

Maine Public Health Association Voter Poll – Public Health Issues

Prepared for:



Prepared by:



April 2019

Background and Purpose

- The Maine Public Health Association is a statewide non-profit organization that seeks to improve the health and well-being of Maine people through a focus on disease prevention, health promotion activities and advocacy, and the advancement of health equity across the state, regardless of socio-economic status.
- The organization commissioned market research in the form of a public opinion poll aimed at exploring public attitudes across Maine concerning current and prospective tobacco taxation policies.
- Critical Insights (an operating division of Digital Research Inc. of Portland, ME) assisted the organization with the development and execution of a statewide poll of Maine voters, the results of which are presented here.

Method and Approach

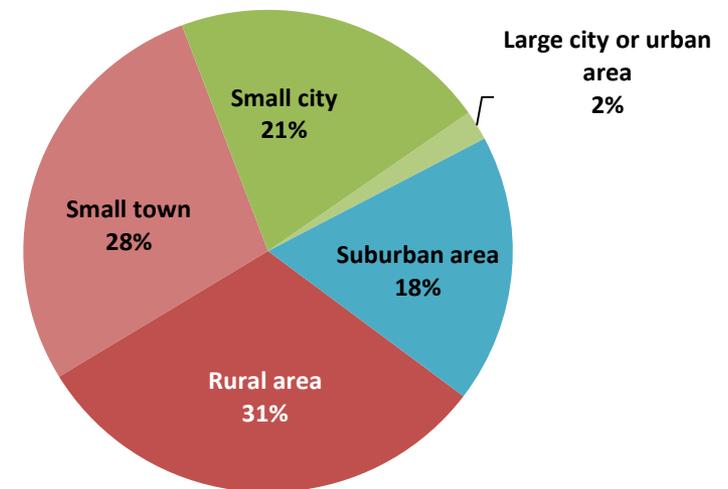
- The poll was conducted online via Critical Insights' secure data collection portal using a questionnaire developed collaboratively with the Maine Public Health Association and other project stakeholders.
- A double opt-in consumer panel encompassing the entire State of Maine in proportion to the population distribution of the state was used to sample prospective participants for the poll, with candidate participants invited to take part in the poll for a reasonable incentive.
- Upon visiting the portal, all candidates were screened and classified appropriately, with eligible participants allowed to continue and complete the survey.
 - Only registered Maine voters, age 18 or older, were allowed to take part in the poll (non-voters and those under age 18 were excluded from the polling sample).
- A survey of approximately 15 minutes in administrative length was conducted with a statewide cross-section of 450 Maine voters between April 4th and April 15th of 2019.
 - The state was sampled by county population in proportion to the most recent election turnout (based on data from the Office of the Secretary of State).
 - The sample of 450 voters offers a sampling error of +/- 4.7 percentage points, at 95% confidence.
- The makeup of the polling sample is discussed in the following sub-section (*Poll Participant Profile*).

Poll Participant Profile - Region / Area of Residence

In what Maine county do you live?

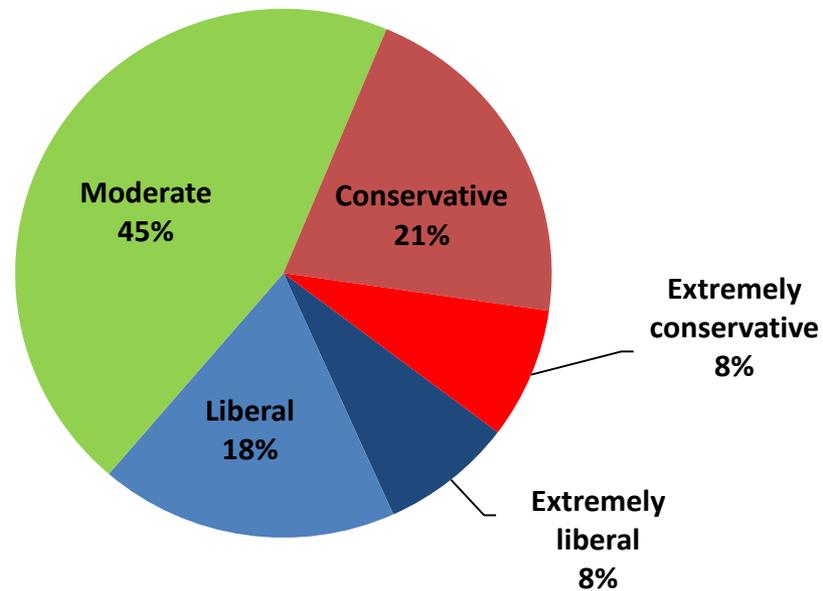


Which of the following best describes the area where you live?



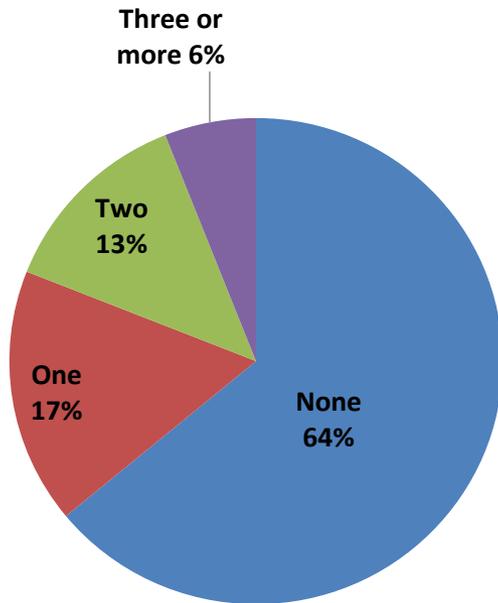
Poll Participant Profile - Stated Political Leanings

Which of the following best describes your political view?

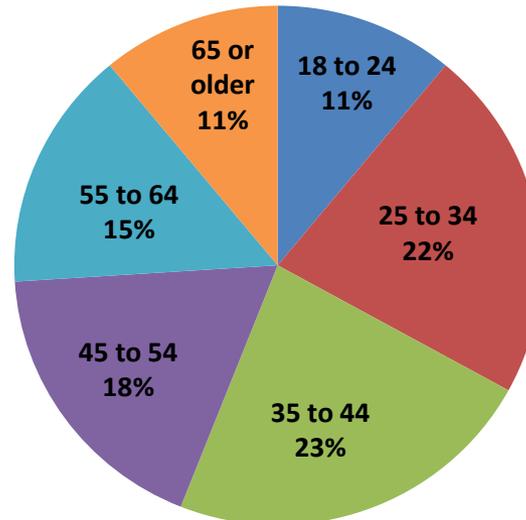


Poll Participant Profile - Demographic / Household Profile

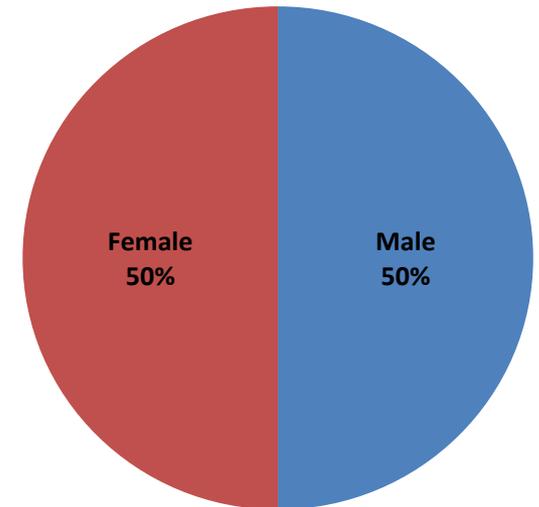
For classification purposes only, how many individuals under the age of 18 live in your household?



What is your current age?

