



# Survey of New York Voters

February 2008



**GLOBAL STRATEGY GROUP**  
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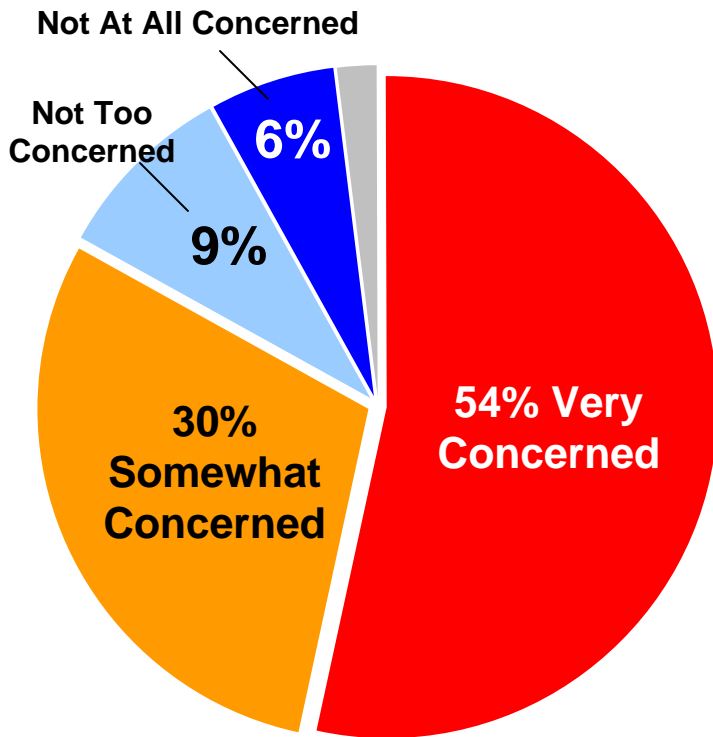
**PUBLIC OPINION**  
**STRATEGIES**

# Key Findings

- **Voters support increasing the tobacco tax by \$1.50 to fund smoking prevention and cessation programs and health care for families.**
- **New York voters, regardless of party affiliation or region, prefer a candidate who supports a state tobacco tax increase.**
- **While a majority of voters oppose all proposals to reduce the budget deficit there is broad support for one proposal: increasing the state tobacco tax.**
  - **Voters oppose cutting funding to health programs and education, and also oppose increasing gasoline, sales and income taxes.**
  - **Increasing the state tobacco tax is the only proposal that a majority of voters support.**

# Across the Board, Voters are Concerned about Smoking Among New York Youth

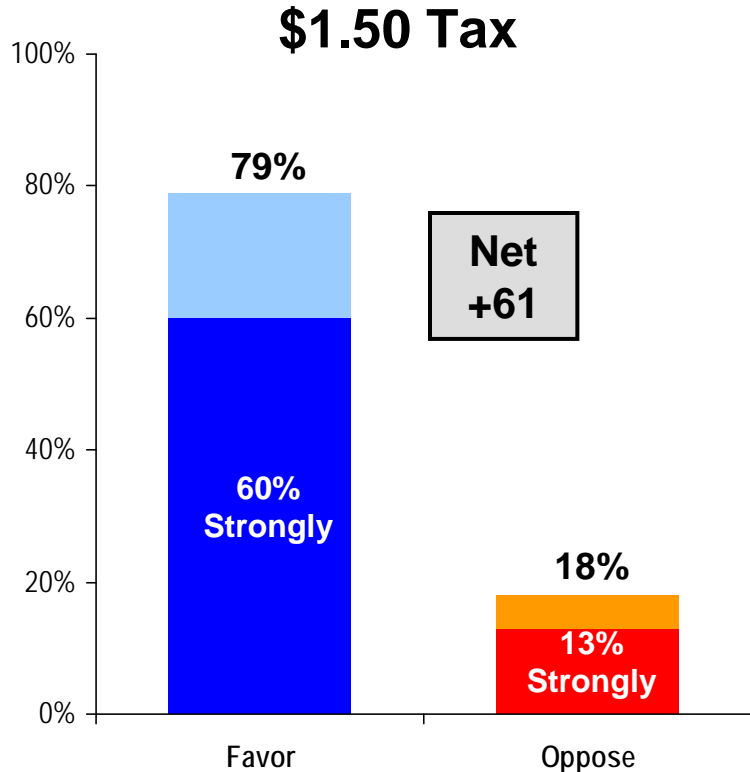
How concerned are you about smoking and other tobacco use among young people in New York?



