



North Carolina Statewide Tobacco Survey

Key findings from a statewide survey of
500 likely voters in North Carolina,
conducted February 8-10, 2011

#11065



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Methodology

Public Opinion Strategies is pleased to present the key findings of a statewide telephone survey conducted in North Carolina. The survey was completed February 8-10, 2011 among 500 likely voters and has a margin of error of $\pm 4.38\%$.

Glen Bolger was the principal researcher on this project. Jim Hobart was the project director, and Bryan Kitz provided analytical support.

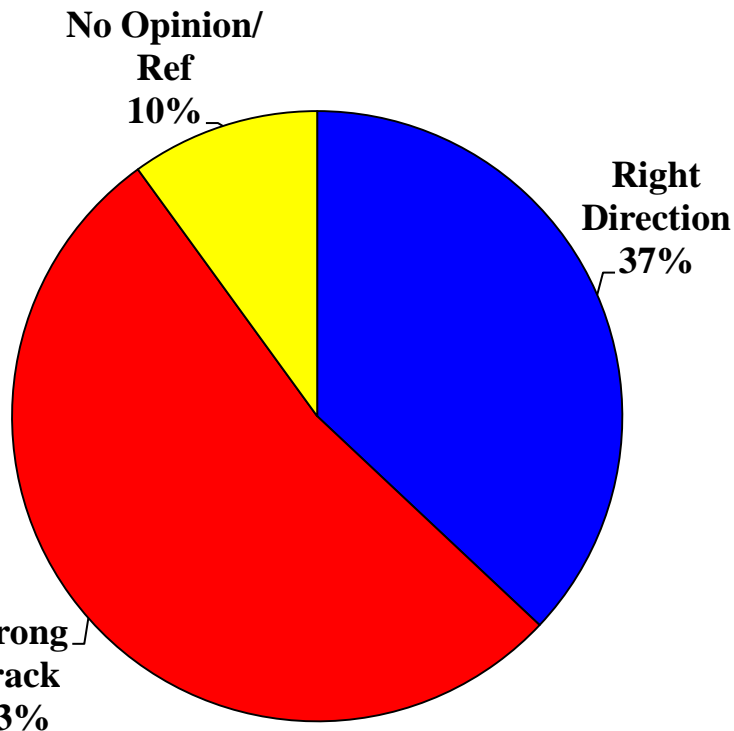


Political Environment

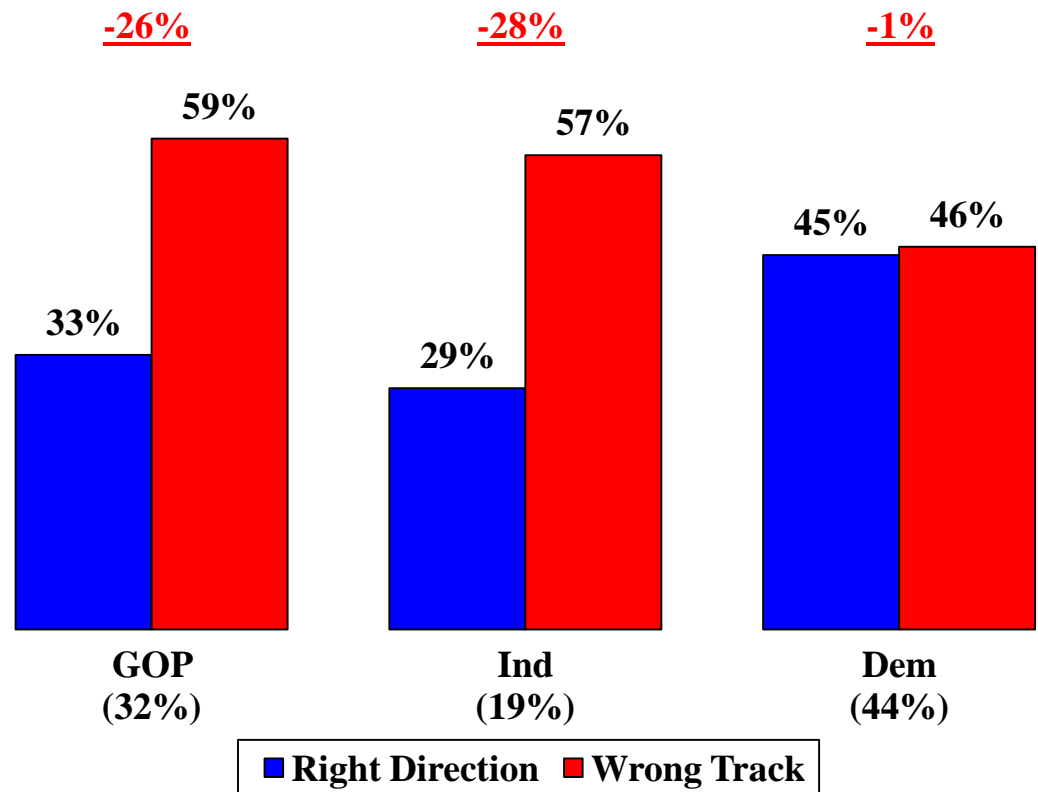
North Carolina voters are pessimistic about the state's direction. Dems are less negative than GOPers and Inds.

“Would you say that things in North Carolina are going in the right direction, or have they pretty seriously gotten off on the wrong track?”