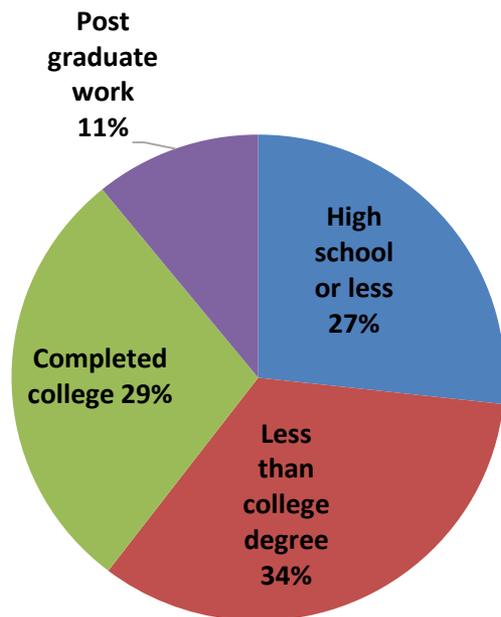


What is your gender?

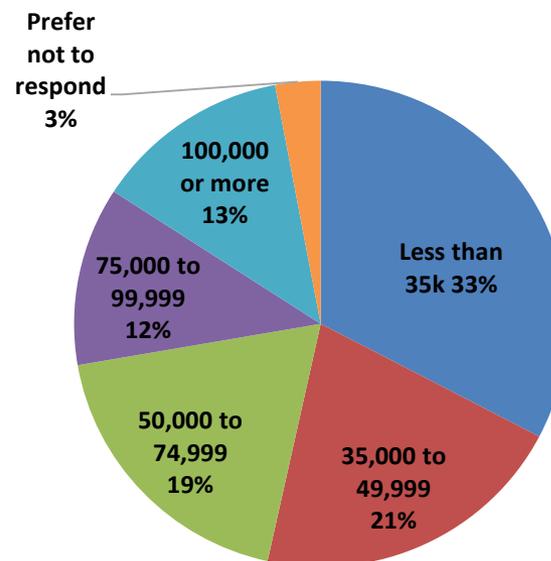


Poll Participant Profile – Education / Household Income Profile

What is the last grade of school you completed?

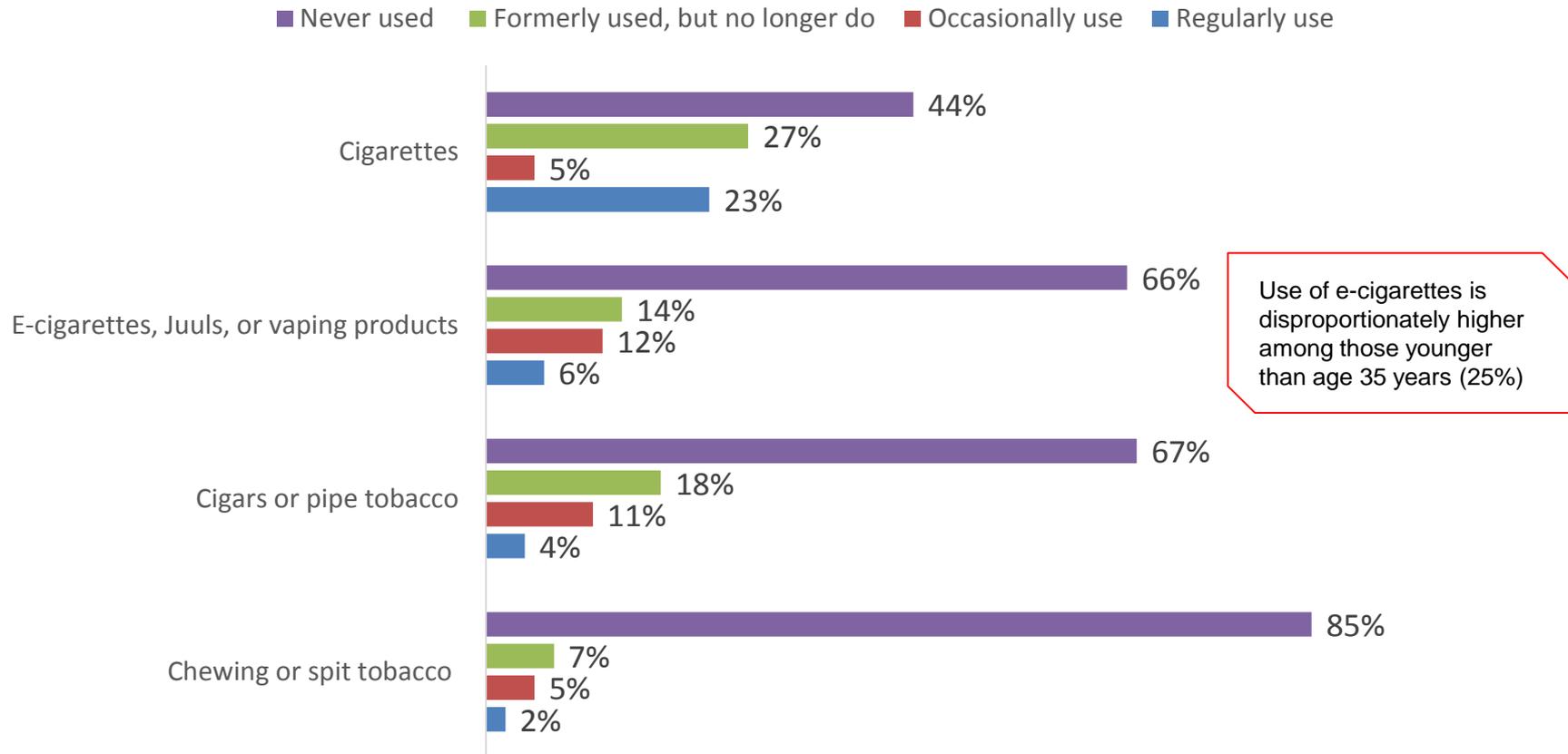


Into which of the following categories does your annual household income, before taxes, fall?



Tobacco Product Usage Profile

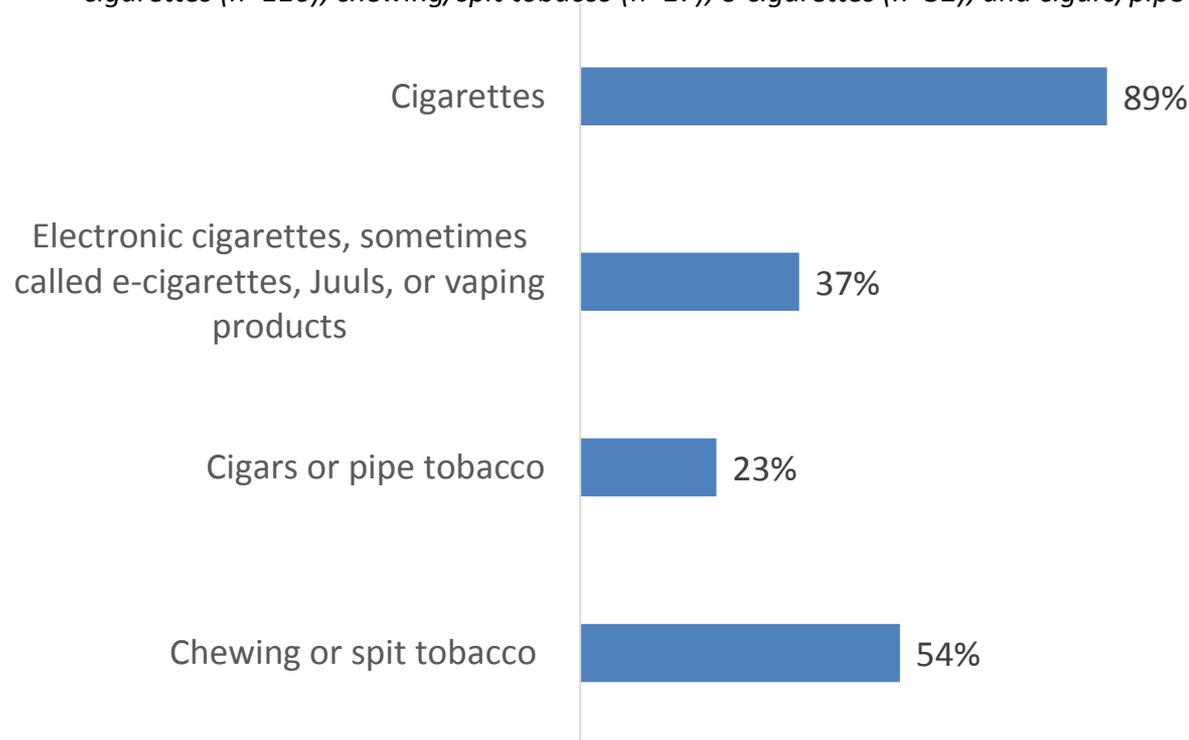
Below are several types of tobacco products. Using the options provided, please choose the response that best describes your personal use of these products.



