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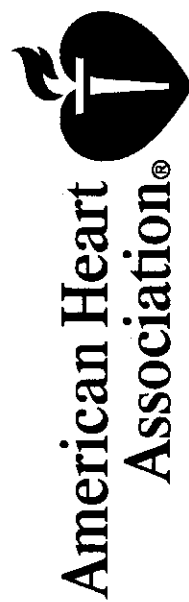
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NEVADANS *Speak Out* ON TOBACCO

Nevadans voice their opinions
on tobacco regulation and
protecting Nevada kids from
secondhand smoke



Fighting Heart Disease and Stroke

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SUBMITTED BY: ROBIN COIMACTO

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NEVADANS *Speak Out* ON TOBACCO

Information in this booklet is based on a poll commissioned by the American Heart Association* and cannot be reprinted without permission.

For further information contact:

Robin D. Camacho

Director of Advocacy & Communications

American Heart Association

6370 W. Flamingo, Ste. 1

Las Vegas, NV 89103

702.367.1366 / FAX 367.1975

robinc@heart.org

*Polling conducted by Magellan Research, Las Vegas, Nevada
Marvin L. Longabaugh, President/CEO

Cigarette Excise Taxes

QUESTION 1

Our State is facing a budget deficit that has now exceeded \$250 million. In other states, increasing the excise tax has allowed Governors and State Legislatures to deal with economic shortfalls and significantly reduce cigarette consumption, particularly among kids. **How would you feel about raising Nevada's cigarette tax by \$1 per pack?**

What Nevadans said: Nevadans favor raising excise taxes on cigarettes. Excise taxes have remained at the same low rate of \$.35 per pack since 1989. Nevadans are receptive to an increase at any of the three levels posed (\$.35, \$.65 or \$1.00 per pack), and support for a \$1 per pack increase nearly mirrors support for a \$.50 per pack increase.

Raising excise taxes on cigarettes will discourage young Nevadans from starting to smoke. A \$1 per pack increase will:

1. Drastically reduce smoking rates, especially among kids. (A \$.50 per pack increase will save 5,700 Nevada kids from an early smoking-related death.)
2. Raise substantial revenue while saving hundreds of millions of dollars in smoking-caused health care costs to the State of Nevada. Increasing tobacco excise taxes **always** increases State revenues. Despite tobacco industry claims, there has never been an instance of a state losing revenue by increasing the cigarette excise tax.
3. Win broad support from voters. The cost of smoking bears a price tag of over \$520 to every Nevada household, regardless of whether anyone in the household smokes.

POLL RESULTS

63.4% Strongly Support or Somewhat Support
35.2% Strongly Oppose or Somewhat Oppose

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QUESTION 2

Money from cigarette excise taxes could be used to fund a variety of programs. Health experts recommend using a percentage to fund programs that reduce the number of Nevadans who smoke.

If the Legislature does increase cigarette excise taxes, what percent, if any, do you believe should be earmarked for education programs to prevent kids from starting to smoke and programs to help young smokers quit?

What Nevadans said: The majority of respondents felt that at least 25% of revenues from an excise tax increase should be earmarked for education programs to prevent kids from starting to smoke and programs to help young smokers quit. The American Heart Association supports earmarking "a quarter for kids" from each \$1.00 of revenue raised for such youth tobacco control programs.

POLL RESULTS

Percentage of revenues from an excise tax increase which should be earmarked for youth tobacco control programs: 75% to 100% = **26.1%**;
50% to 74% = **21.8%**; 25% to 49% = **14.2%**

QUESTION 3

In addition to cigarette taxes, the Legislature is considering increases on a number of other taxes including increases on gross receipts, gaming taxes, sales tax, property taxes and an amusement tax. **If your legislator opposed increasing the cigarette tax, but favored increasing these other taxes, would you most likely vote for or against this legislator in future elections?**

What Nevadans Said: 68.3% of respondents indicated that they would vote against lawmakers that opposed cigarette taxes while favoring other taxes. No mitigating follow-up questions were asked (e.g. "What if your legislator favored increasing property taxes, but no other increase including cigarettes?"); however, the results indicate that the public would hold lawmakers accountable if taxes were raised and cigarette taxes left unchanged.

POLL RESULTS

Vote for = **21.6%**; Vote against = **68.3%**;
Don't Know = **9%**

Local Control of Tobacco Regulation

QUESTION 4

According to the U.S. Centers for Disease Control, tobacco is the #1 cause of preventable death and heart disease.

Would you favor or oppose state legislators granting local decision makers such as cities, counties, and Boards of Health the authority to consider ordinances that would protect Nevada citizens from exposure to secondhand smoke?

