

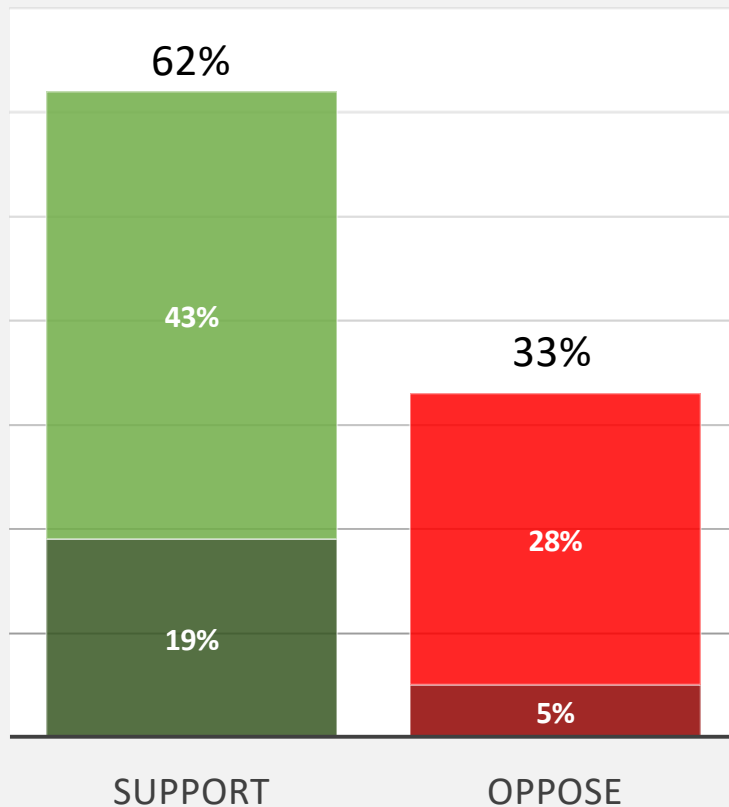


Poll Finds Minnesotans Support Ending the Sale of All Flavored Tobacco Products

Participants were told: The Minnesota State Legislature may consider a proposal that would end the sale of all flavored tobacco products that can appeal to kids, including fruit, mint and candy flavored e-cigarettes, menthol-flavored cigarettes, flavored hookah tobacco and flavored chewing tobacco. Then they were asked:

“Would you support or oppose the proposal to end the sale of all flavored tobacco products in Minnesota?”

Overall, 62% of Minnesota residents support ending all flavored tobacco sales – nearly double the rate of opposition (33%)



Support is strong across geographies, race and political identities

	Support	Oppose
DFL	73%	26%
Independent	69%	28%
GOP	55%	42%
White	66%	32%
African-American	68%	27%
Metro	64%	35%
Rural	67%	29%

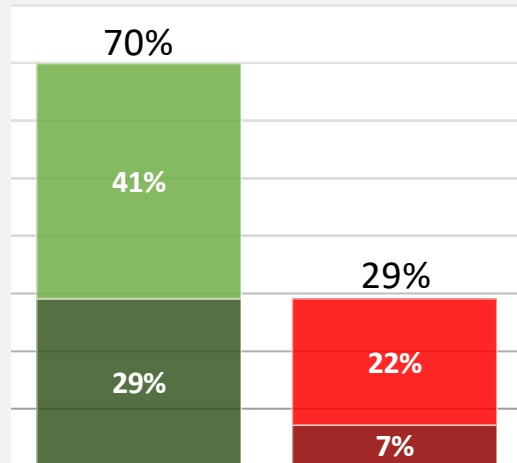
Four times as many residents strongly support the policy (19%) than strongly oppose (5%)



