

SCHOEN CONSULTING

TO: CAMPAIGN FOR TOBACCO-FREE KIDS FROM: DOUGLAS E. SCHOEN
CARLY COOPERMAN

DATE: October 8, 2019

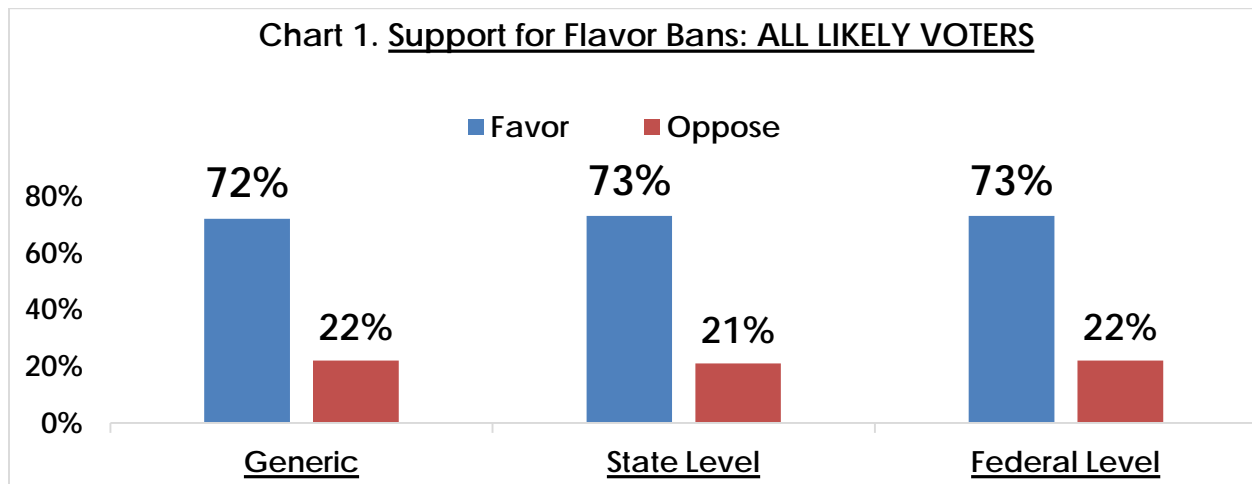
RE: FLAVORED E-CIGARETTE BAN BENCHMARK STUDY MEMO

Flavored E-Cigarette Products Ban Study Key Findings

The following memo summarizes key findings from research conducted with likely November 2020 voters nationwide to assess support for prohibiting the sale of flavored e-cigarette and vaping products generically, as well as at the state and federal level (the recent federal government proposal).

Our research found broad-based support for flavor bans across ALL LIKELY VOTERS, as well as across KEY DEMOGRAPHIC GROUPS.

Nearly three-quarters of ALL LIKELY VOTERS support prohibiting the sale of flavored e-cigarette and vaping products generically, at the state level, and at the federal level. The survey assessed support for prohibiting the sale of flavored e-cigarette products, including all fruit, candy, menthol and mint e-cigarettes.



Further, support for the Administration's recently announced proposal to take flavored e-cigarettes off the market is consistently high across each of the key demographic groups analyzed.

- The proposal receives SUPPORT ACROSS PARTY LINES, with 77% of Democrats, 74% of Republicans, and 70% of Independents in favor.
- Additionally, support is consistent across REGIONAL AREAS, with 73% of Northeast voters, 75% of South voters, 70% of Midwest voters, and 73% of West voters in favor.

- Further, the proposal garners strong, broad-based support across IDEOLOGY, AGE, GENDER, URBANICITY, and among voters of ALL INCOME LEVELS.

The survey found that majorities of ALL LIKELY VOTERS are aware of and concerned about e-cigarette use among youth and know that usage among young people is increasing.

- Further, nearly three-quarters of voters believe that e-cigarette use among middle and high school students is a national epidemic/major issue.

Table 1. Statements on Youth E-Cigarette/Vaping Use	
Statement on E-Cigarette Use	% All Likely Voters
<u>Awareness</u> of increasing e-cigarette/vaping use among middle and high school students.	92%
<u>Concerned about vaping and e-cigarette use among young people in America today.</u>	86%
Believe increase in e-cigarette use among middle and high school students is a <u>national epidemic/major issue.</u>	73%

By more than two-to-one, majorities of voters also believe that it is more important to reduce and prevent youth e-cigarette usage than to protect the rights of adults/help smokers quit.

Table 2. Tradeoff Statements	
Tradeoff	% All Likely Voters
It is more important to <u>LIMIT THE SALE</u> of candy, fruit, menthol and mint flavored vaping products to <u>HELP PREVENT KIDS FROM USING THE PRODUCTS</u> than to <u>protect the rights of adults to use tobacco and vaping products of their choice, including flavored products.</u>	59%
It is more important to <u>REDUCE THE NUMBER OF KIDS WHO USE E-CIGARETTES</u> by limiting the sales of candy, fruit menthol and mint flavored vaping products than to <u>help cigarette smokers quit</u> by giving them access to vaping products of their choice, including flavored ones.	60%

Survey Methodology: Schoen Consulting conducted a national random sample survey of 1,000 likely U.S. voters online. The data collection period was September 20 – 27, 2019. The survey has an overall margin of error of +/-3% at the 95% confidence level. Sampling error for oversamples and subgroups within the sample will be larger.