Overall



By Party

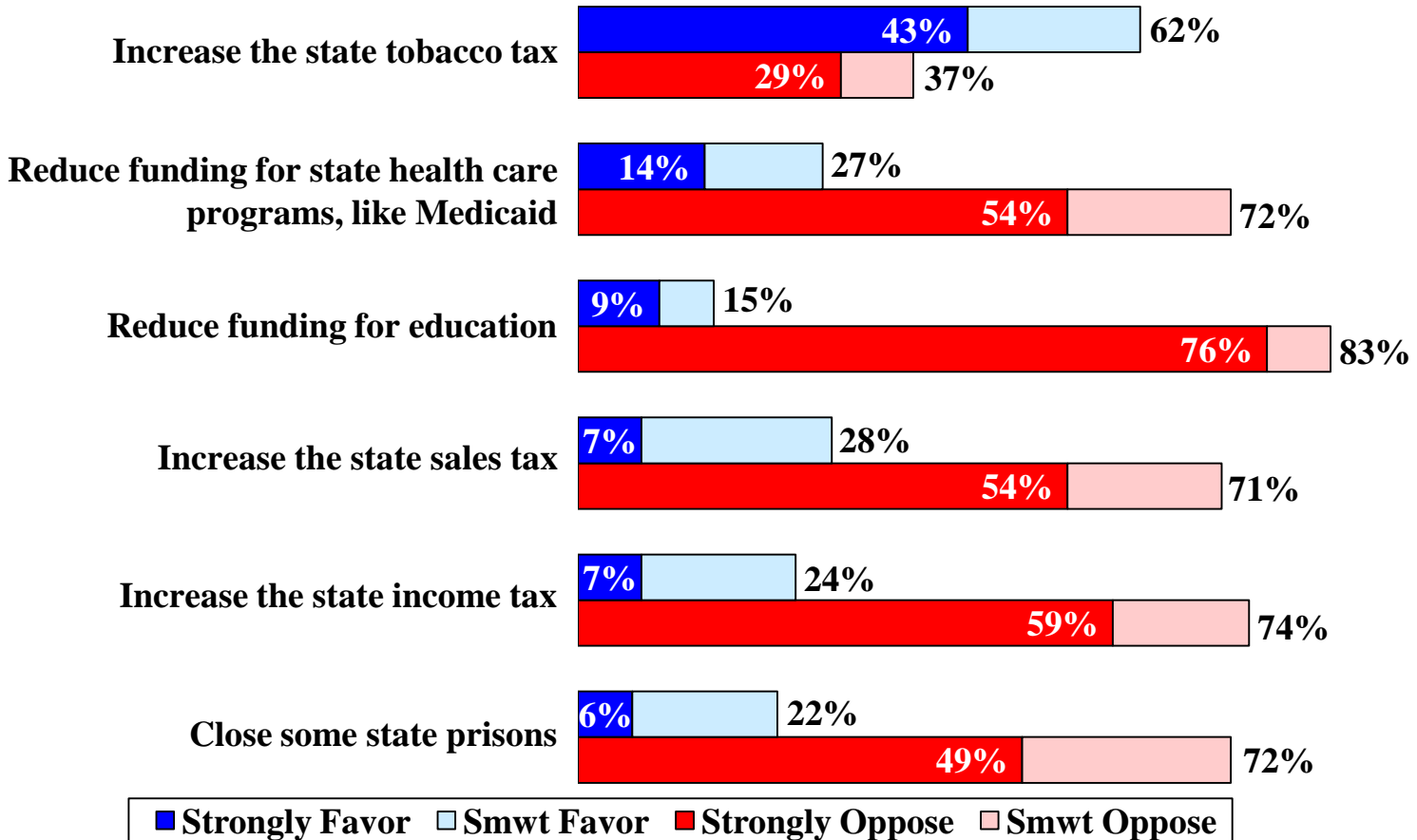




Tobacco Tax

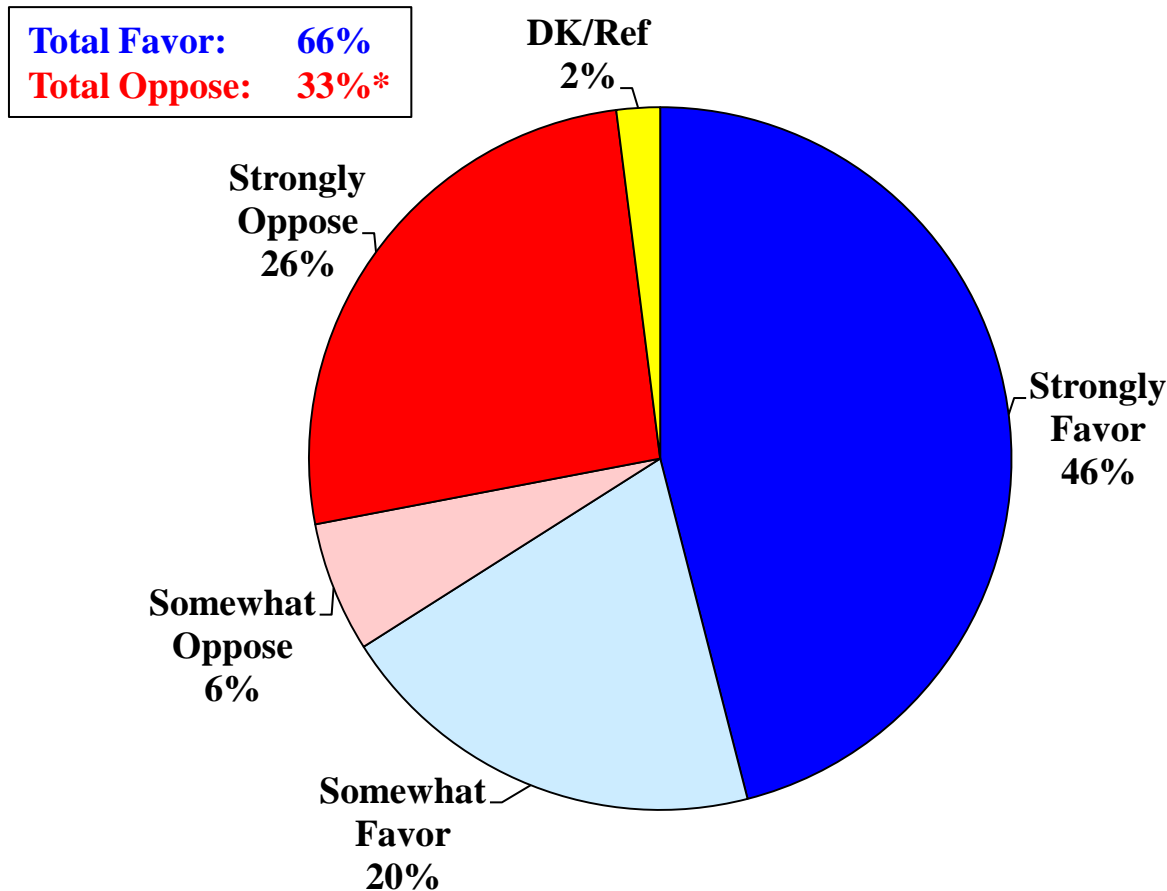
Increasing the tobacco tax is the only proposal to balance the state budget that isn't opposed by a majority of voters.

“Thinking now about a different issue...As you may know, the state is facing a budget shortfall of more than three point five billion dollars. I am going to read you a short list of proposals that have been suggested to make sure the state balances the budget while still funding important state priorities. After I read each one, please tell me if you FAVOR or OPPOSE that proposal...” (Ranked by % Strongly Favor)



A large majority of the electorate favors a one dollar per pack increase in the state tobacco tax.

