



M E M O R A N D U M

TO: INTERESTED PARTIES
FROM: GLEN BOLGER
RE: STATEWIDE SURVEY
TOBACCO PREVENTION PROGRAM FUNDING
DATE: FEBRUARY 8, 2012

Key Findings

1. *Voters across party lines, age groups, regions, and the ideological spectrum are in favor of continuing to use tobacco settlement money to fund the tobacco prevention program.*

In North Carolina, 74% of voters are in favor of continuing to use some of the tobacco settlement money to continue funding the tobacco prevention program, with only 20% opposed. Intensity of support for the proposal is high, with 47% of voters strongly in favor, and just 10% strongly opposed.

- Support for continued funding crosses party lines, with 69% of Republicans in favor, as well as 77% of Independents and 78% of Democrats.
- Voters across all gender/age groups support funding for the tobacco prevention program; 74% of men ages 18-54 are in support, as are 77% of women ages 18-54. Men ages 55+ support it by 70%, and women ages 55+ support it by 75%.
- Voters from all regions support continued funding, with 73% supportive in the East, 74% supportive in the Piedmont, and 79% supportive in the Mountain region.
- Along ideological lines, very conservative voters are 69% supportive of continued funding, while 70% of somewhat conservative voters, 79% of moderates and 78% of liberals are also all in favor of continued funding for tobacco prevention programs.

2. ***Even smokers support the proposal - 67% are supportive.***

Well over half of smokers are supportive of continued funding for tobacco prevention programs. Smokers support the proposal at 67%, with ex-smokers supportive at 74%. Their level of support is nearly as high as that of non-smokers, who support the proposal at 77%.

3. ***Despite budget concerns, voters do not think that tobacco prevention programs should be affected by budget shortfall measures.***

An overwhelming majority of voters (80%) think it is important that a portion of the settlement be used to fund prevention programs. Nearly half (49%) believe it is *very* important that the money goes to programs to prevent kids from smoking and to provide help for smokers who want to quit.

We read two messages about funding for North Carolina's tobacco prevention program:

“People say we should continue to fund the tobacco prevention program. It's not too much to dedicate at least this small portion of the tobacco settlement money for its intended purpose - to prevent kids from smoking and to help current smokers quit. This still leaves nearly 90% of the tobacco settlement money to help address the state's budget problems and pay for other programs.”

or...

“People say we need to make cuts to the tobacco prevention program. North Carolina is facing a severe budget shortfall which will require tough choices. We need to reduce spending on tobacco prevention and use more of the tobacco settlement money to help pay for other important state programs and help balance the budget.”

60% CONTINUE TO FUND
35% MAKE CUTS

Fully 60% of North Carolina voters would want to continue funding to the tobacco prevention program after hearing both these messages, with only 35% saying the state's budget shortfall means it is time to make cuts.

4. ***Voters are more likely to support a legislator who votes to continue funding.***

Finally, 59% of voters would be more likely to vote for a state legislator who voted to continue funding to the tobacco prevention programs, with 28% much more likely. Only 7% of voters would be much less likely.

Methodology

The survey of a random sample of 500 likely 2012 general election voters in North Carolina was conducted by Public Opinion Strategies. The survey was conducted by landline telephone January 7-9, 2012. Voters were screened for likely participation in the November 2012 general election. To assure that the data are representative of the population, the results were checked against expected November 2012 turnout and weighted by key demographics when necessary based on POS's projection of a likely November 2012 turnout. Overall results have a margin of error of $\pm 4.38\%$ in 95 out of 100 cases.