Perceptions of Addiction, Among Current Users

Below are several types of tobacco products you indicated using either regularly or occasionally. For each, please indicate if you believe you are currently addicted to the product.

Note: Sample sizes of users are limited for some products, cigarettes (n=116), chewing/spit tobacco (n=17), e-cigarettes (n=32), and cigars/pipe tobacco (n=16).

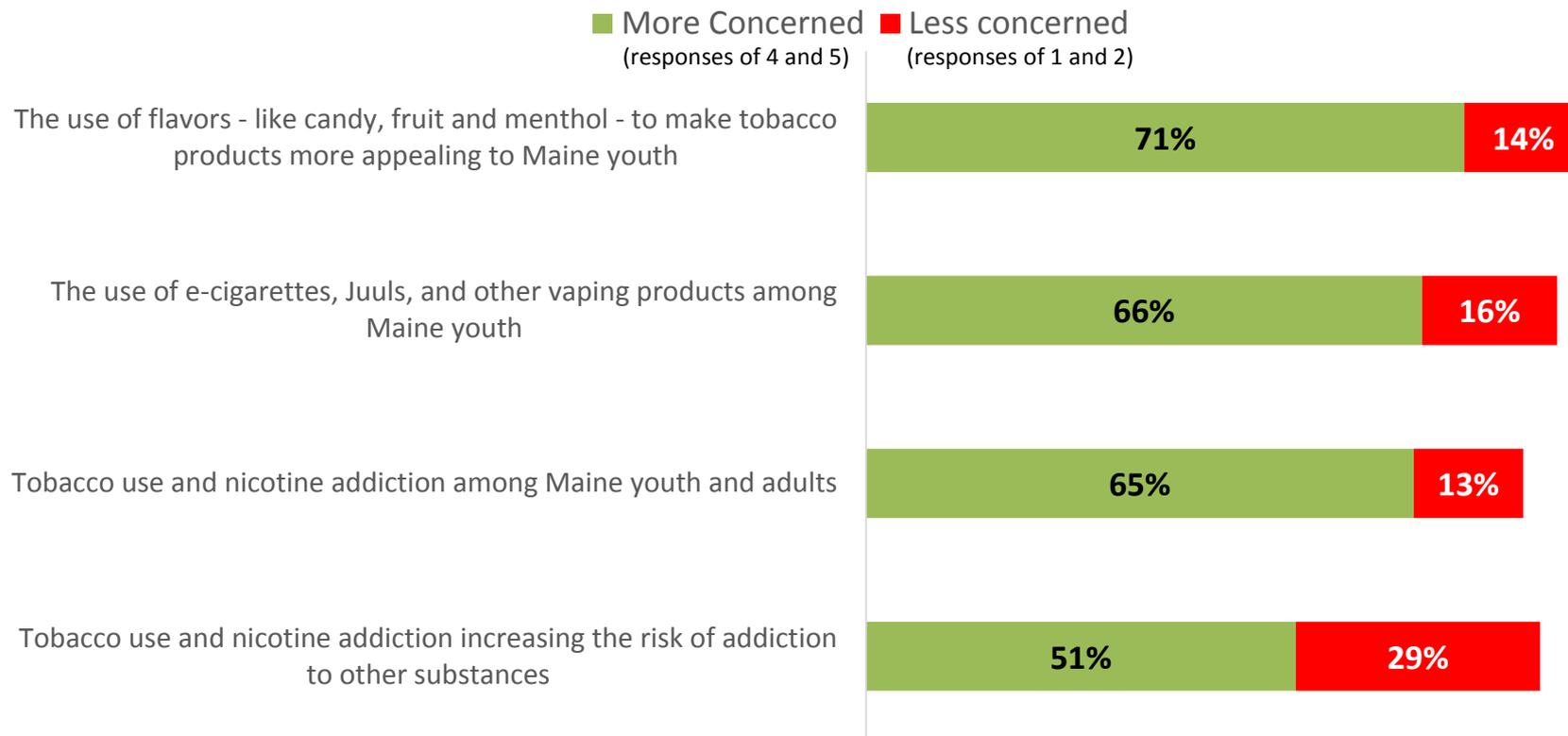


Views on Tobacco Use in Maine

Level of Concern About Tobacco-Related Issues

Please tell us how concerned you are about the following issues in the state of Maine.

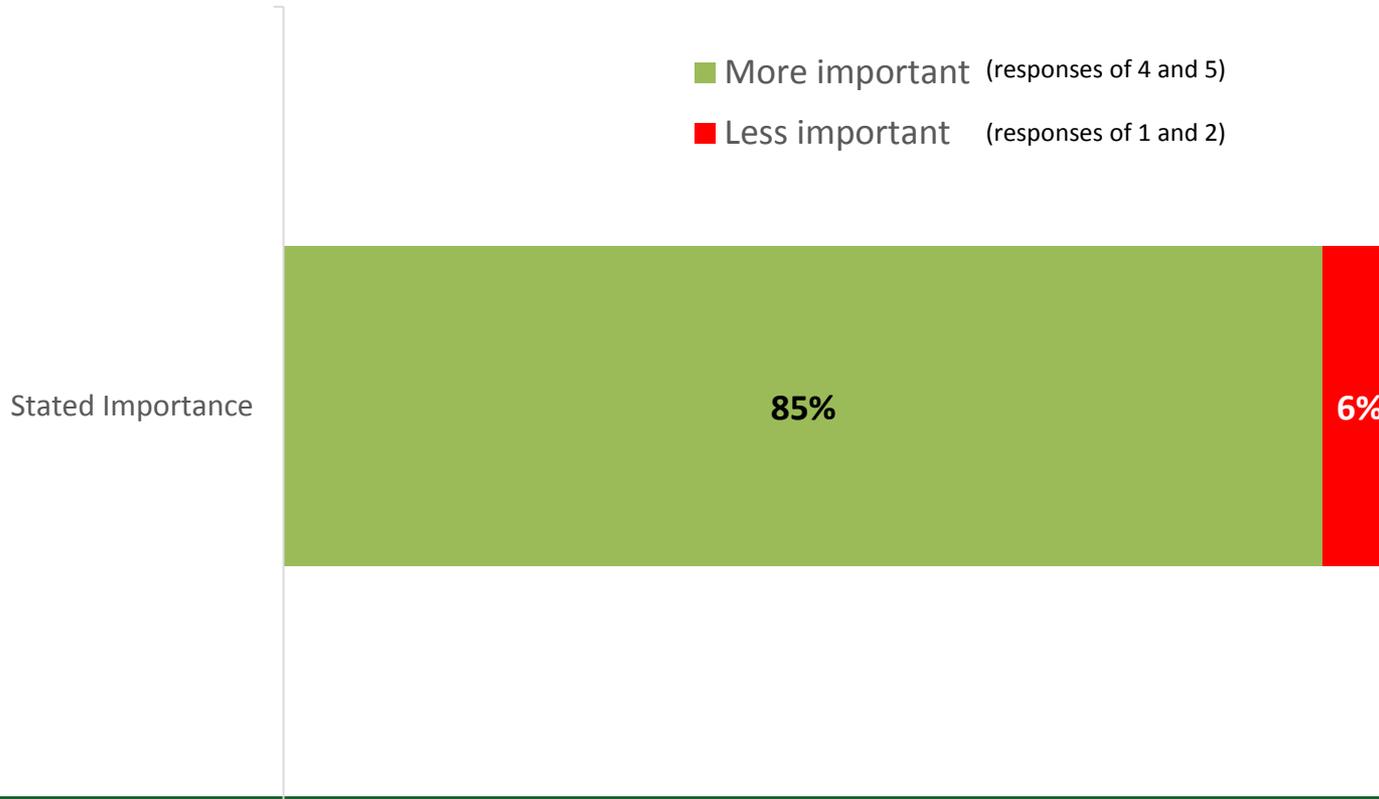
*Note: Participants were asked to use a scale of 1-5, with 1 being “not at all concerned” and 5 being “very concerned”.
Proportions in the chart below do not sum to 100%, as responses of 3 and “don’t know” are not included.*



Importance of Youth Tobacco Use Prevention

How important do you believe it is to prevent Maine youth from using tobacco product, such as cigarettes, chewing or spit tobacco, cigars or pipe tobacco, and electronic cigarettes (sometimes called e-cigarettes, Juuls, or vaping products)?