What Nevadans said: Almost 2/3 of respondents favor local control of smoking regulation. This is higher than the favorable vote on the Clark and Washoe County advisory questions on local control, which limited the proposed decision makers to local Boards of Health. Local control of tobacco regulation was especially popular among younger respondents.

POLL RESULTS

Favor = **64.3%**; Oppose = **33%**

"I saw many patients in my Los Angeles practice in their 60s or 70s with serious smoking-related heart problems. I was alarmed to see my Nevada patients come in with problems in their 30s and 40s that I'd observed in patients who'd smoked for 20-30 years."

—Dr. Sean Ameli, Nevada Cardiology Associates
Chief of Cardiology, Mountain View Hospital

Voter Trust on the Subject of Tobacco

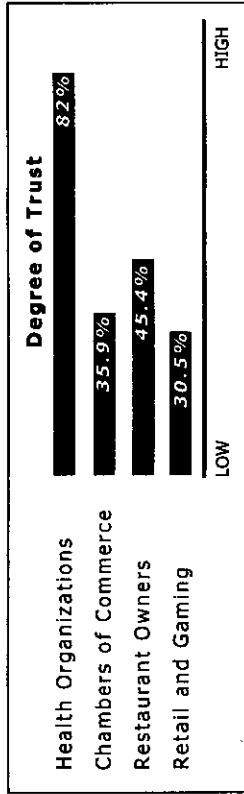
QUESTION 5

For the following organizations, do you have a high degree of trust in their opinions concerning smoking regulation, some degree of trust, some degree of distrust, or a high degree of distrust?

What Nevadans said: Organizations that are dedicated to promoting health that are traditionally opposed to smoking enjoy high levels of trust among Nevada voters. Over 80 percent of respondents indicated they trusted the opinions of the American Heart Association, the American Cancer Society, and the American Lung Association concerning smoking regulations. Each of these groups supports repeal of Nevada's preemption statute.

Other polls indicate credibility ratings of over 90 percent for these organizations among the general public. Conversely, Chambers of Commerce, restaurant associations and retail and/or gaming associations enjoy a very low degree of public trust on tobacco regulation issues.

POLL RESULTS



Health Organizations: High Degree or Some Degree of Trust = 82%; High Degree or Some Degree of Distrust = 16.8%
Chambers of Commerce: High or Some Degree of Trust = 35.9%; High or Some Degree of Distrust = 56.6%
Restaurant Owners: High or Some Degree of Trust = 45.4%; High or Some Degree of Distrust = 48.9%
Retail and Gaming: High Degree or Some Degree of Trust = 30.5%; High Degree or Some Degree of Distrust = 65.9%.

Nevada Voters' Views On Secondhand Smoke

QUESTION 6

Please tell me if you strongly agree, agree, disagree or strongly disagree: *Kids shouldn't be exposed to other people's cigarette smoke in restaurants, shopping malls, and other places where people gather.*

What Nevadans said: Overwhelmingly, respondents agreed that children should not be exposed to secondhand smoke in public places. This support extends across all demographic traits measured in this poll. Voters expressed the same sentiments when voting yes on the Washoe and Clark County advisory questions dealing with smoking restrictions (see district vote totals beginning on page 9).

POLL RESULTS

Strongly Agree or Somewhat Agree = **83.8%**;
 Strongly Disagree or Somewhat Disagree = **16.1%**

"I love living in Nevada, but my doctors at the Mayo Clinic told me I have to leave the state. The secondhand smoke in our restaurants and convenience stores is damaging my heart."
 —Sandra Verbeck, heart transplant candidate, American Heart Association volunteer

QUESTION 7

Please tell me if you strongly agree, agree, disagree or strongly disagree: **Secondhand smoke is dangerous and a health threat to those exposed to it.**

What Nevadans say: Over 80% of respondents recognize that secondhand smoke is dangerous and that exposure poses a health threat.

POLL RESULTS

Strongly Agree or Somewhat Agree = **82.9 %**;
Strongly Disagree or Somewhat Disagree = **16.1 %**

QUESTION 8

Please tell me if you strongly agree, agree, disagree or strongly disagree: **People with breathing problems such as asthma, allergies, and other lung diseases need to be protected from other people's cigarette smoke.**

What Nevadans say: Similarly, over 80% of respondents support protecting people with breathing difficulties from secondhand smoke.

POLL RESULTS

Strongly Agree or Somewhat Agree = **80.5 %**;
Strongly Disagree or Somewhat Disagree = **19.5 %**

QUESTION 9

Please tell me if you strongly agree, agree, disagree or strongly disagree: **Smoking should be prohibited in grocery stores, convenience stores and drug stores.**

What Nevadans say: An even higher number of respondents than those who recognized that secondhand smoke is a health threat were willing to support a smoking ban in grocery, convenience and drug stores.

