

**Midwest Communications & Research  
Ohio Statewide Survey  
Interview Schedule**

**Universe:** General election likely voters in Ohio  
**N=** 607  
**Margin of Error:** +/- 4.0% in 95 out of 100 cases  
**Data Collection Mode:** Telephone (CATI)  
**Data Collection Dates:** April 16-17, 2008

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How likely would you say you are to vote in the November general election for President, Congress and some state offices – are you almost certain to vote, very likely, about 50-50, not too likely, or not at all likely to vote?

	<u><b>Total</b></u>
Almost Certain	70%
Very Likely	30%

Do you feel that things in Ohio are generally going in the right direction or are things pretty seriously off on the wrong track?

	<u><b>Total</b></u>
Right direction	29%
Wrong track	60%
Don't know	11%

How concerned are you about smoking and other tobacco use among young people in Ohio - very concerned, somewhat concerned, not too concerned, or not at all concerned?

	<u><b>Total</b></u>
<b>Total concerned</b>	<b>72%</b>
Very concerned	41%
Somewhat concerned	31%
<b>Total not concerned</b>	<b>27%</b>
Not too concerned	18%
Not at all concerned	9%
Don't know	1%

As a result of its settlement of a lawsuit against the tobacco industry, Ohio received approximately three-hundred million dollars per year from the tobacco companies. How much of the money that the state received from the tobacco settlement should be spent on tobacco prevention including programs to prevent kids from starting to smoke and help smokers who want to quit?

	<b>Total</b>
<b>All or most of it</b>	<b>33%</b>
About three quarters	21%
About half	21%
About a quarter	12%
Very little or none	8%
Don't know	5%

The state of Ohio's tobacco tax collections total \$1 billion dollars each year. The Centers for Disease Control and Prevention, or C-D-C, recommends that the state spend about \$145 million on tobacco prevention, including programs to prevent kids from smoking and provide help for smokers who want to quit. Do you support or oppose using some of the tobacco tax money to fund the tobacco prevention program at the level recommended by the CDC? (IF SUPPORT/OPPOSE) And do you strongly or somewhat (support/oppose)?

	<b>Total</b>
<b>Total support</b>	<b>76%</b>
Strongly support	41%
Somewhat support	35%
<b>Total oppose</b>	<b>19%</b>
Somewhat oppose	11%
Strongly oppose	8%
Don't know	5%

On another issue . . .

Have you seen, read, or heard anything recently about an economic stimulus plan proposed by state government officials?

	<b>Total</b>
Yes	34%
No	60%
Don't know	6%

As you may know, the governor and state leaders have proposed a \$1.5 billion plan to try and boost the state's economy. The economic stimulus plan focuses on road, bridge, water and energy projects, as well as preserving farmland, residential business development, biomedical initiatives and internships for higher education students. State leaders estimate that the plan will create 57,000 jobs for Ohio through local public works programs and investments in key industries.

From what you know, do you support or oppose the economic stimulus plan? (IF SUPPORT/OPPOSE) And do you strongly or somewhat (support/oppose)?

	<b>Total</b>
<b>Total support</b>	<b>78%</b>
Strongly support	38%
Somewhat support	40%
<b>Total oppose</b>	<b>12%</b>
Somewhat oppose	7%
Strongly oppose	5%
Don't know	10%

As you know, the state uses tobacco settlement dollars to fund a statewide program that works to prevent kids from starting to smoke and help smokers who want to quit. Recently, state leaders passed emergency legislation to take almost all of the remaining settlement dollars in the tobacco prevention fund to help pay for the economic stimulus plan. The tobacco settlement dollars would pay for 15% of the economic stimulus package.

Do you approve or disapprove of the state leaders taking most of the remaining tobacco settlement money in the tobacco prevention trust fund and using it to fund part of the economic stimulus package? (IF APPROVE/DISAPPROVE) And do you strongly or somewhat (approve/disapprove)?

	<b>Total</b>
<b>Total approve</b>	<b>50%</b>
Strongly approve	22%
Somewhat approve	28%
<b>Total disapprove</b>	<b>43%</b>
Somewhat disapprove	19%
Strongly disapprove	24%
Don't know	8%

Now I'd like to describe another proposal. Would you support or oppose increasing the state cigarette tax by 75 cents per pack, which would generate enough revenue to help fund the economic stimulus package this year without taking money from the tobacco prevention fund and also ensure long-term funding for programs to prevent kids from starting to smoke and help smokers who want to quit? And do you strongly or somewhat (support/oppose)?

