

# Maine Public Health Association Voter Poll – Public Health Issues

*Prepared for:*



*Prepared by:*



Spring 2019

# About the Research

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# Background and Purpose

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- The Maine Public Health Association is a statewide non-profit organization that seeks to improve the health and well-being of Maine people through a focus on disease prevention, health promotion activities and advocacy, and the advancement of health equity across the state, regardless of socio-economic status.
- The organization commissioned market research in the form of a public opinion poll aimed at exploring public attitudes across Maine concerning current and prospective tobacco taxation policies.
- Critical Insights (an operating division of Digital Research Inc. of Portland, ME) assisted the organization with the development and execution of a statewide poll of Maine voters, the results of which are discussed here.

# Method and Approach

- The poll was conducted online via Critical Insights' secure data collection portal using a questionnaire developed collaboratively with the Maine Public Health Association and other project stakeholders.
- A double opt-in consumer panel encompassing the entire State of Maine in proportion to the population distribution of the state was used to sample prospective participants for the poll, with candidate participants invited to take part in the poll for a reasonable incentive.
- Upon visiting the portal, all candidates were screened and classified appropriately, with eligible participants allowed to continue and complete the survey.
  - Only registered Maine voters, age 18 or older, were allowed to take part in the poll (non-voters and those under age 18 were excluded from the polling sample).
- A survey of approximately 15 minutes in administrative length was conducted with a statewide cross-section of 450 Maine voters between April 4<sup>th</sup> and April 15<sup>th</sup> of 2019.
  - The state was sampled by county population in proportion to the most recent election turnout (based on data from the Office of the Secretary of State).
  - The sample of 450 voters offers a sampling error of +/- 4.7 percentage points, at 95% confidence.
- The makeup of the polling sample is discussed in the following section (*Poll Participant Profile*).

# Poll Participant Profile

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# Poll Participant Profile - Region / Area of Residence

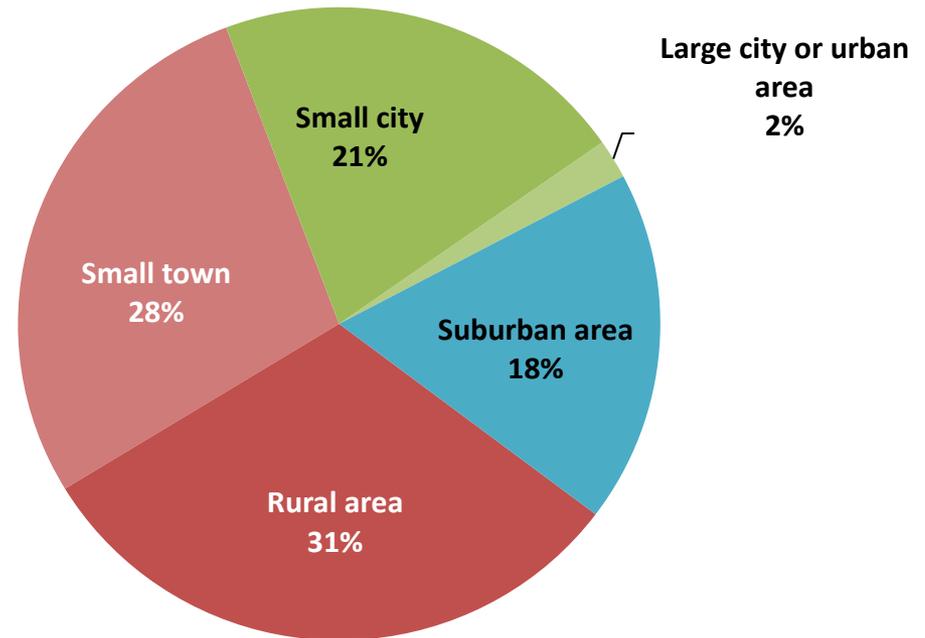


- The geographic makeup of the polling sample reflects the distribution of registered voters in Maine, by county, for the most recent statewide election (November of 2018).
  - For analytical purposes, data was examined according to the eight public health districts; see the accompanying summary statistical tabulations document for a full accounting of these results.

SC2. In what Maine county do you live?

