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PROPOSITION 99 CAMPAIGN MEASUREMENT

NOVEMBER 1988

TARRANCE

V. LANCE TARRANCE & ASSOCIATES

TI1196-0157

TARRANCE & ASSOCIATES

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NOVEMBER 1988

A Confidential Report
Prepared for

CALIFORNIANS AGAINST UNFAIR TAX INCREASES

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ORIENTATION

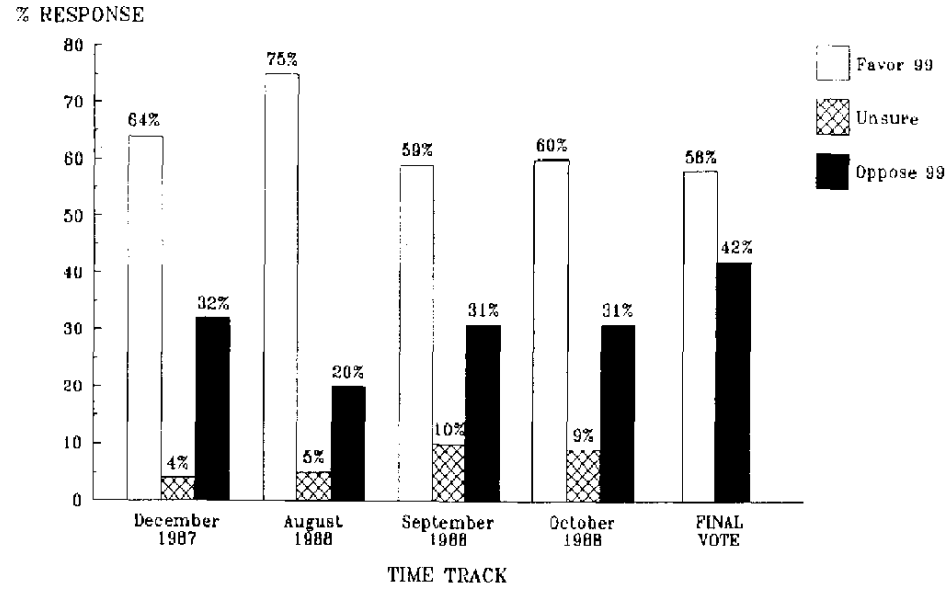
Californians Against Unfair Tax Increases was formed in December 1987 to oppose the passage of Proposition 99, which at that time was still in the signature-gathering stage. Five distinct research studies were commissioned during the course of the campaign in order to help identify themes, measure public voting intentions, and identify demographic support and opposition.

1. December 1987 - Tobacco Tax Study
2. August 1988 - Proposition 99 Campaign Study
3. September 1988 - Proposition 99 September Brushfire
4. October 1988 - Proposition 99 October Brushfire
5. October Tracking - October Tracking Surveys

Figure 1 shows the support and opposition to Proposition 99 from the signature-gathering stage in late 1987 through to the final vote in November 1988.

FIGURE 1

PROP 99 CAMPAIGN MEASUREMENT
1987-1988



As an overall view, these data suggest that approximately sixty percent (60%) of the California population was irrevocably determined to raise tobacco taxes in spite of the best efforts of the CAUTI campaign.

STUDIES

December 1987 - Tobacco Tax Study

The early "registration stage" research showed a solid majority (64%) of Californians in favor of a new/increased tax on tobacco products. The data identified no "silver bullet" theme, but suggested several intermediate level themes that might add together to obtain a winning margin. In addition, the data clearly delineated the demographic groups that appeared to support and oppose the proposed tobacco tax increase.

Themes. The following themes were identified as possible campaign issues:

- Special interest proposition - "physician bashing"
- Distribution of tax money - too widespread, not focused on tobacco
- Respected political opposition - minority/legislative opposition
- Regressive tax - hurt poor
- Crime/police burden - create crime and overburden police
- Liberty/freedom - government coercion to behave

- Break Gann Limit - tax money over and above the Gann Limit

As the campaign progressed, three of these themes became the major message efforts:

1. Tax Dollars to Doctors. The survey data suggested throughout the campaign that the public strongly resented the idea of passing tax dollars along to doctors, although they approved strongly of giving more tax dollars to hospitals and to poor/indigent patients.

2. Crime/Police Burden. The survey data indicated that if Proposition 99 could be shown to cause more crime, most Californians would vote against it. At the beginning of the campaign, very few voters felt this actually would happen if Proposition 99 passed.

3. Liberty/Freedom. Although the several "personal freedom" and "prejudice" themes that comprise this area have a reduced impact compared with 1979 (when they were used very successfully), a sizable proportion of the voting public still responded to these concepts.

Demographics. The early (1987) demographics showed the following general demographic split in strong support and strong opposition.

Support Prop 99	(60%)
Never smoked	75%
Younger voters	68%
Young working female	65%
College graduates	64%
White-collar	64%
Family adults	62%

Oppose Prop 99	(31%)
Smoker	58%
No college	36%
Older adults	36%
Retired	35%

August 1988 - Proposition 99 Campaign Study

The August 1988 survey showed the favorable vote at its highest level (75%); three of every four voters indicated they intended to vote "yes" on Proposition 99. This level of "yes" vote was most likely due to the successful signature-gathering effort, a small but steady level of positive media comment, and the absence of any paid commercial anti-99 activity at this point.

Themes. The data still supported use of the three major campaign themes, but also showed increased approval for hospitals/indigent aid. The data also showed the lowest level of belief measured in the campaign that crime/smuggling would result as a consequence of Proposition 99 passage.

Having evaluated these risks, and in light of the extremely unfavorable vote situation, the campaign decided to proceed with the three messages identified by both the December and the August research that appeared to have the greatest "shock" value, if they could be made credible.

Demographics. At this time period, the campaign saw most demographic groups swing heavily into the "yes" column. The data showed the following results for voter groups significantly more favorable or more opposed to Prop 99.

Significantly More in Favor (Average Score = 75%)	
Female/home/under 45	89%
Nonsmoker	86%
College graduate	84%
South Coast	84%
Female/works/college	83%
Female/works/under 45	81%
Under 35/no college	81%
San Francisco	81%
Young adults	80%
Under 35/college	80%
Hispanic	80%
San Bern./Riverside	79%
High turnout voter	79%
Dukakis voter	78%
White-collar	78%
Female/works	78%

Significantly More Opposed (Average Score = 20%)	
Smoker	51%
35-54/no college	30%
Over 54/no college	29%
North Valley	28%
Black	27%
Male/no college	27%
Female/works/no college	27%
Orange County	26%
Household member/smoker	25%
Male/under 45	25%
High school/less	25%
Ticket-splitters	25%
Retired	24%
Female/home/over 45	24%
South Valley	24%

September 1988 - Proposition 99 September Brushfire

Between the August and the September surveys, the "crime" television advertising was aired. The data showed a drop of sixteen points in the favorability ratings, and a significant jump in all the "crime" questions - including believability ratings that crime would occur.

Themes. The September measurement showed no backlash effect from the crime message, and the dropping favorability level suggested the campaign was catching the attention of the voter. A decision was made to continue with the "crime" advertising for another week and then to switch to theme number two - the special interest attack on doctors.

Demographics. The demographics measured in September showed a slightly better picture, especially among those groups affected by crime.

Significantly More in Favor (Average Score = 59%)	
South Coast	75%
Never smoked	68%
College educated	67%
White-collar	64%
Past smoker	64%
San Francisco	64%
Orange County	64%
High turnout voter	63%
Family adults	62%
Female/works	62%
Young adults	61%

Significantly More Opposed (Average Score = 31%)	
Smoker	63%
San Bernardino	44%
North Valley	38%
Less than $30,000	37%
Low turnout voter	37%
Some college	37%
Older adults	36%
No college	36%
Retired	35%
South Valley	35%
Blue-collar	34%
Male	34%

October 1988 - Proposition 99 October Brushfire

The October Brushfire showed no movement during the previous month's time period - the time period during which the "special interest" advertising was the main message received by the voters.

Themes. Three alternative explanations of the less-than-predicted effects of the "special interest" advertising are:

1. Non-impact. The advertising was too "soft" - did not make the case for "tax dollars to doctors" strong enough.

2. Voter Connection. Voters, led by media and opposition advertising, successfully connected the hospitals/indigent help concept with the necessity to give doctors more money - negating the effectiveness of the argument.

3. Wrong Target. Since most consumers "like" their own doctors, the advertising might better have targeted the CMA, or the "doctors union", not individual physicians.

For whatever reason, the "doctor bashing" concept had only a small/negligible effect as measured by survey data. This outcome suggests that this "theme" option be carefully considered before being used in future campaigns.

By October, there appeared to be a "backlash" against the "crime" issue that was used the month before to gain attention for the campaign. The open-end questions revealed several comments on the "counter-crime" campaign launched by public officials and the media in support of Prop 99 proponents. Apparently, CAUTI let the "crime" campaign run too long, allowing the opposition to launch a measurably successful counterattack.

Demographics. Support and opposition demographics show very little change between September and October with the ominous exception of the growth of Prop 99 favorability in Orange County and San Diego:

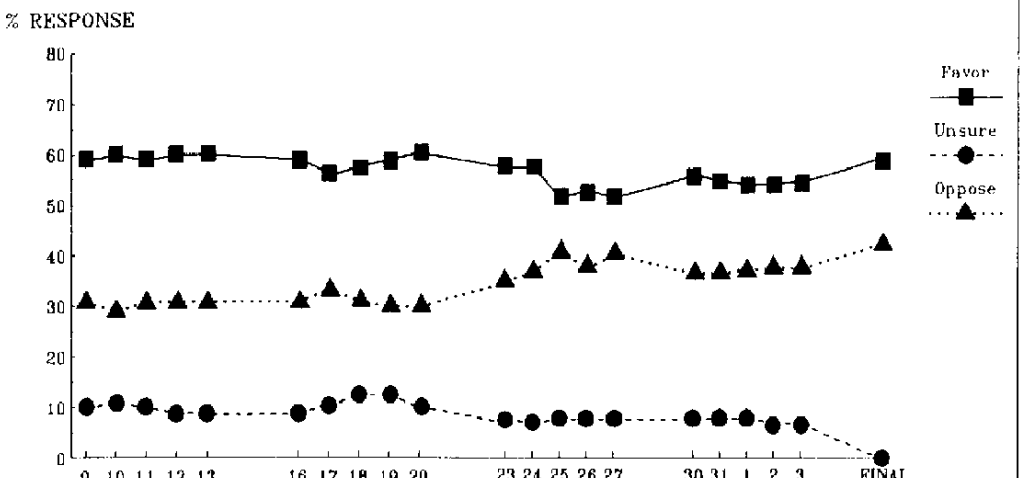
Significantly More in Favor (Average Score = 60%)	
Never smoked	71%
San Diego	67%
Previous smoker	67%
College graduates	65%
Female/works/college	65%
$50,000+ income	64%
Orange County	64%
Some college	63%
Liberal	63%
High turnout voter	62%

Significantly More Opposed (Average Score = 31%)	
Smoker	61%
Blue-collar	40%
No college	38%
North Valley	37%
Black	36%
Labor union	35%
Older adults	34%
Males	34%
South Valley	34%
Low turnout voter	34%
Less than $30,000	33%

October Tracking - October Tracking Surveys

In the final four weeks of the campaign, the race tightened slightly. Figure 2 shows the final four weeks of tracking data.

FIGURE 2
PROP 99 OCTOBER TRACKING
3-DAY AVERAGE



Favor	59	60	59	60	60	59	56	57	58	60	57	57	52	53	52	56	55	54	54	55	58
Unsure	10	11	10	9	9	9	10	12	12	10	8	7	8	8	8	8	8	8	7	7	0
Oppose	31	29	31	31	31	31	33	31	30	30	35	36	40	38	40	36	36	37	38	38	42

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Prop 99 Tracking #3764

As indicated, the "liberty/freedom" theme with its accent on prejudice apparently helped close the gap by 3-4 percentage points. The final reading taken on November 3 was 55% "favor" and 38% "opposed", with 7% still undecided. At that time, the "undecideds" were splitting 4:3 in opposition - exactly predicting the final outcome of 58% in "favor", and 42% "opposed".

SUMMARY

Inspection of the data throughout the campaign suggests that the issue on which most voters voted was their perception of smoking. A reading of the open-end question on "why" a supporting or opposing vote was cast shows the vast majority of "yes" votes were cast to show disapproval of smoking.

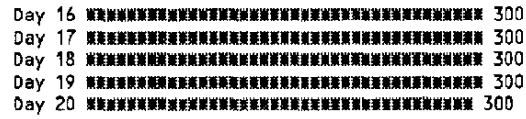
The "no" campaign supplied several reasons for voters to oppose 99, and all seem to have garnered some adherence - even the "special interest/doctor bashing". However, the demographic groupings of the support and opposition factions clearly demonstrate that Proposition 99 was a health issue/anti-smoking juggernaut, and the efforts of the "no" campaign to deflect the voters' perception of the campaign toward other issues failed.

Inspection of the theme/message awareness data suggest that the extensive free media of the "yes" side in this campaign particularly aided the passage of Prop 99. Although the "no" campaign was able to outspend its opponents, the media (and several state officials) successfully countered the paid media with "free" media - so that in the end nearly as many voters claimed to have seen/heard "yes" arguments as claimed to have been exposed to "no" arguments.

APPENDIX A
FINAL WEEK TRACKING MARGINALS

DAY DAY CODE

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Day 16	16	300	20.0	20.0	20.0
Day 17	17	300	20.0	20.0	40.0
Day 18	18	300	20.0	20.0	60.0
Day 19	19	300	20.0	20.0	80.0
Day 20	20	300	20.0	20.0	100.0
	TOTAL	1500	100.0	100.0	



Valid Cases 1500 Missing Cases 0

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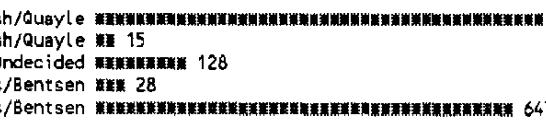
Q1 PRESIDENTIAL BALLOT

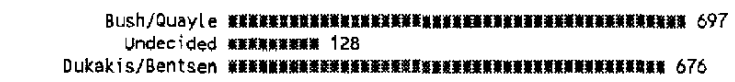
Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Bush/Quayle	1	682	45.4	45.4	45.4
Lean Bush/Quayle	2	15	1.0	1.0	46.4
Undecided	3	128	8.5	8.5	54.9
Lean Dukakis/Bentsen	4	28	1.9	1.9	56.8
Dukakis/Bentsen	5	647	43.2	43.2	100.0
	TOTAL	1500	100.0	100.0	



Valid Cases 1500 Missing Cases 0

R1 PRESIDENTIAL BALLOT/C

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Bush/Quayle	1	697	46.4	46.4	46.4
Undecided	2	128	8.5	8.5	54.9
Dukakis/Bentsen	3	676	45.1	45.1	100.0
	TOTAL	1500	100.0	100.0	



Valid Cases 1500 Missing Cases 0

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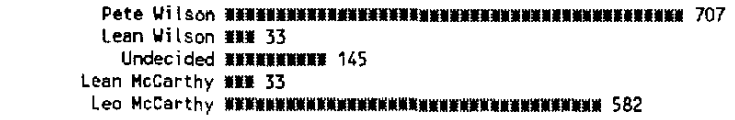
Q2 U.S. SENATOR BALLOT

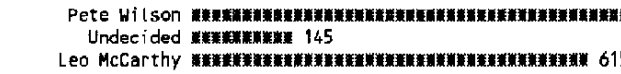
Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Pete Wilson	1	707	47.1	47.1	47.1
Lean Wilson	2	33	2.2	2.2	49.3
Undecided	3	145	9.7	9.7	59.0
Lean McCarthy	4	33	2.2	2.2	61.2
Leo McCarthy	5	582	38.8	38.8	100.0
	TOTAL	1500	100.0	100.0	



Valid Cases 1500 Missing Cases 0

R2 U.S. SENATOR BALLOT/C

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Pete Wilson	1	740	49.3	49.3	49.3
Undecided	2	145	9.7	9.7	59.0
Leo McCarthy	3	615	41.0	41.0	100.0
	TOTAL	1500	100.0	100.0	



Valid Cases 1500 Missing Cases 0

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Q24 PLAN TO VOTE ON ALL 24 INITIATIVES

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Vote all	1	789	52.6	52.6	52.6
Pick and choose	2	541	36.1	36.1	88.7
Vote "no" on all	3	52	3.5	3.5	92.1
Unsure	4	118	7.9	7.9	100.0
	TOTAL	1500	100.0	100.0	

Valid Cases 1500 Missing Cases 0

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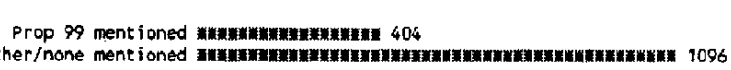
Q3 PROP 99 UNAIDED RECALL

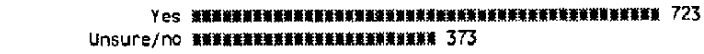
Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Prop 99 mentioned	1	404	26.9	26.9	26.9
Other/none mentioned	2	1096	73.1	73.1	100.0
	TOTAL	1500	100.0	100.0	



Valid Cases 1500 Missing Cases 0

Q4 AIDED RECALL/PROP 99

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	723	48.2	66.0	66.0
Unsure/no	2	373	24.8	34.0	100.0
Not asked	4	404	26.9	MISSING	
	TOTAL	1500	100.0	100.0	



Valid Cases 1096 Missing Cases 404

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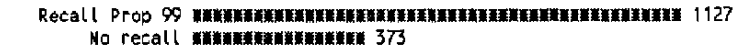
R4 PROPOSITION 99 AWARENESS

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Recall Prop 99	1	1127	75.2	75.2	75.2
No recall	2	373	24.8	24.8	100.0
	TOTAL	1500	100.0	100.0	



Valid Cases 1500 Missing Cases 0

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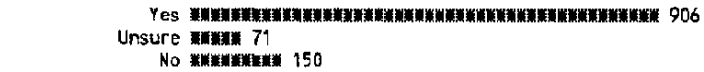
Q501 SEEN/HEARD/READ ADS/VOTE AGAINST PROP 99

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	906	60.4	80.4	80.4
Unsure	2	71	4.8	6.3	86.7
No	3	150	10.0	13.3	100.0
Not asked	5	373	24.8	MISSING	
	TOTAL	1500	100.0	100.0	



Valid Cases 1127 Missing Cases 373

R501 SEEN/HEARD/READ ADS/VOTE AGNST PROP 99/C

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	906	60.4	60.4	60.4
No	2	594	39.6	39.6	100.0
	TOTAL	1500	100.0	100.0	

Yes ********** 906
No ********** 594

Valid Cases 1500 Missing Cases 0

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Q502 SEEN/HEARD/READ ADS/VOTE FOR PROP 99

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	746	49.7	66.2	66.2
Unsure	2	95	6.3	8.4	74.6
No	3	287	19.1	25.4	100.0
Not asked	5	373	24.8	MISSING	
	TOTAL	1500	100.0	100.0	

Yes ********** 746
Unsure ******** 95
No ********** 287

Valid Cases 1127 Missing Cases 373

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R502 SEEN/HEARD/READ ADS/VOTE FOR PROP 99/C

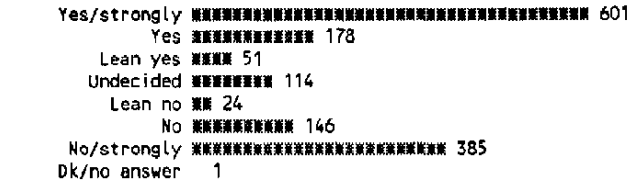
Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	746	49.7	49.7	49.7
No	2	754	50.3	50.3	100.0
	TOTAL	1500	100.0	100.0	

Yes ********** 746
No ********** 754

Valid Cases 1500 Missing Cases 0

Q6 PROP 99 BALLOT

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes/strongly	1	601	40.0	40.0	40.0
Yes	2	178	11.9	11.9	51.9
Lean yes	3	51	3.4	3.4	55.3
Undecided	4	114	7.6	7.6	62.9
Lean no	5	24	1.6	1.6	64.5
No	6	146	9.8	9.8	74.3
No/strongly	7	385	25.6	25.6	99.9
Dk/no answer	8	1	.1	.1	100.0
	TOTAL	1500	100.0	100.0	



Valid Cases 1500 Missing Cases 0

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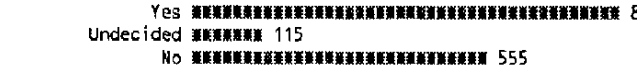
R6 PROP 99 BALLOT/C

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	830	55.3	55.3	55.3
Undecided	2	115	7.7	7.7	63.0
No	3	555	37.0	37.0	100.0
	TOTAL	1500	100.0	100.0	



Valid Cases 1500 Missing Cases 0

Q8 TRIPLING TAX INTERFERES/SMOKER'S RIGHTS

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Strongly agree	1	344	22.9	22.9	22.9
Somewhat agree	2	294	19.6	19.6	42.5
Unsure	3	60	4.0	4.0	46.5
Somewhat disagree	4	305	20.3	20.3	66.8
Strongly disagree	5	497	33.1	33.1	99.9
Dk/no answer	6	1	.1	.1	100.0
	TOTAL	1500	100.0	100.0	

Valid Cases 1500 Missing Cases 0

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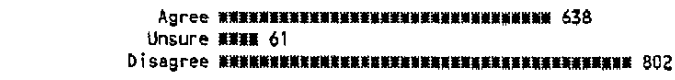
R8 TRIPLING TAX INTERFERES/SMOKR'S RIGHTS/C

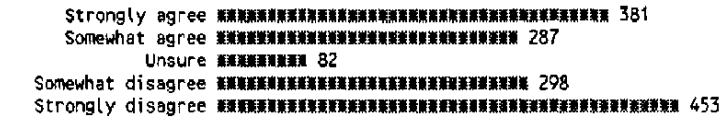
Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Agree	1	638	42.5	42.5	42.5
Unsure	2	61	4.0	4.0	46.6
Disagree	3	802	53.4	53.4	100.0
	TOTAL	1500	100.0	100.0	



Valid Cases 1500 Missing Cases 0

Q9 DON'T PUNISH PEOPLE FOR LIFESTYLE

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Strongly agree	1	381	25.4	25.4	25.4
Somewhat agree	2	287	19.1	19.1	44.5
Unsure	3	82	5.4	5.4	50.0
Somewhat disagree	4	298	19.8	19.8	69.8
Strongly disagree	5	453	30.2	30.2	100.0
	TOTAL	1500	100.0	100.0	



Valid Cases 1500 Missing Cases 0

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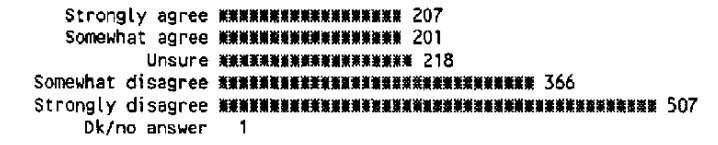
R9 DON'T PUNISH PEOPLE FOR LIFESTYLE/C

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Agree	1	668	44.5	44.5	44.5
Unsure	2	82	5.4	5.4	50.0
Disagree	3	751	50.0	50.0	100.0
	TOTAL	1500	100.0	100.0	

Valid Cases 1500 Missing Cases 0

Q10 BAD IDEA/GIVE MONEY TO DOCTORS/MEDICAL

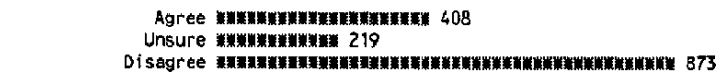
Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Strongly agree	1	207	13.8	13.8	13.8
Somewhat agree	2	201	13.4	13.4	27.2
Unsure	3	218	14.5	14.5	41.7
Somewhat disagree	4	366	24.4	24.4	66.1
Strongly disagree	5	507	33.8	33.8	99.9
Dk/no answer	6	1	.1	.1	100.0
	TOTAL	1500	100.0	100.0	



