

**An Analysis of Pre-election *Field Polls*
Regarding Proposition 86,
the Tax on Cigarettes Initiative**

November 2006

Prepared for the
California HealthCare Foundation

by
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FIELD
RESEARCH
CORPORATION

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Introduction

Over the course of the fall 2006 election campaign, Field Research Corporation, through its non-partisan *Field Poll*, conducted three pre-election surveys of California likely voters asking them their awareness of and voting preferences toward Proposition 86, the Tax on Cigarettes initiative. In the poll's final two surveys, conducted in late-September and late-October 2006, the California HealthCare Foundation supplemented this by adding a series of questions exploring voter attitudes toward the major program areas slated for revenues increases under Prop. 86, and their views about children's health insurance.

This report, prepared at the request of the California HealthCare Foundation, summarizes the findings from these pre-election surveys, and in so doing, attempts to shed light on the reasons behind Prop. 86's defeat at the polls in the November 2006 statewide election.

Field Research Corporation, based in San Francisco, is one of the oldest and largest public opinion research organizations in the Western United States. Field's in-house facilities include two central-location telephone interviewing centers and a state-of-the-art data processing center. The company regularly conducts surveys both in California and nationwide for state and local government agencies, foundations, not-for-profit organizations, academic institutions and others. *The Field Poll*, which has operated continuously since 1947 as a syndicated public opinion news service for the state's leading news organizations, is considered one of the nation's pre-eminent state polls.

The California HealthCare Foundation, based in Oakland, is an independent philanthropy committed to improving California's health care delivery and financing systems.

Executive Summary

- While initial voter backing of Proposition 86 was about as strong as early support for two previous successful cigarette tax initiatives in California, Prop. 99 in 1988 and Prop. 10 in 1998, it eroded at a faster rate than past initiatives. Much of this can be tied to an early and aggressive television advertising campaign against the initiative launched by the tobacco industry. In *The Field Poll's* first survey on Prop. 86 conducted in July prior to the opposition advertising campaign, awareness of the initiative was low (26%) and supporters outnumbered opponents nearly two to one (63% to 32%). Support dropped precipitously to a 53% to 40% level in the poll's late-September survey, which was taken after the launching of the no side advertising campaign. Awareness of the initiative in that poll increased more than two-fold to 60%. By the time of the final *Field Poll* completed one week prior to the election, after intense advertising both for and against the initiative, the proportion of voters opposed (45%) equaled the proportion of voters in favor (45%). Unofficial election returns from the California Secretary of State show voters narrowly defeated Prop. 86 in the November 2006 election 51.8% to 48.2%.
- The voter subgroups most supportive of Prop. 86 were similar to the voting constituencies that championed past cigarette tax initiatives. These included Democrats, younger voters, Latinos, blacks and Asians, those who had never smoked, and voters living in coastal counties. While the erosion in yes side backing of Prop. 86 was broad-based, some of the steepest declines were registered among women and those who had never smoked, two of the core supporters of previous cigarette initiatives. Each of these groups registered 25-percentage point declines in yes side support between the poll's July and late-October surveys.
- The fact that Prop. 86 was decided in a low turnout election also hurt its chances of passage. According to unofficial estimates from the California Secretary of State, 54% of registered voters voted in the November 2006 election, the second lowest general election turnout in California history. Because younger voters and ethnic voters, such as Latinos, blacks and Asians, are less likely to participate in low turnout elections, and because these constituencies were among Prop. 86's strongest supporters, the low turnout characterizing the November 2006 election worked against passage of the initiative.
- When voters intending to vote no were asked to state in their own words their reasons for opposing the initiative one week before the election, two types of comments were played back far more frequently than any others – “the tax is too high”/“it's unfair to smokers and low-income people” (32%) and “the money won't go to the right places, where it's supposed to go” (25%).

- Very large majorities of voters in both the late-September and late-October *Field Polls* considered it important to expand state funding in each of five major program areas slated for revenue increases under Prop. 86. Moreover, half or more of voters considered it “extremely important” to expand state funding in three areas – disease prevention and treatment, hospital emergency and trauma services, and children’s health insurance. Yet, in the campaign’s final weeks, support for Prop. 86 declined among voters who felt increasing state funding in these areas was extremely important. This decline in backing among these core supporters late in the campaign also played a role in Prop. 86’s defeat.
- The most frequently cited reason given by those voting no who also considered it extremely important to increase state funding for all or nearly all of the program areas slated for revenue increases under Prop. 86 was that “the tax is too high”/“it’s unfair to smokers and low-income people.” This explanation was volunteered more than twice as frequently as any other as a reason for opposing the initiative. These voters were apparently in conflict about Prop. 86, with the size and perceived unfairness of the tax overriding the importance they attached to expanded funding for needed health programs.
- Large majorities of likely voters (84%-85%) in both late-September and late-October reported that they were either very or somewhat concerned about the number of children who are without health insurance in California. The degree of a voter’s concern about uninsured children was also related to voting preferences on Prop. 86 in both surveys. Yet, a declining proportion of those who were concerned about uninsured children supported Prop. 86 in the final stages of the campaign. For example, in late-September voters very concerned about the number of uninsured children were intending to vote yes on Prop. 86 by a greater than two to one margin (65% to 30%), while those somewhat concerned were about evenly divided (49% yes and 44% no). However, in late-October support for Prop. 86 among voters very concerned was less than two to one (58% to 33%), while among voters expressing some concern about this, opponents exceeded supporters 53% to 36%.
- Voters in both the late-September and late-October *Field Polls* were about evenly divided when asked whether they supported or opposed “using state tax revenues to make sure that every child in California has health insurance, regardless of their immigration status.” Voter opinions about using state tax revenues for this purpose were directly related to voting preferences on Prop. 86 in both surveys. While, there was no slippage in the strong voter support for Prop. 86 among those supportive of using state tax revenues to insure children regardless of immigration status, opposition to Prop. 86 increased among voters opposed to using state tax revenues for this purpose in the late stages of the campaign. The late-October *Field Poll* showed these voters opposing Prop. 86 by 42 points (68% to 26%), compared to a more modest 16-point deficit (56% to 40%) in late-September.

I. A review of pre-election *Field Poll* voter preferences in past cigarette tax initiatives in California

Prior to Proposition 86 in the November 2006 election, California voters had voted on two previous cigarette tax increase initiatives. These included Proposition 99 in 1988 and Proposition 10 in 1998. The following is a brief summary of the trend of voter preferences as measured by *The Field Poll* over the course of each of these election campaigns.

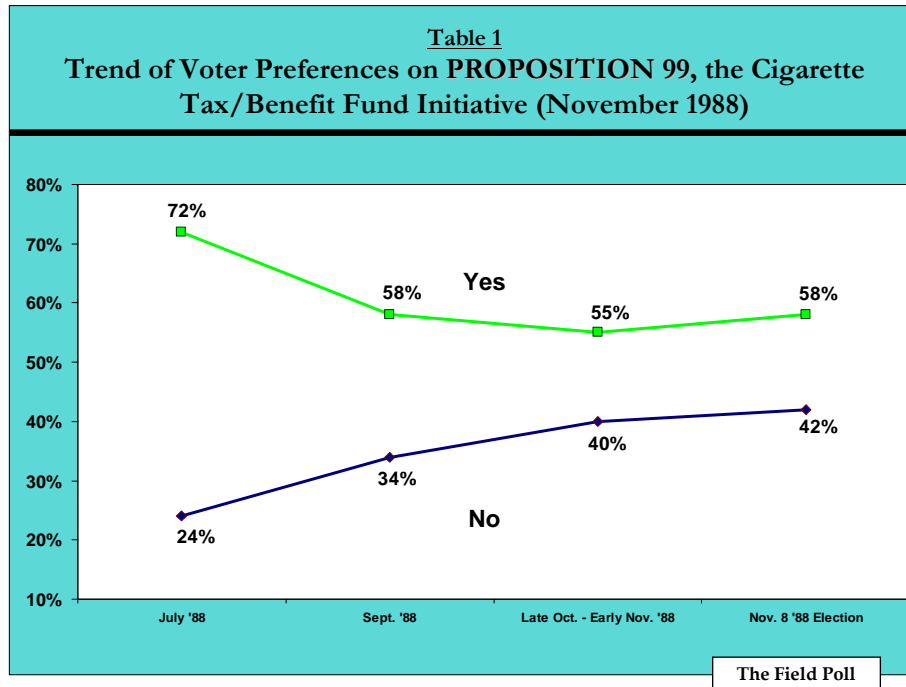
A. Proposition 99, the Cigarette and Tobacco Tax; Benefit Fund Initiative Constitutional Amendment and Statute

November 1988 was a presidential election year in which the Republican presidential ticket of George Bush and Dan Quayle carried California by a 51.1% to 47.6% margin over the Democratic ticket of Michael Dukakis and Lloyd Bentsen. A total of 10.2 million California voters participated that year out of a pool of 14 million registered voters, a turnout of 72.8%.

