



WASHINGTON, DC - 202-548-2680
JACKSONVILLE, FL - 904-261-2444

HOW THE POLL WAS CONDUCTED

This poll was conducted by Mason-Dixon Polling & Research, Inc. of Jacksonville, Florida from December 13 through December 18, 2017. A total of 625 registered Kentucky voters were interviewed statewide by telephone.

Those interviewed were randomly selected from a phone-matched Kentucky voter registration list that included both land-line and cell phone numbers. Quotas were assigned to reflect voter registration by county.

The margin for error, according to standards customarily used by statisticians, is no more than ± 4 percentage points. This means that there is a 95 percent probability that the "true" figure would fall within that range if all voters were surveyed. The margin for error is higher for any subgroup, such as a gender or party grouping.

QUESTION: As part of an effort to reform the tax code, the state may consider several proposals. Which one of the following tax reform options would you most support? (ORDER ROTATED)

- Increase the current sales tax rate from 6% to 7%
- Increase the tax on cigarettes by \$1 per pack
- Apply the state sales tax to cover services, such as car repair, dry cleaning, medical bills and other services not currently subject to the sales tax
- Apply the state sales tax to grocery purchases

	<u>SALES</u>	<u>CIGARETTE</u>	<u>SERVICES</u>	<u>GROCERY</u>	<u>NOT SURE</u>
STATE	19%	52%	9%	4%	16%

<u>REGION</u>	<u>SALES</u>	<u>CIGARETTE</u>	<u>SERVICES</u>	<u>GROCERY</u>	<u>NOT SURE</u>
Louisville Metro	13%	62%	7%	3%	15%
Lexington/Bluegrass	14%	60%	10%	4%	12%
Northern Kentucky	20%	55%	4%	5%	16%
Eastern Kentucky	26%	45%	11%	3%	15%
Western Kentucky	22%	41%	11%	5%	21%

<u>SEX</u>	<u>SALES</u>	<u>CIGARETTE</u>	<u>SERVICES</u>	<u>GROCERY</u>	<u>NOT SURE</u>
Men	19%	51%	5%	3%	22%
Women	19%	53%	12%	5%	11%

<u>AGE</u>	<u>SALES</u>	<u>CIGARETTE</u>	<u>SERVICES</u>	<u>GROCERY</u>	<u>NOT SURE</u>
<50	20%	52%	8%	5%	15%
50+	19%	52%	10%	3%	16%

<u>PARTY REGISTRATION</u>	<u>SALES</u>	<u>CIGARETTE</u>	<u>SERVICES</u>	<u>GROCERY</u>	<u>NOT SURE</u>
Democrat	23%	49%	11%	4%	13%
Republican	15%	55%	7%	4%	19%
Independent	20%	50%	8%	4%	18%

<u>SMOKING HISTORY</u>	<u>SALES</u>	<u>CIGARETTE</u>	<u>SERVICES</u>	<u>GROCERY</u>	<u>NOT SURE</u>
Current Smoker	33%	14%	24%	10%	19%
Former Smoker	19%	54%	4%	3%	20%
Never Smoked	13%	68%	5%	2%	12%

QUESTION: Would you support or oppose a \$1 per pack increase in the state cigarette tax to reduce smoking, especially among kids, with the revenue used to help address the state budget deficit?

	<u>SUPPORT</u>	<u>OPPOSE</u>	<u>UNDECIDED</u>
STATE	69%	25%	6%

<u>REGION</u>	<u>SUPPORT</u>	<u>OPPOSE</u>	<u>UNDECIDED</u>
Louisville Metro	74%	17%	9%
Lexington/Blue Grass	77%	15%	8%
Northern Kentucky	72%	21%	7%
Eastern Kentucky	64%	32%	4%
Western Kentucky	61%	36%	3%

<u>SEX</u>	<u>SUPPORT</u>	<u>OPPOSE</u>	<u>UNDECIDED</u>
Men	71%	26%	3%
Women	67%	25%	8%

<u>AGE</u>	<u>SUPPORT</u>	<u>OPPOSE</u>	<u>UNDECIDED</u>
<50	77%	20%	3%
50+	63%	29%	8%

<u>PARTY REGISTRATION</u>	<u>SUPPORT</u>	<u>OPPOSE</u>	<u>UNDECIDED</u>
Democrat	67%	30%	3%
Republican	71%	20%	9%
Independent	66%	28%	6%

<u>SMOKING HISTORY</u>	<u>SUPPORT</u>	<u>OPPOSE</u>	<u>UNDECIDED</u>
Current Smoker	23%	67%	10%
Former Smoker	79%	17%	4%
Never Smoked	84%	11%	5%

QUESTION: A \$1 per pack increase in the cigarette tax will generate about \$250 million in additional state revenue and it is estimated that it would prevent about 20,000 kids from becoming smokers. In the long run, by reducing smoking, it will end up saving \$1 billion in health care costs. Based on that information, would you support or oppose increasing the state cigarette tax by \$1 per pack?

