

**To: Vincent Demarco, President  
Maryland Citizens' Health Initiative**

**From: Steve Raabe, President  
OpinionWorks, LLC**

**Date: January 21, 2014**

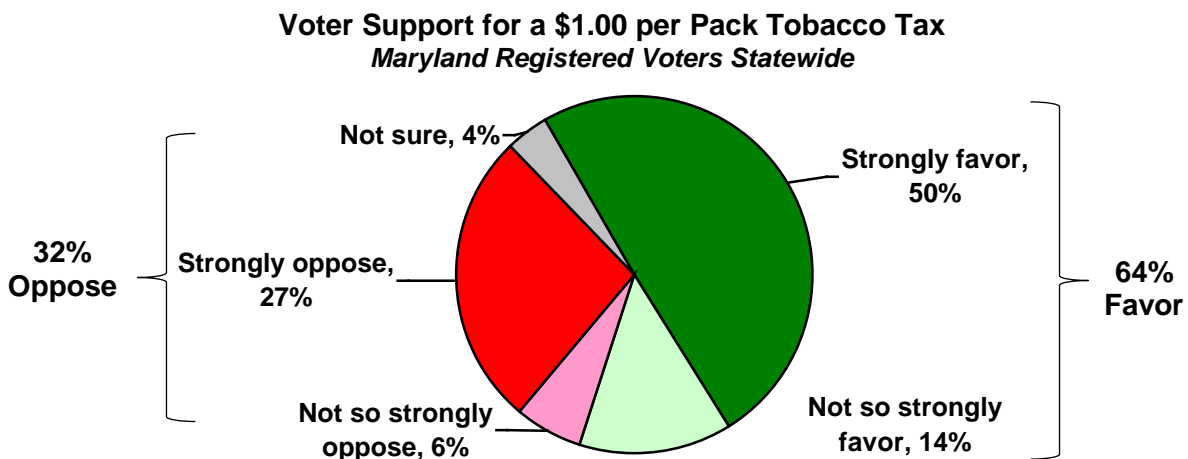
**Subject: Maryland Voter Survey on the Tobacco Tax**

Maryland Citizens' Health Initiative commissioned this statewide Maryland voter survey to understand attitudes about a proposed increase in the State's tobacco tax.

This telephone poll of 785 randomly-selected Maryland registered voters was conducted by telephone January 14-19, 2014, using trained and supervised live interviewers. The findings have a potential sampling error of no more than  $\pm 3.4$  percent at the 95% confidence level. A more detailed methodology statement is found at the end of this summary.

**Strong Support for a Tobacco Tax Increase**

By two-to-one, voters support a \$1.00 per pack increase in the State tobacco tax with the money dedicated to healthcare coverage, the state tobacco control program, long-term care for seniors, and other community-based health initiatives. Nearly two-thirds of voters (64 percent) support this proposal, and a 50 percent majority do so *strongly*. One voter in three is opposed (32 percent).



*"To help cut down on smoking, particularly among young people, would you favor or oppose a one dollar per pack increase in the state tobacco tax with the money dedicated to healthcare coverage, the state tobacco control program, long-term care for seniors, and other community-based health initiatives?"*

*(If favor/oppose): "Do you feel that way strongly or not so strongly?"*

*Numbers may not always appear to add correctly due to rounding.*

Support is strong across major demographic subgroups and in all corners of the State.

- Sixty percent of men and 68 percent of women support the tobacco tax proposal.
- Across racial and ethnic groups, support is nearly identical in the mid 60s.
- In all metropolitan areas of the State support exceeds 60 percent, reaching as high as 82 percent in Baltimore City. In the 14 rural counties, a 57 percent majority support the tobacco tax proposal.

