

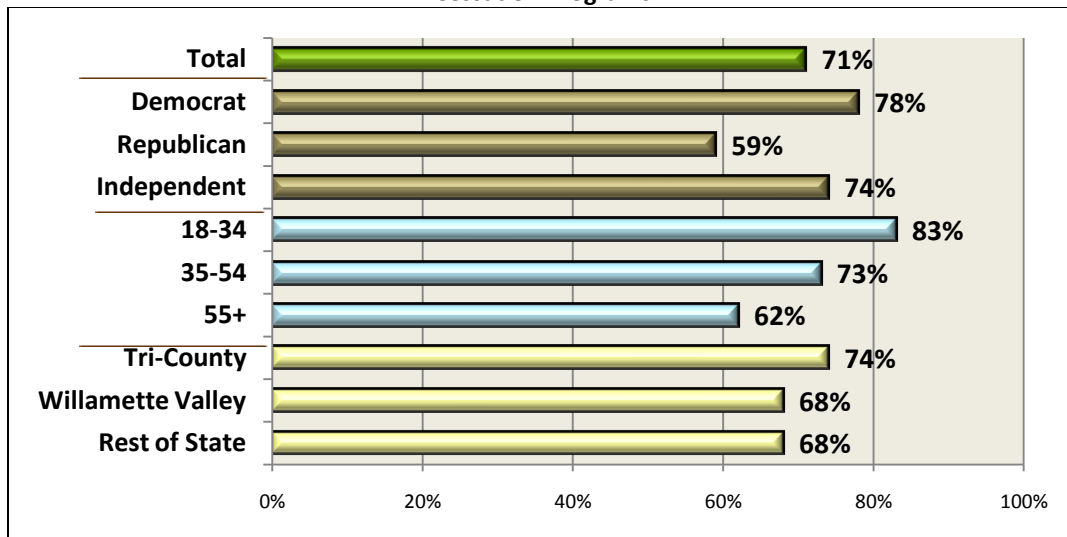
Executive Summary Survey of Oregon Voters

Oregon Voters Have Strong Support For Increasing the Cigarette Tax

Despite hesitation towards new tax increases, a strong majority of voters support an increase to the state cigarette tax.

- Seven in ten (71%) of voters favor a \$1.00 per pack increase in the state cigarette tax (51% strongly) with the additional revenue going towards funding health services and programs that keep children and teens from smoking and help current smokers to quit.
- Although Democrats, Republicans, and Independents disagree on many issues in the state, an increase to the state cigarette tax is *not* one of them. In fact, the \$1.00 cigarette tax increase is supported by majorities across political party, age, and area of state, as reflected in Chart 1.

Chart 1
Combined Support for \$1.00 Per Pack Increase In State Cigarette Tax to Fund Health Services, Prevention, & Cessation Programs



Source: DHM Research, September 2010

In Addressing the State Budget, Voters Prioritize Health Care Services

Even majorities of those voters who believe that the best way to deal with the state budget deficit is through cutting services and not raising taxes support a \$1.00 tax increase to the state cigarette tax.

Voters were read three general approaches about how Oregon might deal with its state budget deficit and asked which approach they think is best.

