

To: Interested Parties  
 From: Expedition Strategies  
 Re: VT Poll Results<sup>1</sup>  
 Date: November 22, 2023

## Key Findings

There is overwhelming support for ending the sale of flavored tobacco products in Vermont including candy-flavored e-cigarettes and menthol-flavored cigarettes. That is true across the political spectrum and in every area of the state. After voters hear statements in support of and opposition to a proposal to end the sale of flavored tobacco products, support is higher than it is initially because Vermonters repeatedly prioritize keeping young people safe from getting addicted to flavored tobacco products over the freedom of adults to have flavored tobacco products of their choice and over protecting Vermont retailers who sell flavored tobacco products.

### There is a Great Deal of Concern About Youth Tobacco Use

Overall, nearly eight-in-ten (79%) of voters say they are concerned about young people in their community smoking cigarettes, using vapes, or other forms of tobacco (including 42% who say they are very concerned). Concerns are high throughout the state and regardless of political party affiliation.

#### How concerned are you about young people in your community smoking cigarettes and using e-cigarettes, vapes, or other forms of tobacco?

	All Voters	Region: NW	Region: South	Region: Rest of State	Party: Dem	Party: Ind/3rd Party	Party: Rep
<b>Total Concerned</b>	<b>79</b>	<b>81</b>	<b>75</b>	<b>80</b>	<b>88</b>	<b>76</b>	<b>72</b>
Very Concerned	42	39	40	47	46	39	47
Somewhat Concerned	37	42	35	32	42	37	25
<b>Total Not Concerned</b>	<b>21</b>	<b>19</b>	<b>24</b>	<b>20</b>	<b>12</b>	<b>24</b>	<b>27</b>

<sup>1</sup> This report covers the results of our research: 500 total interviews in Vermont with a sample of likely 2024 general election voters. The interviews were conducted November 14-19, 2023. The margin of error for overall results is ±4.38% and higher among subgroups.

## More Than Two-Thirds of Vermonters Support Ending the Sale of Flavored Tobacco Products Including More than Half of Republican Voters

Overall, more than two-thirds (68%) say they support legislation under consideration that would end the sale of flavored tobacco products that can appeal to youth, including fruit and candy-flavored e-cigarettes, menthol-flavored cigarettes, and all other flavored tobacco products. There is near universal support among Democrats, two-thirds of independent/3<sup>rd</sup> party voters support the proposal and so do more than half of Republicans. Regionally, there is a great deal of support throughout the state.

**The Vermont State Legislature is considering legislation that would end the sale of all flavored tobacco products that can appeal to youth, including fruit and candy-flavored e-cigarettes, menthol-flavored cigarettes, and all other flavored tobacco products. Do you... this legislation?**

	All Voters	Region: NW	Region: South	Region: Rest of State	Party: Dem	Party: Ind/3rd Party	Party: Rep
<b>Total Support</b>	<b>68</b>	<b>66</b>	<b>73</b>	<b>66</b>	<b>83</b>	<b>66</b>	<b>52</b>
<b>Total Oppose</b>	<b>26</b>	<b>29</b>	<b>20</b>	<b>28</b>	<b>15</b>	<b>26</b>	<b>41</b>

## Two-Thirds of Vermont Voters Prioritize Ending Flavored Tobacco Sales Over Allowing Adults to Choose

Overall, two-thirds (66%) say they think ending the sale of flavored tobacco products is a good idea because flavored tobacco gets young people to become addicted to tobacco products such as cigarettes and vapes, while 28% say they think it is a bad idea because it interferes with adults' freedom to purchase flavored tobacco products of their choice. In fact, the number of voters who say it is a good idea is about two-thirds throughout the state of Vermont.

**Which of the following is closer to your view of the proposal to end the sale of flavored tobacco products, including menthol-flavored cigarettes, and candy and fruit-flavored e-cigarettes in Vermont?**

	All Voters	Region: NW	Region: South	Region: Rest of State
<b>It is a <b>good idea</b> because flavored tobacco gets young people to become addicted to tobacco products such as cigarettes and vapes</b>	<b>66</b>	<b>66</b>	<b>66</b>	<b>68</b>
<b>It is a <b>bad idea</b> because it interferes with adults' freedom to purchase tobacco products in the flavors of their choice</b>	<b>28</b>	<b>29</b>	<b>28</b>	<b>27</b>

### Similarly, Nearly Eight-in-Ten Prioritize Protecting Young People Over Protecting Retailers

Nearly eight-in-ten (78%) say it is more important to help prevent young people from getting addicted to tobacco by removing flavored tobacco products from store shelves, while just 17% say it is important to protect Vermont retailers and jobs by not banning flavored tobacco products.