Proposition 99 called for increasing cigarette taxes in California 25 cents per pack, from 10 cents to 35 cents, with proceeds going to a state fund to reduce cigarette smoking through public education and research, and to fund fire prevention programs.

The Field Poll's first pre-election survey on Prop. 99 was conducted in late July of that year. It showed voters initially supporting Prop. 99 by a huge 72% to 24% margin. A September *Field Poll*, taken after the tobacco industry began its opposition campaign, showed support falling off some, although the initiative still held a comfortable 24-point lead, 58% to 34%. In *The Field Poll's* final pre-election survey, completed less than one week before the election, the Yes side lead stood at 15 points, 55% to 40%.

California voters approved Prop. 99 by 16 percentage points, 58% to 42%, in the November 1988 election.



B. Proposition 10, the State and County Early Childhood Development Programs; Additional Tobacco Surtax Initiative Constitutional Amendment and Statute

The November 1998 general election was a mid-term election in California, in which Democrat Gray Davis defeated Republican Dan Lungren for governor by a lopsided 60% to 38% margin at the top of the ticket. A total of 8.6 million votes were cast out of about 15 million registered voters, a relatively low turnout of 57.6%.

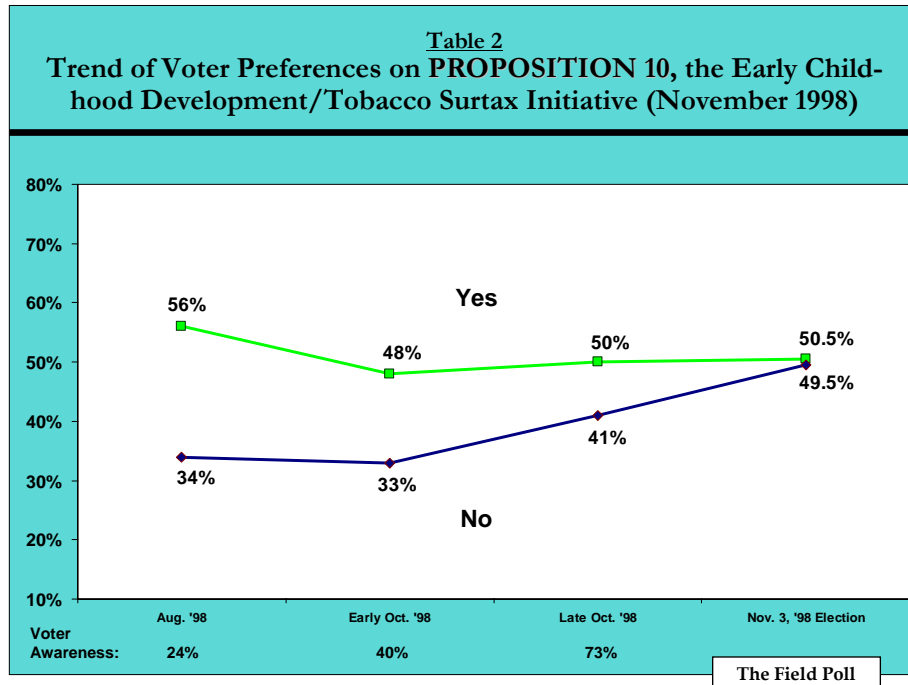
Proposition 10 called for increasing cigarette taxes by 50 cents per pack, from 35 cents to 85 cents, with proceeds devoted to creating state and county commissions to establish early childhood development programs and funding smoking prevention programs across California.

The Field Poll's initial pre-election survey conducted in mid-August found Prop. 10 leading by 22 points, 56% to 34%. At the time voter awareness was low, with only about one in four voters (24%) saying they had heard of Prop. 10 before being surveyed.

The poll's second survey, completed in early October, saw voter support for Prop. 10 decline to a 48% to 33% margin, with a growing proportion of voters (19%) undecided. Even though the survey was completed just one month before the election, only a minority of voters (40%) reported having heard of Prop. 10 prior to being surveyed.

In the final pre-election *Field Poll* completed one week before the election, awareness of the initiative increased to about three in four voters (73%). Yes side support hovered at the 50% threshold needed for passage, while the proportion of voters opposed grew to 41%.

California voters narrowly approved Prop. 10, 50.5% to 49.5%, in the November 1998 election.



II. Trend of voter preferences regarding Proposition 86, the Tax on Cigarettes initiative, in the November 2006 election

The November 2006 election was another mid-term election in California. It saw Republican Arnold Schwarzenegger handily defeat Democrat Phil Angelides in the governor's race by a 56% to 39% margin at the top of the ticket. According to unofficial estimates of the California Secretary of State, just 8.6 million of the state's slightly more than 15.8 million registered voters participated, a 54% turnout, the second lowest for a statewide general election in California history.

Proposition 86 called for increasing state taxes on cigarettes by \$2.60 per pack, from 85 cents to \$3.45, with funds devoted to various health programs, such as hospital emergency and trauma

services, disease prevention and treatment, children's health coverage, tobacco-related programs and nursing education.

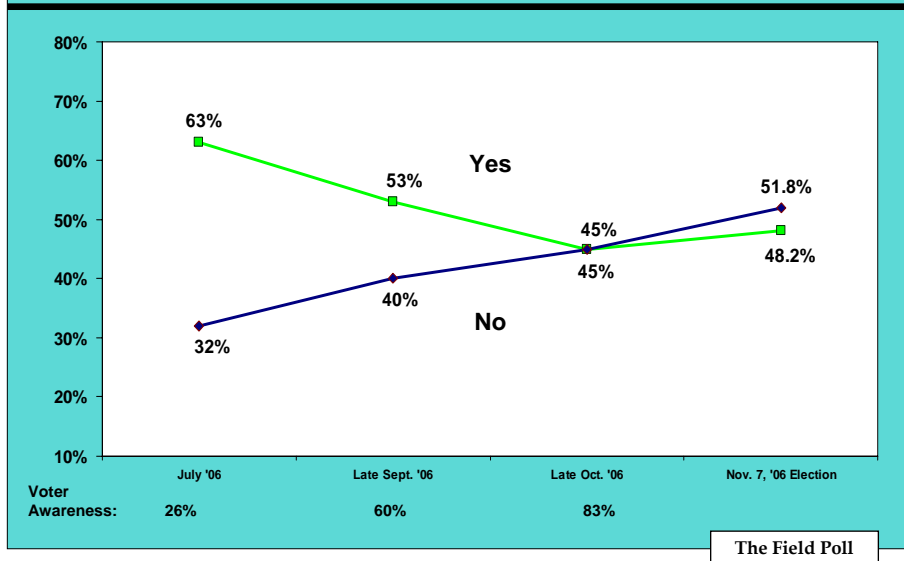
The Field Poll's first pre-election survey, completed in July, found Prop. 86 leading by 31 points, 63% to 32%. Awareness was relatively low, with just 26% of voters reporting they had any prior awareness of the initiative before the survey.