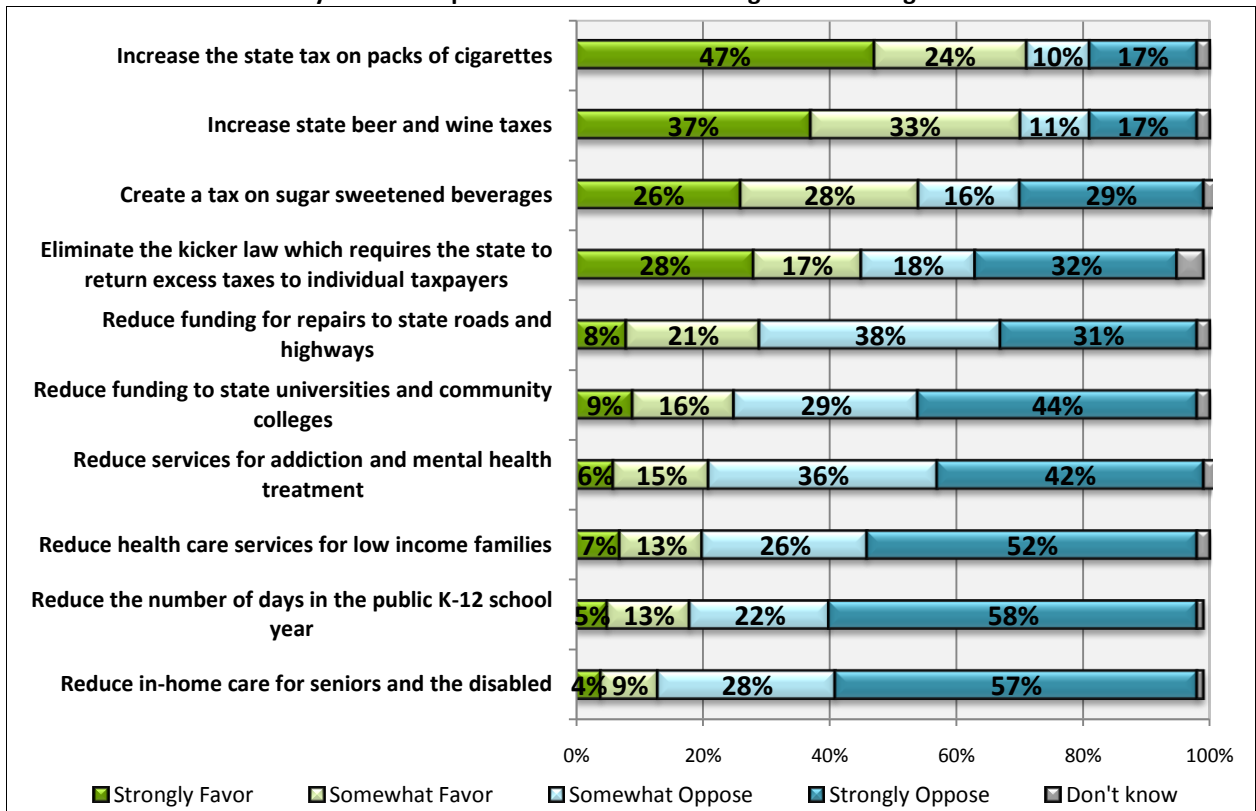
- Over one-half (56%) think that it is best to have at least *some* tax increases to help fund programs:
 - 38% think there should be a combination of additional tax increases and budget cuts (Option A)
 - 18% think that taxes should be raised and no additional cuts should be made to the budget (Option B)
 - 39% believe that cuts should be made to the state budget so that it is unnecessary to have further tax increases on anyone in the state (Option C)
- 57% of voters who chose Option C, to cut services and not raise taxes, support the cigarette tax increase (38% of them strongly so).

Oregon voters are more likely to favor a cigarette tax increase over other proposals to reduce the state’s budget deficit.

In addition to the general approaches to deal with the state budget deficit, voters were also asked about their support for some specific measures that may be considered by the Oregon State Legislature to help decrease the state budget deficit in January 2011.

- Even though approximately three-quarters of the electorate think that at least some cuts need to be made to programs to help balance the budget, voters oppose reductions being made in health care services to low-income families, the elderly, and other vulnerable groups, as reflected in Chart 2.
- At least 50% of voters who said there should be cuts and no new taxes to balance the state budget oppose each reduction in health services tested in the survey.
- **Increasing the state tax on a pack of cigarettes is the most preferred measure**, even when proposed generally without a dollar figure, with 71% of voters in favor (47% “strongly” favor). At least five in ten of *all subgroups* are in favor of this tax increase (even Republicans), including 57% of individuals who said earlier in the survey that there should be no new tax increases in the state, only budget cuts.
- Voters also favor increases to the state beer and wine taxes (69%) and a new tax on sugar-sweetened beverages (53%), although each option garnered less “strong” support than the cigarette tax.

Chart 2
Favorability Towards Options to Decrease the Oregon State Budget Deficit



Source: DHM Research, September 2010

Voters Support Dedicating Cigarette Tax Revenue to Tobacco Prevention, Cessation, and Health Care Services

The Oregon electorate clearly believes that if the \$1.00 per pack increase in the state cigarette tax is implemented, revenue should go towards health care services, treating tobacco-related illnesses, and programs that reduce tobacco use.

Voters were read a list of ways the revenue could be spent if the state were to implement a \$1.00 per pack increase in the state cigarette tax and asked how much they favored each.