Valid Cases 1500 Missing Cases 0

R10 BAD IDEA/GIVE MONEY TO DOCTORS/MEDICAL/C

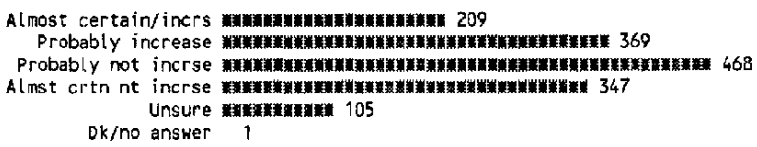
Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Agree	1	408	27.2	27.2	27.2
Unsure	2	219	14.6	14.6	41.8
Disagree	3	873	58.2	58.2	100.0
	TOTAL	1500	100.0	100.0	



Valid Cases 1500 Missing Cases 0

Q11 ILLEGAL SALES IF PROP 99 PASSED

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Almost certain/incrs	1	209	14.0	14.0	14.0
Probably increase	2	369	24.6	24.6	38.6
Probably not incrse	3	468	31.2	31.2	69.8
Almst crtn nt incrse	4	347	23.1	23.1	92.9
Unsure	5	105	7.0	7.0	99.9
Dk/no answer	6	1	.1	.1	100.0
	TOTAL	1500	100.0	100.0	



Valid Cases 1500 Missing Cases 0

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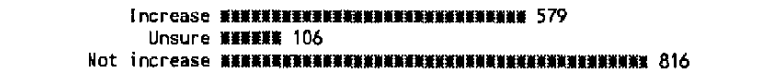
R11 ILLEGAL SALES IF PROP 99 PASSED/C

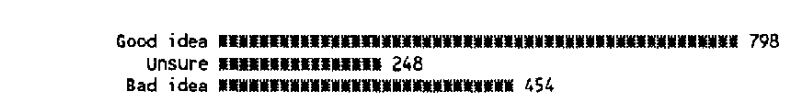
Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Increase	1	579	38.6	38.6	38.6
Unsure	2	106	7.1	7.1	45.6
Not increase	3	816	54.4	54.4	100.0
	TOTAL	1500	100.0	100.0	



Valid Cases 1500 Missing Cases 0

Q12 PROP 99/PUNISH TOBACCO INDSTRY VS UNFAIR

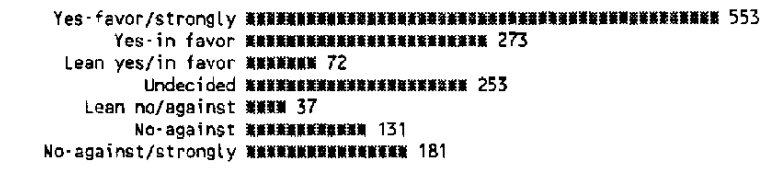
Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Good idea	1	798	53.2	53.2	53.2
Unsure	2	248	16.5	16.5	69.7
Bad idea	3	454	30.3	30.3	100.0
	TOTAL	1500	100.0	100.0	



Valid Cases 1500 Missing Cases 0

Q13 PROP 98 BALLOT

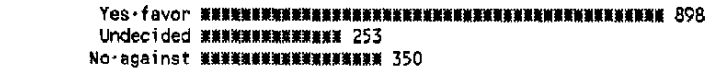
Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes-favor/strongly	1	553	36.8	36.8	36.8
Yes-in favor	2	273	18.2	18.2	55.1
Lean yes/in favor	3	72	4.8	4.8	59.8
Undecided	4	253	16.9	16.9	76.7
Lean no/against	5	37	2.5	2.5	79.2
No-against	6	131	8.8	8.8	87.9
No-against/strongly	7	181	12.1	12.1	100.0
	TOTAL	1500	100.0	100.0	



Valid Cases 1500 Missing Cases 0

R13 PROP 98 BALLOT/C

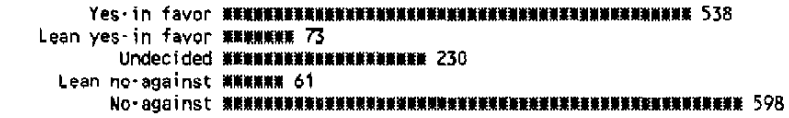
Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes-favor	1	898	59.8	59.8	59.8
Undecided	2	253	16.9	16.9	76.7
No-against	3	350	23.3	23.3	100.0
	TOTAL	1500	100.0	100.0	



Valid Cases 1500 Missing Cases 0

Q22 PROP 100 BALLOT

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes-in favor	1	538	35.9	35.9	35.9
Lean yes-in favor	2	73	4.9	4.9	40.7
Undecided	3	230	15.3	15.3	56.1
Lean no-against	4	61	4.1	4.1	60.1
No-against	5	598	39.9	39.9	100.0
	TOTAL	1500	100.0	100.0	



Valid Cases 1500 Missing Cases 0

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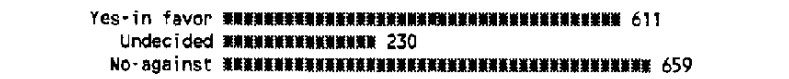
R22 PROP 100 BALLOT/C

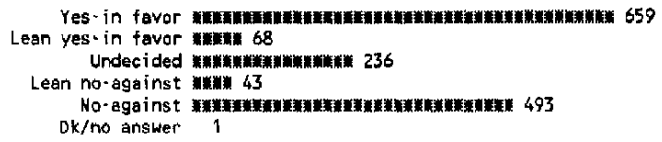
Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes-in favor	1	611	40.7	40.7	40.7
Undecided	2	230	15.3	15.3	56.1
No-against	3	659	43.9	43.9	100.0
	TOTAL	1500	100.0	100.0	



Valid Cases 1500 Missing Cases 0

Q23 PROP 103 BALLOT

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes-in favor	1	659	44.0	44.0	44.0
Lean yes-in favor	2	68	4.5	4.5	48.5
Undecided	3	236	15.7	15.7	64.2
Lean no-against	4	43	2.8	2.8	67.1
No-against	5	493	32.9	32.9	99.9
Dk/no answer	6	1	.1	.1	100.0
	TOTAL	1500	100.0	100.0	



Valid Cases 1500 Missing Cases 0

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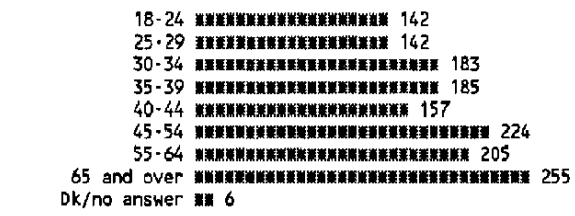
R23 PROP 103 BALLOT/C

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes-in favor	1	727	48.5	48.5	48.5
Undecided	2	237	15.8	15.8	64.3
No-against	3	536	35.7	35.7	100.0
	TOTAL	1500	100.0	100.0	

Valid Cases 1500 Missing Cases 0

AGE RESPONDENT'S AGE

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
18-24	1	142	9.5	9.5	9.5
25-29	2	142	9.4	9.4	18.9
30-34	3	183	12.2	12.2	31.1
35-39	4	185	12.3	12.3	43.4
40-44	5	157	10.5	10.5	53.9
45-54	6	224	15.0	15.0	68.9
55-64	7	205	13.7	13.7	82.6
65 and over	8	255	17.0	17.0	99.6
Dk/no answer	9	6	.4	.4	100.0
	TOTAL	1500	100.0	100.0	



Valid Cases 1500 Missing Cases 0

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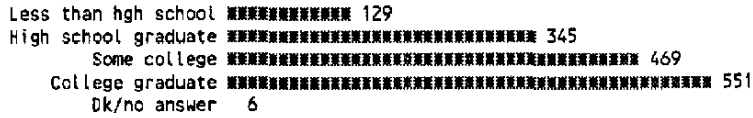
RAGE AGE/LIFESTYLE/C

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Young adults	1	467	31.1	31.1	31.1
Family adults	2	566	37.8	37.8	68.9
Older adults	3	467	31.1	31.1	100.0
	TOTAL	1500	100.0	100.0	

Valid Cases 1500 Missing Cases 0

EDUC RESPONDENT'S EDUCATION

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Less than hgh school	1	129	8.6	8.6	8.6
High school graduate	2	345	23.0	23.0	31.6
Some college	3	469	31.3	31.3	62.9
College graduate	4	551	36.8	36.8	99.6
Dk/no answer	5	6	.4	.4	100.0
	TOTAL	1500	100.0	100.0	



Valid Cases 1500 Missing Cases 0

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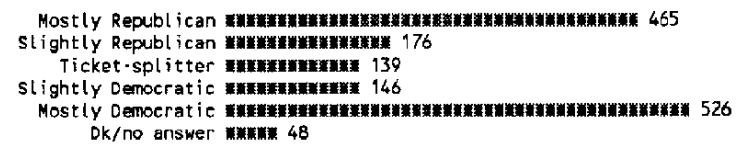
REDUC RESPONDENT'S EDUCATION/C

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
No college	1	480	32.0	32.0	32.0
Some college	2	469	31.3	31.3	63.2
College graduate	3	551	36.8	36.8	100.0
	TOTAL	1500	100.0	100.0	

Valid Cases 1500 Missing Cases 0

PARTY USUAL VOTING BEHAVIOR

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Mostly Republican	1	465	31.0	31.0	31.0
Slightly Republican	2	176	11.7	11.7	42.7
Ticket-splitter	3	139	9.3	9.3	52.0
Slightly Democratic	4	146	9.7	9.7	61.7
Mostly Democratic	5	526	35.1	35.1	96.8
Dk/no answer	6	48	3.2	3.2	100.0
	TOTAL	1500	100.0	100.0	



Valid Cases 1500 Missing Cases 0

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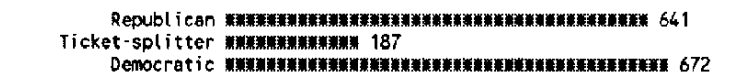
RPARTY USUAL VOTING BEHAVIOR/C

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Republican	1	641	42.7	42.7	42.7
Ticket-splitter	2	187	12.5	12.5	55.2
Democratic	3	672	44.8	44.8	100.0
	TOTAL	1500	100.0	100.0	



Valid Cases 1500 Missing Cases 0

Q17 DO YOU PRESENTLY USE TOBACCO PRODUCTS

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	341	22.7	22.7	22.7
Unsure	2	6	.4	.4	23.1
No	3	1153	76.9	76.9	100.0
	TOTAL	1500	100.0	100.0	

Valid Cases 1500 Missing Cases 0

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Q18 HAVE YOU USED TOBACCO PRODUCTS IN PAST

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	473	31.6	41.0	41.0
Unsure	2	9	.6	.8	41.8
No	3	671	44.7	58.2	100.0
Not asked	5	347	23.1	MISSING	
	TOTAL	1500	100.0	100.0	

Valid Cases 1153 Missing Cases 347

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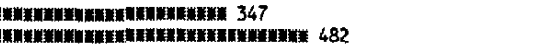
R18 TOBACCO PRODUCT USAGE

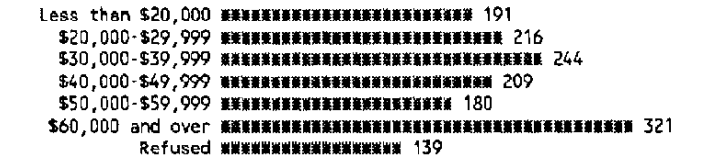
Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Smoker	1	347	23.1	23.1	23.1
Past smoker	2	482	32.2	32.2	55.3
Never smoked	3	671	44.7	44.7	100.0
	TOTAL	1500	100.0	100.0	



Valid Cases 1500 Missing Cases 0

INCOME TOTAL FAMILY INCOME

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Less than $20,000	1	191	12.7	12.7	12.7
$20,000-$29,999	2	216	14.4	14.4	27.2
$30,000-$39,999	3	244	16.3	16.3	43.4
$40,000-$49,999	4	209	13.9	13.9	57.4
$50,000-$59,999	5	180	12.0	12.0	69.4
$60,000 and over	6	321	21.4	21.4	90.7
Refused	7	139	9.3	9.3	100.0
	TOTAL	1500	100.0	100.0	



Valid Cases 1500 Missing Cases 0

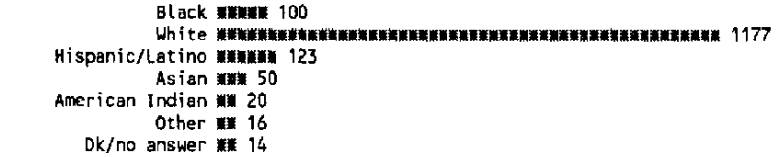
RINCOME TOTAL FAMILY INCOME/C

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Less than $30,000	1	407	27.2	29.9	29.9
$30,000-$49,999	2	453	30.2	33.3	63.2
$50,000 and over	3	501	33.4	36.8	100.0
Refused	4	139	9.3	MISSING	
	TOTAL	1500	100.0	100.0	

Valid Cases 1361 Missing Cases 139

ETHNIC RESPONDENT'S ETHNICITY

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Black	1	100	6.6	6.6	6.6
White	2	1177	78.5	78.5	85.1
Hispanic/Latino	3	123	8.2	8.2	93.3
Asian	4	50	3.3	3.3	96.7
American Indian	5	20	1.3	1.3	98.0
Other	6	16	1.1	1.1	99.1
Dk/no answer	7	14	.9	.9	100.0
	TOTAL	1500	100.0	100.0	



Valid Cases 1500 Missing Cases 0

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RETHNIC RESPONDENT'S ETHNICITY/C

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Black	1	115	7.7	7.7	7.7
White	2	1191	79.4	79.4	87.1
Hispanic	3	123	8.2	8.2	95.3
Asian/Americn Indian	4	70	4.7	4.7	100.0
	TOTAL	1500	100.0	100.0	

Valid Cases 1500 Missing Cases 0

Q21 RESPONDENT'S SEX

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Male	1	718	47.9	47.9	47.9
Female/home	2	318	21.2	21.2	69.1
Female/employed	3	464	30.9	30.9	100.0
	TOTAL	1500	100.0	100.0	

Valid Cases 1500 Missing Cases 0

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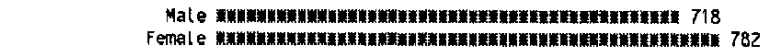
GENDER RESPONDENT'S SEX/C

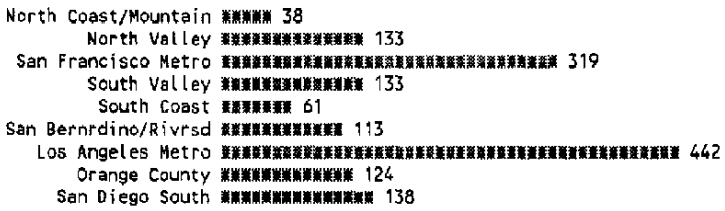
Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Male	1	718	47.9	47.9	47.9
Female	2	782	52.1	52.1	100.0
	TOTAL	1500	100.0	100.0	



Valid Cases 1500 Missing Cases 0

RG1 GEOGRAPHIC AREAS

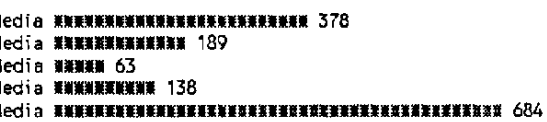
Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
North Coast/Mountain	1	38	2.5	2.5	2.5
North Valley	2	133	8.9	8.9	11.4
San Francisco Metro	3	319	21.2	21.2	32.7
South Valley	4	133	8.8	8.8	41.5
South Coast	5	61	4.1	4.1	45.6
San Bernrdino/Rivrsd	6	113	7.5	7.5	53.1
Los Angeles Metro	7	442	29.5	29.5	82.6
Orange County	8	124	8.2	8.2	90.8
San Diego South	9	138	9.2	9.2	100.0
	TOTAL	1500	100.0	100.0	



Valid Cases 1500 Missing Cases 0

RG2 MEDIA AREAS

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
San Francisco Media	1	378	25.2	25.2	25.2
San Diego Media	2	189	12.6	12.6	37.8
Fresno Media	3	63	4.2	4.2	42.0
Sacramento Media	4	138	9.2	9.2	51.2
Los Angeles Media	5	684	45.6	45.6	96.9
Northern California	6	47	3.1	3.1	100.0
	TOTAL	1500	100.0	100.0	



Valid Cases 1500 Missing Cases 0

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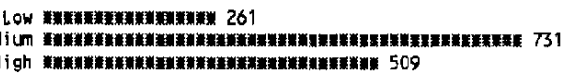
R99 TURNOUT PROPENSITY

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Low	1	261	17.4	17.4	17.4
Medium	2	731	48.7	48.7	66.1
High	3	509	33.9	33.9	100.0
	TOTAL	1500	100.0	100.0	



Valid Cases 1500 Missing Cases 0

APPENDIX B
FINAL WEEK TRACKING TABLES

TARRANCE & ASSOCIATES, INC.
Prop 99 Tracking #3764: Selected Tables

R1	PRESIDENTIAL BALLOT/C			TOTAL
	Bush/ Quayle	Undecided	Dukakis/ Bentsen	
TOTAL	46%	9%	45%	1500
U.S. SENATOR BALLOT/C				
Pete Wilson	79%	7%	14%	740
Undecided	36%	22%	42%	145
Leo McCarthy	9%	7%	84%	615
PROPOSITION 99 AWARENESS				
Recall Prop 99	46%	8%	45%	1127
No recall	47%	9%	44%	373
SEEN/HEARD/READ ADS/VOTE AGAINST PROP 99/C				
Yes	45%	8%	47%	906
No	48%	9%	42%	594
SEEN/HEARD/READ ADS/VOTE FOR PROP 99/C				
Yes	46%	8%	47%	746
No	47%	9%	43%	754
PROP 99 BALLOT/C				
Yes	46%	8%	46%	830
Undecided	43%	13%	44%	115
No	48%	8%	44%	555
TRIPLING TAX INTERFERES/SMOKER'S RIGHTS/C				
Agree	45%	10%	45%	638
Unsure	47%	16%	38%	61
Disagree	48%	7%	46%	802
DON'T PUNISH PEOPLE FOR LIFESTYLE/C				
Agree	45%	10%	45%	668
Unsure	44%	15%	40%	82
Disagree	48%	6%	46%	751
BAD IDEA/GIVE MONEY TO DOCTORS/MEDICAL/C				
Agree	46%	9%	45%	408
Unsure	48%	14%	37%	219
Disagree	46%	7%	47%	873
ILLEGAL SALES IF PROP 99 PASSED/C				
Increase	47%	10%	43%	579
Unsure	44%	15%	42%	106
Not increase	47%	6%	47%	816
AGE/LIFESTYLE/C				
Young adults	51%	7%	42%	467
Family adults	43%	9%	48%	566
Older adults	46%	10%	45%	467
RESPONDENT'S EDUCATION/C				
No college	43%	11%	45%	480
Some college	47%	8%	45%	469
College graduate	49%	6%	45%	551
USUAL VOTING BEHAVIOR/C				
Republican	85%	5%	10%	641
Ticket-splitter	41%	19%	40%	187
Democratic	12%	9%	80%	672

(continued)

TARRANCE & ASSOCIATES, INC.
Prop 99 Tracking #3764: Selected Tables

R1	PRESIDENTIAL BALLOT/C			TOTAL
	Bush/ Quayle	Undecided	Dukakis/ Bentsen	
TOBACCO PRODUCT USAGE				
Smoker	43%	9%	48%	347
Past smoker	45%	7%	47%	482
Never smoked	49%	9%	42%	671
TOTAL FAMILY INCOME/C				
Less than $30,000	36%	11%	53%	407
$30,000-$49,999	47%	9%	44%	453
$50,000 and over	55%	5%	41%	501
RESPONDENT'S SEX				
Male	48%	9%	43%	718
Female/home	46%	9%	45%	318
Female/employed	44%	8%	48%	464
RESPONDENT'S SEX/C				
Male	48%	9%	43%	718
Female	45%	8%	47%	782
GEOGRAPHIC AREAS				
North Coast/Mountain	42%	13%	45%	38
North Valley	45%	11%	44%	133
San Francisco Metro	37%	7%	56%	319
South Valley	46%	9%	45%	133
South Coast	52%	7%	42%	61
San Bernardino/Riverside	57%	10%	34%	113
Los Angeles Metro	42%	8%	50%	442
Orange County	68%	9%	23%	124
San Diego South	57%	11%	33%	138
MEDIA AREAS				
San Francisco Media	39%	7%	54%	378
San Diego Media	56%	11%	33%	189
Fresno Media	41%	6%	53%	63
Sacramento Media	49%	10%	41%	138
Los Angeles Media	49%	8%	43%	684
Northern California	38%	9%	53%	47
TURNOUT PROPENSITY				
Low	42%	12%	46%	261
Medium	48%	9%	44%	731
High	47%	7%	46%	509
RESPONDENT'S ETHNICITY/C				
Black	13%	8%	79%	115
White	52%	8%	40%	1191
Hispanic	29%	12%	59%	123
Asian/American Indian	44%	9%	48%	70
TOTAL	46%	9%	45%	1500

TARRANCE & ASSOCIATES, INC.
Prop 99 Tracking #3764: Selected Tables

R2	U.S. SENATOR BALLOT/C			TOTAL
	Pete Wilson	Undecided	Leo McCarthy	
TOTAL	49%	10%	41%	1500
PRESIDENTIAL BALLOT/C				
Bush/Quayle	84%	8%	8%	697
Undecided	40%	25%	34%	128
Dukakis/Bentsen	15%	9%	76%	676
PROPOSITION 99 AWARENESS				
Recall Prop 99	49%	9%	41%	1127
No recall	49%	10%	41%	373
SEEN/HEARD/READ ADS/VOTE AGAINST PROP 99/C				
Yes	49%	9%	42%	906
No	50%	11%	39%	594
SEEN/HEARD/READ ADS/VOTE FOR PROP 99/C				
Yes	49%	9%	42%	746
No	50%	10%	40%	754
PROP 99 BALLOT/C				
Yes	49%	9%	42%	830
Undecided	48%	15%	37%	115
No	50%	10%	40%	555
TRIPLING TAX INTERFERES/SMOKER'S RIGHTS/C				
Agree	47%	10%	43%	638
Unsure	60%	8%	32%	61
Disagree	50%	10%	40%	802
DON'T PUNISH PEOPLE FOR LIFESTYLE/C				
Agree	49%	10%	41%	668
Unsure	45%	17%	38%	82
Disagree	50%	9%	41%	751
BAD IDEA/GIVE MONEY TO DOCTORS/MEDICAL/C				
Agree	48%	11%	41%	408
Unsure	48%	11%	41%	219
Disagree	50%	9%	41%	873
ILLEGAL SALES IF PROP 99 PASSED/C				
Increase	49%	11%	41%	579
Unsure	48%	14%	38%	106
Not increase	50%	8%	42%	816
AGE/LIFESTYLE/C				
Young adults	50%	13%	38%	467
Family adults	49%	8%	43%	566
Older adults	50%	9%	42%	467
RESPONDENT'S EDUCATION/C				
No college	42%	12%	46%	480
Some college	52%	10%	37%	469
College graduate	53%	7%	40%	551
USUAL VOTING BEHAVIOR/C				
Republican	83%	7%	10%	641
Ticket-splitter	46%	19%	35%	187
Democratic	18%	10%	72%	672

(continued)

TARRANCE & ASSOCIATES, INC.
Prop 99 Tracking #3764: Selected Tables

R2	U.S. SENATOR BALLOT/C			TOTAL
	Pete Wilson	Undecided	Leo McCarthy	
TOBACCO PRODUCT USAGE				
Smoker	43%	12%	45%	347
Past smoker	51%	7%	42%	482
Never smoked	51%	11%	38%	671
TOTAL FAMILY INCOME/C				
Less than $30,000	38%	13%	49%	407
$30,000-$49,999	52%	10%	38%	453
$50,000 and over	57%	7%	37%	501
RESPONDENT'S SEX				
Male	51%	8%	41%	718
Female/home	48%	9%	43%	318
Female/employed	47%	13%	40%	464
RESPONDENT'S SEX/C				
Male	51%	8%	41%	718
Female	47%	11%	41%	782
GEOGRAPHIC AREAS				
North Coast/Mountain	47%	8%	45%	38
North Valley	41%	15%	44%	133
San Francisco Metro	37%	9%	54%	319
South Valley	48%	8%	44%	133
South Coast	53%	13%	34%	61
San Bernardino/Riverside	57%	10%	33%	113
Los Angeles Metro	48%	9%	43%	442
Orange County	65%	12%	23%	124
San Diego South	70%	7%	24%	138
MEDIA AREAS				
San Francisco Media	39%	8%	53%	378
San Diego Media	63%	8%	29%	189
Fresno Media	42%	11%	47%	63
Sacramento Media	48%	14%	39%	138
Los Angeles Media	53%	10%	37%	684
Northern California	34%	10%	56%	47
TURNOUT PROPENSITY				
Low	42%	16%	42%	261
Medium	50%	9%	41%	731
High	52%	7%	41%	509
RESPONDENT'S ETHNICITY/C				
Black	18%	13%	69%	115
White	54%	10%	37%	1191
Hispanic	38%	7%	55%	123
Asian/Americn Indian	44%	9%	47%	70
TOTAL	49%	10%	41%	1500

