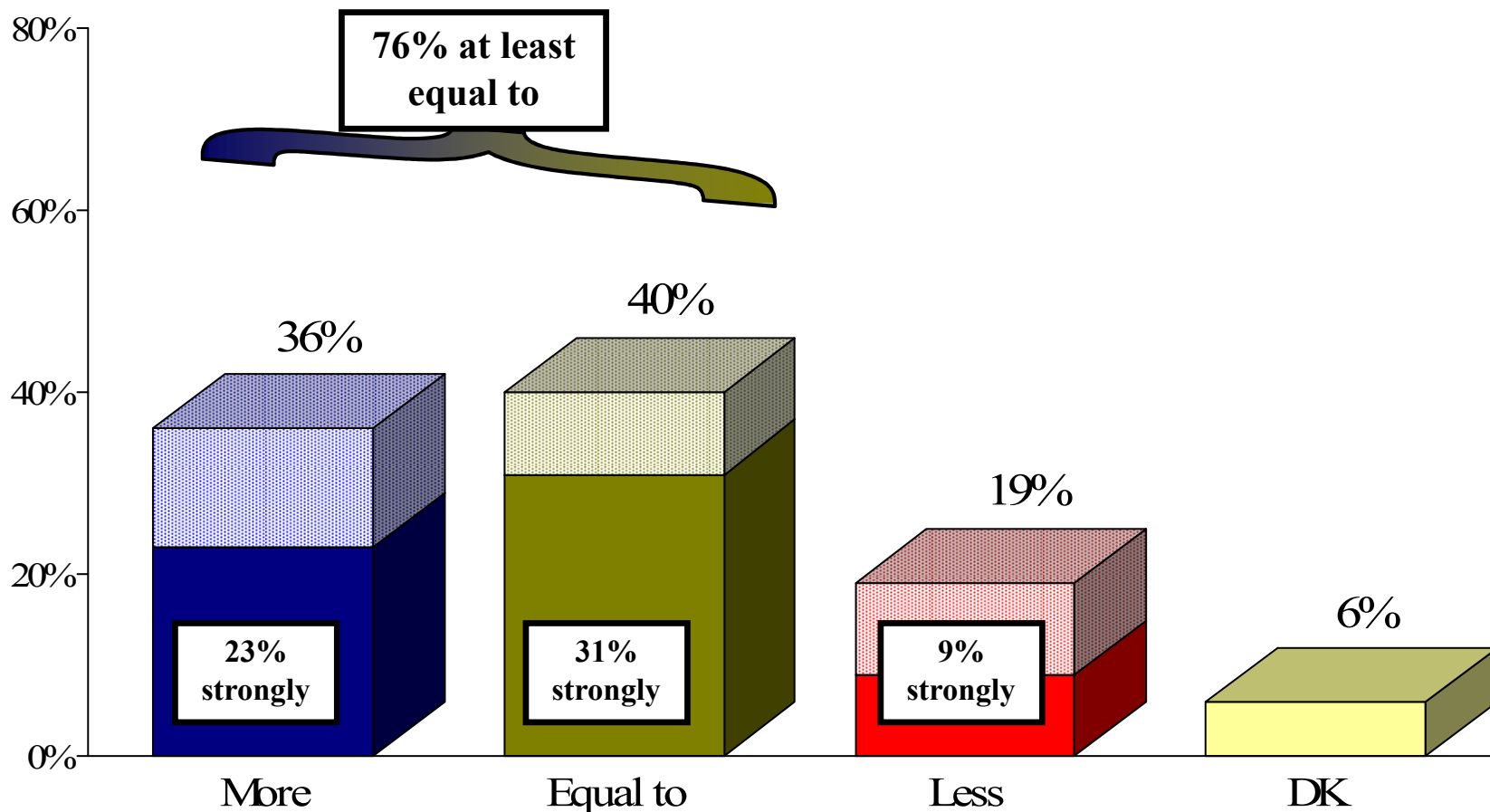
# Most Want At Least Half Of West Virginia's Tobacco Tax And Settlement Funds To Be Used On Prevention And Treatment

*West Virginia currently receives \$176 million per year in revenue from state tobacco taxes & the legal settlement of its lawsuit against the tobacco industry. How much of the tobacco tax & tobacco settlement revenue do you believe should be spent on tobacco prevention programs to discourage kids from smoking & to provide help for smokers who want to quit?*



# More Than Three-Quarters Believe The State Should At Least Match CDC's Tobacco Prevention Funding Recommendation

*West Virginia currently spends \$5.6 million out of the more than \$176 million the state receives from the tobacco settlement and tobacco taxes on programs to reduce tobacco use. The CDC recommends that the state spend \$27.8 million on a comprehensive tobacco prevention program, including programs to prevent kids from smoking and provide help for smokers who want to quit. Do you think the portion of the tobacco settlement and tax money WV spends on tobacco prevention programs be should more, less, or equal to the amount recommended by the CDC?*



# Benefits of a \$1.00 vs 75-cent Tax Increase in West Virginia

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	<u>\$1.00</u>	<u>75 Cents</u>	<u>Difference</u>
<b>New state cigarette tax revenue each year</b>	<b>\$117.6 M</b>	<b>\$96.1 M</b>	<b>\$21.5 M</b>
<b>Kids alive today who will not become smokers</b>	<b>19,100</b>	<b>14,300</b>	<b>4,800</b>
<b>Current adult smokers who will quit</b>	<b>13,100</b>	<b>9,800</b>	<b>3,300</b>
<b>West Virginians saved from premature smoking-caused death</b>	<b>9,500</b>	<b>7,100</b>	<b>2,400</b>
<b>5-year healthcare savings from fewer smoking-affected pregnancies &amp; births, heart attacks, and strokes</b>	<b>\$16.4 M</b>	<b>\$12.3 M</b>	<b>\$4.1 M</b>
<b>Long-term healthcare savings from smokers averted</b>	<b>\$458.7 M</b>	<b>\$343.4 M</b>	<b>\$115.3 M</b>
<b>Public Support</b>	<b>63%</b>	<b>63%</b>	<b>0</b>



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