- Large majorities of voters support the revenue from the tax increase going towards each health program or service tested, especially funding tobacco prevention programs, including among children and teens (70%), funding health care services for low income Oregonians (74%), and funding public health programs in counties across the state (73%). More than seven in ten voters support the revenue being used for these programs.

Voters believe that tobacco use is a major health and financial problem affecting the state, and that increasing the cigarette tax is a reasonable way to address this problem.

- Close to eight in ten (78%) said they agree that **tobacco use is a major health care problem that financially affects everyone because tobacco related illnesses cost billions in health care each year and increasing the cigarette tax is a proven way to reduce health care costs related to tobacco use**, with 44% who “strongly” agree. In every subgroup, pluralities or majorities are in “strong” agreement with this statement.
- Seventy-percent (70%) said they agree that **while low-income families are more likely to be affected by this tax increase, they are also more likely to use state funded health care services and that this tax isn’t unfair to low-income smokers because it will help fund services, like quitting smoking or addiction treatment, that they as tobacco users may need one day**, with agreement split between “strong” and “somewhat.” Strong majorities of all subgroups are in agreement with this statement, indicating that Oregon voters do not consider a \$1.00 per pack increase in the state cigarette tax as regressive at this time.

Impact on Candidate Support

Legislators support for the \$1.00 cigarette tax increase would have a neutral to positive effect on voters support for that person.

Voters were asked if it would affect the way they voted in the next elections if they knew their state legislator voted for enacting a \$1.00 tax increase per pack of cigarettes with the money used to fund health services and programs that keep children and teens from smoking and to help current smokers to quit.

- Most voters (83%) said that if their legislator voted to implement the tax increase, it either would not change how they voted in future elections, or it would make them more likely to vote for that legislator. One-half (51%) said it would make no difference in how they voted, 32% said it would make them “somewhat” (15%) or “much more” (17%) likely to vote for that person, and 16% said it would make them “somewhat” (6%) or “much less” (10%) likely to vote for that person.

Research Methodology: Survey conducted on behalf of The Tobacco-Free Coalition of Oregon; American Cancer Society; American Heart Association; American Lung Association; Campaign for Tobacco-Free Kids; Northwest Health Foundation; Oregon Association of Hospitals and Health Systems; Oregon Medical Association; and Oregon Nurses Association.

Between September 9 and 13, 2010, Davis, Hibbitts & Midghall, Inc. (DHM Research) conducted a telephone survey of 500 Oregon voters. This is a sufficient sample size to assess voters' opinions generally and to review findings by multiple subgroups including gender, age, political party, and area of state.

Voters were contacted using a list of registered voters. In gathering responses, a variety of quality control measures were employed, including questionnaire pre-testing and validations. Quotas were set by age, gender, party, and area of state based on the total population of voters living in the state for a representative sample. The annotated questionnaire is appended for exact wording of questions. Percentages in the report may not add up to 100% due to rounding.

Statement of Limitations: Any sampling of opinions or attitudes is subject to a margin of error, which represents the difference between a sample of a given population and the total population (here, Oregon voters). For a sample size of 500, if the respondents answered a particular question in the proportion of 90% one way and 10% the other, the margin of error would be +/- 2.6%. If they answered 50% each way, the margin would be +/- 4.4%.¹

About DHM Research: We are an independent and non-partisan opinion research firm located in Portland, Oregon. For the past three decades, we have been assessing residents' and voters' support for tax increases and their broader opinions on public health issues. www.dhmresearch.com

¹ These plus-minus error margins represent differences between the sample and total population at a confidence interval, or probability, calculated to be 95%. This means that there is a 95% probability that the sample taken for this study would fall within the stated margins of error if compared with the results achieved from surveying the entire target population.

Appendix A

Cigarette Tax Increase Survey N=500, (All Registered Voters) September 2010 Davis, Hibbitts & Midghall, Inc. (DHM Research)

Hello, I'm _____ from DHM Research a public opinion research company. I am not trying to sell you anything. We're conducting a survey about issues that concern individuals in your area. May I speak to _____? **[SPEAK TO NAME ON LIST]**

- All in all, would you say things in Oregon are headed in the right direction or are things pretty much off on the wrong track?

