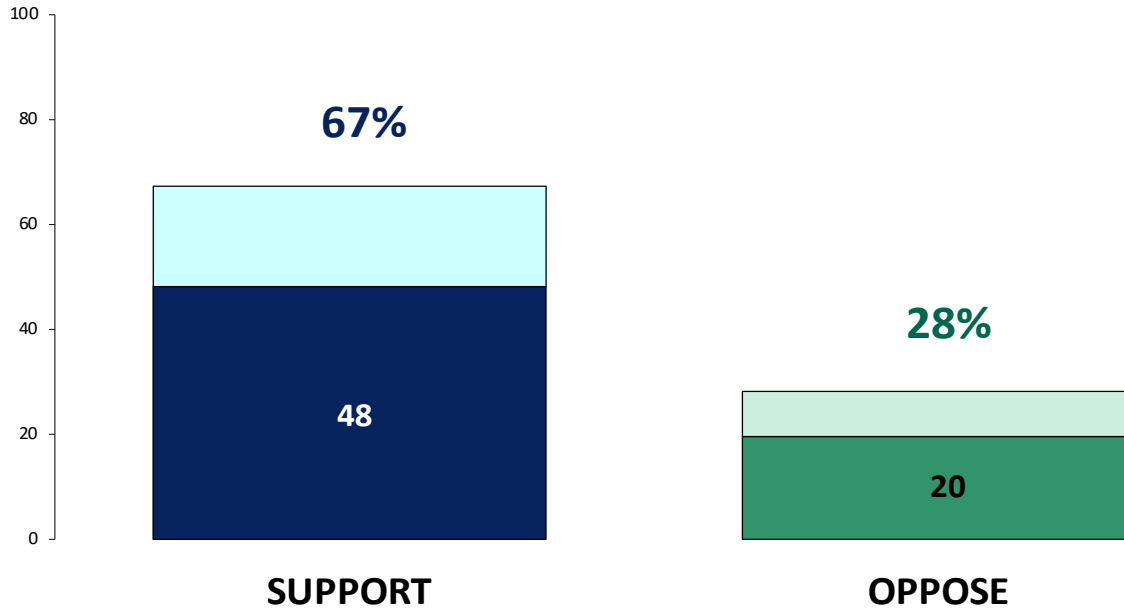


MICHIGAN VOTERS STRONGLY SUPPORT A COMPREHENSIVE LEGISLATIVE PACKAGE TO REDUCE TOBACCO USE

A recently completed statewide survey shows that **Michigan voters strongly support a comprehensive legislative plan to reduce tobacco use in the state**. Two-thirds of likely voters (67%) support the bill package, with nearly half of voters (48%) *strongly* in support.



Darker shading equals stronger intensity | Total numbers are rounded

THE GLENGARIFF GROUP – SURVEY OF REGISTERED LIKELY MICHIGAN VOTERS | AUG 2023

Support for the plan is widespread, with a majority of voters across key demographic groups indicating support for the proposal:

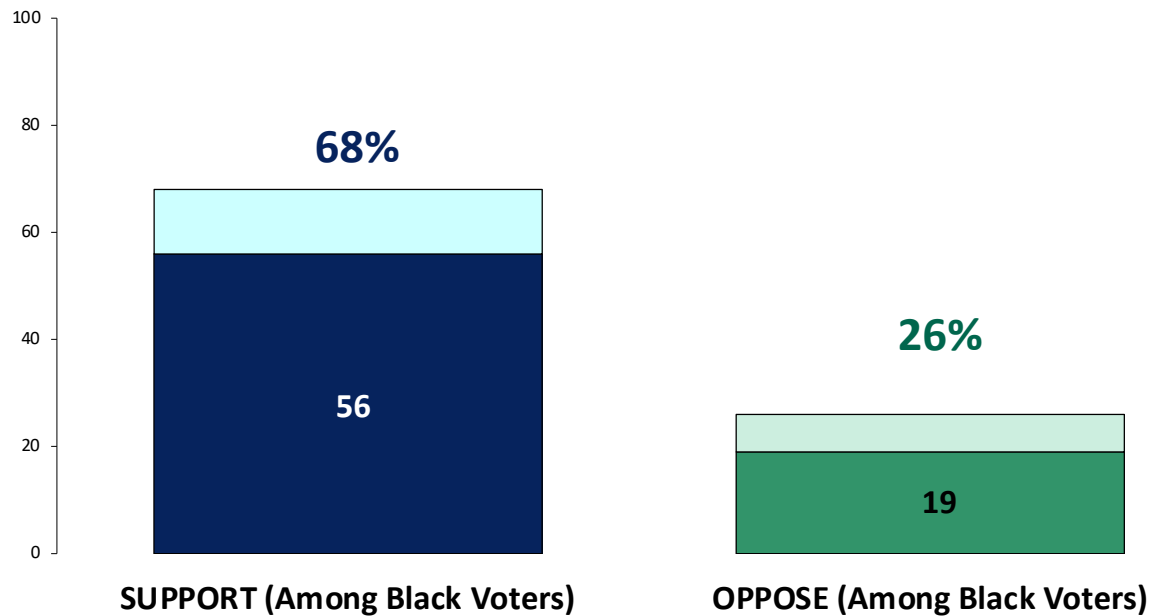
- Metro Detroit (68%) and outstate (67%)
- Strong Democrats (78%), lean Democrats (71%), independents (64%), lean Republicans (62%) and strong Republicans (60%)
- Men (62%) and women (73%)
- White (67%) and Black (74%) voters
- Age 18-29 (63%), 30-39 (66%), 40-49 (62%), 50-64 (67%) and 65+ (77%)
- Non-college (67%) and college educated voters (68%)