By the time of *The Field Poll's* second pre-election survey in late September awareness had increased two and one half fold to include 60% of likely voters. It must be assumed that most of the increase in voter awareness of Prop. 86 in this period was the result of an early and aggressive television advertising campaign launched against the initiative by the tobacco industry. The same late-September survey showed Prop. 86's lead had been reduced to just 13 points, 53% to 40%, with six weeks remaining before the election.

The final weeks of the Prop. 86 campaign were characterized by an intensive period of advertising both for and against the initiative. Voter awareness spiked to 83% in the poll's final pre-election survey completed about one week prior to the election. That poll found voters evenly divided on the initiative, with 45% intending to vote yes and 45% intending to vote no. Another 10% were undecided.

Unofficial election results from the California Secretary of State show that Prop. 86 was narrowly defeated by voters in the November 2006 election by a 51.8% to 48.2% margin.

Table 3
Trend of Voter Preferences on Proposition 86, the Tax on Cigarettes Initiative, in the November 2006 Election



III. Trend of voter preferences on Proposition 86 by subgroup

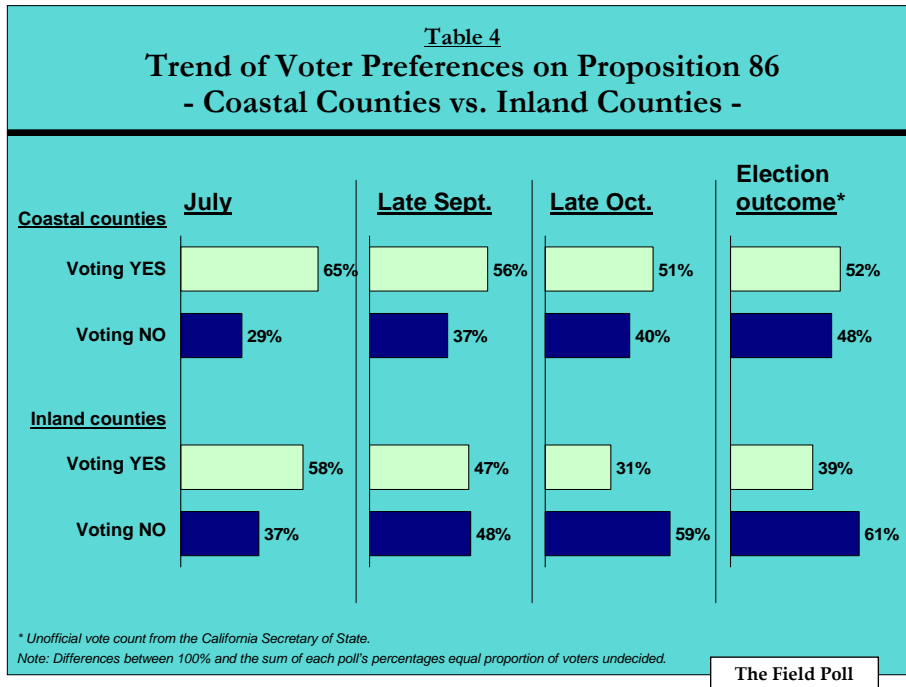
A. Coastal counties vs. Inland counties

In *The Field Poll's* initial July survey, the voting preferences of those living in the state's twenty coastal counties (who collectively account for 71% of all registered voters statewide) and those living in the inland counties were not widely different. Both groups initially supported Prop. 86, with coastal voters backing it 65% to 29% and inland voters on the yes side 58% to 37%.

By the poll's late September survey, however, the coastal and inland voter divide widened. Coastal voters continued to support Prop. 86 by 19 points, 56% to 37%, but inland voters had moved narrowly to the no side, 48% to 47%.

Differences in the voting preferences of coastal and inland voters widened further in the poll's final pre-election survey in late October, with coastal voters still favoring Prop. 86 five to four (51% to 40%), while inland voters were opposed 59% to 31%.

According to unofficial returns from the California Secretary of State, voters living in coastal counties endorsed Prop. 86 in the general election by 4 points, 52% to 48%, while inland voters voted no, 61% to 39%.



B. Smoking status

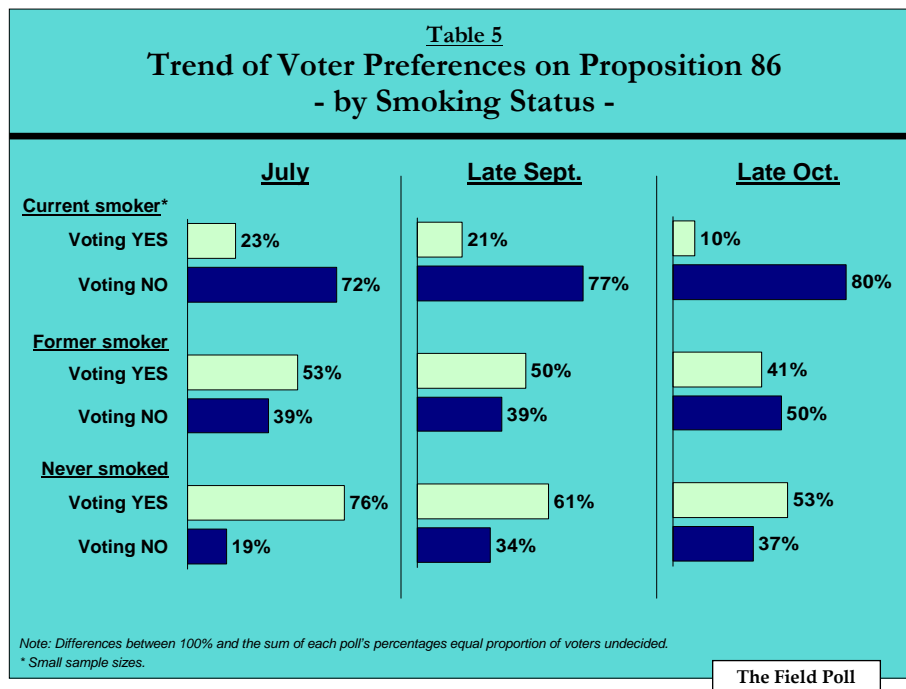
According to the California Department of Health Services 14% of all adult Californians are smokers. *Field Poll* estimates place the proportion of smokers among the state's registered voters at 12% and among likely voters in the November 2006 election at 10%.

The voting preferences of smokers and non-smokers on Prop. 86 varied widely throughout the campaign. In *The Field Poll's* initial July survey current smokers opposed the initiative 72% to 23%. By contrast, former smokers supported the initiative 53% to 39%, while those who had never smoked were lining up four to one (76% to 19%) on the yes side.

Most of the decline in support for Prop. 86 observed between *The Field Poll's* July and late September took place among voters who had never smoked. While smokers still strongly opposed Prop. 86 77% to 21%, and former smokers were backing it five to four (50% to 39%), among voters who had never smoked the initiative led by less than a two to one margin (61% to 34%).

Support for Prop. 86 eroded across all three smoking-related subgroups in the final weeks of the campaign. *The Field Poll's* final pre-election survey showed opposition among smokers

widening to an eight to one margin (80% to 10%). Former smokers moved from being five to four in favor to five to four opposed (50% to 41%), while support among never smokers softened to a 53% to 37% yes side advantage.



