



## METHODOLOGY

Global Strategy Group conducted a telephone survey among 710 likely 2012 New York State general election voters from February 22-26, 2012.

Quotas were established by demographics, including gender, race and region of the state to ensure the survey accurately represented the likely voting population.

The sampling margin of error is +/-3.7% at the 95% confidence level. The margin of error may be greater for sub-samples.

## SUMMARY

***New York State voters overwhelmingly support restoring funding to programs designed to prevent smoking and help those currently smoking to quit. Support for this policy is strong across the board, regardless of party or any other demographic affiliation. Even the best argument against it, that we can't afford it given the current state of the budget, is weakly received. Critically, voters are much more likely to vote for a candidate who supports restoring funds than they are to vote against them, suggesting this is a win for any politician willing to take on this fight!***

## FINDINGS

Once told that the Tobacco Prevention Program was cut by more than 50% and that less than 2% of the money the state receives from tobacco taxes and the tobacco settlement go to prevention measures, fully 64% oppose the cuts and just 26% favor them. Opposition to the cuts is strong across all demographic sub-groups, including by political party:

- 64% opposition among Democrats
- 64% among Republicans
- 65% among independent/unaffiliated voters

Voters overwhelmingly support restoring funding for tobacco prevention programs that prevent kids from smoking and help current smokers quit to about \$54 million, which is where it was two years ago, with 71% of all voters supporting this restoration and 49% strongly supporting it. Support is highest among:

- Women 18-54 (78% support restoring the funding in the budget)
- African American women (82%)

And while support is stronger among Democrats (77%) than it is among members of other parties, it is not by much (66% among independents, 65% among Republicans).

In addition, voters across the state support restoring funding for tobacco prevention, including 70 percent of Upstate voters, 75 percent of New York City voters and 68 percent of voters in the New York City suburbs.

Any politician who would support restoring this funding would have the support of a large proportion of the electorate, as 62% of voters in New York State say they would be more likely to vote for a candidate for political office who would use some of the tobacco tax and settlement money to restore funding to tobacco prevention programs. A mere 13% would be less likely to support a politician who wants to restore funding. Every single demographic sub-group examined is more likely than not to support a candidate who wants to restore funding.

- There is little difference by party (66% of Democrats are more likely to vote for such a candidate; while somewhat fewer but still 60% of independents and 56% of Republicans are also likely to support a candidate who wants to restore funding)
- There are also only modest differences by region of the state (67% more likely in New York City, 60% Upstate and 58% in the New York City suburbs).

Fully 77% of likely voters say it is very important or somewhat important to use a portion of the tobacco tax and settlement funds to fund tobacco prevention programs. Fully 47% say it is *very important*. Only 21% say it is not too important or not at all important. Those most likely to say it is *very important* include:

- Women 55+ (56% say it is very important)
- Women without a college degree (62%)
- Voters in New York City (56%)
- African American voters (67%)
- Voters who earn less than \$50k per year (59%)

While Democrats are more likely to say it is *very* important (54%) than independent (42%) or Republican voters (39%), voters of all political stripes are much more likely to say it is important than say it is not.

A similarly large proportion of the electorate (74%) say that it is very or somewhat important that tobacco tax and settlement dollars be directed toward programs to reduce smoking among New Yorkers who have been specifically targeted by tobacco company marketing, such as certain ethnic groups and low income residents. Only 22% say it is not too important or not at all important. While 42% of voters overall say this is *very important*, support is even more pronounced among:

- African Americans (60% very important)
- Hispanics (52%)
- Democratic women (54%)
- New York City voters (54%).

After hearing arguments for restoring funding (it's only 2% and it helps reduce smoking among kids and helps smokers quit) and against restoring funding (the state budget is tight and we need the money to prevent other cuts), fully 65% of voters say we should restore funding, while only 28% say we shouldn't. Support for restoring funding is strongest among:

- African Americans (73% restore funding)
- Hispanics (78%)
- Democrats (71%).

No demographic group comes even close to a majority opposing restoring funding.