TARRANCE & ASSOCIATES, INC.
Prop 99 Tracking #3764: Selected Tables

R4	PROPOSITION 99 AWARENESS		TOTAL
	Recall Prop 99	No recall	
TOTAL	75%	25%	1500
PRESIDENTIAL BALLOT/C			
Bush/Quayle	75%	25%	697
Undecided	74%	26%	128
Dukakis/Bentsen	76%	24%	676
U.S. SENATOR BALLOT/C			
Pete Wilson	75%	25%	740
Undecided	73%	27%	145
Leo McCarthy	75%	25%	615
SEEN/HEARD/READ ADS/VOTE AGAINST PROP 99/C			
Yes	100%		906
No	37%	63%	594
SEEN/HEARD/READ ADS/VOTE FOR PROP 99/C			
Yes	100%		746
No	51%	49%	754
PROP 99 BALLOT/C			
Yes	74%	26%	830
Undecided	70%	30%	115
No	78%	22%	555
TRIPLING TAX INTERFERES/SMOKER'S RIGHTS/C			
Agree	76%	24%	638
Unsure	68%	32%	61
Disagree	75%	25%	802
DON'T PUNISH PEOPLE FOR LIFESTYLE/C			
Agree	75%	25%	668
Unsure	54%	46%	82
Disagree	78%	22%	751
BAD IDEA/GIVE MONEY TO DOCTORS/MEDICAL/C			
Agree	78%	22%	408
Unsure	71%	29%	219
Disagree	75%	25%	873
ILLEGAL SALES IF PROP 99 PASSED/C			
Increase	73%	27%	579
Unsure	68%	32%	106
Not increase	78%	22%	816
AGE/LIFESTYLE/C			
Young adults	72%	28%	467
Family adults	77%	23%	566
Older adults	77%	23%	467
RESPONDENT'S EDUCATION/C			
No college	71%	29%	480
Some college	77%	23%	469
College graduate	77%	23%	551
USUAL VOTING BEHAVIOR/C			
Republican	76%	24%	641
Ticket-splitter	77%	23%	187

(continued)

TARRANCE & ASSOCIATES, INC.
Prop 99 Tracking #3764: Selected Tables

R4	PROPOSITION 99 AWARENESS		TOTAL
	Recall Prop 99	No recall	
Democratic	74%	26%	672
TOBACCO PRODUCT USAGE			
Smoker	77%	23%	347
Past smoker	78%	22%	482
Never smoked	72%	28%	671
TOTAL FAMILY INCOME/C			
Less than $30,000	72%	28%	407
$30,000-$49,999	78%	22%	453
$50,000 and over	77%	23%	501
RESPONDENT'S SEX			
Male	77%	23%	718
Female/home	72%	28%	318
Female/employed	75%	25%	464
RESPONDENT'S SEX/C			
Male	77%	23%	718
Female	74%	26%	782
GEOGRAPHIC AREAS			
North Coast/Mountain	63%	37%	38
North Valley	79%	21%	133
San Francisco Metro	80%	20%	319
South Valley	77%	23%	133
South Coast	77%	23%	61
San Bernardino/Riverside	75%	25%	113
Los Angeles Metro	70%	30%	442
Orange County	68%	32%	124
San Diego South	84%	16%	138
MEDIA AREAS			
San Francisco Media	79%	21%	378
San Diego Media	84%	16%	189
Fresno Media	77%	23%	63
Sacramento Media	81%	19%	138
Los Angeles Media	69%	31%	684
Northern California	73%	27%	47
TURNOUT PROPENSITY			
Low	65%	35%	261
Medium	77%	23%	731
High	77%	23%	509
RESPONDENT'S ETHNICITY/C			
Black	73%	27%	115
White	76%	24%	1191
Hispanic	68%	32%	123
Asian/American Indian	73%	27%	70
TOTAL	75%	25%	1500

TARRANCE & ASSOCIATES, INC.
Prop 99 Tracking #3764: Selected Tables

R501	SEEN/HEARD/READ ADS/VOTE AGAINST PROP 99/C		TOTAL
	Yes	No	
TOTAL	60%	40%	1500
PRESIDENTIAL BALLOT/C			
Bush/Quayle	59%	41%	697
Undecided	57%	43%	128
Dukakis/Bentsen	63%	37%	676
U.S. SENATOR BALLOT/C			
Pete Wilson	60%	40%	740
Undecided	56%	44%	145
Leo McCarthy	62%	38%	615
PROPOSITION 99 AWARENESS			
Recall Prop 99	80%	20%	1127
No recall		100%	373
SEEN/HEARD/READ ADS/VOTE FOR PROP 99/C			
Yes	90%	10%	746
No	32%	68%	754
PROP 99 BALLOT/C			
Yes	60%	40%	830
Undecided	56%	44%	115
No	61%	39%	555
TRIPLING TAX INTERFERES/SMOKER'S RIGHTS/C			
Agree	60%	40%	638
Unsure	43%	57%	61
Disagree	62%	38%	802
DON'T PUNISH PEOPLE FOR LIFESTYLE/C			
Agree	60%	40%	668
Unsure	34%	66%	82
Disagree	64%	36%	751
BAD IDEA/GIVE MONEY TO DOCTORS/MEDICAL/C			
Agree	62%	38%	408
Unsure	51%	49%	219
Disagree	62%	38%	873
ILLEGAL SALES IF PROP 99 PASSED/C			
Increase	56%	44%	579
Unsure	48%	52%	106
Not increase	65%	35%	816
AGE/LIFESTYLE/C			
Young adults	58%	42%	467
Family adults	63%	37%	566
Older adults	60%	40%	467
RESPONDENT'S EDUCATION/C			
No college	54%	46%	480
Some college	63%	37%	469
College graduate	64%	36%	551
USUAL VOTING BEHAVIOR/C			
Republican	60%	40%	641
Ticket-splitter	60%	40%	187
Democratic	61%	39%	672

(continued)

TARRANCE & ASSOCIATES, INC.
Prop 99 Tracking #3764: Selected Tables

R501	SEEN/HEARD/READ ADS/VOTE AGAINST PROP 99/C		TOTAL
	Yes	No	
TOBACCO PRODUCT USAGE			
Smoker	65%	35%	347
Past smoker	59%	41%	482
Never smoked	59%	41%	671
TOTAL FAMILY INCOME/C			
Less than $30,000	58%	42%	407
$30,000-$49,999	63%	37%	453
$50,000 and over	62%	38%	501
RESPONDENT'S SEX			
Male	60%	40%	718
Female/home	57%	43%	318
Female/employed	62%	38%	464
RESPONDENT'S SEX/C			
Male	60%	40%	718
Female	60%	40%	782
GEOGRAPHIC AREAS			
North Coast/Mountain	50%	50%	38
North Valley	68%	32%	133
San Francisco Metro	66%	34%	319
South Valley	60%	40%	133
South Coast	61%	39%	61
San Bernardino/Riverside	55%	45%	113
Los Angeles Metro	57%	43%	442
Orange County	49%	51%	124
San Diego South	68%	32%	138
MEDIA AREAS			
San Francisco Media	65%	35%	378
San Diego Media	66%	34%	189
Fresno Media	59%	41%	63
Sacramento Media	69%	31%	138
Los Angeles Media	55%	45%	684
Northern California	62%	38%	47
TURNOUT PROPENSITY			
Low	50%	50%	261
Medium	62%	38%	731
High	64%	36%	509
RESPONDENT'S ETHNICITY/C			
Black	57%	43%	115
White	61%	39%	1191
Hispanic	53%	47%	123
Asian/American Indian	66%	34%	70
TOTAL	60%	40%	1500

TARRANCE & ASSOCIATES, INC.
Prop 99 Tracking #3764: Selected Tables

R502	SEEN/HEARD/READ ADS/VOTE FOR PROP 99/C		TOTAL
	Yes	No	
TOTAL	50%	50%	1500
PRESIDENTIAL BALLOT/C			
Bush/Quayle	49%	51%	697
Undecided	45%	55%	128
Dukakis/Bentsen	52%	48%	676
U.S. SENATOR BALLOT/C			
Pete Wilson	49%	51%	740
Undecided	48%	52%	145
Leo McCarthy	51%	49%	615
PROPOSITION 99 AWARENESS			
Recall Prop 99	66%	34%	1127
No recall		100%	373
SEEN/HEARD/READ ADS/VOTE AGAINST PROP 99/C			
Yes	74%	26%	906
No	13%	87%	594
PROP 99 BALLOT/C			
Yes	51%	49%	830
Undecided	42%	58%	115
No	50%	50%	555
TRIPLING TAX INTERFERES/SMOKER'S RIGHTS/C			
Agree	52%	48%	638
Unsure	43%	57%	61
Disagree	49%	51%	802
DON'T PUNISH PEOPLE FOR LIFESTYLE/C			
Agree	49%	51%	668
Unsure	29%	71%	82
Disagree	52%	48%	751
BAD IDEA/GIVE MONEY TO DOCTORS/MEDICAL/C			
Agree	53%	47%	408
Unsure	43%	57%	219
Disagree	50%	50%	873
ILLEGAL SALES IF PROP 99 PASSED/C			
Increase	46%	54%	579
Unsure	43%	57%	106
Not increase	53%	47%	816
AGE/LIFESTYLE/C			
Young adults	47%	53%	467
Family adults	50%	50%	566
Older adults	52%	48%	467
RESPONDENT'S EDUCATION/C			
No college	46%	54%	480
Some college	52%	48%	469
College graduate	51%	49%	551
USUAL VOTING BEHAVIOR/C			
Republican	50%	50%	641
Ticket-splitter	55%	45%	187
Democratic	48%	52%	672

(continued)

TARRANCE & ASSOCIATES, INC.
Prop 99 Tracking #3764: Selected Tables

R502	SEEN/HEARD/READ ADS/VOTE FOR PROP 99/C		TOTAL
	Yes	No	
TOBACCO PRODUCT USAGE			
Smoker	53%	47%	347
Past smoker	51%	49%	482
Never smoked	47%	53%	671
TOTAL FAMILY INCOME/C			
Less than $30,000	49%	51%	407
$30,000-$49,999	54%	46%	453
$50,000 and over	48%	52%	501
RESPONDENT'S SEX			
Male	52%	48%	718
Female/home	48%	52%	318
Female/employed	47%	53%	464
RESPONDENT'S SEX/C			
Male	52%	48%	718
Female	48%	52%	782
GEOGRAPHIC AREAS			
North Coast/Mountain	45%	55%	38
North Valley	61%	39%	133
San Francisco Metro	55%	45%	319
South Valley	49%	51%	133
South Coast	52%	48%	61
San Bernardino/Riverside	46%	54%	113
Los Angeles Metro	48%	52%	442
Orange County	34%	66%	124
San Diego South	52%	48%	138
MEDIA AREAS			
San Francisco Media	54%	46%	378
San Diego Media	52%	48%	189
Fresno Media	49%	51%	63
Sacramento Media	60%	40%	138
Los Angeles Media	44%	56%	684
Northern California	54%	46%	47
TURNOUT PROPENSITY			
Low	39%	61%	261
Medium	53%	47%	731
High	50%	50%	509
RESPONDENT'S ETHNICITY/C			
Black	44%	56%	115
White	51%	49%	1191
Hispanic	41%	59%	123
Asian/American Indian	52%	48%	70
TOTAL	50%	50%	1500

TARRANCE & ASSOCIATES, INC.
Prop 99 Tracking #3764: Selected Tables

R6	PROP 99 BALLOT/C			TOTAL
	Yes	Undecided	No	
TOTAL	55%	8%	37%	1500
PRESIDENTIAL BALLOT/C				
Bush/Quayle	55%	7%	38%	697
Undecided	52%	12%	36%	128
Dukakis/Bentsen	56%	8%	36%	676
U.S. SENATOR BALLOT/C				
Pete Wilson	55%	7%	38%	740
Undecided	50%	12%	38%	145
Leo McCarthy	57%	7%	36%	615
PROPOSITION 99 AWARENESS				
Recall Prop 99	55%	7%	38%	1127
No recall	57%	9%	33%	373
SEEN/HEARD/READ ADS/VOTE AGAINST PROP 99/C				
Yes	55%	7%	38%	906
No	56%	9%	36%	594
SEEN/HEARD/READ ADS/VOTE FOR PROP 99/C				
Yes	56%	6%	37%	746
No	54%	9%	37%	754
TRIPLING TAX INTERFERES/SMOKER'S RIGHTS/C				
Agree	33%	8%	59%	638
Unsure	41%	27%	31%	61
Disagree	74%	6%	20%	802
DON'T PUNISH PEOPLE FOR LIFESTYLE/C				
Agree	26%	9%	66%	668
Unsure	47%	20%	34%	82
Disagree	83%	6%	12%	751
BAD IDEA/GIVE MONEY TO DOCTORS/MEDICAL/C				
Agree	27%	6%	67%	408
Unsure	39%	19%	42%	219
Disagree	73%	6%	22%	873
ILLEGAL SALES IF PROP 99 PASSED/C				
Increase	34%	8%	58%	579
Unsure	51%	20%	30%	106
Not increase	71%	6%	23%	816
AGE/LIFESTYLE/C				
Young adults	57%	9%	34%	467
Family adults	56%	7%	37%	566
Older adults	53%	7%	40%	467
RESPONDENT'S EDUCATION/C				
No college	45%	7%	48%	480
Some college	56%	8%	36%	469
College graduate	64%	8%	28%	551
USUAL VOTING BEHAVIOR/C				
Republican	56%	8%	36%	641
Ticket-splitter	54%	10%	36%	187
Democratic	55%	7%	38%	672
TOBACCO PRODUCT USAGE				

(continued)

TARRANCE & ASSOCIATES, INC.
Prop 99 Tracking #3764: Selected Tables

R6	PROP 99 BALLOT/C			TOTAL
	Yes	Undecided	No	
Smoker	24%	5%	70%	347
Past smoker	60%	7%	33%	482
Never smoked	68%	9%	23%	671
TOTAL FAMILY INCOME/C				
Less than $30,000	50%	8%	42%	407
$30,000-$49,999	55%	7%	38%	453
$50,000 and over	61%	7%	32%	501
RESPONDENT'S SEX				
Male	59%	6%	35%	718
Female/home	56%	8%	36%	318
Female/employed	48%	11%	41%	464
RESPONDENT'S SEX/C				
Male	59%	6%	35%	718
Female	52%	10%	39%	782
GEOGRAPHIC AREAS				
North Coast/Mountain	78%	5%	16%	38
North Valley	46%	9%	45%	133
San Francisco Metro	57%	7%	36%	319
South Valley	46%	10%	44%	133
South Coast	56%	7%	37%	61
San Bernardino/Riverside	52%	7%	41%	113
Los Angeles Metro	56%	8%	36%	442
Orange County	59%	6%	35%	124
San Diego South	60%	8%	32%	138
MEDIA AREAS				
San Francisco Media	57%	6%	37%	378
San Diego Media	57%	8%	35%	189
Fresno Media	49%	10%	41%	63
Sacramento Media	49%	11%	40%	138
Los Angeles Media	55%	8%	37%	684
Northern California	64%	6%	30%	47
TURNOUT PROPENSITY				
Low	50%	10%	41%	261
Medium	54%	7%	39%	731
High	60%	8%	32%	509
RESPONDENT'S ETHNICITY/C				
Black	53%	10%	37%	115
White	55%	7%	37%	1191
Hispanic	48%	8%	44%	123
Asian/Americn Indian	68%	6%	26%	70
TOTAL	55%	8%	37%	1500

TARRANCE & ASSOCIATES, INC.
Prop 99 Tracking #3764: Selected Tables

R8	TRIPLING TAX INTERFERES/SMOKER'S RIGHTS/C			TOTAL
	Agree	Unsure	Disagree	
TOTAL	43%	4%	53%	1500
PRESIDENTIAL BALLOT/C				
Bush/Quayle	41%	4%	55%	697
Undecided	51%	7%	41%	128
Dukakis/Bentsen	42%	3%	54%	676
U.S. SENATOR BALLOT/C				
Pete Wilson	41%	5%	54%	740
Undecided	42%	3%	54%	145
Leo McCarthy	44%	3%	52%	615
PROPOSITION 99 AWARENESS				
Recall Prop 99	43%	4%	53%	1127
No recall	41%	5%	53%	373
SEEN/HEARD/READ ADS/VOTE AGAINST PROP 99/C				
Yes	42%	3%	55%	906
No	43%	6%	51%	594
SEEN/HEARD/READ ADS/VOTE FOR PROP 99/C				
Yes	44%	4%	52%	746
No	41%	5%	54%	754
PROP 99 BALLOT/C				
Yes	25%	3%	72%	830
Undecided	43%	14%	43%	115
No	68%	3%	28%	555
DON'T PUNISH PEOPLE FOR LIFESTYLE/C				
Agree	69%	4%	27%	668
Unsure	32%	25%	43%	82
Disagree	20%	2%	78%	751
BAD IDEA/GIVE MONEY TO DOCTORS/MEDICAL/C				
Agree	65%	3%	32%	408
Unsure	45%	15%	40%	219
Disagree	31%	2%	67%	873
ILLEGAL SALES IF PROP 99 PASSED/C				
Increase	59%	4%	37%	579
Unsure	41%	16%	43%	106
Not increase	31%	3%	66%	816
AGE/LIFESTYLE/C				
Young adults	45%	3%	52%	467
Family adults	39%	3%	58%	566
Older adults	44%	7%	49%	467
RESPONDENT'S EDUCATION/C				
No college	51%	5%	44%	480
Some college	41%	4%	55%	469
College graduate	36%	3%	61%	551
USUAL VOTING BEHAVIOR/C				
Republican	40%	4%	56%	641
Ticket-splitter	39%	6%	54%	187
Democratic	46%	3%	51%	672
TOBACCO PRODUCT USAGE				
Smoker	60%	3%	37%	347

(continued)

TARRANCE & ASSOCIATES, INC.
Prop 99 Tracking #3764: Selected Tables

R8	TRIPLING TAX INTERFERES/SMOKER'S RIGHTS/C			TOTAL
	Agree	Unsure	Disagree	
Past smoker	40%	4%	56%	482
Never smoked	35%	5%	60%	671
TOTAL FAMILY INCOME/C				
Less than $30,000	48%	4%	48%	407
$30,000-$49,999	46%	3%	51%	453
$50,000 and over	35%	3%	62%	501
RESPONDENT'S SEX				
Male	40%	4%	56%	718
Female/home	44%	6%	50%	318
Female/employed	46%	3%	51%	464
RESPONDENT'S SEX/C				
Male	40%	4%	56%	718
Female	45%	4%	51%	782
GEOGRAPHIC AREAS				
North Coast/Mountain	35%		65%	38
North Valley	46%	4%	50%	133
San Francisco Metro	39%	4%	57%	319
South Valley	47%	6%	47%	133
South Coast	39%	8%	53%	61
San Bernardino/Riverside	51%	4%	45%	113
Los Angeles Metro	44%	4%	52%	442
Orange County	42%	3%	54%	124
San Diego South	35%	5%	61%	138
MEDIA AREAS				
San Francisco Media	40%	3%	56%	378
San Diego Media	38%	4%	58%	189
Fresno Media	43%	3%	54%	63
Sacramento Media	48%	4%	49%	138
Los Angeles Media	44%	4%	51%	684
Northern California	36%	7%	57%	47
TURNOUT PROPENSITY				
Low	46%	7%	47%	261
Medium	46%	3%	50%	731
High	35%	4%	61%	509
RESPONDENT'S ETHNICITY/C				
Black	47%	7%	46%	115
White	42%	3%	54%	1191
Hispanic	42%	6%	52%	123
Asian/American Indian	37%	6%	57%	70
TOTAL	43%	4%	53%	1500

TARRANCE & ASSOCIATES, INC.
Prop 99 Tracking #3764: Selected Tables

R9	DON'T PUNISH PEOPLE FOR LIFESTYLE/C			TOTAL
	Agree	Unsure	Disagree	
TOTAL	45%	5%	50%	1500
PRESIDENTIAL BALLOT/C				
Bush/Quayle	43%	5%	52%	697
Undecided	54%	10%	36%	128
Dukakis/Bentsen	44%	5%	51%	676
U.S. SENATOR BALLOT/C				
Pete Wilson	44%	5%	51%	740
Undecided	46%	10%	44%	145
Leo McCarthy	45%	5%	50%	615
PROPOSITION 99 AWARENESS				
Recall Prop 99	44%	4%	52%	1127
No recall	45%	10%	45%	373
SEEN/HEARD/READ ADS/VOTE AGAINST PROP 99/C				
Yes	44%	3%	53%	906
No	45%	9%	46%	594
SEEN/HEARD/READ ADS/VOTE FOR PROP 99/C				
Yes	44%	3%	53%	746
No	45%	8%	47%	754
PROP 99 BALLOT/C				
Yes	21%	5%	75%	830
Undecided	50%	14%	36%	115
No	79%	5%	16%	555
TRIPLING TAX INTERFERES/SMOKER'S RIGHTS/C				
Agree	72%	4%	24%	638
Unsure	41%	34%	24%	61
Disagree	23%	4%	73%	802
BAD IDEA/GIVE MONEY TO DOCTORS/MEDICAL/C				
Agree	73%	3%	24%	408
Unsure	53%	19%	28%	219
Disagree	29%	3%	68%	873
ILLEGAL SALES IF PROP 99 PASSED/C				
Increase	62%	5%	33%	579
Unsure	42%	16%	42%	106
Not increase	32%	5%	63%	816
AGE/LIFESTYLE/C				
Young adults	45%	5%	50%	467
Family adults	42%	3%	55%	566
Older adults	47%	9%	44%	467
RESPONDENT'S EDUCATION/C				
No college	57%	6%	36%	480
Some college	48%	5%	46%	469
College graduate	30%	5%	65%	551
USUAL VOTING BEHAVIOR/C				
Republican	41%	5%	54%	641
Ticket-splitter	45%	10%	45%	187
Democratic	48%	5%	48%	672
TOBACCO PRODUCT USAGE				

(continued)

TARRANCE & ASSOCIATES, INC.
Prop 99 Tracking #3764: Selected Tables

R9	DON'T PUNISH PEOPLE FOR LIFESTYLE/C			TOTAL
	Agree	Unsure	Disagree	
Smoker	70%	5%	26%	347
Past smoker	40%	5%	54%	482
Never smoked	35%	6%	59%	671
TOTAL FAMILY INCOME/C				
Less than $30,000	51%	6%	43%	407
$30,000-$49,999	46%	5%	49%	453
$50,000 and over	38%	4%	59%	501
RESPONDENT'S SEX				
Male	40%	5%	55%	718
Female/home	47%	8%	44%	318
Female/employed	49%	5%	46%	464
RESPONDENT'S SEX/C				
Male	40%	5%	55%	718
Female	48%	6%	46%	782
GEOGRAPHIC AREAS				
North Coast/Mountain	40%	3%	57%	38
North Valley	52%	4%	44%	133
San Francisco Metro	42%	6%	53%	319
South Valley	51%	6%	42%	133
South Coast	44%	3%	53%	61
San Bernardino/Riverside	56%	7%	37%	113
Los Angeles Metro	43%	5%	52%	442
Orange County	40%	2%	58%	124
San Diego South	41%	9%	51%	138
MEDIA AREAS				
San Francisco Media	42%	6%	53%	378
San Diego Media	46%	9%	45%	189
Fresno Media	51%	5%	44%	63
Sacramento Media	53%	4%	42%	138
Los Angeles Media	44%	5%	52%	684
Northern California	41%	5%	55%	47
TURNOUT PROPENSITY				
Low	56%	7%	37%	261
Medium	47%	5%	48%	731
High	36%	5%	59%	509
RESPONDENT'S ETHNICITY/C				
Black	57%	7%	35%	115
White	43%	5%	52%	1191
Hispanic	51%	6%	43%	123
Asian/Americn Indian	43%	6%	52%	70
TOTAL	45%	5%	50%	1500

