

# TEXAS CANCER POLL

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Commissioned by:



Conducted by:



# Methodology

Public Opinion Strategies is pleased to present the key findings of a statewide telephone survey conducted in Texas. The survey was completed December 18-21, 2014, among 800 likely voters, including 240 cell phone-only respondents, and has a margin of error of  $\pm 3.46\%$ .

Glen Bolger was the principal researcher on this project. Kyle Clark was the project director, and Trevor Spranger provided analytical support.



# About the American Cancer Society Cancer Action Network (ACS CAN)

ACS CAN is the nation's leading cancer advocacy organization dedicated to making cancer issues a national and state priority.

Created in 2001 as the nonprofit, nonpartisan advocacy affiliate of the American Cancer Society, ACS CAN educates the public, elected officials, and candidates about cancer's devastating impact on public health and encourages them to make fighting cancer a top priority.



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# Political Environment



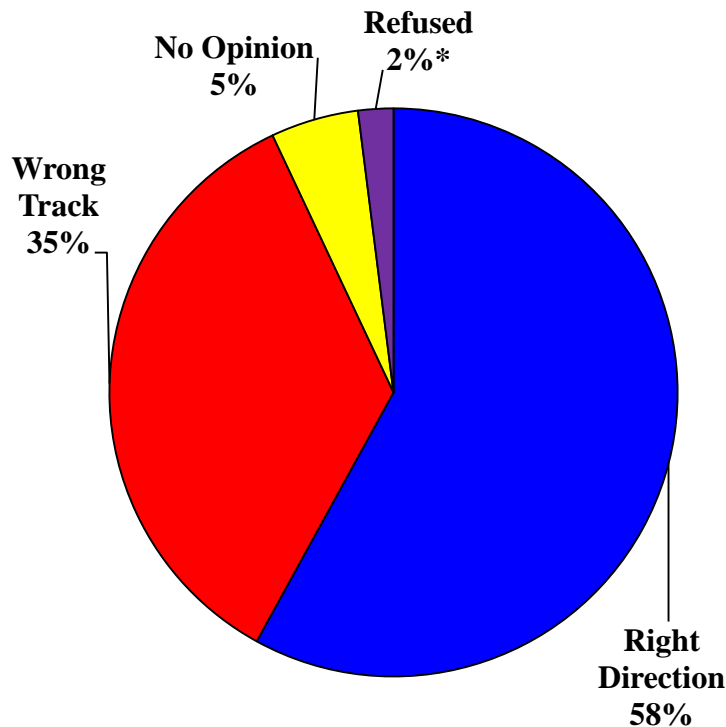
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# Texans remain optimistic about the direction of the Lone Star State.

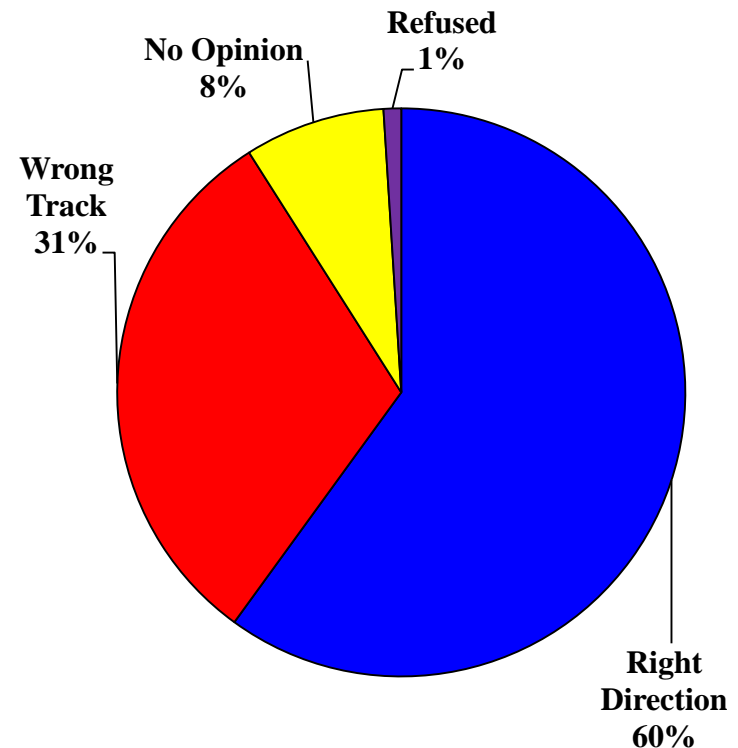


*“Would you say that things in Texas are going in the right direction, or have they pretty seriously gotten off on the wrong track?”*

2013



2014



*\*Denotes Rounding*



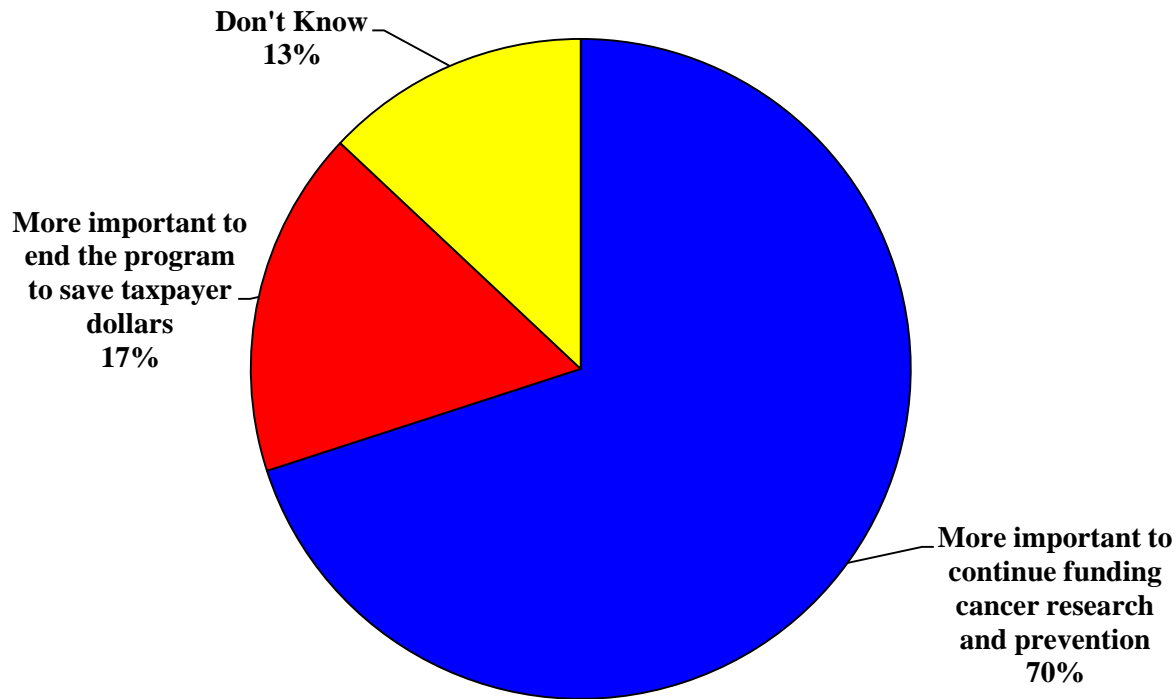
# The Cancer Prevention and Research Institute of Texas



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# Texans say it is more important to continue CPRIT's research than to save taxpayer dollars.