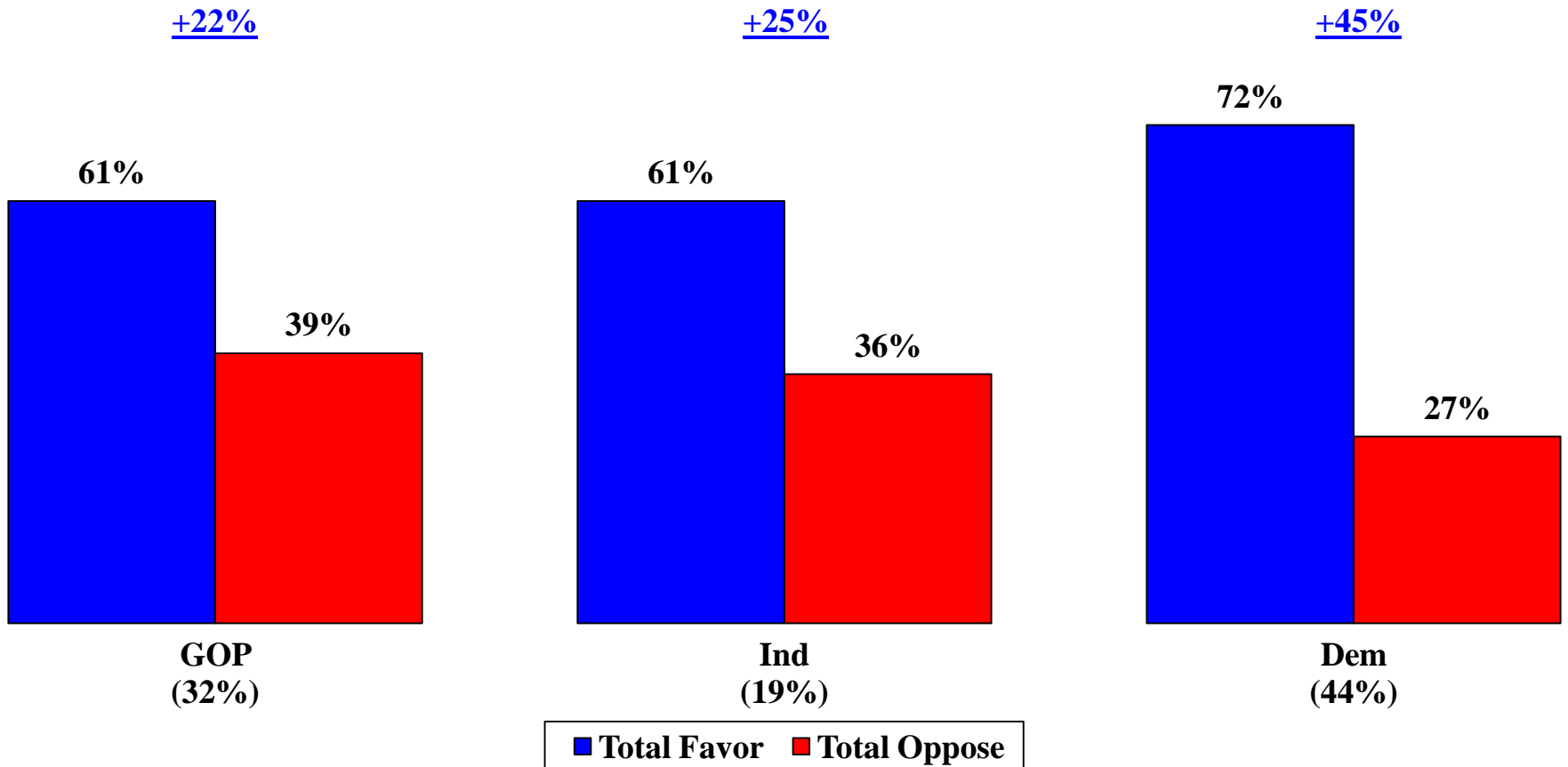
“Thinking some more about some of these proposals... Would you favor or oppose a one dollar per pack increase in the state cigarette tax, with part of the revenue dedicated to public health programs, and the other part of the revenue addressing the state budget deficit?”



*Denotes Rounding

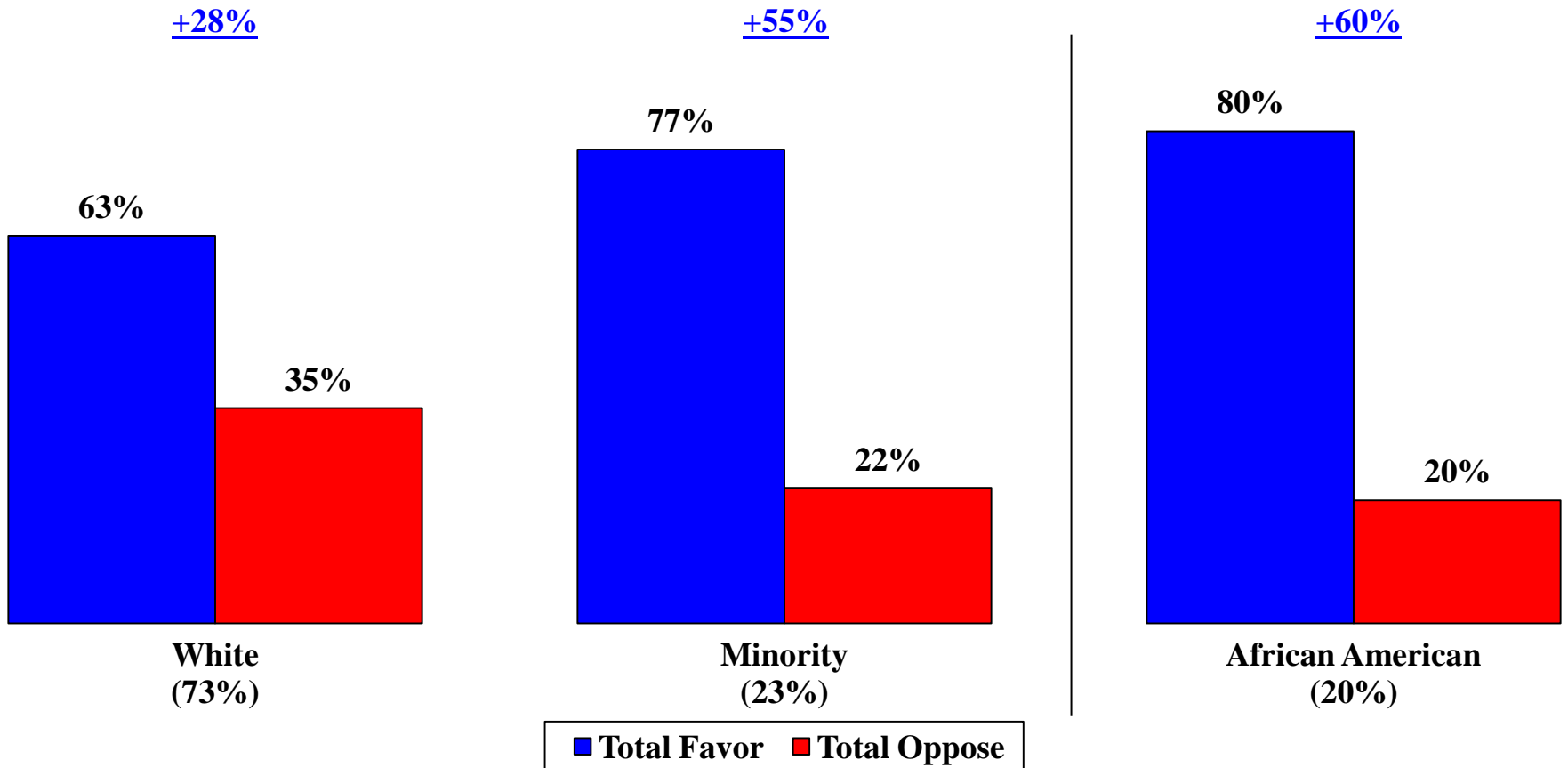
Voters across the partisan divide support the tobacco tax increase.