Note: Participants were asked to use a scale of 1-5, with 1 being “not at all important” and 5 being “very important”. Proportions in the chart below do not sum to 100%, as responses of 3 and “don’t know” are not included.

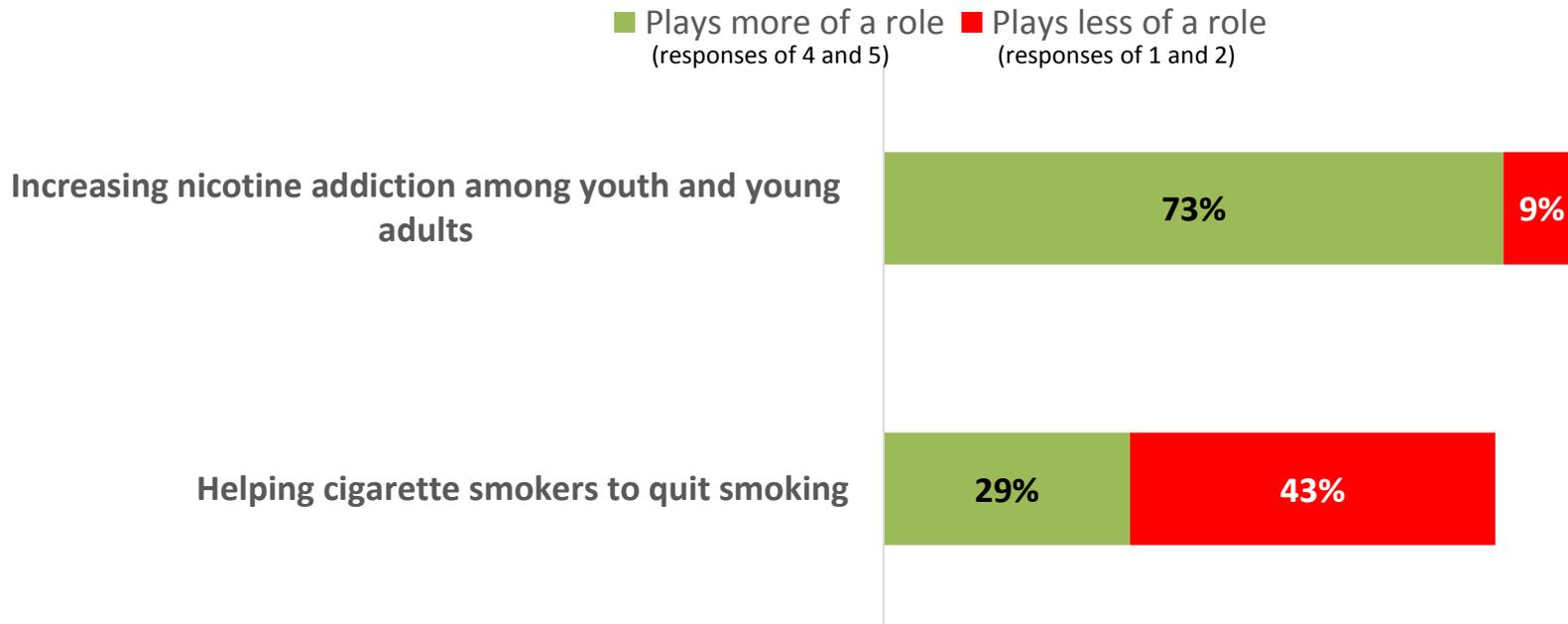


Perceived Influence of E-Cigarettes

Based on what you know or have heard, how much of a role do you believe e-cigarettes, Juuls, and other vaping products play in

- increasing nicotine addiction among youth and young adults?
- helping cigarette smokers to quit smoking?

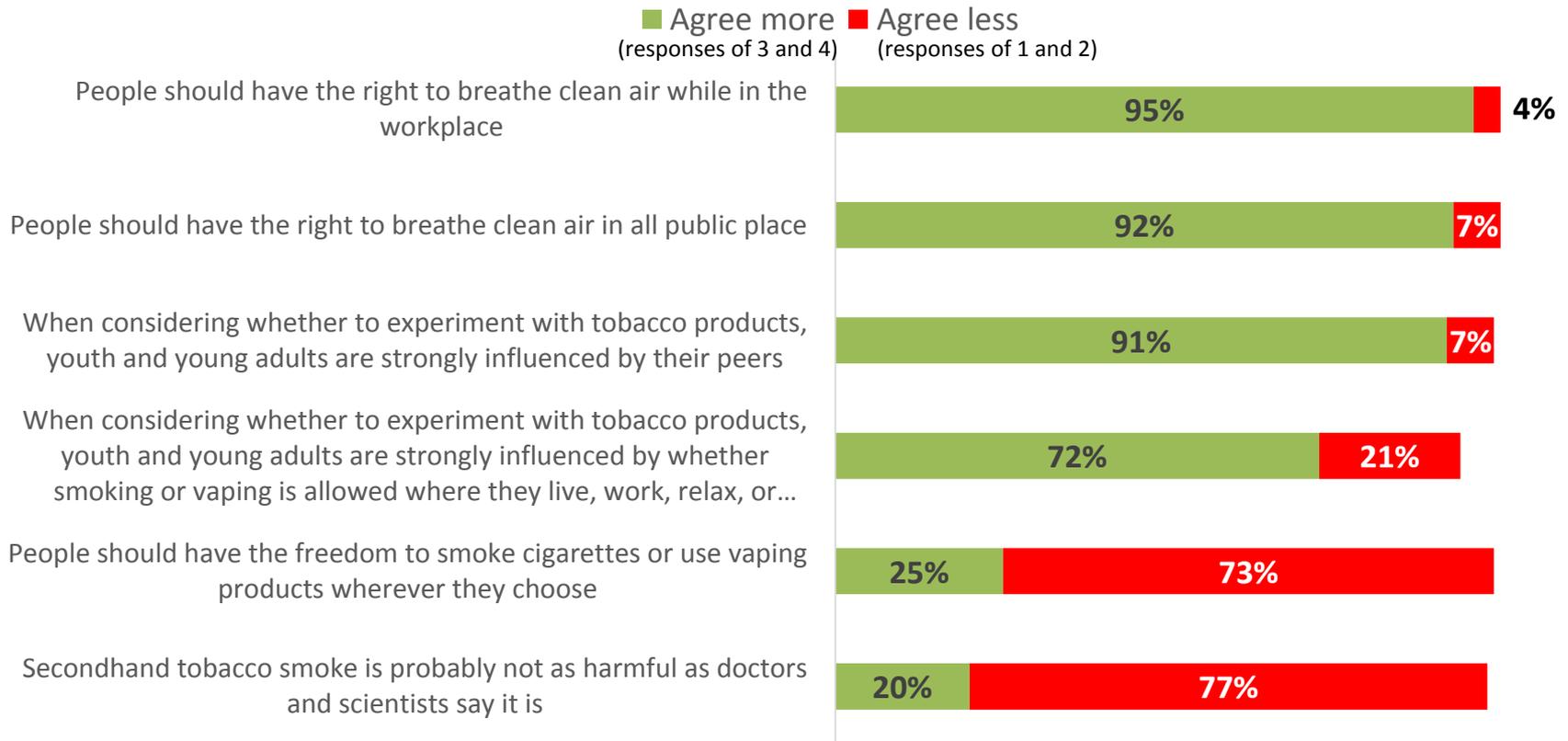
Note: Participants were asked to use a scale of 1-5, with 1 being “no role at all” and 5 being “a very significant role”. Proportions in the chart below do not sum to 100%, as responses of 3 and “don’t know” are not included.



