



PUBLIC OPINION
STRATEGIES

MEMORANDUM

TO: INTERESTED PARTIES

FROM: GLEN BOLGER

RE: KENTUCKY STATEWIDE SURVEY KEY FINDINGS

DATE: JANUARY 7, 2008

Methodology

Public Opinion Strategies is pleased to present the key findings from a survey of 500 likely voters in Kentucky. The survey was conducted December 15-16, 2008 and has a margin of error of +4.38% in 95 out of 100 cases.

Key Findings

- 1. Kentucky voters are very concerned about the problem of smoking among young people.***

Fully 81% of the electorate say they are concerned about the problem of smoking and other tobacco use, with more than half (52%) of the electorate very concerned about this issue.

- 2. Voters are in favor of raising the tobacco tax to make sure the state balances the budget.***

With the economy in a tailspin, Kentuckians are strongly opposed to any type of tax increase, with one exception – an increase in the state tobacco tax. The other spending reductions or tax increases tested fall flat.

- 3. There is strong, widespread support for a \$1.00 per pack tax increase.***

Sixty-nine percent (69%) of Kentucky voters favor the proposal to raise the state tobacco tax by \$1.00 (50% strongly favor), while 30% are opposed.

- Voters across party lines support the \$1.00 per pack tax increase - 68% of GOPers, 73% of Dems and 64% of Independents support the proposal.

- Voters throughout the state support this measure. Support is strongest in the Louisville DMA (75%), but is also strong in the Cincinnati (68%) and Lexington (61%) DMAs. Voters in the state's smaller DMAs also strongly back the proposal (73% total favor).
- Support for the \$1.00 tax increase cuts across ideological lines - 67% of conservatives, 72% of moderates, and 71% of liberals back the tax increase.

4. ***There is virtually no difference in overall support between the \$1.00 and 70-cent proposals.***

The 70-cent proposal tests at an almost identical level of support as the larger increase – 68% favor (50% strongly favor), while 30% are opposed.

- Once again, support for the tax increase is consistently strong across party lines (65% among GOPers, 65% among Independents, and 73% among Dems).

5. ***Voters are more likely to support a candidate who supports a 70-cent increase in the state tobacco tax.***

Politically, a plurality (44%) of voters say they are more likely to support a candidate who favors a 70-cent increase in the state tobacco tax. Just 17% of voters say they are less likely to support a candidate who supports an increase.

6. ***Voters overwhelmingly agree that it is very important for portions of the revenue generated from an increase in the state tobacco tax to be directed to reducing tobacco use among kids as well as to fund programs and services to improve the health of all Kentuckians.***

Fully 82% of the electorate says it is important to dedicate part of the revenue to funding programs to reduce tobacco use among kids (57% very important). A significant majority (89%) also say that it is important that portions of the revenue be used to fund programs and services to improve the health of all Kentuckians.

The Bottom Line

Kentuckians strongly support a \$1.00 per pack increase in the state tobacco tax to help fund programs to reduce tobacco use as well as programs to increase the number of Kentuckians with health coverage. There is no difference in support between the \$1.00 and 70-cent proposals. Support for both specific tobacco tax increases tested is broad-based, and cuts across party, regional, and ideological lines.