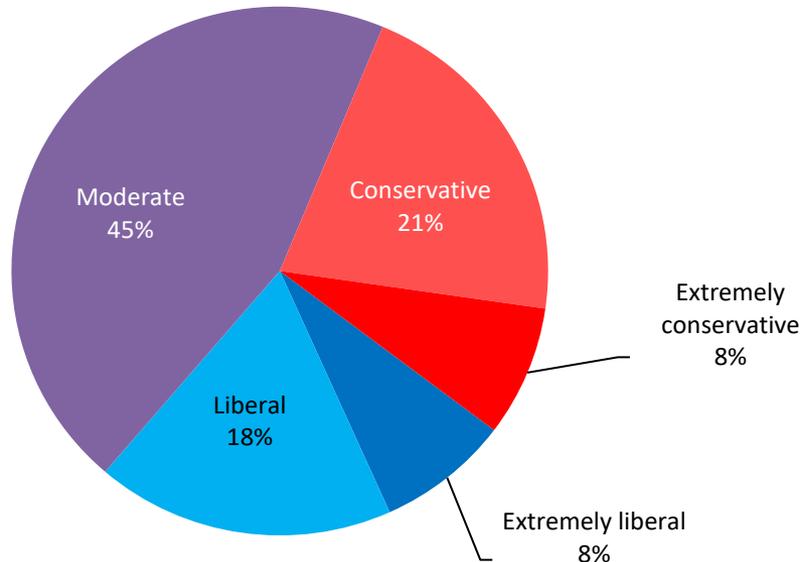
# Poll Participant Profile - Area of Residence

- Data was also examined according to poll participants' self-reported type of residential community, with statistically significant differences highlighted in this document, where appropriate; again, please see the summary statistical tabulations for a full accounting of these results.



SC5. Which of the following best describes the area where you live?

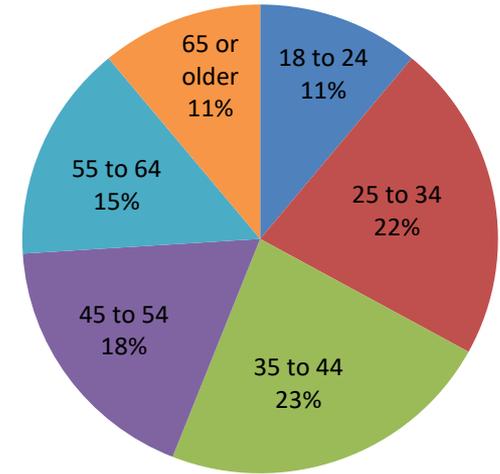
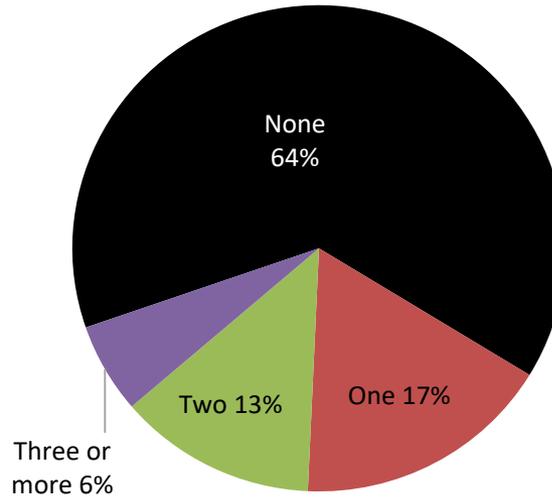
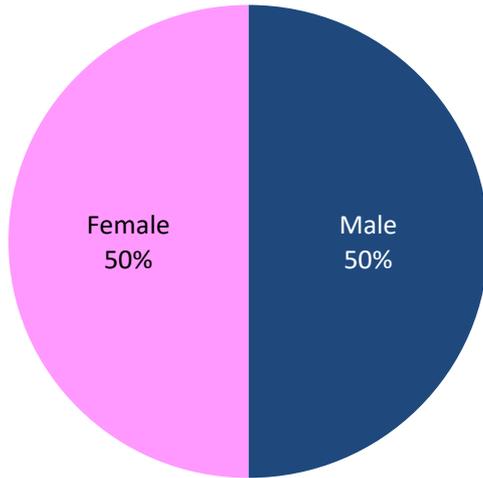
# Poll Participant Profile - Stated Political Leanings



- Data was also examined according to participants' self-reported political belief classification, with statistically significant differences from this analysis highlighted in this document, where appropriate; please see the summary statistical tabulations for a full accounting of these results.
- The makeup of the polling sample is consistent with most political polls conducted in the state, with the largest portion of the electorate viewing themselves as political moderates, with similarly-sized groups seeing themselves as right or left of center, respectively; comparatively few voters view themselves as being at either political extreme.

Q16f. Which of the following best describes your political view?