Views on Tobacco-Related Issues in Maine

Please tell us your beliefs about several health-related policies in Maine. Using the scale provided, please indicate your level of disagreement or agreement with the following:

Note: Participants were asked to use a scale of 1-4, with 1 being “strongly disagree” and 4 being “strongly agree”. Proportions in the chart below do not sum to 100%, as responses of “don’t know” are not included.



Views on Tobacco Policy and Use of Settlement Funds in Maine

Views on Tobacco Prohibitions and Restrictions

Please tell us your level of opposition or support for the following policies:



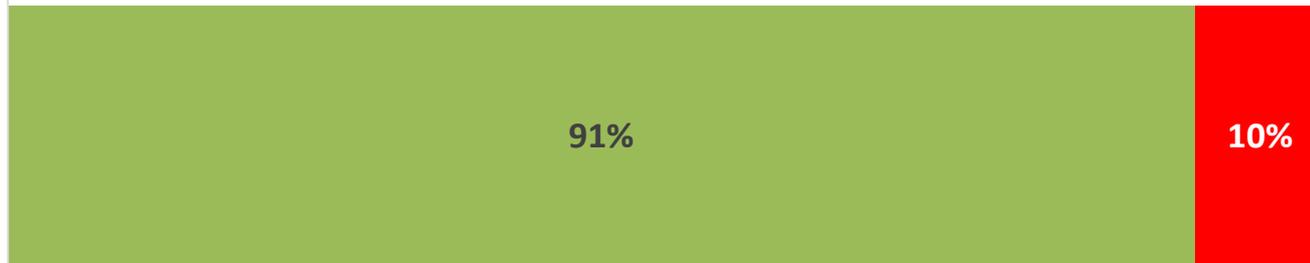
Views on Use of Tobacco Settlement Funds for Youth Prevention / Adult Cessation

How important do you believe it is that Maine use tobacco settlement funds to prevent young people from starting to smoke and to help current tobacco users to quit?

Note: Participants were asked to use a scale of 1-5, with 1 being “no at all important” and 5 being “very important”. Proportions in the chart below do not sum to 100%, as responses of 3 and “don’t know” are not included.

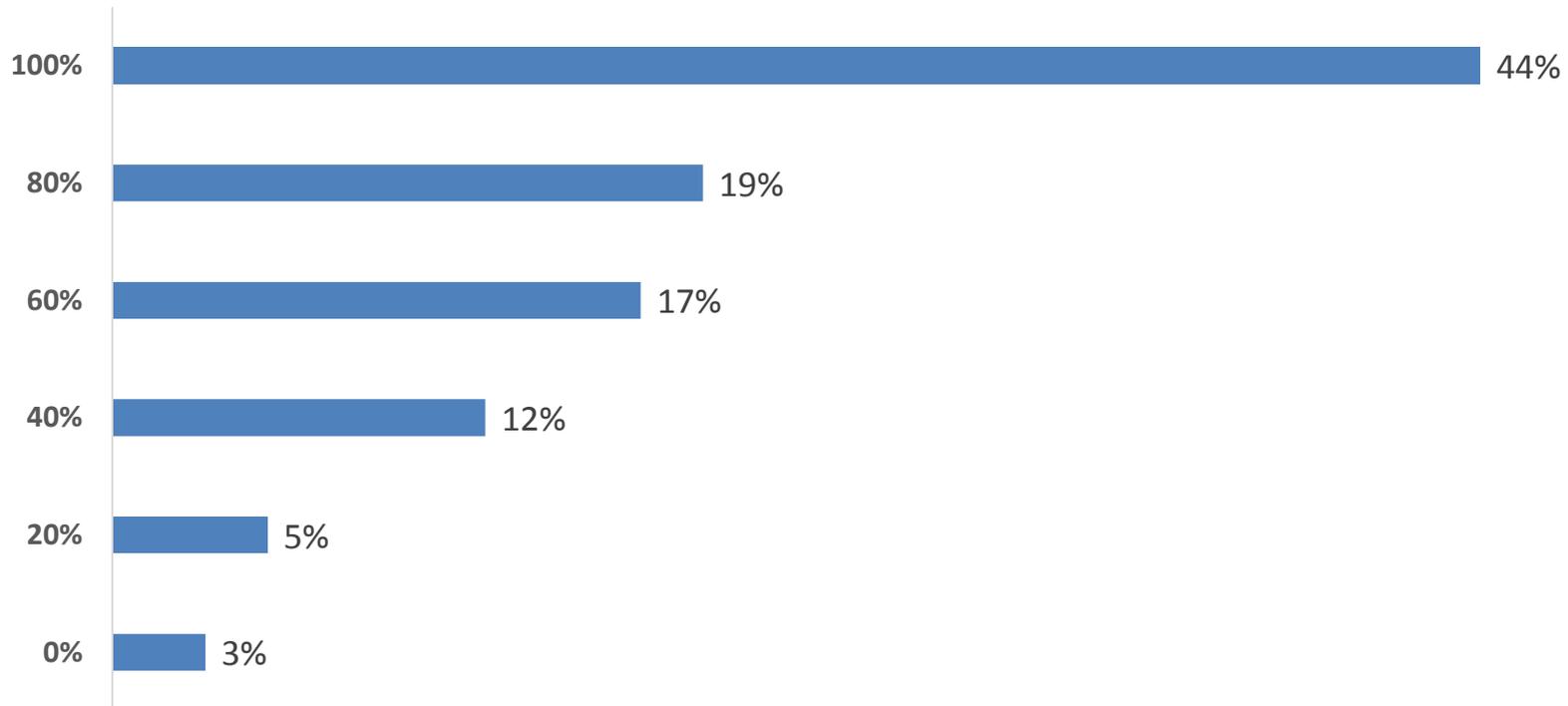
■ More important (responses of 4 and 5) ■ Less important (responses of 1 and 2)

Importance



Beliefs Concerning Current Public Health Allocations from Tobacco Settlement Funds

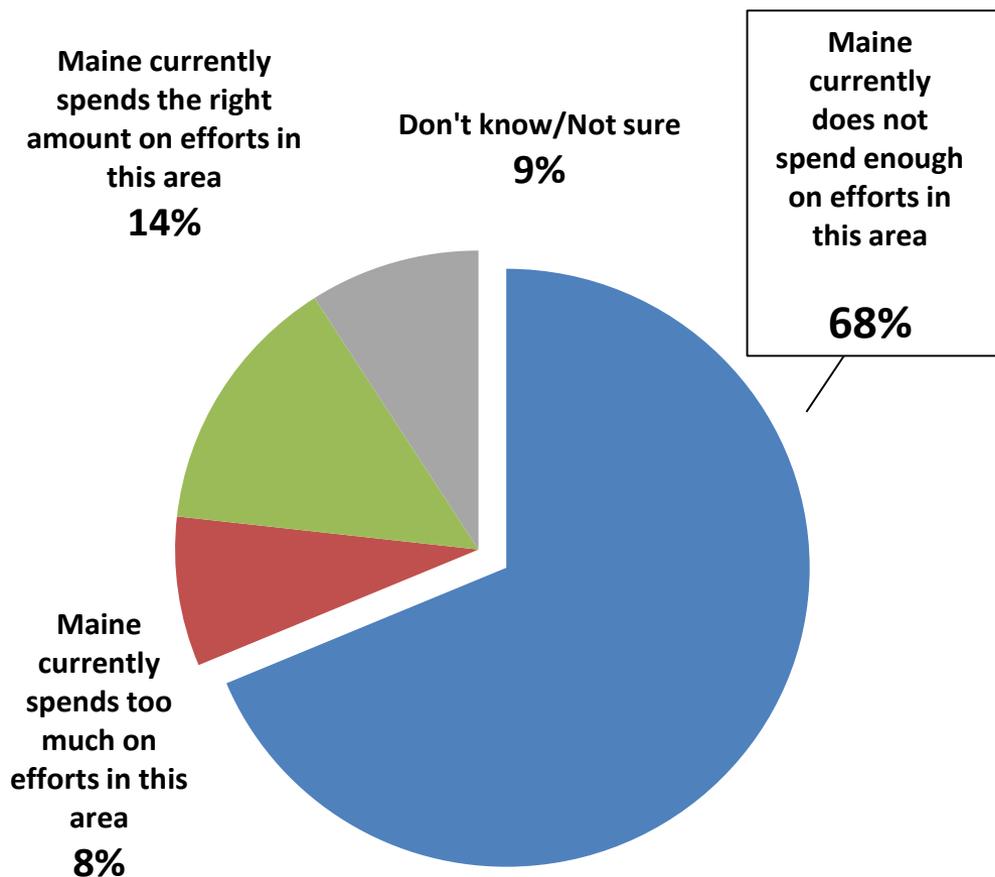
Approximately what percentage of these funds do you believe Maine should use each year for public health efforts to prevent chronic illnesses, including tobacco-related illnesses, and promote health and wellness among youth and adults in the state?