Learn more: FlavorsHookKidsMN.org

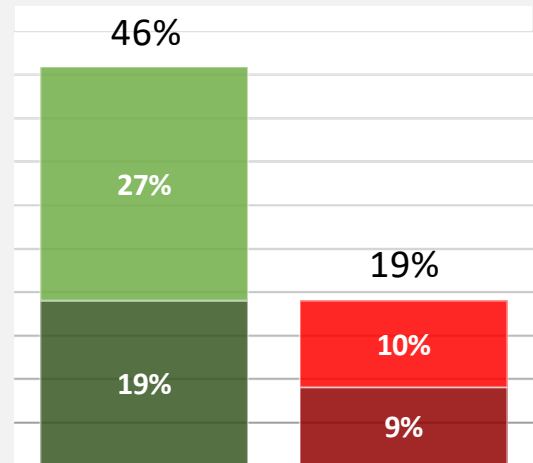
Minnesotans Concerned About Youth Tobacco Use, Supportive of Policies and Lawmakers that Prevent Youth Addiction

How concerned are you about vaping, smoking and other tobacco use among Minnesota youth?



CONCERNED NOT CONCERNED
Seven in ten Minnesotans are concerned about youth tobacco use

Suppose your state legislator supported this proposal (to end all flavored tobacco sales). Would you be more or less likely to vote for them?

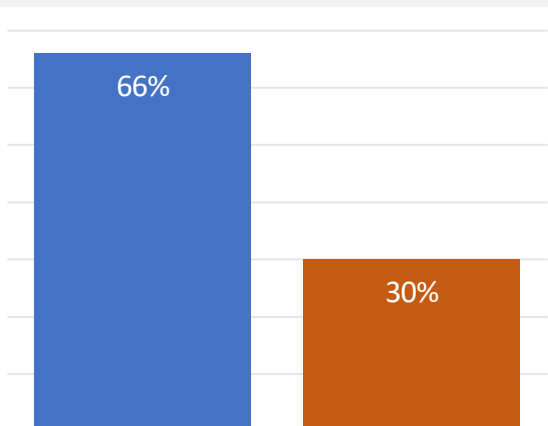


MORE LIKELY LESS LIKELY
Residents are more than 2x more likely to vote for lawmakers who support flavored tobacco policies

Nearly two-thirds of Minnesota residents choose the health of our kids over tobacco industry concerns

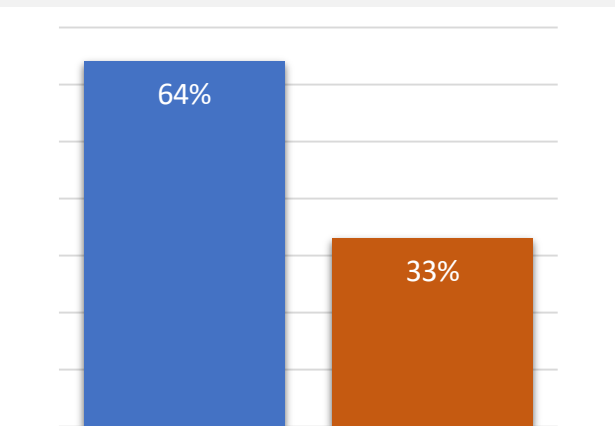
Participants were asked which statement comes closest to their personal opinion:

It is more important to protect kids and end the sale of flavored tobacco products to prevent kids from using them (66%) **OR** It is more important to protect small businesses by allowing them to sell flavored tobacco products (30%)



PROTECT KIDS ALLOW FLAVOR SALES

It is more important to help prevent kids from using flavored tobacco and e-cigarette products by ending the sale of these products (64%) **OR** It is more important to protect the rights of adults to buy tobacco and e-cigarette products in the flavor of their choice (33%)



PREVENT KIDS ADULT FLAVOR ACCESS

Methodology: The statewide scientific study contains the results of a survey administered to 800 randomly selected adult residents in Minnesota by the Morris Leatherman Company. Professional interviewers conducted the survey via landline and cell phone calls between January 18 and February 2, 2023. Cellphone only households were 54% of the sample, landline only households with 8% of the sample; with the remaining 38% having both cellphones and landlines. The results are projectable to all adult residents in Minnesota to within ±3.5% in 95 out of 100 cases. The survey was paid for by the Tobacco-Free Kids Action Fund.

