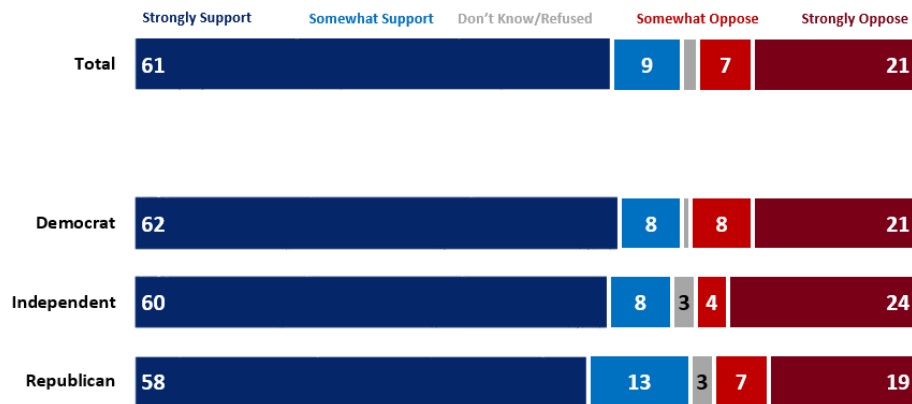


TO: Campaign for Tobacco-Free Kids
FROM: Global Strategy Group
RE: New York Voters Support Prohibiting the Sale of Flavored Tobacco Products
DATE: March 17, 2020

Key findings from Global Strategy Group’s recent statewide poll of 605 likely 2020 voters in New York State are as follows:

KEY FINDINGS

Likely 2020 New York State voters overwhelmingly support prohibiting the sale of flavored e-cigarette and vaping products. Seven-in-ten voters (70%) support a proposal that would prohibit the sale of flavored e-cigarette and vaping products in New York, including flavors that can appeal to kids such as mint, menthol, cherry and cotton candy. Just 28% of voters opposed. Fully, 61% of voters *strongly* support the proposal. Support for the policy is strong across voter groups and regardless of party registration.



- Among partisan groups, 70% of Democrats, 69% of Independents, and 71% of Republicans support the policy.
- A large majority of both men and women are supportive of this proposal (72% of men support the proposal vs 69% of women).
- College graduates and non-college graduates are also equally as supportive of the policy (71% of non-college graduates support the proposal vs 70% for college graduates).
- Support is overwhelming across all regions of the state, reaching over two-thirds in every region (68% upstate, 71% downstate, 74% suburbs, 69% NYC).
- Additionally, white (72%), black (64%), and Hispanic (71%) voters all support prohibiting the sale of flavored e-cigarette and vaping products.



New Yorkers are deeply skeptical of the tobacco industry and its allies, which further underlies support for this policy. New York voters hold deeply unfavorable views of tobacco companies (81% unfavorable), e-cigarette companies (80%), vaping companies (75%), vape shops and stores that exclusively sell e-cigarettes (75%), and e-cigarette giant JUUL (69%).

Even when presented with common opposition arguments, voters indicate it is more important to reduce youth tobacco use by prohibiting the sale of flavored e-cigarettes. Voters heard two statements and were asked which comes closest to their point of view:

- Half of voters surveyed heard the statement, “It is more important to help smokers try to quit cigarettes by giving them access to the flavored e-cigarette and vaping products of their choice.” Just 15 percent of voters indicated that statement represented their view. Instead, more than three-quarters (77%) of New York voters indicated that they think it is more important to reduce the number of kids who start using tobacco by prohibiting the sales of flavored e-cigarette and vaping products.
- The other half of voters surveyed heard the statement, “It is more important to protect the rights of adults to buy e-cigarette and vaping products in the flavors of their choice, including candy, fruit, menthol and mint flavors.” Only 12 percent of voters prioritize adult choice, while 81% indicate that it is more important to reduce the number of kids who start using tobacco by prohibiting the sales of these flavored e-cigarette products.

Support for prohibiting the sale of flavored e-cigarette and vaping products is reflective of voters’ broad concern about e-cigarette use among young people and the use of flavors to market to them.

- New York voters are concerned about vaping and e-cigarette use among young people in their community, with 88 percent of voters saying they are at least somewhat concerned. Over 3-in-5 (61%) say they are *very* concerned. Only 12 percent of voters are not concerned.
- Ninety percent of New Yorkers say they are concerned that tobacco companies are using candy, menthol, mint, and fruit flavors to market to young people, with 70% saying they are *very* concerned. Just ten percent of voters say they are not concerned that tobacco companies may be using this tactic.

In addition to support for prohibiting the sale of flavored e-cigarettes, there is broad bipartisan support for a proposal that would prohibit the sale of all flavored tobacco products. By a 45-point margin, New York voters support prohibiting the sale of all flavored tobacco products, including flavors that can appeal to kids such as mint, menthol, cherry and cotton candy (71% support/26% oppose). Support reaches 70% across party registration (71% of Democrats 70% of Independents, and 74% of Republicans). There is consistent and widespread support to prohibit the sale of flavored tobacco products across all voter groups.

ABOUT THIS POLL

Global Strategy Group conducted a telephone survey, via landline and cell phone, from March 11-15, 2020 with a random sample of 605 likely 2020 voters in the New York State. The results have a margin of error of +/-4.0%, 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.