Tobacco Tax Increase by Party



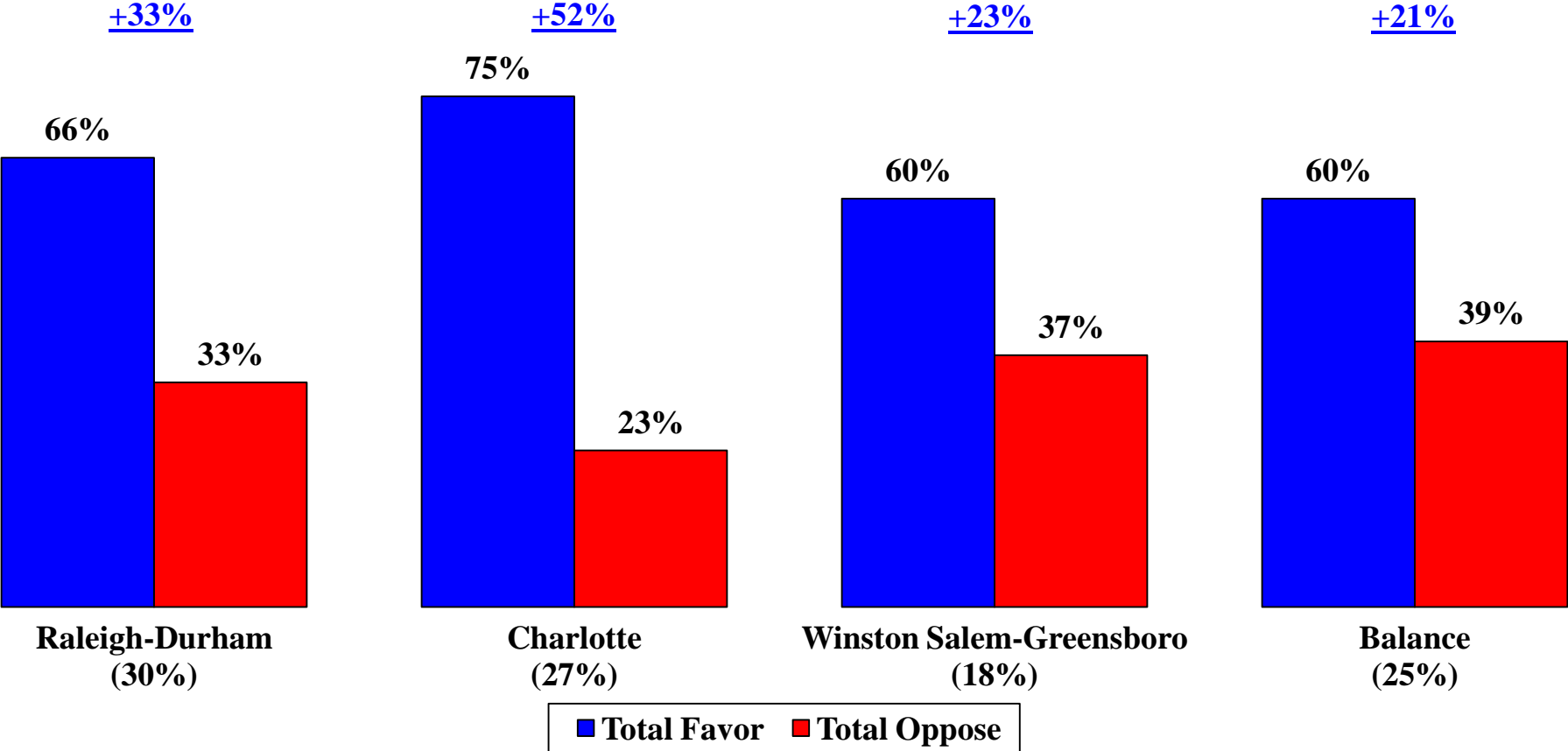
Whites as well as minority voters overwhelming back the tobacco tax increase.

