

**GEORGIA STATEWIDE**  
*Interview Schedule*

**CONFIDENTIAL**

**Field Dates: February 23-25, 2010**

**Project #: 10118**

**N =500 Likely Voters**

**Margin of Error =  $\pm$  4.38%**

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*\* Denotes result less than 0.5%.*

*^ Denotes rounding. Due to rounding, some figures may be higher or lower by less than one-half of one percent.*

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A. Are you registered to vote at this address?

100% YES

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B. Are you, or is anyone in your household, employed by a newspaper, television or radio station, or a political party, or by a candidate for political office?

100% NO

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C. Are you, or is anyone in your household, employed by an advertising agency, a market research firm, or a media firm?

100% NO

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1. How likely would you say you are to vote in the November election later this year? Are you...  
**(ROTATE TOP TO BOTTOM, BOTTOM TO TOP)**

86% VERY LIKELY  
14% SOMEWHAT LIKELY

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2. Would you say that things in Georgia are going in the right direction, or have they pretty seriously gotten off on the wrong track?

30% RIGHT DIRECTION  
57% WRONG TRACK  
  
13% NO OPINION (**DO NOT READ**)  
1% REFUSED (**DO NOT READ**)

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3. How concerned are you about smoking and other tobacco use among young people in Georgia...are you...

49% VERY CONCERNED  
29% SOMEWHAT CONCERNED  
10% NOT TOO CONCERNED  
11% NOT AT ALL CONCERNED  
  
1% DON'T KNOW (**DO NOT READ**)  
– REFUSED (**DO NOT READ**)  
  
**78% TOTAL CONCERNED**  
**21% TOTAL NOT CONCERNED**

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Now as you may know, the state legislature is facing a three billion dollar budget shortfall. As a result, legislators are considering certain proposals to make sure important state priorities have adequate funding. I am going to read you a list of proposals that have been suggested to make sure the state balances the budget while still funding these priorities. After I read each one, please tell me if you FAVOR or OPPOSE that proposal...

(IF FAVOR/OPPOSE) And, do you STRONGLY (favor/oppose) or just SOMEWHAT (favor/oppose) that proposal?

	STRGLY FAVOR	SMWT FAVOR	SMWT OPPOSE	STRGLY OPPOSE	DK (DNR)	REF (DNR)
The (first/next) one is...(RANDOMIZE)						
4. Implement a state tax on groceries	4%	10%	18%	66%	2%	*
	<b>13%^</b>			<b>85%^</b>		
5. Implement a hospital bed tax	3%	7%	18%	62%	9%	—
	<b>10%</b>			<b>81%^</b>		
6. Increase the state income tax	8%	11%	19%	60%	3%	*
	<b>19%</b>			<b>78%^</b>		
7. Increase the state sales tax	7%	20%	20%	51%	2%	*
	<b>27%</b>			<b>71%</b>		
8. Increase the state tobacco tax	55%	16%	5%	22%	*	1%
	<b>71%</b>			<b>28%^</b>		
9. Reduce funding for K-12 education	9%	4%	13%	73%	1%	*
	<b>13%</b>			<b>86%</b>		

	<b>STRGLY FAVOR</b>	<b>SMWT FAVOR</b>	<b>SMWT OPPOSE</b>	<b>STRGLY OPPOSE</b>	<b>DK (DNR)</b>	<b>REF (DNR)</b>
10. Increase class size for state schools	10%	14%	17%	55%	4%	—
	<b>24%</b>			<b>73%</b>		
11. Reduce the number of days in a school week to four	13%	14%	14%	55%	4%	*
	<b>27%</b>			<b>68%</b>		
12. Reduce funding for state health care programs	10%	11%	23%	49%	5%	1%
	<b>22%</b>			<b>73%</b>		
13. Reduce funding for Medicaid services, which provide health care for lower income residents	17%	11%	23%	48%	1%	—
	<b>28%</b>			<b>71%</b>		

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Thinking some more about some of these proposals ...

14. Would you favor or oppose a one dollar per pack increase in the state tobacco tax as part of an effort to reduce tobacco use, particularly among kids, with the new revenue used to preserve Medicaid funding in the state?