	% Very Concerned	% NET Concerned
Total	54%	84%
Men 18-54	45	78
Men 55+	52	89
Women 18-54	58	89
Women 55+	65	86
Democrat	55	83
Independent	48	83
Republican	55	87
Smoker	42	81
Former Smoker	53	86
Never Smoked	62	86
New York City	54	82
NYC Suburbs	58	82
Upstate Big 4	49	91
Upstate Rural	52	83

# Voters Favor Increasing the State Tobacco Tax to Fund Smoking Prevention and Cessation Programs

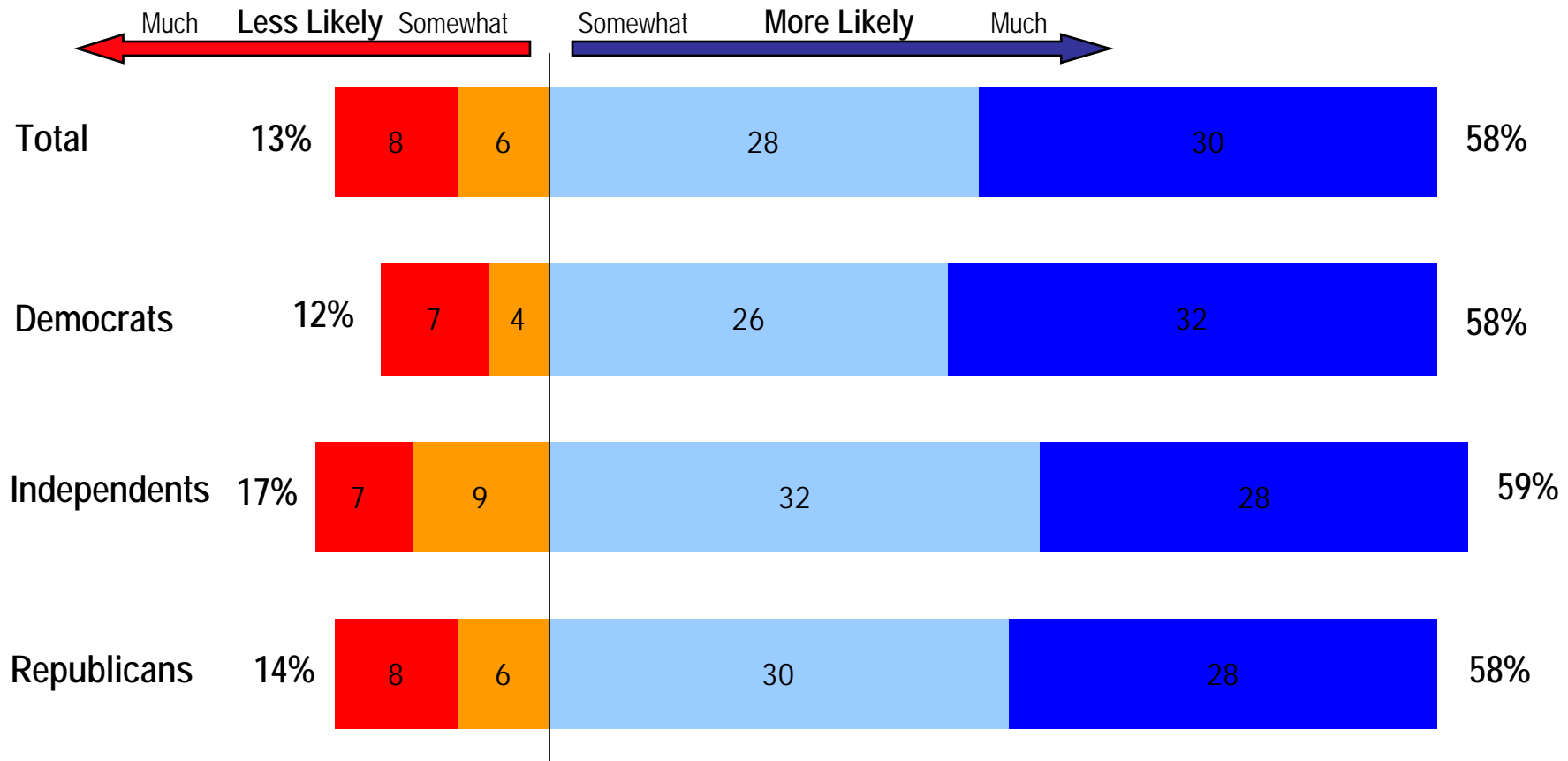
Would you favor or oppose a \$1.50 per pack increase in the state tobacco tax, with part of the revenue dedicated to a program to help smokers quit and prevent kids from starting to smoke, and the rest used to expand access to health care for working families in the state?  
 [IF FAVOR/OPPOSE] Is that strongly or somewhat favor/oppose?



