

Interviewer _____ Station _____

Time Began _____ Time Finished _____ Total Time _____

Gender: Male _____ Female _____

NEVADA TOBACCO ISSUES SURVEY
JOB #320-461aWT
N=802

Hello, I'm calling from F-M-Three, a public opinion research company. I am not trying to sell you anything or ask for a donation, but I would like to have you take a few minutes to answer a brief survey about issues that are important to Nevada residents. May I speak with _____? **(MUST SPEAK WITH VOTER LISTED. VERIFY THAT THE VOTER LIVES AT THE ADDRESS LISTED -- OTHERWISE TERMINATE.)**

A. Before we begin, I need to know if I have reached you on a cell phone. **(IF YES, ASK:)** Are you in a place where you can talk safely?

- Yes, cell and in safe place----- 20%
- Yes, cell not in safe place ----- **TERMINATE**
- No, not on cell ----- 80%
- (DON'T READ) DK/NA/REFUSED----- TERMINATE**

1. First, how concerned are you about smoking and other tobacco use among young people in Nevada? Would you say you are very concerned, somewhat concerned, not too concerned or not at all concerned?

- Very concerned----- 46%
- Somewhat concerned ----- 30%
- Not too concerned----- 13%
- Not at all concerned----- 10%
- (DON'T KNOW/NA)----- 2%**

2. As you may know, the Nevada State Legislature is facing a multi-billion dollar budget shortfall. As a result, the Governor and state legislators are considering certain proposals to make sure important state priorities have adequate funding. I am now going to read you a list of proposals that have been suggested to make sure the state balances its budget while funding these priorities. After you hear each one, please tell me if you favor or oppose that proposal. If you are not sure about a particular item, please say so and we'll go on. **(IF FAVOR/OPPOSE, ASK: "Is that strongly FAVOR/OPPOSE, or just somewhat?") (RANDOMIZE)**

	STR FAVOR	SMWT FAVOR	SMWT OPPOSE	STR OPPOSE	NOT SURE/DK
[]a. Reduce funding for education -----	8%	7%	12%	72%	2%
[]b. Reduce funding for health care programs-----	10%	10%	20%	54%	7%
[]c. Increase the state tobacco tax-----	59%	14%	8%	15%	3%
[]d. Increase the state mining tax -----	33%	19%	14%	15%	19%
[]e. Increase the state casino tax -----	45%	21%	13%	13%	8%
[]f. Increase the state sales tax -----	10%	20%	20%	46%	4%
[]g. Reduce funding for Medicaid health services-----	8%	10%	21%	53%	7%
[]h. Implement a personal income tax-----	6%	12%	14%	55%	13%
[]i. Increase class size for state schools-----	13%	13%	18%	49%	7%

3. Would you favor or oppose a one dollar and twenty cent per pack increase in the state tobacco tax with part of the revenue dedicated to programs that would reduce tobacco use, particularly among kids, and the rest of the revenue dedicated to addressing the state budget? **(IF FAVOR/OPPOSE, ASK: "Is that strongly FAVOR/OPPOSE, or just somewhat?")**

TOTAL FAVOR -----	71%
Strongly favor-----	58%
Somewhat favor -----	13%
TOTAL OPPOSE-----	26%
Somewhat oppose -----	7%
Strongly oppose -----	18%
(DON'T KNOW/NA)-----	3%

4. Would you favor or oppose a one dollar per pack increase in the state tobacco tax with part of the revenue dedicated to programs that would reduce tobacco use, particularly among kids, and the rest of the revenue dedicated to addressing the state budget? **(IF FAVOR/OPPOSE, ASK: "Is that strongly FAVOR/OPPOSE, or just somewhat?")**

TOTAL FAVOR -----	72%
Strongly favor-----	58%
Somewhat favor -----	14%
TOTAL OPPOSE-----	25%
Somewhat oppose -----	7%
Strongly oppose -----	18%
(DON'T KNOW/NA)-----	3%

