Maine Public Health Association
Voter Poll – Public Health Issues

Prepared for: Maine Public Health Association
Prepared by: CRITICAL INSIGHTS
Funded by: Maine Cancer Foundation

April 2019
Disclosure

No Relationships to Disclose.
Background and Purpose

• MPHA is a statewide non-profit organization that seeks to improve the health and well-being of Maine people through disease prevention, health promotion, and the advancement of health equity.

• Commissioned market research (Critical Insights) in the form of a public opinion poll to explore attitudes about tobacco-related issues.

• Funding was provided by Maine Cancer Foundation.
Method and Approach

- Online poll using Critical Insights’ secure data collection portal
- Questionnaire developed with MPHA and other project stakeholders.
- Double opt-in consumer panel encompassing the entire State of Maine in proportion to the population distribution of the state
  - The state was sampled by county population in proportion to the most recent election turnout (data from the Office of the Secretary of State).
- Eligibility: Registered Maine voter, age 18 or older
- Approximately 15 minutes to complete
- N = 450 voters; poll ran 4/4-4/15/2019
  - The sample of 450 voters offers a sampling error of +/- 4.7 percentage points, at 95% confidence.
Participant Profile
In what Maine county do you live?

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

- Rural area: 31%
- Small town: 28%
- Suburban area: 18%
- Small city: 21%
- Large city or urban area: 2%
Poll Participant Profile - Stated Political Leanings

Which of the following best describes your political view?

- Extremely liberal: 18%
- Liberal: 8%
- Moderate: 45%
- Conservative: 21%
- Extremely conservative: 8%
Poll Participant Profile - Demographic / Household Profile

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

- None: 64%
- One: 17%
- Two: 13%
- 3+: 6%

What is your current age?

- 18-24: 22%
- 25-34: 22%
- 35-44: 23%
- 45-54: 18%
- 55-64: 15%
- 65+: 11%
Poll Participant Profile – Education / Household Income Profile

What is the last grade of school you completed?

- High school or less: 27%
- Less than college degree: 34%
- Completed college: 29%
- Post graduate work: 11%
- Prefer not to respond: 3%

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

- <$35k: 33%
- $35-49,999: 21%
- $50-74,999: 19%
- $75-99,999: 12%
- 100,000+: 13%
- Prefer not to respond: 3%
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.

- **Cigarettes**
  - Never used: 5%
  - Formerly used, but no longer do: 27%
  - Occasionally use: 23%
  - Regularly use: 44%

- **E-cigarettes, Juuls, or vaping products**
  - Never used: 6%
  - Formerly used, but no longer do: 12%
  - Occasionally use: 14%
  - Regularly use: 66%

- **Cigars or pipe tobacco**
  - Never used: 4%
  - Formerly used, but no longer do: 18%
  - Occasionally use: 11%
  - Regularly use: 67%

- **Chewing or spit tobacco**
  - Never used: 7%
  - Formerly used, but no longer do: 5%
  - Occasionally use: 2%
  - Regularly use: 85%

Use of e-cigs higher among those <35 years (25%)
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.

Sample sizes: cigarettes (n=116), e-cigarettes (n=32), cigars/pipe tobacco (n=16), and chewing/spit tobacco (n=17).

- **Cigarettes**: 89%
- **Electronic cigarettes, sometimes called e-cigarettes, Juuls, or vaping products**: 37%
- **Cigars or pipe tobacco**: 23%
- **Chewing or spit tobacco**: 54%
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.

<table>
<thead>
<tr>
<th>More Concerned</th>
<th>Less concerned</th>
</tr>
</thead>
<tbody>
<tr>
<td>(responses of 4 and 5)</td>
<td>(responses of 1 and 2)</td>
</tr>
<tr>
<td>The use of flavors - like candy, fruit and menthol - to make tobacco products more appealing to Maine youth</td>
<td>71%</td>
</tr>
<tr>
<td>The use of e-cigarettes, Juuls, and other vaping products among Maine youth</td>
<td>66%</td>
</tr>
<tr>
<td>Tobacco use and nicotine addiction among Maine youth and adults</td>
<td>65%</td>
</tr>
<tr>
<td>Tobacco use and nicotine addiction increasing the risk of addiction to other substances</td>
<td>51%</td>
</tr>
</tbody>
</table>
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)?

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

**Stated Importance**

- **85%**
- **6%**
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**
  - Plays more of a role (responses of 4 and 5): 73%
  - Plays less of a role (responses of 1 and 2): 9%

- **Helping cigarette smokers to quit smoking**
  - Plays more of a role (responses of 4 and 5): 29%
  - Plays less of a role (responses of 1 and 2): 43%
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:

<table>
<thead>
<tr>
<th>Policy</th>
<th>Strongly support</th>
<th>Somewhat support</th>
<th>Total Support</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maintaining current Maine law, which restricts smoking and using e-cigarettes, Juuls, or other vaping products in public places, including outdoor eating areas</td>
<td>62%</td>
<td>19%</td>
<td>81%</td>
</tr>
<tr>
<td>Maintaining current Maine law, which restricts the sale of food or drink in tobacco specialty stores where smoking is allowed</td>
<td>50%</td>
<td>20%</td>
<td>70%</td>
</tr>
<tr>
<td>Prohibiting the sale of all flavored tobacco products (including cigars, e-cigarettes, Juuls, and other vaping products) in order to prevent use of tobacco products by youth in Maine</td>
<td>46%</td>
<td>22%</td>
<td>68%</td>
</tr>
</tbody>
</table>
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?

