

COUNTER BALANCE

SURVEY REPORT MAY 2017



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The Vermont Department of Health thanks the community organizations and 39 volunteers who took time out of their busy schedules to collect CounterBalance surveys. This report, aimed to raise awareness about the perception of flavored tobacco products, would not have been possible without their support, hard work, and dedication.



Executive Summary

This Public Opinion Survey Report is to inform stakeholders and policymakers about Vermonters' awareness of and opinions regarding flavored tobacco products. Youth and community volunteers disseminated several thousand surveys at their schools and in their communities to learn more about how Vermonters perceive flavored and other tobacco products. The results provide Vermont-specific data on why ending the influence of tobacco on today's youth is so important. The data speak to the ways in which youth find flavors appealing and to what extent they understand the relative safety of flavored tobacco products. Many Vermonters surveyed were unaware that the federal government banned the use of candy and fruit flavors in cigarettes more than five years ago.

The Vermont Department of Health is dedicated to reducing youth access to and use of tobacco. Since 2013, the department's tobacco control program (TCP) has been implementing strategies to reduce the impact that occurs at point-of-sale. In the retail setting, the tobacco industry spends one million dollars every hour marketing tobacco to youth and young adults. When tobacco is promoted in the retail environment, youth are more likely to start using tobacco and are thus more likely to continue using tobacco into adulthood.

In 2014, the Health Department launched CounterBalance as a statewide initiative to educate and engage communities around the impact tobacco retail marketing has on Vermont's youth, including sales in pharmacies. Beginning in fall 2016, CounterBalance evolved into a multi-year campaign focused on the **dangers of flavored tobacco**.

The public opinion survey was administered by youth and coalition volunteers between December 2016 and February 2017. A total of **2,058 respondents**, representing **230 zip codes** across Vermont (out of a possible 308), completed the survey. The majority of respondents were youth (68%), while 7% were young adults (age 18-23), 24% were adults (age 24 and older), and 1% of respondents did not report their age.

Twelve percent of the total sample currently use tobacco products and 18% report having ever tried flavored tobacco. Almost one out of three respondents (31%) reported ever having used any tobacco product in their lifetime. Of the 142 youth who reported currently using tobacco, the most commonly used tobacco products were cigarettes (40%), e-cigarettes (37%), and little cigars or cigarillos (35%). **Of the youth who reported that they had ever tried flavored tobacco (n=209), youth most commonly**

reported trying e-cigarettes (55%), cigars (41%), and little cigars or cigarillos (36%).

The majority of respondents (87%) correctly stated that flavored tobacco was not safer than non-flavored tobacco. Youth and young adults were most likely to be misinformed about the dangers of flavored tobacco, with 6% of both groups believing that flavored tobacco is safer than non-flavored tobacco. An additional 10% of youth stated that they were not sure if flavored tobacco was safer.

Nearly 9 out of 10 adults (age 24 and older) think that candy and fruit flavored tobacco products are more appealing to kids than non-flavored tobacco products,

- 75% of youth, 77% of young adults, and 86% of adults (age 24 and older) think candy and fruit-flavored tobacco products are more appealing to kids than non-flavored tobacco products.

Nearly 9 out of 10 adults think flavored tobacco is more appealing to kids than non-flavored tobacco products.

Youth were twice as likely to state that they would be more likely to try a flavored tobacco product when compared to adults (age 24 and older).

- This adds further evidence to the argument that tobacco companies are successfully targeting youth with flavored tobacco products.
- Young adults were more likely to state that they would try a flavored tobacco product than either youth or adults, illustrating that tobacco company marketing strategies are efficiently targeting young adults as well as youth.

Misinformation around the dangers of flavored tobacco was higher in the subset of respondents who currently use tobacco.

- Almost one out of four youth and young adult tobacco users believing that flavored tobacco was probably or definitely safer than non-flavored tobacco or not sure.

1 in 4 youth tobacco users believe flavored tobacco products to be safer

Significantly more youth than adults (age 24 and older) demonstrated a lack of knowledge around the harms of non-cigarette tobacco products,

- They believed that other tobacco products are less harmful than cigarettes or were not sure.

- When compared to cigarettes, 40% of youth believed that e-cigarettes were less harmful and 20% believed that little cigars or cigarillos and hookah were less harmful.
- In comparison, 24% of adults believed that e-cigarettes were less harmful, 8% believed that little cigars or cigarillos were less harmful, and 13% believed that hookah was less harmful.

Almost half of the total sample (45%) stated that they noticed flavored tobacco products being sold in their community. However, awareness of current federal law prohibiting the sale of flavored cigarettes was low with **80% of respondents reporting that they did not know it was illegal to sell flavored cigarettes.**

A majority of respondents age 18 and older (65%) believed candy/fruit flavored tobacco products should be illegal.

- For the subgroup of adults age 24 and older levels of support were even higher, with 71% believing that all flavored tobacco products should be illegal.

***2 in 3 adults
believed it should
be illegal for all
tobacco products
to be sold in
candy/fruit
flavors.***

Campaign Background

The 2009 Family Smoking Prevention and Tobacco Control Act prohibited the sale of candy and other fruit flavored cigarettes. However, the law did not extend to non-cigarette tobacco products. The law also currently permits menthol-flavored tobacco products of all types, making menthol the sole remaining flavor allowed in cigarettes.

On May 5, 2016, the FDA established oversight over all tobacco products. Although the FDA has reaffirmed plans to extend the restriction on flavored cigarettes to flavored cigars, they have made no mention of smokeless tobacco or e-cigarettes. Additionally, the FDA has not committed to a timeline for extending the restrictions on flavored cigarettes. States do not have to wait for the FDA—they have the authority to act now to protect youth.

The CounterBalance campaign was created as a statewide effort by the Vermont Department of Health to engage communities and raise awareness about the dangers of flavored tobacco products.