TARRANCE & ASSOCIATES, INC.
Prop 99 Tracking #3764: Selected Tables

R10	BAD IDEA/GIVE MONEY TO DOCTORS/MEDICAL/C			TOTAL
	Agree	Unsure	Disagree	
TOTAL	27%	15%	58%	1500
PRESIDENTIAL BALLOT/C				
Bush/Quayle	27%	15%	58%	697
Undecided	30%	24%	46%	128
Dukakis/Bentsen	27%	12%	61%	676
U.S. SENATOR BALLOT/C				
Pete Wilson	26%	14%	60%	740
Undecided	31%	16%	52%	145
Leo McCarthy	27%	15%	58%	615
PROPOSITION 99 AWARENESS				
Recall Prop 99	28%	14%	58%	1127
No recall	24%	17%	59%	373
SEEN/HEARD/READ ADS/VOTE AGAINST PROP 99/C				
Yes	28%	12%	60%	906
No	26%	18%	56%	594
SEEN/HEARD/READ ADS/VOTE FOR PROP 99/C				
Yes	29%	13%	58%	746
No	26%	17%	58%	754
PROP 99 BALLOT/C				
Yes	13%	10%	77%	830
Undecided	22%	36%	43%	115
No	50%	17%	34%	555
TRIPLING TAX INTERFERES/SMOKER'S RIGHTS/C				
Agree	42%	15%	43%	638
Unsure	18%	53%	29%	61
Disagree	17%	11%	73%	802
DON'T PUNISH PEOPLE FOR LIFESTYLE/C				
Agree	45%	17%	38%	668
Unsure	15%	51%	33%	82
Disagree	13%	8%	79%	751
ILLEGAL SALES IF PROP 99 PASSED/C				
Increase	41%	16%	43%	579
Unsure	26%	35%	39%	106
Not increase	17%	11%	72%	816
AGE/LIFESTYLE/C				
Young adults	28%	10%	61%	467
Family adults	27%	14%	60%	566
Older adults	27%	20%	53%	467
RESPONDENT'S EDUCATION/C				
No college	35%	19%	46%	480
Some college	28%	16%	56%	469
College graduate	20%	10%	70%	551
USUAL VOTING BEHAVIOR/C				
Republican	27%	13%	60%	641
Ticket-splitter	28%	23%	49%	187
Democratic	27%	14%	59%	672
TOBACCO PRODUCT USAGE				

(continued)

TARRANCE & ASSOCIATES, INC.
Prop 99 Tracking #3764: Selected Tables

R10	BAD IDEA/GIVE MONEY TO DOCTORS/MEDICAL/C			TOTAL
	Agree	Unsure	Disagree	
Smoker	44%	16%	40%	347
Past smoker	24%	14%	63%	482
Never smoked	21%	15%	64%	671
TOTAL FAMILY INCOME/C				
Less than $30,000	35%	16%	50%	407
$30,000-$49,999	27%	15%	58%	453
$50,000 and over	23%	11%	65%	501
RESPONDENT'S SEX				
Male	26%	13%	61%	718
Female/home	28%	20%	51%	318
Female/employed	29%	12%	59%	464
RESPONDENT'S SEX/C				
Male	26%	13%	61%	718
Female	29%	16%	56%	782
GEOGRAPHIC AREAS				
North Coast/Mountain	27%	10%	63%	38
North Valley	28%	18%	54%	133
San Francisco Metro	26%	12%	61%	319
South Valley	31%	20%	49%	133
South Coast	26%	22%	52%	61
San Bernardino/Riverside	27%	20%	53%	113
Los Angeles Metro	27%	12%	61%	442
Orange County	27%	11%	61%	124
San Diego South	25%	17%	59%	138
MEDIA AREAS				
San Francisco Media	28%	14%	58%	378
San Diego Media	27%	17%	56%	189
Fresno Media	32%	17%	51%	63
Sacramento Media	26%	17%	57%	138
Los Angeles Media	27%	14%	59%	684
Northern California	23%	13%	64%	47
TURNOUT PROPENSITY				
Low	36%	15%	49%	261
Medium	29%	15%	56%	731
High	20%	13%	67%	509
RESPONDENT'S ETHNICITY/C				
Black	37%	17%	46%	115
White	25%	15%	60%	1191
Hispanic	38%	14%	48%	123
Asian/Americn Indian	30%	5%	64%	70
TOTAL	27%	15%	58%	1500

TARRANCE & ASSOCIATES, INC.
Prop 99 Tracking #3764: Selected Tables

R11	ILLEGAL SALES IF PROP 99 PASSED/C			TOTAL
	Increase	Unsure	Not increase	
TOTAL	39%	7%	54%	1500
PRESIDENTIAL BALLOT/C				
Bush/Quayle	39%	7%	55%	697
Undecided	46%	12%	42%	128
Dukakis/Bentsen	37%	7%	56%	676
U.S. SENATOR BALLOT/C				
Pete Wilson	38%	7%	55%	740
Undecided	42%	10%	47%	145
Leo McCarthy	38%	7%	55%	615
PROPOSITION 99 AWARENESS				
Recall Prop 99	37%	6%	56%	1127
No recall	43%	9%	48%	373
SEEN/HEARD/READ ADS/VOTE AGAINST PROP 99/C				
Yes	36%	6%	58%	906
No	43%	9%	48%	594
SEEN/HEARD/READ ADS/VOTE FOR PROP 99/C				
Yes	36%	6%	58%	746
No	42%	8%	50%	754
PROP 99 BALLOT/C				
Yes	24%	6%	70%	830
Undecided	41%	18%	41%	115
No	60%	6%	34%	555
TRIPLING TAX INTERFERES/SMOKER'S RIGHTS/C				
Agree	53%	7%	40%	638
Unsure	37%	28%	35%	61
Disagree	27%	6%	67%	802
DON'T PUNISH PEOPLE FOR LIFESTYLE/C				
Agree	54%	7%	40%	668
Unsure	33%	21%	46%	82
Disagree	26%	6%	68%	751
BAD IDEA/GIVE MONEY TO DOCTORS/MEDICAL/C				
Agree	58%	7%	35%	408
Unsure	43%	17%	40%	219
Disagree	28%	5%	67%	873
AGE/LIFESTYLE/C				
Young adults	46%	7%	47%	467
Family adults	35%	6%	58%	566
Older adults	36%	8%	56%	467
RESPONDENT'S EDUCATION/C				
No college	48%	8%	44%	480
Some college	37%	6%	57%	469
College graduate	32%	7%	61%	551
USUAL VOTING BEHAVIOR/C				
Republican	38%	7%	55%	641
Ticket-splitter	43%	8%	49%	187
Democratic	38%	7%	55%	672

(continued)

TARRANCE & ASSOCIATES, INC.
Prop 99 Tracking #3764: Selected Tables

R11	ILLEGAL SALES IF PROP 99 PASSED/C			TOTAL
	Increase	Unsure	Not increase	
TOBACCO PRODUCT USAGE				
Smoker	54%	6%	39%	347
Past smoker	37%	6%	56%	482
Never smoked	31%	8%	61%	671
TOTAL FAMILY INCOME/C				
Less than $30,000	47%	7%	46%	407
$30,000-$49,999	39%	7%	53%	453
$50,000 and over	34%	6%	60%	501
RESPONDENT'S SEX				
Male	39%	7%	54%	718
Female/home	32%	9%	58%	318
Female/employed	42%	6%	52%	464
RESPONDENT'S SEX/C				
Male	39%	7%	54%	718
Female	38%	7%	55%	782
GEOGRAPHIC AREAS				
North Coast/Mountain	38%	2%	60%	38
North Valley	46%	8%	47%	133
San Francisco Metro	33%	9%	58%	319
South Valley	46%	8%	45%	133
South Coast	33%	8%	59%	61
San Bernardino/Riverside	43%	9%	48%	113
Los Angeles Metro	36%	6%	58%	442
Orange County	45%	6%	48%	124
San Diego South	40%	4%	56%	138
MEDIA AREAS				
San Francisco Media	34%	9%	57%	378
San Diego Media	41%	6%	53%	189
Fresno Media	47%	8%	45%	63
Sacramento Media	50%	7%	43%	138
Los Angeles Media	39%	6%	56%	684
Northern California	23%	9%	68%	47
TURNOUT PROPENSITY				
Low	52%	8%	40%	261
Medium	39%	7%	54%	731
High	31%	6%	63%	509
RESPONDENT'S ETHNICITY/C				
Black	44%	10%	47%	115
White	37%	7%	56%	1191
Hispanic	45%	6%	49%	123
Asian/Americn Indian	46%	8%	46%	70
TOTAL	39%	7%	54%	1500

TARRANCE & ASSOCIATES, INC.
Prop 99 Tracking #3764: Selected Tables

Q12	PROP 99/PUNISH TOBACCO INDUSTRY VS UNFAIR			TOTAL
	Good idea	Unsure	Bad idea	
TOTAL	53%	17%	30%	1500
PRESIDENTIAL BALLOT/C				
Bush/Quayle	54%	16%	29%	697
Undecided	48%	15%	37%	128
Dukakis/Bentsen	53%	17%	30%	676
U.S. SENATOR BALLOT/C				
Pete Wilson	55%	16%	29%	740
Undecided	52%	14%	34%	145
Leo McCarthy	52%	18%	31%	615
PROPOSITION 99 AWARENESS				
Recall Prop 99	53%	16%	30%	1127
No recall	53%	17%	30%	373
SEEN/HEARD/READ ADS/VOTE AGAINST PROP 99/C				
Yes	55%	15%	30%	906
No	50%	19%	31%	594
SEEN/HEARD/READ ADS/VOTE FOR PROP 99/C				
Yes	54%	17%	30%	746
No	53%	16%	31%	754
PROP 99 BALLOT/C				
Yes	82%	12%	6%	830
Undecided	33%	44%	24%	115
No	14%	17%	68%	555
TRIPLING TAX INTERFERES/SMOKER'S RIGHTS/C				
Agree	33%	15%	52%	638
Unsure	36%	37%	27%	61
Disagree	71%	16%	14%	802
DON'T PUNISH PEOPLE FOR LIFESTYLE/C				
Agree	27%	17%	55%	668
Unsure	46%	36%	18%	82
Disagree	77%	14%	9%	751
BAD IDEA/GIVE MONEY TO DOCTORS/MEDICAL/C				
Agree	29%	12%	59%	408
Unsure	33%	32%	34%	219
Disagree	70%	15%	16%	873
ILLEGAL SALES IF PROP 99 PASSED/C				
Increase	33%	15%	52%	579
Unsure	43%	34%	23%	106
Not increase	69%	15%	16%	816
AGE/LIFESTYLE/C				
Young adults	58%	12%	30%	467
Family adults	54%	16%	30%	566
Older adults	47%	22%	31%	467
RESPONDENT'S EDUCATION/C				
No college	42%	18%	40%	480
Some college	53%	17%	30%	469
College graduate	63%	15%	22%	551

(continued)

TARRANCE & ASSOCIATES, INC.
Prop 99 Tracking #3764: Selected Tables

Q12	PROP 99/PUNISH TOBACCO INDUSTRY VS UNFAIR			TOTAL
	Good idea	Unsure	Bad idea	
USUAL VOTING BEHAVIOR/C				
Republican	56%	16%	28%	641
Ticket-splitter	51%	19%	30%	187
Democratic	51%	17%	32%	672
TOBACCO PRODUCT USAGE				
Smoker	26%	19%	55%	347
Past smoker	56%	16%	27%	482
Never smoked	65%	15%	20%	671
TOTAL FAMILY INCOME/C				
Less than $30,000	49%	13%	38%	407
$30,000-$49,999	52%	17%	31%	453
$50,000 and over	58%	16%	26%	501
RESPONDENT'S SEX				
Male	56%	16%	28%	718
Female/home	53%	17%	30%	318
Female/employed	50%	17%	34%	464
RESPONDENT'S SEX/C				
Male	56%	16%	28%	718
Female	51%	17%	32%	782
GEOGRAPHIC AREAS				
North Coast/Mountain	65%	19%	16%	38
North Valley	52%	13%	35%	133
San Francisco Metro	53%	19%	28%	319
South Valley	44%	17%	39%	133
South Coast	47%	27%	26%	61
San Bernardino/Riverside	50%	13%	38%	113
Los Angeles Metro	54%	16%	30%	442
Orange County	57%	19%	25%	124
San Diego South	60%	12%	28%	138
MEDIA AREAS				
San Francisco Media	52%	19%	29%	378
San Diego Media	57%	12%	31%	189
Fresno Media	49%	19%	32%	63
Sacramento Media	52%	13%	34%	138
Los Angeles Media	52%	17%	31%	684
Northern California	64%	17%	19%	47
TURNOUT PROPENSITY				
Low	52%	12%	36%	261
Medium	50%	17%	33%	731
High	59%	17%	23%	509
RESPONDENT'S ETHNICITY/C				
Black	45%	17%	39%	115
White	54%	17%	30%	1191
Hispanic	51%	18%	32%	123
Asian/Americn Indian	66%	10%	25%	70
TOTAL	53%	17%	30%	1500

TARRANCE & ASSOCIATES, INC.
Prop 99 Tracking #3764: Selected Tables

R13	PROP 98 BALLOT/C			TOTAL
	Yes-favor	Undecided	No-against	
TOTAL	60%	17%	23%	1500
PRESIDENTIAL BALLOT/C				
Bush/Quayle	55%	19%	26%	697
Undecided	50%	22%	27%	128
Dukakis/Bentsen	67%	14%	19%	676
U.S. SENATOR BALLOT/C				
Pete Wilson	56%	18%	26%	740
Undecided	50%	25%	25%	145
Leo McCarthy	66%	14%	20%	615
AGE/LIFESTYLE/C				
Young adults	71%	16%	13%	467
Family adults	61%	15%	23%	566
Older adults	47%	19%	34%	467
RESPONDENT'S AGE				
18-24	77%	14%	9%	142
25-29	73%	17%	11%	142
30-34	65%	18%	18%	183
35-39	66%	12%	21%	185
40-44	65%	15%	20%	157
45-54	54%	18%	28%	224
55-64	49%	17%	34%	205
65 and over	46%	20%	33%	255
Dk/no answer	27%	31%	41%	6
RESPONDENT'S EDUCATION/C				
No college	57%	18%	25%	480
Some college	61%	19%	20%	469
College graduate	61%	14%	25%	551
USUAL VOTING BEHAVIOR/C				
Republican	55%	19%	26%	641
Ticket-splitter	57%	16%	27%	187
Democratic	65%	15%	20%	672
TOTAL FAMILY INCOME/C				
Less than $30,000	61%	16%	22%	407
$30,000-$49,999	58%	18%	24%	453
$50,000 and over	63%	14%	23%	501
RESPONDENT'S SEX				
Male	57%	17%	26%	718
Female/home	58%	19%	22%	318
Female/employed	65%	16%	19%	464
RESPONDENT'S SEX/C				
Male	57%	17%	26%	718
Female	62%	17%	21%	782
GEOGRAPHIC AREAS				
North Coast/Mountain	51%	23%	26%	38
North Valley	58%	13%	29%	133
San Francisco Metro	58%	18%	24%	319
South Valley	65%	12%	23%	133
South Coast	50%	24%	26%	61
San Bernardino/Riverside	58%	20%	22%	113
Los Angeles Metro	62%	18%	20%	442
Orange County	56%	15%	29%	124
San Diego South	65%	15%	20%	138
MEDIA AREAS				
San Francisco Media	58%	18%	24%	378
San Diego Media	64%	17%	19%	189
Fresno Media	66%	13%	20%	63

(continued)

TARRANCE & ASSOCIATES, INC.
Prop 99 Tracking #3764: Selected Tables

R13	PROP 98 BALLOT/C			TOTAL
	Yes-favor	Undecided	No-against	
Sacramento Media	62%	11%	27%	138
Los Angeles Media	60%	17%	23%	684
Northern California	45%	23%	32%	47
TURNOUT PROPENSITY				
Low	70%	18%	11%	261
Medium	58%	17%	25%	731
High	56%	16%	28%	509
RESPONDENT'S ETHNICITY/C				
Black	66%	18%	17%	115
White	57%	18%	25%	1191
Hispanic	75%	10%	14%	123
Asian/American Indian	66%	14%	20%	70
TOTAL	60%	17%	23%	1500

TARRANCE & ASSOCIATES, INC.
Prop 99 Tracking #3764: Selected Tables

Q13	PROP 98 BALLOT							TOTAL
	Yes-favor/ strongly	Yes-in favor	Lean yes/in favor	Undecided	Lean no/against	No-against	No-against/ strongly	
TOTAL	37%	18%	5%	17%	2%	9%	12%	1500
PRESIDENTIAL BALLOT/C								
Bush/Quayle	33%	17%	5%	19%	3%	9%	13%	697
Undecided	28%	17%	5%	22%	3%	11%	14%	128
Dukakis/Bentsen	43%	19%	5%	14%	1%	8%	10%	676
U.S. SENATOR BALLOT/C								
Pete Wilson	33%	18%	5%	18%	3%	10%	13%	740
Undecided	31%	14%	4%	25%	3%	14%	9%	145
Leo McCarthy	43%	20%	4%	14%	2%	7%	11%	615
AGE/LIFESTYLE/C								
Young adults	45%	21%	4%	16%	3%	6%	4%	467
Family adults	37%	19%	5%	15%	2%	10%	11%	566
Older adults	28%	14%	5%	19%	2%	10%	21%	467
RESPONDENT'S AGE								
18-24	48%	24%	6%	14%	1%	6%	2%	142
25-29	49%	20%	3%	17%	4%	5%	1%	142
30-34	40%	19%	5%	18%	3%	8%	6%	183
35-39	42%	20%	4%	12%	2%	8%	11%	185
40-44	38%	22%	5%	15%	3%	8%	9%	157
45-54	32%	16%	6%	18%	2%	12%	14%	224
55-64	28%	15%	6%	17%	1%	8%	24%	205
65 and over	29%	14%	4%	20%	3%	11%	19%	255
Dk/no answer	12%	16%		31%		25%	16%	6
RESPONDENT'S EDUCATION/C								
No college	35%	18%	4%	18%	2%	8%	14%	480
Some college	37%	19%	5%	19%	2%	7%	11%	469
College graduate	38%	18%	5%	14%	3%	11%	11%	551
USUAL VOTING BEHAVIOR/C								
Republican	32%	18%	5%	19%	4%	10%	12%	641
Ticket-splitter	36%	18%	3%	16%	2%	5%	20%	187
Democratic	41%	18%	5%	15%	2%	9%	10%	672
TOTAL FAMILY INCOME/C								
Less than $30,000	36%	19%	6%	16%	2%	10%	10%	407
$30,000-$49,999	35%	18%	5%	18%	3%	8%	12%	453
$50,000 and over	41%	18%	4%	14%	2%	8%	13%	501
RESPONDENT'S SEX								
Male	35%	19%	3%	17%	2%	9%	15%	718
Female/home	37%	14%	7%	19%	2%	8%	12%	318
Female/employed	40%	20%	5%	16%	4%	8%	8%	464
RESPONDENT'S SEX/C								
Male	35%	19%	3%	17%	2%	9%	15%	718
Female	39%	18%	6%	17%	3%	8%	10%	782
GEOGRAPHIC AREAS								
North Coast/Mountain	27%	16%	8%	23%	5%	5%	16%	38
North Valley	33%	21%	4%	13%	1%	13%	15%	133
San Francisco Metro	33%	20%	4%	18%	2%	10%	12%	319
South Valley	39%	21%	5%	12%	3%	7%	13%	133
South Coast	31%	11%	8%	24%	2%	13%	11%	61
San Bernardino/Riverside	42%	13%	3%	20%	3%	6%	13%	113
Los Angeles Metro	39%	18%	5%	18%	2%	7%	11%	442
Orange County	39%	14%	4%	15%	5%	10%	15%	124
San Diego South	40%	20%	5%	15%	2%	9%	9%	138
MEDIA AREAS								
San Francisco Media	32%	21%	5%	18%	2%	10%	12%	378

(continued)

TARRANCE & ASSOCIATES, INC.
Prop 99 Tracking #3764: Selected Tables

Q13	PROP 98 BALLOT							TOTAL
	Yes-favor/ strongly	Yes-in favor	Lean yes/in favor	Undecided	Lean no/against	No-against	No-against/ strongly	
San Diego Media	41%	18%	5%	17%	3%	8%	9%	189
Fresno Media	40%	23%	3%	13%	2%	9%	9%	63
Sacramento Media	40%	17%	4%	11%	1%	9%	17%	138
Los Angeles Media	38%	17%	5%	17%	3%	7%	12%	684
Northern California	23%	17%	4%	23%		19%	13%	47
TURNOUT PROPENSITY								
Low	43%	23%	5%	18%	2%	5%	4%	261
Medium	37%	17%	4%	17%	3%	9%	13%	731
High	34%	17%	5%	16%	2%	11%	15%	509
RESPONDENT'S ETHNICITY/C								
Black	45%	16%	4%	18%	1%	5%	11%	115
White	35%	18%	5%	18%	3%	10%	12%	1191
Hispanic	48%	23%	4%	10%	1%	3%	10%	123
Asian/American Indian	43%	14%	9%	14%	6%	4%	10%	70
TOTAL	37%	18%	5%	17%	2%	9%	12%	1500

TARRANCE & ASSOCIATES, INC.
Prop 99 Tracking #3764: Selected Tables

Q24	PLAN TO VOTE ON ALL 24 INITIATIVES				TOTAL
	Vote all	Pick and choose	Vote "no" on all	Unsure	
TOTAL	53%	36%	3%	8%	1500
PRESIDENTIAL BALLOT/C					
Bush/Quayle	52%	38%	3%	7%	697
Undecided	37%	44%	4%	16%	128
Dukakis/Bentsen	56%	33%	4%	7%	676
U.S. SENATOR BALLOT/C					
Pete Wilson	53%	37%	3%	7%	740
Undecided	43%	42%	3%	12%	145
Leo McCarthy	54%	34%	4%	8%	615
PROPOSITION 99 AWARENESS					
Recall Prop 99	54%	35%	3%	7%	1127
No recall	47%	38%	4%	11%	373
SEEN/HEARD/READ ADS/VOTE AGAINST PROP 99/C					
Yes	56%	35%	3%	6%	906
No	47%	38%	3%	11%	594
SEEN/HEARD/READ ADS/VOTE FOR PROP 99/C					
Yes	57%	32%	4%	6%	746
No	48%	40%	3%	10%	754
PROP 99 BALLOT/C					
Yes	57%	35%	2%	6%	830
Undecided	43%	41%	1%	15%	115
No	48%	37%	7%	8%	555
TRIPLING TAX INTERFERES/SMOKER'S RIGHTS/C					
Agree	47%	40%	5%	8%	638
Unsure	40%	26%	10%	24%	61
Disagree	58%	34%	2%	7%	802
DON'T PUNISH PEOPLE FOR LIFESTYLE/C					
Agree	46%	39%	6%	9%	668
Unsure	40%	34%	4%	22%	82
Disagree	60%	33%	1%	5%	751
BAD IDEA/GIVE MONEY TO DOCTORS/MEDICAL/C					
Agree	49%	37%	6%	9%	408
Unsure	45%	37%	2%	16%	219
Disagree	56%	35%	3%	6%	873
ILLEGAL SALES IF PROP 99 PASSED/C					
Increase	48%	39%	5%	8%	579
Unsure	43%	33%	3%	22%	106
Not increase	57%	35%	3%	6%	816
AGE/LIFESTYLE/C					
Young adults	52%	40%	2%	6%	467
Family adults	60%	30%	3%	8%	566
Older adults	45%	40%	5%	10%	467
RESPONDENT'S EDUCATION/C					
No college	38%	40%	6%	16%	480
Some college	53%	39%	3%	4%	469
College graduate	65%	30%	2%	4%	551

(continued)

TARRANCE & ASSOCIATES, INC.
Prop 99 Tracking #3764: Selected Tables

Q24	PLAN TO VOTE ON ALL 24 INITIATIVES				TOTAL
	Vote all	Pick and choose	Vote "no" on all	Unsure	
USUAL VOTING BEHAVIOR/C					
Republican	52%	38%	3%	7%	641
Ticket-splitter	50%	36%	3%	11%	187
Democratic	54%	34%	4%	8%	672
TOBACCO PRODUCT USAGE					
Smoker	51%	33%	7%	9%	347
Past smoker	57%	33%	3%	8%	482
Never smoked	50%	40%	2%	7%	671
TOTAL FAMILY INCOME/C					
Less than $30,000	42%	44%	4%	10%	407
$30,000-$49,999	56%	34%	3%	7%	453
$50,000 and over	60%	32%	3%	5%	501
RESPONDENT'S SEX					
Male	54%	34%	4%	8%	718
Female/home	50%	38%	3%	9%	318
Female/employed	53%	37%	3%	6%	464
RESPONDENT'S SEX/C					
Male	54%	34%	4%	8%	718
Female	52%	38%	3%	8%	782
GEOGRAPHIC AREAS					
North Coast/Mountain	69%	28%		3%	38
North Valley	52%	37%	4%	6%	133
San Francisco Metro	54%	35%	4%	6%	319
South Valley	51%	33%	4%	12%	133
South Coast	47%	35%	8%	10%	61
San Bernardino/Riverside	55%	28%	5%	12%	113
Los Angeles Metro	53%	37%	3%	8%	442
Orange County	50%	40%	2%	9%	124
San Diego South	50%	44%	3%	4%	138
MEDIA AREAS					
San Francisco Media	56%	34%	4%	6%	378
San Diego Media	51%	38%	4%	7%	189
Fresno Media	45%	35%	4%	16%	63
Sacramento Media	52%	35%	6%	8%	138
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TURNOUT PROPENSITY					
Low	34%	46%	6%	13%	261
Medium	51%	37%	3%	8%	731
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RESPONDENT'S ETHNICITY/C					
Black	39%	45%	3%	13%	115
White	56%	34%	3%	7%	1191
Hispanic	36%	41%	6%	17%	123
Asian/American Indian	49%	43%	1%	7%	70
TOTAL	53%	36%	3%	8%	1500

APPENDIX C

VERBATIM COMMENTS - NOVEMBER 4-7, 1988

PROP 99 TRACKING (#3764) FRIDAY, NOVEMBER 4, 1988

Question 7-1: What are one or two reasons why you support Prop 99?