	% Favor	% Oppose
Total	79%	18%
Men 18-54	78	20
Men 55+	76	23
Women 18-54	83	16
Women 55+	77	17
Democrat	77	20
Independent	79	18
Republican	82	16
Smoker	63	35
Former Smoker	81	16
Never Smoked	86	11
New York City	78	19
NYC Suburbs	79	18
Upstate Big 4	82	18
Upstate Rural	78	19

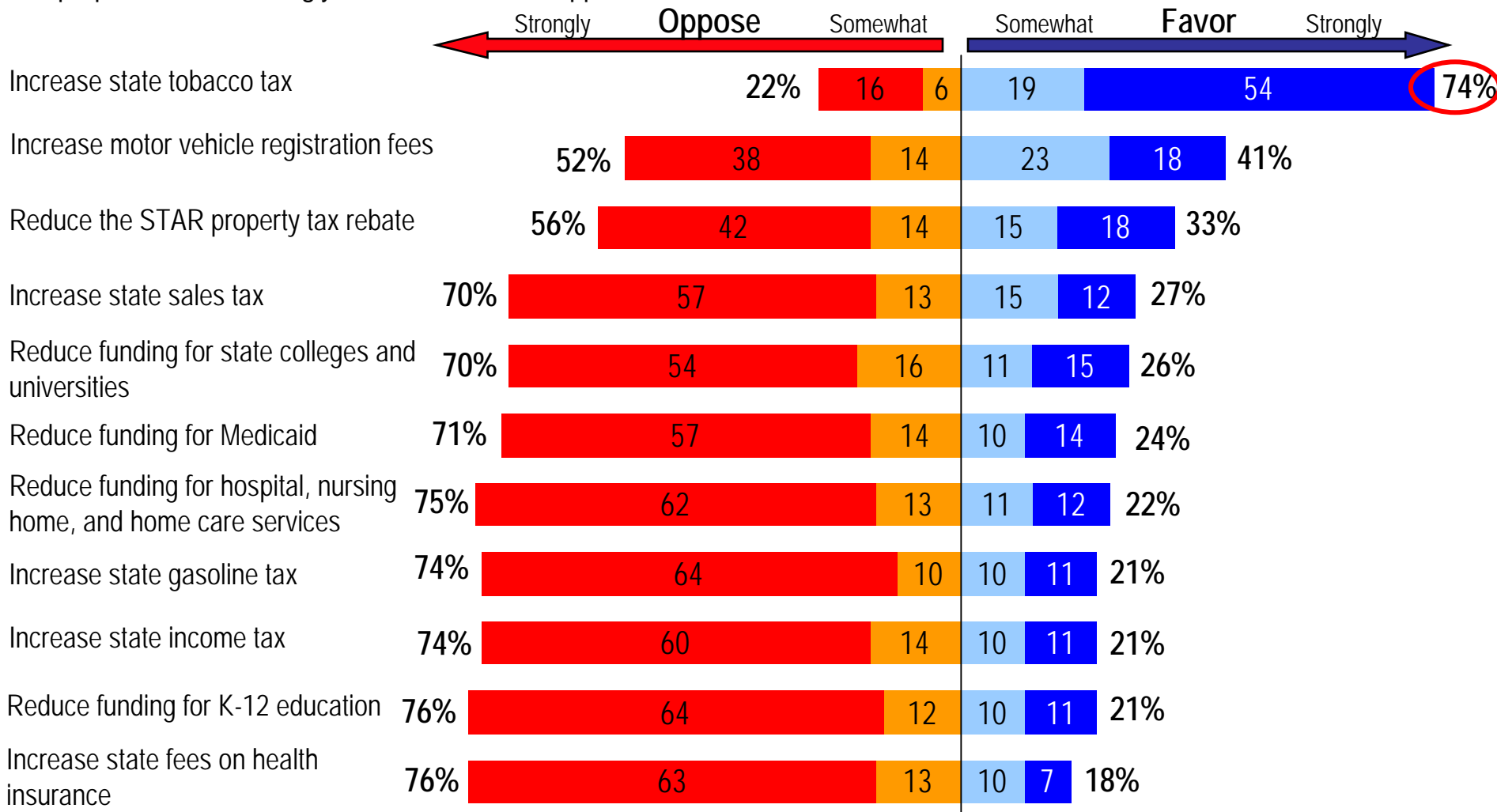
# Voters Across Party Lines Prefer a Candidate who Supports Increasing State Tobacco Tax