5. Currently, other tobacco products such as cigars and smokeless or spit tobacco are taxed at a lower rate than cigarettes. Regardless of whether or not there is an increase in the cigarette tax, do you favor or oppose taxing other tobacco products such as cigars or smokeless tobacco at a rate comparable to cigarettes? **(IF FAVOR/OPPOSE, ASK: "Is that strongly FAVOR/OPPOSE, or just somewhat?")**

TOTAL FAVOR ----- 81%
 Strongly favor----- 71%
 Somewhat favor ----- 11%

TOTAL OPPOSE ----- 16%
 Somewhat oppose ----- 5%
 Strongly oppose ----- 11%

(DON'T KNOW/NA)----- 2%

6. Would you be more or less likely to support a candidate for political office here in Nevada if they supported a tobacco tax increase as part of an effort to reduce tobacco use, particularly with the new revenue used for the state budget deficit? **(IF MORE/LESS LIKELY ASK: "Is that much MORE/LESS LIKELY, or just somewhat?")**

Much more likely ----- 32%
 Somewhat more likely----- 25%
TOTAL MORE LIKELY ----- 57%

Somewhat less likely ----- 6%
 Much less likely ----- 12%
TOTAL LESS LIKELY ----- 18%

Makes no difference ----- 19%
(DON'T KNOW/NA)----- 6%

7. If Nevada were to raise its tobacco tax, there are a number of different ways to use the additional revenue. I am now going to read you a list of proposals on how this revenue could be spent. After each, please tell me whether you favor or oppose spending a significant portion of the revenue from a tobacco tax increase on that proposal. **(IF FAVOR/OPPOSE, ASK: "Is that strongly FAVOR/OPPOSE, or just somewhat?") (RANDOMIZE)**

	<u>STR</u>	<u>SMWT</u>	<u>SMWT</u>	<u>STR</u>	<u>NOT</u>
	<u>FAVOR</u>	<u>FAVOR</u>	<u>OPPOSE</u>	<u>OPPOSE</u>	<u>SURE/DK</u>
[]a. Programs to prevent kids from smoking and help smokers quit -----	49%	26%	8%	15%	3%
[]b. Clinical research for tobacco-related diseases-----	27%	30%	15%	25%	3%
[]c. Funding K through 12 education-----	65%	17%	5%	11%	2%
[]d. Funding higher education -----	57%	18%	8%	15%	2%
[]e. Reducing the state budget deficit -----	58%	25%	5%	9%	4%
[]f. Funding health care services for low income residents -----	41%	32%	8%	16%	3%

THANK YOU. THESE ARE MY LAST QUESTIONS, AND THEY ARE FOR CLASSIFICATION PURPOSES ONLY.

8. Generally speaking, do you think of yourself as a Democrat, a Republican, an Independent or something else? **(IF "DEMOCRAT" OR "REPUBLICAN", ASK:)** Would you call yourself a strong Democrat/Republican or a not so strong Democrat/Republican? **(IF "INDEPENDENT", ASK:)** Well, do you think of yourself as closer to the Democratic or Republican party?

Strong Democrat -----	20%
Not strong Democrat-----	12%
Independent/Democrat-----	6%
Independent -----	19%
Independent/Republican-----	6%
Not strong Republican-----	8%
Strong Republican-----	16%
(DON'T KNOW/NA/OTHER) -----	11%

9. How would you describe yourself politically? Would you say you are very conservative, somewhat conservative, moderate, somewhat liberal, very liberal or haven't you thought much about this? **(IF MODERATE, ASK: "Do you tend to lean toward the liberal or conservative side?")**

Very conservative -----	14%
Somewhat conservative -----	20%
Moderate, lean conservative -----	5%
Moderate -----	18%
Moderate, lean liberal-----	4%
Somewhat liberal -----	13%
Very liberal-----	8%
(DON'T KNOW)-----	18%