Response Category	N=500
Right Direction	30%
Wrong Track	54%
Don't know	16%

- As you may know, the state of Oregon is facing a budget deficit. Which one of the following approaches do you think is the best way to deal with the deficit? **(RANDOMIZE STATEMENTS)**

Response category	N=500
A. Raise taxes and do not cut the state budget any more than it has been cut to date.	18%
B. Find some combination of additional tax increases and budget cuts to balance the state budget, acknowledging that this will mean some significant budget cuts to programs.	38%
C. Make sufficient cuts in the state budget so that it is unnecessary to have any further tax increases on anyone in the state, even if that means major cuts in programs.	39%
Don't know	5%

I am going to read you a list of some options that may be considered by the Oregon State Legislature to help decrease the state budget deficit in January 2011. Please tell me if you strongly favor, somewhat favor, somewhat oppose, or strongly oppose each option for decreasing the state budget deficit.

(RANDOMIZE Q3-Q12)

Response Category	Strongly Favor	Somewhat Favor	Somewhat Oppose	Strongly Oppose	Don't know
3. Reduce in-home care services for seniors and the disabled.	4%	9%	28%	57%	1%
4. Create a tax on sugar sweetened beverages.	26%	28%	16%	29%	2%
5. Reduce the number of days in the public K-12 school year.	5%	13%	22%	58%	1%
6. Reduce services for addiction and mental health treatment.	6%	15%	36%	42%	2%
7. Reduce funding for repairs to state roads and highways.	8%	21%	38%	31%	2%
8. Eliminate the kicker law which requires the state to return excess taxes to individual taxpayers.	28%	17%	18%	32%	4%
9. Increase the state tax on packs of cigarettes.	47%	24%	10%	17%	2%

Response Category	Strongly Favor	Somewhat Favor	Somewhat Oppose	Strongly Oppose	Don't know
10. Reduce funding to state universities and community colleges.	9%	16%	29%	44%	2%
11. Reduce health care services for low-income families.	7%	13%	26%	52%	2%
12. Increase state beer and wine taxes.	37%	33%	11%	17%	2%

13. Now, thinking about the state's cigarette tax, would you favor or oppose a \$1.00 per pack increase in the state cigarette tax? **(WAIT AND ASK)** Is that somewhat or strongly?

14. **(IF DON'T KNOW ON Q13)** Well, as of today are you more likely to favor this tax increase or oppose it? **(WAIT AND ASK)** Is that somewhat or strongly?

Q13/Q14 Combined

Response Category	N=500
Total Favor	68%
Strongly favor	48%
Somewhat favor	20%
Total Oppose	32%
Somewhat oppose	10%
Strongly oppose	21%
Don't know	0%

15. **(ASK ALL)** Would you favor or oppose a \$1.00 per pack increase in the state cigarette tax if the money was used to fund health services and programs *that keep children and teens from smoking and also help current smokers to quit?* **(WAIT AND ASK)** Is that somewhat or strongly?

16. **(IF DON'T KNOW)** Well, as of today are you more likely to favor this tax increase or oppose it? **(WAIT AND ASK)** Is that somewhat or strongly?

Q15/Q16 Combined

Response Category	N=500
Total Favor	71%
Strongly favor	51%
Somewhat favor	20%
Total Oppose	29%
Somewhat oppose	9%
Strongly oppose	20%
Don't know	0%

(ASK ALL) Please tell me if you strongly favor, somewhat favor, somewhat oppose, or strongly oppose each of the possible ways the revenue could be spent if the state were to implement a \$1.00 per pack increase in the state cigarette tax. **(RANDOMIZE Q17-Q23)**

Response Category	Strongly Favor	Somewhat Favor	Somewhat Oppose	Strongly Oppose	Don't know
17. Fund health care services for low-income Oregonians.	38%	36%	12%	13%	1%
18. Fund programs that prevent tobacco use in Oregon, including among children and teens.	39%	31%	12%	17%	1%
19. Fund treatment of tobacco related illness for Oregon Health Plan participants.	24%	36%	16%	22%	2%
20. Fund state services like education, health care, and public safety.	44%	30%	10%	14%	1%
21. (SPLIT A ONLY) Fund local public health programs in counties across Oregon.	37%	36%	11%	13%	3%
22. (SPLIT B ONLY) Fund local health programs like disease prevention and health education in counties across Oregon.	30%	42%	12%	14%	2%
23. Fund programs to reduce the number of overweight and obese youth in the state.	24%	30%	16%	28%	2%

Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statements related to implementing a \$1.00 per pack increase in the state cigarette tax.