The CounterBalance campaign in Vermont has two objectives:

1. Increase understanding of how flavors in tobacco products work to attract youth and contribute to a low perception of danger/harm.
2. Demonstrate and deepen public demand for protecting youth from flavored tobacco products.

A key component of the campaign strategy was the administration of a public opinion survey in order to assess how youth and adults perceive the appeal and safety of flavored tobacco relative to other tobacco products. The survey also measures support for prohibiting all flavored tobacco products.

Methodology

The public opinion survey instrument was developed by Rescue in 2016. The survey instrument can be found in Appendix A. Trainings were held for CounterBalance youth and coalition volunteers in November and December 2016 and an important component of the training was learning how to administer the public opinion survey.

CounterBalance youth and coalition volunteers then administered the public opinion survey to a convenience sample of youth and adults in Vermont between December

2016 and February 2017. Data was collected at community gatherings, school events, and other public events. The survey took respondents approximately 5 minutes to complete. Data was entered into Excel in March 2017 and analyzed by Rescue's research department in April and May 2017. Throughout the report percentages may not add up to 100% due to rounding.

Survey Results

SAMPLE POPULATIONS

A total of 2,058 respondents completed the survey. This report analyzes the data based on a number of subpopulations, which are listed in Table 1. All data in the report presented for “Adults” will be referencing the group age 24 and older. For questions related to flavored tobacco regulations and restrictions, this report combines the young adult and adult populations to report on voting age adults (“Respondents 18 and older”).

Table 1: Sample populations

Sample population	N (%)
Total sample	2,058*
Age Groups	
Youth (17 and younger)	1,394 (68%)
Young Adults (18-23)	148 (7%)
Adults (24 and older)	492 (24%)
Tobacco Users	
Total Tobacco Users	244** (12%)
Youth (17 and younger)	142 (58%)
Young Adults (18-23)	43 (18%)
Adults (24 and older)	58 (24%)
Ever Tried Flavored Tobacco	
Total Ever Tried Flavored Tobacco	364*** (18%)
Youth (17 and younger)	209 (57%)
Young Adults (18-23)	50 (14%)
Adults (24 and older)	104 (29%)

*24 participants (1%) were missing age data.

**1 participant (<1%) was missing tobacco usage data.

***1 participant (<1%) was missing flavored tobacco experimenter data.

DEMOGRAPHICS AND REPORTED TOBACCO USE

Respondents represented a total of 230 zip code areas across Vermont. More than half of the sample (53%) were female while 43% were male and 2% stated that their gender was “other.” The majority of respondents (68%) were youth (age 17 and younger) while almost one-quarter (24%) were adults (age 24 and older). 7% of the sample were young adults (age 18-23).

Table 2: Respondent demographics

Total Respondents	2,058
Gender*	
Male	888 (43%)
Female	1,094 (53%)
Other	47 (2%)
Age**	
Youth (17 and younger)	1,394 (68%)
Young Adults (18-23)	148 (7%)
Adults (24 and older)	492 (24%)
Number of unique VT zip codes***	230

*29 respondents (1%) were missing data on gender.

**24 respondents (1%) were missing data on age.

***Out of a possible 308 zip codes in Vermont

More than half of adults (60%) and young adults (51%) reported ever having used any tobacco product, as opposed to only 20% of youth. Almost one out of three young adults (29%) reported currently using any tobacco product, compared to only 10% of youth. Across all age categories, fewer respondents reported ever using flavored tobacco products when compared to any tobacco product.

Table 3: Reported tobacco use

	Youth (17 and younger) (n=1,394)	Young Adults (18-23) (n=148)	Adults (24 and older) (n=492)	Total (n=2,058)*
Ever used any tobacco product	275 (20%)	75 (51%)	293 (60%)	646 (31%)**
Currently use any tobacco product	142 (10%)	43 (29%)	58 (12%)	244 (12%)***
Ever tried flavored tobacco	209 (15%)	50 (34%)	104 (21%)	364 (18%)****

*24 respondents (1%) were missing data on age.

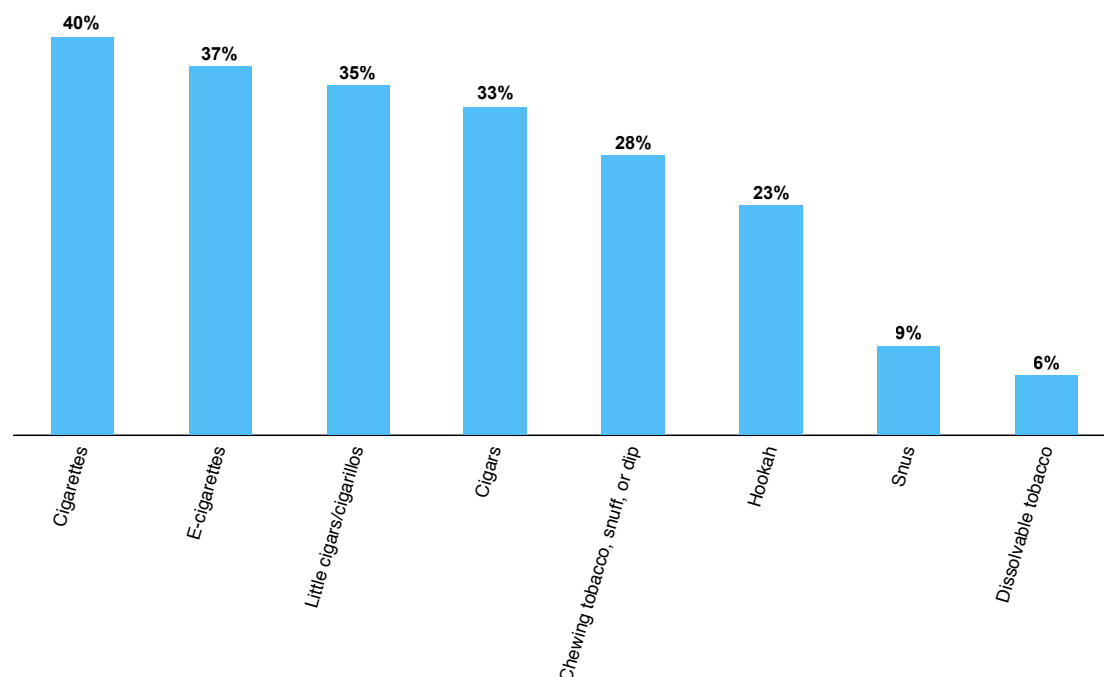
**27 respondents (1%) were missing data on “ever used any tobacco product.”