# Poll Participant Profile - Demographic / Household Profile



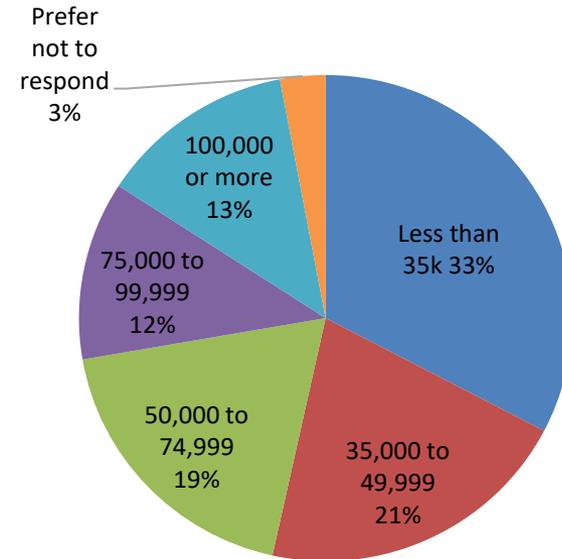
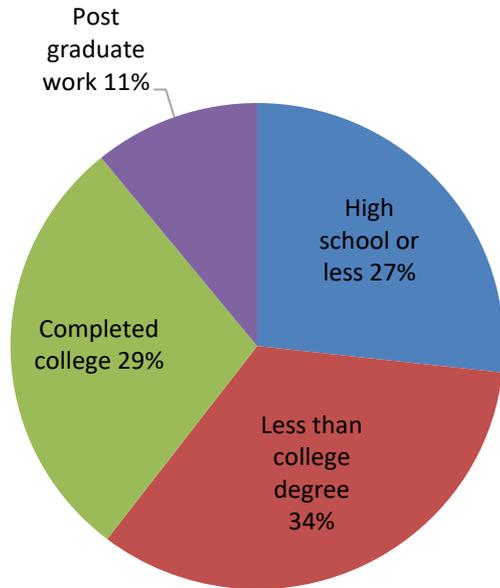
- The charts above depict the makeup of the polling sample in terms of the basic demographic distribution (self-reported gender and age), as well as the household makeup in terms of the presence or absence of children.
- Data was also examined according to these dimensions, with statistically significant differences arising from this analysis highlighted in this document, where appropriate; please see the summary statistical tabulations for a full accounting of these results.

SC6. What is your current age?

Q16a. What is your gender?

Q16d. For classification purposes only, how many individuals under the age of 18 live in your household?

# Poll Participant Profile – Education / Household Income Profile



- The charts above depict the socio-economic makeup of the polling sample in terms of self-reported income level and educational attainment.
- As with other measures, data was also examined according to these dimensions, with statistically significant differences from this analysis highlighted in this document, where appropriate; again, please see the summary statistical tabulations for a full accounting of these results.

Q16b. What is the last grade of school you completed?