(ROTATE)

Response Category	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	Don't know
24. While low-income families are more likely to be affected by this tax increase, they are also more likely to use state funded health care services. This tax <i>isn't</i> unfair to low-income smokers because it will help fund services, like quitting smoking or addiction treatment, that they as tobacco users may need one day.	35%	35%	12%	14%	3%
25. Tobacco use is a major health care problem that financially affects everyone because tobacco related illnesses cost billions in health care each year. Increasing cigarette taxes is a proven way to reduce health care costs related tobacco use.	44%	34%	9%	10%	2%

26. Suppose that in 2011 the Oregon Legislature enacts a \$1.00 tax increase per pack of cigarettes with the money used to fund health services and programs that keep children and teens from smoking and help current smokers to quit. If your state legislator voted for this tax increase, would it make you more likely or less likely to vote for them in the next election, or would it make no difference in how you voted? **(WAIT AND ASK IF “MUCH MORE” OR “MUCH LESS”)** Is that somewhat more/less likely or much more/less likely?

Response Category	N=500
Somewhat more likely	15%
Much more likely	17%
Much less likely	10%
Somewhat less likely	6%
Makes no difference	51%
Don't know	1%

These last few questions are for statistical purposes only.

27. What is your age?

Response Category	N=500
18-34	20%
35-54	38%
55-64	13%
65+	28%
Refused	1%

28. County? **(RECORD FROM SAMPLE)**

Response Category	N=500
Tri-County	43%
Willamette Valley	27%
Rest of State	30%

29. Which of the following best describes you **(READ LIST)**

Response Category	N=500
I currently use tobacco products	11%
I used to use tobacco products, but I no longer do	37%
I've never used tobacco products	52%

30. **(IF DO NOT USE TOBACCO PRODUCTS IN Q29)** Do you never use tobacco products or do you use them on occasion?

Response Category	N=445
Never	93%
On occasion	7%

Total current smoker/tobacco user

Response Category	N=500
Smoker/tobacco user	17%
Non-smoker/tobacco user	83%

31. What was your total household income in 2009 before taxes?

Response Category	N=500
Less than \$50,000	37%
\$50,000 - \$74,999	21%
\$75,000 - \$99,999	13%
\$100,000 - \$149,999	10%
\$150,000 or more	6%
Refused	12%

32. Gender **(BY OBSERVATION)**

Response Category	N=500
Male	47%
Female	53%

33. Political Party **(RECORD FROM SAMPLE)**

Response Category	N=500
Democrat	43%
Republican	33%
Independent/Other party	24%

34. Vote History **(RECORD FROM SAMPLE)**

Response Category	N=500
0 of 4	8%
1 of 4	13%
2 of 4	15%
3 of 4	18%
4 of 4	45%

**Appendix B
Area of State**

Quotas were set by area of state, with counties divided as follows:

COUNTY	POPULATION	PERCENT OF STATE* 2005 Census
TRI-COUNTY: 42%		
Multnomah	641,900	20%
Washington	397,600	12%
Clackamas	323,600	10%
WILLAMETTE VALLEY: 28%		
Lane	313,000	10%
Marion	271,900	8%
Linn	102,200	3%
Yamhill	81,900	3%
Polk	59,500	2%
Benton	76,600	2%
REST OF STATE: 31%		
Jackson	172,800	5%
Douglas	100,300	3%
Deschutes	104,900	3%
Josephine	73,000	2%
Umatilla	67,100	2%
Klamath	62,000	2%
Coos	61,400	2%
Lincoln	43,200	1%
Columbia	42,300	1%
Clatsop	34,700	1%
Malheur	29,200	1%
Union	24,400	1%
Tillamook	24,000	1%
Wasco	22,600	1%
Curry	22,000	1%
Hood River	19,500	1%
Jefferson	17,400	1%
Baker	16,700	1%
Crook	16,650	1%
Morrow	9,400	0%
Grant	8,000	0%
Harney	7,600	0%
Lake	7,400	0%
Wallowa	7,200	0%
Gilliam	2,100	0%
Sherman	1,900	0%
Wheeler	1,600	0%