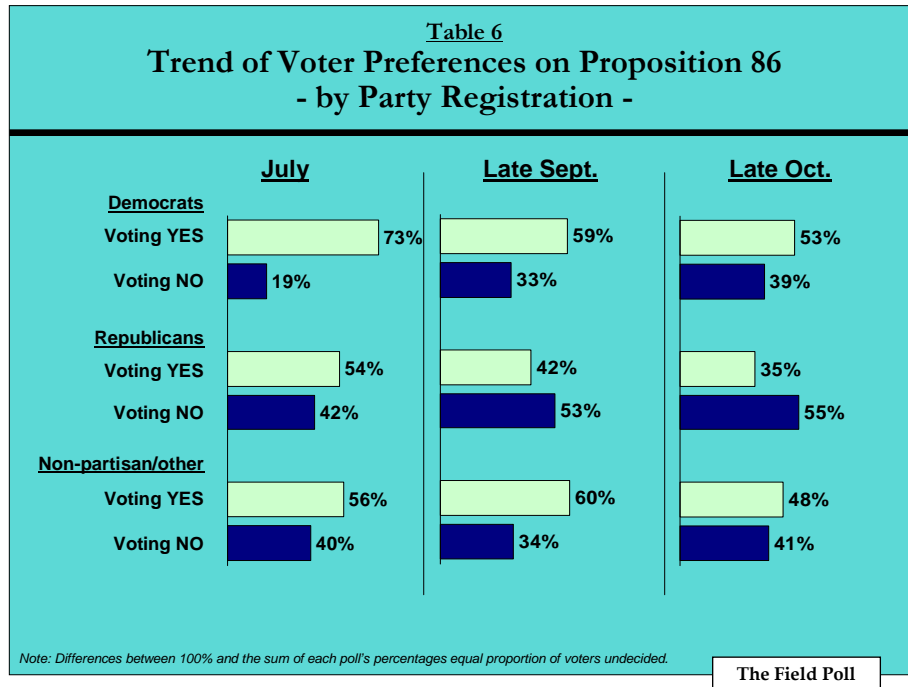
C. Party registration

As is usually the case with tax increase initiatives, there were significant differences in the voting preferences of Democrats and Republicans on Prop. 86 throughout the campaign.

In the poll's initial July survey Democrats lined up about four to one in favor (73% to 19%), while Republicans supported it by a narrower five to four margin (54% to 42%). Non-partisans initially backed Prop. 86 by 16 points, 56% to 40%.

Support for Prop. 86 declined among both Democrats and Republicans between July and late-September. The late-September survey showed Democrats backing the initiative by less than a two to one margin, 59% to 33%, while Republicans had moved to the no side 53% to 42%.

Democratic support for Prop. 86 eroded further in the poll's final pre-election survey to 14 points, 53% to 39%, while Republican opposition grew to 20 points, 55% to 35%. Non-partisans continued to favor the initiative, but by a narrow 7-point margin, 48% to 41%.

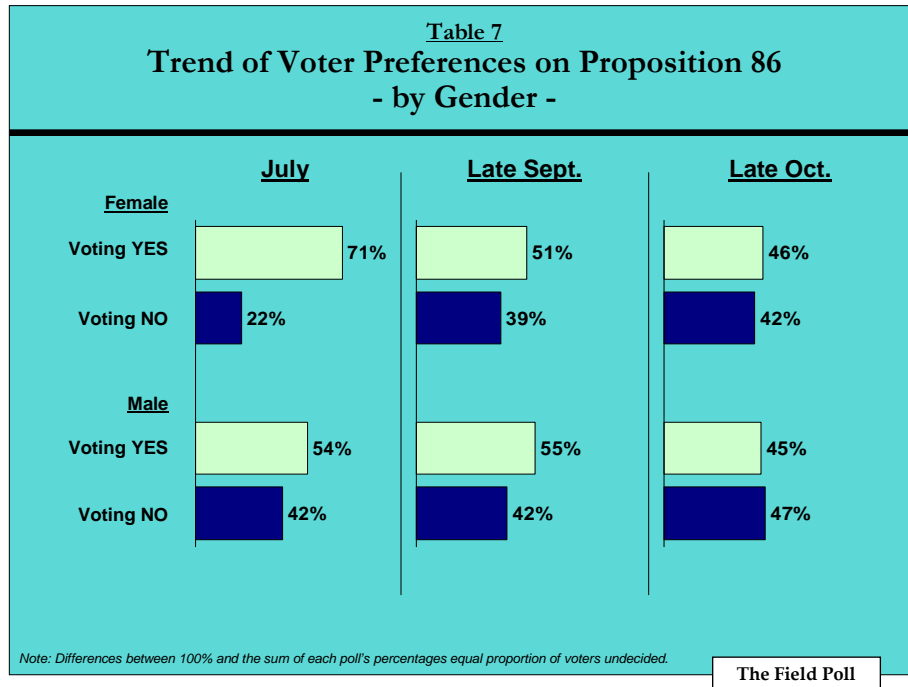


D. Gender

The poll's initial July survey showed a significant gender gap between women and men with regard to voting preferences of Prop. 86. Women were among its strongest supporters, backing it 71% to 22%. By contrast, men were favoring it by a narrower five to four margin, 54% to 42%.

However, these gender differences washed away by poll's late-September survey, as women's support for Prop. 86 declined precipitously to just 12 points, 51% to 39%, putting their support at about the same level as that of men's.

As the initiative continued to lose ground in late-October, declines were observed among both women and men. In *The Field Poll's* final pre-election survey women were narrowly supporting Prop. 86 46% to 42%, while men were narrowly opposed 47% to 45%.



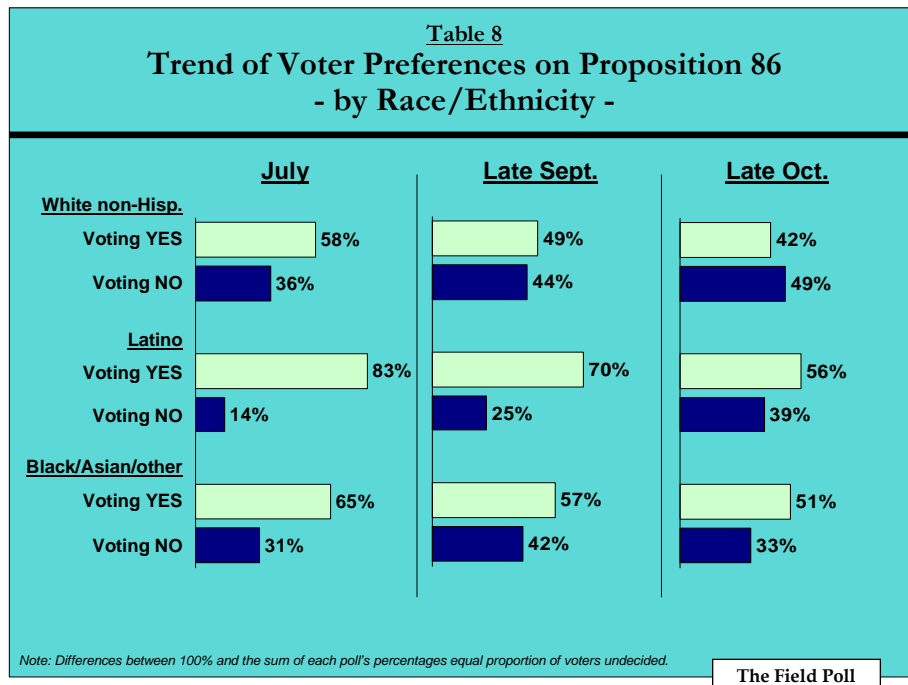
E. Race/ethnicity

In the past decade, California officially became a “majority minority” state, meaning that the proportion of residents who are members of a racial or ethnic minority exceed the proportion of residents who are not. According to estimates of the California Department of Finance’s Demographic Research Unit, at the time of the November 2006 election, just 47% of the state’s adults were white non-Hispanic, while 53% were either Latino, Asian, black or a member of another race.