***1 respondent (<1%) missing age on “currently use any tobacco product.”

****1 respondent (<1%) missing age on “ever tried flavored tobacco.”

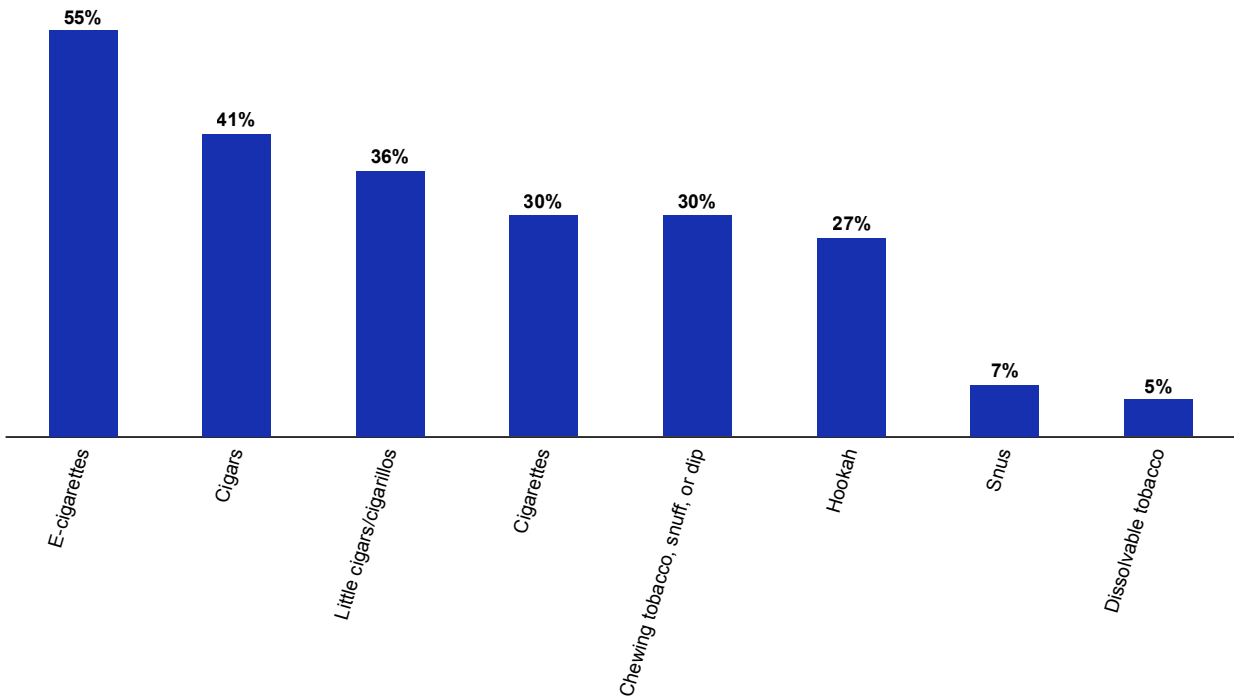
Of the youth who reported that they currently use tobacco (n=142), almost half (48%) reported that they currently use more than one tobacco product (data not shown).

Figure A illustrates the tobacco products that youth reported currently using. Cigarettes (40%), e-cigarettes (37%) and little cigars or cigarillos (35%) were the most commonly reported tobacco products used by youth.

Figure A: Tobacco products currently used by youth (n=142)

Of the youth who reported that they have ever tried flavored tobacco (n=209), Figure B illustrates the flavored tobacco products that youth reported ever trying. E-cigarettes (55%), cigars (41%) and little cigars or cigarillos (36%) were the most commonly identified flavored tobacco products that youth had tried.