Interestingly, women were much stronger in their support for bans in these facilities than were men; however, all demographic traits supported smoking bans in these areas.

POLL RESULTS

Strongly Agree or Somewhat Agree = **87.7 %**;
Strongly Disagree or Somewhat Disagree = **12.4 %**

QUESTION 10

Please tell me if you strongly agree, agree, disagree or strongly disagree: **Nonsmokers shouldn't be exposed to other people's cigarette smoke in places where people gather such as restaurants, retail stores and public buildings.**

What Nevadans say: Support for smoking bans remains high when the ban is extended to restaurants, retail stores and public buildings, with nearly 80% of respondents favoring smoking bans in these locations.

POLL RESULTS

Strongly Agree or Somewhat Agree = **78.5 %**;
Strongly Disagree or Somewhat Disagree = **20.5 %**

"I voted yes on Questions 12 and 13 because I think

Nevadans owe it to our kids to protect them from secondhand smoke toxins. And personally, I didn't quit smoking 12 years ago only to be forced to inhale other people's cigarettes while I'm shopping."

— **Lucy Stewart, American Heart Association Board Member, Operation Heartbeat Chair**

QUESTION 11

Do you believe that you are protected from secondhand smoke in a nonsmoking section of a restaurant or retail store?

What Nevadans say: Nearly 60% of respondents recognize that they are not protected from secondhand smoke in *nonsmoking* sections of restaurants and retail stores. Upper income households are most disillusioned with this form of smoking regulation.

POLL RESULTS

Strongly Agree or Somewhat Agree = **40.4 %**;
Strongly Disagree or Somewhat Disagree = **58 %**

Smokefree Workplace Laws

QUESTION 12

Would you favor or oppose smokefree workplace laws to protect workers from exposure to toxins from cigarettes?

What Nevadans said: Smokefree workplace regulation enjoys broad support, with women and younger respondents most favorable to such restrictions.

POLL RESULTS

Strongly Agree or Somewhat Agree = **74.6 %**;
Strongly Disagree or Somewhat Disagree = **22.2 %**

Advisory Questions On Secondhand Smoke & Kids

In November, voters in Clark and Washoe counties had the opportunity to vote on advisory questions regarding protecting kids from secondhand smoke. By a wide margin voters supported allowing local governments, boards of health and school districts to regulate tobacco in their jurisdictions.

QUESTION 8 (Washoe County), QUESTION 12 (Clark County):

Should the (Washoe/Clark) County Board of Health be able to adopt regulations that are stronger than state law in order to protect people from secondhand smoke? (This does not include businesses that exclude persons under the age of 21.)

Margin of Support

CLARK COUNTY SENATE DISTRICTS

	Yes	No
SD1: Raymond Shaffer	50%	50%
SD2: Maggie Carlton	56%	43.6%
SD3: Valerie Wiener	52.7%	47.2%
SD4: Joe Neal	55.6%	44.3%
SD5: Ann O'Connell	59.6%	40.3%
SD6: Raymond Rawson	61%	39%
SD7: Dina Titus	53.4%	46.5%
SD8: Barbara Cegavske	59.4%	40.6%
SD9: Dennis Nolan	60.6%	39.3%
SD10: Bob Coffin	54.4%	45.6%
SD11: Mike Schneider	53.7%	46.3%
SD12: Warren Hardy	56.3%	43.7%
Central: Mike McGinness	51%	49%

WASHOE COUNTY SENATE DISTRICTS

SD1: Bernice Mathews	53%	47%
SD2: Maurice Washington	57%	43%
SD3: William Raggio	61%	39%
SD4: Randolph Townsend	60%	40%