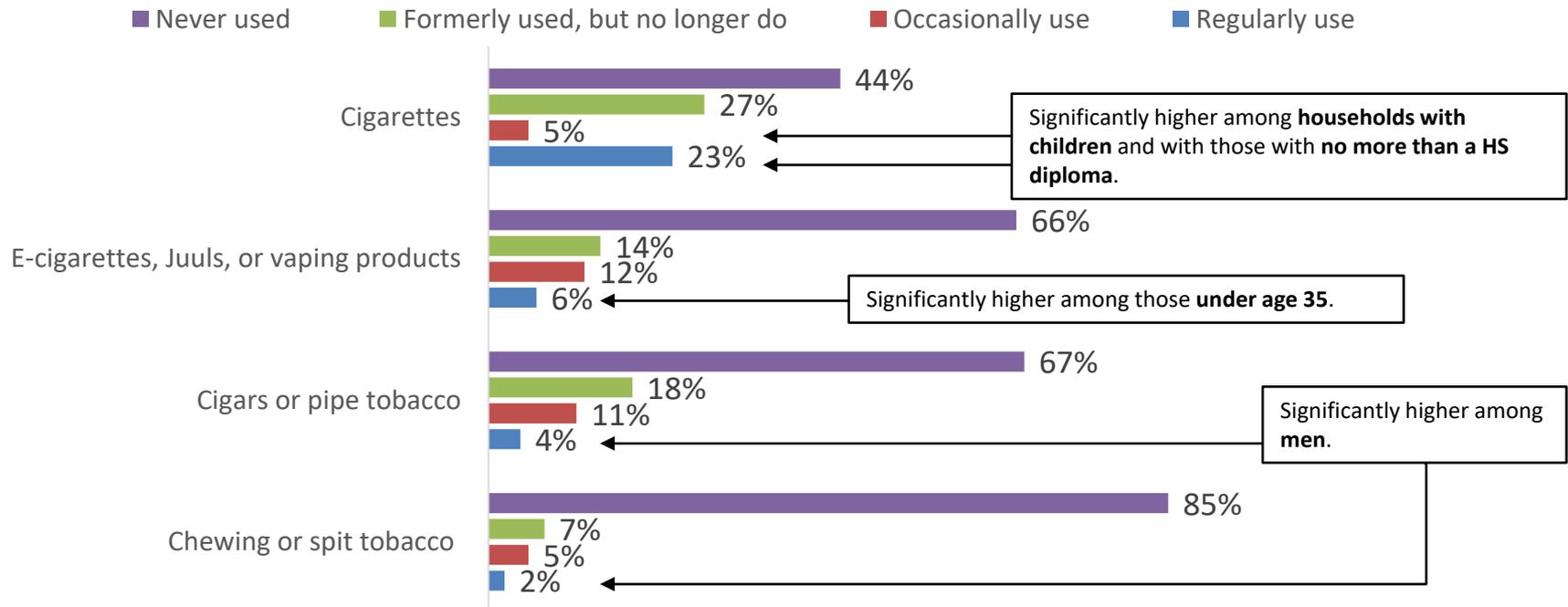
Q16c. Into which of the following categories does your annual household income, before taxes, fall?

# ***Tobacco Experience Profile***

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# Tobacco Product Usage Profile

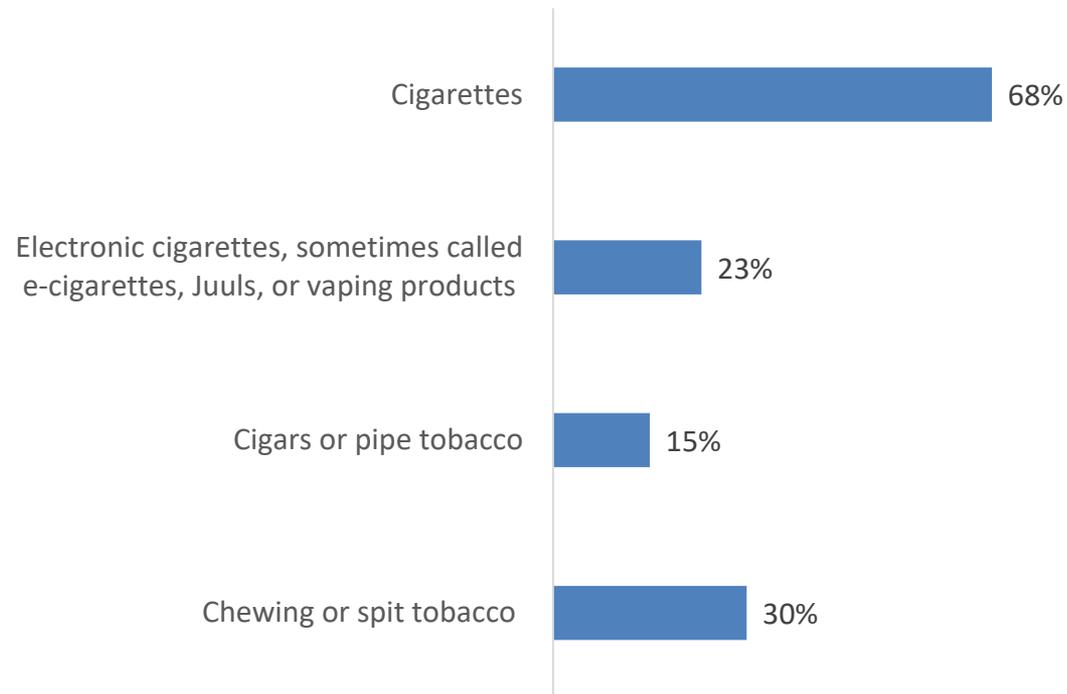
- The chart below presents self-reported product usage results for a variety of tobacco products.
- Just under one-quarter of the sample claim to regularly smoke cigarettes, while a similar proportion formerly smoked; regular use of other measured products is more limited.



SC9a. Below are several types of tobacco products. Using the options provided, please choose the response that best describes your personal use of these products.

