Hawai‘i voters SUPPORT a proposal to END THE SALE OF ALL FLAVORED TOBACCO PRODUCTS

90% Hawai‘i voters are concerned about TOBACCO USE AND NICOTINE ADDICTION AMONG HAWAI‘I YOUTH

NO FLAVORED TOBACCO PRODUCTS

CAMPAIGN for TOBACCO-FREE Kids®

85% Kids' addiction to candy/fruit flavored tobacco products

84% Massive doses of nicotine being very harmful to young people

74% Tobacco companies contributing money to influence elected leaders

84% SUPPORT A PROPOSAL to END the sale of flavored tobacco products that can appeal to kids

REASONS VOTERS SUPPORT ENDING THE SALE OF ALL FLAVORED TOBACCO PRODUCTS:

HAWAI‘I VOTERS BELIEVE:
It is MORE IMPORTANT to END THE SALE OF FLAVORED TOBACCO products to prevent kids from using them

77% say it is more important to protect kids than protect business/allow flavored tobacco products

69% say it is more important to end flavored tobacco sales/prevent youth use than to protect rights of adults to use flavored tobacco
RESPONDENT PROFILE

**GENDER**
- 49% Male
- 50% Female

**AGE**
- <35: 11%
- 35-64: 60%
- 65+: 29%

**ISLAND**
- 70% Oahu
- 14% Maui
- 11% Kauai
- 5% Hawaii

**CHILDREN <18**
- 6% Have Kids
- 91% None

**NEXT ELECTION VOTER**
- Very Likely: 93%
- Somewhat Likely: 5%

**ETHNICITY**
- Japanese: 23%
- Caucasian: 22%
- Hawaiian/Part: 20%
- Mixed/Other: 15%
- Filipino: 14%
- Chinese: 4%
- Hispanic: 1%
- Other P.I.: 1%

**HOUSEHOLD INCOME**
- <$50k: 18%
- $50k-$100k: 31%
- $100k+: 40%

**HAWAIʻI RESIDENCY**
- Born & Raised: 63%
- 10+ yrs: 33%
- <10 yrs: 4%