Views on Maine's Current Spending on Public Health from Tobacco Settlement Funds: Illness Prevention/Health Promotion

Currently, Maine spends approximately \$20 million of the \$50 million the state receives annually from the settlement (40% of the total) on efforts to prevent disease and promote good health, including efforts to prevent tobacco addiction.

With this information, which one of the following statements best matches your feelings about the state's current spending on public health efforts to prevent chronic illnesses, including tobacco-related illnesses, and promote health and wellness among youth and adults in the state?



Views on Maine's Current Spending on Public Health from Tobacco Settlement Funds: Youth Prevention/Adult Cessation

The U.S. Centers for Disease Control & Prevention (the U.S. CDC) recommends that Maine spend approximately \$16 million annually to help smokers quit and to keep kids from starting to use tobacco products.

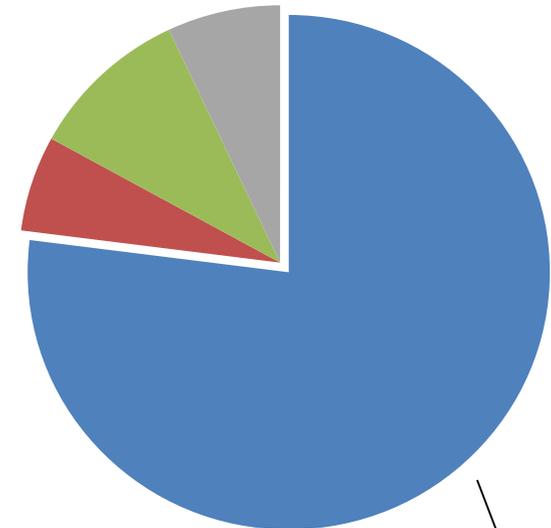
Currently, Maine spends approximately \$5 million from the \$50 million the state receives annually from the tobacco settlement on efforts to prevent youth from starting to use tobacco products and to help smokers quit.

With this information, which one of the following statements best matches your beliefs about the state's current spending on efforts to prevent youth from starting to smoke and to help smokers quit using tobacco?

Maine currently spends the right amount on efforts in this area
10%

Maine currently spends too much on efforts in this area
6%

Don't know/Not sure
7%



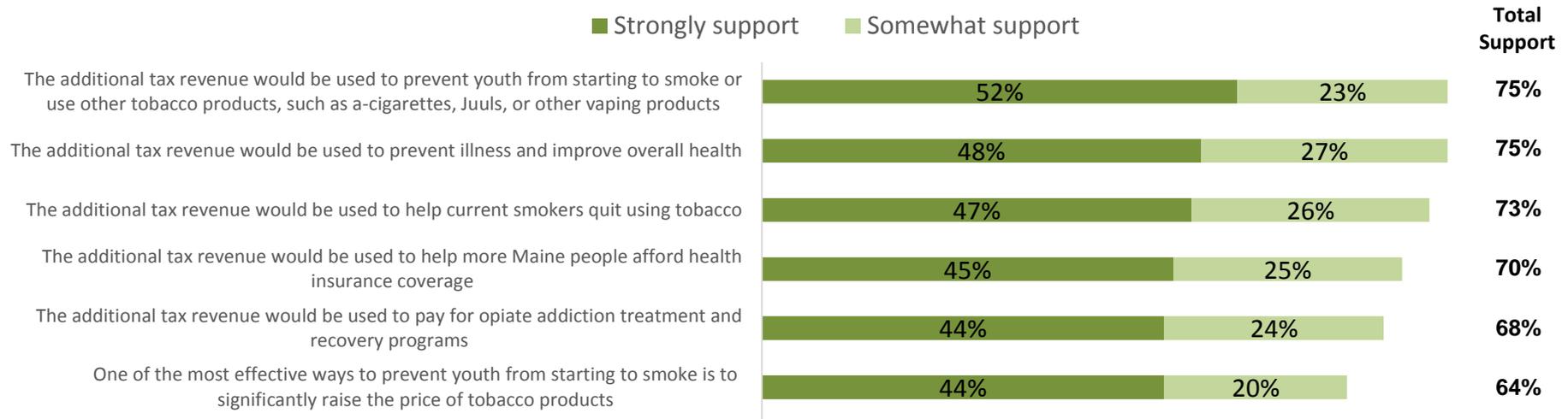
Maine currently does not spend enough on efforts in this area
77%

Views on Tobacco-Related Tax Policy in Maine

Views on Tobacco-Related Tax Policy: Standardizing Tax on E-Cigarettes

Participants in the poll were informed that e-cigarettes are currently not assessed an additional excise tax like other tobacco products, but that if e-cigarettes were taxed similarly to cigarettes, this change could result in as much as \$5 million in annual revenue to the state.

Please tell us if you would oppose or support taxing e-cigarettes if you knew that...

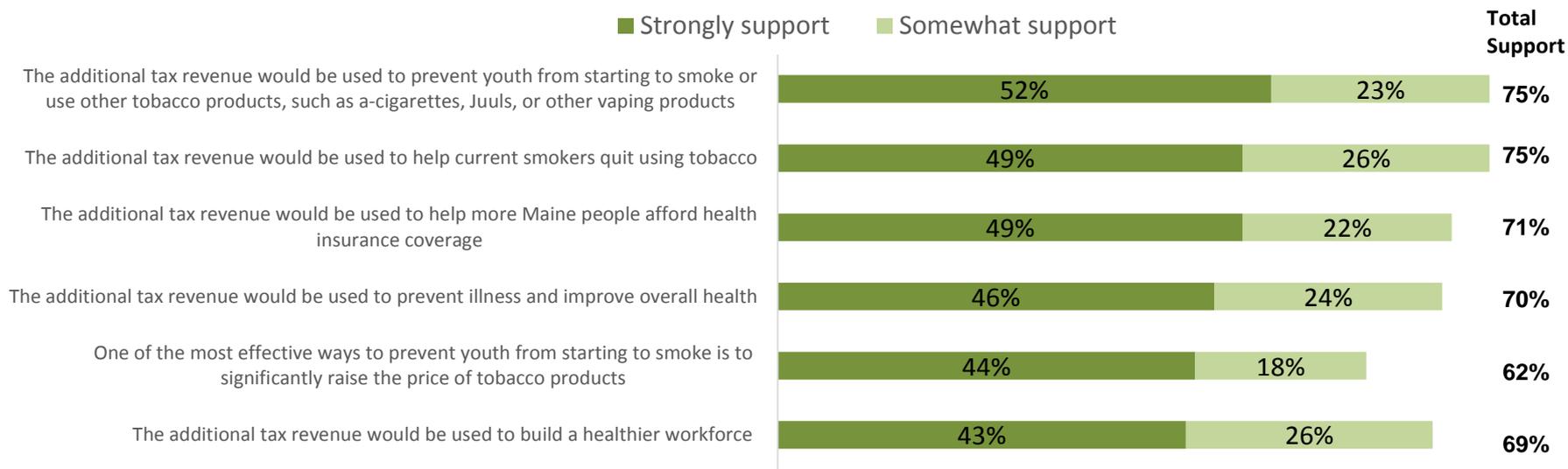


Ten response options were provided; these are the six with strongest support.

Views on Tobacco-Related Tax Policy: Standardizing Tax on Cigars/Loose Tobacco

Participants in the poll were told that products like cigars and loose tobacco aren't currently taxed at the same rate as cigarettes, but if they were taxed similarly to cigarettes, the change could result in approximately \$10 million in additional annual revenue to the state.

Please tell us if you would oppose or support standardizing taxes on tobacco if you knew that...