Tobacco Tax Increase by Ethnicity



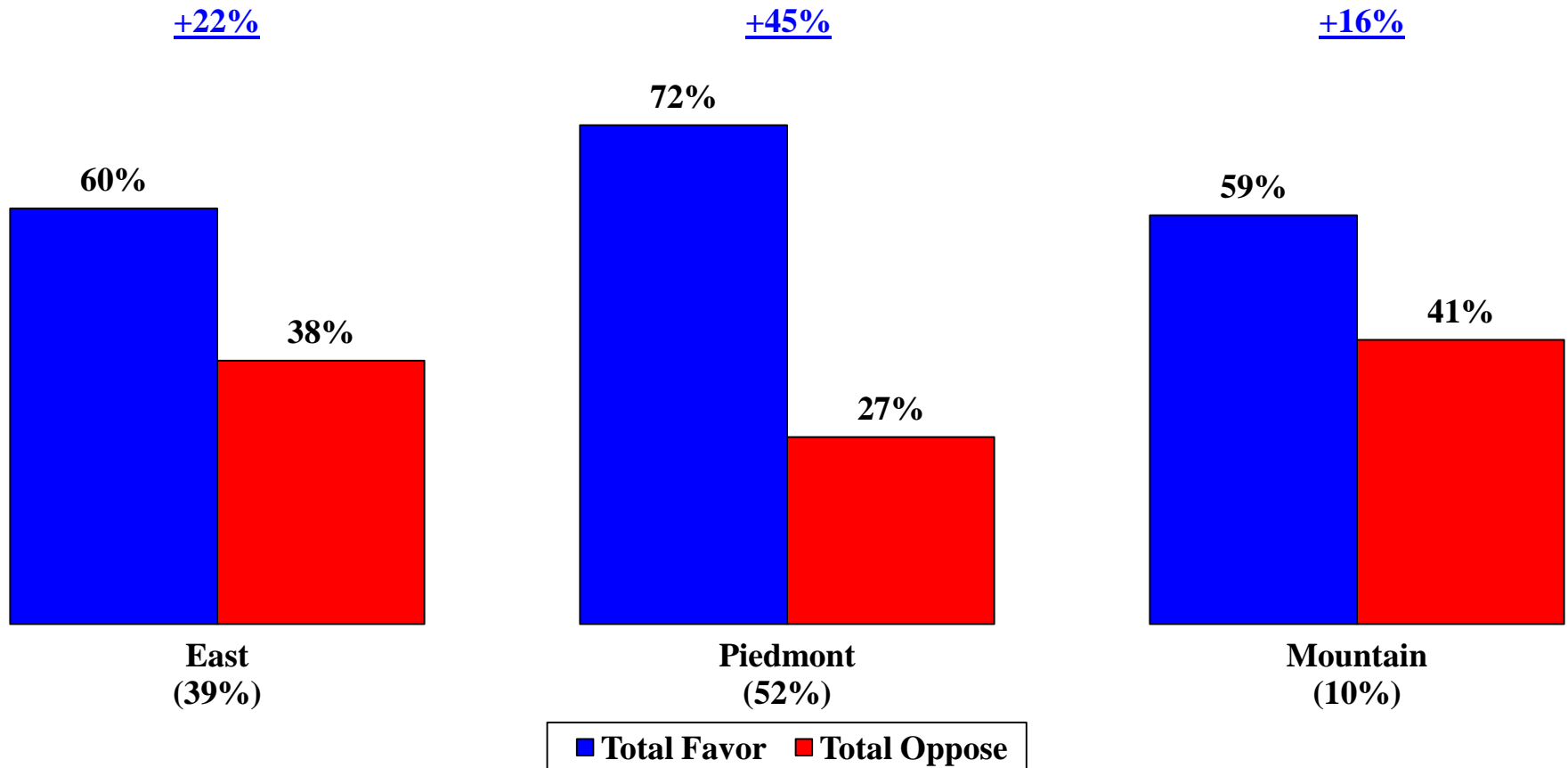
A solid majority of voters throughout the state are in favor of the tobacco tax increase.

Tobacco Tax Increase by Media Market



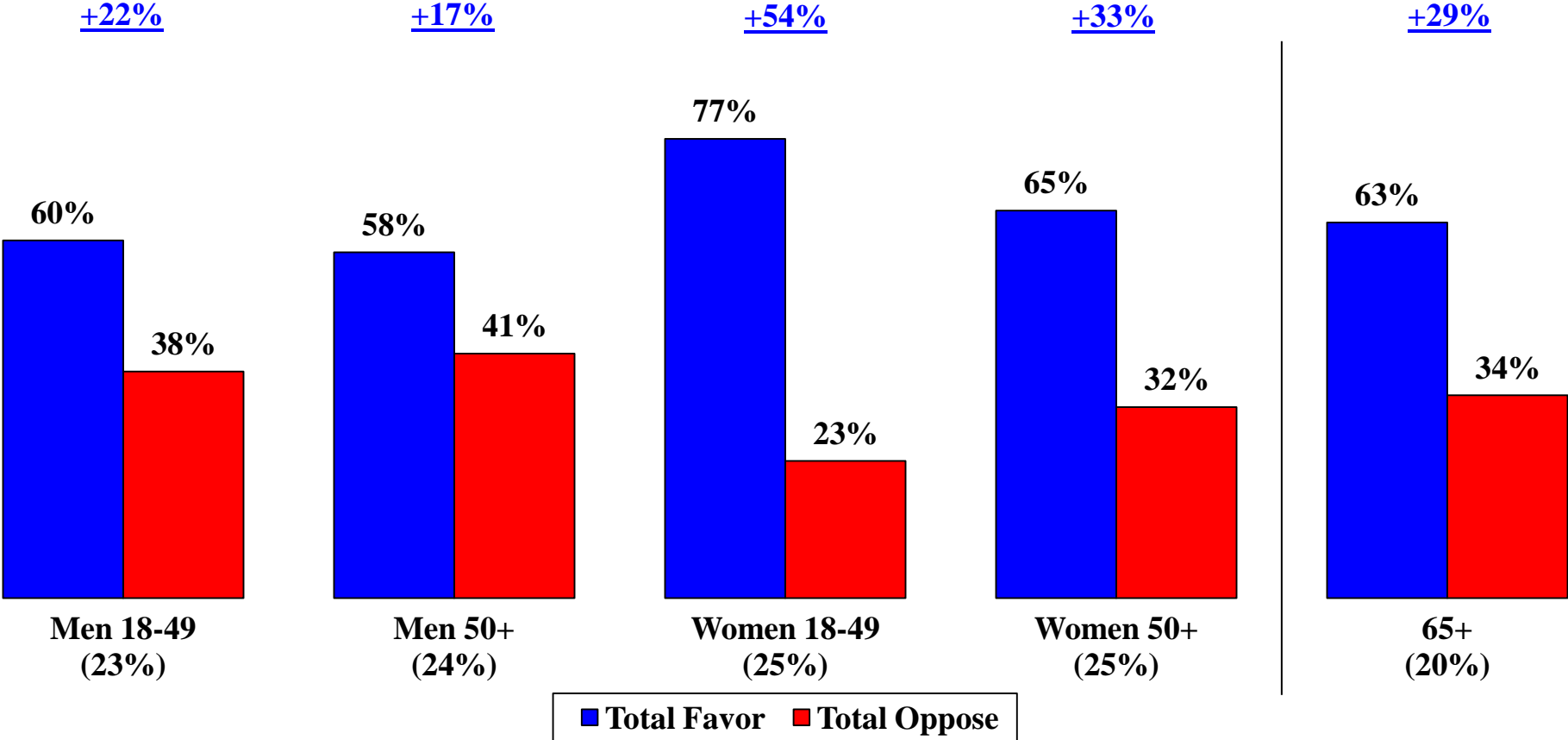
Voters in the East, Piedmont, and Mountain regions all strongly support increasing the tobacco tax.