*“As you may know, the Cancer Prevention and Research Institute of Texas will lose its state funding in 2021 after ten years. Do you think it is...more important to continue funding the cancer research and prevention work that the Cancer Prevention and Research Institute of Texas is doing through state tax dollars, or more important to end the program to save taxpayer dollars?”*



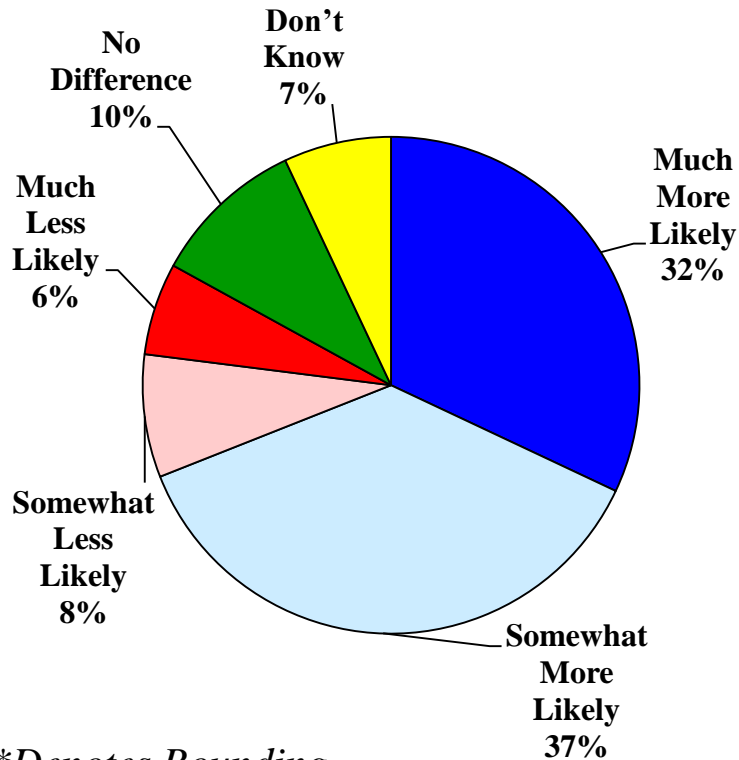


# Democrats and Republicans alike say they would be more likely to vote for a candidate who votes to continue state funding for CPRIT.

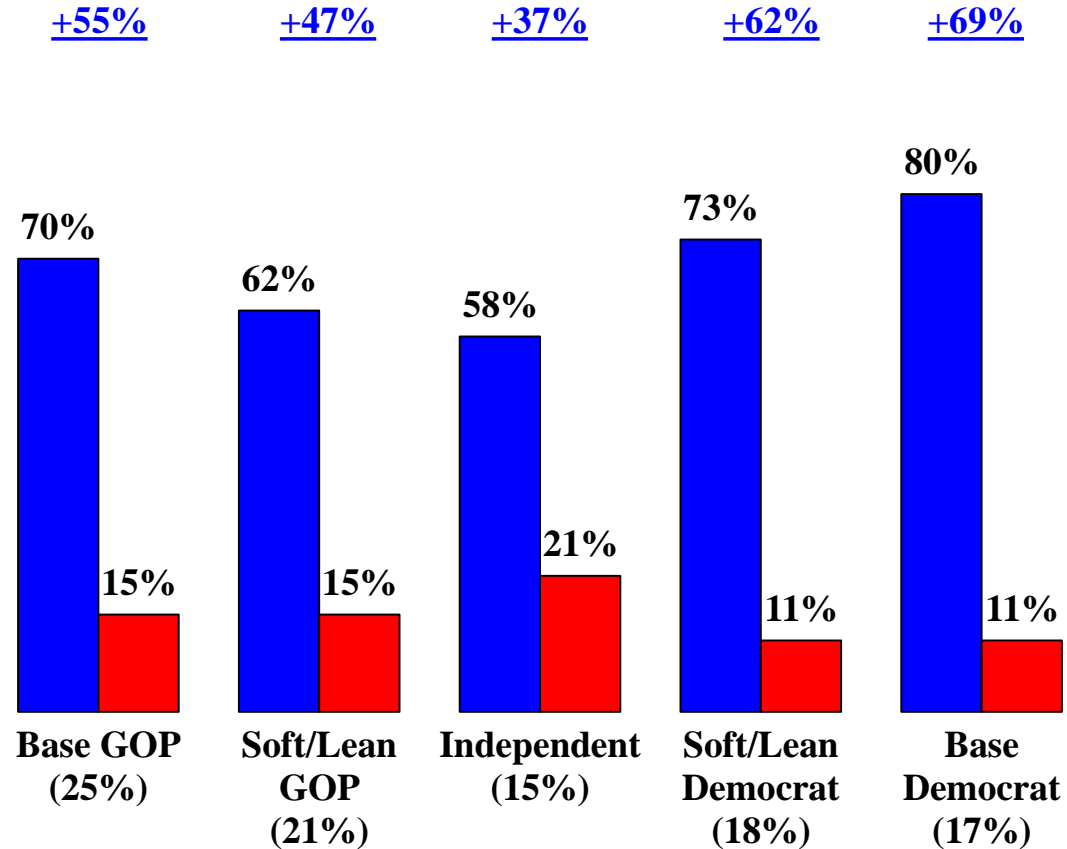
*“As you may know, voters supported ten years of funding for the Cancer Prevention and Research Institute of Texas, which will end in the next few years. Would you be more likely or less likely to vote for your state legislator if they vote to continue state funding for the Cancer Prevention and Research Institute of Texas beyond the initial ten year-commitment?”*

## Overall

**Total More Likely: 68%\***  
**Total Less Likely: 14%**



## By Party

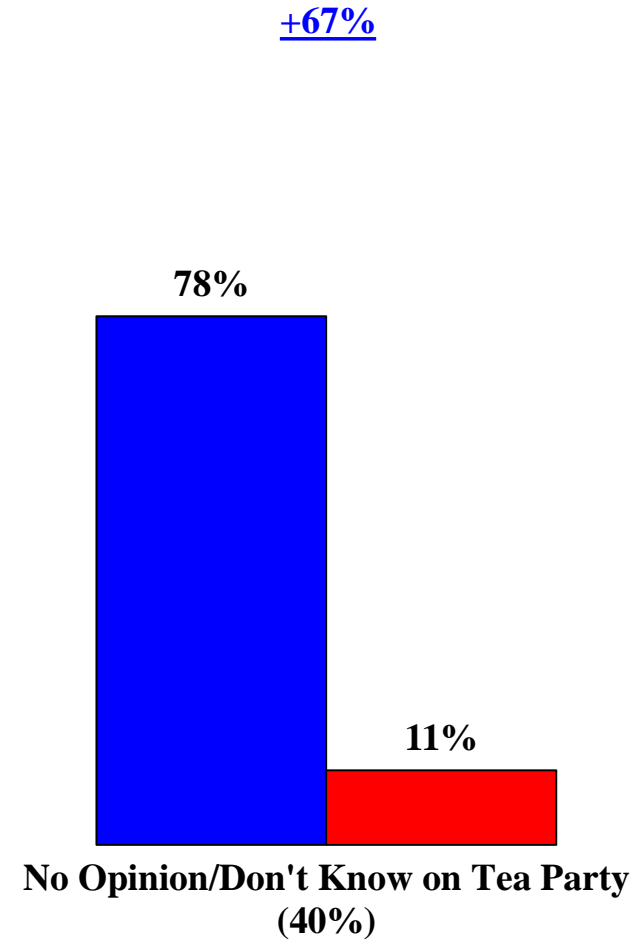
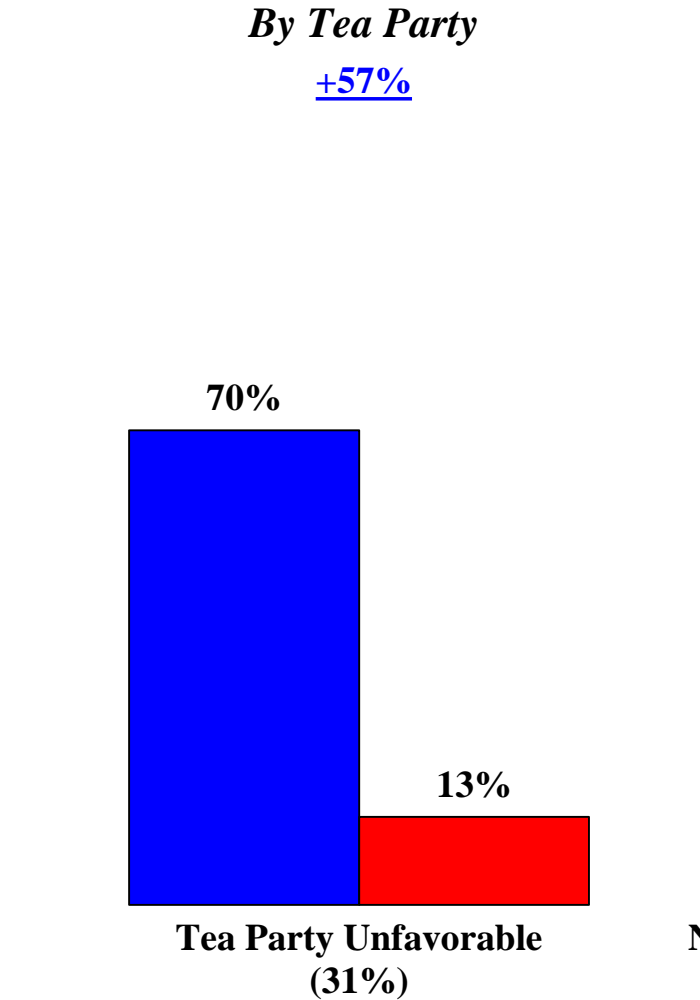
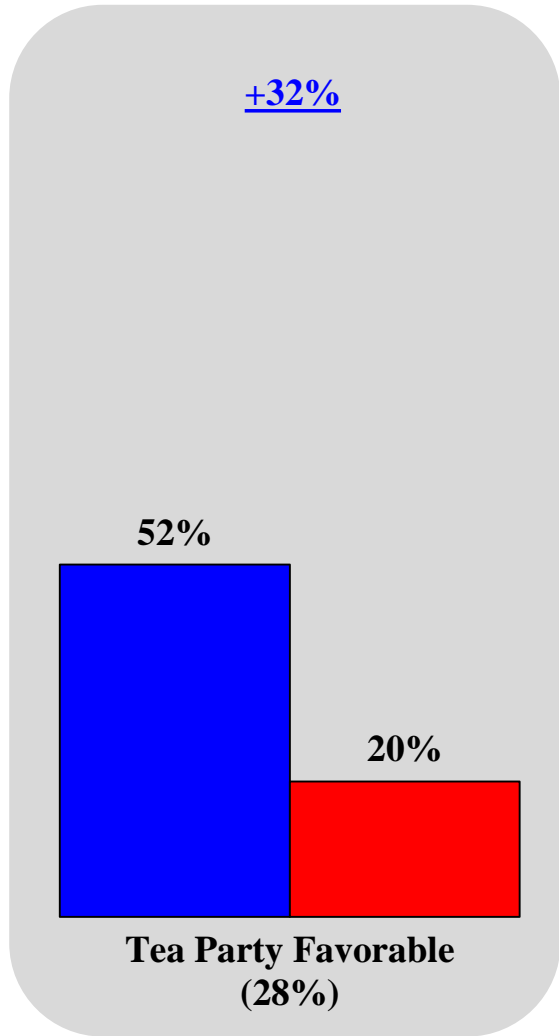