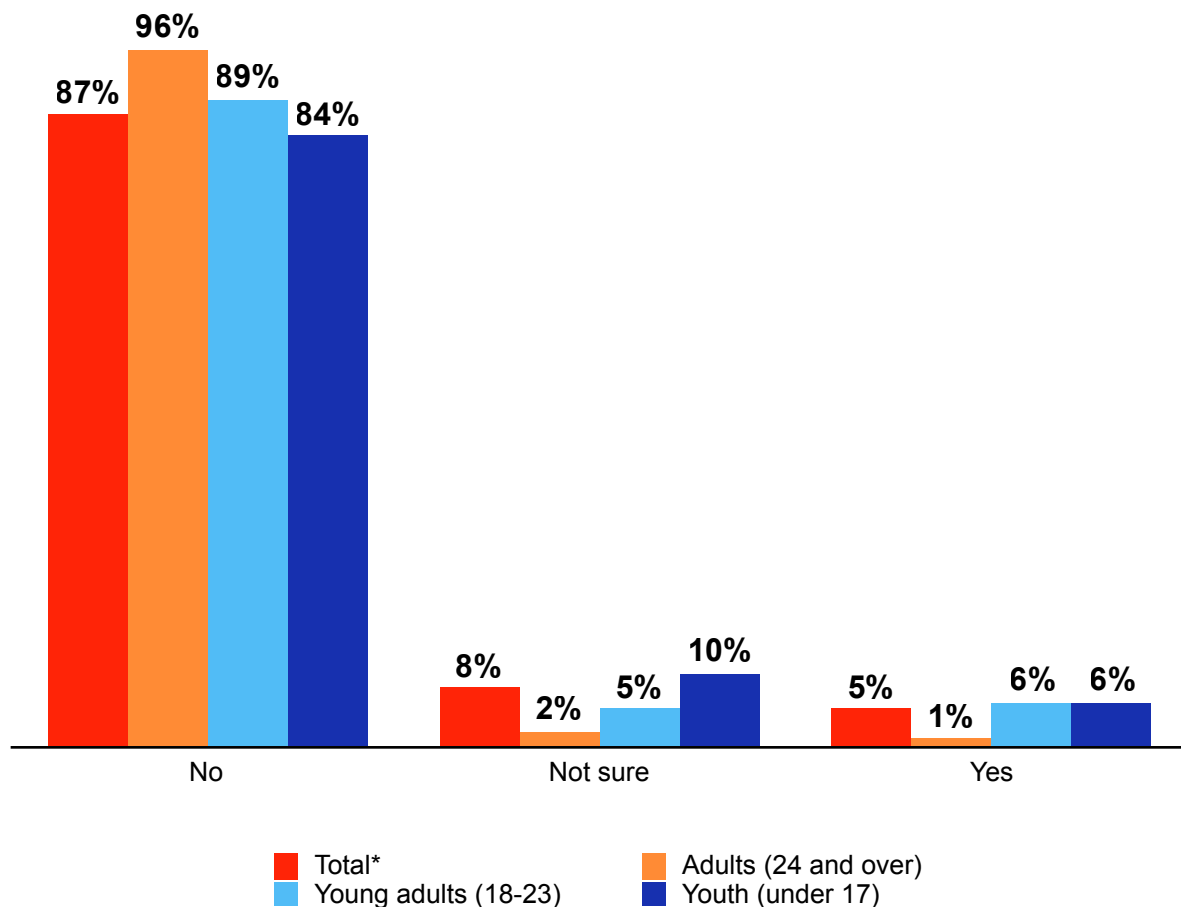
Figure B: Flavored tobacco products tried by youth (n=209)



PERCEIVED SAFETY AND APPEAL OF FLAVORED TOBACCO

Respondents were asked the question, “Do you think that flavored tobacco (like chocolate and strawberry) is safer than regular tobacco?” The majority of all respondents (87%) correctly stated “No.” Youth and young adults were most likely to be misinformed about the dangers of flavored tobacco, with 6% of both groups believing that flavored tobacco is safer than non-flavored tobacco. An additional 10% of youth stated that they were not sure.

Figure C: “Do you think that flavored tobacco (like chocolate and strawberry) is safer than regular tobacco?” (n=2,058)**

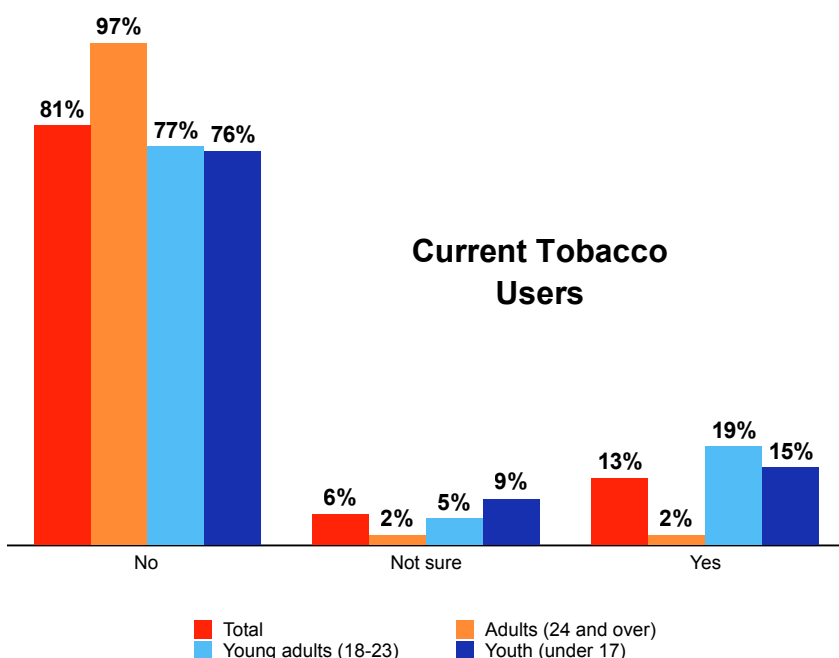


*15 respondents (1%) failed to respond to the question, “Do you think that flavored tobacco (like chocolate and strawberry) is safer than regular tobacco?”

**24 respondents (1%) failed to report age.

Figure D illustrates the responses of current tobacco users and non-tobacco users to the question, “Do you think that flavored tobacco (like chocolate and strawberry) is safer than regular tobacco?” Almost one out of four youth and young adult tobacco users thought that flavored tobacco was probably or definitely safer than non-flavored tobacco or were not sure. Adult tobacco users were significantly more likely to respond “no” than youth and young adults. Higher proportions of current tobacco users thought flavored tobacco was safer than regular tobacco when compared to non-users.

Figure D*: Current tobacco users (n=244) vs. non-users (n=1,814)*** responses to the question: “Do you think that flavored tobacco (like chocolate and strawberry) is safer than regular tobacco?”**



*15 respondents (1%) failed to respond to the question, “Do you think that flavored tobacco (like chocolate and strawberry) is safer than regular tobacco?”