Tobacco Tax Increase by Region



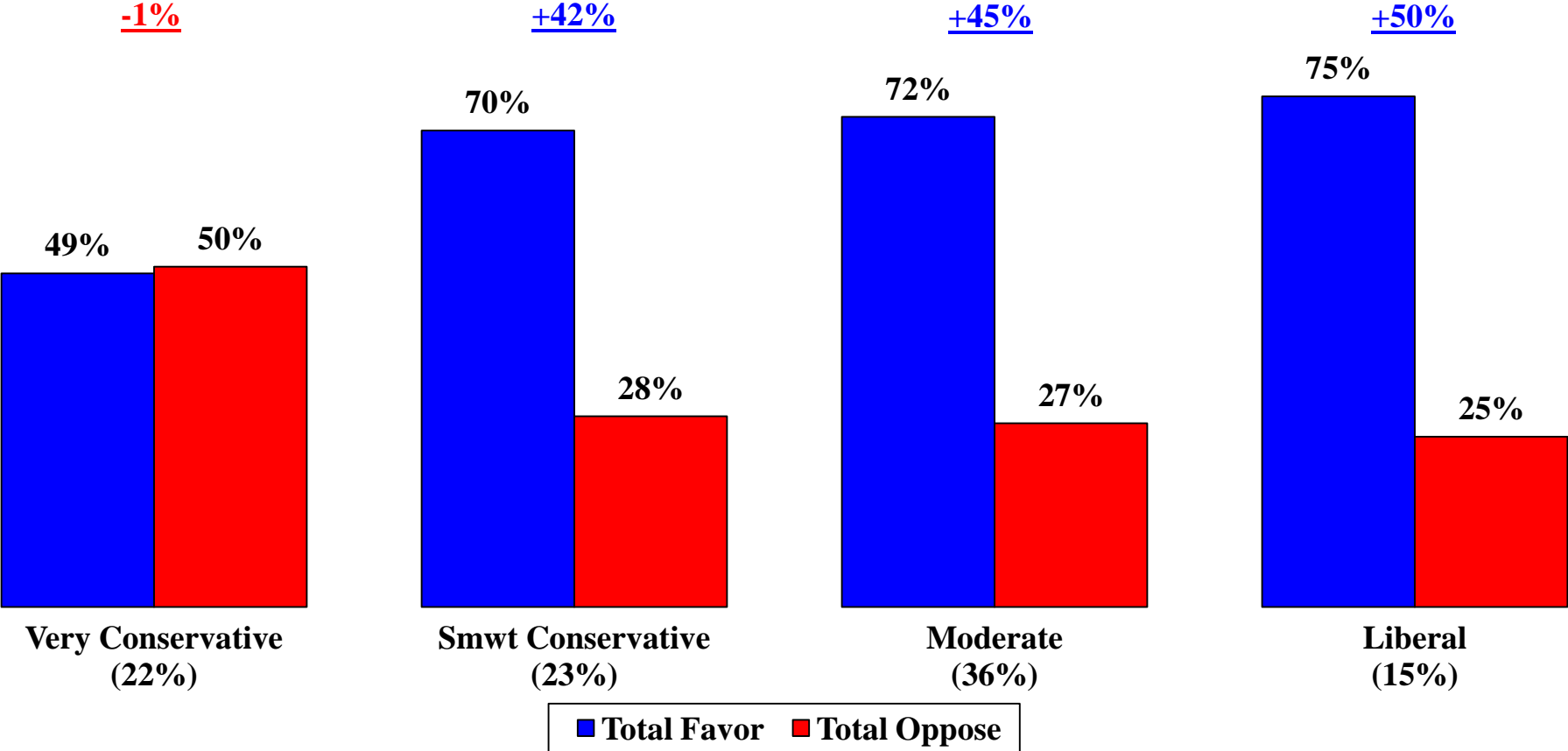
Increasing the tobacco tax is popular with voters of all gender/age groups. Women are more supportive than men.

Tobacco Tax Increase by Gender/Age + Seniors



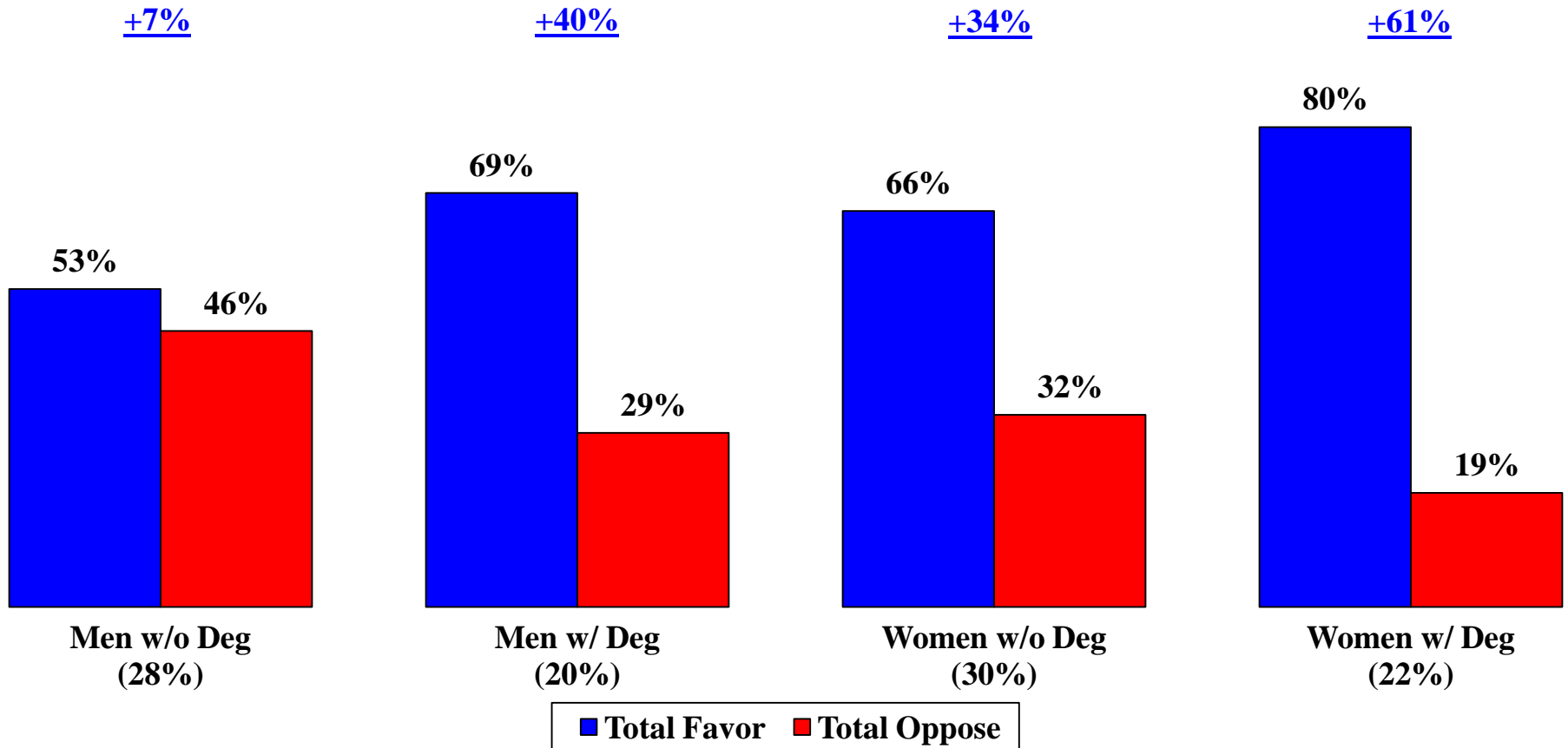
Even very conservative voters are evenly divided on the tobacco tax increase.