■ Total More Likely ■ Total Less Likely

\*Denotes Rounding



# Even a majority of Tea Party supporters say they would be more likely to vote for a candidate who supports CPRIT.



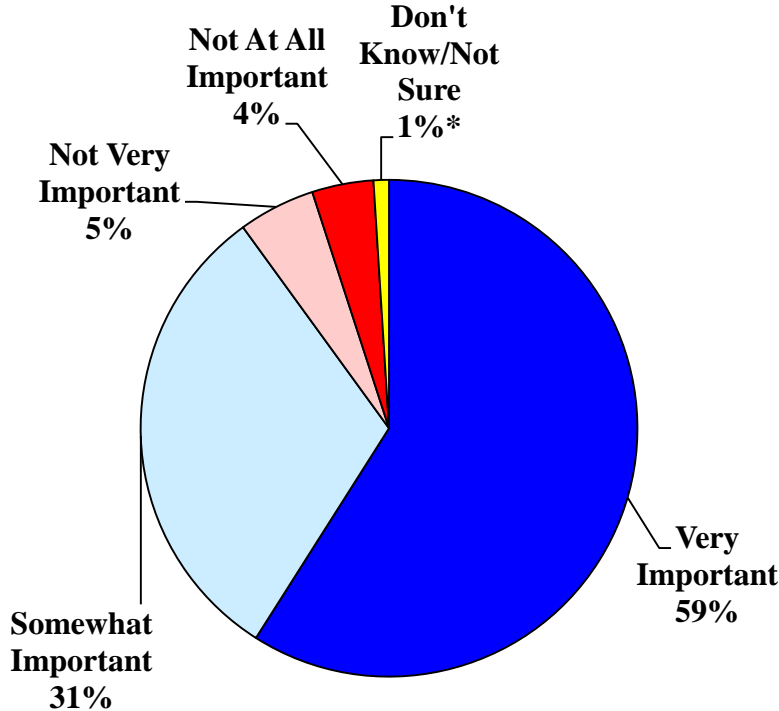
■ Total More Likely ■ Total Less Likely

# Voters think it is very important that Texas remains a leader in cancer research by funding CPRIT.

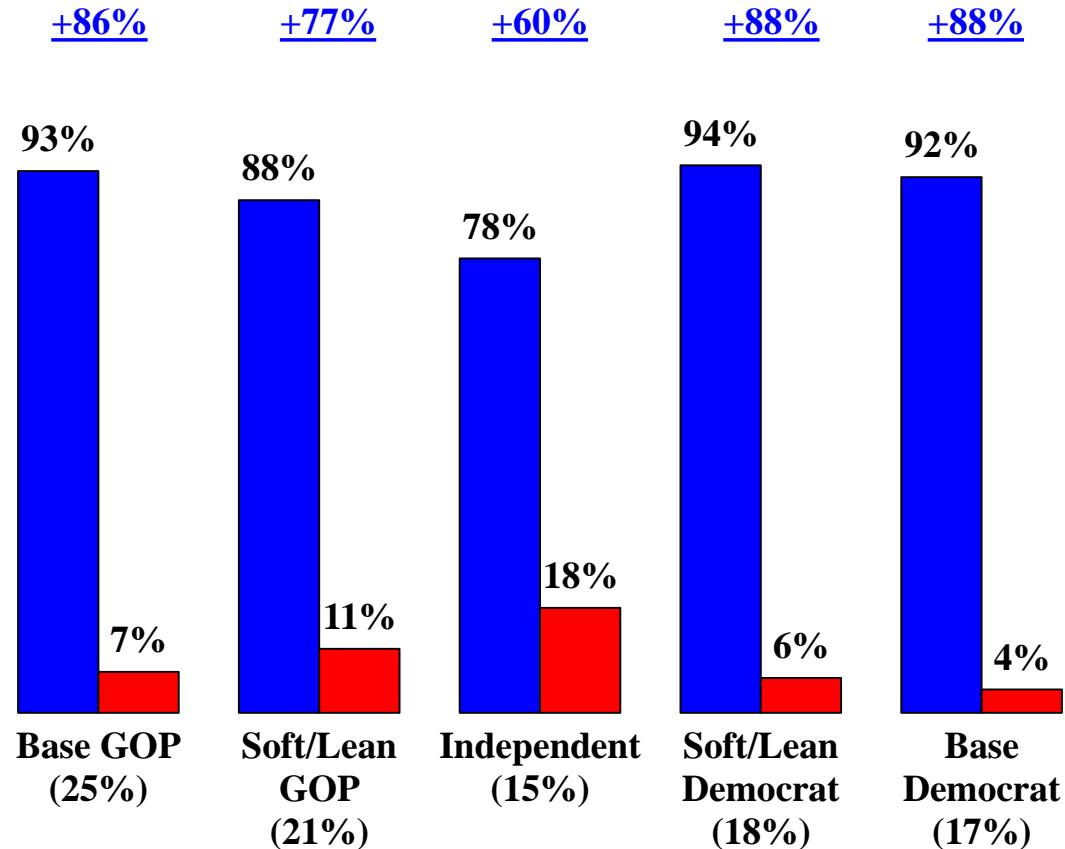
*“Thinking about cancer specifically, how important do you think it is for Texas to remain a national leader in cancer research and prevention by providing state funds for the Cancer Prevention and Research Institute of Texas... very important, somewhat important, not very important, or not at all important?”*