It is going to help the hospitals and research. I don't like the doctors getting so much money.

I don't know.

For the purpose of educating kids and more money for research. Also, it is a disgusting habit.

It's good for smokers and non smokers -- it will warn of tobacco dangers and fund research.

I think it is a good idea because the money will go to a good cause.

Cigarettes destroy people. I don't like that.

Smokers tend to have problems with their health. It causes insurance rates to go up for smokers as well as nonsmokers.

This is point of advocacy. I have urged such a tax for years. I am pleased it was presented to voters and hope it passes.

I don't know really. I think its good that it will probably cut down on smoking. I don't smoke; I'm against smoking.

I don't believe anyone should be allowed to smoke in public.

I hope that the tax on cigarettes will help deter some teenagers from smoking. I hope the tax revenue will be used to educate youth about the dangers of smoking.

I feel those who use tobacco should be taxed. My reasoning is that if smokers can pay, they can pay the extra tax. It will be a deterrent.

Basically, I support "sin" taxes -- like taxing cigarettes and liquor. I think the money could be used for lung cancer research which would be a good idea.

I think that cigarette smokers are damaging themselves as well as others. The money could be used for something else.

I think it is time for people to start paying their own medical bills.

PROP 99 TRACKING (#3764) FRIDAY, NOVEMBER 4, 1988

I am for a smoke-free environment. This tax may stop smoking and the tax will fund health research.

Insufficient. Very harmful for those who smoke and those who don't smoke and those who inhale the smoke, like the children.

It's a good idea to tax because the cigarette companies are already making too much. The money may go to a good cause.

I believe in luxury taxes.

I don't see why the nonsmoking public should support the cost of the smoking public (their medical care). Hopefully, this is the first step in outlawing smoking altogether.

I don't smoke. If they smoke, they help me -- if they pay more taxes, the better off I am.

Smoking kills people and maybe this will make people think how dangerous it is. They money will go to good use.

I am a nonsmoker so I don't like smoke. The cost may deter some people that might otherwise start smoking.

I'm prejudiced against smokers. It would help prevent smoking.

No comment.

Lousy, dirty campaign by the tobacco industry. I believe in a tax on cigarettes.

Help research of cancer.

I think it's unhealthy. If they put a high tax on it, maybe people will quit.

It will discourage smoking. Money will go to good cause.

I think cigarettes are terrible; I would do anything to ban cigarettes from society. I'm for anything that would discourage people from using cigarettes.

I don't want people to smoke.

I think it's about time to take some steps to curb smoking, and I feel Prop 99 might help.

Because of advertising on TV. I'm a nonsmoker.

PROP 99 TRACKING (#3764) FRIDAY, NOVEMBER 4, 1988

Tobacco is a drug just like the rest. This is an opportunity to curb smoking, and raise money to help the poor and do the research necessary to stamp out smoking-related diseases.

I'm voting for it because I feel it will help save lives. Maybe the tax will stop people from smoking because I don't like to be around people who smoke.

I think it's a measure against the cigarette companies, which I'm in favor of. All these arguments the smoker's have been making about being singled out for a tax increase is beside the point. Didn't those smokers vote for a school tax increase when they knew it would affect people who didn't even have kids?

The tobacco industry is misleading the voters. The industry states that the tax will increase crime so the initiative should be voted down to avoid the crime increase. I'm in favor of anything that will dissuade smokers from smoking. Smoking is unhealthy. I don't smoke.

It's a deterrent for young people, and funding for cancer research. I wish it would tax the tobacco companies instead of the people. I think it's a good idea.

I don't like smoking and smoke-filled rooms. My parents are smokers and that really makes me sick when they smoke.

Because I smoke.

The reason I'm supporting Prop 99 is because I don't smoke. It will have extra tax on cigarettes and will help the people who have lung cancer without money to pay the bill.

Smoking is bad for you. It's a bad habit for both the person smoking and the people surrounding the smoker.

I think that the tobacco industry should be taxed.

I believe a tax increase is long overdue in California. The money is going for a good cause.

It's a good idea. The tax will give more money to the state.

It should help cut down on smoking -- this proposition is against people who smoke.

First of all, I'm a nonsmoker. As far as I can tell, the tax goes to good causes. I can't say anything else -- I haven't read everything on it.

PROP 99 TRACKING (#3764) FRIDAY, NOVEMBER 4, 1988

I don't agree with the tobacco industry. The tobacco industry causes a lot of the medical problems that we have today. Tobacco, just like dope, leads to addiction. The industry (tobacco) should pay for it.

I'm against smoking.

I haven't studied too much on it. I can't say.

The percentage of smokers will hopefully go down. It will discourage and educate young people.

I had a major heart attack and was in intensive care. I used to be a heavy smoker, and I don't want anyone to have to go through what I went through to learn their lesson. If they tax it, maybe more people will quit.

I have several reasons. Main reason is because it will discourage young children from smoking. Since I'm not a smoker, I don't want to pay for the tax.

Most of the people are voting against it, so I am going to vote for it.

My husband persuaded me to stop my habit. He smoked for 51 years, and he's sick as a consequence of his smoking habit. I don't want to suffer as he has, so I quit smoking.

Smokers should pay for what the rest of society is paying for -- paying now for burdens smokers create. Education would be funded and would make smoking less attractive.

I oppose smoking. It is so unhealthy. I also oppose tobacco sellers pushing their cigarettes on the market.

People are dumb enough to smoke -- they should pay for it.

There are 31 million people dying of cigarette smoke -- you've got to be kidding.

I think it's a good idea to educate people on the dangers of smoking, and it's helping people who can't help themselves.

I don't agree with smoking. Maybe this way, it will help cut back on smoking.

I'm a nonsmoker.

I think smoking is terrible. It should be taught not to smoke.

PROP 99 TRACKING (#3764) FRIDAY, NOVEMBER 4, 1988

For personal freedom -- for tax to be used for education.

Raise in tax is deterrent. I don't buy the advertising toward medical field.

The only reason I will vote yes is because I think this will hurt the tobacco company.

I don't smoke. I feel the tobacco industry is interested in making a dollar. Smokers should pay for their own habits.

It creates a situation where the smokers have to pay for the price of their own medical care.

I'm a smoker, and I'd like to quit. We need more research and education.

Tobacco industry against it for financial gain. That's it. Commercials against it make me angry. They're an insult to my intelligence.

I feel they should stop smoking. If it discourages them, than I hope they will stop.

With more tax, there will be less smoking. With less smoking, people will be healthier.

I think an increase in the cost might prevent some youngsters from smoking. The money might help pay for the hospitalization of smokers.

I don't smoke. I think it's very bad for the people who do smoke, and this Prop 99 should stop at least some people from smoking.

It may discourage people from voting. It will make them pay for what the rest of us are paying for already for people who are getting sick from smoking.

I really don't know what to say.

I don't know. I'm not sure either way really yet.

I don't smoke so it doesn't effect me. I haven't really analyzed it.

Cigarette smoke bugs me, and if that's what we have to do to get rid of it, I'm for it.

It doesn't just tax cigarettes, but all tobacco products. I like what the tax money is going to do -- research, development on cancer, youth education regarding dangers of smoking.

The people who smoke harm other people. I think they should pay for this.

There should be a strong method to help people stop smoking.

Smoking causes the state to spend a lot of money. The use of tobacco is responsible for half of the cardiac cases we have, lung cancer, and all the rest of it (health-related problems).

It will help support education about cigarettes.

People shouldn't smoke because it's dangerous for their health.

I think it's a good idea to tax. It controls the cigarettes more.

I don't smoke. I'm a doctor, and I'm concerned about the ailments cigarettes cause.

Mainly, the benefits that could be realized from something bad -- smoking. Something good can come from something bad. Also, a desire for people to quit buying cigarettes.

I've seen what cigarettes do to people. I'm a nurse, I see the effects.

Maybe a few people will stop smoking if it costs more. My mother died of lung cancer. The more cigarettes cost, the fewer people will buy them.

I don't smoke. I don't like smokers. I smoked 43 years and quit. I don't want people smoking in my house. I don't want my children to smoke, and they're grown.

I'm against smoking, so the higher the better. The doctors and the Cancer Society talk about cigarettes, but they sell them everywhere. Some of them might be smokers too. It's bad for you. There are more smokers than nonsmokers, and I believe that.

I'm opposed to smoking. Smoking causes a lot of diseases and smokers should have to pay more to smoke.

The tobacco industry is against it. I don't really want to elaborate on this issue.

I don't smoke. I hope it will stop smoking.

PROP 99 TRACKING (#3764) FRIDAY, NOVEMBER 4, 1988

I'm a nonsmoker. I feel people should quit smoking.

It might help someone to quit or not smoke so much, and it will help lots of people get medical treatment who cannot afford it.

I think it's in best interest of people -- we don't need the pollution. I feel the tax money is going for a good use in education.

I'm a nonsmoker. I don't like it.

Because of the education gained from tax money. I feel we should protect teenagers from the influence of cheap cigarettes.

I don't believe in smoking. Smoking is bad for you, and this might help people stop.

I think it keeps a lot of smoking injuries down.

I can't think of anything right now.

Mostly to discourage people from smoking.

I don't smoke and don't like to be around it.

It's getting revenue from the smokers. It will help the medical costs.

People who smoke are affecting all of us. They are causing some people to have health problems. I think they should have to pay for advertising to educate children not to smoke and for research to help those who have health problems.

I don't believe that I, as a nonsmoker, should have to pay a tax on tobacco. I think that if they are going to smoke, then they should have to pay the tax.

It should cost more money to destroy people who smoke cigarettes because it is a bad habit to get hooked on cigarettes.

I think I'm in favor of taxing cigarettes. If we don't, there will be no efforts made to discourage smoking.

I think cigarettes should be done away with completely. They are bad for everyone.

It's proper to tax tobacco products to help health care costs since they caused the problems. We need the research and education.

I'm against smoking myself, and I believe they should have to pay taxes.

Primarily, because of the provisions in it for anti-smoking education -- to keep kids from starting to smoke at an early age. If they are taught often enough how bad and harmful it is, maybe fewer people will start smoking, and also, I like using the money for research on lung cancer. I think it only fair that smokers pay for extra lung cancer research.

It will help smokers in the long run -- the higher the taxes, the less people will smoke. I also think that it will help the medical industry.

The extra taxation will go back to help fund health studies. I have friends that died of lung cancer.

No comment.

I believe it will help to curtail smoking and get revenue at the same time. If it will help to discourage smoking, that's good too.

I think smoking is horrible. I think it might stop young people from starting to smoke.

I don't know. I just have a gut feeling about it. I'm not a smoker, and I think the tax money will be put to good use.

The tax on that hasn't gone up in a very long time. Also, the general public is having to pay for the health hazards that are caused by tobacco. Tobacco hurts me directly because I'm allergic to it. In addition, it's a terrible health hazard. Besides the tax will pay for research and education.

Those against the Prop hollered so much that they made me think about it -- and I decided to vote for it. They changed my mind to a vote for the Prop.

I like the way the funds are distributed. I am a nonsmoker.

I spent too much of my time in smoke-filled rooms. I am for any measures that will decrease the amount of smoke that the nonsmokers will have to inhale.

I like the money's use as planned to save other taxes.

PROP 99 TRACKING (#3764) FRIDAY, NOVEMBER 4, 1988

Cigarette smokers, by choice, harm their health and the health of everyone who has to be near them. They should be taxed more to help defray the cost of tobacco health research and the cost of educating the smokers of the dangers and hazards that smoke causes in the body.

I don't know.

If they are going to smoke up the air, that's their problem. They can pay for it. It's the same as gas -- if you use it, you pay for it.

PROP 99 TRACKING (#3764) FRIDAY, NOVEMBER 4, 1988

Question 7-2: What are one or two reasons why you are hesitant about Prop 99?

I distrust the TV ads - they are paid to disseminate information, and I don't trust it. It's the only source until the voter's booklet comes out, which is impartial, and I haven't read it yet.

If Prop 99 said that there was a tax of 25¢ only, that would be OK. But it doesn't say how the money will be allocated.

I don't know what they are going to do with the tax. I don't care if they get more or less tax, because we are going to make cigarettes and people are going to buy cigarettes and whoever smokes is going to get cancer anyway.

It could be a good idea, but I don't know where the money would go.

I guess I would like to see taxing on cigarettes, but I don't want a group of people to be singled out.

I'm not happy with it. It's not the kind of campaign I like to see.

I used to be a smoker, but I'm not a smoker anymore. It's up to the individual smoker.

I need to read more about Prop 99, but I do disagree with the taxes on cigarette packs.

I need to read more about it -- I don't want to base a decision on what I see on TV.

I feel it's discriminatory against smokers, so I feel it's not a good idea. But I like some of the other things it will do.

I'm not sure which would give more law enforcement -- I'm for more law enforcement.

I don't know whether it's right to tax people like that.

I can't make any sense about the arguments for and against the proposition.

I smoke, so I sympathize but that tax penalizes smokers!

I am very confused because I don't know if what the police department is saying about cigarette smuggling is true.

I've only seen the commercials, and I would like to make a decision on more than just the commercials. All of the commercials I have seen have been to vote no on Prop 99.

Question 7-3: And what are one or two reasons why you would vote against Prop 99?

I don't think we need the tax for that purpose. I don't approve trying to socialize one specific product.

First of all, I smoke and that's my only bad habit. I disagree completely with raising taxes on cigarette packs.

I don't think it is fair.

Because I am a smoker and I don't want to pay higher tax. I feel we should not have to pay that for cigarettes.

Because I am a smoker. I don't think they should be so hard on smokers.

I am against Prop. 99 because it is not the best thing for the country.

There are better ways to go than taxing cigarettes to acquire money for schools and other beneficiaries.

I'm a smoker.

They should let people decide if they should smoke. I feel that the people have a right to choose.

Because it's discriminating the people's freedom of choice. They're forcing them to pay more money when they want to exercise the right to smoke. They can do whatever they want.

People shouldn't smoke because it's not good for you and other people if you smoke.

Unlike everyone thinks, it will escalate crime. Police officers need to be doing other things.

I would vote against it because all the ads are so negative.

It unfairly jeopardizes one portion of the public and not the rest.

I smoke. I don't believe most of the crap people are saying about it.

I want to keep that to myself. I can't tell you.

Because I smoke.

I think that it's not fair for certain groups of people to have to pay for what they do.

I don't smoke and I'm against the tobacco industry.

It would cost me a lot of money to buy cigarettes. Even though my wife smokes, I'm still against.

Because from what I hear and I don't smoke. I really don't know that much about it.

I don't think the money is going to go where it should go.

Because I don't think it's fair that they should tax the smoker. It's not right.

We had enough taxes. Too many taxes. Very few taxes are productive. Too much spending. We spend too much.

We don't need the extra expense. I'm a smoker and I live on a fixed income.

Because I smoke. Taxed too much.

I am against Prop. 99 because it's not fair to tax a certain group only. The money would not end up going to the right cause anyway.

My friends are against Proposition 99. I don't think they should be penalized for smoking. Tripling the cigarette tax is unfair.

I do not smoke. I do not think it's right.

I don't believe in the way that it is written. I don't think that it'll solve the problem. It's an unfair tax.

Strongly disagree with the principle.

I smoke and I don't want to pay more. The money is going to doctors and research. They need to prove to me that's where the money is going.

Because I do not smoke. I shouldn't penalize people who wish to smoke. I don't smoke. I've never smoked, but it they want to have lung cancer, that's their problem.

I feel it takes away the rights of a person. Next thing you know, it will be liquor.

Cigarettes are expensive enough. I don't feel they should tax people's personal choices. The tax won't make people quit.

It's prejudiced against smokers. I don't know if it's going to help.

I don't think taxes should go up on cigarettes. I don't smoke but it wouldn't be fair for those who do.

I am against Prop. 99 because I am a smoker myself.

I smoke but my husband doesn't. He convinced me that it wasn't fair to saddle one group with paying for all those things-- the medical research and education and all that. Smokers shouldn't be singled out and expected to pay for all that.

Because people shouldn't smoke in the first place.

I'm a smoker and I think it's wrong to legislate morality. It is not right to tax just smokers.

First of all, I don't believe in taxes, period! And I don't think people should be taxed just because they smoke. That's unfair. People shouldn't be forced into paying taxes just because they choose to do something I don't do. I don't believe in smoking and I think it's bad for your health, but this tax isn't right.

I don't think this initiative will do one thing to stop people from smoking. They'll pay an extra 25¢ and keep smoking and I don't see any real need to get more tax money to be used for any purpose. Just getting more money to do anything is irrelevant.

I feel sure that the money will probably not be spent properly.

I don't like the confusing language of the bill. I would like to see all the tax money go into research and treating tobacco-related illnesses.

I just don't think it's fair.

I'm a smoker. I don't think it will do what they say it will do.

It's just kind of a high tax and because they are taxing someone's personal preferences, like a habit.

Raising taxes is unfair because it penalizes users. I'm a smoker and I resent the initiative.

I'm a smoker. I just believe that smokers have rights too and I don't think we should have to pay heavy taxes to do it.

I don't feel the tax money being generated would be used properly.

One is that cigarettes are taxed enough. The only ones it will hurt are the lower income people because they're the ones who smoke. I don't feel the money will be used for the things the commercials say it is going for.

Because I don't feel it's fair to tax one particular item and I don't smoke. They are singling out smokers and that is unfair.

I don't approve of any more taxes.

They are taxing the poor people. The rich can afford it.

I don't know why they are putting more tax on cigarettes. They already cost enough.

I disagree on using taxes to prevent people from smoking. Because taxes should be increased to everybody, not only to smokers- to create new revenues.

It's unconstitutional. I'm not sure where the funds go.

I don't know.

I don't think smokers should be taxed more. I don't have any other reasons. I've never smoked in my life, but I think people pay enough taxes now.

Because my husband smokes. No other reason.

I smoke. I don't want tax.

After reading the literature, it's going to increase the price of cigarettes and tobacco. It's not right.

Because I don't smoke. I don't really know any other reasons but I don't smoke.

I know too many people who smoke and they would have trouble paying the extra money. They can't afford higher tax.

I don't think it's fair to overtax any one thing, and this triples the tax on one item for one group. Not fair, and I think they're right in what they say about this tax creating a black market for cigarettes the same way we had a black market for alcohol during prohibition. I can see the benefits of what they plan to use the tax money for, but I just don't believe in taxing anything that much.

I think it is a way to regulate other people's lives. I think it's just too judgmental.

It seems unfair to tax one group of people and use their tax money to support several unrelated programs that do not benefit smokers. I think the tax is too much of a sudden increase and I think they want to use the money for too many programs.

Because I am a smoker and it will be very hard for me to spend more on cigarettes. That is the main reason.

I don't think smokers should be responsible for paying for other people's responsibilities.

If they put a tax on cigarettes, why don't they do the same for alcohol?

Basically, we're for smokers. You don't want to punish others for their particular lifestyle. I guess I'm really middle-of-the-road on this issue.

The tax is not going to solve the smoking problem here. They are using the wrong psychology on smokers. Also, they should not drain just smokers to obtain more money for other programs and services. Everyone should pay.

I don't know. I just don't know at this time.

Tobacco is not right. It's bad for your health.

I feel people have the right to do what they want to do. America is supposed to be a free country and we're supposed to have the right to do whatever we please.

I just feel that it is an overtaxation for smokers. That is the only reason I oppose.

Prop. 99 is grossly unfair and poorly written. There should be a tax on alcohol.

I don't feel like taxing cigarettes. They might as well tax milk. It doesn't seem right to me. It's gouging, not an appropriate method to collect income.

It's not right because they're trying to hurt people who want to smoke. People should be able to smoke whenever they want to. If I'm on a Greyhound bus in the state of California, I can't smoke. Now I hear I can't smoke a cigarette in the air space of California on a two hour flight.

Don't think it's quite right to tax certain people and not others.

I think it takes one segment of the population and punishes them. If I knew for certain that the money would be used for anti-smoking education or medical research, I would vote yes, but the money being used to help people pay their medical bills. I don't approve of that.

If they're going to tax anything it should be alcohol. Cigarettes don't kill people, alcohol kills people. People don't get in fights and beat up smoking. They get in fights drinking.

I don't like the idea of them playing dictators to smokers. I don't like all the money going to doctors.

I am a nonsmoking person and I don't like smoke.

I can't say specifically why I'm against it. I just have the feeling that it is wrong.

I can't think of anything right now.

There's no benefit to it. I'm not a smoker, but there's no benefit to it.

It will increase bootlegging. Won't stop smoking.

I think there are other ways to get tax money. It also won't cure the problem.

I'm a nonsmoker and I think it's wrong and I feel the money won't be distributed equally. It's an encroachment of people's freedom to do as they please.

It's taxing the wrong end of the people. I would prefer the tax to be placed on the tobacco companies and not on the buyers. I'd also like to know a little bit more about where the money is going.

I think it is an unfair tax. I don't smoke and I still think it is wrong.

I smoke cigarettes.

I don't think it's right to tax the smokers for the hospitalization.

I think it'll be doing the smokers a favor.

I don't think it would benefit many people.

Because it will cost more for cigarettes. It's prejudiced against smokers.

I am very conservative, and I don't want to pay more tax. I really don't think it is fair to triple tax.

Should not tax cigarettes. I'm a smoker.

People have the right to have a different opinion. I think the AMA should do some study on the Japanese. They are chain smokers, and they don't get cancer till they move here. If you are against something (like the issue of smoking), the AMA thinks you're a dirty dog and also the radicals think the same thing.

It really doesn't matter to me. If people want to smoke, they can smoke.

It says that the money will go to financing education. I disagree. They will divert the money to other projects -- that's for sure.

I'm against smoking. I don't think any money should be made available to encourage people to smoke.

I smoke. Why should I be penalized for it? I shouldn't be discriminated against.

I go along with commercial that says, "We should not dictate a person's lifestyle."

People should do what they want. I don't smoke, but I don't think they should raise taxes for the people who do just to get a smoke.

Because the state and federal government have enough of our rights. This should not be mandatory. People should quit on their own if they want to.