Voters across the state support ending the sale of flavored tobacco products.

The survey also found that nearly six out of ten voters support a proposal that would end the sale of all flavored tobacco products that can appeal to children, including fruit and candy flavored e-cigarettes, menthol-flavored cigarettes, flavored hookah tobacco and other flavored tobacco products (59% support to 37% oppose). Support for ending the sale of flavored tobacco products is particularly strong among Black voters (68% to 26% overall) with a 56% majority *strongly* in support.

In addition, by a 2-to-1 margin (65% to 29%), Michigan voters believe stopping another generation of children from becoming addicted to flavored tobacco is more important than protecting adults' rights to buy tobacco and e-cigarette products in the flavor of their choice (including candy, fruit, menthol and mint flavors).

BLACK VOTERS IN MICHIGAN STRONGLY SUPPORT ENDING THE SALE OF FLAVORED TOBACCO PRODUCTS



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Would you support or oppose a proposal that would end the sale of all flavored tobacco products that can appeal to children including fruit and candy flavored e-cigarettes, menthol-flavored cigarettes, flavored hookah tobacco, and other flavored tobacco products?

Michigan voters also support other key individual policies included in the legislative package:

- By nearly a 30-point margin (63% support to 34% oppose) voters support increasing the state tobacco tax by \$1.50 with the money used to reduce tobacco use, particularly among children.
- Michigan currently has no state tax on e-cigarettes or vaping products that contain nicotine. By an overwhelming margin (81% support to 17% oppose) voters support taxing e-cigarettes and vaping products at a rate equivalent to the tax on cigarettes.
- Michigan does not require tobacco retailers to be licensed to sell tobacco, making it virtually impossible to enforce the state's tobacco laws. Three out of four voters support requiring tobacco retailers in Michigan to be licensed to sell tobacco (76% support to 20% oppose).
- By a margin of 69% to 23%, voters support removing criminal penalties for those under 21 who possess, purchase or use tobacco and instead licensing retailers and holding them accountable for selling tobacco to anyone under 21 years old.

Methodology: The Glengariff Group, Inc. conducted a Michigan statewide survey of likely Nov. 2024 voters. The 800 sample, live operator phone survey was conducted July 31-August 5, 2023 and has a margin of error of +/-3.5% with a 95% level of confidence. 25% of respondents were contacted via landline phone and 75% via cell phone. Total numbers are rounded. Survey commissioned by the Campaign for Tobacco-Free Kids.

Question Wording:

I am going to read you several ideas being discussed to regulate and tax tobacco in Michigan. For each, please tell me if you support or oppose that idea.

Michigan is one of only ten states that does not require tobacco retailers to be licensed to sell tobacco making it virtually impossible to enforce the state's tobacco laws. Do you support or oppose requiring tobacco retailers in Michigan to be licensed to sell tobacco? ASK: WOULD THAT BE STRONGLY SUPPORT/OPPOSE OR JUST SOMEWHAT SUPPORT/OPPOSE?