Overall

**Total Important 89%\***  
**Total Not Important: 9%**



By Party



■ Total Important ■ Total Not Important

\*Denotes Rounding



# Tobacco Prevention



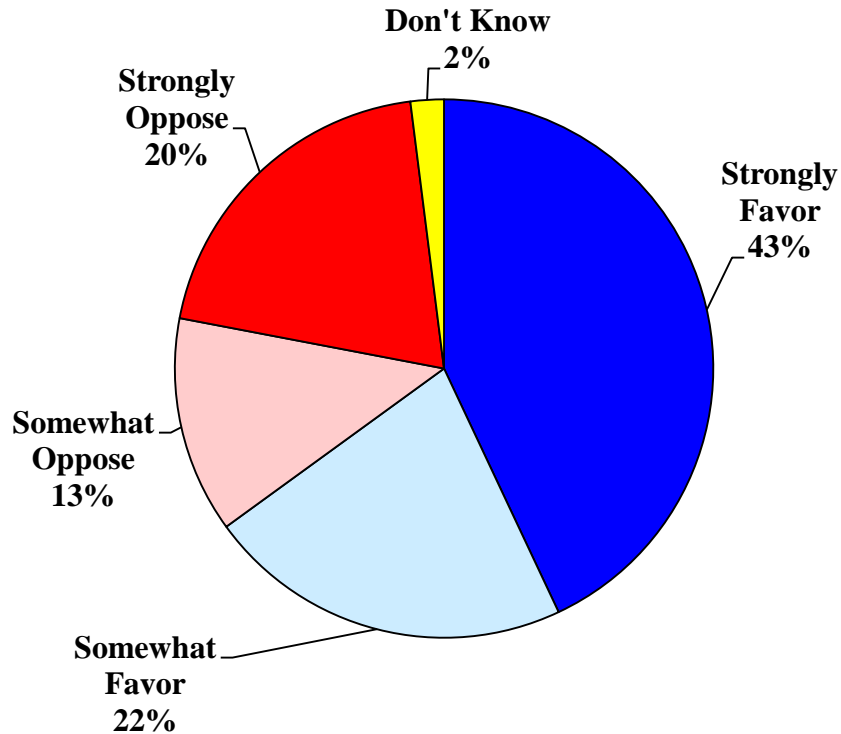
TEXAS CANCER POLL

# Voters favor increasing funding for tobacco prevention and control programs in the state.

*“As you may know, Texas currently spends less than six percent of the Center for Disease Control-recommended level toward tobacco prevention and control programs. Would you favor or oppose increasing funding for tobacco prevention and control programs in Texas?”*

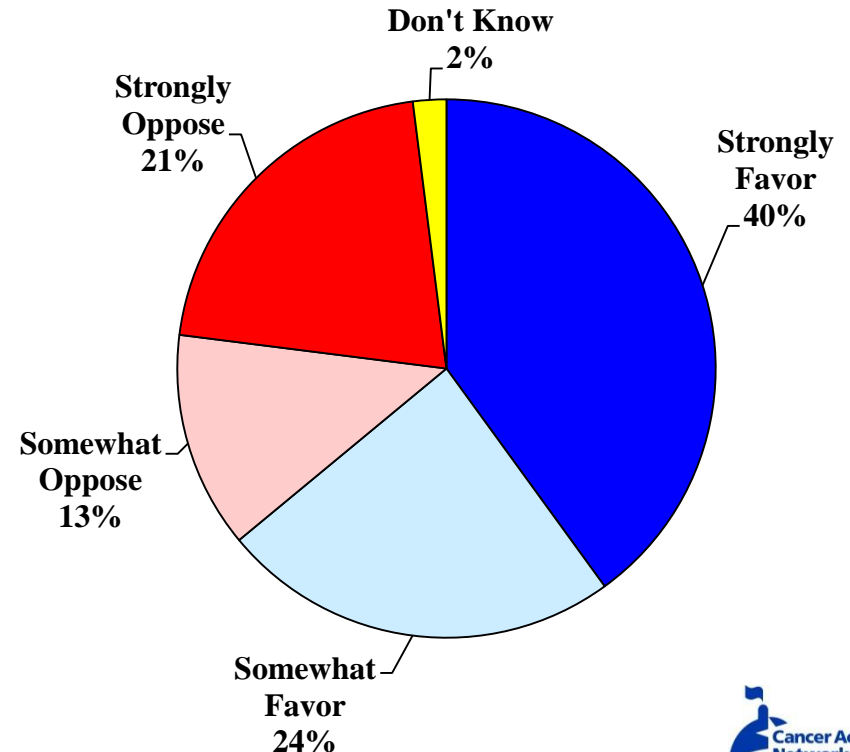
2013

**Total Favor: 65%**  
**Total Oppose: 33%**



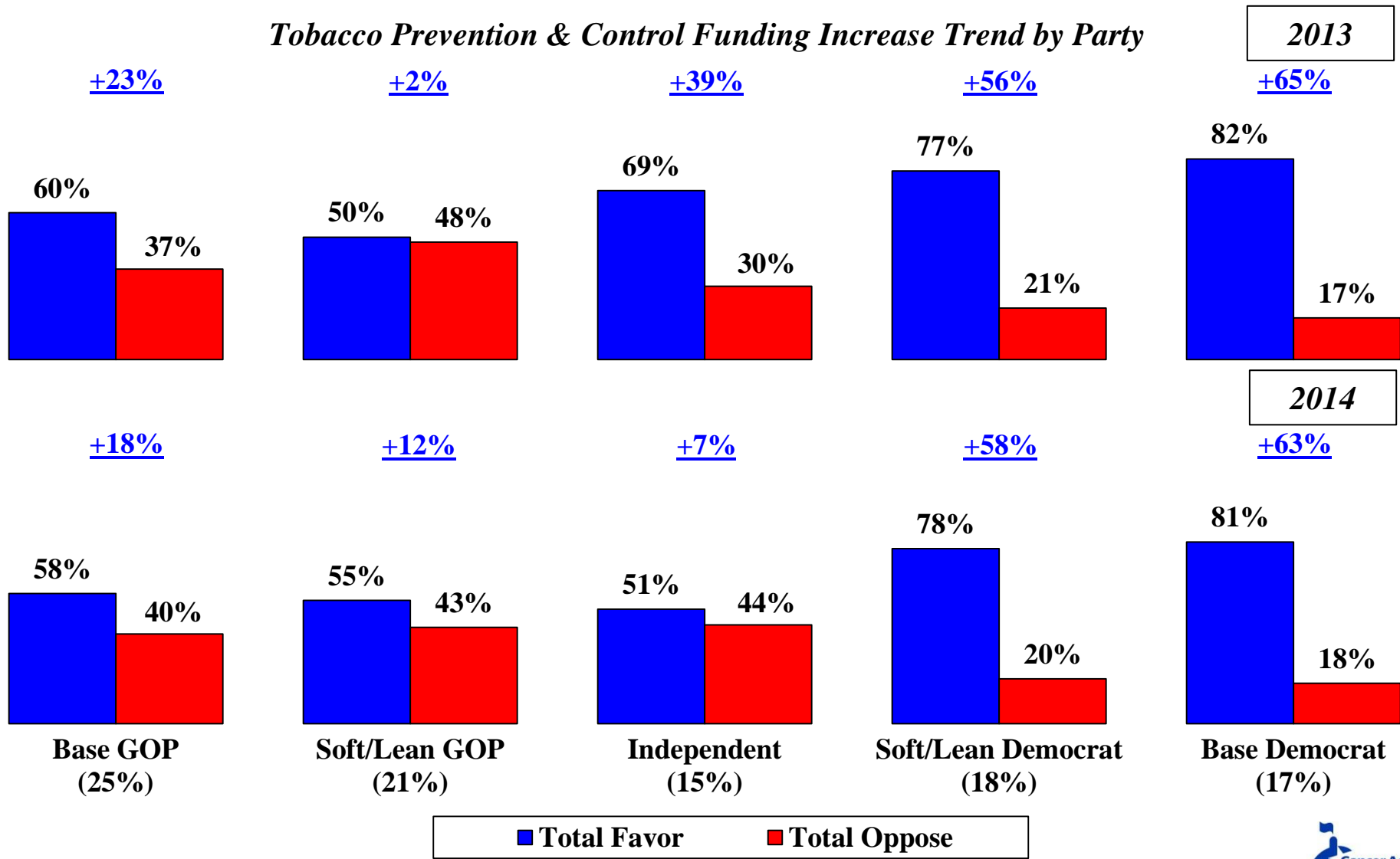
2014

**Total Favor: 63%**  
**Total Oppose: 34%**



# While a majority are still in favor, support for greater tobacco prevention and control tightened among Independents from last year.

