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Survey of Maine Voters on Tobacco Policies

Mainers Strongly Support Tobacco Taxes & Ending the Sale of Flavored Tobacco Products

Adopting policies that protect Maine youth from tobacco addiction is a high priority for an overwhelming bipartisan majority of Maine voters, according to a comprehensive poll conducted by DRI-Critical Insights. The poll, commissioned by MPHA and funded by Maine Cancer Foundation, demonstrates that Maine people value public health and preventing addiction among Maine's youth.

This is the first poll of Maine voters to be conducted since e-cigarettes were introduced on the market. Of particular note, the survey shows that 85% of Maine voters believe it is important to prevent Maine youth from using tobacco products. Also noteworthy is that strong support comes from men and women; across ages; geography; self-reported tobacco use; and political leaning: Liberal, Moderate and Conservative.

Poll Highlights:

On other issues, the **poll found that a large, bipartisan majority of Maine voters support:**

- Prohibiting the sale of **all** flavored tobacco products (including cigars and e-cigarettes) to prevent youth tobacco use (68% support: 75% Liberal, 67% Moderate, 62% Conservative), and
- Using tax revenue from an increase in tobacco taxes to prevent youth from starting to smoke or use other tobacco products (70% support: 85% Liberal, 64% Moderate, 54% Conservative).

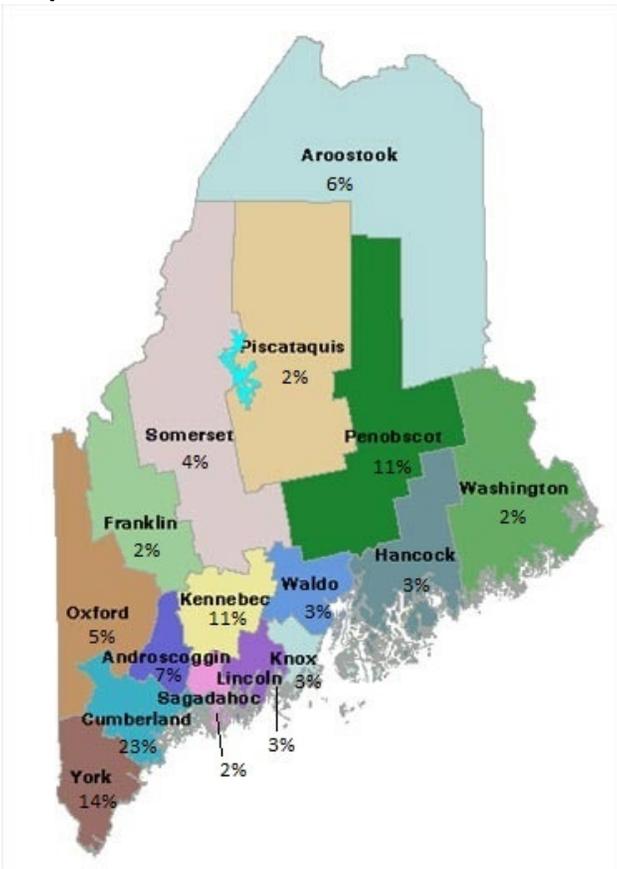
More than 70% of Maine voters don't buy the false claim that e-cigarettes can help cigarette smokers to quit smoking; in fact, nearly the same percentage (73%) believe e-cigarettes, Juuls, and other vaping products increase nicotine addiction among youth and young adults (79% Liberal, 62% Moderate, 61% Conservative).

Respondents from across political views report leaning favorably toward political candidates that vote to:

- Prohibit the sale of all flavored tobacco products, including flavored cigarettes, cigars & e-cigarettes (73% Liberal, 61% Moderate, 61% Conservative).
- Increase the cigarette excise tax (79% Liberal, 54% Moderate, 54% Conservative).

The poll was conducted by DRI/Critical Insights between April 4 and April 15, 2019. Data were gathered online from 450 registered Maine voters aged 18 and older, offering a sampling error of +/- 4.7 percentage points, at 95% confidence. The state was sampled by county population in proportion to the most recent election turnout. Percentage figures rounded to nearest whole number.

Respondent Profile:



Political View

45% Moderate
 21% Conservative
 18% Liberal
 8% Extremely Conservative
 8% Extremely Liberal

Age

11% 18-24 years
 22% 25-34 years
 23% 35-44 years
 18% 45-54 years
 15% 55-64
 11% 65+

Income

33% < \$35k
 21% \$35k-\$49,999
 19% \$50k-\$74,999
 12% \$75k-\$99,999
 13% 100,000+
 3% Prefer Not to Respond

Tobacco Product Usage Profile

