



NEARLY 9 OUT OF 10 (86%) ADULTS
THINK CANDY AND FRUIT FLAVORED TOBACCO
PRODUCTS ARE MORE APPEALING TO YOUTH
THAN NON-FLAVORED TOBACCO PRODUCTS.



2X

YOUTH ARE 2X AS LIKELY AS ADULTS (AGE 24+) TO SAY THEY
WOULD TRY A FLAVORED TOBACCO PRODUCT OVER A NON-FLAVORED ONE.

THERE IS A LACK OF KNOWLEDGE AMONG YOUTH ABOUT THE
HARM OF TOBACCO PRODUCTS OTHER THAN CIGARETTES.



1 IN 3 YOUTH
EITHER THINK SNUS, CIGARS,
AND LITTLE CIGARS ARE LESS
HARMFUL THAN CIGARETTES OR
ARE NOT SURE.



AMONG YOUTH TOBACCO USERS,
1 OUT OF 4 (25%) BELIEVE THAT
FLAVORED TOBACCO IS SAFER
THAN NON-FLAVORED TOBACCO
OR ARE NOT SURE.



2 OUT OF 3 (68%)

ARE UNAWARE THAT IT IS ILLEGAL FOR CIGARETTES TO
BE SOLD IN CANDY/FRUIT FLAVORS.



65% THINK IT SHOULD BE ILLEGAL FOR
ALL TOBACCO PRODUCTS TO BE
SOLD IN CANDY/FRUIT FLAVORS.

71% OF ADULTS AGE 24+

**COUNTER
BALANCE**

CounterBalance is a statewide education effort by the Vermont Department of Health working to raise awareness about the dangers of flavored tobacco products. Between December 2016 and February 2017, volunteers collected 2,058 surveys from a convenience sample in 230 Vermont zip codes to assess what Vermonters thought about the appeal and health effects of flavored tobacco products. Download the full report at www.CounterBalanceVT.com/Flavored-Tobacco-Survey.