*Tobacco Prevention & Control Funding Increase Trend by Party*



# Tobacco Taxes

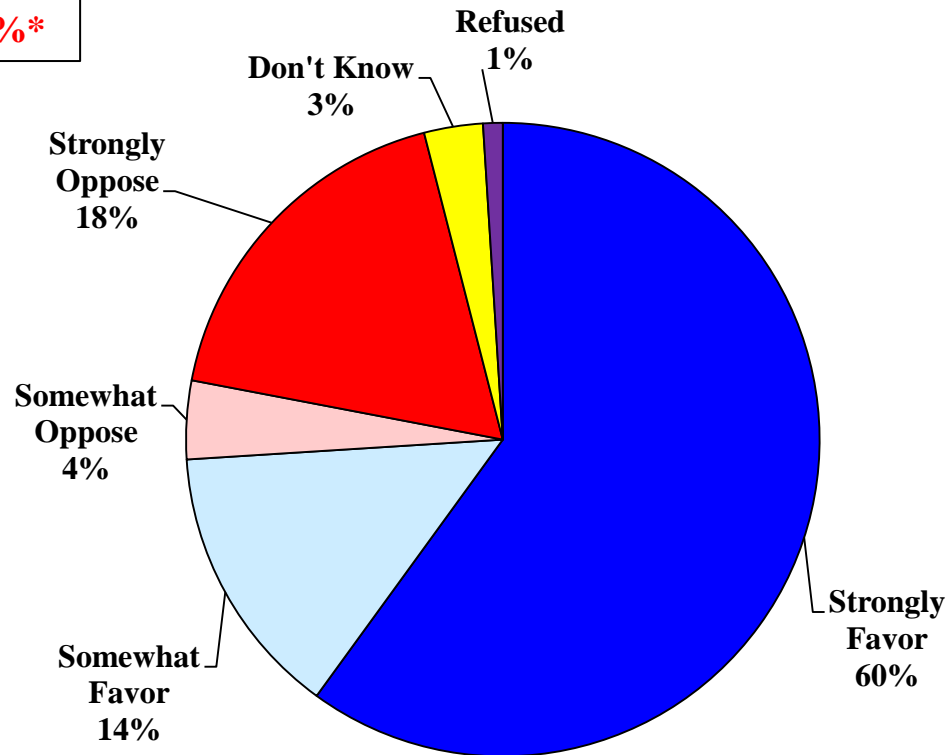


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# Voters overwhelmingly support a \$1 per pack tobacco tax increase to fund tobacco cessation efforts.

*“Would you favor or oppose a one dollar per pack increase in the state cigarette tax and an equivalent increase in all other tobacco products, with the revenue dedicated to funding tobacco cessation efforts to prevent kids from using tobacco and to help adults quit?”<sup>^</sup>*

**Total Favor: 74%**  
**Total Oppose: 23%\***

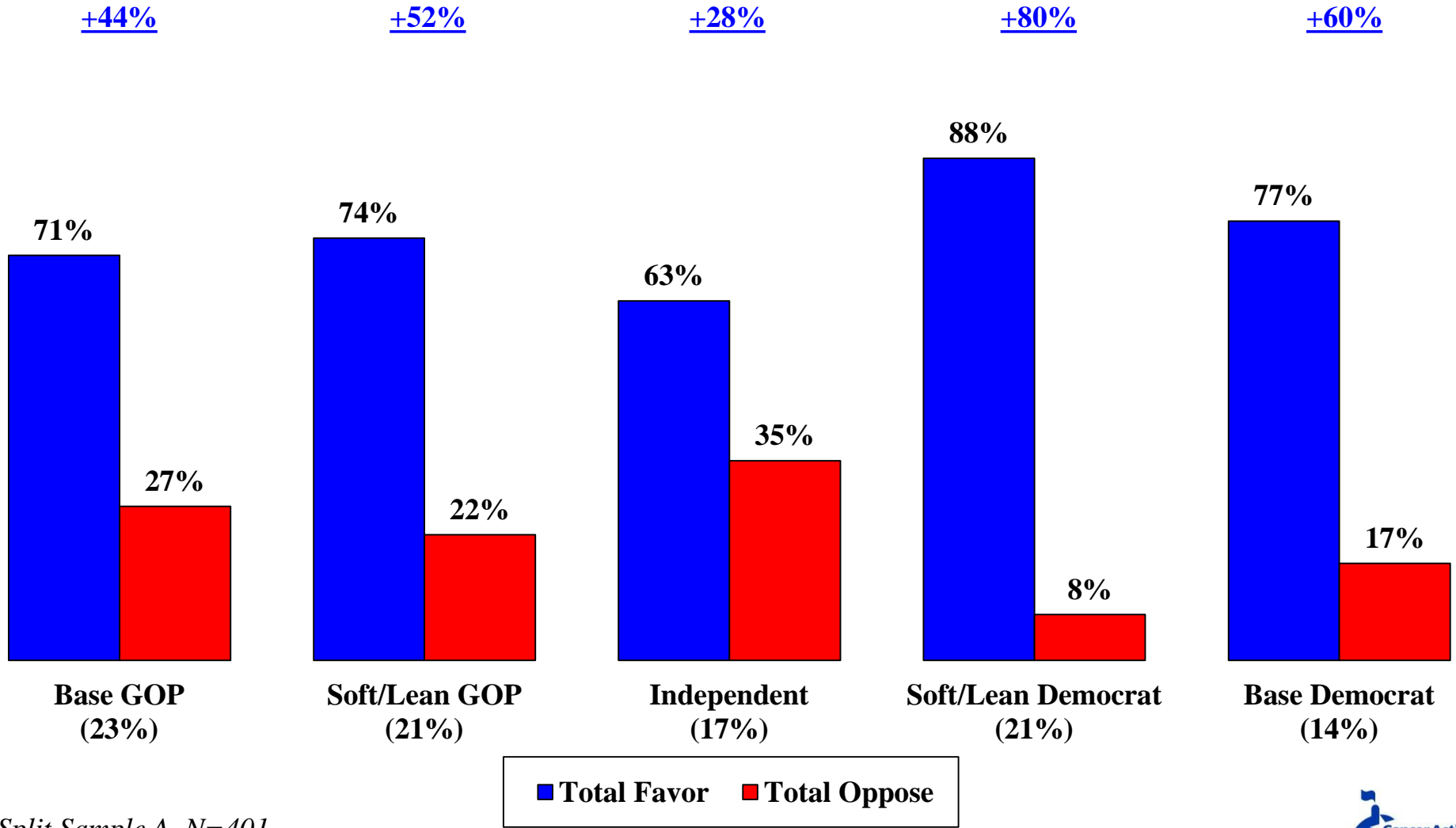


\*Denotes Rounding. <sup>^</sup>Split Sample A, N=401.



# Voters from across the partisan spectrum support a tobacco tax increase.

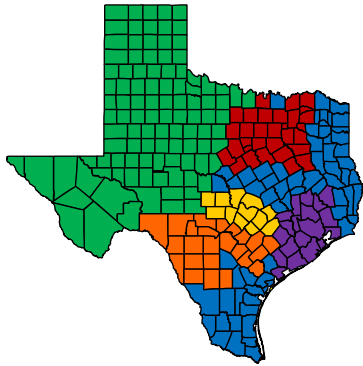
*Tobacco Tax Increase by Party*



^Split Sample A, N=401.