10. How much do you personally identify with the tea party protest movement; a lot, some, or not at all?

A lot-----	13%
Some -----	26%
Not at all-----	53%
(DON'T KNOW/NA) -----	8%

11. What is your actual age? (CODE ACTUAL AGE. REFUSED=99)

1992-1986 (18-24)	9%
1985-1981 (25-29)	6%
1980-1976 (30-34)	7%
1975-1971 (35-39)	9%
1970-1966 (40-44)	8%
1965-1961 (45-49)	9%
1960-1956 (50-54)	9%
1955-1951 (55-59)	10%
1950-1946 (60-64)	8%
1945-1936 (65-74)	13%
1935 or earlier (75 & over)	7%
(DON'T READ) DK/NA/Refused	5%

12. What was the last level of schooling you completed?

Grades 1-8	1%
Grades 9-11	3%
High school graduate (12)	22%
Some college/vocational school	33%
College graduate (4)	20%
Post graduate work/Professional school	19%
(DON'T KNOW/NA)	2%

13. Which of the following racial or ethnic group descriptions best applies to you? (READ ALL RESPONSES, THEN RECORD): Latino or Hispanic, African-American or Black, Caucasian or White, Asian, or some other ethnic or racial background?

Latino/Hispanic	11%
African American/Black	5%
White	73%
Asian	3%
Other	1%
(DON'T READ) Refused/DK/NA	7%

14. Which of the following describes your use of cigarettes? (READ ALL RESPONSES, THEN RECORD):

I currently smoke cigarettes regularly	11%
I smoke cigarettes only occasionally	5%
I used to smoke but no longer do, or	(ASK Q15)--31%
I have never been a cigarette smoker	(ASK Q15)--52%
(DON'T READ) Refused/DK/NA	2%

(ASK Q15 ONLY IF Q14 CODE 3 OR 4. ALL OTHERS SKIP TO Q16)

15. And do you never smoke, or do you smoke on occasion?

Never smoke ----- 95%
 Smoke on occasion----- 4%
(DON'T READ) Refused ----- 0%
(DON'T READ) DK/NA ----- 0%

(RESUME ASKING ALL RESPONDENTS)

16. Do you use any other tobacco products such as chewing, spit or spitless tobacco or cigars?

Yes ----- 5%
 No ----- 93%
(DON'T READ) Refused ----- 1%
(DON'T READ) DK/NA ----- 1%

17. Does anyone in your household smoke cigarettes or use any other tobacco products?

Yes ----- 20%
 No ----- 78%
(DON'T READ) Refused ----- 1%
(DON'T READ) DK/NA ----- 1%

18. In which of the following categories does your family income fall? **(READ OPTIONS)**

Below 12 thousand----- 3%
 12 but less than 20 thousand----- 5%
 20 but less than 30 thousand----- 7%
 30 but less than 40 thousand----- 8%
 40 but less than 50 thousand----- 12%
 50 but less than 60 thousand----- 5%
 60 but less than 80 thousand----- 14%
 80 but less than 100 thousand ----- 12%
 Above 100 thousand ----- 16%
(DON'T READ) Refused/DK/NA ----- 18%

THANK AND TERMINATE

SEX (BY OBSERVATION):

Male ----- 50%
 Female ----- 50%

REGISTRATION:

Democrat ----- 42%
 Republican ----- 36%
 Decline to State ----- 15%
 Other ----- 7%

NAME _____

Interviewer _____

ADDRESS _____

Cluster# _____

CITY _____

Voter ID# _____

ZIP CODE _____

FIPS CODE _____

COUNTY _____

PRECINCT _____

MEDIA MARKET

Las Vegas ----- 71%
 Reno ----- 26%
 Other ----- 3%

FLAGS

P02 ----- 23%
 G02 ----- 43%
 P04 ----- 25%
 G04 ----- 58%
 P06 ----- 35%
 G06 ----- 58%
 P08 ----- 25%
 G08 ----- 82%
 P10 ----- 43%
 BLANK ----- 10%

COUNTY

Carson City ----- 2%
 Clark ----- 69%
 Elko ----- 2%
 Washoe ----- 18%
 Other ----- 9%

VOTE BY MAIL

Yes ----- 23%
 No ----- 77%

CONGRESSIONAL DISTRICT

1 ----- 27%
 2 ----- 34%
 3 ----- 39%