Tobacco Tax Increase by Ideology



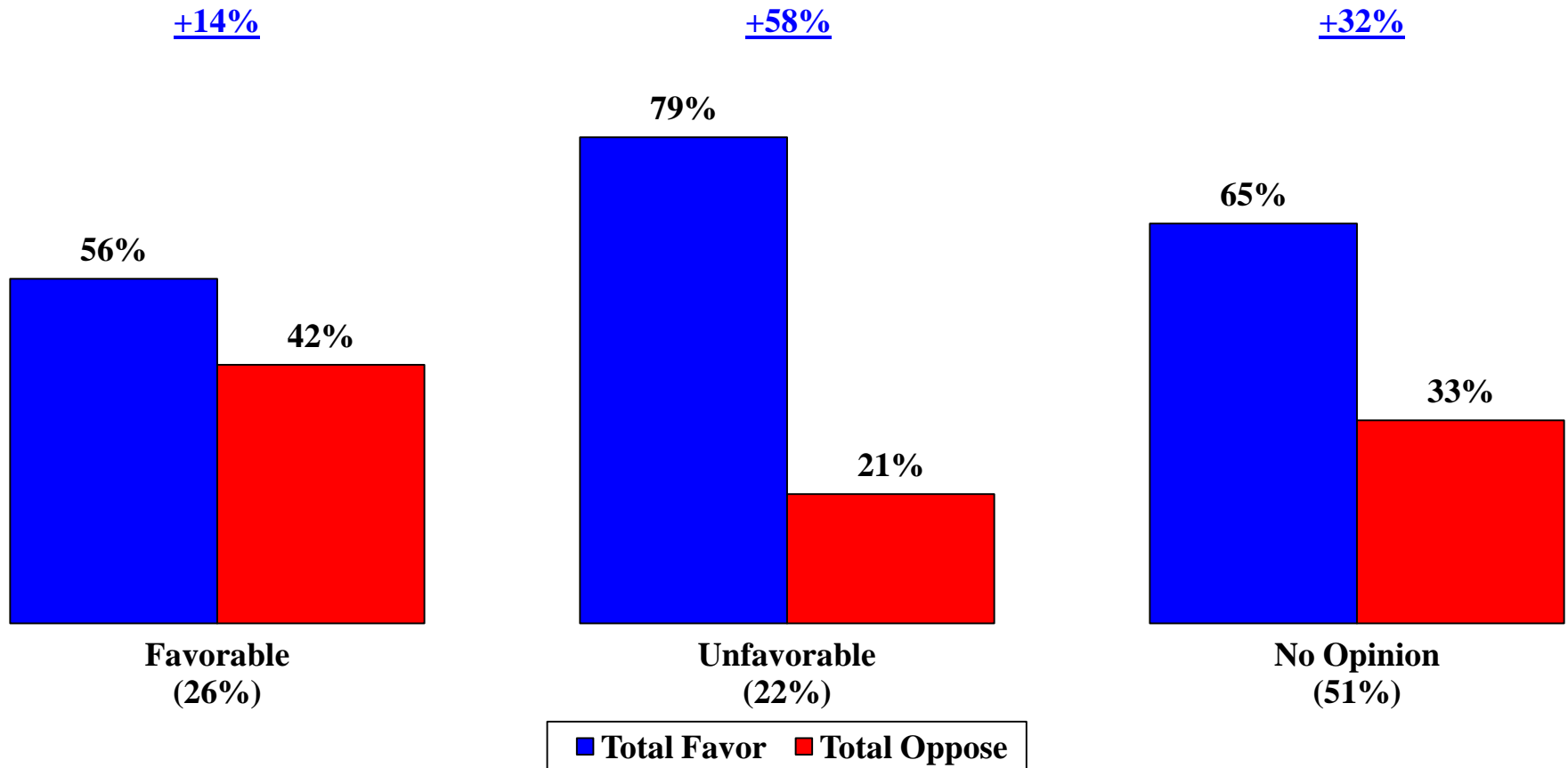
A majority of men and women of all education levels favor increasing the tobacco tax.