# Support for an increase is high across the state.



## *Tobacco Tax Increase by DMA*

*Austin (9%)*

<u>Favor</u>	<u>Oppose</u>
69%	31%

*Dallas – Ft. Worth (30%)*

<u>Favor</u>	<u>Oppose</u>
73%	24%

*Houston (24%)*

<u>Favor</u>	<u>Oppose</u>
67%	27%

*Balance/West-South (10%)*

<u>Favor</u>	<u>Oppose</u>
87%	11%

*San Antonio (11%)*

<u>Favor</u>	<u>Oppose</u>
87%	13%

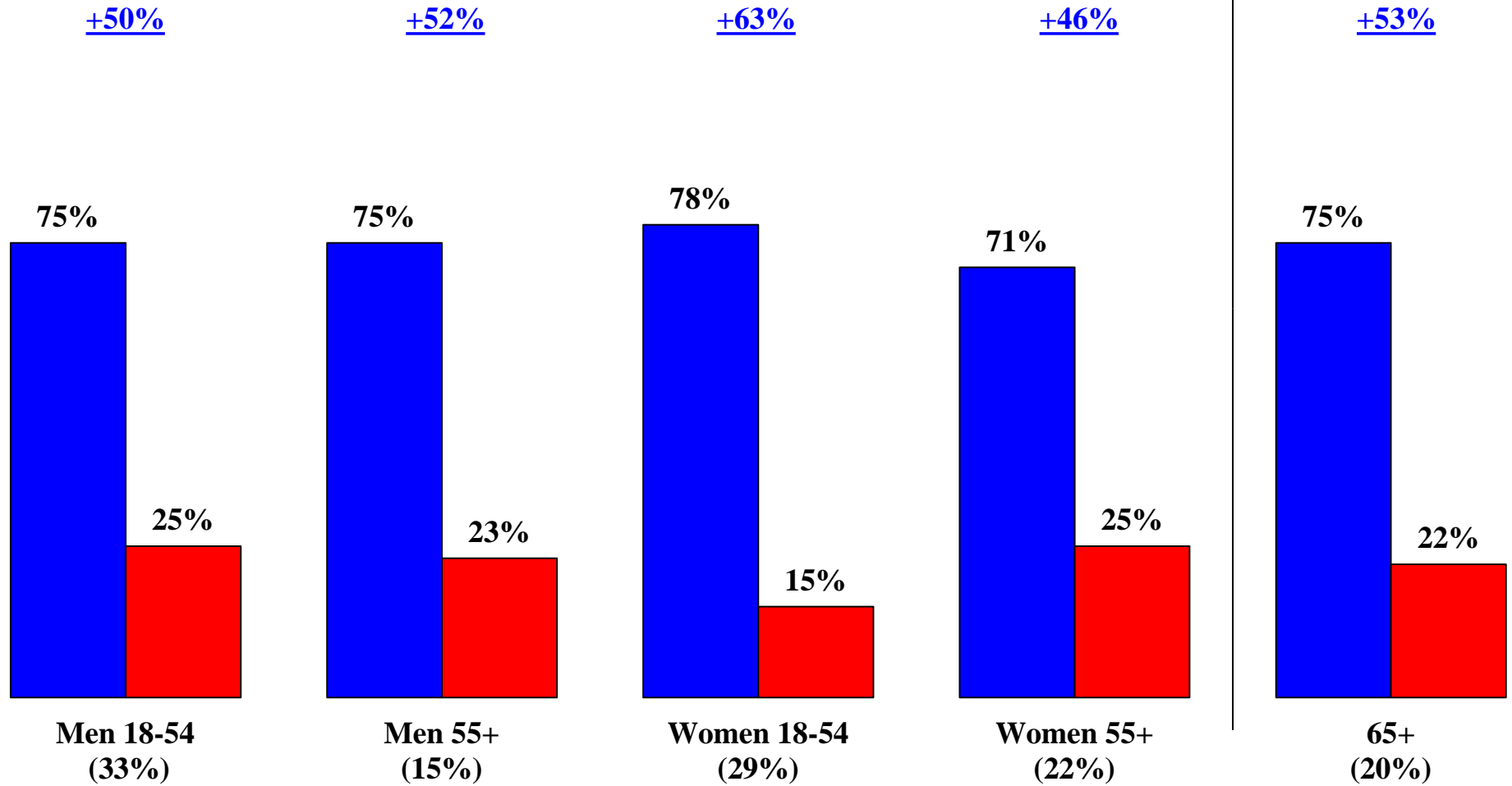
*Balance/East-South (16%)*

<u>Favor</u>	<u>Oppose</u>
74%	21%

^Split Sample A, N=401.

# All gender/age groups are likely to support an increase where the revenue is spent on cessation and prevention.

*Tobacco Tax Increase by Gender/Age + Seniors*



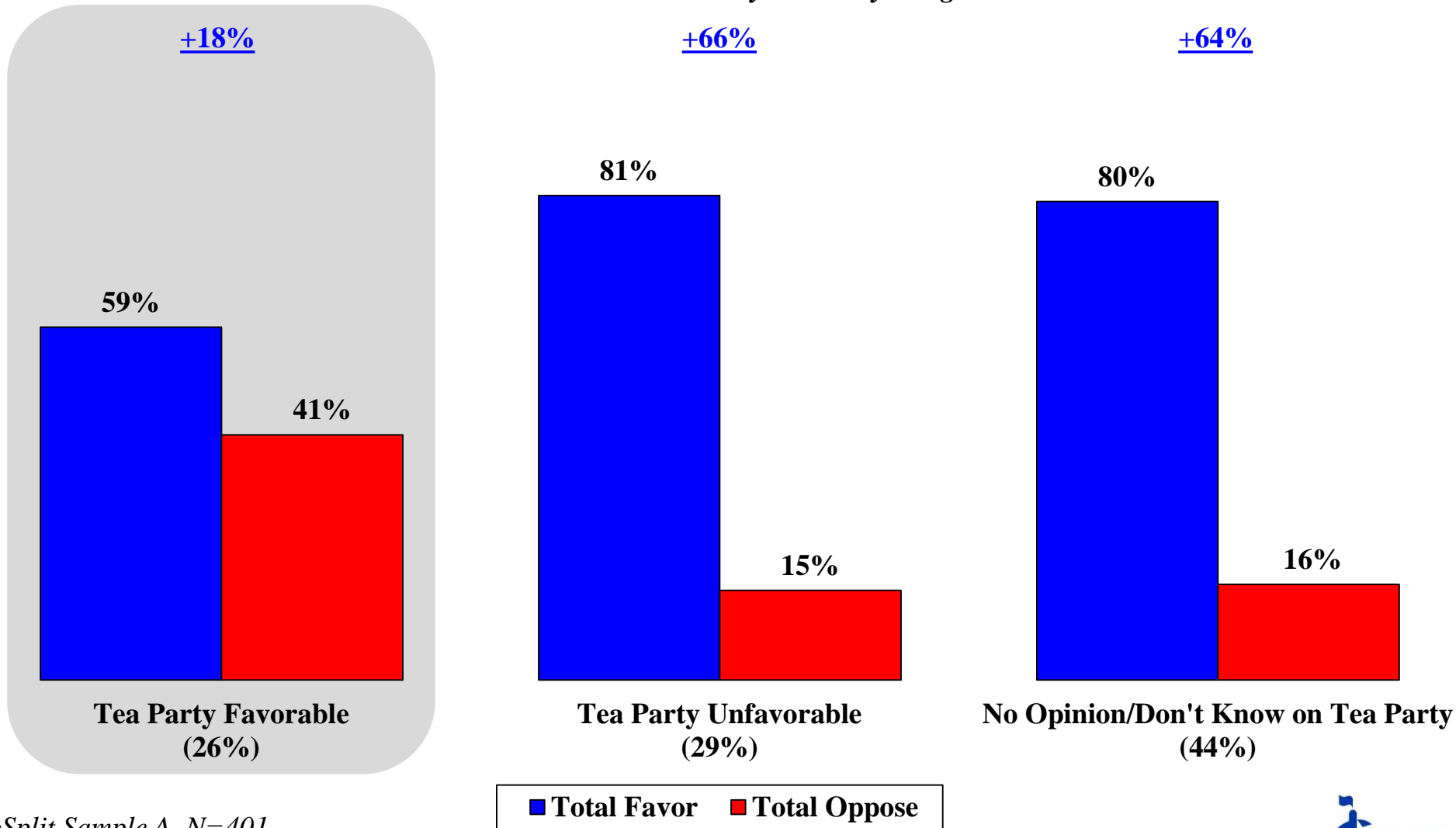
■ Total Favor ■ Total Oppose

^Split Sample A, N=401.



# Tea Party supporters are supportive of the tobacco tax increase proposal.

*Tobacco Tax Increase by Tea Party Image*



^Split Sample A, N=401.