Strongly support	62.5%	TOTAL SUPPORT	76%
Somewhat support	13.8%		
Somewhat oppose	9.1%		
Strongly oppose	11.0%	TOTAL OPPOSE	20%
Undecided/ Neither (not read)	3.4%		
Refused (not read)	0.2%		

While Michigan does not license tobacco retailers, anyone under the age of 21 in Michigan can be charged with a misdemeanor crime for possessing, purchasing or using tobacco. Do you support or oppose removing criminal penalties for those under 21, and instead licensing tobacco retailers and holding them accountable for selling tobacco to anyone under 21 years old? ASK: WOULD THAT BE STRONGLY SUPPORT/OPPOSE OR JUST SOMEWHAT SUPPORT/OPPOSE?

Strongly support	51.1%	TOTAL SUPPORT	69%
Somewhat support	17.6%		
Somewhat oppose	9.3%		
Strongly oppose	13.3%	TOTAL OPPOSE	23%
Undecided/ Neither (not read)	8.2%		
Refused (not read)	0.5%		

Would you support or oppose a one dollar and fifty cent per pack increase in the state cigarette tax, and an equivalent increase on other tobacco products like chewing tobacco with all of the money going to reduce tobacco use particularly among children in Michigan? ASK: WOULD THAT BE STRONGLY SUPPORT/OPPOSE OR JUST SOMEWHAT SUPPORT/OPPOSE?

Strongly support	49.2%	TOTAL SUPPORT	63%
Somewhat support	13.6%		
Somewhat oppose	6.6%		
Strongly oppose	27.1%	TOTAL OPPOSE	34%
Undecided/ Neither (not read)	3.1%		
Refused (not read)	0.4%		

Unlike cigarettes and other tobacco products, Michigan currently has no state tax on e-cigarettes or vaping products that contain nicotine. Do you support or oppose taxing e-cigarettes and vaping products at an equivalent rate at which cigarettes are taxed? ASK: WOULD THAT BE STRONGLY SUPPORT/OPPOSE OR JUST SOMEWHAT SUPPORT/OPPOSE?

Strongly support	69.5%	TOTAL SUPPORT	81%
Somewhat support	11.6%		
Somewhat oppose	2.6%		
Strongly oppose	14.7%	TOTAL OPPOSE	17%
Undecided/ Neither (not read)	1.6%		
Refused (not read)	0.0%		

Would you support or oppose a proposal that would end the sale of all flavored tobacco products that can appeal to children including fruit and candy flavored e-cigarettes, menthol-flavored cigarettes, flavored hookah tobacco, and other flavored tobacco products? ASK: WOULD THAT BE STRONGLY SUPPORT/OPPOSE OR JUST SOMEWHAT SUPPORT/OPPOSE?

Strongly support	49.2%	TOTAL SUPPORT	59%
Somewhat support	10.0%		
Somewhat oppose	11.3%		
Strongly oppose	25.5%	TOTAL OPPOSE	37%
Undecided/ Neither (not read)	4.0%		
Refused (not read)	0.0%		

The state legislature may consider a bill package to reduce tobacco use in Michigan, particularly among children. The package would require tobacco retailers to be licensed just like liquor retailers so that the state can enforce tobacco laws like prohibiting the sale of tobacco to minors. It would increase taxes on tobacco products with the money used to reduce tobacco use, particularly among children. It would for the first time tax e-cigarettes and vaping products containing nicotine just like cigarettes. It would allow local counties and cities to create tougher restrictions on tobacco sales within their own community. And it would end the sale of flavored tobacco that can appeal to children including fruit and candy flavored e-cigarettes, flavored hookah tobacco, menthol-flavored cigarettes, and other flavored tobacco products. Would you say you support or oppose this plan to reduce tobacco use in Michigan? ASK: WOULD THAT BE STRONGLY SUPPORT/OPPOSE OR JUST SOMEWHAT SUPPORT/OPPOSE?

Strongly support	48.2%	TOTAL SUPPORT	67%
Somewhat support	19.1%		
Somewhat oppose	9.6%		
Strongly oppose	19.6%	TOTAL OPPOSE	28%
Undecided/ Neither (not read)	3.5%		
Refused (not read)	0.1%		

Which of the following statements do you agree with more? [READ 1-2/ ROTATE]

1. It is more important to protect the rights of adults to buy tobacco and e-cigarette products in their choice of flavors including candy, fruit, menthol and mint. 29.1%
2. It is more important to stop another generation from becoming addicted to tobacco and e-cigarettes marketed by companies that target children with flavored tobacco products. 64.8%
3. Don't Know/ Refused (not read) 6.1%