I don't want any additional taxes.

I don't think it's fair that one group should be picked on for smoking. I think nobody should be punished for what they do.

Because I'm a smoker.

Taxes. I don't like higher taxes. It sure is a higher tax. Money's going to a bad cause. Doctors make too much money as it is.

PROP 99 TRACKING (#3764) FRIDAY, NOVEMBER 4, 1988

I don't think the state should control anything more. One needs a license to babysit even. In this state, everything is taxed.

It's a person's right to smoke.

If we're going to teach kids about cigarettes, it should come from the home.

I'm not opposed to the tax, but I think it should be a federal tax and not a state tax.

The state is taxing the wrong people. We don't need more taxes.

I can't say.

We are already paying a lot of tax for everything we do, and we just don't need any more taxes. I am a smoker.

I don't agree with raising taxes on cigarettes.

There's a lot of hidden aspects in it. I think it would be good to help all those people, but I really don't think they'll really get the money. They'll just waste it.

I think cigarettes should be outlawed and advertising should be outlawed, but it's wrong to use a tax to abolish it. I'm personally opposed to the initiative process.

It's an additional tax. Several of us are weary of extra taxes. People want to smoke. It's just an excuse to collect taxes.

PROP 99 TRACKING (#3764) SATURDAY NOVEMBER 5, 1988

Question 7-1: What are one or two reasons why you support Prop 99?

If the price gets high enough, maybe the smokers will find out why they use it and what is wrong with them.

I want the extra tax money to fund cigarette related illnesses. I hate cigarettes.

I am an ex-smoker. I just can't stand to be around someone who smokes. I am all for the tax if it will help someone quit smoking. It is debatable if the tax will get where it is supposed to.

I am a reformed smoker, and can't stand being where someone else is smoking. I smoked for over 30 years.

It will increase the cost of cigarettes and discourage people from smoking. Also, I am in favor of funding research in lung disease.

I don't smoke. I have a heart problem, and am very against smoking.

It's a reasonable tax.

I just woke up and can't think of any reason.

The expense may discourage some.

It may help young people to not start smoking. I am a nonsmoker, and don't like to be around smoke in the work environment.

If people want to kill themselves, let them foot the bill.

I don't smoke.

I would like smoking to be outlawed. It's more of a religious belief.

I think it is a good initiative. If I have to pay gasoline tax, why not them.

I don't smoke. It might make people think twice about smoking.

It would be one way to raise money to treat patients who have medical problems caused by smoking and cannot afford treatment. Also, it could fund research.

I support anything taxing vices. I feel that every initiative would be used wisely. I'm for taxing alcohol and cigarettes.

I work where they allow smoking, and the poison from smoke is bad for your lungs, and the expense of insurance is high as a result of Medicaid.

Cigarette smoking is a filthy habit, and I think smokers should pay for their smoking related diseases. If they want to smoke, tax them.

Because the tobacco industry is not supporting it. It seems to be a good idea to tax the smokers.

Cigarettes are something you don't have to have. It might be one way to discourage someone from smoking.

I heard 25% of the monies will be given to the schools. I'm not a smoker, so it won't affect me. The monies will be used to educate kids not to smoke.

It's a good idea. I only hope they use the money for some positive thing. I am wondering what they will be using all that money for.

I don't smoke, and it isn't good for your health. If people want to risk smoking, they can pay the extra tax.

I don't feel I should have to pay for the health problems other people inflict on themselves. Smoking is a health threat to society.

I am leaning toward voting yes, but I still have to study the Prop more. There is so much I don't know about it. I will probably decide for sure over the weekend.

Because the political party supports it.

The tax money will be given to the hospitals to help victims of lung cancer and emphysema, and also used to educate the people.

It will generate revenue and discourage people from smoking.

I am concerned with the use of the money to go to advertisements. I think this will encourage the public to stop smoking.

PROP 99 TRACKING (#3764) SATURDAY NOVEMBER 5, 1988

The majority of the money will go to illnesses people inflict upon themselves from smoking.

I'm in favor of people cutting down on smoking. It's killing people, and has killed members of my family. It would help air pollution.

I'm for anything that is against the tobacco companies.

I'm an ex-smoker, and I feel they should have to pay the price to pollute the air. It shouldn't be up to the taxpayer to pay for all the medical bills caused by smoking. We need more education for the young about smoking.

I had two brothers die of emphysema. Smoking is a bad, unnecessary habit. I was influenced by a smoker in my family to vote to support it. I don't think smokers consider the harmful effects cigarette smoking causes.

Maybe a few more would quit. The money going to educate young children is a good idea.

I think it will be a deterrent to smoking. As a nurse I am well aware that we have patients who don't pay, plus we need money for research.

I am a reformed smoker. Maybe it will stop a few more from smoking. I just agree with what it is proposing.

I feel that at $2.00 a pack it may help some people draw the line and cut down or stop. Also, it will be used to benefit mankind.

I don't know why they're taxing liquor and not cigarettes. I feel it would help people stop smoking.

I am totally against cigarette smoking. It will help on medical funding.

I didn't understand it fully.

The expense will further limit my starting, and I also believe the tax money will help a large number of people.

I think tobacco is a killer for everyone.

I am against smokers. We need to educate the younger generation on the dangers of smoking.

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It will raise more tax money.

Politicians won't put the money where they say, but what's new.

The money is going to correct more situations for the homeless and provide education. It will also provide money for the city budget.

It will fund health education, health care for indigents, and public parks. Also, because of the negative advertising put out by the tobacco industry.

When they talk about raising tax on cigarettes, they're invading people's privacy. I'm voting yes to receive more medical research for people who smoke like I do. We need more education about smoking.

The opposition is attacking it so hard, it is influencing me toward yes.

I think smokers should pay for their own medical problems. It's a filthy habit.

I'm a nonsmoker. I feel if taxes are raised, it will keep some of the younger people from smoking.

I smoke. The money will be going to hospitals and studies even though it would be going against our freedom. It would help people who smoke.

Raising the price may help make people cut down or stop, and the taxes raised will help fight disease and poor people will get medical care.

It's a way to get money for useful things.

They shouldn't tax the smokers. They should tax the tobacco industry.

It is money that will be well spent, and it's a good way to raise it.

I don't know.

The money will be used for medical reasons. If it will stop smoking, it is a good idea.

To get more money to do other things with, and to help some people.

PROP 99 TRACKING (#3764) SATURDAY NOVEMBER 5, 1988

Cigarettes are very bad for everybody, and the money will help the smokers.

I think smoking is very harmful.

Maybe some people will quit. It is going to help medical research.

Misleading advertising. I'm in the health profession, and the advertising is a lie.

I'm a former smoker myself and voted for a similar increase even when I was a smoker. I think it's a great way to raise the money.

It will prevent smokers from smoking to an extent. I don't think the doctors need to receive any money from the tax - channel it to better forms of services.

I support sin taxes - cigarettes and alcohol. The higher the cost the more it will discourage new users.

I'm not a smoker, and don't like people to smoke around me.

I'm an ex-smoker.

I think it is a good idea if the money is going to be used for anti-smoking education.

I entirely agree with it. Anything we can do to stop people from smoking is good.

If the money goes to pick up hospital bills and educate young people not to start, then I'm all for it.

The money would be used for the health of the very people who are being taxed. By their choice of smoking, they create a greater health problem and a costly health problem.

It will provide medical aid, and might deter others from using cigarettes and tobacco products.

Because of the medical costs. I think smoking adds to the community problems and my health because I have to breathe it.

I'm a severe asthmatic, and cigarette and tobacco smoke is bothersome for me. I don't think that smoking is good for people, and smokers should pay to smoke.

PROP 99 TRACKING (#3764) SATURDAY NOVEMBER 5, 1988

I'm a nonsmoker. I'm allergic to smoke, and think that anything that can be done to get smokers away from the public would be good.

I'm a nonsmoker, and don't like people who smoke. It may prevent someone else from smoking.

I'm a nonsmoker. If they become too expensive, people will stop buying them. Cigarettes are dangerous to your health.

I'm in favor of the tax and nonsmoking.

I don't smoke. It makes sense.

I don't smoke. I'm not sure about it.

I have a grandson who is a chain-smoker, and I think he should pay. I don't know any other way to reach so many people. Smokers don't realize the health hazards involved with smoking.

Because it helps cancer research, and I think smokers should contribute to the research of their habit which causes these diseases.

Because it will encourage people not to smoke.

The American Medical, Heart, and Lung Associations are all for it. I think smokers should pay to smoke. If it serves to stop a lot of people from smoking, the air and health of the general public will improve.

It will keep more people from smoking. They are not only endangering their lives, but also other people around them. I heard of a child getting lung cancer because his parents smoked. I don't think it is prejudice against a certain group of people.

I don't agree with taxing the smokers. I believe it is a means to raise more money.

They need to get money to do research.

It's a good way to get money from smokers.

The tax is a fair way of handling the problems of smoking.

Smoking is not healthy.

The tax money will go to a good place. I don't agree with the arguments against this initiative which are misleading.

The tax is too low already, and hasn't been raised in over 20 years. Hopefully this will discourage kids from smoking in the future.

If people want to smoke, they should pay for it. I don't want taxes to pay for it.

I'm against smoking, and it is my understanding that the taxes raised will be used for education and cancer research.

I smoke, but don't think people should smoke. If people can't take care of their own health, they should legislate it.

I basically don't buy the negative side. I don't think there will be any underground or anything like that.

I'm a nonsmoker and feel it is very bad for health. Perhaps a tax will discourage the smoker.

It would raise the price of cigarettes, and cause people to quit.

It will be tough on those addicted to cigarettes, and may discourage some from starting.

Because I got cancer.

I think it is more fair than raising taxes generally.

The tax is for a good purpose.

Hopefully, it will reduce the amount of smokers, or keep someone from starting to smoke.

If people want to smoke, they should be taxed for it. I'm very much against smoking.

The tax will be used to finance education against smoking. It is a good place to get more taxes. I'm against smoking.

I'm a nonsmoker. I just feel strongly that they could tax it because it is a luxury, and it is not beneficial.

The tax will help educate kids on smoking, and it would generate more money for the state.

PROP 99 TRACKING (#3764) SATURDAY NOVEMBER 5, 1988

We've smoked and know how bad it is. Smoking has been pushed by the tobacco industry. I don't think 99 is going to pass. If the prices are higher, the kids won't buy them. My husband was going to die if he didn't stop. I hate to see someone start, because it's so hard to stop. It's like being an alcoholic.

I work in the medical profession, and I think we need funding to support education that teaches kids not to smoke.

Tobacco is not good for you. Also, people are already bootlegging in California.

Smoking damages everyone with the secondary smoke. Anyone can inhale from someone's cigarette, so I think it would be good to have the smokers contributing toward medical research.

I'm not a smoker. Maybe this tax will encourage them to quit.

I have no problems with the tax. Maybe some people will stop. They taxed alcohol. Let them tax cigarettes.

If it is more expensive, it may discourage the kids. I don't like where the money is going - specifically to health education.

It might encourage someone to stop smoking. We pay for their illness and losses.

I don't like the fact that the tobacco industry is making money off of people for something that's killing them. Anything to deter people will help.

The taxes would go for cancer research, and for anti-smoking campaigns.

I really couldn't say.

It infringes on those who don't smoke. Smoking is not good for your health.

Because of the negative ads run by the tobacco industry. They make me vote yes because of their bad approach.

Basically the need for researching cancer.

I don't know I just would. My friends support it.

I think the money is going for a good cause. Maybe people will quit smoking.

PROP 99 TRACKING (#3764) SATURDAY NOVEMBER 5, 1988

Because they taxed liquor heavily a few years ago, so why not tax cigarettes.

The money it would give to health care, and also it might encourage someone to stop smoking.

Just to cut down on smoking, and make the people pay the tax if they really want to smoke.

They need to tax the people who smoke. I'm against taxing people to pay for something they do. After all I have rights too.

My husband smokes even though the doctor has ordered him to stop. I hope the tax increase will influence him to stop.

Smokers should pay for problems caused by smoking, including me.

I don't know. I've got to study it more.

They should raise the taxes, because I don't like smoking.

Smokers should pay for the research that's being done to cure smoking related illnesses.

PROP 99 TRACKING (#3764) SATURDAY NOVEMBER 5, 1988

Question 7-2: What are one or two reasons why you are hesitant about Prop 99?

I have mixed emotions about it. They have a set plan, and I don't understand it.

In a way I feel it's the person's right to smoke, and in another way I feel we shouldn't pay taxes for it.

I don't smoke, and I don't mind being taxed, but I don't like the freedom being taken away.

I'm not really sure if this measure is unfair to smokers. I'm a nonsmoker, but if this is something that's going to be unfair to smokers, I'll vote no.

Some of the people backing the no vote.

I don't smoke, but it makes no difference to me if others do.

It's a pretty expensive tax. If people want to destroy their lives, its their choice.

If a person wants to smoke and ruin their health, that is their privilege. I think they are taking the freedom of choice away from the people.

I need additional time to study the Prop. There is so much I don't understand - for one, how much of the money will be used for what.

I don't feel the tax money will achieve what they say it will. Also, taxing one group of people doesn't seem to be entirely fair.

Because I do believe cigarettes cause a lot of problems in society. I don't like that somebody decided to tax a product to make money.

Smokers have a right to smoke if they want to. I don't smoke myself.

Everyone is so strident in arguments. They are confusing the arguments to increase voter confusion. If they would make it clear, I would vote for it.

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I don't think the doctors need the money. They are already over-paid, and the smokers can smoke if they want to.

Because I'm caught in between a rock and a hard place. My wife smokes now, and I don't think she wants to pay more. I don't smoke, so in a way it really doesn't affect me.

I'm not sure whether to vote yes or not, but I think smoking is wrong.

PROP 99 TRACKING (#3764) SATURDAY NOVEMBER 5, 1988

Question 7-3: What are one or two reasons why you would vote against Prop 99?

It's not fair to single out one group. My husband and I are nonsmokers, but we agree it create a lot of smuggling. I'd like to see a lot more education.

It is unfair for a group of people to be taxed.

I don't feel like the people should be taxed. I don't think anyone has the right to tell me about my lifestyle.

I feel it is discriminating.

It is prejudiced and unfair. It's unconstitutional.

I'm not really clear on what it is, so why should I vote yes if I don't know what it represents.

It is not an important issue and doesn't pertain to me because I'm not a smoker.

Prop 99 is taxing the people not the tobacco companies.

I don't know.

I don't think it's fair at all. I haven't seen the liquor tax raised recently. I don't smoke, but I don't think we should pick on one group of people to tax.

I don't like to see a tax on tobacco.

I don't think it's fair to smokers to pay an extra tax.

I don't believe in taxing a special group. It's a vendetta against smokers.

I don't want to pay taxes just for a habit I have. If that's the case why not tax people for drinking milk.

I don't feel it's a fair tax picking on one group. I'm not a smoker, but I still don't feel it's fair. As long as they don't blow the smoke in my face, I say let them smoke. It's a lot safer than this AIDS thing.

I agree with the side of the law enforcement about it causing smuggling and increased crime.

They're just trying to create extra revenue for the state. It's unfair to smokers.

I don't think it is fair to tax a group of people. You might as well tax people who drink coke.

I just don't like to be taxed. We're nonsmokers, but don't feel it is right.

Because it said it would put a strain on our police force. I live in the city, and I don't like that.

It is discriminatory.

I am a smoker, and have been for 43 years. Why just tax cigarettes and not alcohol or all these sports.

I don't want to be taxed. It's a shame.

I think it's a smoker's right, and is their choice to make. I don't know much about the money aspect in reference to it going to doctors.

Because of the tax increase.

It's unfair to smokers. It violates their rights.

Punishing one group is unnecessary.

We don't want to pay the tax because we are smokers.

I'm against smoking. I don't agree on taxing everyone because it will hurt those who don't have much money.

It is not fair to smokers. If they are talking about legalizing dope, why increase the tax on cigarettes.

I don't feel the people should be taxed.

It's discriminating against one sector of the public. If they want to pay for medical research and education, it should be the community who pays for it not one group.

It's unfair to people who smoke.

I don't think it's the right way to approach the problem. I think if a person wants to smoke, they are going to smoke. Increasing taxes won't stop them.

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I don't think it's fair. The tax is too high.

There is enough tax on it already. I don't know if the money will be utilized in the way that they say it would be.

It's like one group of people not liking another group, so they try to get back at them. It's a dirty prop run by a bunch of vengeful people.

Because a person's freedom is being infringed upon. What about the tax money we're getting from the lottery.

It interferes with what a person might enjoy doing the most.

I don't think the money is going to the right cause. Also, it is a free country. If people want to smoke, let them.

I think it is a stupid ploy to get more money. If they don't know enough now about smoking, there is no hope for them.

Every time you turn around there is a tax. They need to check the waste or curb their spending some.

I just don't believe Prop 99 sounds right. I'll have to read more about it before I can really make up my mind.

It's against the First Amendment - penalizing against lifestyle.

I would have to vote no from what I've seen on TV.

I don't smoke, and don't want to pay for other people.

The tax applies to a few, but everyone benefits. I don't agree. I am a smoker.

I don't know.

It's a vote against other people's lifestyle.

It was designed to make the rich people richer. It will not be used for the purpose they say.

It's not a good idea to only tax tobacco and cigarettes and not everything else.

Why should we be taxed more if we smoke. Why not tax gays for the AIDS problem. It's really unfair.

No reason.

I don't like the idea of a tax increase. I think it's bad campaigning.

I think Americans are taxed enough.

I don't think the doctors need anymore money.

We're not cigarette smokers here, but I still will vote no.

If people want to smoke, it's their prerogative and their business. I don't think they should be singled out to pay higher taxes.

It's a punishment for a person's like.

I smoke, and don't believe the advertising against smoking.

I'm undecided how I feel about being taxed and how I will vote.

Not fair to tax a certain segment of society about three times as much.

I think it is an unfair tax increase.

It will create a black market for cigarettes and increase crime in California.

It interferes with a person's rights. The state is just trying to get more money to squander.

I don't want taxes to increase. My son said to vote no.

Due to the fact of government intervention. It is unfair to tax only smokers.

Talking to a lot of police officers, it is unnecessary and a waste of money. The police have better things to do than try and corral that type of thing. The cost to enforce will outweigh the tax.

I don't believe in smoking.

It's more tax, and the people they want to tax don't deserve it. Tax money doesn't seem to go to the right sources after it is received.

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I don't think it is fair to raise cigarette taxes to pay someone else's hospital bill.

It will tax a certain group of people.

I don't smoke.

I don't think it's fair to tax cigarettes and not add to liquor tax.

It's probably another scam to stop people from smoking. They will still smoke. It will just cost them more.

People shouldn't have to pay that much tax. They are singling out smokers to pay for that stuff. They have a right to smoke, and this is only crippling that right.

I don't feel one group of people should have to pay taxes. I am not a smoker.

It is unfair to single out one group of people to tax.

There's too much tax on a special group. I think it is unfair. I don't like special interest taxes.

I don't think it's fair to tax cigarettes. It is segregating a percentage of the population.

The tax won't do what it is supposed to. It won't help the poor people.

It's a mystery as to who is behind it. Why the professional people? Why should they pay the tax? Why don't major corporations pay taxes?

I have the right to smoke. I think it is prejudiced. I think the doctors would love for us to vote for it.

It's discriminating. A person should be able to smoke if he wants to.

We pay too much tax already. I don't think it's fair to just tax one item.

I smoke. Anything that comes out of pocket is mine.

I am a smoker, and I agree with the advertising I have seen that it is an unfair, prejudiced tax.

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I refuse to answer.

We have enough taxes already. It they tax that, next it will be alcohol, and on and on until we are taxed to death.

It's unfair to single out the smokers to tax. If they are going to do that, they should increase the tax on alcohol too.

It is a tax increase. I don't like where they say the money is going. It is not necessary.

I smoke, and am getting tired of people bashing cigarette smokers. I'm getting tired of people saying I can't drink, smoke, or play hopscotch. I'm not breaking the law.

I smoked for 40 years, and the doctors had me stop.

Crime will increase to bootlegging and smuggling.

It is against our constitutional rights tripling cigarette tax.

Tobacco is hazardous to health.

I am a smoker, and feel Prop 99 takes away my rights as a smoker.

We have been taxed enough. It's no one's business if a person smokes.

I don't believe what they are saying about the tax because they aren't making it clear.

I am a smoker, and think they are interfering with our rights. We shouldn't be taxed more on something already heavily taxed.

I don't smoke, but feel the tax is unfair. Smokers harm themselves. Alcohol is more of a problem because it affects more of us.

They have a right to choose. If they want to kill themselves, it's up to them. The government shouldn't tell us what to do.

They are imposing a tax on a particular group, and I don't like it. My dad has a liquor store, and I think this had a big part in my decision. People will have to pay more for cigarettes.

I think people should be able to choose whether they want to smoke or not.

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I don't feel there is a reason for taxes on cigarettes.

I don't want the tax, and I am a smoker.

There will be more crime.

I don't think it's fair. The rich will benefit from it according to what I read and hear about it on TV.

Why penalize people with money. It's not the answer. The tax is going to help the tobacco industry anyway.

I don't know exactly where the money is going.

I don't think you can continually tax cigarettes and other things just to raise money.

I don't believe in a selective tax. Why not tax my dance lessons?

Even though I don't smoke, I think it is unfair to tax people so much for one item.

I don't know who is going to get all that extra money.

I don't know.

I'm a nonsmoker. It's unfair to smokers.

It infringes on the rights of smokers. If they start with cigarettes, where will it end?

It takes away the rights of people who wish to smoke. No one should be overtaxed like that.

I don't think smokers should be penalized for smoking. Taxes are too high now.

I don't know.

I don't think something like that should be brought to a vote. People should be able to choose if they want to smoke. I don't smoke.

I smoke, and have been smoking for 30 years. I've tried to stop smoking. My daughter also smokes.

I don't think it's fair to smokers.

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It's not fair to smokers. I don't smoke, but think it's unfair.

I generally vote no on anything that raises taxes.

I have no comment.

It is wrong to tax people for their lifestyle.

I know we need the money, but I don't like the way they are getting it. I just don't think it is fair.

I don't believe it would increase bootlegging and all that other crime they say it would. In fact, I know it wouldn't happen.

I'm a nonsmoker, but am against the tax. It's just too high.

There should be a lot of problems enforcing. It shouldn't be a law.

PROP 99 TRACKING (#3764) SUNDAY, NOVEMBER 6, 1988

Question 7-1: What are one or two reasons why you support Prop 99?

I think it's been proven that smoking is a health problem. The money could go to improve our health if taxes are added to cigarettes. Just like tax is added to gas to improve our roads.

Essentially, it adds money back into the budget by providing funds to health care for smoking-related diseases.

For the taxes. The money would be used for other things. I don't know what they'd be used for.

It means more funds for health, and it will deter the people from smoking because of the price of cigarettes.

Basically for the funding it will provide.

I despise cigarettes and smoking in general. I used to smoke, but gave it up 15 years ago. I pay a lot in taxes, and I think it's fair to tax cigarettes.

I feel the arguments against it are not valid, and it should be taxed. It is a health problem and a drug in general. It should be penalized or depenalized just like alcohol or marijuana.

Makes more people smoke -- makes more people die. Bothers the people who don't smoke.

It would give smokers a good excuse to quit. That's all I can think of. I think if the price was $10 it would help.

Because of my job and the cost of cigarette smoke. I'm an electronic technician. I know the downside of what cigarette smoke can do to the air conditioning systems.

I don't like the stuff personally. You've got to be crazy to waste your money on cigarettes.

I figure if the American Lung Association supports it and so does the American Cancer Society, then it must be a good thing and I should support it too.

It's good for us.

Because I believe in user's tax. Some of the money going toward research, and I'm not a smoker. I hope the increased price will discourage smoking.

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I really have to take more time and study it before I could say.

Because I don't smoke and people who smoke bother me.

I used to be a smoker, now I'm not. If the cost will keep them from smoking, that's great.

I'm just for it -- because of the revenues we can get from it. I don't smoke. I just hope it prevents other people from smoking.

I think anything that could reduce smoking is a good idea.

Because as an ex-medical person and as an employer I see.

Smoking really does need to be restricted from everyone and everywhere.

I had a father who died of lung cancer.

My mother is dying from emphysema. I have seen what smoking does to someone's health.