# Smokers oppose a tax that is used for cessation/prevention.

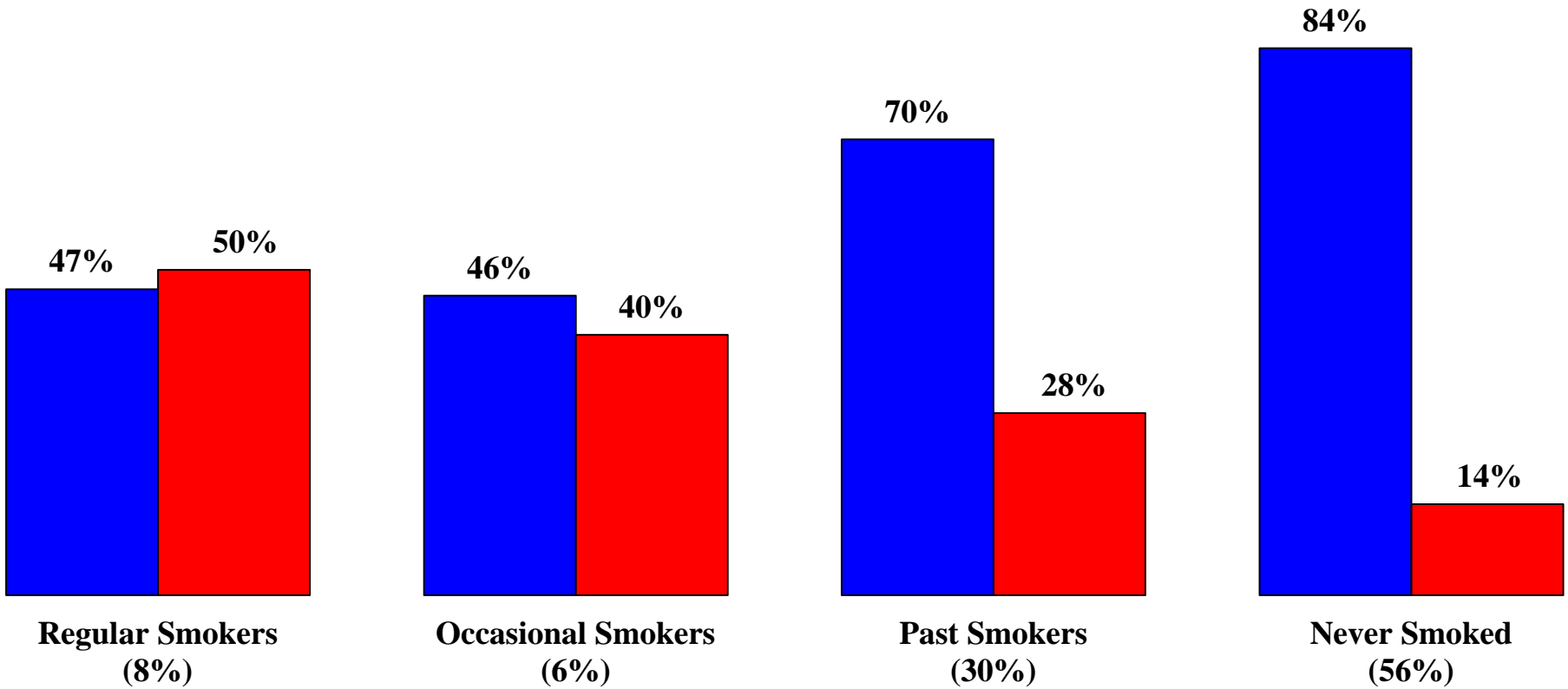
*Tobacco Tax Increase by Smokers*

-3%

+6%

+42%

+70%



■ Total Favor ■ Total Oppose

^Split Sample A, N=401.



# Palliative Care



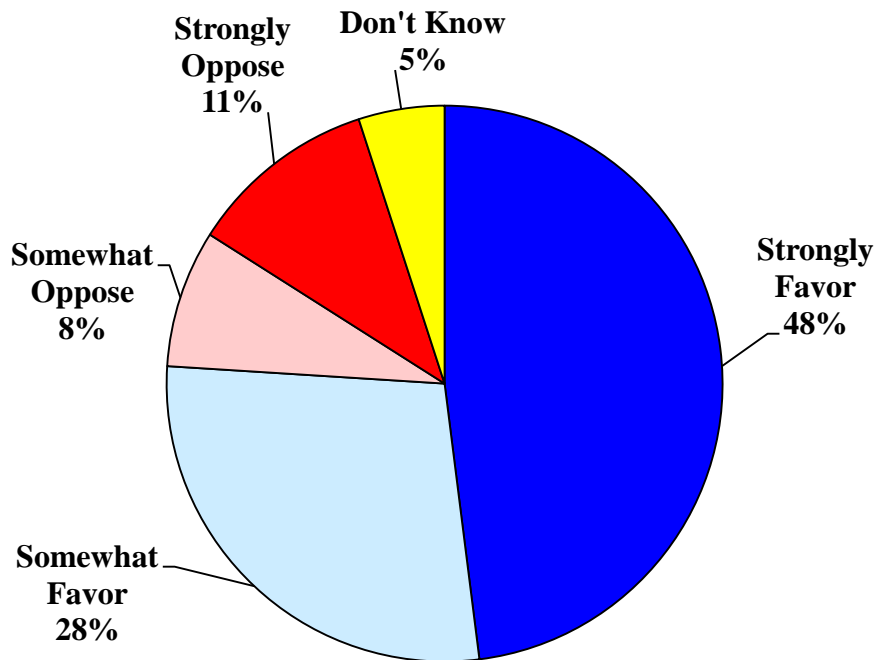
TEXAS CANCER POLL

# Texans overwhelmingly support the creation of a Texas palliative care advisory council.

*“As you may know, an important part of treating cancer and other serious illnesses is tackling the pain, the nausea, and the stress a patient feels. This care is called palliative care, and it can help at any stage in a disease. Would you favor or oppose a state law to create a Texas palliative care advisory council to help Texas improve access to this kind of care?”*