Thinking of the proposal to end the sale of flavored tobacco products, including menthol-flavored cigarettes, and candy and fruit-flavored e-cigarettes in Vermont, which would you say is **more important?**

	All Voters	Region: NW	Region: South	Region: Rest of State
Helping prevent <b>young people</b> from getting addicted to tobacco by removing flavored tobacco products from store shelves	78	80	78	75
Protecting Vermont <b>retailers and jobs</b> by not banning flavored tobacco	17	13	19	19

### Nearly Three Quarters Say it is More Important to Protect Children than Ensuring Adults Trying to Quit Traditional Cigarettes Have Access to the Flavored Tobacco of their Choice

Nearly three-quarters (71%) of Vermont voters say it is more important to ensure fewer children start using nicotine by ending the sale of flavored tobacco products that include flavors like mint, fruit and menthol that appeal to kids, while 22% say it is more important to ensure those who are trying to stop smoking traditional cigarettes have flavors of their choice.

Which do you see as more important?

	All Voters	Region: NW	Region: South	Region: Rest of State
Ensuring fewer children start using nicotine by ending the sale of tobacco products in flavors that appeal to kids including candy, mint, fruit, and menthol	71	68	76	68
Ensuring those who are trying to stop smoking traditional cigarettes have access to tobacco and e-cigarette products in the flavors of their choice	22	24	22	21

### After Voters Hear Messages in Support and Opposition, Support Increases Over Initial Support

Initially, 68% of Vermont voters supported the proposal to end the sale of flavored tobacco products in Vermont, while 26% opposed the proposed legislation. After voters hear an equal number of messages from supporters and opponents of the legislation, support increases to 72% (+4), while opposition decreases to 24% (-2). This is an indication that supporters have a stronger case when talking to voters.

The Vermont State Legislature is considering legislation that would end the sale of all flavored tobacco products that can appeal to youth, including fruit and candy-flavored e-cigarettes, menthol-flavored cigarettes, and all other flavored tobacco products. Do you... this legislation?

	Initial Test	Post Messaging Test	Difference (Post-Message Test - Initial)
<b>Total Support</b>	<b>68</b>	<b>72</b>	<b>+4</b>
<b>Total Oppose</b>	<b>26</b>	<b>24</b>	<b>-2</b>

## APPENDIX AND QUESTION WORDING

- All party data is self-reported by the voter.
- The regions are defined as follows:
  - **Northwest (NW)** – which represents 35% of the electorate and is defined as anyone living in Chittenden, Franklin, or Grand Isle counties.
  - **South (S)** – which represents 31% of the electorate and is defined as anyone living in Windsor, Rutland, Windham, or Bennington counties.
  - **Rest of State (RoS)** – which represents 34% of the electorate and is defined as anyone living in Washington, Addison, Orange, Caledonia, Lamoille, Orleans or Essex counties.

### Full Question Wording

S1. Are you 18 years or older and registered to vote in Vermont?

Yes	100
No	0
Don't know	0

Q1. In November 2024, there will be an election for President, Senate, Governor, Congress, and other offices in Vermont. While it's a long way off, how likely is it you will vote in that election?

Absolutely certain	75
Very likely	20
Possibly	5
Not very likely	0
Not at all likely	0
Don't know	0

Q2. Do you consider yourself a strong Democrat, weak Democrat, strong Republican, weak Republican, or an Independent or unaffiliated voter?

Democrat	27
Republican	16
Progressive	8
Independent or unaffiliated	48
Don't know	2

**Asked if “Democrat,” “Republican,” or “Progressive” (Picks a party)**

Q3. Would you say you are a strong or weak Democrat, Republican, or Progressive?

Strong Democrat	41
Weak Democrat	8
Strong Republican	26
Weak Republican	4
Strong Progressive	14
Weak Progressive	1
Don't know	5
Total Democrat	50
Total Progressive	15
Total Republican	30
Ind/3rd Party	21

**Asked if “Independent” or “Don’t Know”**

Q4. In general, would you say that you lean more towards the Democratic, Republican or Progressive Party?