This contrasts sharply with the racial and ethnic composition of California’s voting electorate. Among all registered voters, *The Field Poll* estimates that 67% are white non-Hispanic, while just 33% are ethnic voters. Among those voting in the November 2006 election, 73% were white non-Hispanic and just 27% were ethnic voters.

Throughout the 2006 Prop. 86 campaign there were significant differences between the voting preferences of white non-Hispanic and ethnic voters. While white non-Hispanic voters initially supported Prop. 86 58% to 36% in July, this was far eclipsed by the support of Latinos, who backed the initiative 83% to 14%, and black, Asian and other ethnic voters who were more than two to one on the yes side (65% to 31%).

Although support for Prop. 86 among ethnic voters declined some over the course of the campaign along with most other voting subgroups, ethnic voters continued to back the initiative by sizable margins. In *The Field Poll's* final pre-election survey, Latinos were voting yes by 17 points (56% to 39%), while blacks/Asians and other ethnic voters were supporting Prop. 86 by 18 points (51% to 33%). By contrast, white non-Hispanics moved to the no side, and in the poll's final late-October survey were opposing Prop. 86 by a 49% to 42% margin.



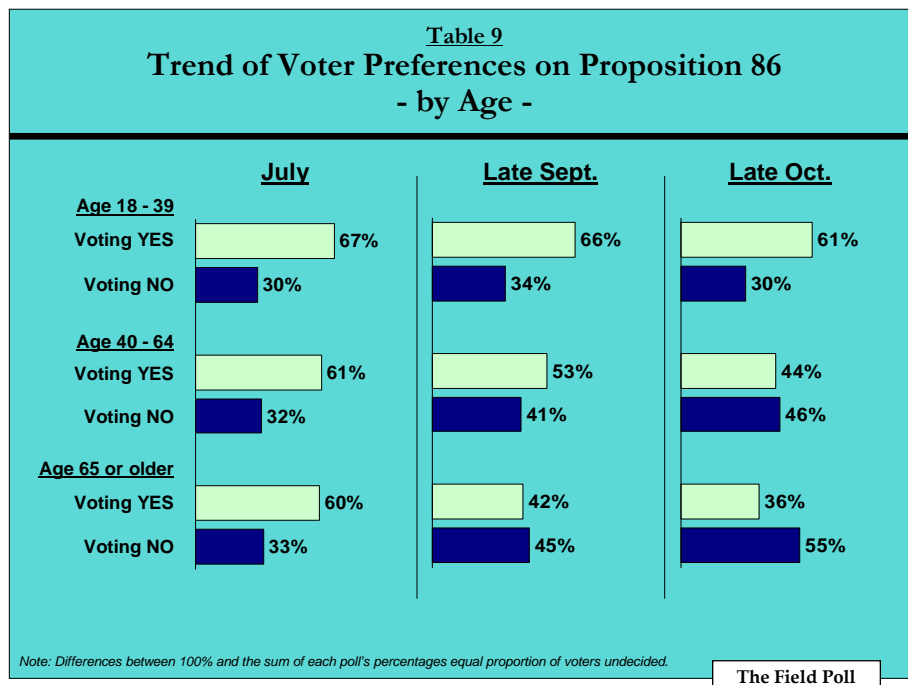
F. Age

In July there was relatively little variation in Prop. 86's voter support by age. Voters in each of three major age categories tracked by *The Field Poll* supported the initiative about two to one.

However, following the heavy barrage of no side advertising characterizing the early stages of the campaign, significant fissures opened up between the voting preferences of younger and older voters. While support for Prop. 86 among voters age 18-39 in late September (66% to 34%) remained strong, voters age 65 or older had moved to the no side by late-September 45% to 42%. The voting preferences of middle-aged voters were about mid-way between younger and older voters, with 53% on the yes side to 41% intending to vote no.

Older voters continued their progression to the no side in *The Field Poll's* late October survey, opposing the initiative 55% to 36%. This contrasted sharply with the preferences of younger voters under age 40, who were still strongly supporting the initiative. Middle-age voters were about evenly divided, 44% yes and 46% no.

Because of the tendency of younger voters to be less likely to vote in low turnout elections, voters under age 40 in the November 2006 election constituted a much smaller share of the electorate (22%) in 2006 than they did in previous electorates in which cigarette tax proposals were on the ballot.



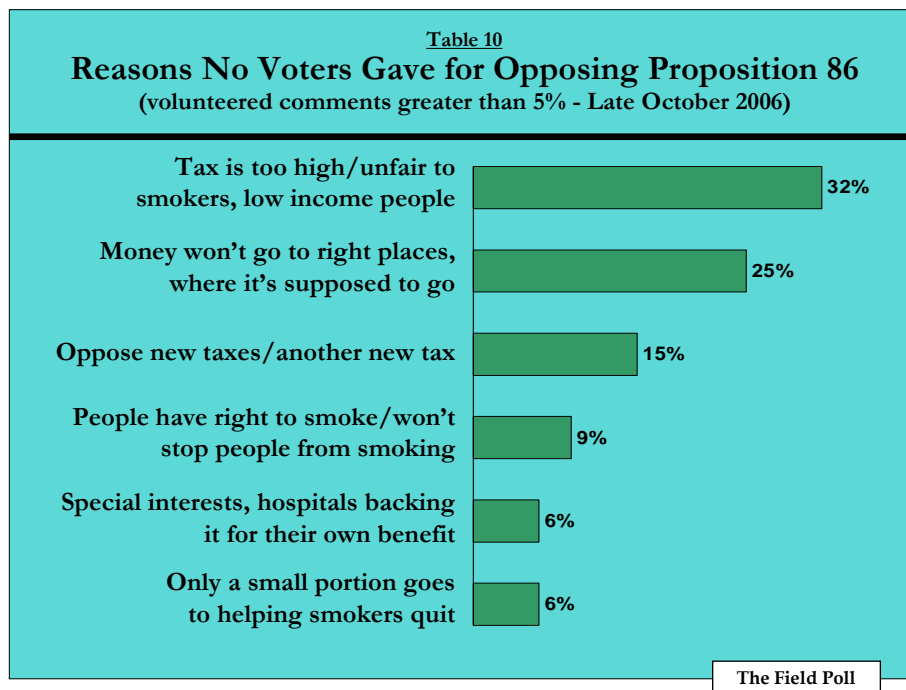
IV. Reasons voters gave for voting yes or no on Prop. 86

Voters in *The Field Poll's* final late-October survey were asked to state in their own words their reasons for voting yes or no on Prop. 86. Answers were recorded verbatim and later coded into general categories of response.

A. Reasons for voting no

Two types of comments were played back far more frequently than any others by no voters as a reason for opposing Prop. 86. These included: “the tax is too high”/“unfair to smokers, low-income people” (32%), and “money won’t go to the right places, where it’s supposed to go” (25%).