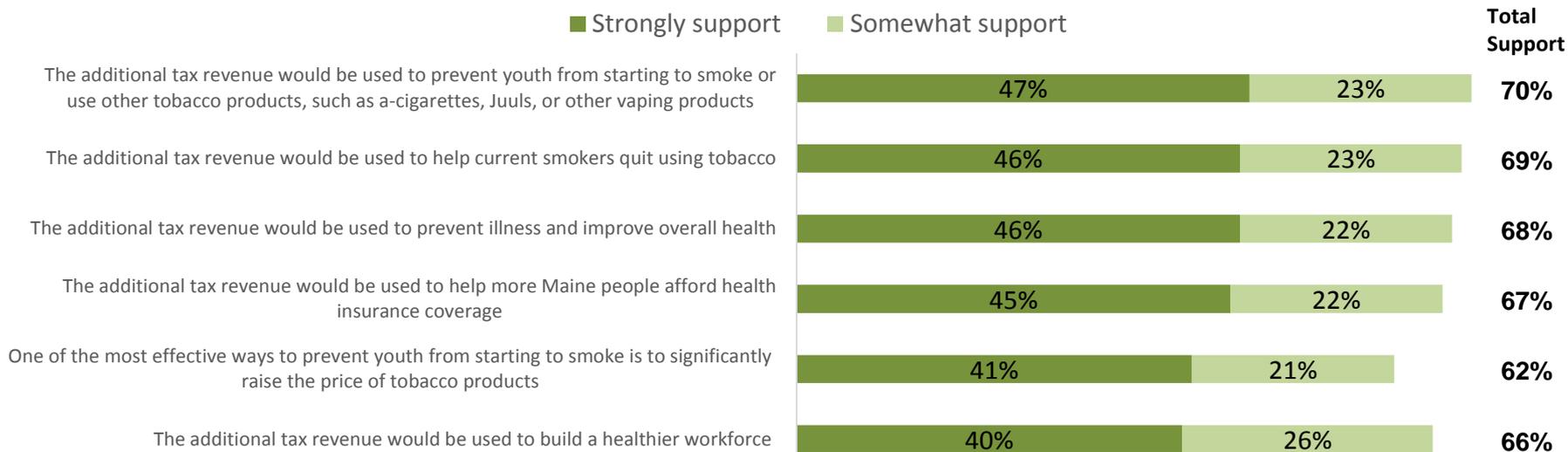


Ten response options were provided; these are the six with strongest support.

Views on Tobacco-Related Tax Policy: Increasing Cigarette Tax

Participants in the poll were informed that the current excise tax on cigarettes is \$2.00 per pack and that an increase of \$1.50 per pack would result in an additional \$40 million in annual revenue to the state.

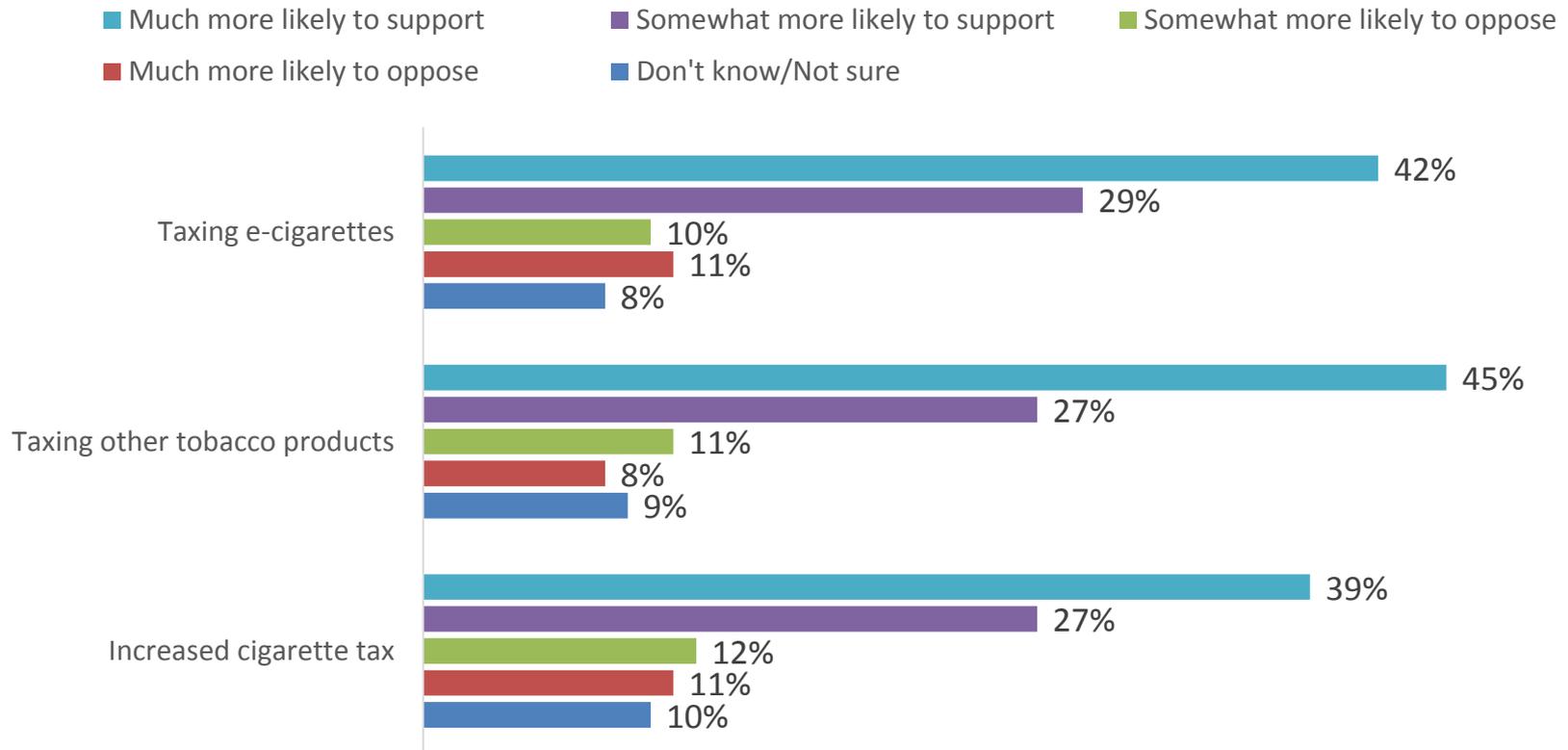
Please tell us if you would oppose or support increasing the cigarette tax if you knew that...



Ten response options were provided; these are the six with strongest support.