**Subgroup Support for Tobacco Tax**

| <b>Voter Group</b>  | <b>Favor</b> | <b>Oppose</b> |
|---|--------------|---------------|
| <b>All Voters</b>   | <b>64%</b>   | <b>32%</b>    |
| Men   | 60%          | 36%           |
| Women   | 68%          | 29%           |
| Whites  | 64%          | 34%           |
| African-Americans   | 66%          | 29%           |
| All Others  | 62%          | 32%           |
| Baltimore City  | 82%          | 15%           |
| Baltimore County  | 70%          | 28%           |
| Montgomery County   | 64%          | 32%           |
| Prince George's County  | 65%          | 29%           |
| Greater Baltimore<br>(Anne Arundel, Baltimore City, Baltimore County, Carroll, Harford, Howard) | 67%          | 30%           |
| Greater Washington<br>(Charles, Frederick, Howard, Montgomery, Prince George's)                 | 62%          | 34%           |
| Rural Counties<br>(14 counties in Western Maryland, Southern Maryland, Eastern Shore)           | 57%          | 39%           |

**Voter Impact**

This poll also examined the possible political impact on legislative races of supporting or opposing the tobacco tax. The poll measured baseline Democratic and Republican support for generic legislative candidates, and then tested the impact on voter intention if one candidate supported the tobacco tax proposal while the other candidate opposed it.

*(continued)*

For Democratic candidates who support the \$1.00 tobacco tax proposal, there is no negative impact. In fact, a Democratic candidate who supports the proposal receives a modestly positive voter impact of +4%, while a Republican candidate who supports the tax experiences a +10% swing against the baseline – in either case enough to be meaningful in a competitive district.

**Voter Impact of the Tobacco Tax Proposal on Legislative Candidates**

|  | <b>Democratic</b> | <b>Republican</b> | <b>Democratic Margin</b> | <b>Not sure/<br/>Mixed/Neither</b> |
|--|-------------------|-------------------|--------------------------|------------------------------------|
| Generic Ballot (Baseline) <sup>1</sup>                             | 48%               | 27%               | <b>+21%</b>              | 24%                                |
| Democrat supports the proposal, Republican opposes it <sup>2</sup> | 51%               | 26%               | <b>+25%</b>              | 23%                                |
| Republican supports the proposal, Democrat opposes it <sup>3</sup> | 42%               | 31%               | <b>+11%</b>              | 27%                                |

<sup>1</sup>“In the 2014 state legislative elections, are you more likely to vote for (rotate): the Democratic candidates or the Republican candidates?”

<sup>2</sup>“If you learned that the Democratic candidate in your legislative district supported a one-dollar per pack increase in the State’s tobacco tax to help cut down on smoking with the money dedicated to the tobacco control and health-related purposes we have discussed, and the Republican opposed the tax, who would you be more likely to vote for (rotate): the Republican candidate or the Democratic candidate?”

<sup>3</sup>“If you learned that the Republican candidate in your legislative district supported a one-dollar per pack increase in the State’s tobacco tax to help cut down on smoking with the money dedicated to the tobacco control and health-related purposes we have discussed, and the Democrat opposed the tax, who would you vote for (rotate): the Republican candidate or the Democratic candidate?”

**How This Poll Was Conducted**

OpinionWorks interviewed 785 randomly-selected registered voters across Maryland by telephone January 14–19, 2014. The interviews were conducted by trained and supervised live interviewers who are skilled in opinion research best practices.

The poll has a potential sampling error of no more than ± 3.4% at a 95% confidence level, meaning that at least 95% of the time the survey results would differ by no more than that margin if every registered voter in Maryland had been interviewed.

Interviewees were drawn randomly from the database of registered voters, supplied by the State Board of Elections and matched with landline and cellular telephone numbers by a commercial vendor. The sample was balanced geographically and by political party during interviewing, and respondents were screened to ensure that only registered voters were interviewed. Weights were applied to bring the voter sample into compliance with the demographic breakdown of the registered voter population.

**Brief Background on OpinionWorks**

OpinionWorks conducts frequent opinion studies in Maryland and the surrounding states. We are the polling organization for *The Baltimore Sun*, having accurately forecast the 14-point gubernatorial margin in 2010 and the Baltimore mayoral margin in 2011, and have polled for numerous other media throughout the region. We work for state and local agencies throughout the Mid-Atlantic, and for a variety of non-profit and for-profit entities within the region and nationally.