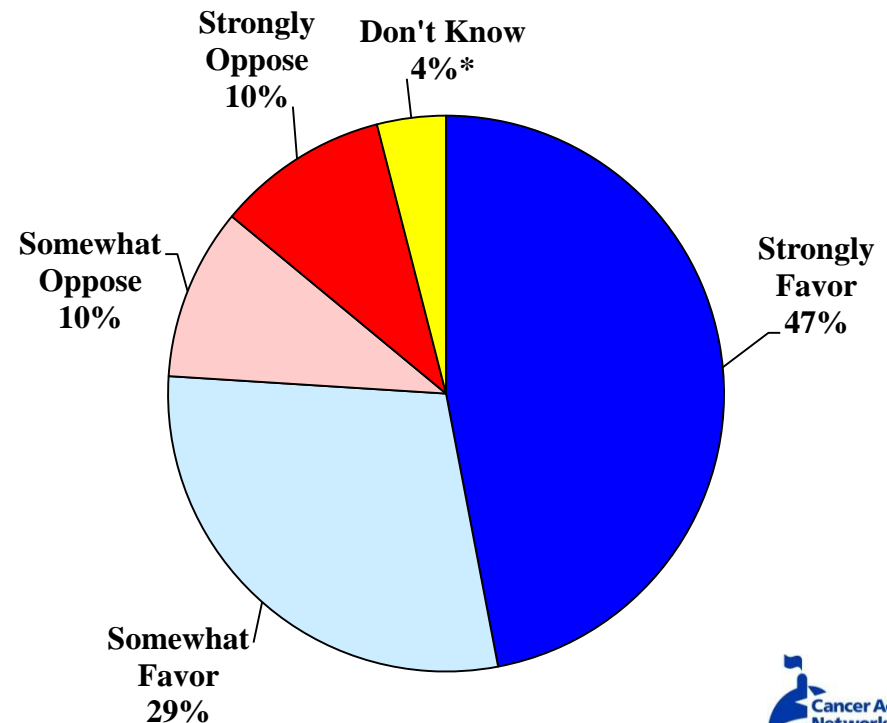
2013

**Total Favor: 76%**  
**Total Oppose: 19%**



2014

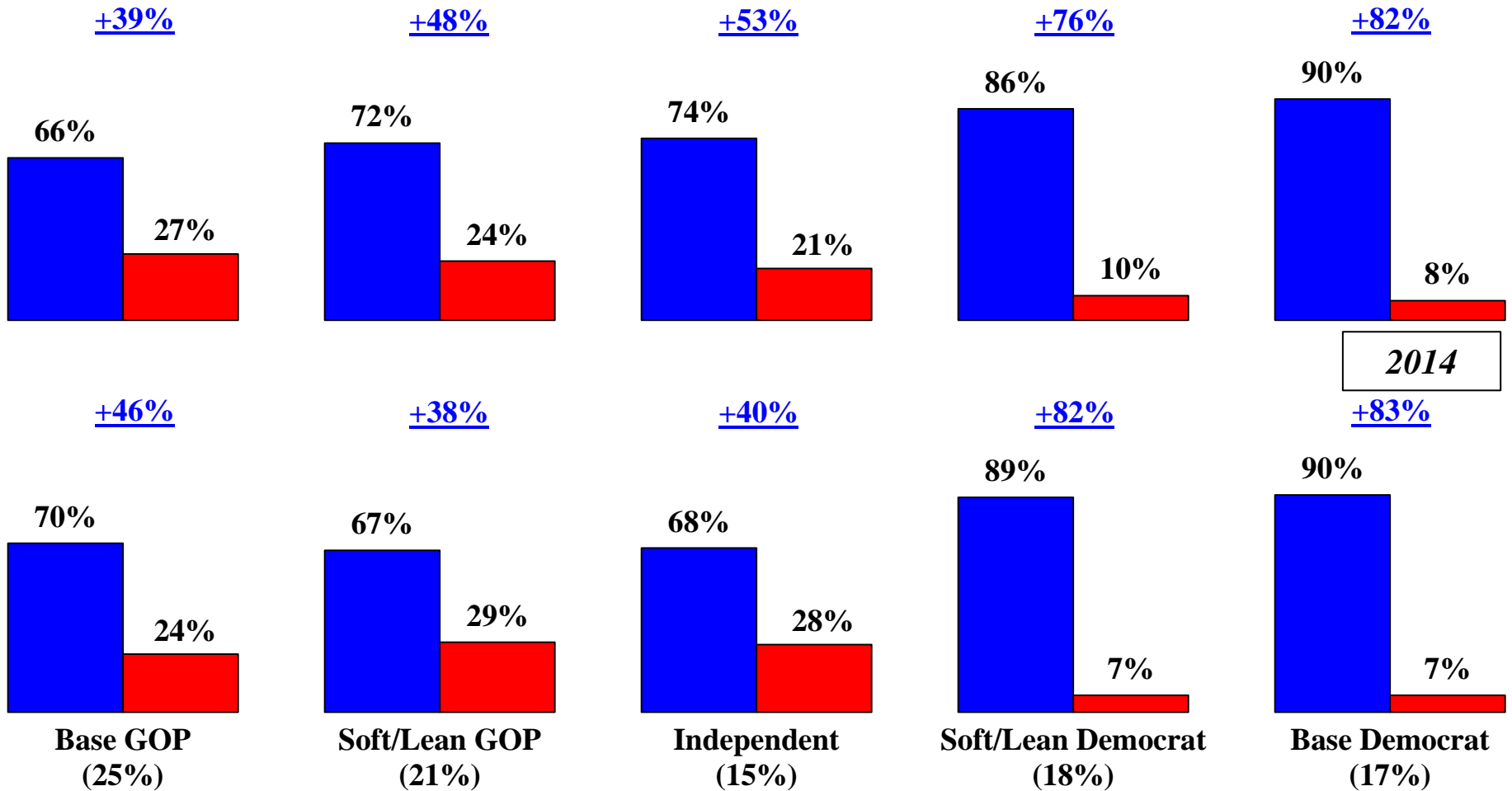
**Total Favor: 76%**  
**Total Oppose: 19%\***



\*Denotes Rounding

# All partisan groups support the creation of a palliative care advisory council.

*Palliative Care Advisory Council Creation by Party*



■ Total Favor    ■ Total Oppose



# Texas Coverage Gap



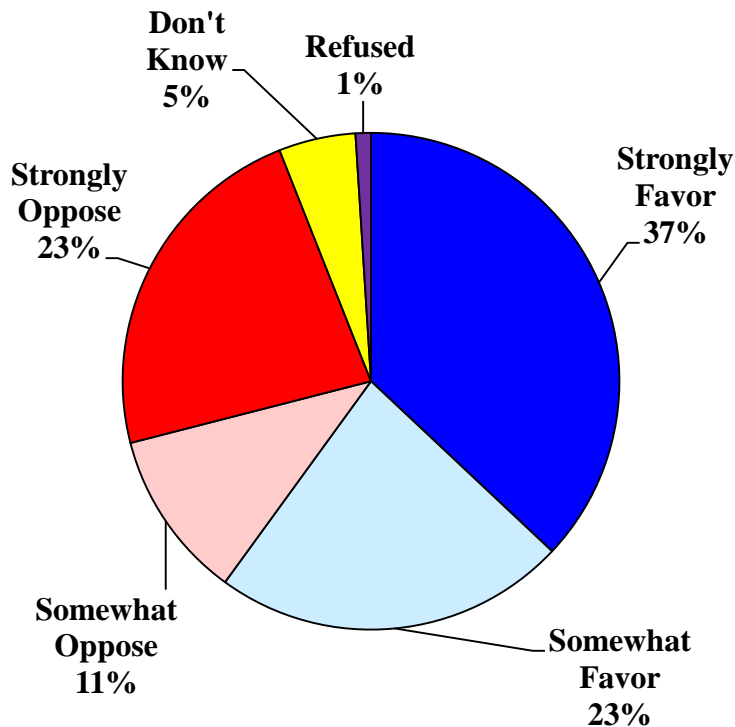
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# A strong majority of voters want Texas to use federal dollars to expand coverage to the uninsured. Conservatives are divided on the issue.

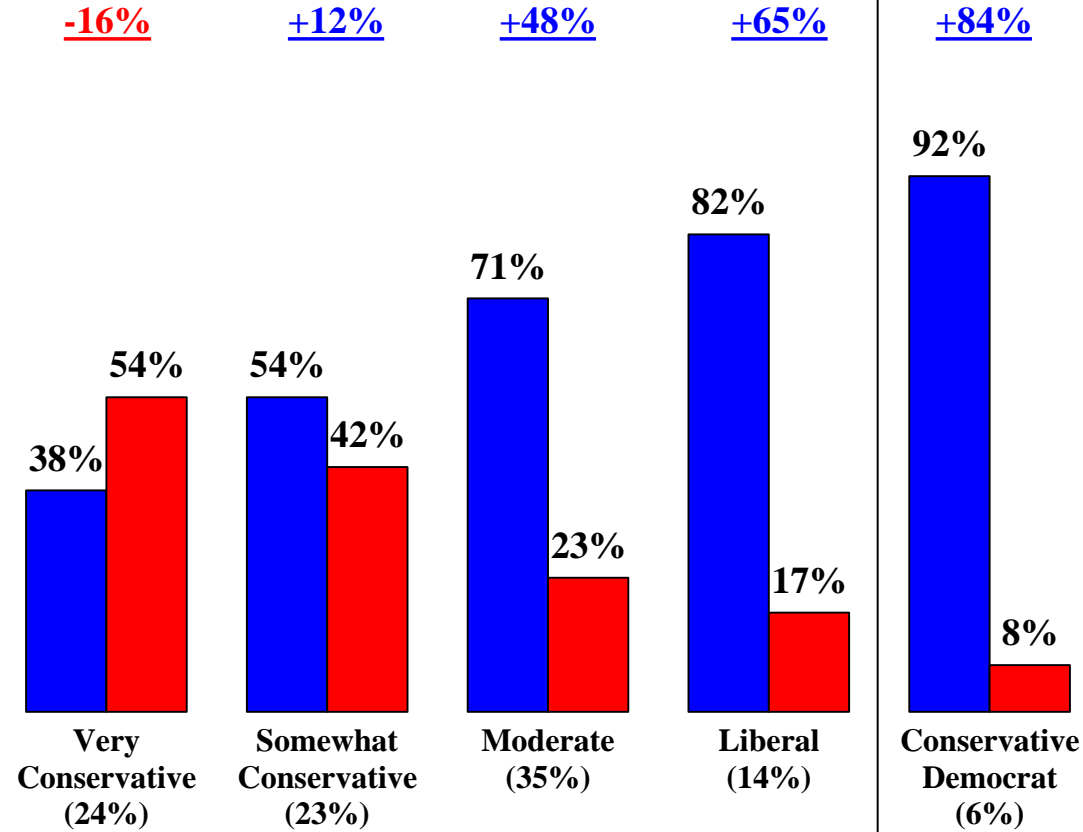
*“Next, I would like to ask you about health insurance coverage. The state’s top medical, business, and hospital organizations have recommended that the governor and the state legislature pass a Texas solution that would use federal dollars to provide private health insurance to one million, two hundred thousand Texans who are currently uninsured. Accepting the dollars will save money for Texas taxpayers and will ensure better health for previously uninsured Texans. The federal dollars cover one hundred percent of the costs in the first few years, and ninety percent of the costs after that. Would you favor or oppose this proposal?”*

## Overall

**Total Favor: 60%**  
**Total Oppose: 34%**



## By Ideology



■ Total Favor ■ Total Oppose

\*Denotes Rounding



# For more information about ACS CAN's work on Texas Legislative Issues:

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**For more information about this presentation or about  
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