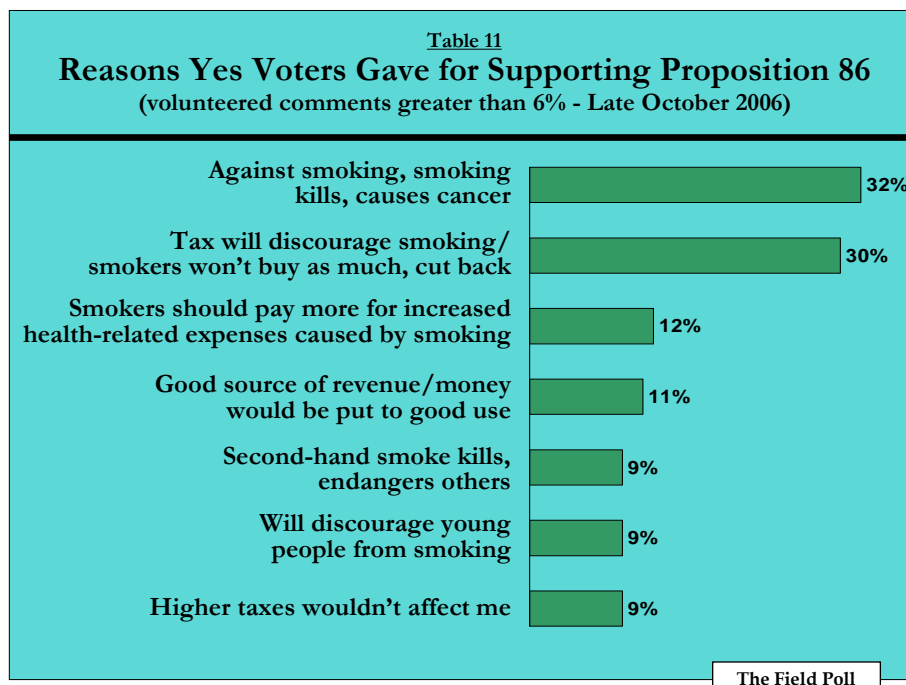
Also cited with some frequency were “oppose new taxes”/“it’s another new tax,” mentioned by 15%, “people have a right to smoke”/“won’t stop people from smoking” (9%), “special interests, hospitals are backing it for their own benefit” (6%) and “only a small portion goes to helping smokers quit” (6%).



B. Reasons for voting yes

Two types of comments dominated among the reasons yes voters gave for supporting Prop. 86. These included the view that voters were “against smoking”/“smoking kills, causes cancer” (32%), and “the tax will discourage smoking”/“smokers won’t buy as much, will cut back” (30%).

Other comments cited with some frequency included: “smokers should pay more for the increased health-related expenses caused by smoking” (12%), “it’s a good source of revenue”/“the money would be put to good use” (11%), “second-hand smoke kills, endangers others” (9%), “it will discourage young people from smoking” (9%), and “higher taxes on smoking wouldn’t affect me” (9%).

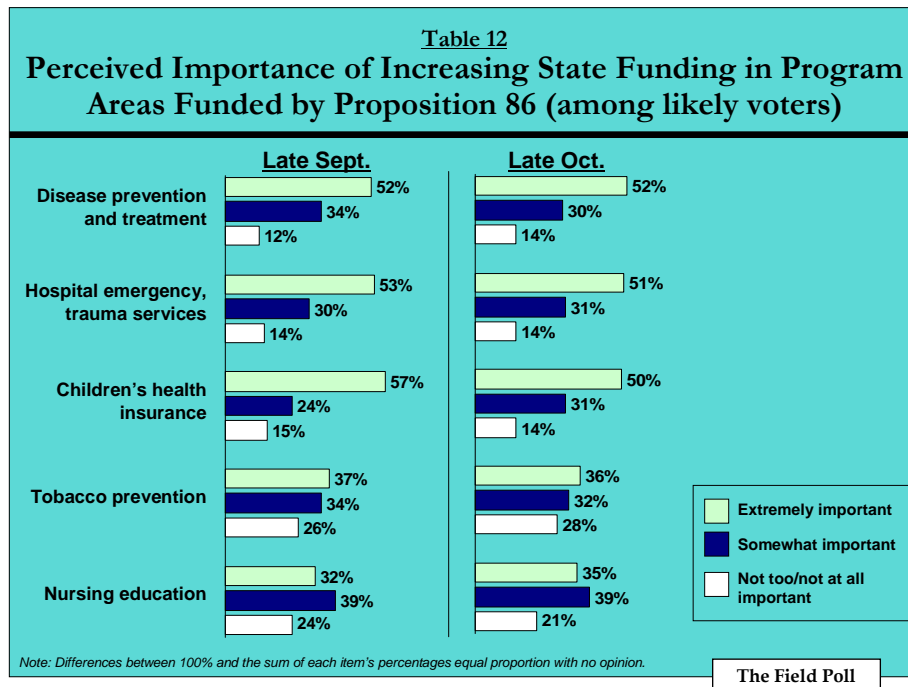


V. The importance of increasing state funding in program areas to be funded by Prop. 86 and its relationship to the vote on Prop. 86

Voters in both *The Field Poll's* late-September and late-October surveys were asked how important they felt it was to expand state funding in five major program areas targeted for revenue increases under Prop. 86. These included: (1) hospital emergency and trauma care services, (2) disease prevention and treatments for cancer, heart disease and other illnesses, (3) children’s health insurance coverage, (4) tobacco prevention, control and education, and (5) nursing education programs. In each area, voters were asked whether they felt it was extremely important, somewhat important, not too important or not at all important to increase state funding.

The results, summarized in Table 12, show that voters responded similarly in both the late-September and late-October surveys, with very large majorities considering it to be important to increase funding in each of the five program areas. Moreover, in each survey between 50% and 57% considered it extremely important to increase state funding in three areas – disease prevention and treatment, hospital emergency and trauma services, and children’s health insurance.

Women, Latinos, blacks and Asians, Democrats, voters living in Los Angeles County and those with annual household incomes of less than \$40,000 per year were more likely than other voting constituencies to feel increasing state funding for disease prevention and treatment, hospital emergency and trauma services and children’s health insurance was extremely important.



Voting preferences on Prop. 86 were directly related to a voter’s perceptions of the importance of increasing state funding in the program areas to be funded by Prop. 86. For example, in the late-September survey among voters who felt that it was extremely important to increase state funding in each of the five program areas 74% were intending to vote yes and just 16% intended to vote no on Prop. 86. Similar high levels of support for Prop. 86 were also observed in the late-September survey among voters who felt it was extremely important that the state increase

funding in three or four of the program areas. Support for Prop. 86 was more divided among voters who rated one or two of the program areas extremely important, while among those who did not feel it was extremely important to increase state funding in any of the five program areas, voters were overwhelmingly opposed to Prop. 86.

It is significant that in *The Field Poll's* late-October survey somewhat smaller majorities of those who felt it was extremely important to increase state funding in at least three of the five program areas were intending to vote yes on Prop. 86 than said this in late-September. This decline in the final stages of the campaign among voters who were part of Prop. 86's core supporters must also be considered a factor in its defeat.

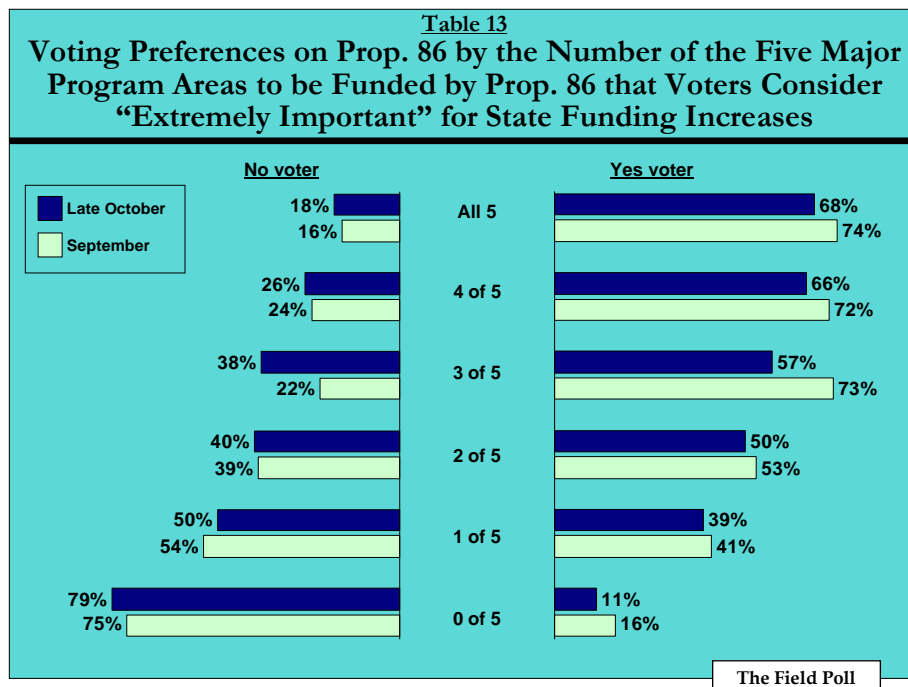


Table 14 examines the reasons given for opposing Prop. 86 among three subgroups of voters: 1) those who considered four or five of the program areas targeted for revenue increases under Prop. 86 to be extremely important; 2) those who rated two or three of these program areas extremely important; and 3) those who rated only one or none of the program areas extremely important.