**(IF FAVOR/OPPOSE)** And, do you **STRONGLY (favor/oppose)** or just **SOMEWHAT (favor/oppose)** that proposal?

59% STRONGLY FAVOR  
14% SOMEWHAT FAVOR  
9% SOMEWHAT OPPOSE  
17% STRONGLY OPPOSE

\* DON'T KNOW (**DO NOT READ**)  
\* REFUSED (**DO NOT READ**)

**73% TOTAL FAVOR**  
**26% TOTAL OPPOSE**

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15. And, would you be more likely or less likely to support a candidate for political office here in Georgia if they supported this one dollar per pack increase in the state tobacco tax as part of an effort to reduce tobacco use, particularly among kids, with the new revenue used to preserve Medicaid funding in the state?

**(IF MORE LIKELY/LESS LIKELY)** And, would you say you are **MUCH (more likely/less likely)** or just **SOMEWHAT (more likely/less likely)**?

30% MUCH MORE LIKELY  
30% SOMEWHAT MORE LIKELY  
8% SOMEWHAT LESS LIKELY  
11% MUCH LESS LIKELY  
18% NO DIFFERENCE

3% DON'T KNOW (**DO NOT READ**)  
\* REFUSED (**DO NOT READ**)

**60% TOTAL MORE LIKELY**  
**19% TOTAL LESS LIKELY**

Thinking about a different proposal on the same issue...

16. Would you favor or oppose a 50-cent per pack increase in the state tobacco tax as part of an effort to reduce tobacco use, particularly among kids, with the new revenue used to preserve Medicaid funding in the state?

**(IF FAVOR/OPPOSE)** And, do you **STRONGLY (favor/oppose)** or just **SOMEWHAT (favor/oppose)** that proposal?

51%	STRONGLY FAVOR
21%	SOMEWHAT FAVOR
8%	SOMEWHAT OPPOSE
18%	STRONGLY OPPOSE
2%	DON'T KNOW ( <b>DO NOT READ</b> )
1%	REFUSED ( <b>DO NOT READ</b> )
<b>72%</b>	<b>TOTAL FAVOR</b>
<b>26%</b>	<b>TOTAL OPPOSE</b>

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Changing topics slightly...

17. Currently, other tobacco products such as cigars and smokeless, or spit tobacco, are taxed at a lower rate than cigarettes. Regardless of whether or not there is an increase in the cigarette tax, do you favor or oppose taxing other tobacco products such as cigars and smokeless, or spit tobacco, at a rate comparable to cigarettes?

**(IF FAVOR/OPPOSE)** And, do you **STRONGLY (favor/oppose)** or just **SOMEWHAT (favor/oppose)** that proposal?

63%	STRONGLY FAVOR
14%	SOMEWHAT FAVOR
5%	SOMEWHAT OPPOSE
16%	STRONGLY OPPOSE
1%	DON'T KNOW ( <b>DO NOT READ</b> )
*	REFUSED ( <b>DO NOT READ</b> )
<b>77%</b>	<b>TOTAL FAVOR</b>
<b>21%</b>	<b>TOTAL OPPOSE</b>

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Thinking now about you...

18. Which of the following describes your use of cigarettes ... **(ROTATE TOP TO BOTTOM, BOTTOM TO TOP)** I currently smoke cigarettes regularly, I smoke cigarettes only occasionally, I USED to smoke but no longer do, or I have never been a cigarette smoker.

12% I currently smoke cigarettes regularly  
5% I smoke cigarettes only occasionally  
29% I used to smoke but no longer do  
55% I have never been a cigarette smoker

– DON'T KNOW (**DO NOT READ**)  
– REFUSED (**DO NOT READ**)

**16%^ TOTAL SMOKER**  
**84% TOTAL NON-SMOKER**

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**(ASK Q19 IF Q18:3-6) (N=418, RESULTS SHOWN OFF TOTAL BASE)**

19. And do you never smoke, or do you sometimes smoke on occasion?

96% NEVER SMOKE  
3% SOMETIMES SMOKE ON OCCASION

– DON'T KNOW (**DO NOT READ**)  
1% REFUSED (**DO NOT READ**)

**19% TOTAL SMOKER**

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20. Do you use any other tobacco products, such as chewing or spit tobacco?