**1 respondent (<1%) failed to report age.

***23 respondents (1%) failed to report age.

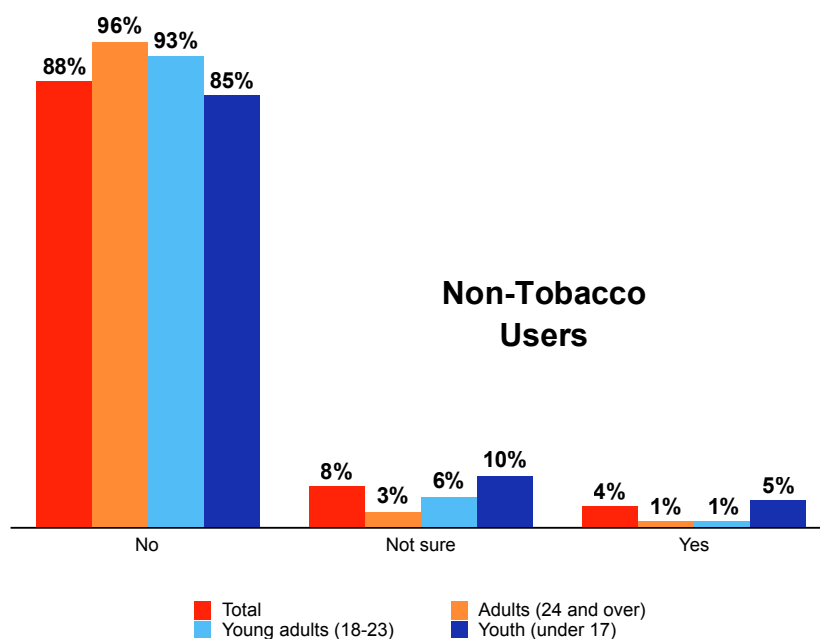
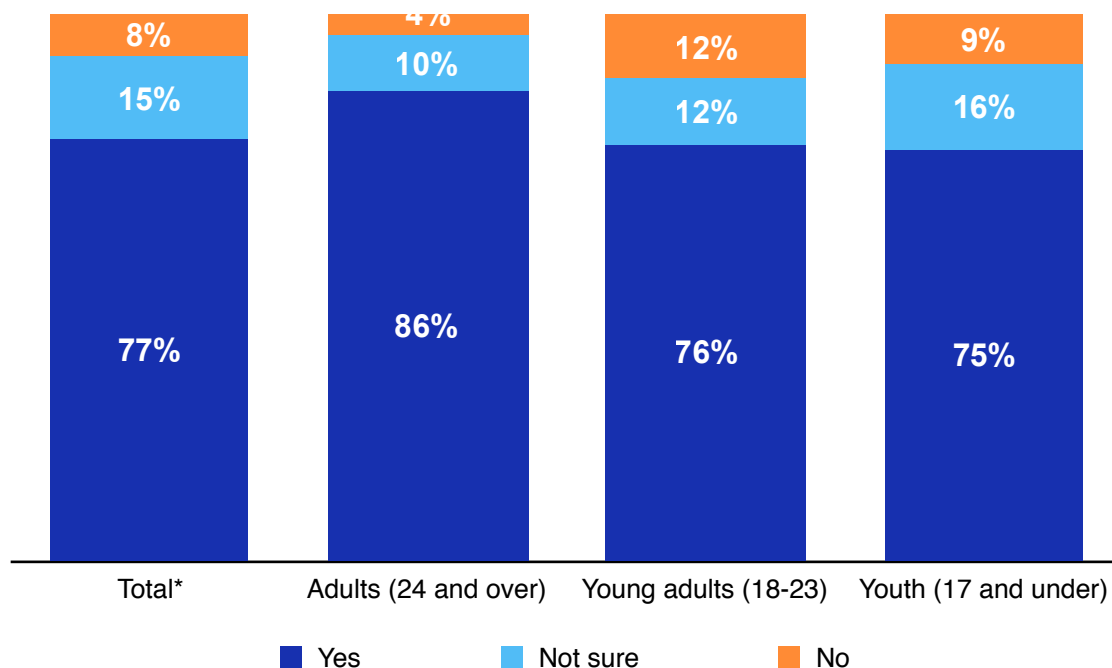


Figure E shows that the majority of participants believe candy and fruit flavored tobacco products are more appealing to kids than non-flavored tobacco products. Three out of four respondents (77%) thought that candy and fruit flavored tobacco products were more appealing to kids than non-flavored tobacco products, including 75% of youth, 77% of young adults and 86% of adults age 24 and older.

Figure E: Do you think that candy and fruit flavored tobacco products are more appealing to kids than regular tobacco products?* (n=2,058)**



*15 respondents (<1%) failed to respond to the question, "Do you think that candy and fruit flavored tobacco products are more appealing to kids than regular tobacco products?".