# Perceptions of Addiction, Among Past Users

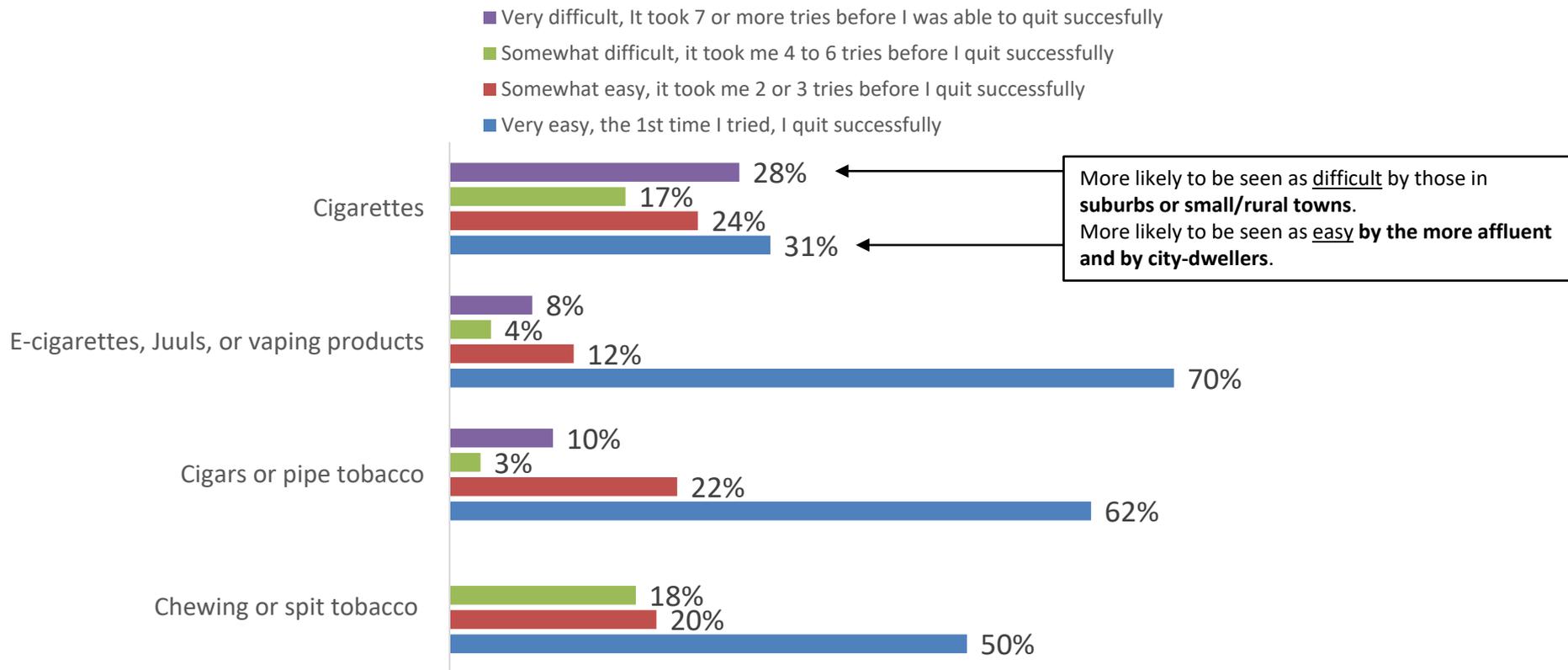
- When self-described former users were asked to indicate if they believed they were previously addicted to specific tobacco products, some variability in perceptions around addiction is observed.
- Despite limited numbers of former users in the study sample, it is notable that a sizable majority of former cigarette smokers believe they were addicted.



SC9c. Below are several types of tobacco products you indicated formerly using. For each, please indicate if you believe you were previously addicted to the product. Note: Sample sizes of former users are limited for some products, cigarettes (n=84), chewing/spit tobacco (n=9), e-cigarettes (n=14), and cigars/pipe tobacco (n=12).