	<u>SUPPORT</u>	<u>OPPOSE</u>	<u>UNDECIDED</u>
STATE	73%	23%	4%

<u>REGION</u>	<u>SUPPORT</u>	<u>OPPOSE</u>	<u>UNDECIDED</u>
Louisville Metro	79%	14%	7%
Lexington/Blue Grass	81%	15%	4%
Northern Kentucky	75%	21%	4%
Eastern Kentucky	65%	32%	3%
Western Kentucky	67%	31%	2%

<u>SEX</u>	<u>SUPPORT</u>	<u>OPPOSE</u>	<u>UNDECIDED</u>
Men	72%	24%	4%
Women	73%	23%	4%

<u>AGE</u>	<u>SUPPORT</u>	<u>OPPOSE</u>	<u>UNDECIDED</u>
<50	81%	18%	1%
50+	66%	27%	7%

<u>PARTY REGISTRATION</u>	<u>SUPPORT</u>	<u>OPPOSE</u>	<u>UNDECIDED</u>
Democrat	72%	27%	1%
Republican	76%	17%	7%
Independent	68%	24%	8%

<u>SMOKING HISTORY</u>	<u>SUPPORT</u>	<u>OPPOSE</u>	<u>UNDECIDED</u>
Current Smoker	29%	66%	5%
Former Smoker	84%	13%	3%
Never Smoked	86%	10%	4%

QUESTION: Currently other tobacco products -- such as cigars and chewing or spit tobacco are taxed at the same rate as cigarettes. If the tax on cigarettes is increased, do you feel the tax on these products should or should not also be increased by a similar amount?

	<u>SHOULD</u>	<u>SHOULD NOT</u>	<u>NOT SURE</u>
STATE	80%	15%	5%

<u>REGION</u>	<u>SHOULD</u>	<u>SHOULD NOT</u>	<u>NOT SURE</u>
Louisville Metro	86%	7%	7%
Lexington/Blue Grass	82%	11%	7%
Northern Kentucky	80%	17%	3%
Eastern Kentucky	77%	22%	1%
Western Kentucky	75%	19%	6%

<u>SEX</u>	<u>SHOULD</u>	<u>SHOULD NOT</u>	<u>NOT SURE</u>
Men	72%	20%	8%
Women	88%	10%	2%

<u>AGE</u>	<u>SHOULD</u>	<u>SHOULD NOT</u>	<u>NOT SURE</u>
<50	77%	16%	7%
50+	82%	15%	3%

<u>PARTY REGISTRATION</u>	<u>SHOULD</u>	<u>SHOULD NOT</u>	<u>NOT SURE</u>
Democrat	80%	13%	7%
Republican	80%	18%	2%
Independent	82%	14%	4%

<u>SMOKING HISTORY</u>	<u>SHOULD</u>	<u>SHOULD NOT</u>	<u>NOT SURE</u>
Current Smoker	57%	38%	5%
Former Smoker	82%	11%	7%
Never Smoked	89%	7%	4%

DEMOGRAPHICS

PARTY REGISTRATION:

Democrat	321 (51%)
Republican	254 (41%)
Independent or Other	50 (8%)

SEX:

Male	299 (48%)
Female	326 (52%)

AGE:

18-34	109 (17%)
35-49	174 (28%)
59-64	179 (29%)
65+	157 (25%)
Refused	6 (1%)

REGION:

Louisville Metro	150 (24%)
Lexington/Bluegrass	110 (18%)
Northern Kentucky	75 (12%)
Eastern Kentucky	140 (22%)
Western Kentucky	150 (24%)

SMOKING HISTORY:

Current Smoker	136 (22%)
Former Smoker	190 (30%)
Never Smoked	292 (47%)
Refused	7 (1%)

KENTUCKY POLL REGIONS

LOUISVILLE METRO: Voters in Jefferson, Bullitt, Oldham, Trimble, Henry, Shelby, Spencer and Nelson counties.

LEXINGTON/BLEUGRASS: Voters in Fayette, Woodford, Franklin, Anderson, Scott, Harrison, Bourbon, Nicholas, Clark, Madison, Garrard, Jessamine, Boyle, Mercer, Washington, Marion, Powell and Estill counties.

NORTHERN KENTUCKY: Voters in Boone, Kenton, Campbell, Gallatin, Carroll, Owen, Grant, Pendleton, Bracken and Robertson counties

EASTERN KENTUCKY: Voters in Jackson, Rockcastle, Lincoln, Casey, Taylor, Green, Metcalfe, Adair, Russell, Cumberland, Clinton, Wayne, McCreary, Whitley, Laurel, Pulaski, Monroe, Mason, Fleming, Bath, Menifee, Wolfe, Breathitt, Perry, Leslie, Harlan, Bell, Knox, Clay, Owsley, Lee, Letcher, Knott, Pike, Floyd, Martin, Johnson, Magoffin, Morgan, Rowan, Elliott, Lewis, Carter, Greenup, Boyd and Lawrence counties.

WESTERN KENTUCKY: Voters in Fulton, Hickman, Carlisle, Ballard, McCracken, Graves, Marshall, Calloway, Livingston, Lyon, Trigg, Crittenden, Caldwell, Christian, Hopkins, Webster, Union, Henderson, Daviess, McLean, Muhlenberg, Todd, Logan, Butler, Ohio, Hancock, Breckinridge, Meade, Hardin, Grayson, Edmonson, Warren, Simpson, Allen, Barren, Hart and LaRue counties.