**24 respondents (1%) failed to report age.

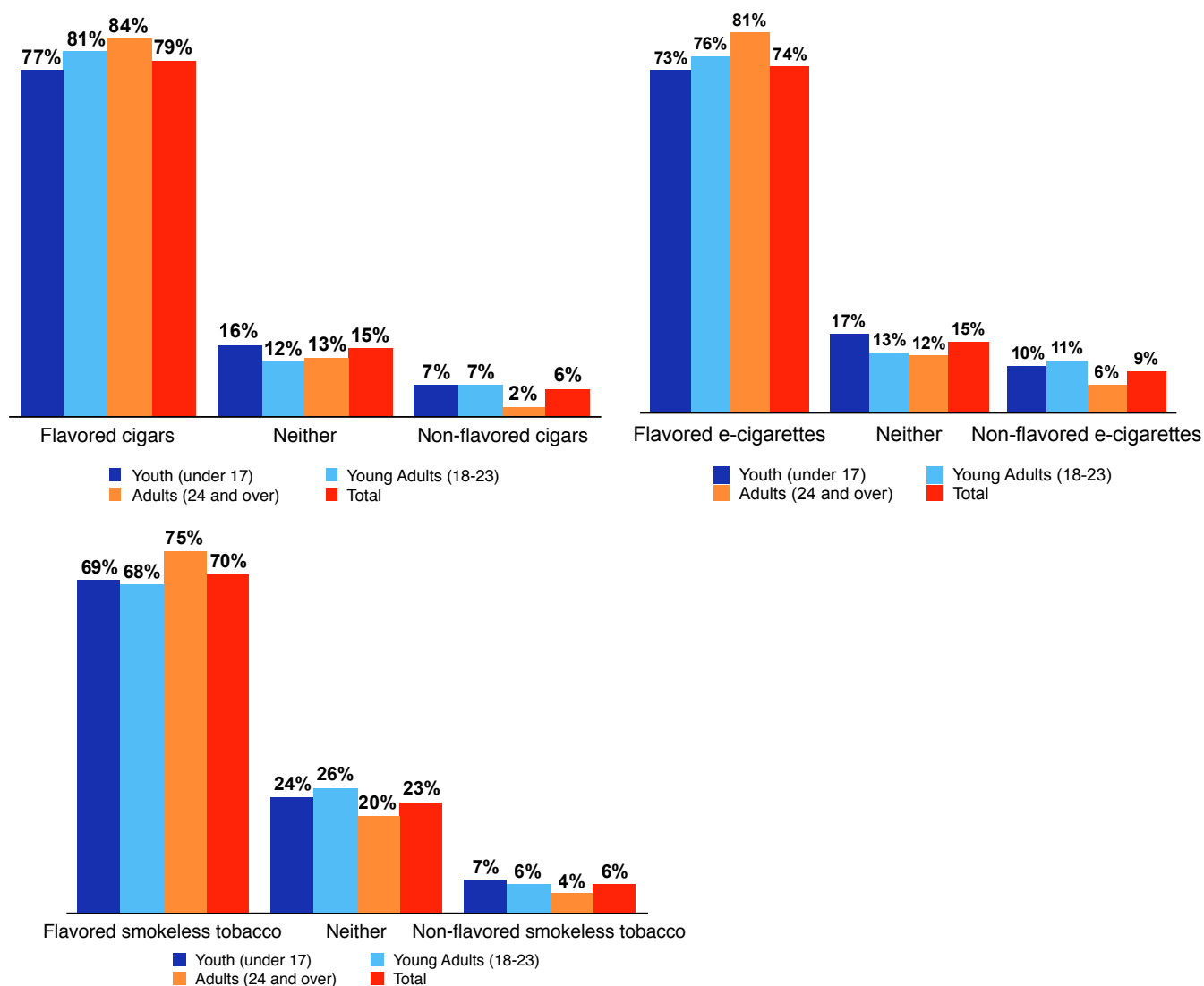
Respondents were presented with photos of flavored and non-flavored tobacco products (see Image 1 on the right).

Across all three products presented (e-cigarettes, cigars and chewing tobacco), the majority of youth, young adults, and adults believed that the flavored tobacco products were more appealing to kids than non-flavored tobacco products.

Image 1: Flavored and non-flavored tobacco product images used in the survey instrument



Figure F: Non-flavored and flavored tobacco products: “Which product do you think is more appealing to kids?” (n=2,058)*



WILLINGNESS TO TRY FLAVORED TOBACCO

When respondents were presented with the images of flavored and non-flavored tobacco products (see Image 1, above), they were also asked which of the two products they would be more likely to try. Youth were approximately twice as likely to state that they would be more willing to try a flavored tobacco product when compared to adults age 24 and older. Across all three tobacco products, young adults were more likely to try a flavored tobacco product than either youth or adults.

Table 4: Tobacco product respondents more likely to try

	Youth (17 and younger) (n=1,394)	Young Adult (18- 23) (n=148)	Adult (24 and older) (n=492)	Total (n=2,058)*
E-cigarettes**				
Flavored	389 (28%)	56 (38%)	70 (14%)	518 (25%)
Non-flavored	151 (11%)	15 (10%)	26 (5%)	193 (9%)
Neither	840 (60%)	77 (52%)	390 (79%)	1318 (64%)
Cigars**				
Flavored	304 (22%)	40 (27%)	62 (13%)	409 (20%)
Non-flavored	157 (11%)	33 (22%)	46 (9%)	237 (12%)
Neither	924 (66%)	74 (50%)	377 (77%)	1386 (67%)
Smokeless tobacco**				
Flavored	240 (17%)	29 (20%)	34 (7%)	304 (15%)
Non-flavored	91 (7%)	13 (9%)	21 (4%)	126 (6%)
Neither	1056 (76%)	106 (72%)	433 (88%)	1608 (78%)

*24 respondents (1%) failed to report age.

**Missing responses by tobacco type: e-cigarettes - 29 (1%); cigars - 26 (1%); smokeless tobacco - 21 (1%).

KNOWLEDGE OF NON-CIGARETTE TOBACCO PRODUCTS

Significantly more youth than adults age 24 and older demonstrated a lack of knowledge around the harms of non-cigarette tobacco products, which was illustrated by the fact that they believed that other tobacco products were less harmful than cigarettes or were not sure.