- **More important** (responses of 4 and 5): 91%
- **Less important** (responses of 1 and 2): 10%
Views on Lawmakers and Tobacco-Related Tax Policy and Settlement Funds
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?

- 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%
- Most of the Maine's tobacco settlement funds should be used to pay for medical care 11%
- 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… Don't know/Not sure 6%
To view the full results – please visit: www.mainepublichealth.org/act/coalition-partners/tobacco/

Thank You!
Views on Tobacco-Related Tax Policy in Maine
Views on Tobacco-Related Tax Policy: Standardizing Tax on E-Cigarettes

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

<table>
<thead>
<tr>
<th>Strongly support</th>
<th>Somewhat support</th>
<th>Total Support</th>
</tr>
</thead>
<tbody>
<tr>
<td>The additional tax revenue would be used to prevent youth from starting to smoke or use other tobacco products, such as a-cigarettes, Juuls, or other vaping products</td>
<td>52%</td>
<td>23%</td>
</tr>
<tr>
<td>The additional tax revenue would be used to prevent illness and improve overall health</td>
<td>48%</td>
<td>27%</td>
</tr>
<tr>
<td>The additional tax revenue would be used to help current smokers quit using tobacco</td>
<td>47%</td>
<td>26%</td>
</tr>
<tr>
<td>The additional tax revenue would be used to help more Maine people afford health insurance coverage</td>
<td>45%</td>
<td>25%</td>
</tr>
<tr>
<td>The additional tax revenue would be used to pay for opiate addiction treatment and recovery programs</td>
<td>44%</td>
<td>24%</td>
</tr>
<tr>
<td>One of the most effective ways to prevent youth from starting to smoke is to significantly raise the price of tobacco products</td>
<td>44%</td>
<td>20%</td>
</tr>
</tbody>
</table>

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...

<table>
<thead>
<tr>
<th>Strongly support</th>
<th>Somewhat support</th>
<th>Total Support</th>
</tr>
</thead>
<tbody>
<tr>
<td>The additional tax revenue would be used to prevent youth from starting to smoke or use other tobacco products, such as a-cigarettes, Juuls, or other vaping products</td>
<td>52%</td>
<td>23%</td>
</tr>
<tr>
<td>The additional tax revenue would be used to help current smokers quit using tobacco</td>
<td>49%</td>
<td>26%</td>
</tr>
<tr>
<td>The additional tax revenue would be used to help more Maine people afford health insurance coverage</td>
<td>49%</td>
<td>22%</td>
</tr>
<tr>
<td>The additional tax revenue would be used to prevent illness and improve overall health</td>
<td>46%</td>
<td>24%</td>
</tr>
<tr>
<td>One of the most effective ways to prevent youth from starting to smoke is to significantly raise the price of tobacco products</td>
<td>44%</td>
<td>18%</td>
</tr>
<tr>
<td>The additional tax revenue would be used to build a healthier workforce</td>
<td>43%</td>
<td>26%</td>
</tr>
</tbody>
</table>

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...

<table>
<thead>
<tr>
<th>Strongly support</th>
<th>Somewhat support</th>
<th>Total Support</th>
</tr>
</thead>
<tbody>
<tr>
<td>The additional tax revenue would be used to prevent youth from starting to smoke or use other tobacco products, such as a-cigarettes, Juuls, or other vaping products</td>
<td>47%</td>
<td>23%</td>
</tr>
<tr>
<td>The additional tax revenue would be used to help current smokers quit using tobacco</td>
<td>46%</td>
<td>23%</td>
</tr>
<tr>
<td>The additional tax revenue would be used to prevent illness and improve overall health</td>
<td>46%</td>
<td>22%</td>
</tr>
<tr>
<td>The additional tax revenue would be used to help more Maine people afford health insurance coverage</td>
<td>45%</td>
<td>22%</td>
</tr>
<tr>
<td>One of the most effective ways to prevent youth from starting to smoke is to significantly raise the price of tobacco products</td>
<td>41%</td>
<td>21%</td>
</tr>
<tr>
<td>The additional tax revenue would be used to build a healthier workforce</td>
<td>40%</td>
<td>26%</td>
</tr>
</tbody>
</table>

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....?