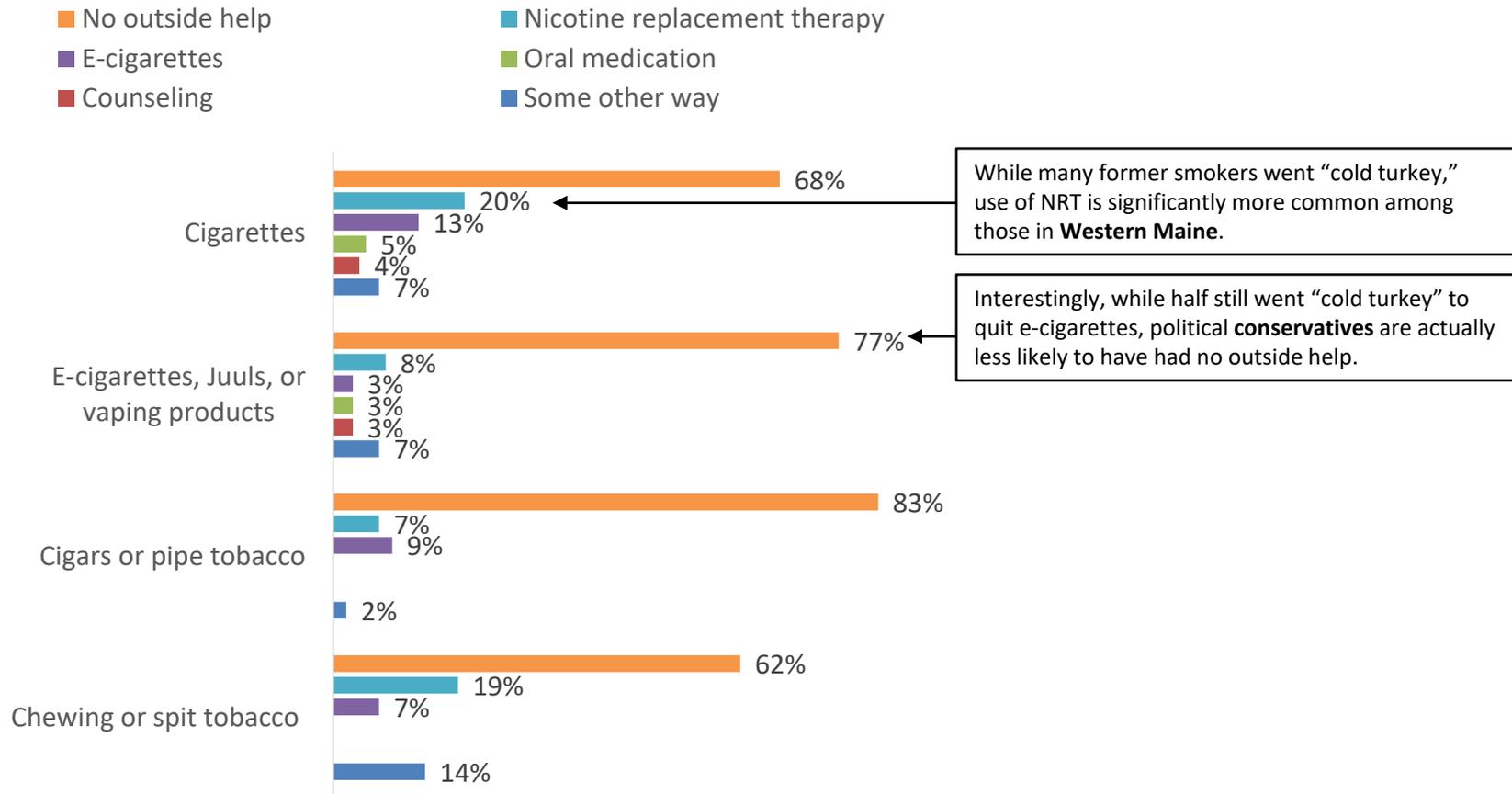
# Cessation Experience, Among Past Users

- Perspectives on the relative ease or difficulty of cessation varied widely across product types.
- While many past users claim that it was “very easy” to stop using e-cigarettes, a much more limited proportion of former cigarette smokers feel similarly.



SC9d. Below are the types of tobacco products you indicated formerly using. For each, please indicate how easy or difficult it was to quit using the product.  
 Note: Sample sizes of former users are limited for some products, cigarettes (n=84), chewing/spit tobacco (n=9), e-cigarettes (n=14), and cigars/pipe tobacco (n=12).  
 Note: The proportion who report they “Don’t know” is not shown; please refer to the detailed tabulations.

# Cessation Tools, Among Past Users



SC9e. Below are the types of tobacco products you indicated formerly using. For each, please tell us how you quit using that product. Select all that apply  
 Note: Sample sizes of former users are limited for some products, cigarettes (n=84), chewing/spit tobacco (n=9), e-cigarettes (n=14), and cigars/pipe tobacco (n=12).  
 Note: The proportion who report they “Don’t know” is not shown; please refer to the detailed tabulations.