Table 5: Respondent evaluation of the harm of various tobacco products when compared to cigarettes

	Youth (17 and younger) (n=1394)	Young Adults (18-23) (n=148)	Adults (24 and older) (n=492)	Total (n=2058)**
Cigars (large, full-size)***				
More harmful than cigarettes	458 (33%)^	51 (35%)	91 (19%)	607 (30%)
Equally harmful As cigarettes	483 (35%)	48 (32%)	321 (65%)	858 (42%)
Less harmful than cigarettes	216 (16%)^	29 (20%)	44 (9%)	289 (14%)
Not sure	218 (16%)^	19 (13%)	34 (7%)	273 (13%)
Little Cigars or Cigarillos (e.g. Swisher Sweets, Black & Milds)***				
More harmful than cigarettes	138 (10%)	19 (13%)	52 (11%)	212 (10%)
Equally harmful As cigarettes	702 (50%)	83 (56%)	361 (73%)	1153 (56%)
Less harmful than cigarettes	279 (20%)^	25 (17%)	40 (8%)	345 (17%)
Not sure	260 (19%)^	20 (14%)	37 (8%)	321 (16%)
Chewing tobacco, snuff, or dip (e.g. Skoal, Copenhagen)***				
More harmful than cigarettes	420 (30%)	52 (35%)	122 (25%)	601 (29%)
Equally harmful As cigarettes	630 (45%)	72 (49%)	320 (65%)	1027 (50%)

Less harmful than cigarettes	129 (9%) [^]	9 (6%)	26 (5%)	164 (8%)
Not sure	198 (14%) [^]	15 (10%)	23 (5%)	239 (12%)
Snus (spitting tobacco) ^{***}				
More harmful than cigarettes	346 (25%) [^]	45 (30%)	91 (19%)	486 (24%)
Equally harmful As cigarettes	580 (42%)	65 (44%)	315 (64%)	967 (47%)
Less harmful than cigarettes	133 (10%) [^]	9 (6%)	27 (6%)	169 (8%)
Not sure	319 (23%) [^]	29 (20%)	58 (12%)	410 (20%)
Hookah ^{***}				
More harmful than cigarettes	296 (21%) [^]	45 (30%)	59 (12%)	405 (20%)
Equally harmful As cigarettes	502 (36%)	50 (34%)	319 (65%)	874 (43%)
Less harmful than cigarettes	274 (20%) [^]	32 (22%)	64 (13%)	372 (18%)
Not sure	302 (21%) [^]	19 (13%)	49 (10%)	274 (18%)
Electronic cigarettes ^{***}				
More harmful than cigarettes	172 (12%)	19 (13%)	53 (11%)	248 (12%)
Equally harmful As cigarettes	427 (31%)	58 (39%)	263 (54%)	753 (37%)
Less harmful than cigarettes	555 (40%) [^]	53 (36%)	116 (24%)	727 (36%)
Not sure	227 (16%)	18 (12%)	57 (12%)	305 (15%)

[^]Significance ($\alpha = 0.5$) when compared to adults 24 and older. All significance tests were conducted using a Z-test to compare column proportions.

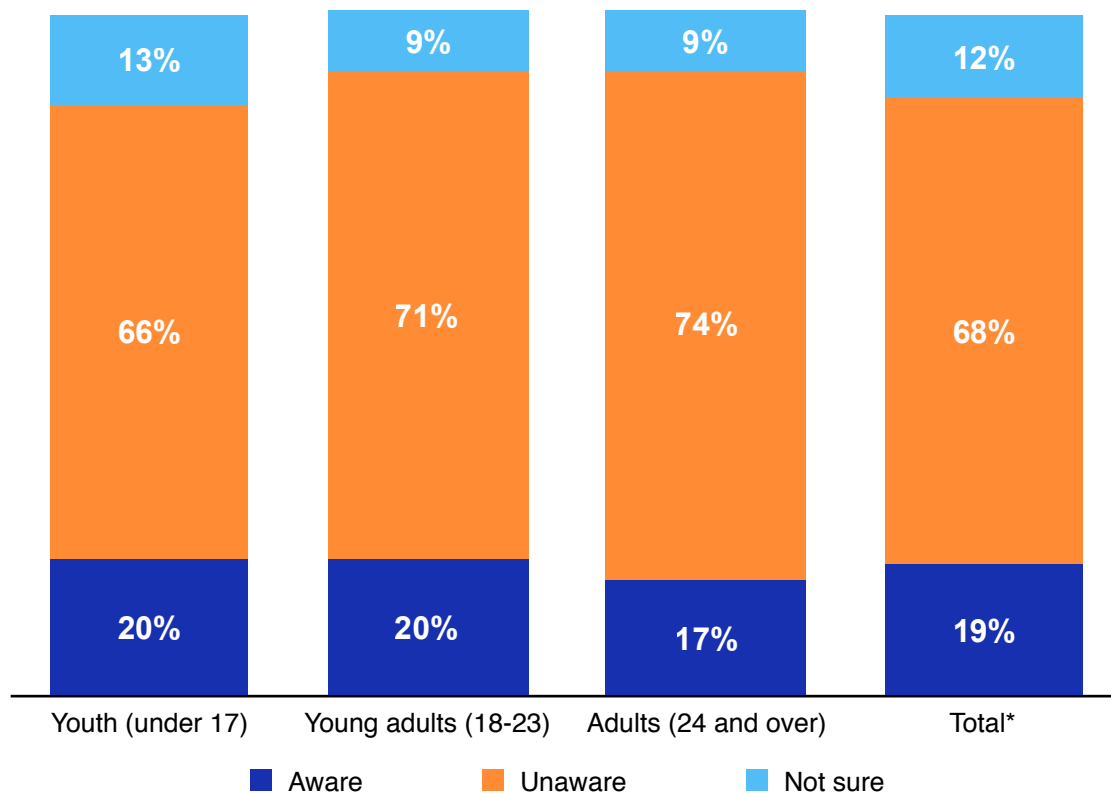
^{**}24 respondents (1%) failed to report age.

^{***}Missing responses by tobacco type: cigars - 31 (2%); little cigars or cigarillos - 27 (1%); chewing tobacco, snuff, or dip - 27 (1%); snus (spitting tobacco) - 26 (1%); hookah - 33 (2%); electronic cigarettes - 25 (1%).

FLAVORED TOBACCO SALE AND RESTRICTION: AWARENESS AND BELIEFS

The majority of respondents were *unaware* that it is illegal for flavored cigarettes to be sold.

Figure G: Awareness that the sale of flavored cigarettes is illegal (n=2,058)**



*27 respondents (1%) missing data on the question, "Before today, were you aware that it is illegal for regular cigarettes to be sold in candy/fruit flavors?".