CLARK COUNTY ASSEMBLY DISTRICTS

	Yes	No
AD1: Tom Collins	53.3%	46.6%
AD2: Garn Mabey	63.7%	36.29%
AD3: Peggy Pierce	52.1%	47.9%
AD4: Bob Beers	62.3%	37.7%
AD5: Valerie Weber	58.9%	41.1%
AD6: Wendell Williams	56%	44%
AD7: Morse Arberry	59%	41%
AD8: Barbara Buckley	54.7%	45.2%
AD9: Chris Giunchigliani	53.3%	46.6%
AD10: David Goldwater	58.3%	41.7%
AD11: Bob McCleary	57.2%	42.8%
AD12: Genie Ohrenschaill	53.4%	45.6%
AD13: Chad Christensen	60.8%	39.2%
AD14: Ellen Koivisto	55.8%	44.2%
AD15: Kathy McClain	52%	48%
AD16: John Ocegueda	54.9%	45.1%
AD17: Kelvin Atkinson	57.6%	42.3%
AD18: Mark Manendo	53.1%	46.8%
AD19: Jerry Claborn	51.2%	48.7%
AD20: Joe Hardy	55%	45%
AD21: Walter Andonov	62%	38%
AD22: David Brown	61.8%	38.1%
AD23: Richard Perkins	50.3%	49.6%
AD28: Vonne Chowning	57.4%	42.6%
AD29: Josh Griffin	58.1%	41.9%
AD34: William Horne	54.8%	45.2%
AD37: Marcus Conklin	58.8%	41.2%
AD41: David Parks	56.9%	43.1%
AD42: Harry Mortenson	53%	47%

WASHOE COUNTY ASSEMBLY DISTRICTS

AD24: Jason Geddes	57%	43%
AD25: Dawn Gibbons	62.8%	36.7%
AD26: Sharron Angle	63.3%	36.6%
AD27: Sheila Leslie	57.2%	42.8%
AD30: Don Gustavson	49.3%	50.5%
AD31: Bernie Anderson	54.7%	45.3%
AD32: Michael Weber	59.3%	39.3%
AD35: Marcia De Braga	46.1%	53.9%
AD39: Lynn Hettrick	67.3%	32.5%
AD40: Ron Knecht	50.8%	49.2%

QUESTION 9 (Washoe County),
QUESTION 13 (Clark County):

Should secondhand smoke be completely prohibited by state law in places frequented by children such as schools, grocery stores, restaurants, and government buildings?

Margin of Support

CLARK COUNTY SENATE DISTRICTS

	YES	NO
SD1: Raymond Shaffer	57%	43%
SD2: Maggie Carlton	66%	33.7%
SD3: Valerie Wiener	62%	38%
SD4: Joe Neal	67.2%	32.7%
SD5: Ann O'Connell	68.6%	31.4%
SD6: Raymond Rawson	69.6%	30.3%
SD7: Dina Titus	62.3%	37.6%
SD8: Barbara Cegavske	69.5%	30.4%
SD9: Dennis Nolan	69.3%	30.6%
SD10: Bob Coffin	62.6%	37.3%
SD11: Mike Schneider	62.9%	37.1%
SD12: Warren Hardy	66.7%	33.3%
Central: Mike McGinness	66.7%	33.3%

WASHOE COUNTY SENATE DISTRICTS

SD1: Bernice Mathews	65%	35%
SD2: Maurice Washington	66%	34%
SD3: William Raggio	69%	31%
SD4: Randolph Townsend	70%	30%

CLARK COUNTY ASSEMBLY DISTRICTS

AD1: Tom Collins	64.3%	35.7%
AD2: Garn Mabey	72.7%	27.2%
AD3: Peggy Pierce	63.4%	36.6%
AD4: Bob Beers	71.4%	28.6%
AD5: Valerie Weber	68%	32%
AD6: Wendell Williams	66%	34%
AD7: Morse Arberry	70%	30%
AD8: Barbara Buckley	63.3%	36.6%
AD9: Chris Giunchigliani	60.6%	39.3%
AD10: David Goldwater	65%	35%
AD11: Bob McCleary	65.4%	35.6%
AD12: Genie Ohrenschaill	64%	36%
AD13: Chad Christensen	70.6%	29.4

CLARK COUNTY ASSEMBLY DISTRICTS continued

AD14: Ellen Koivisto	65.6%	34.4%
AD15: Kathy McClain	63%	36.9%
AD16: John Ocegüera	64%	35.9%
AD17: Kelvin Atkinson	67.7%	32.3%
AD18: Mark Manendo	62%	37.6%
AD19: Jerry Claborn	63.4%	36.5%
AD20: Joe Hardy	67%	33%
AD21: Walter Andonov	71%	29%
AD22: David Brown	70%	30%
AD23: Richard Perkins	62%	38%
AD28: Vonne Chowning	68%	32%
AD29: Josh Griffin	66.6%	33.3%
AD34: William Horne	64.6%	35.3%
AD37: Marcus Conklin	67.6%	32.3%
AD41: David Parks	65%	35%
AD42: Harry Mortenson	62%	38%

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AD30: Don Gustavson	58.5%	41.3%
AD31: Bernie Anderson	63.6%	36.4%
AD32: Michael Weber	69.1%	30.8%
AD35: Marcia De raga	57.8%	42.2%
AD39: Lynn Hettrick	75.8%	24%
AD40: Ron Knecht	60.6%	39.4%

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