



To: Campaign For Tobacco-Free Kids
From: The Mellman Group, Inc.
Re: Connecticut Voters Support Banning Flavored Tobacco
Date: May 24, 2021

This analysis represents the findings of a survey of 600 registered voters in Connecticut who were interviewed by telephone May 15th-May 19th, 2021. The majority of this multi-mode study was conducted by live interviewers who were contacted using both cell phones and landlines, and the balance were randomly selected text-to-online interviews. The margin of error is +/-4% at a 95% level of confidence. The margin of error is higher for subgroups.

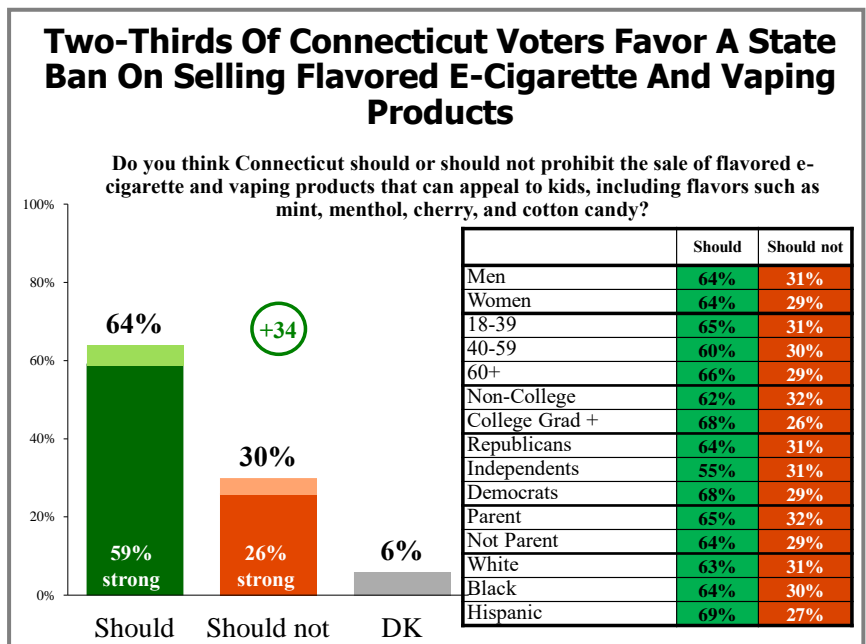
BY OVER TWO-TO-ONE, CONNECTICUT VOTERS FAVOR PROHIBITING SALES OF FLAVORED E-CIGARETTES

Connecticut voters overwhelmingly favor prohibiting the sale of flavored e-cigarette and vaping products that can appeal to kids. Nearly two-thirds (64%) of voters support such a prohibition, including 59% who *strongly* favor the ban on sales.

Support for prohibiting the sale of flavored e-cigarette and vaping products that appeal to kids crosses all demographic lines. Strong majorities of young and old; whites, Blacks and Hispanics; men and women; Democrats, independents, and Republicans, all favor the prohibition.

Just 30% of all Connecticut voters oppose prohibiting the sale of these products.

If Connecticut were to prohibit the sale of flavored vaping products, almost three-quarters (73%) believe it is at least somewhat important to prohibit *all* non-tobacco flavors.



By a 40-point margin (67% should, 27% should not), voters believe Connecticut should join neighboring states Massachusetts, Rhode Island, New York, and New Jersey in prohibiting the sale of flavored e-cigarette and vaping products that target kids. There is very little middle ground, as 64% *strongly* support regional action and 23% strongly oppose it.

INDUSTRY TALKING POINTS ARE REJECTED BY LARGE NUMBERS

Over two-thirds (68%) of voters believe it is more important to reduce the number of kids who start using tobacco by prohibiting the sale of candy, fruit, menthol, and mint-flavored products than to help smokers try to quit cigarettes by giving them access to the flavored e-cigarette and vaping products of their choice (24%).

Similarly, 67% believe 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 than to protect the rights of adults to buy and vape shops to sell e-cigarette and vaping products in the flavors of their choice. Just 27% prioritize adults' choice.