**24 respondents (1%) missing data on age.

Almost half of the total sample (45%) stated that they noticed flavored tobacco products being sold in their community. When asked if all tobacco products sold in candy/fruit flavors should be illegal, significantly more adults age 24 and older agreed than youth and young adults. Sixty-five percent of respondents 18 and older agreed that it should be illegal for all tobacco products to be sold in candy/fruit flavors (Figure H).

Table 6: Awareness of flavored tobacco in the community and beliefs about making flavored tobacco products illegal

	Youth (17 and younger)	Young adults (18-23) n=148	Adults (24 and older)	Respondents 18 and older n=640	Total n=2,058

	n=1,394		n=492		
Do you notice flavored tobacco products being sold in your community?*					
Yes	605 (43%)	88 (60%)	229 (47%)	317 (50%)	925 (45%)
No	382 (27%)	35 (24%)	132 (27%)	167 (26%)	555 (27%)
Not sure	395 (28%)	25 (17%)	128 (26%)	153 (24%)	554 (27%)
Do you think it should be illegal for all tobacco products to be sold in candy/fruit flavors, including flavored cigarillos, flavored electronic cigarettes and flavored smokeless tobacco?**					
Yes	629 (45%)	65 (44%)	351 (71%)^	416 (65%)	1,054 (51%)
No	382 (27%)	55 (37%)	69 (14%)	124 (19%)	510 (25%)
Not sure	371 (27%)	28 (19%)	68 (14%)	96 (15%)	469 (23%)

*Missing responses by age group: Youth - 12 (1%); Adults (18 and older) - 3 (<1%); Adults (24 and older) - 3 (<1%); Total - 24 (1%)

**Missing responses by age group: Youth - 12 (1%); Adults (18 and older) - 4 (<1%); Adults (24 and older) - 4 (<1%); Total - 25 (1%).

^ Significance ($\alpha = 0.5$) when compared to youth and young adults. All significance tests were conducted using a Z-test to compare column proportions.

Figure H: Respondents age 18 and older who believe that it should be illegal for all tobacco products to be sold in candy/fruit flavors



65% of respondents age 18 and older believed that it should be ILLEGAL to sell all flavored tobacco products

Appendix A: Public Opinion Survey

**COUNTER
BALANCE**

**OPINION
SURVEY**

Do you think that flavored tobacco (like chocolate and strawberry) is **safer** than regular tobacco?

☐ **Definitely yes**
 ☐ **Probably yes**
 ☐ **Probably not**
 ☐ **Definitely not**
 ☐ **Not sure**

Do you think candy and fruit flavored tobacco products are more appealing to kids than regular tobacco products?

☐ **Yes**
 ☐ **No**
 ☐ **Not sure**

Which product do you think is **more appealing to kids**?

☐ **A**
 ☐ **B**
 ☐ **Neither**

Which product would **you be more likely to try**?

☐ **A**
 ☐ **B**
 ☐ **Neither**



A



B

Which products do you think are **more appealing to kids**?

☐ **A**
 ☐ **B**
 ☐ **Neither**

Which products would **you be more likely to try**?

☐ **A**
 ☐ **B**
 ☐ **Neither**



A



B

Which product do you think is **more appealing to kids**?

☐ **A**
 ☐ **B**
 ☐ **Neither**

Which product would **you be more likely to try**?

☐ **A**
 ☐ **B**
 ☐ **Neither**



A



B

Compared to **cigarettes**, are the following products more harmful, equally harmful, or less harmful?

	More harmful than cigarettes	Equally harmful as cigarettes	Less harmful than cigarettes	Not Sure
Cigars (large, full-size)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Little Cigars or Cigarillos (e.g., Swisher Sweets, Black & Milds)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Chewing tobacco, snuff, or dip (e.g., Skoal, Copenhagen)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Snus (spitless tobacco)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hookah (tobacco in a waterpipe)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Electronic cigarettes (e.g., vape pens, hookah pens, e-cigs)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Have you ever used any tobacco products in your life?

☒ **Yes** ☐ **No**

Do you currently use any tobacco products? If yes, check **all** of the tobacco products that you use.

☒ **I don't use any tobacco**
☐ **Cigarettes**
☐ **Dissolvable tobacco**
☐ **Snus**
☐ **Chewing tobacco, snuff, or dip**
☐ **Cigars**
☐ **Electronic cigarettes**
☐ **Hookah**
☐ **Little Cigars or Cigarillos**

Have you ever tried **flavored** tobacco (e.g., strawberry, menthol, grape, apple, etc.)? If yes, check **all** of the tobacco products that you use.

☐ **No**
☐ **I have only tried non-flavored tobacco**
☐ **Cigarettes**
☐ **Snus**
☐ **Chewing tobacco, snuff, or dip**
☐ **Dissolvable tobacco**
☐ **Electronic cigarettes**
☐ **Hookah**
☐ **Little cigars or Cigarillos**

Do you notice flavored tobacco products being sold in your community?

☐ **Yes** ☐ **No** ☐ **Not sure**

Before today, were you aware that it is illegal for regular cigarettes to be sold in candy/fruit flavors?

☐ **Yes** ☐ **No** ☐ **Not Sure**

Do you think it should be illegal for **all tobacco products** to be sold in candy/fruit flavors, including flavored cigarillos, flavored electronic cigarettes, and flavored smokeless tobacco?

☐ **Yes** ☐ **No** ☐ **Not Sure**

DEMOGRAPHIC

Are you a student in Kindergarten through 12th grade? ☐ **Yes** ☐ **No**

If yes, what grade are you in? please write your grade here _____

Are you a parent/guardian of a child under 18? ☐ **Yes** ☐ **No**

Gender ☐ **Male** ☐ **Female** ☐ **Other**

Your Age _____ Your Zip Code _____