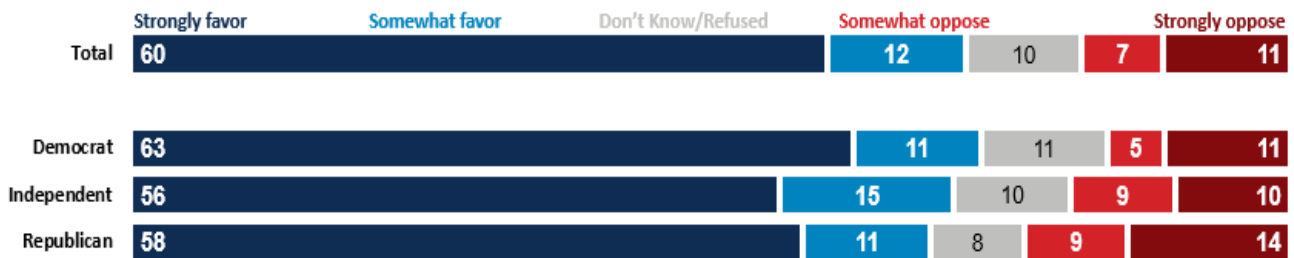


TO: Campaign for Tobacco-Free Kids
FROM: Global Strategy Group
RE: New York Voters Favor Raising the Legal Age for Tobacco Sales to 21
DATE: April 26, 2018

Key findings from Global Strategy Group’s recent statewide poll of 800 registered voters in New York State are as follows:

KEY FINDINGS

New York State voters overwhelmingly favor raising the minimum age for the sale of cigarettes and other tobacco products from age 18 to 21. A majority of voters (60%) *strongly* favor raising the minimum age to 21, and those who favor the proposal also outnumber those who oppose it by four to one (72% favor/18% oppose). Support for the policy is strong across the board, regardless of party affiliation and across all voter groups. If a law were to pass, by a margin of nearly three to one (65% favor/22% oppose), voters say that electronic cigarettes should be included (and a 52% majority *strongly* favor including e-cigarettes in the law).



- There is very little difference by party (74% of Democrats, 71% of Independents, and 69% of Republicans favor the policy).
- Slightly more women (78%) than men (64%) favor raising the minimum age.
- Regardless of education, college graduates (69%) and non-college graduates (74%), alike, favor the new minimum age.
- There is virtually no variation in support between regions throughout the entire state (73% upstate, 72% downstate, 72% suburbs, 71% New York City).
- White (71%), Black (79%), and Hispanic (68%) voters are all in favor of raising the minimum age for tobacco sales to 21.
- Nearly six in ten (59%) current smokers also support raising the minimum age.

Voters continue to strongly favor raising the minimum age for the sale of cigarettes and tobacco products even after they hear strong arguments on both sides of the debate. Overall support decreases by just four points, from 72% to 68%, and 58% of registered voters continue to strongly favor the proposal after these arguments (23% oppose).

- Support remains high across parties, with 70% of Democrats, 67% of Independents, and 64% of Republicans continuing to favor the proposal.
- Majorities of voters across all the demographic and regional groupings of the survey continue to favor raising the minimum age for the sale of cigarettes and tobacco products after these arguments.

Supporters say...

Supporters say that tobacco kills 480,000 Americans and more than 28,000 people in New York State each year. Since tobacco is so harmful, we should do everything we can to prevent tobacco use among young people, including raising the age of sale from 18 to 21. Big tobacco companies target kids and young adults because they know that 95% of smokers start before they turn 21. Five states and hundreds of cities have increased the age for the sale of tobacco because it will help reduce smoking and save lives.

Opponents say...

Opponents say that raising the age for the sale of tobacco just goes too far. It won't work because kids will still find a way to get cigarettes, and it will infringe on the rights of legal adults. At the current smoking age of 18, young adults can vote and even join the military and fight for our country, so they should be able to purchase tobacco products if that is their choice. And raising the age for the sale of tobacco will hurt small businesses by lowering sales at thousands of convenience stores across the state, costing jobs.

The consistent level of support is reflective of voters' broad concern about smoking and tobacco use among young people under 21. Four in five (81%) voters find tobacco use among young people concerning, and a majority of New Yorkers find it very concerning (50%). Just 18% of voters are not concerned.

- Nearly seven in ten (69%) current smokers are concerned about tobacco use among young people, and eight in ten (83%) non-smokers say they are concerned.

ABOUT THIS POLL

Global Strategy Group conducted a telephone survey, via landline and cell phone, from April 11-15, 2018 with a random sample of 800 registered voters in the New York State. The results have a margin of error of +/-3.5%, and care has been taken to ensure the geographic and demographic divisions of the expected electorate are properly represented based on past voter turnout statistics. A detailed methodology statement is available on request.