- Much more likely to support
- Somewhat more likely to support
- Somewhat more likely to oppose
- Much more likely to oppose
- Don't know/Not sure

### Taxing e-cigarettes
- Much more likely to support: 42%
- Somewhat more likely to support: 29%
- Much more likely to oppose: 10%
- Somewhat more likely to oppose: 11%
- Don't know/Not sure: 8%

### Taxing other tobacco products
- Much more likely to support: 45%
- Somewhat more likely to support: 27%
- Much more likely to oppose: 8%
- Somewhat more likely to oppose: 11%
- Don't know/Not sure: 9%

### Increased cigarette tax
- Much more likely to support: 39%
- Somewhat more likely to support: 27%
- Much more likely to oppose: 12%
- Somewhat more likely to oppose: 11%
- Don't know/Not sure: 10%
## 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?

<table>
<thead>
<tr>
<th>Area</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Programs to prevent youth from starting to use tobacco products and to help smokers quit</td>
<td>49%</td>
</tr>
<tr>
<td>Expanding health insurance coverage through MaineCare</td>
<td>39%</td>
</tr>
<tr>
<td>Programs for opiate addiction treatment and recovery</td>
<td>32%</td>
</tr>
<tr>
<td>Programs that give children resilience-building tools to cope with adversity, trauma, and stress in order to prevent future addiction</td>
<td>26%</td>
</tr>
<tr>
<td>Programs to prevent illness and improve overall health</td>
<td>26%</td>
</tr>
<tr>
<td>Ensuring each high school and middle school in Maine is staffed with a school nurse, school health coordinator, and school resource officer</td>
<td>25%</td>
</tr>
<tr>
<td>Programs specifically designed to help support Maine's rural communities</td>
<td>20%</td>
</tr>
<tr>
<td>Programs to boost economic opportunity</td>
<td>16%</td>
</tr>
<tr>
<td>Programs to reduce the stigma of addiction and promote the understanding of addiction as a brain disease</td>
<td>16%</td>
</tr>
<tr>
<td>Programs to build a healthier workforce</td>
<td>9%</td>
</tr>
<tr>
<td>Some other area of focus specified</td>
<td>6%</td>
</tr>
<tr>
<td>Don't know/Not sure</td>
<td>5%</td>
</tr>
</tbody>
</table>
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

Voted to ensure Maine's tobacco settlement funds are used first and foremost to prevent youth from smoking and to help smokers quit:

- 45% much more likely to support
- 35% somewhat more likely to support
- Total more likely to support: 80%

Voted to ensure Maine's tobacco settlement funds are used primarily to prevent disease and promote good health:

- 42% much more likely to support
- 39% somewhat more likely to support
- Total more likely to support: 81%
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:

<table>
<thead>
<tr>
<th>Vote Description</th>
<th>Much more likely to support</th>
<th>Somewhat more likely to support</th>
<th>Total more likely to support</th>
</tr>
</thead>
<tbody>
<tr>
<td>Voted to tax e-cigarettes, Juuls, and other vaping products at the same rate as regular cigarettes</td>
<td>46%</td>
<td>26%</td>
<td>72%</td>
</tr>
<tr>
<td>Voted to tax all other tobacco products, including cigars and loose tobacco, at the same rate as regular cigarettes</td>
<td>44%</td>
<td>28%</td>
<td>71%</td>
</tr>
<tr>
<td>Voted to prohibit the sale of all flavored tobacco products, including flavored cigarettes, cigars, e-cigarettes</td>
<td>37%</td>
<td>27%</td>
<td>64%</td>
</tr>
<tr>
<td>Voted for a $1.50 increase in Maine's cigarette tax</td>
<td>36%</td>
<td>25%</td>
<td>61%</td>
</tr>
</tbody>
</table>
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:

*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.*

- People should have the right to breathe clean air while in the workplace: 95% Agree more, 4% Agree less
- People should have the right to breathe clean air in all public places: 92% Agree more, 7% Agree less
- When considering whether to experiment with tobacco products, youth and young adults are strongly influenced by their peers: 91% Agree more, 7% Agree less
- When considering whether to experiment with tobacco products, youth and young adults are strongly influenced by whether smoking or vaping is allowed where they live, work, relax, or...: 72% Agree more, 21% Agree less
- People should have the freedom to smoke cigarettes or use vaping products wherever they choose: 25% Agree more, 73% Agree less
- Secondhand tobacco smoke is probably not as harmful as doctors and scientists say it is: 20% Agree more, 77% Agree less
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?

- 100%: 44%
- 80%: 19%
- 60%: 17%
- 40%: 12%
- 20%: 5%
- 0%: 3%
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?

- Maine currently does not spend enough on efforts in this area: 68%
- Maine currently spends too much on efforts in this area: 8%
- Maine currently spends the right amount on efforts in this area: 14%
- Don't know/Not sure: 9%
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 does not spend enough on efforts in this area (77%)
- Maine currently spends too much on efforts in this area (6%)
- Maine currently spends the right amount on efforts in this area (10%)
- Don't know/Not sure (7%)