Especially relevant are the reasons given by no voters who considered it extremely important to increase state funding for all or nearly all (four or five) of the program areas targeted for Prop. 86

revenue increases. These voters constituted 14% of those voting no in *The Field Poll's* final pre-election survey. Among this group one type of comment stands out as the main reason these voters gave for opposing Prop. 86 – “the tax is too high”/“it’s unfair to smokers and low-income people.” This answer was offered more than twice as frequently as any other as a reason for opposing the initiative among these voters.

Among voters who considered it extremely important to increase state funding in two or three of the program areas, who constituted another 29% of all no voters, the size of the tax/its fairness to smokers and low-income residents was joined by a second comment, “the money won’t go to the right place, or where it is supposed to go” as being voters’ main reasons for opposing the initiative.

The largest group of no voters were those who rated only one or none of the program areas targeted for revenue increases under Prop. 86 to be extremely important. This group, which constituted 57% of all no voters, gave three main reasons for their opposition to Prop. 86: the size of the tax/its unfairness to smokers and low-income people, the belief that money wouldn’t go to the right places, and the view that “it was another tax”/“I oppose new taxes.”

Table 14
Reasons No Voters on Proposition 86 Give for Voting No –
Subdivided by Views About the Importance of State Funding
Increases in Areas to be Funded by Proposition 86

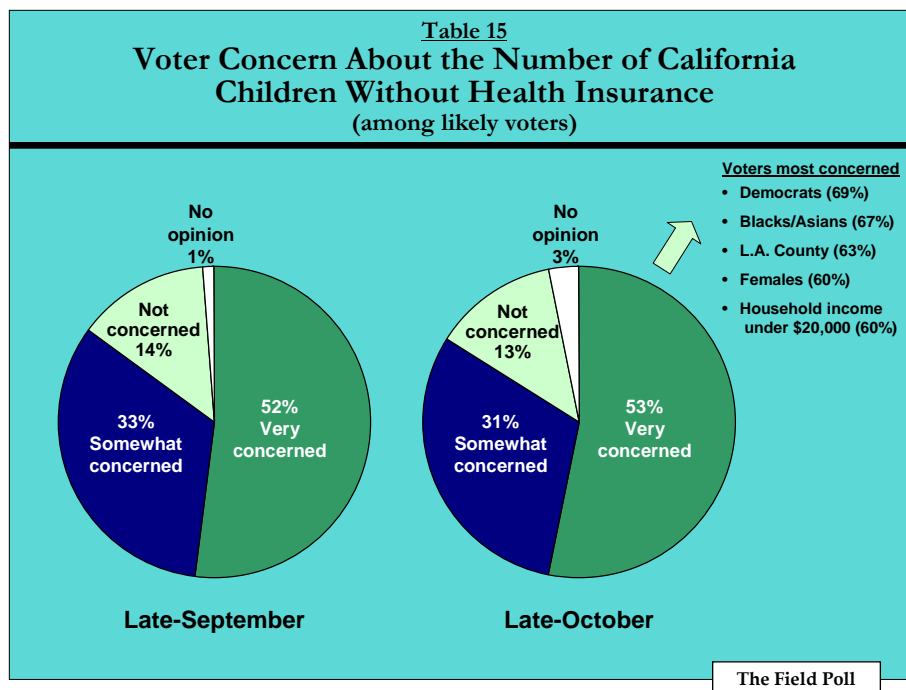
	<u># of program areas rated “extremely important”</u>		
	<u>4 or 5</u>	<u>2 or 3</u>	<u>0 or 1</u>
Tax is too high/unfair to smokers, low income people	36%	26%	33%
Money won’t go to right places, where it is supposed to go	15	30	26
Oppose new taxes/another new tax	10	8	20
People have right to smoke/won’t stop people from smoking	8	12	8
Special interests, hospitals backing it for their own benefit	2	9	6

The Field Poll

VI. Voter concern about the number of California children without health insurance and its relationship to the vote on Prop. 86

Large majorities of likely voters (84%-85%) reported in both late-September and late-October that they were either very or somewhat concerned about the number of children in California who were without health insurance.

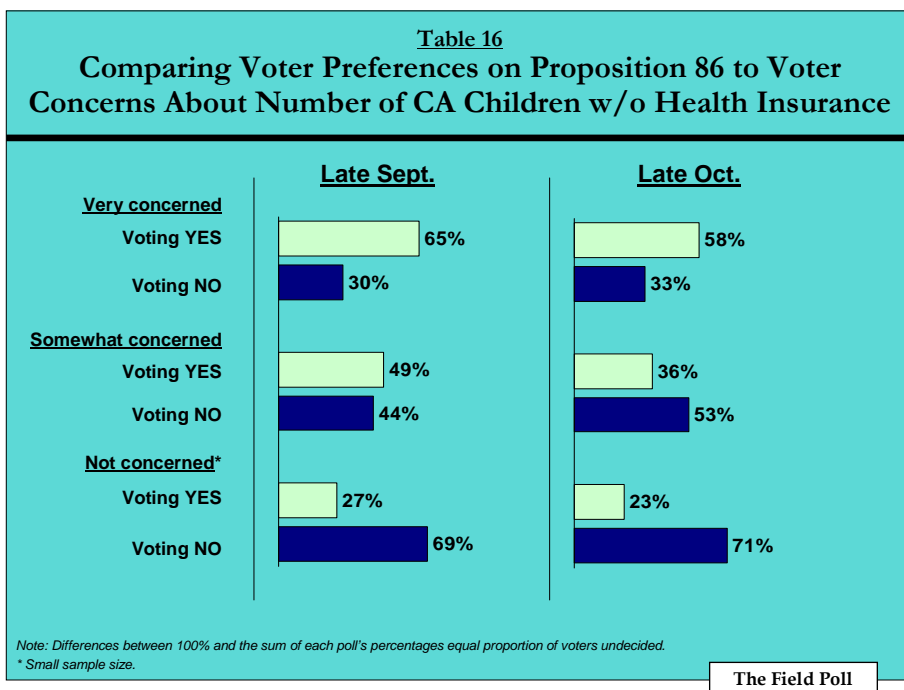
Reporting the highest levels of concern were Democrats, blacks and Asians, voters living in Los Angeles County, women and those whose annual household income is less than \$20,000.



The degree of concern that voters had about the number of children in California without health insurance was related to voting preferences on Prop. 86 in both the late-September and late-October *Field Polls*.

In late-September voters who reported being very concerned about the number of uninsured children were voting yes on Prop. 86 by a greater than two to one margin (65% to 30%). Voters who were somewhat concerned about this were about evenly divided, with 49% intending to vote yes and 44% intending to vote no. Among the relatively small proportion of voters who reported being not too or not at all concerned about the number of children without health insurance, no voters outnumbered yes voters by a greater than two to one margin (69% to 27%).

In the late-October survey the same relationship between a voter’s degree of concern about the number of uninsured children and their preferences on Prop. 86 was evident. However, compared to late-September, somewhat smaller proportions of those very or somewhat concerned about this in late-October were intending to vote yes. Among voters very concerned about the number of uninsured children in California support for Prop. 86 in late-October was less than two to one (58% to 33%), while among voters expressing some concern about this, Prop. 86 was opposed 53% to 36%.