	<b>Total</b>
<b>Total support</b>	<b>65%</b>
Strongly support	41%
Somewhat support	24%
<b>Total oppose</b>	<b>29%</b>
Somewhat oppose	11%
Strongly oppose	18%
Don't know	7%

As you may or may not know, Ohio currently taxes cigars and smokeless tobacco products such as chewing tobacco at a lower rate than cigarettes. Regardless of how you feel about increasing the cigarette tax, do you favor or oppose taxing these types of tobacco products at the same rate as cigarettes, with the revenue dedicated to tobacco prevention including programs to prevent kids from starting to use tobacco and help adults who want to quit. And do you strongly or somewhat (favor/oppose)?

	<b>Total</b>
<b>Total favor</b>	<b>73%</b>
Strongly favor	48%
Somewhat favor	25%
<b>Total oppose</b>	<b>22%</b>
Somewhat oppose	9%
Strongly oppose	13%
Don't know	5%

I'm going to read three different options on the issues we've been discussing. Please tell me which ONE of the options you would support. **[RANDOMIZE]**

\_\_Option A would raise the tax on cigarettes by 75 cents per pack, which could help fund the economic stimulus package this year and also ensure long-term funding for programs to prevent kids from starting to smoke and help smokers who want to quit

\_\_Option B would fund the economic stimulus package in part by taking almost all of the remaining settlement dollars in the tobacco prevention fund

\_\_Option C would not raise the cigarette tax or take the money from the tobacco prevention fund. If state leaders wanted to fully fund the economic stimulus plan they would have to raise the revenue elsewhere by issuing more bonds, tapping into the rainy day fund, or cutting other programs.

Which option would you be more likely to support?

	<u>Total</u>
<b>Option A</b>	<b>45%</b>
Option B	24%
Option C	21%
None	2%
All	2%
Don't know	6%

*And now some questions for segmentation purposes only...*

Which of the following ranges includes your age?

	<u>Total</u>
18-24	4%
25-34	27%
35-44	23%
45-54	16%
55-64	21%
65-74	8%
75+	2%

What is the highest level of education you have completed?

	<b>Total</b>
Some high school	7%
High school diploma	23%
Some college	19%
A technical or vocational degree	6%
College degree	30%
Graduate school/Professional school degree	14%

Which One of the following best describes your total household income?

	<b>Total</b>
Under \$25,000	10%
\$25,000 to \$49,999	24%
\$50,000 to \$74,999	26%
\$75,000 to \$99,999	18%
\$100,000 to \$149,999	9%
\$150,000 or more	3%
Refused	9%

In politics today, do you usually think of yourself as... (ROTATE GOP / DEM)

(IF REPUBLICAN OR DEMOCRAT, ASK) Would you call yourself a STRONG (Republican/Democrat) or a NOT-SO-STRONG (Republican/Democrat)?

	<b>Total</b>
<b>Total Republican</b>	<b>31%</b>
Strong Republican	19%
Not Strong Republican	8%
Lean Republican	4%
Independent/Something Else	26%
<b>Total Democrat</b>	<b>39%</b>
Lean Democrat	6%
Not Strong Democrat	7%
Strong Democrat	26%
Unsure/Refused	4%

Do you consider yourself a conservative, a moderate, or a liberal on most issues?

(If (conservative/liberal) ask: And do you consider yourself VERY (conservative/liberal) or just SOMEWHAT (conservative/liberal)?

	<b>Total</b>
<b>Total conservative</b>	<b>41%</b>
Very conservative	18%
Somewhat conservative	23%
Moderate	40%
<b>Total liberal</b>	<b>20%</b>
Somewhat liberal	13%
Very liberal	7%

Which of the following best describes your racial or ethnic heritage?

	<b>Total</b>
White or Caucasian	81%
African-American or Black	6%
Latino or Hispanic	5%
Asian	3%
Native American	1%
Other	1%
Refused	3%

Which of the following best describes your use of tobacco products?

	<b>Total</b>
Current smoker	17%
Former smoker	33%
Have never been a smoker	50%

(ASK IF CURRENT SMOKER) Which of the following best describes how often you smoke?

	<b>Total n=104</b>
Frequently smoke	52%
Occasionally smoke	40%
Rarely smoke	8%

(ASK IF FORMER SMOKER) And do you never smoke now, or do you still smoke on occasion?

	<b>Total n=199</b>
Never smoke	73%
Smoke on occasion	27%

GENDER (RECORD BY OBSERVATION)

	<b>Total</b>
Male	48%
Female	52%

MEDIA MARKET (RECORD FROM SAMPLE)

	<b>Total</b>
Charleston-Huntington	2%
Cincinnati	14%
Cleveland-Akron (Canton)	35%
Columbus	21%
Dayton	9%
Ft. Wayne/Lima	2%
Toledo	9%
Youngstown	6%
Zanesville/Wheeling-Steubenville/Parkes Burgh	3%