



BACKGROUND & METHODOLOGY

Tobacco Free Hawaii has contracted QMark Research to conduct a quantitative study in the form of an Omnibus telephone poll among Hawaii residents.

A total of 500 interviews were conducted beginning on December 3, 2009 and ending on December 12, 2009. A total of 354 interviews were conducted among Oahu residents while the Neighbor Island breakdown is as follows; 66 on the Big Island, 50 on Maui and 30 on Kauai.

The margin of error for a sample of this size (n=500) is +/- 4.38 percentage-points with a 95% confidence level.

The initial sample was randomly generated using QMark Research's proprietary Random Digit Dialing Software.

The data was input and compiled using SPSS.



TOBACCO TAX

Each respondent was then asked to rate how strongly they favored or opposed the idea of a \$.60 per pack increase in the state cigarette tax as part of an effort to reduce tobacco use, particularly among kids, with the revenue used to reduce the state budget deficit. They were asked to quantify their perceptions using a standard four-point rating scale (strongly favor=4/ somewhat favor=3/ somewhat oppose=2/ strongly oppose=1). The table below highlights the percent results as well as the mean or average score. The higher the mean score the more strongly they favor this tax increase.

	OVERALL
Strongly favor (4)	59%
Somewhat favor (3)	12%
NET POSITIVE	71%
Somewhat oppose (2)	7%
Strongly oppose (1)	18%
NET NEGATIVE	25%
Don't know	4%
MEAN	3.2

A majority (71%) of those polled favor the idea of a \$.60 per pack increase in taxes with the money used to help offset the current budget deficit. One in four (25%) oppose such a move. When these results are combined they result in a mean or average score of 3.2 out of a possible 4.0.



Next, respondents were informed that Hawaii currently taxes other tobacco products at a lower rate than cigarettes. They were then asked how strongly they favored or opposed the idea of taxing all of these types of products at the same tax rate. They were asked to quantify their perceptions using a standard four-point rating scale (strongly favor=4/ somewhat favor=3/ somewhat oppose=2/ strongly oppose=1). The table below highlights the percent results as well as the mean or average score. The higher the mean score the more strongly they favor taxing all tobacco products at the same tax rate.

	OVERALL
Strongly favor (4)	60%
Somewhat favor (3)	18%
NET POSITIVE	78%
Somewhat oppose (2)	5%
Strongly oppose (1)	11%
NET NEGATIVE	16%
Don't know	6%
MEAN	3.4

Overall, a majority (78%) of those polled are in favor of taxing all tobacco products at the same tax rate. Just 16% of those polled are opposed to this concept. These scores result in a mean or average score of 3.4 out of a possible 4.0.



At the conclusion of this section of the research respondents were asked if this particular tax increase were to go into effect how important is it for the state to dedicate part of the revenue to funding the state’s program to prevent tobacco use among kids and help current tobacco users quit. They were asked to quantify their perceptions using a standard four-point rating scale (very important=4/ somewhat important=3/ somewhat unimportant=2/ very unimportant=1). The table below highlights the percent results as well as the mean or average score. The higher the mean score the greater the perceived importance.

	OVERALL
Very important (4)	72%
Somewhat important (3)	19%
NET POSITIVE	91%
Somewhat unimportant (2)	3%
Very unimportant (1)	4%
NET NEGATIVE	7%
Don't know	3%
MEAN	3.6

A majority (91%) of those polled agree that if this tax were to go into effect it is important that a portion of the revenues be used to prevent tobacco use among children and help current smokers quit.



PROFILE OF RESPONDENTS

	OVERALL	COMMENTS
SMOKER	11%	One in ten respondents currently smoke
REGISTERED VOTER	83%	Majority are registered voters
AGE		
18-34	10%	The average age is 55.5
35-49	22%	
50-64	40%	
65+	25%	
MEAN	55.5	
PRIMARY RESIDENCE		
Own	75%	A majority of the residents polled own their primary residence.
Rent	21%	
HOUSEHOLD SIZE		
1-2	47%	The typical respondent resides in a household comprised of 3.1 individuals.
3+	51%	
MEAN	3.1	
CHILD UNDER 18	32%	Third of the households have a child under 18
EDUCATION		
HS/ GED	23%	Nearly half of the respondents polled are four-year college graduates.
Some College	24%	
Trade/JC/ Military	6%	
Four-year college grad	27%	
Post-graduate	17%	
LIFETIME RESIDENT		
Yes	48%	The sample is split nearly evenly among lifetime residents and those who have lived elsewhere.
No	51%	
ETHNICITY		
Caucasian	33%	Half the sample is made up of Caucasian and Japanese respondents.
Japanese	25%	
Hawaiian	16%	
Filipino	8%	
Other	16%	
HOUSEHOLD INCOME		
< \$50K	26%	
\$50K-\$100K	33%	
\$100K+	21%	
GENDER		
Male	49%	
Female	51%	



APPENDIX



Approval: BA ___ CK ___

ID # _____ (1)

ISLAND _____ (2)

- 1 = Oahu
- 2 = Big Island
- 3 = Maui County
- 4 = Kauai

Interviewer _____

Date _____

OMNIBUS HAWAII
QMark Research
December 2009

Hello, I'm _____ from **QMark Research**. We're conducting a market research survey today/this evening. This is strictly market research as we do no product promotion or selling. May I speak to someone 18 years of age or older who lives in this household?

- A. Are you or is anyone in your household employed in marketing, market research, advertising, public relations or active duty military?

[IF "YES", THANK AND TERMINATE, CODE ON CALL RECORD SHEET.]

No

**THANK AND TERMINATE & CODE
ON CALL RECORD SHEET**

----- >Yes

- B. Are you a resident of Hawaii (lives in state at least 6 months out of year)?

[IF "NO", THANK AND TERMINATE, CODE ON CALL RECORD SHEET.]

Yes

**THANK AND TERMINATE & CODE
ON CALL RECORD SHEET**

----- No



T4. Would you favor or oppose a \$.60 per pack increase in the state cigarette tax as part of an effort to reduce tobacco use, particularly among kids, with the revenue used to reduce the state budget deficit?

[IF FAVOR/OPPOSE, ASK] Is that strongly or somewhat favor/oppose?

- 1 Strongly favor
- 2 Somewhat favor
- 3 Somewhat oppose
- 4 Strongly oppose
- 5 Don't know (DO NOT READ)

T5. As you may or may not know, Hawaii currently taxes other tobacco products such as smokeless tobacco and cigars 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?

[IF FAVOR/OPPOSE, ASK] Is that strongly or somewhat favor/oppose?

- 1 Strongly favor
- 2 Somewhat favor
- 3 Somewhat oppose
- 4 Strongly oppose
- 5 Don't know (DO NOT READ)

T6. If Hawaii does increase its cigarette or tobacco tax, how important is it for the state to dedicate part of the revenue to funding the state's program to prevent tobacco use among kids and help current tobacco users quit?

- 1 Very important
- 2 Somewhat important
- 3 Not too important
- 4 Not at all important
- 5 Don't know (DO NOT READ)