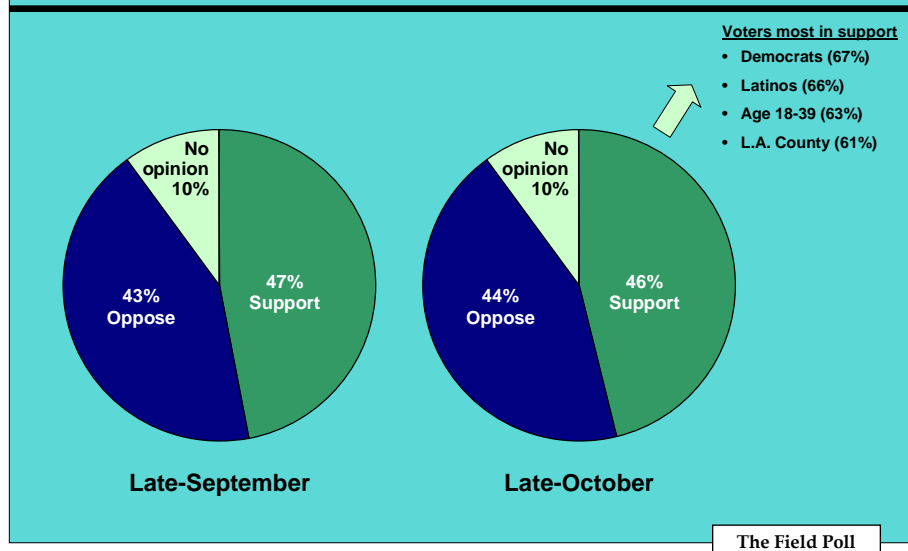


VII. Using state revenues to achieve health insurance for all children regardless of immigration status and its relationship to the Prop. 86 vote

Voters in both the late-September and late-October surveys were about evenly divided when asked whether they supported or opposed “using state tax revenues to make sure that every child in California has health insurance, regardless of their immigration status.”

The voter subgroups most likely to be in favor of this policy were Democrats, Latinos, voters under age 40 and voters living in Los Angeles County.

Table 17
Voter Opinion of Using State Tax Revenues So That Every CA Child Has Health Insurance, Regardless of Immigration Status
 (among likely voters)

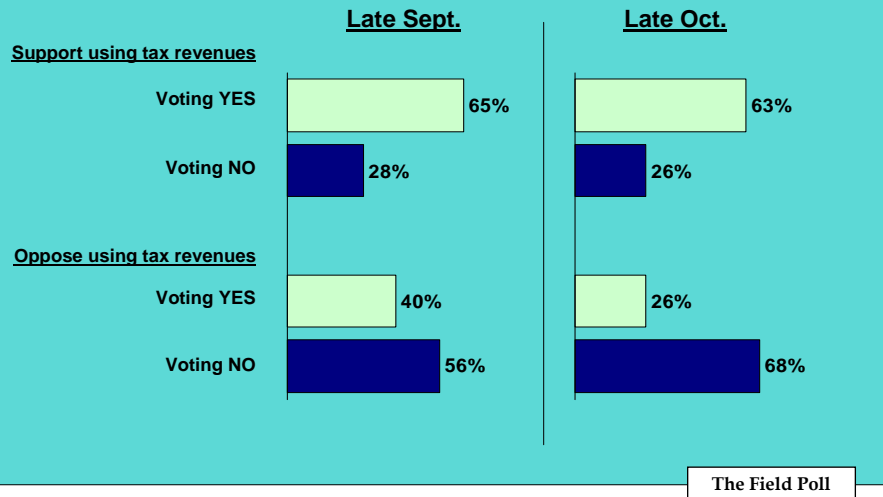


Voter opinions about the use of state tax revenues for this purpose were directly tied to voting preferences on Prop. 86 in both the late-September and late-October surveys.

In the late-September survey voters supporting this policy were backing the initiative by a greater than two to one margin (65% to 28%), while those opposed to this policy were voting no by 16 points, 56% to 40%.

Significantly, there was no slippage in vote support for Prop. 86 between late-September and late-October among those supporting the use of tax revenues to provide health insurance for children regardless of immigration status, with yes voters outnumbering no voters greater than two to one in both surveys. However, opposition to Prop. 86 increased significantly in the late stages of the campaign among voters who opposed using state tax revenues for this purpose. The late-October *Field Poll* showed that opposition to Prop. 86 among this subgroup of voters had grown to 42 points, 68% to 26%.

Table 18
Comparing Voter Preferences on Proposition 86 to Opinions
About Using State Tax Revenues So That Every Child Has
Health Insurance Regardless of Immigration Status



Information About the *Field Poll* Surveys

Sample Details

The results of the three *Field Poll* surveys cited in this report were based on independent random samples of registered voters considered likely to vote in California's November 2006 election. All interviewing was conducted by telephone in English and Spanish. Interviewing for the July survey was conducted July 10-23, 2006 among 992 registered voters, of whom 762 were considered likely voters. Interviewing for the late-September survey was conducted September 14-24, 2006 among 739 registered voters, of whom 557 were considered likely voters. Interviewing for the late-October survey was conducted October 23-30, 2006 among 1,092 registered voters, of whom 795 were considered likely voters.

In each survey up to eight attempts were made to reach and interview each randomly selected voter on different days and times of day during the interviewing period. Results from each survey were weighted to *Field Poll* estimates of the demographic and regional characteristics of the state's overall registered voter population.

Sampling error estimates applicable to each survey depend upon its sample size. According to statistical theory, 95% of the time results from the July survey are subject to a sampling error of 3.7 percentage points; findings from the late-September survey have a sampling error of +/- 4.3% percentage points; while findings from the late-October survey are subject to a sampling error of +/- 3.5 percentage points.

There are other possible sources of error in any survey other than sampling error. Different results could occur because of differences in question wording, the sequencing of questions, the rigor with which sampling procedures were implemented, as well as through undetected errors or omissions in interviewing or data processing. Extensive efforts were made to minimize such potential errors.

Questions Asked

Have you seen, read or heard anything about Proposition 86, the taxes on cigarettes initiative, on the November statewide election ballot?

(As you know) Proposition 86 is the “Tax on Cigarettes” initiative. It imposes an additional 2 dollars and 60 cents per pack excise tax on cigarettes and indirectly increases taxes on other tobacco products. It provides funding for various health programs, children’s health coverage and tobacco-related programs. Fiscal impact: Increase in excise tax revenues of about 2.1 billion dollars annually in 2007-2008. Other potentially significant costs and savings for state and local governments due to program changes. (Would) (Did) you vote YES or NO on Prop. 86?

(LATE-OCTOBER ONLY)

IF VOTING YES, ASK: What are some of the reasons why you (intend to vote) (voted) YES to approve Prop. 86? (PROBE:) Any other reasons?

IF VOTING NO, ASK: What are some of the reasons why you (intend to vote) (voted) NO to reject Prop. 86? (PROBE:) Any other reasons?

(LATE-SEPTEMBER AND LATE-OCTOBER)

I am going to read some of the areas in which the proceeds from this new state tax on cigarettes would be spent, should Prop. 86 pass. For each, please tell me how important you feel it is to increase state funding in this area. (ITEMS READ IN RANDOM ORDER, ASKING:) Do you feel it is extremely important, somewhat important, not too important or not at all important to increase state funding in this area?

- a. hospital emergency and trauma care services
- b. disease prevention and treatments for cancer, heart disease and other illnesses
- c. children’s health insurance coverage
- d. tobacco prevention, control and education
- e. nursing education programs

How concerned are you about the number of children in California who are without health insurance – very concerned, somewhat concerned, not too concerned or not at all concerned?

Generally speaking, would you support or oppose using state tax revenues to make sure that every child in California has health insurance, regardless of their immigration status?