Would you be more likely or less likely to support a candidate for political office in New York if they supported this \$1.50 per pack increase in the state tobacco tax to fund tobacco prevention and health care for working families in the state?

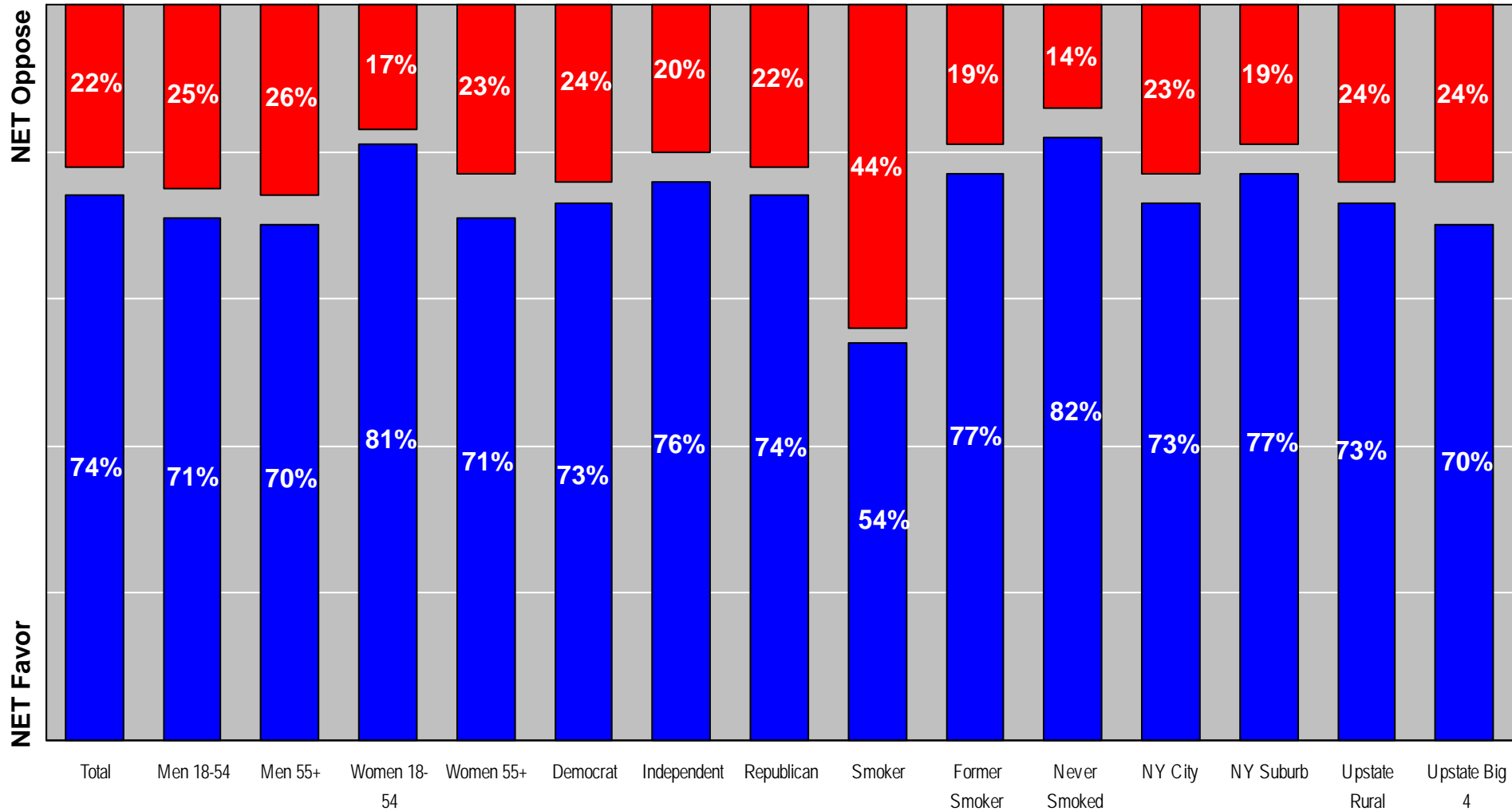


# Increasing the Tobacco Tax is the Best Solution for Reducing the State Budget Deficit

As you may have heard, New York is facing a budget deficit estimated to be at least four billion dollars. I'm going to read you a list of things that have been suggested as ways to reduce the state budget deficit. After each please tell me whether you favor or oppose that proposal. Is that strongly or somewhat favor/oppose?

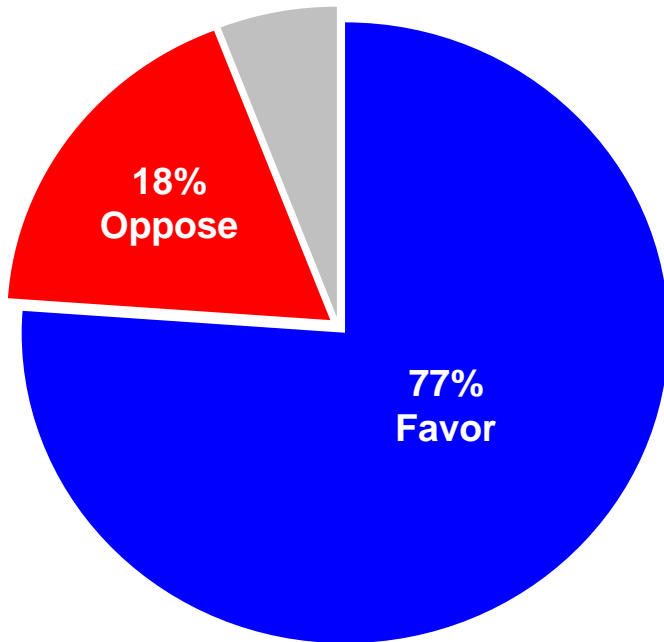


# There is Widespread Support for a Tobacco Tax Increase



# Voters Favor Using Existing Tobacco Tax Revenues to Fund Prevention and Cessation Programs

The state of New York collects more than \$1.7 billion each year in tobacco taxes and payments from the legal settlement with the tobacco companies. A coalition of health groups in the state has proposed spending \$140 million of these tobacco revenues on a comprehensive program to prevent kids from becoming smokers and to help smokers quite. Do you favor or oppose this plan?



	% Favor	% Oppose
<b>Total</b>	<b>77%</b>	<b>18%</b>
<b>Men 18-54</b>	78	19
<b>Men 55+</b>	74	21
<b>Women 18-54</b>	78	17
<b>Women 55+</b>	74	16
<b>Democrat</b>	77	18
<b>Independent</b>	73	21
<b>Republican</b>	79	16
<b>Smoker</b>	78	18
<b>Former Smoker</b>	74	20
<b>Never Smoked</b>	78	15
<b>New York City</b>	76	19
<b>NYC Suburbs</b>	78	16
<b>Upstate Big 4</b>	81	15
<b>Upstate Rural</b>	73	20

# Methodology

- Global Strategy Group and Public Opinion Strategies conducted a telephone survey among 804 likely New York voters from February 17, 2008 to February 21, 2008.
- Surveys were conducted among voters from **New York City** (counties: Bronx, Kings, New York, Queens, Richmond), **New York City suburbs** (counties: Nassua, Suffolk, Westchester, Rockland, Orange), the **upstate “Big 4”** (counties: Albany, Monroe, Erie, Onondaga) and the **upstate rural area** (all other counties).
- The overall margin of error is +/- 3.5% at the 95% confidence level.