I feel that those who smoke should be paying their fair share of a problem that they are a great cause of. It's expensive, and we need the funding. It's a good way of getting it.

It's a lifestyle choice, and the smokers will have to pay the consequences.

They tax liquor, they should tax cigarettes too. They should tax everything that's bad for people.

I am voting for the tax, and I deeply resent the way they are trying to trick us with the wording.

For those who might quit smoking due to the tax and price increase. Also, the additional dollars for good causes.

I'm hoping the increase in tax will inhibit smoking. I like that the money is going to education for smoking.

We're against cigarette smoking. They should have to pay to smoke cigarettes because they're bad for even us nonsmokers.

The increased revenues are for education and treatment of lung diseases. I work as a nurse, and if you had ever seen anyone die of emphysema or lung cancer you would never want to see anyone smoke again. I'm just mainly in favor of educating young people on the hazards of smoking.

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I'm a nonsmoker, and for health reasons I might vote yes.

They should triple taxes. They tax liquor, why not cigarettes? Smokers should pay more anyway.

I think it would be a good idea.

It will stop heart attacks -- distasteful for all of us. Should not smoke in restaurants.

Being a conservative and working with people who smoke is a good idea for tripling the taxes on cigarettes. It will lower people from smoking too.

I'm a nonsmoker, but I'm not in favor of enriching the medical industry. They haven't increased cigarette tax in years. I think they should.

I think smokers are despicable. We have never smoked in this house, and if the tax is going to burden smokers, that's good.

It diminishes the number of cigarette smokers. It generates an income of $650,000 for the care and education of smoking-related diseases. Good initiative -- I feel strong about it.

I think they won't smoke as much. I had one friend who stopped because she couldn't afford it. I was smoking three packs a day until they almost killed me.

I think it is better if they do tax cigarettes -- maybe less people will smoke them.

If they tried to get them on the market today, they could not. They cause death.

I think smoking should be prohibited anyway we can. Perhaps the tax will discourage young people from starting. I'm very much anti-tobacco.

I think it will help (somewhat) to stop people from smoking. I guess that's the only reason.

I hate smoke. I see people walking in the grocery store with those oxygen tanks. It <u>might</u> stop people from smoking.

I have trouble around smokers -- I can't breathe well. They are sometimes rude and don't understand my problem. Perhaps raising the price will make them cut down or stop.

I haven't read enough yet to say, but it sounds good.

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We can use the tax money. I'm an ex-smoker. They've had bad publicity from tobacco industry. The tobacco industry has been using scare tactics.

Against people smoking cigarettes -- for helping the doctors and the medical industry. I'm going to be a nurse, and I've seen people with a lot of emphysema.

I assume to see smoking fadeout even though I presently smoke. Maybe I will if Prop 99 is passed.

It would help. I smoke, so that would help me quit real quick.

I'm allergic to smoke -- it gives me laryngitis, so I would like to see everyone stop smoking.

Because cigarettes kill people more than crack does. Smoking crack and heroin is better than cigarettes because it's the main contributor to death.

A lot of money will go to good causes like research and education. Health insurance will go up if people continue to smoke. Social issue -- hit their pockets. There will be an impact, especially on young kids.

My father-in-law died of lung cancer. I grew up around smokers. Sometimes it bothers me -- sometimes it doesn't. It depends on the closed area.

I think smoking is disgusting. Any measure that could possibly reduce the amount of smokers would be great.

I don't want people to smoke. I think it's horrible. I used to smoke, and since I don't anymore, I would like to see other people quit.

I'm a nonsmoker, and I feel we need some type of funding to help people be educated when they're faced with smoking a cigarette.

I think it would discourage people from starting to smoke. I also think that things the money will be used for are good -- the medical research and things like that.

I'm in favor of additional taxes on cigarettes that would go for education and research.

I think any measure that might cut down smoking is good.

Seems like the tax on tobacco would be a good way to get additional tax for good causes. Also, maybe it will be less support for tobacco companies.

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I'm against smoking. It will be used for medical reason to get people to stop smoking. It's a luxury the way liquor is. It's not something you need.

The tax may discourage my parents from smoking. I don't smoke and have been trying to get them to stop.

I'm a nonsmoker. That might make people who smoke quit. They infringe on people who don't smoke.

I need to study more about it. I think it might be good, but want to know for sure how tax money will be used for research, etc.

It's a tax that is good because it's a tax from people who are a cause of the problem. The tax they pay is a tax that they will be using. Why should nonsmokers pay for smoker's problems and treatment?

It's a good idea. It's going to do some good. It will educate people.

They should tax them -- everything else is already taxed.

I don't think it will cut down on smoking.

People choose to smoke -- that's their business. They end up in the hospital, and they should be the one to pay for their health problems.

I'm a nonsmoker. A smoker should have to pay for all the problems caused by smoking.

I'm a smoker and can pay the extra taxes -- if I couldn't, I wouldn't smoke. I think the money raised will go for good projects. I think it's a good idea.

It would make people think twice about starting to smoke -- for the medical and health side of it. I do not like smoke around me period.

We need money. I watched the people.

I don't smoke, and I think it's a hazard to people's health. It's sad that people smoke, and I hope this will discourage them from smoking.

I'm a nonsmoker, and smoke disturbs me very much. Smokers are often quite rude. To pay more tax will be good for them and will help a lot of other people.

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I think added tax is worthwhile because it has been known that tobacco is harmful to those who use it and for those who do not use it. Higher tax may cut back the use of tobacco.

The smoking. If people are gong to smoke, they should pay more taxes. My daughter has cancer, and I am with the Cancer Society, and that is how I feel about smokers.

People need to stop smoking -- maybe that extra tax might convince them.

I don't smoke, and I think the state could use the money.

All my life people have blown their smoke in my face. Maybe this will help them stop for their own good. I don't care if they tax them $100. I wouldn't say that if it were food.

I'm a nonsmoker. I like where the money is going to go.

Two of my relatives have died from smoking, and one is dying now.

I don't think smoking should be allowed -- there's the health issue.

I'm not a smoker. I feel it just should be.

I don't smoke. The prices will be raised. Maybe the people who smoke will quit because of it.

I'm a nonsmoker, and I hope it will discourage people who smoke.

If you're going to smoke, why not use the tax revenue for something good. Maybe people will reconsider their decision to vote.

I don't know.

I recently had a friend die from lung cancer who was a smoker. I do feel that public health officials should receive additional funding. People who work in the health fields have to come into contact with diseases related to cigarette smoking, and I feel the supplier of the cause should be required to help pay for some of the effects.

It's a luxury tax. I condone luxury taxes.

I think that nonsmokers are harmed by smokers because of passive smoke. It is shown that they are sick more often and insurance goes up, so I think they should have to pay.

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I think the tobacco industry needs to be punished. They make too much profit as it is.

I think it will help the cancer research, and it will go to different programs in California. Mainly, I think it will help the cancer research and the schools.

I don't think it's too high a pack -- nothing very radical.

I consider it a fair tax, just like tax on gas for people who drive. It will help hospitals, people who are poor, research, and education against smoking. It will be money well-spent.

I am a person who does not smoke. I feel it is not healthy for anybody to be smoking.

Like I say, the health cost incurred by emphysema and lung cancer is mostly smokers, and I feel that they should pay for the medical bills. The extra money should come from smokers.

There are many reasons why I voted for it. I think cigarettes should be taxed like everything else. We smoked for years, but just quit in January.

I just think it is something that needs to be dealt with.

As a smoker, I feel the funds are going to things that smokers are responsible for. The funds are going for tobacco-related diseases. Somebody who doesn't smoke shouldn't have to pay. Forest fires are caused by smokers. Smokers should foot the bill. This is a good solution.

Smoking is bad, and I think that's some of the reason I'm sick now. We need the taxes.

I have had numerous friends die. I think smoking caused it. The air would be cleaner. Maybe people would stop smoking.

I'm a nonsmoker. I would like to see the money go toward medicine. A few people I know do have cancer, and they need more research and more money to do more research.

Using the taxes for medical uses is good enough reason for me.

I'm a businessman and my insurance rates have skyrocketed. The tobacco industry doesn't contribute a cent towards health insurance. They don't give any money for cancer research, and they should do that instead of wasting so much money on this media campaign I've seen.

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Tax will do good for poor people -- will help education and research, and won't hurt smokers too much. They will find way to pay.

I don't really know. I shouldn't have answered that because I really don't know.

It would tax something we do not need. It would put the money to good use.

I guess the dollars could be used to discourage smoking by being used for education of smokers and nonsmokers.

Cigarettes are a drug. It (the tax) might keep kids from smoking. They would think twice before spending their money if cigarettes cost more.

Cigarettes are stupid, so charge them and use it for research. Cigarettes should cost more than pot. They should tax them. I hate cigarettes.

I'm a nonsmoker. I think the tax money could help pay for health problems -- it would be good.

The money is going to go for medical research. I feel that smokers do damage to other people's lives.

Smokers cause tremendous dollar loss to the general population.

Funds will be used to educate people on the hazards of smoking and help the people pay medical bills.

I believe users should be taxed. It's same as paying gas tax to maintain highways. The medical expenses and research to overcome it should be paid by people who suffer from the problem.

Smoking is a luxury, and we ought to raise taxes on luxury items if we're to raise them at all.

My husband is still a smoker, and he believes if he is taxed more that everybody should be equally taxed and pay more.

I hate their advertisement. I don't smoke. I think the money to help educate people is good. I don't think there's anything wrong with the taxes. I pay taxes for the pleasure of driving my car. I don't see anything wrong with smokers paying for their pleasures too.

I don't think smoking is good for you. It's not good for anyone. It's not the best thing for you.

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From what I've heard, the money would go for medical care and education. I'm in favor of that.

I think it's a good idea for the tax money.

I smoke. I don't think it's a fair tax.

I think people who smoke should help to pay for cancer research so that we know more about it. They are the ones who are taking the risk.

I feel like it is one of the things that will give us extra revenue and cut down on consumption. My husband pays $1.00 a pack, and if it goes up to $1.25, I feel he will quit.

I'm in favor of a higher tax on cigarettes. I don't smoke, and I don't like breathing other people's smoke.

Tend to reduce the smokers and potential future smokers. Raise funds for worthwhile causes.

Probably because of I'm a nonsmoker, my husband is. It will probably help better educate our schools and young people.

I don't agree with smoking. I agree with what Prop 99 is trying to do -- to use tax money to help fund smoke-related problems.

I don't smoke. The money goes to medical industry and doctors for research and maybe will also deter smokers.

I quit smoking 12 years ago. I think others should too. We should have to pay for them smoking.

I don't think smoking is good for anyone and smokers are a nuisance to those of us who don't smoke, and I don't like breathing smoke. I would like to add I would vote the Bush presidential ticket, but I won't because Quayle is on the ticket. Quayle does not even deserve his present position and certainly not the vice president position.

I don't know. I can't think of any reasons right now.

Because the tobacco industry wants us to vote "no". I have a negative view of the tobacco industry. They just want profits.

Question 7-2: And what are one or two reasons why you are hesitant about Prop 99?

I really do not know any details. I have to research some more and make up my mind. Most of the information I receive is so biased.

I haven't made up my mind. I don't like people smoking, but I'm wondering if they should be taxed for their habits.

I think these initiatives are written in a confusing way to confuse the voters intentionally. I really don't understand most of them.

I don't understand the proposition completely.

I am not familiar with that initiative.

I don't smoke. I'd like to tax cigarettes, but I'm afraid if I do vote for it they might tax something I don't want them to tax.

Because I smoke and it's unfair. I can't pay that much.

Question 7-3: And what are one or two reasons why you would vote against Prop 99?

Because I don't think it's proper. If they want to tax everything across the board, then fine.

I don't have any confidence or credibility of AMA.

It taxes the poor people and they should not be punished. Cigarette smoking is your own personal right.

I quit smoking but I don't think that smoking should be the issue. I think they should re-utilize the funds they have and review the state fund that they already have and work with that, not tax something else.

It could raise our taxes too high.

I feel that there are already enough taxes.

I am not a smoker. I just don't want to tax a special stratum of society. I feel it is unfair and might create some crime.

It does interfere with individuals' rights.

This is not the way to control it. This is unfair taxation for smokers.

Taxed enough in other areas, don't tax the smokers. You can't tax just the smokers.

I smoke. I think it's wrong what they're doing to us smokers. Why should we pay taxes to smoke? Anyway, we pay for the cigarettes and they're high enough.

From what I can understand it's giving all the extra taxes to the tobacco industry. Am I right because this is my first year to vote and I really need to study more about it? I just don't believe it's a fair tax.

I'm a nonsmoker for a few years now, but if I still smoked I wouldn't want to pay 25¢ more. My main objection is I don't think the money would go for cancer research where it's needed.

I guess I just disagree with taxing people's habits. I don't feel it is right to tax cigarettes, liquor or similar items.

I can't think of any reasons right now.

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It is an unfair tax to tax the smoker. It is wrong to punish people if they happen to choose that lifestyle.

Because it raises taxes and I don't believe on raising taxes on anything.

I'm a smoker. I think they ought to leave it alone.

I don't think you can regulate by taking a tax on any one product. If people want the product they are going to buy no matter how much it is taxed.

I don't think if somebody wants to use tobacco they should be taxed by the government any more so than other products. The government should leave it alone.

I don't think the tobacco companies will gain by it. I think the government is just trying to make more tax money.

For one thing, I'm a smoker. Whey they should tax us smokers and not tax the tobacco companies is beyond me. They should tax R.J. Reynolds, not me.

I don't think it's fair to charge that kind of tax on any luxury. The second reason is that I smoke.

If you wanna smoke, you should be able to smoke!

I don't think it's fair.

Would have to think more about it.

Neither of us smoke. People that smoke have a right to smoke. It's against certain people.

I don't smoke but I look out for the welfare of other people. I'm not all that familiar with it. I've just seen it on TV.

I'm a smoker and I don't think they should triple the tax on cigarettes. One of the big angles that the people who are in favor of it is the anti-smoking education for kids being funded. I think that's up to the parents to do. Kids already have "just say no" in their minds anyway.

I think the tax should be on the tobacco industry. It's not fair to the smokers, even though I don't smoke.

I'm a smoker. It goes against a person's constitutional rights as an individual when taxing the company would be much more effective.

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I'm a smoker myself, that's why.

Because they should tax the companies and not people.

I'm just unsure about the writing.

I guess because I'm a smoker mainly. I'm really against taxes being raised.

I'm a smoker and I don't want to pay more taxes on cigarettes. Smoking isn't good for me but it's my choice and I don't want to be penalized.

I don't think it is a fair tax.

Because they are only taxing a group of people and it's their right to do as they please.

Because at the present time the cigarettes in California are expensive enough. I'm a smoker and I don't feel it's right to raise the taxes. People are going to smoke anyway.

It's more tax and my husband is a smoker. I won't know until I study the rest.

Because really it affects the people's right to smoke. There are other reasons, but it'll take too long to explain.

I don't like where the money is going. I'm not too sure where it's going. I'm a nonsmoker. I'd like to see people stop smoking. I don't think it will be a deterrent. People will pay $5.00 for a pack if they have to.

It is just not a fair tax proposal and I am voting no.

I believe in people's rights.

I just gave you two of them. For one, I'm a smoker. Number two, whether I am or not, it's a tax added on a tax added on a tax. It's just more tax on tobacco. It's punishment on one segment of society by another segment of society. A smoker doesn't say, well, you're in my room so you have to some, so why should someone tell me I can't smoke in certain places. I mean there are no laws against smoking. It's all these special interest groups that want to dictate to everyone on how to run their lives. To me it's a form of discrimination. It is like because you're a woman you can't join a men's club. Why? Or because you're a man, you can't join a woman's club. Why? It's like that old Southern saying, "Back of the bus, back of the bus." Instead of the nonsmokers having to go to the back, it's the smokers. Most importantly, I feel it is unjust to tax one segment of society.

I'm not sure where the 75% will go. I know where the 25% will go. I don't feel you should penalize smokers with extra tax money.

I'm a smoker and I feel it is a very prejudiced law. It's hard on smokers because of the tax and it might be unconstitutional.

Because it's not fair. It has nothing with tobacco.

I just think 25¢ is a lot more tax to add to cigarettes and it is unfair to smokers.

The advertising has led me to feel that way. I can't really remember anything special. I'm going to have to do some studying before Tuesday.

It's prejudice against all the smokers. I don't want to see cigarettes go to $1.50 a pack.

I'm a smoker. I don't think anyone should tax me for a personal choice. Cigarette tax is high enough already.

I'm against it because I am totally against unfair taxing. And also, I think it will cause crime and I'm not a smoker.

Because it will only increase crime and black markets. That's all I have to say right now.

I just don't like the taxes being raised on anything. If they raised the taxes, they will just go get the cigarettes from somewhere else.

I don't think it's fair.

I am a smoker and I don't think it is fair.

People do not have to smoke.

One reason is I don't see any problems with the way it's being taxed now. There are positions or places in San Diego where they have no smoking -- like places where you go to eat. I don't smoke myself, but I think it's been regulated enough. I don't think it will do much good.

I'm not a smoker but I do believe that this proposition will help people from not smoking and will also help stop smokers from smoking.

If people want to smoke they will do it. All of a sudden everyone is talking about smoking when it's been done for years. This law is unfair.

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I am a smoker. I don't think it's fair to tax cigarettes. There's too much already.

I can't really say. I have got to study it more.

Too many people trying to get their fingers in that pie. That is what it's all about you know -- money!

I smoke and I don't want to pay more. Stop pointing the finger at smokers.

I am a smoker and I feel raising taxes on cigarettes is prejudiced against people who smoke. Charging more tax places a prejudice against those who smoke.

It's discriminatory.

If they raise taxes I gotta pay more.

It's smacks of prejudice.

I think they get enough taxes off cigarettes and everything. They charge too much for taxes.

I think it is an awfully big bite on a pack of cigarettes no matter who buys it. I gave up cold turkey and I think other people can find ways to quit. Of course, some will continue to smoke. I think it's a little misleading that actor who portrays a health expert, who tells you to vote for the cigarette tax. Just listening to all those commercials is getting hard. There's so many of them and I don't think it's doing any good. I think kids are going to try it anyway. I had a heart bypass and was asked to quit and I did it. I was smoking two packs a day. That was nine years ago. At least we know what pot does to your lungs. Willie Nelson got on the other day and was talking about the dangers of pot. And he wasn't on any talk show or anything. Maybe if they can get people who have been on who have smoked in the past it would probably be a lot more effective. I used to smoke. I had a heart bypass and I'm a diabetic. Of course, being diabetic had nothing to do with smoking.

People should have their right to smoke if they wish to. They should not be taxed for their habits.

I really can't say. I flip-flop back and forth. If the election were today I would vote no, but I don't know how I will feel on Tuesday.

I don't know.

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I don't think they should crucify people because they smoke.

My own beliefs. I'm not sure it will create a crime situation, but it might very easily. Just what's next -- milk or something else?

I don't think it's fair. Other things just as harming should be taxed. They are picking on smokers.

Unfair tax. The money will not go where they say it will go.

It discriminates against smokers. I personally smoke and I don't think it's fair.

This is a tax on the poor and would not affect the rich. This would not keep people from smoking either.

I'm a smoker. It's unfair. The tax money is coming out of smokers' pockets, but it is benefiting another portion of the population.

It's been recommended to me. People are going to smoke anyway.

I do not want taxes on cigarettes.

I think we have enough taxes. I don't smoke, but I just don't think it's right to add more taxes.

It doesn't generate enough revenue. We need a lot of money and this just isn't going to generate enough money. If we're going to do something it needs to be something that will generate a lot of money.

I think it's a punitive tax. The advertising is really turning me off, however, and sometimes makes me want to vote for it.

I personally don't smoke. I don't think it's a fair idea for people who smoke. I basically think it's unfair to the smokers.

Cause I don't think they should put taxes on them because it will end up taking food out of the mouths of the kids whose parents smoke.

Because I smoke. I don't think that they should add 25¢ to every pack of cigarettes.

I don't want a layer of bureaucracy added to the state system. I am not a smoker so the proposition doesn't affect me.

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I think raising tax on a certain group of people is wrong. After while they will try and raise taxes on everything else they don't like for an individual to do.

Number one, I'm a smoker. Number two, where's all the money from the lottery that was supposed to go for education? They say they're going to tax cigarettes to support education, but where's all the money from the lottery? That's what I'd like to know. I smoke. Also, if you're going to do that then why not tax alcohol.

I'm against it because I don't think the money would be used for purposes intended.

That's against our rights. I feel sorry for the smokers.

Sort of senseless to tax cigarettes like that. I don't smoke but I don't think it will accomplish much.

I believe it's attacking interest with special tax. Next time something else, then something else.

I just think it is an unfair tax.

I believe that it's discriminating. I don't agree with the purpose of it and where the money goes.

I just think it is a dumb idea. Going to the source would be a better idea. It's wrong to tax the end product.

Because I hate the tobacco company and the profits they make. They need to close down period.

I think it's wrong to tax the smokers. I'll have to quit smoking because of it.

Probably because I think it is a fair initiative but as it is written I would vote against it to defeat it.

I'm in the trucking industry and I think if it passes that crime is going to increase because of the black market created for the untaxed cigarettes.

It's discrimination against us smokers. I don't think they should pick on just one group.

It discriminates against smokers for the state to receive more tax money. Should place a tax on everyone equally, except maybe for medical research on smokers.

PROP 99 TRACKING (#3764) SUNDAY, NOVEMBER 6, 1988

I feel it is not right to tax a particular state or population. It is wrong to overtax. It supports a false principle.

I think it's not fair. We have alcoholics, social drinkers, etc. We don't punish them for drinking. We tried to once and it didn't work. I'm against this tax.

I don't think that proposition will actually help any. I think it will cause illegal trafficking and that's bad.

I'm a smoker myself and it deals with an individual's freedom.

I'm personally against taxing a minority group for the benefit of others. Also, I don't think we need additional tax money to pay doctors for their services.

I just don't think it's the right thing to do because of my own morals. I don't think that's the way to go about it. I'm not sure all the monies will go for the research and things they say it will.

I can't see what it's good for. They say it's gonna give doctors more money. If that's true they sure as hell don't need it.

I think it's unfair to hit smokers to make everybody else rich. It is a personal choice and everyone will get hit by the tax increase.

I understand the money is supposed to go for research and problems of smoking. Somehow, I doubt that. Tax money has a way of losing its way.

I feel it is unfair to penalize poor people who smoke.

I'm a smoker and I don't think I should have to pay a tax that nonsmokers don't have to pay.

The money is being spread in areas I have doubts about. And I am a smoker and that's why I'm voting against Prop. 99.

I'm still undecided. I don't want to give a reason.

There's a couple of things I didn't agree with.

I really can't tell you right now. I haven't studied it that well.

I think anybody can do what they want. Why can't they tax somebody else? Why should they tax somebody who likes to.

PROP 99 TRACKING (#3764) SUNDAY, NOVEMBER 6, 1988

It's ridiculous. It's just ridiculous. Why don't we bring back prohibition. I'm opposed to any type of control tax and Prop. 99 is nothing more than a control tax.

I feel it's unfair taxation. It would bring smuggling, bootlegging and more crime.

I'm not a smoker but I think it is unfair to take one segment of the population and tax them more.

It would be an unproductive tax. The tax would not go to good ends. It would not deter smokers.

If I knew it were going to cancer research instead of to doctors, I would vote yes, but as it stands, they haven't proven anything.

I pay enough tax as it is. We are overtaxed as it is.

I'm opposed to any more tax.

PROP 99 TRACKING (#3764) MONDAY, NOVEMBER 7, 1988

Question 7-1: And what are one or two reasons why you support Prop 99?

I feel they should tax cigarettes.

I'm in favor of the cigarette tax. I even smoke and if I pay more taxes I think everybody else should pay too.

Smokers should be paying for more of the medical expenses of smoking-related diseases. As it is, the general public has to pay for something it isn't responsible for having caused.

I think people who smoke should pay the price. They should pay for trouble they cause, damage to people and property. They should think about youngsters and their influence on them.

Because I used to smoke a great deal and I feel this will help retard smoking. It's harmful to health.

Want to see more money spent on education and cancer research and discourage young people from buying cigarettes.

I'm a Democrat voting a Republican ticket. What can I tell you? There's no reasons I'm voting for it. I just am.

