

TO Interested Parties

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RE: Statewide Support for Ending the Sale of Flavored Tobacco Products

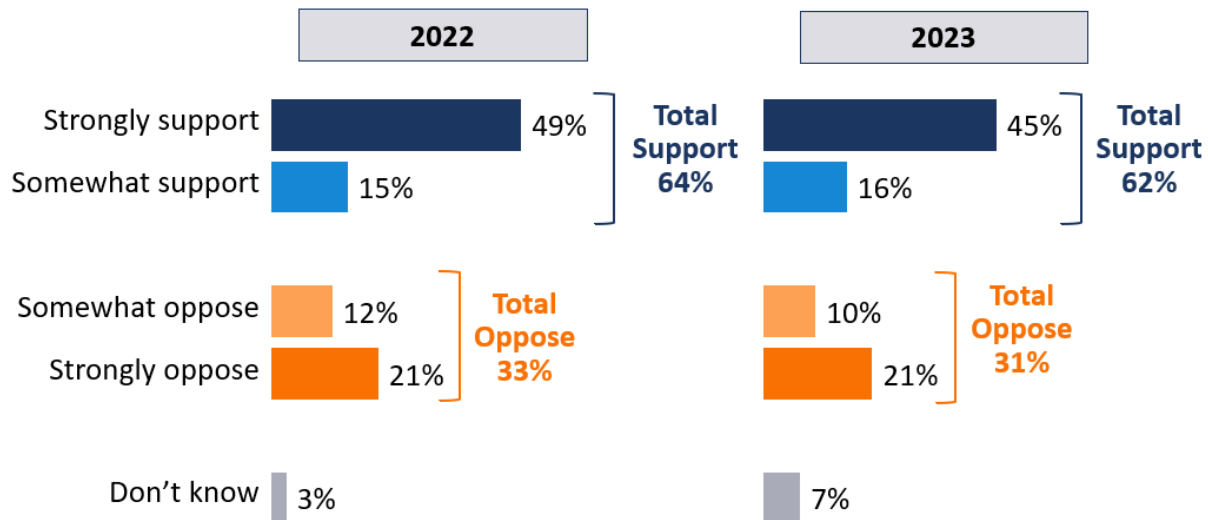
DATE February 3, 2023

Fairbank, Maslin, Maullin, Metz & Associates (FM3) recently completed a survey of 800 Oregon voters to assess views of a legislative proposal to end flavored tobacco sales in Oregon.ⁱ The results show that **voters statewide are broadly supportive of ending the sale of flavored tobacco products, driven by the impact of such products on children’s health.** Key specific findings of the survey include the following:

- **A majority of Oregon voters continue to back the proposal to end the sale of flavored tobacco products statewide.** As shown in Figure 1, support for ending the sale of flavored tobacco has remained consistent over the past year, with 62% offering support for the policy. Twice as many Oregon voters offer “strong support” for the proposal as offer “strong opposition.”

Figure 1: Support for Ending the Sale of Flavored Tobacco Products in Oregon

The Oregon State Legislature may consider a proposal that would end the sale of all flavored tobacco products that can appeal to kids, including fruit and candy flavored e-cigarettes, menthol-flavored cigarettes, and other flavored tobacco products.

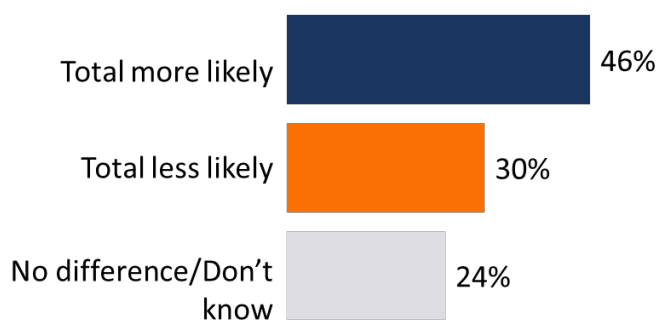


Majority support for the policy cuts across the major subgroups of the Oregon electorate, including:

- 68% of women and 57% of men;
- 70% of voters age 50 and over and 53% of those under age 50;
- 73% of Democrats, 56% of independents and 55% of Republicans;
- 64% of white voters and 57% of voters of color; and
- Voters across the state strongly support ending the sale of flavored tobacco products.
 - 63% of voters Clackamas, Lane, Multnomah, Marion and Washington and 61% in the remainder of the state.
- **Nearly half say they would be more likely to vote for a state legislator who backed this proposal.** As shown in Figure 2, by a wide margin (46% to 30%) voters say they are more likely to support a state legislator who backs this proposal.

Figure 2: Impact of Proposal Support on State Legislator Vote

*Support your state legislator supported this proposal.
Would that make you more likely to vote for them or less likely to vote for them?*



- **Voters prioritize protecting kids' health over any of the potential benefits that might be argued to come from continuing to allow flavored tobacco sales.** Respondents were presented with several pairs of statements about access to flavored tobacco products – with each pair matching a desire to protect kids' health against competing objectives like protecting small businesses; prioritizing the individual rights of adults; or having flavored tobacco products available to help smokers quit. As shown in Figure 3 on the next page, sizable majorities prioritize protecting children's health over any of these other objectives.

Figure 3: Voter Policy Priorities Related to Flavored Tobacco

I am going to read you several pairs of statements. After you read each pair, please tell me which statement comes closest to your personal opinion.

Statement	%
Statement Pair 1	
It is more important to protect kids and end the sale of flavored tobacco products to prevent kids from using them.	65%
It is more important to protect Oregon small businesses and their ability to employ local residents by selling flavored tobacco products.	26%
Both/None/Don't Know	9%
Statement Pair 2	
It is more important to help prevent kids from using flavored tobacco and e-cigarette products by ending the sale of these products, including candy, fruit, menthol, and mint flavors.	60%
It is more important to protect the rights of adults to buy tobacco and e-cigarette products in the flavors of their choice, including candy, fruit, menthol, and mint flavors.	35%
Both/None/Don't Know	5%
Statement Pair 3	
It is more important to reduce the number of kids who start using tobacco by ending the sale of kid-friendly flavored tobacco products like cotton candy, bubble gum, strawberry, spearmint, and menthol.	63%
It is more important to help smokers try to quit cigarettes by giving them access to the flavored tobacco and e-cigarette products of their choice.	28%
Both/None/Don't Know	9%

- **Support for the proposal is durable, with more than three in five supporting an end to flavored tobacco sales even after pro and con messages.** After an exchange of a balanced number of supportive messages and critical statements commonly used by the tobacco industry, support for the legislation remains statistically unchanged (**Figure 4**).

Figure 4: Voter Support After Pro and Con Messaging

Position	Initial Support	After Messaging	Difference
Total Support	62%	61%	-1%
Total Oppose	31%	38%	+7%
Don't Know	7%	2%	-5%

Taken together, **the data underscore Oregon voters' firm support for legislation to end the sale of flavored tobacco statewide**. A broad, bipartisan and durable majority – driven by a desire to prevent kids from getting hooked on tobacco - backs the policy.

ⁱ **Methodology:** From January 18-21, 2023, FM3 completed 800 online and telephone (landline and wireless) interviews with Oregon voters. Six-hundred interviews were among voters statewide and 200 among an oversample of voters in the northern

coast counties (Clatsop, Columbia, Tillamook, Yamhill, Lincoln, Brenton, and Polk) and southern coastal counties (Coos, Douglas, Curry, Josephine, and Jackson). The margin of sampling error for the study is +/-4.0% at the 95% confidence level; margins of error for population subgroups within the sample will be higher. Due to rounding, not all totals will sum to 100%.