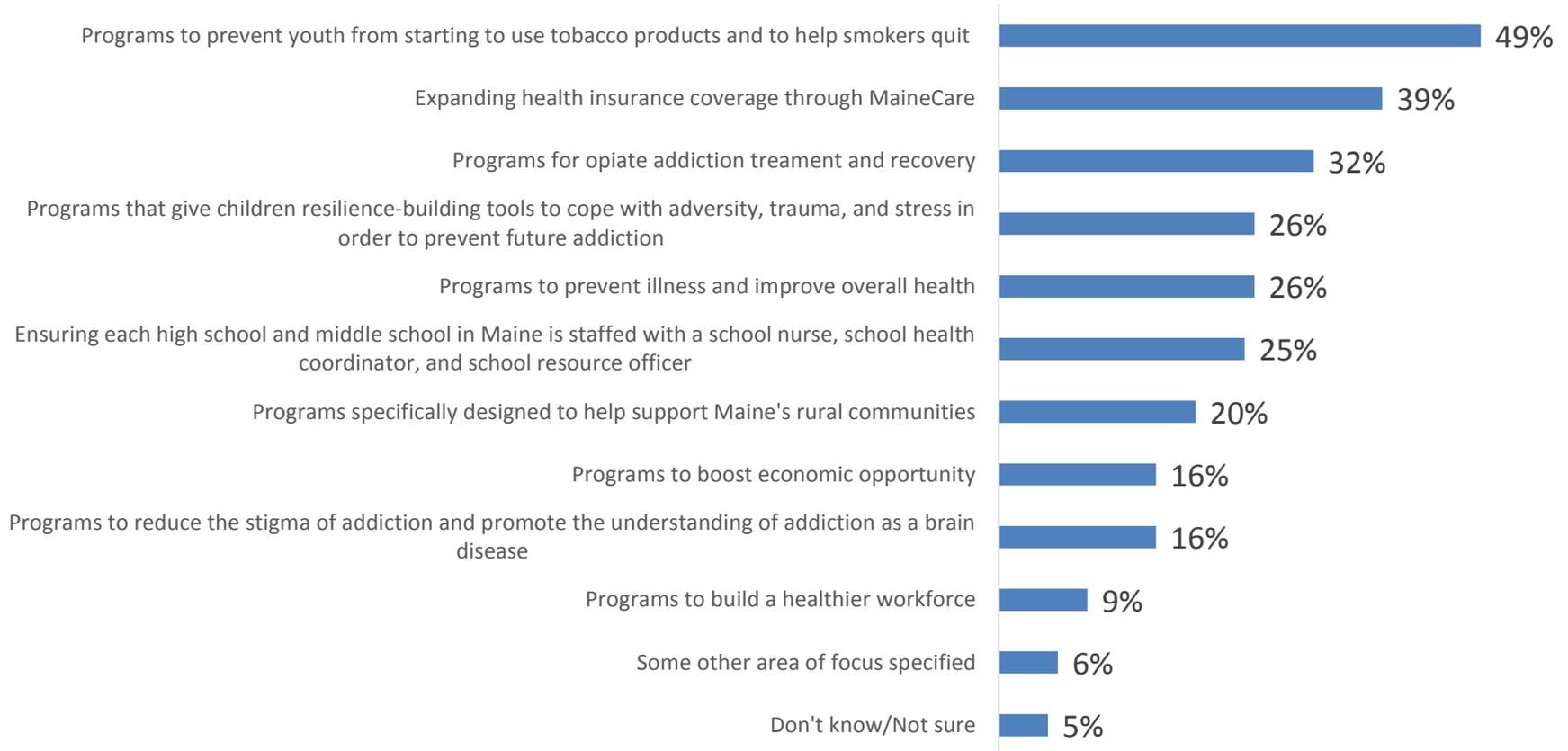
Impact of Increased Support for Rural Communities from Tobacco Taxation

If you knew that an emphasis would be placed on using increased tax revenue to help support Maine's rural communities (specifically in the areas of reducing tobacco use, responding to the opioid crisis, promoting overall health improvement, boosting economic opportunity, and increasing access to health care and health insurance coverage), how would that impact your feelings? Would you be....?



Preferences for Allocation of Tobacco Tax Revenues

If tax policy in Maine were changed to generate additional revenue from sales of various tobacco products, in which three of the following areas do you believe this additional revenue should be spent?



***Views on Lawmakers and
Tobacco-Related Tax Policy and
Settlement Funds***

Views on Tobacco Settlement Funds

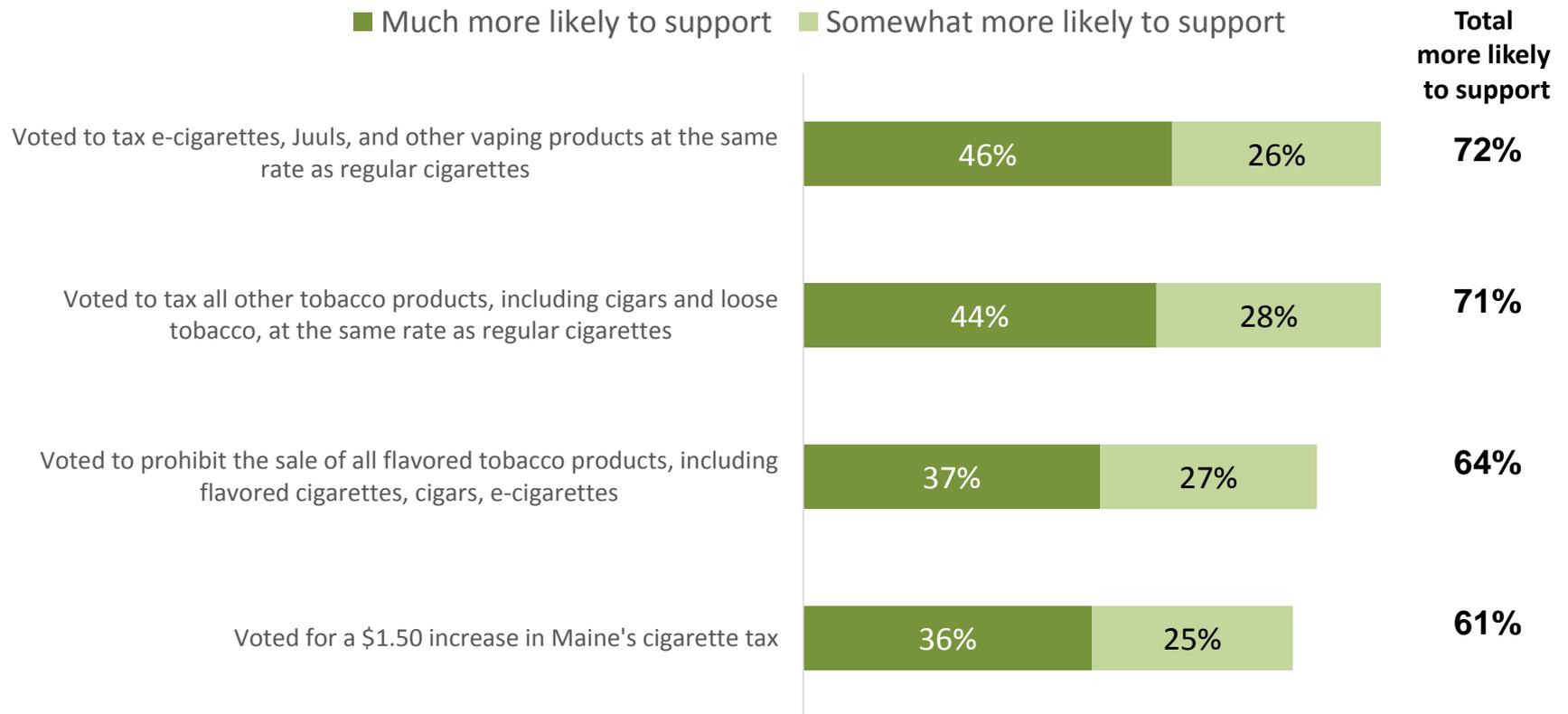
Would you be more likely to oppose or support a candidate for political office in Maine who voted in the following manner:

■ Much more likely to support ■ Somewhat more likely to support



Views on Tobacco-Related Tax Policy

Would you be more likely to oppose or support a candidate for political office in Maine who voted in the following manner:



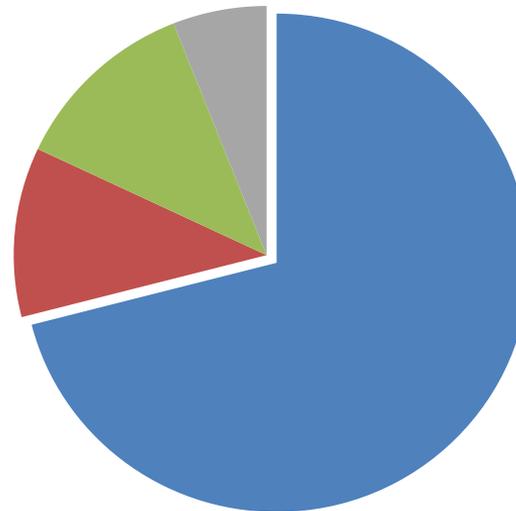
Preferences for Lawmakers' Approach to Use of Settlement Funds

Which one of the following statements best matches your feelings about how lawmakers should use these settlement funds?

The tobacco settlement funds should not be dedicated to any specific program on purpose. Lawmakers should have the ability to direct these funds to any purpose they see fit - even purposes not directly related to health
12%

Don't know/Not sure
6%

Most of the Maine's tobacco settlement funds should be used to pay for medical care
11%



Lawmakers should honor their original intent and use Maine's tobacco settlement funds primarily to prevent chronic diseases - including tobacco related illnesses - and promote good health among Maine people.
71%