Tobacco Tax Increase by Gender/Education



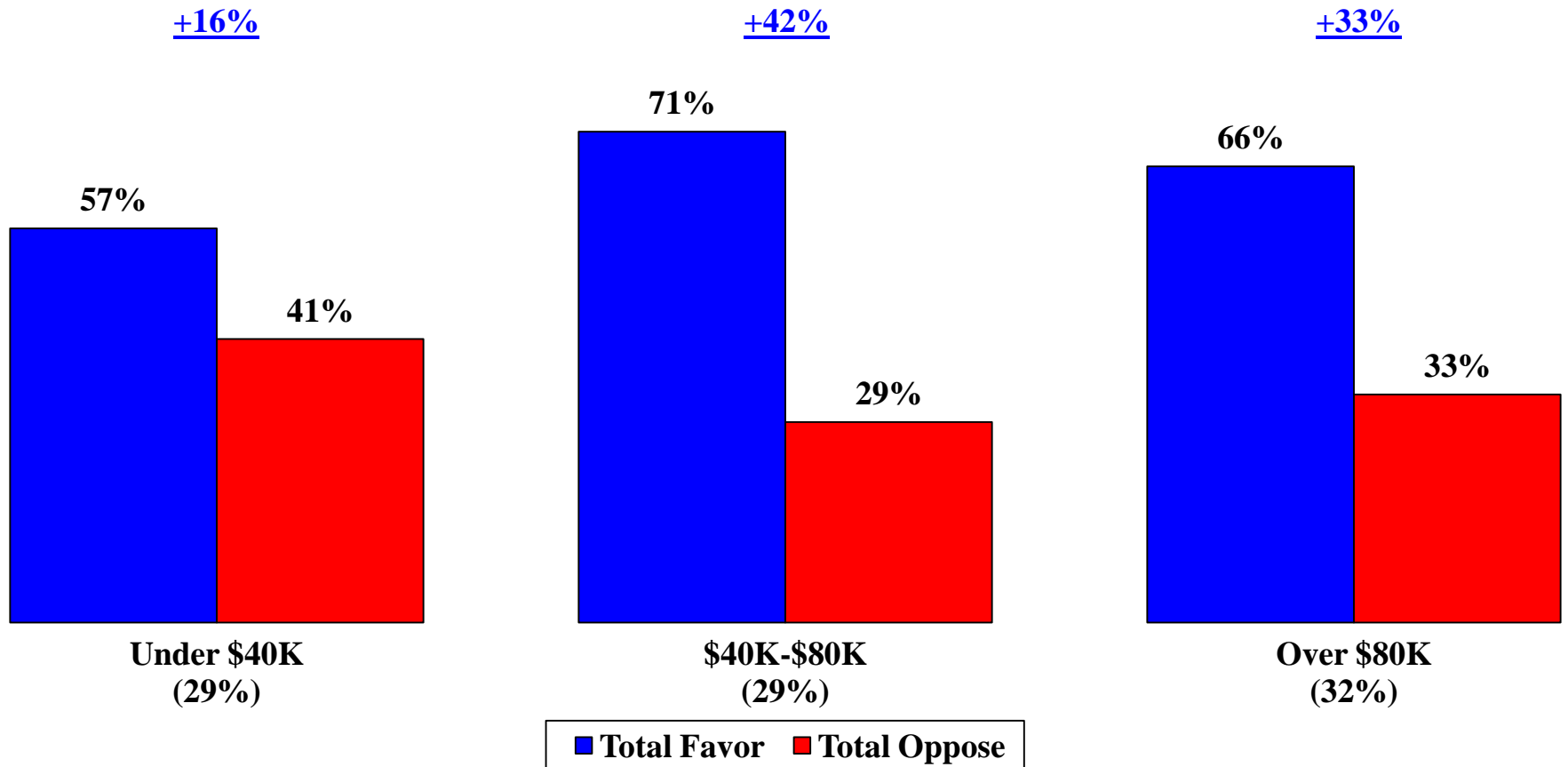
Well over one-half of voters favorable to the Tea Party support the tobacco tax increase.

Tobacco Tax Increase by Tea Party Image



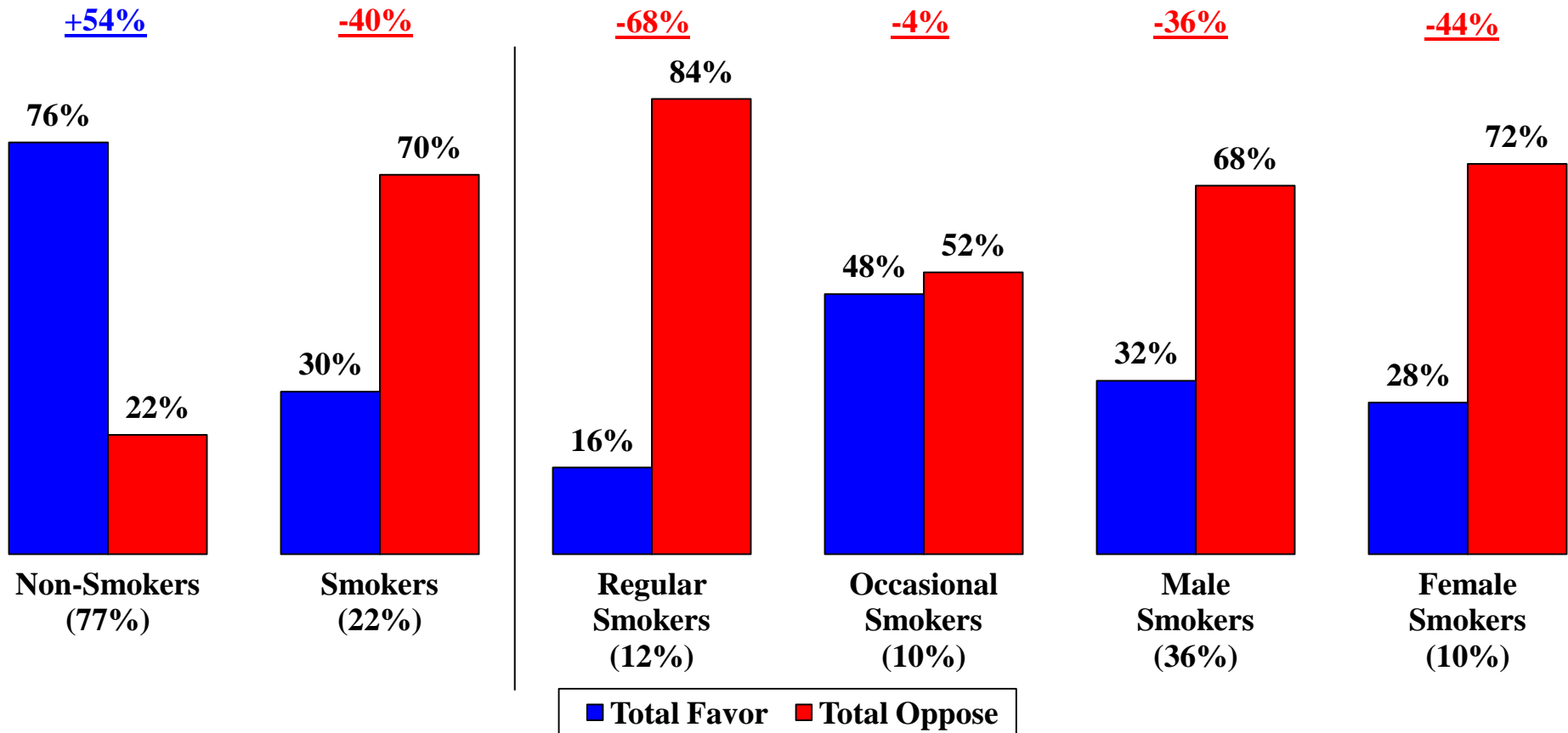
Voters of all income levels back the tobacco tax increase.

Tobacco Tax Increase by Income



Even thirty percent of smokers support increasing the state tobacco tax.

Tobacco Tax Increase by Smoking Status



A solid majority of voters consider increasing the tobacco tax fair.

“Thinking some more about an increase in the state tobacco tax...Which of the following statements do you most agree with...”

60%

Some people say that 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.

...while...

36%

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.



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For more information about this presentation or about Public Opinion Strategies, please give us a call.

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