I support Prop 99 because if people stop smoking they would have better health and be in shape. A lot of people can't even run or exercise because of this.

Schools may benefit from the extra money. But crime will get worse because of selling them on the black market.

I feel that anything that we can deter young people from things that are detrimental to their health is very important.

My wife talked me into it.

Because I am a nonsmoker. Invasion of my privacy. Also since the tobacco industry spent $43 million dollars in advertising against it.

I believe it's a good way to raise money. I believe people shouldn't smoke.

I feel that people who smoke should be responsible for the burden of paying for it. It influences children to smoke and maybe that will stop too.

I believe smoking is very inconvenient for the public.

Because it's a sin that we allow people who need help not to get it. I've had a death in my family from smoking.

Research expenses will be paid. Educate children against problems of smoking.

I think personally I'm against smoking primarily as a deterrent. Good deterrent. I like it because I like where the money is going -- to health research.

I think most people who smoke should pay for anti smoking education and research.

I'm a smoker and I don't want taxes to go up 25 cents.

They need better knowledge to the dangers of tobacco. It would also help in cancer research.

We believe it kills people to smoke. Let people pay. We were addicted for years so we know what people are going through.

I don't like being exposed to smoke. It's going to help pay for something. I forgot.

Because I don't want my brother to smoke and I oppose cigarettes. It's bad for you.

It's a good fundraiser.

It would give those who need medical treatment as a result of smoking and could not afford it a chance to do so.

Basically, for health reasons. My health. Whatever can be done to discourage smoking should be done.

I think we'd feel better if everyone smoked less. The excess money will be very beneficial when used in the medical industry.

Smoking is a terrible habit. I quit 25 years ago. Everyone should give up smoking. They are infringing on my rights. I don't want to pay the expenses of someone in an iron lung.

It's real hard to say. I'm for the tax.

I think it should be those people who fund research who need it the most.

I agree with the tax on cigarettes. A good way to raise money.

People getting cancer and I don't smoke. It's bad for people to smoke.

Make smokers stop smoking. Maybe the tax hike will stop them from smoking.

May help some people from smoking. May use money for research. Maybe something can be done to help people in the future to quit smoking.

Somebody had called and told me about it.

Just because the amount of advertising that the "No on 99" people have bought, they are trying to buy this proposition.

So the young people won't start smoking.

It's a great idea. Smoking is a vicious habit. If a person smokes then he should be able to pay for the medical bills smoking causes.

Because I don't smoke and I feel it will make my parents stop smoking.

I'm not for cigarettes. I don't like them. People who don't smoke are going to vote yes and people who do smoke are going to vote no. I don't like smoking because there's always people blowing smoke in your face. I work in a place that has one break room and it's like you walk in there and you're bombarded with all this smoke from all the people who smoke. I'd vote yes to get them to stop. I'm just strongly for it.

Hopefully people will stop smoking and will have better health. Maybe they will stop blowing smoke in my face.

I guess for the health care. We really need that money to bring in state revenues.

I feel that the tax will keep kids from smoking.

It will keep people from maybe smoking which is good for everybody all around.

I used to work in respiratory care at a hospital and my dad used to smoke. I'm very much against smoking, basically just for health reasons.

Because I don't think the tax on the tobacco is going to help the medical industry. I believe it still will benefit other health programs.

In the first place smoking is very dangerous to the smoker and it also hurts the people that have to be around them. I'm a registered nurse and I see them after surgery coughing until they turn blue in the face. They don't realize how dangerous it is.

I read that part of the tax money is going toward the environment. I'm a nonsmoker.

I feel tobacco costs us billions of dollars every year. Anything to discourage smoking.

Because it's about time. Taxes on tobacco haven't been raised in 20 years.

I feel that cigarettes injure people. We need money to help medical research.

Because of its proposals to aid research, the park and wildlife fund, and also help people who can't pay for their doctor bills.

Because I feel money would be wisely spent.

I don't know. I have to ask my husband about that.

For their health and they spend too much money on them. It is bad for people's health.

The state is in need of revenue and taxing cigarettes and alcohol would be one way to increase revenue. I feel it's something that could be done without. And if you did smoke or drink, you could pay the price.

I absolutely hate cigarette smoke. I hate anything connected with it. I feel the more taxes, the less people will be able to smoke.

I think they are going to raise taxes so they should take it from the tobacco products.

I think it would be a good tax, a healthy tax. A possibility it would be a deterrent, hit people where it counts -- in their pockets.

From a health standpoint. I think we've got to keep trying to get younger people and older people to stop smoking. The percentage has gone down but we've got to keep trying.

It's our right as an individual to pay more on cigarettes. There is more people dying of cancer from it. I'm all for paying more taxes.

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People who smoke should pay for those that don't.

I think people are still going to buy them. I think the tax money is going for good things.

Because I don't smoke and the tax money will probably do some good. Also to discourage new smokers.

I believe smokers should bear the cost of what they are doing. I have campaigned for Proposition 99 with the Coalition of Healthy Californians.

Because I think there should be plenty of taxes on cigarettes. They should pay for their own medical bills from smoking and research on smoking.

Because in my opinion to smoke is your business. Just don't hazard my health. You know, to each his own.

Most of my friends do.

I'm an ex-smoker.

I don't smoke. It's going to help educate people about smoking and I feel that's a good idea.

I don't like tobacco. I think people who smoke should pay high taxes to smoke.

I'm voting "yes" for Prop. 99 because of the anti-smoking education for the children and to help the medical industry to further their research on the harm smoking can do to you.

One good reason that I would support it is the money would be going toward good causes.

Because the money is to go for the care and research of smokers. I am a smoker and I feel we should have to pay for the research.

Because smoking is a narcotic and anything that may lessen the chances of children smoking is a good idea. Because the money will be spent wisely.

Because smoking is a very bad habit and I want people to stop smoking.

I think it's a tax on morality. It's legal to smoke and drink so they try to tax it away -- "sintax".

PROP 99 TRACKING (#3764) MONDAY, NOVEMBER 7, 1988

I can't stand cigarette smoke. I have asthma. Maybe a tax will make it more difficult for people to smoke.

I don't know. I had not quite decided yet. I will have to read it over. I'm not a smoker, but I hear so much input pro and con from both sides. I'm confused.

I guess there's a burden imposed on the smokers and the tax increase will hurt them. But if they want to smoke, they will have to pay more for their cigarettes.

I figure since the people who smoke will need that cancer research money, it's a good idea. It might hurt them a little now, but in the long run it will be beneficial to them.

I don't smoke. Maybe if they tax cigarettes, then it will influence some to stop smoking.

Need education for young people to teach them the harm of smoking.

I think smoking is hazardous to your health and children should be educated not to smoke. Only I don't like to be around people who smoke. I have ailments, not good for my health. I don't think government should subsidize tobacco industry farmers.

Maybe it will stop some people from smoking. Smoking pollutes the air.

I don't smoke. I know it's very unhealthy, not only for the smokers but everyone around them, so I say tax the smokers as much as we can and maybe some will stop smoking.

Because the tobacco industry is putting so much money in advertising to try to get the people to vote against it. It's got to be a good idea. I really don't like the advertising. They say it's going to increase crime and I think that's ridiculous. That's the bottom line. The advertising against it made my mind up for me.

I have my own personal opinions about that.

I don't think smokers have the right to interfere with another's right to clean air because they don't smoke. I don't think smokers realize what a hazardous and dangerous habit they have. Taxing cigarettes may serve as an incentive to stop some people from smoking.

I'm not going to tell.

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Since I was a small child I loathed cigarette smoke. My father had open heart surgery from smoking for many years. The tobacco industry only cares for the profit.

I don't know.

I support it because it would be fairest to tax tobacco because I am a nonsmoker.

I feel there is a health problem for society caused by smokers. They should have to bear the brunt of the cost of this problem. If they don't want to, that is a real good reason to quit.

Mostly because I am a nonsmoker. Also, I'm generally not in favor of smoking.

Tobacco is dangerous. Using tobacco products can kill and I don't like to see anyone suffer and die due to his or her habit. My daughter, she's considering the smoking habit and if the tax is too high, she cannot afford to smoke.

I feel the people who smoke will pay whatever price is necessary to continue to smoke. A lot of people who need medical treatment could benefit from this.

I'm a nonsmoker and I know smoking is unhealthy and the tax money is going to be used for a good cause, so I favor more cigarette taxes.

I am strongly an anti smoker. Anything to get people to stop smoking around me.

I think smoking is not good for us. Not smoking will help save a lot of lives.

As an ex-smoker I hope to discourage kids from smoking, so I am voting yes.

The money would go to research and educational programs and I think that's great. The tax could make people think twice about purchasing cigarettes.

Cause people should not smoke cigarettes. I used to smoke, but I've learned to hate them. Others can too.

I know we can't tax the tobacco company so I think we should tax someone to pay for cancer research.

To discourage people from smoking cigarettes.

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I don't smoke.

The smokers should be taxed. They should pay for their own medical research.

I think smoking is a terrible addiction. There is so much damage that costs a tremendous amount of money caused by smokers. Of course, everyone's health is affected by being around smokers. It's miserable to work around smokers.

It might do some good to help people stop smoking. Because my wife told me to vote for it.

I don't smoke. People who do should pay for the privilege.

Because I don't smoke. I used to smoke, but I don't now.

I don't believe the ads they have had on TV. I don't like them at all. It's scare tactics and I don't like that. I'm not a smoker and I don't like it around me and I disapprove of it in any form and they can tax the smokers all they want for all I care.

The people who need the medical care because of smoking should pay for it. The people who don't smoke should not be taxed.

I feel that the tax would make people cut down on smoking and the money should be used for things like lung research.

I think the tax would be good if used to educate the younger people about the hazards and dangers of smoking.

I understand that smoking is a choice we make, but I feel that the tax will help smokers to stop or help the research and care. I have a very close friend who has lung cancer and is still smoking. I know it's hard to stop, and if you want to smoke you will, but I feel that 99 will make it harder for some people to stop smoking.

I have smoked in the past. I now have emphysema because of cigarettes.

Because I think it is a good idea and will benefit a lot of people who need medical attention due to smoking and cannot afford it.

I used to smoke and I quit. And I think it's a shame when people have to show you what's good for your own health. I just think it's a good idea.

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Seems a lot of people dying out there. It's a good way to tax -- luxury goods tax. I'm not pleased where the money is going. I don't like the way the money is being distributed.

Smoking harms everyone. If the taxes are increased, then that might cause more people to stop smoking.

I don't smoke. I think it's bad for your health and that might influence people to stop smoking.

Because I think the tobacco people have used some crummy tactics to tell people to vote no on it. Also, we need more money to fund lung research.

I'm a nonsmoker. I think paying the tax will make kids think twice about starting to smoke.

The advertising tells lies. People who are smoking are asking for smoking-related illnesses. Now they can help foot the bill instead of us. If they don't like it, they can always quit smoking.

I don't smoke at all. I have not given it much thought. Let 'em tax the guys that smoke. Nobody is making them smoke.

Tobacco and cigarette smoking has brought up medical expense.

I believe that if what the doctors says is true -- about lung cancer and how bad smoking is for our health -- then smokers are costing us billions of dollars for all this research that is being done, so they should be taxed to pay for all of it.

There has always been taxes. The money is going to a worthwhile cause.

I believe that some health care costs will be saved by the lowering of cigarette consumption. If people smoke, the health care costs will be high because of emphysema and other smoking-related diseases.

The tobacco tax would help a lot of people whose health has being ruined by tobacco to get the medical attention that they cannot afford to.

I don't believe that the criminals are going to take it into their hands and make money because there is too much money.

It may deter a few people from smoking. We've taxed alcohol so why not cigarettes?

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I think smokers should have to pay their insurance costs through taxes and also the cost of the research.

I think smoking is harmful to people. It's worse than drugs in my opinion. I do hope putting an additional tax will deter some young people from smoking.

I'm a nonsmoker. I don't think its a civil rights issue. I think smoking is unhealthy.

Question 7-2: And what are one or two reasons why you are hesitant about Prop 99?

I'm not a smoker but it seems like every time we allow a tax on one thing all they do is come back and ask for other taxes.

I don't remember it. I'd have to read it. I'm against tobacco.

I do not know enough about this issue to make a decision. I may not even vote on it.

You hear a lot of controversial things like what you get in the mail. I'm just not sure that the money will go to research or into the doctors' pockets.

I'm undecided because of the ads running. Some say vote "yes" and some say "no". I'm going to read more about it before I go vote.

I'm not a smoker. In a way I think it would help. I don't know. I can't see them importing them illegally. Because I'm not too sure if it's best to put a heavy tax on it. It won't stop smokers from smoking and then they'll probably come in illegally. I'm not sure how I'm going to vote.

I'm a nonsmoker. I believe education to not start will help a great deal and the doctors and the medical profession are in the best position to give young people that education.

I'm hesitant about voting because I have mixed feelings about it. I don't know if all the money from the tax will go where they say it will go.

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Question 7-3: What are one or two reasons why you would vote against Prop 99?

We shouldn't discriminate against smokers.

It doesn't seem right.

There's no reasons to legislate thinking. You have a choice to smoke or not to smoke. I don't see why a tax would deter people from smoking. I don't think it would.

I don't feel they should levy a tax on that, although I'm not a smoker. I have already voted and I did vote no on that one.

Occasionally I buy tobacco products, but I kinda hope it does pass.

People shouldn't be punished for a way of life. If so, then drunken drivers should receive higher fines than they do. It's unfair to single out certain groups.

For one, I don't think they should have to pay extra taxes. I don't feel the need to big brother everyone.

I don't think taxing any one group of people is a fair tax, and that's my only reason for feeling strongly about that Prop.

I think they are jacking up the price too high. It's not fair to the smoker. The tobacco business will have already made their profits. I'm a smoker.

Because I'm a smoker.

It seems like the taxes they put up for school and hospitals, they are not giving it to them. Besides, they do have a fund for schools.

I'm a nonsmoker, but I feel it is an unfair tax. Smoking is bad for everyone's health, but liquor is bad for everyone's health especially if you got hit by one of all the drunk drivers that are around. I worked for a liquor company for years and made out checks for the ABC board all the time, and I know liquor isn't taxed by the same rate as tobacco is. They should raise all of them if they are going to raise any.

Because I smoke. It's just a bunch of bull.

I really don't know. That's the reason I didn't say I felt strongly.

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I don't like the way the money that will be generated from this Prop is being divided up, and from what I understand 25% of it is not allocated for anything.

It's a selective sin that I don't agree with in any way. People who don't smoke turn around and tax people who do smoke, because it's unpopular. Anti-smoking news has been on the media. It's not a pretty habit, but I'm tired of the attack.

When they're messing with our daily living by raising taxes, it's unfair. People have choices on whether to smoke or not smoke.

Just because of what I've heard on the campaign.

For one, my wife smokes. I'm against anything that's going to raise taxes.

I don't have any reasons.

I think that's kind of personal.

I don't think it was a well-planned Prop. I think it was not clearly thought about and shouldn't even be on the ballot. It's a waste of the voters' time, and it's not going to work.

I don't smoke, but I don't think it's fair to only raise taxes on one group of people. I think it should be more equally divided among everyone.

I'm a smoker. It is not a fair tax percentage-wise and would deprive the poorest the most the chance to smoke if they had the habit.

I don't see a lot about how the excess money will be spent.

I'm a nonsmoker, and I don't believe it's fair to the smokers.

Because I don't believe in the tax.

It discriminates against smokers. I'm a nonsmoker.

I can't remember how it's worded.

I understand the tax does not just go to lung cancer doctors, but pays doctors when any kind of medical cost is not paid by any patient. I do not believe this is fair to smokers.

We should have our privacy. If someone wants to smoke, they shouldn't pay more. It's our hobby, if that's what we want to do.

I think it's just another way to squeeze in dollars. It's unfair to that group of people.

It is unfair to add tax on tobacco, because it is already too heavily taxed. In effect, it is punishing smokers for having the habit. I know, I just quit about six months ago because of cost.

It's not set up very good. You don't see how anyone will profit from it. They're trying to exploit the taxes.

Basically because I feel it's a restrictive tax. It's aimed at a small group of people. It's not worth taxing, not where everyone has a share.

I smoke, and I don't want the price increase.

It is taxation with representation. I don't believe tax will go where stated in the bill.

I think it infringes on smoker's rights too much. I have a problem with it for that reason.

I just think they're taking too many rights away from people. Nonsmoking areas are enough. Just don't legislate our choices.

It's a free country. Smokers have rights, too. If they tax it, it won't stop people from smoking.

Because I feel it's the rights of the people if they want to smoke.

I think it opens the door for special interset group taxation. It's for those who enjoy forcing their beliefs in a person who believes the opposite.

I think we have enough taxes already. Why punish the smoker.

Taxes are high enough. Everybody has a right to do what they want. They might as well tax gum.

I think it's unfair. I don't think people should be taxed for the way they live. If they're taxing smokers, they should tax people who drink.

I haven't really read the proposals and right now I'm undecided about it.

Because I don't think it will do what it says. I don't believe in it. I think the tax is wrong.

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I'm a smoker, and I don't want to pay more for my cigarettes. My family are all trying to make me quit, and they are all voting for Prop 99.

I think if they're gonna do it to smokers, they ought to do it to liquor people.

The reason I don't like it is it's a user tax. They have done demographic studies showing that it's regressive. It hits the poor people harder. Also, crime increase on the east coast due to taxing of cigarettes, so it will happen here.

I pay too much as it is for cigarettes.

I don't smoke, and I think it is an unfair tax.

I really feel a person has the right to smoke and should not be penalized for doing so.

I feel smokers should be able to smoke or not smoke. They don't smoke in my house, but it's their choice.

I'm a smoker. It's high enough already at this time.

I think it's taxing a product that is already top heavy with tax. There might be lack of control of the disbursing and spending of funds, and there is no clear cut outline of who would benefit. I think it is a poorly written proposition.

I feel it is a discriminating tax and it is not going to work.

I am against any kind of tax increase.

Because I'm a smoker, and I don't think smokers should be discriminated against by taxing them only. Next, we should tax sweets due to cholesterol.

It's not fair. People should not have to pay taxes for something they enjoy doing.

Right offhand I can't think of anything.

If people want to smoke, let them smoke. I find it rather distasteful that they raise taxes on cigarettes smokers.

We don't have the right to impose taxes on one group.

It's unfair. It taxes people because they want to smoke and that is not right.

I don't think it's fair to penalize people because they smoke. it's unfair to tax cigarettes because you're a smoker.

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I'm a chain smoker. I don't believe that the taxes will go to the right places. It's a fraud. Raising taxes is punishing our society.

I don't think the tax will do any good. Not that I approve of smoking, I just think people who smoke will do so. I think the money will be well spent.

I have no reason. It just doesn't sound any good.

On TV they said the money would go toward the physicians.

One of the reasons is I smoke. The enforcement problems.

I feel that taxing a person's lifestyle and freedom of choice is unfair.

I don't believe that they should tax only a particular group -- the smokers. It isn't fair.

It's not a fair tax. I really don't have a personal reason, because I don't smoke. But it is not fair to tax one segment of the population like that.

Because of higher taxes increases, that's why I'm against it.

I smoke myself. They are trying to tax a minority group.

I feel strongly about not smoking. I feel just as strongly about it discriminates against people's rights of freedom.

Too much money for the big guys.

My reason is just because I smoke. They shouldn't tax our people anymore. It's unfair to our constitutional freedom to punish our people.

This is a free country. People should be free of government interference in lifestyle choices, such as smoking. My whole family smokes. I'm prejudiced on the side of the smokers.

Because something about it would cause smuggling cigarettes.

I think it's a tax against a certain group of people, and that's wrong. I'm not even a smoker, except for a pipe on very rare occasions.

I am a smoker. I feel enough is enough. They make me sick with all this rhetoric.

I think it's a moral issue, and that people ought to be able to smoke. The government controls too much of our lives as it is.

Because from what I have read, I don't like the tax increase.

No more regulation.

I think it's another hidden tax. I don't think it will help people quit smoking. I also don't think it will help young people to resist starting. I used to smoke. I was very addicted. There are thousands of people out there just like that. I think this is just putting a tax on people who can't afford it.

In one way, all truth is not out. They're stretching a lot of things. A lot of truth isn't mentioned -- what it stands for. A lot of it isn't true -- what it says.

I am not going to vote on this Prop.

One thing is the money would not be used for medical research like they say.

We should not just tax one group. That is unfair. I smoke.

I think it's discrimination against one group of people.

Should not be taxed. I think it's unfair to smokers to be singled out for more tax. It's unconstitutional.

Smoking is something someone decides to do, so they should pay for it. Cigarettes are so offensive, but people will still smoke.

I feel it punishes people who smoke. It's their choice. I guess if it was something I did, which I don't, I wouldn't want people telling me not to.

I don't think people should be penalized for bad habits they might have if it is not breaking the law.

I think it's unfair taxation. I think it sets unfair for state funding acquisition.

I hate to see people burdened with more taxes on cigarettes. The poor will be hurt the most. While I don't smoke, I think 99 is ill conceived and will be a political and bureaucratic football.

I haven't really read all the ballots yet.

Me nor my husband want any more tax on anything.

PROP 99 TRACKING (#3764) MONDAY, NOVEMBER 7, 1988

Because I feel it's an unfair tax against people that want to smoke. Why burden them all with the tax? I used to be a smoker, but if you want to smoke that's your business, and the government shouldn't tax you beyond your reach. If you owned a boat, it would be unfair to have a tax on your boat that would make having it too expensive.

I think it is unfair to pick a certain group of people for the purpose of raising money.

I don't believe the tobacco users should be taxed exclusively. Next thing you know, they'll decide to tax bread users because the medical industry says it's bad for us.

I feel smoking is a personal choice, and I don't know what will be done with the money.

I just think it's unfair.

My fiancee is a cop. If it were taxed, people would go out of state to get them. I think it's discrimination against smokers.

I am a smoker.

I don't want to pay more taxes. I can't afford to pay more taxes. I'm the only one working in my family.

Do not believe what the money will be used for. Can fund something else.

I just don't believe they should have that kind of tax on something. I don't smoke, but if they want to smoke they should be allowed to.

If the money was going to help people with lung diseases, that would be fine. I have been hearing about the money going to health programs, but they don't say which ones.

Not fair. I don't think it's fair to tax one group of people just because they smoke.

We're being taxed enough. Everyone will drive over the Nevada to buy cigarettes. I saw it happen in Philadelphia. What if they put a tax on sugar? Sugar is bad for you.

The tax is not fair. I feel it interferes with an individual's personal freedom to smoke.

I always vote no when it comes to taxing anything.

I'm a smoker. I think it's kind of unfair to smokers, raising our taxes only.

I feel that is discriminates against smokers. I'm not a smoker, but I don't like these specialized taxes.

Maxine Waters is for it, so I'm against it. They shouldn't channel the tax revenue to one specific area of endeavor. It should be general tax revenue. If state legislators did their job, we wouldn't have to vote on all these propositions.

I just usually vote no on all propositions except Prop 103.

I do not like the government involved in the tobacco industry. They would be involved by the taxes.

I don't think you have a right to do this to people. It's their own discretion.

I won't discuss it over the phone.

It's affecting someone's right to smoke. I just don't believe in that particular tax.

I think it's un-American to tax one group of people. They should tax coffee drinkers, too.

Number one, because I am a smoker. Number two, I don't think they should tax us because we are smokers.

I am an ex-smoker.

Because I'm a smoker. They say the money is going to go to tobacco research and help pay medical bills. I think it's a big farce.

I read it, and I know I'm saying no.

I don't feel it is fair to single out smokers for higher tax plus I don't know really where the money is going.

I'm not even a smoker, but it seems like the start of something bad. If the law passes, then they could start applying it to other products.

Because I don't like taxes at all. I don't like the idea of cigarettes being shipped in from other states. I don't like the idea of a black market.

I feel we support the tobacco industry -- the government, that is. So why tax the little people? Let them smoke and drop dead. That's the way I feel.

Because we shouldn't single out one group.

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I don't like taxing smokers and using tax money to give to some unrelated medical and other expenditures.

Just general public opinion polls have said to vote no, and I'll just go along with the general public.

I'm against taxing.

I don't care to answer that.

Unfair law. Not fair to tax a certain segment of people. Why not tax alcohol? It kills.

Taxes are high enough already.