



CAMPAIGN FOR TOBACCO-FREE KIDS

SURVEY OF WASHINGTON VOTERS

Raising the Age of Tobacco Sales

DECEMBER 2015



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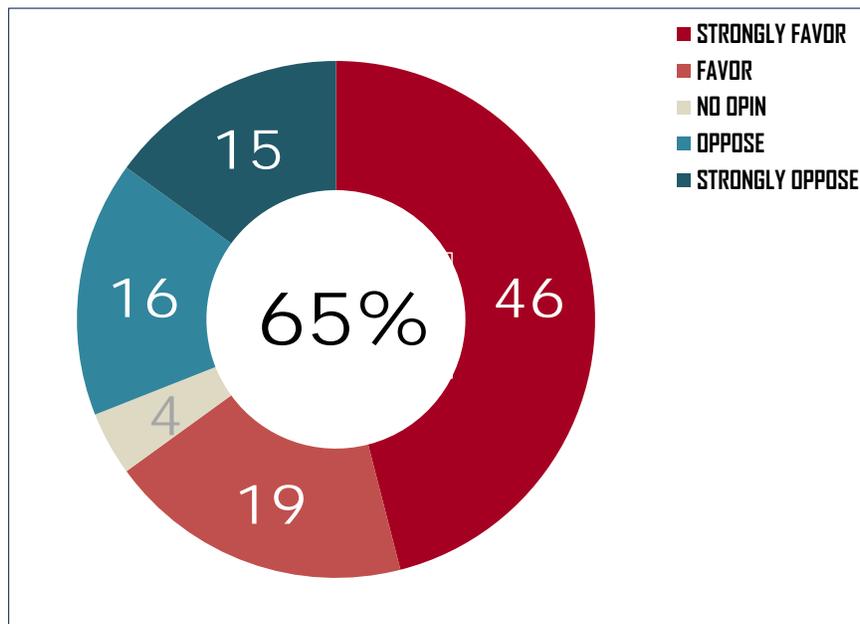
METHODOLOGY

SAMPLE:	500 Registered Voters in Washington state
TECHNIQUE:	Telephone Survey Live Interviewers 21% Via Cell Phone
FIELD DATES:	December 28-30, 2015
MARGIN OF ERROR:	The overall margin of sampling error is $\pm 4.5\%$ at the 95% confidence interval. That is, in theory, had this same survey been conducted 100 times, in 95 of those times the results would be within $\pm 4.5\%$ of the results reported here.
DATA COLLECTION:	Calls were made during weekday evenings and weekend days. All interviews were conducted from a central location by professional interviewers with a supervisor ratio of 1:10. Questionnaires were edited for completeness, and a percentage of each interviewer's calls were re-called for verification.

It must be kept in mind that survey research cannot predict the future. Although great care and the most rigorous methods available were employed in the design, execution and analysis of this survey, these results can be interpreted only as representing the answers given by these respondents to these questions at the time they completed the survey.

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Nearly two-thirds of Washington voters (65%) support raising the legal age for the sale of tobacco products from 18 to 21, including 46% who “strongly favored” the proposal.



There will be a proposal before the state legislature to raise the legal age for the sale of cigarettes and other tobacco products in Washington State from 18 to 21. Are you inclined to favor or oppose Washington changing the law to raise that age? Would you (favor/oppose) or strongly (favor/oppose)?

Support was uniformly high across the board, with support above 55% in every demographic category in the survey, including:

- Democrats (72%), Independents (59%) and Republicans (66%);
- Men (61%) and women (69%); and
- Every region of the state: 55% in Seattle, 62% in King County, 65% in Pierce/Kitsap, 67% in No. Puget Sound, 70% in Western WA, and 66% in Eastern WA.

When presented with arguments on both sides of the issue, voters remain in support of the proposal to raise the legal age for the sale of cigarettes and other tobacco products to age 21. After hearing common arguments for and against, Washington voters still support the proposal by 62% to 35%.

