



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.

The objectives of the research are to:

- Determine respondents' opinions on how State funds should be used to reduce tobacco use among youth.



ISSUE STATEMENTS - FUNDING

Research respondents were read the following statement and then asked how important or unimportant it is. 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.

“As you may know, several years ago, Hawaii and other states sued the tobacco companies and negotiated a settlement with them. As a result of this settlement, Hawaii currently receives more than \$55 million per year from the tobacco industry. How important is it for the state to dedicate part of the revenue from this tobacco settlement to funding programs to reduce tobacco use among kids and help smoker quit?”

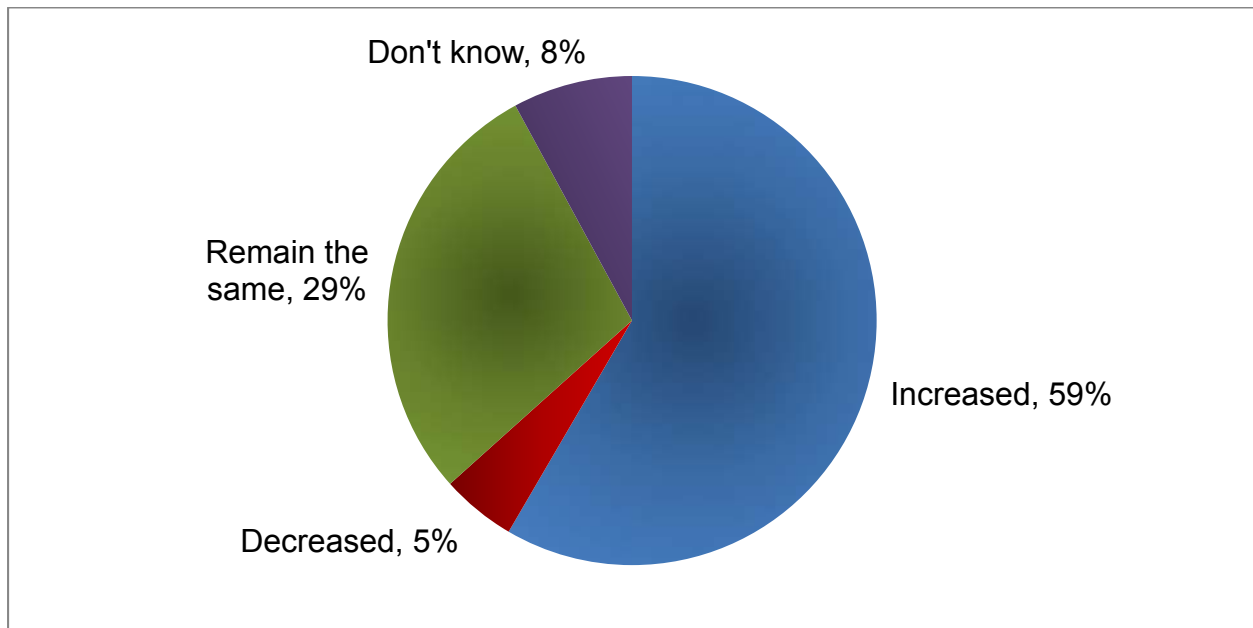
	OVERALL
Very important (4)	79%
Somewhat important (3)	13%
NET IMPORTANT	92%
Somewhat unimportant (2)	3%
Very unimportant (1)	4%
NET UNIMPORTANT	7%
Don't know	1%
MEAN	3.7

A majority (92%) of those polled are in agreement that it is important to them that a portion of the monies received from the tobacco settlement be set aside for programs aimed at reducing smoking among minors and helping existing smokers to quit. Just 7% disagree with this sentiment and feel it is unimportant that monies used from the settlement be set aside for prevention among minors and helping existing smokers to quit.

When these scores are combined they result in a mean or average score of 3.7 out of a possible 4.0.

Next, research respondents were presented with the following scenario and asked for their own personal opinion on the situation.

“Our state currently spends less than \$8 million dollars annually on programs to reduce tobacco use. The Centers for Disease Control recommends that the state spend approximately 15 million dollars on tobacco prevention, including programs to prevent kids from smoking and provide help for smokers who want to quit. Do you think the amount of settlement money the state spends on tobacco prevention should be increased, decreased or remain the same?”



More than half (59%) of those polled believe the amount set aside for tobacco prevention by the state should be increased. Twenty-nine percent feel the status quo should be maintained while 5% think a decrease in funding is in order. Eight percent are unsure how they feel about the situation.



In this section of the research respondents were read the following statement and then asked which of two solutions they would prefer under these circumstances.

“As you may know, tobacco prevention programs are funded by the revenue Hawaii receives from the settlement with tobacco companies. Last year the state legislature cut funding for tobacco prevention programs that reduce smoking among kids and help smokers quit. This year they may cut funding further or eliminate tobacco prevention programs altogether”

	OVERALL
We should continue to fund tobacco prevention at the current level of 6.5% of the tobacco settlement revenue and not cut the funding any further. This still leaves 93.5% of the tobacco settlement to help pay for other programs and help address the state’s budget problems	75%
We should cut tobacco prevention funding. We can’t maintain funding for tobacco prevention because more of the tobacco settlement money is needed to help balance the budget and pay for other state programs	19%
Don’t know/ Refused	7%

Three in four (75%) respondents support keeping funding for tobacco prevention programs at their current level. Nineteen percent feel that money from the tobacco settlement is needed elsewhere while seven percent are unsure how they feel about this issue.

Next, in order to further probe this specific section of the research, supporters of each position were asked to describe in greater detail their devotion or level of support.

	OVERALL
We should continue to fund tobacco prevention at the current level of 6.5% of the tobacco settlement revenue and not cut the funding any further. This still leaves 93.5% of the tobacco settlement to help pay for other programs and help address the state’s budget problems	Strongly support continued funding at current level 62%
	Not so strongly support continued funding at current level 11%
We should cut tobacco prevention funding. We can’t maintain funding for tobacco prevention because more of the tobacco settlement money is needed to help balance the budget and pay for other state programs	Not so strongly support cutting funding 7%
	Strongly support cutting funding 10%
Neither	3%
Don’t know/ Refused	8%

The results show a majority (62%) strongly support the idea of keeping funding for tobacco prevention at its current level. Another 11% support this view but not as strongly. Of the remainder, 10% strongly believe funding for these programs should be cut while another 7% somewhat support this view.



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%	