6% YES  
94% NO

– DON'T KNOW (**DO NOT READ**)  
– REFUSED (**DO NOT READ**)

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21. Does anyone in your household smoke cigarettes or use any other tobacco products?

19% YES

81% NO

– DON'T KNOW (**DO NOT READ**)

– REFUSED (**DO NOT READ**)

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Now, I just have a few more questions for statistical purposes only.

22. In what year were you born?

5% 18 - 24

16% 25 - 34

23% 35 - 44

18% 45 - 54

16% 55 - 64

22% 65 AND ABOVE

\* REFUSED

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23. And in politics today, do you consider yourself a... **(ROTATE)**

a Republican,  
a Democrat,  
or something else?

**(IF REPUBLICAN OR DEMOCRAT, ASK:)**

Would you call yourself a STRONG (REPUBLICAN/DEMOCRAT) or a NOT-SO-STRONG (REPUBLICAN/DEMOCRAT)?

**(IF SOMETHING ELSE, ASK:)**

Do you think of yourself as closer to the Republican or to the Democratic party?

24%	STRONG REPUBLICAN
8%	NOT-SO-STRONG REPUBLICAN
10%	LEAN TO REPUBLICANS
21%	SOMETHING ELSE/INDEPENDENT
6%	LEAN TO DEMOCRATS
6%	NOT-SO-STRONG DEMOCRAT
22%	STRONG DEMOCRAT
*	DON'T KNOW <b>(DO NOT READ)</b>
2%	REFUSED <b>(DO NOT READ)</b>
43%	<b>TOTAL REPUBLICAN</b>
35%	<b>TOTAL DEMOCRATS</b>

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24. Generally speaking, do you consider yourself to be **(ROTATE TOP TO BOTTOM, BOTTOM TO TOP)**

conservative,  
moderate  
...or...  
liberal on most issues?

**(IF CONSERVATIVE/LIBERAL, ASK:)** And would you say you are VERY  
(CONSERVATIVE/LIBERAL), or just SOMEWHAT (CONSERVATIVE/LIBERAL)?

27% VERY CONSERVATIVE  
21% SOMEWHAT CONSERVATIVE

32% MODERATE

12% SOMEWHAT LIBERAL  
4% VERY LIBERAL

3% DON'T KNOW **(DO NOT READ)**  
1% REFUSED **(DO NOT READ)**

**48% TOTAL CONSERVATIVE**  
**16% TOTAL LIBERAL**

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25. And what is the last grade you completed in school? **(DO NOT READ)**

1% SOME GRADE SCHOOL (GRADES 1-8)  
5% SOME HIGH SCHOOL (GRADES 9-11)  
25% GRADUATED HIGH SCHOOL (GRADE 12)  
4% TECHNICAL/VOCATIONAL SCHOOL  
18% SOME COLLEGE  
29% GRADUATED COLLEGE  
19% GRADUATE/PROFESSIONAL SCHOOL

\* \* REFUSED

**31% HIGH SCHOOL OR LESS**  
**22% SOME COLLEGE**  
**47% COLLEGE+**

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26. And for statistical purposes only...is your total annual household income greater or less than \$60,000 dollars?

**(IF LESS THAN \$60,000, ASK:) Is it...**  
**(ROTATE FROM TOP TO BOTTOM/BOTTOM TO TOP)**

11% UNDER \$20,000  
15% BETWEEN \$20,000 - \$40,000  
15% OVER \$40,000

**(IF GREATER THAN \$60,000, ASK:) Is it...**  
**(ROTATE FROM TOP TO BOTTOM/BOTTOM TO TOP)**

11% UNDER \$80,000  
15% BETWEEN \$80,000 - \$100,000  
21% OVER \$100,000

12% REFUSED **(DO NOT READ)**

**41% UNDER \$60K**  
**47% OVER \$60K**

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27. What is your main racial or ethnic heritage? Is it... **(READ LIST SLOWLY BEFORE ACCEPTING ANSWER, THEN ACCEPT ONE RESPONSE ONLY)**

67% CAUCASIAN OR WHITE  
26% AFRICAN-AMERICAN OR BLACK  
2% HISPANIC  
1% ASIAN  
1% OTHER **(DO NOT READ)**  
3% REFUSED **(DO NOT READ)**

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28. Gender **(BY OBSERVATION)**

48% MALE  
52% FEMALE

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