- The difference in findings before and after the arguments is not statistically significant.
- Post-argument support was 69% among Democrats, 60% among Republicans, and 57% among Independents.
- The only categories in which post-argument support – the most conservative estimate – was even below 60% were: Seattle voters (59%), Pierce County voters (58%), Voters over age 65 (58%), Independents (57%), Men (56%), and those with some college education, but without a degree (55%).

CAMPAIGN FOR TOBACCO-FREE KIDS TOPLINE

SAMPLE:	500 Registered Voters in WA
SAMPLE FRAME:	Registered Voter List
MARGIN OF SAMPLING ERROR:	±4.5% at the 95% level of confidence
DATA COLLECTION:	Telephone Survey with Live Interviewers 21% via cell phone
FIELD DATES:	December 28-30, 2015
REGION:	King Co 30% Other Western WA 50% Eastern WA 20%
GENDER:	MALE... 47% FEMALE... 53%
<ul style="list-style-type: none"> • The questions are presented here as they were asked in the interview • The figures in bold type are percentages of respondents who gave each answer. • Percentages may not add to 100% due to rounding. 	

1. There will be a proposal before the state legislature to raise the legal age for the sale of cigarettes and other tobacco products in Washington State from 18 to 21. Are you inclined to favor or oppose Washington changing the law to raise that age?

[PROBE: Would you (favor/oppose) or strongly (favor/oppose)]?

- 46** STRONGLY FAVOR
- 19** FAVOR
- 16** OPPOSE
- 15** STRONGLY OPPOSE
- 4** DK/NA

2. Now, I am going to read one statement by supporters and one by opponents of the proposal... Then I will ask you a question based on the statements. [Rotate]
 - A. Supporters say that tobacco kills 480,000 Americans and more than 8,300 people in Washington each year. Since tobacco is so harmful, we should do everything we can to prevent tobacco use among young people, including raising the age of sale to age 21. The tobacco companies target kids and young adults because they know that 95 percent of smokers start before they turn 21. Increasing the legal age for the sale of tobacco will help reduce smoking and save lives.
 - B. Opponents say that raising the legal age for the sale of tobacco products to age 21 just goes too far. It won't work because kids will still find a way to get cigarettes, but it will infringe on the rights of adults. At the current smoking age of 18, young adults can vote and even join the military and fight for our country, so they should be able to purchase tobacco products if that is their choice. And it will hurt small businesses through lower sales at thousands of our convenience stores, costing jobs.

Now that you have heard a little more about the issue, would you favor or oppose a proposal to raise the legal age for the sale of cigarettes and other tobacco products in Washington state from 18 to 21?

[PROBE: Would you (favor/oppose) or strongly (favor/oppose)]?

- 47** STRONGLY FAVOR
- 15** FAVOR
- 12** OPPOSE
- 23** STRONGLY OPPOSE
- 4** DK/NA

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SAMPLE PROFILE

In interpreting these findings, it is important to keep in mind the characteristics of the people actually interviewed. This table presents a profile of the 502 respondents in the survey.

Note: Here and throughout this report, percentages may not add to 100%, because of rounding.

REGION	Seattle.....	10%
	King County	19%
	Pierce/Kitsap	14%
	No. Puget Sound	17%
	Western WA	20%
	Eastern WA	20%
GENDER	Male	47%
	Female	53%
PARTY ID	Democrat	34%
	Republican.....	22%
	Independent	44%
AGE	18-35	8%
	36-50	20%
	51-64	40%
	65+	31%
EDUCATION	High School	17%
	Some College / Voc-Tech	26%
	College Degree	35%
	Graduate School.....	20%
INCOME	\$50,000 or less	26%
	\$50 to 74,000	23%
	\$75 TO 99,000	17%
	Over \$100,000	22%
	No Answer.....	12%
VOTE HISTORY	0 of 4.....	11%
	Votes In Last 1 of 4.....	19%
	4 Elections 2 of 4.....	16%
	3 of 4.....	20%
	4 of 4.....	34%