When asked which is more important, a mere 13% prioritize keeping vape and e-cigarette stores open so their employees have jobs, while 68% emphasize protecting kids from flavored vapes and e-cigarettes. Twelve percent (12%) assert both are important.

VOTERS SEE VAPING AS A SERIOUS HEALTH RISK AND HOLD NEGATIVE VIEWS OF VAPING BUSINESSES

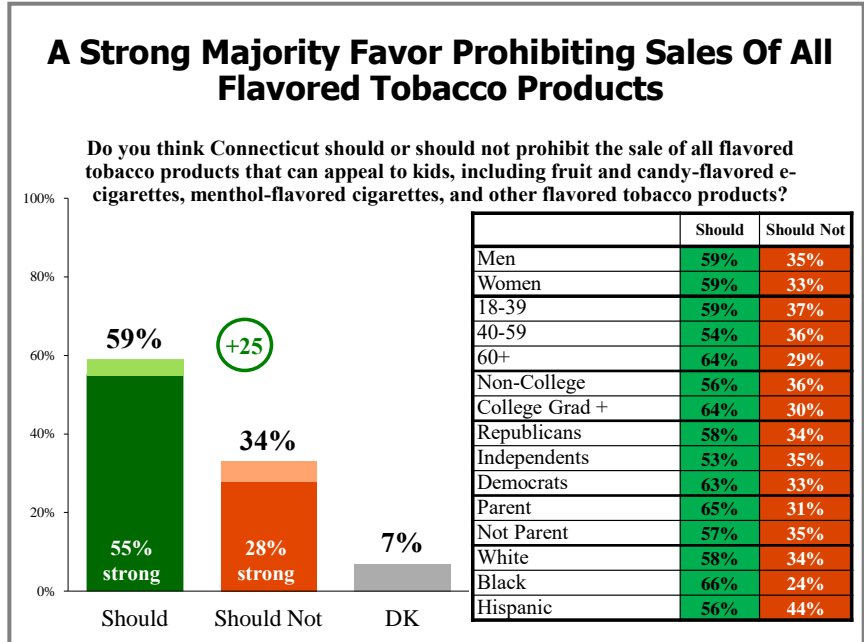
Most recognize vaping as a serious problem, with 62% seeing at least some youth usage of e-cigarette and vaping products like JUUL in their community, and two-thirds (68%) seeing e-cigarette use and vaping as a serious health hazard for teens and young adults.

Consequently, there is also deep concern about these companies targeting kids. Three-quarters (77%) are concerned that tobacco companies may be using candy, menthol, mint, and fruit flavors to market tobacco products to young people, including 57% who are *very* concerned.

Indeed, underlying support for prohibiting sales of flavored e-cigarettes is a strong dislike of vaping and e-cigarette companies. Two-thirds (66%) view vape shops and stores that exclusively sell e-cigarettes unfavorably, while 72% view e-cigarette companies unfavorably, and 67% view vaping companies unfavorably. Even individual e-cigarette companies are viewed poorly, with over half (54%) of all voters saying they view JUUL unfavorably, and just 11% have a favorable opinion of the brand.

MAJORITIES WOULD PROHIBIT THE SALE OF ALL FLAVORED TOBACCO PRODUCTS

While ending the sale of flavored e-cigarettes may be the policy option that Connecticut lawmakers are considering this year, by a 25-point margin (59% should, 34% should not), voters also want Connecticut to prohibit the sale of *all* flavored tobacco products that can appeal to kids, including flavored e-cigarettes, menthol cigarettes, and all other flavored tobacco products. Again, healthy majorities of men, women, younger voters, older voters, Republicans,



independents, Democrats, parents and non-parents all support this sales prohibition.

SUMMARY

This survey demonstrates intense and widespread support, not only for prohibiting the sale of flavored e-cigarettes and vaping products, but also for a law prohibiting the sale of *all* flavored tobacco products. The industry is not trusted, their talking points are rejected, and their products are deemed hazardous for young people. Voters are concerned about the industry targeting kids with flavored products such as mint, menthol, cherry, and cotton candy, and want Connecticut to join other states in the region in prohibiting them.

##