Lean Democratic	36
Lean Republican	22
Lean Progressive	13
Do not lean towards any party	27
Don't know	2
Ind/3rd Party	42

**Party ID w/leaners**

Democrat	45
Independent	14
Republican	27
Progressive	15
Ind/3rd Party	29

Q5. In general, do you think things in the United States are headed in the right direction or are they on the wrong track?

Right direction	25
Wrong track	67
Don't know	8

Q6. In general, do you think things in Vermont are headed in the right direction or are they on the wrong track?

Right direction	56
Wrong track	40
Don't know	5

Q7. The Vermont State Legislature is considering legislation that would end the sale of all flavored tobacco products that can appeal to youth, including fruit and candy-flavored e-cigarettes, menthol-flavored cigarettes, and all other flavored tobacco products. Do you strongly support, somewhat support, somewhat oppose, or strongly oppose this legislation?

Strongly support	44
Somewhat support	24
Somewhat oppose	12
Strongly oppose	14
Don't know	6
<b>Total Support</b>	<b>68</b>
<b>Total Oppose</b>	<b>26</b>

Q8. How concerned are you about young people in your community smoking cigarettes and using e-cigarettes, vapes, or other forms of tobacco?

Very concerned	42
Somewhat concerned	37
Not very concerned	12
Not at all concerned	9
Don't know	0
<b>Total Concerned</b>	<b>79</b>
<b>Total Not Concerned</b>	<b>21</b>

Q9. Which of the following is closer to your view of the proposal to end the sale of flavored tobacco products, including menthol-flavored cigarettes, and candy and fruit-flavored e-cigarettes in Vermont?

It is a good idea because flavored tobacco gets young people to become addicted to tobacco products such as cigarettes and vapes.	66
It is a bad idea because it interferes with adults' freedom to purchase tobacco products in the flavors of their choice.	28
Don't know	6

Q10. Thinking of the proposal to end the sale of flavored tobacco products, including menthol-flavored cigarettes, and candy and fruit-flavored e-cigarettes in Vermont, which would you say is more important?

Helping prevent young people from getting addicted to tobacco by removing flavored tobacco products from store shelves.	78
Protecting Vermont retailers and jobs by not banning flavored tobacco.	17
Don't know	5

Q11. Which do you see as more important?

Ensuring fewer children start using nicotine by ending the sale of tobacco products in flavors that appeal to kids including candy, mint, fruit and menthol.	71
Ensuring those who are trying to stop smoking traditional cigarettes have access to tobacco and e-cigarette products in the flavors of their choice.	22
Don't know	7

***These remaining questions are for statistical purposes only.***

D1. These remaining questions are for statistical purposes only. Do you generally consider yourself liberal, moderate, or conservative?

Liberal	41
Moderate	33
Conservative	22
Don't know	5

D2. What is the last grade you had the opportunity to complete?

Grade school	0
Some high school	1
High school graduate	13
Community college/technical school	6
Some college	13
College graduate	37
Graduate school, medical school or law school	28
Don't know	1
<College	34
College+	65

D3. What is your ethnic background?

White	88
Hispanic/Latino	2
African American	1
Native American	2
Asian	0
Other	4
Don't know	3
Non-White	12

**Asked if not Hispanic on D3**

D4. Do you consider yourself to be of Hispanic or Latino descent?

Yes	1
No	97
Don't know	2

D11. Which category best describes your age?

18-24	3
25-29	7
30-34	8
35-39	8
40-44	8
45-49	7
50-54	11
55-59	6
60-64	8
65-69	9
70+	24
Don't know/refused	0
18-29	11
30-44	23
45-59	24
60+	41
<50	41
50+	58

D12. Which best describes you?

Currently a smoker	6
Trying to quit smoking	4
Past smoker	30
Never a smoker	59
Don't know/refused	1

**IF “Currently a smoker,” “Trying to quit smoking,” or “Past smoker”**  
D13CMB. Do you currently use any of the following:

Cigarettes	23
E-cigarettes or vapes with nicotine	15
Cigars	6
Smokeless tobacco	4
Hookah	6
Don't know/refused	58

C1. RECORD GENDER BY OBSERVATION

Male	48
Female	52

C4. CODE AGE FROM FILE

18-29	12
30-44	23
45-59	23
60+	42



REGION FROM FILE

Northwest	35
South	31
Rest of State	34