



FOR IMMEDIATE RELEASE
September 9, 2020

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Poll Shows Phoenix Voters Strongly Support Ordinance to Prohibit the Sale of All Flavored Tobacco Products

PHOENIX – Phoenix voters are concerned about the sale of flavored tobacco products to youth and support an ordinance to end the sale of all flavored tobacco products in Phoenix, according to a new poll released by the Flavors Hook Kids Phoenix coalition.

The wide ranging coalition of advocates, which includes the American Cancer Society Cancer Action Network, American Heart Association, the American Lung Association and the Campaign for Tobacco-Free Kids, has joined Phoenix City Councilman Michael Nowakowski to call for an end of the sale of all flavored tobacco products in Phoenix to reduce youth tobacco use and save lives. Councilmember Nowakowski plans to sponsor a citywide ordinance that would end the sale of flavored tobacco products, including flavored e-cigarettes, menthol cigarettes, flavored cigars and flavored smokeless tobacco.

“White, Black, Latinx, Democrat and Republican – we all agree that ending the sale of flavored tobacco products in Phoenix will make a difference to help reduce the epidemic of teen e-cigarette use,” said Joe Yuhas, director of the Flavors Hook Kids Phoenix coalition. “Flavored tobacco has caused a surge of nicotine addiction in young people, and this poll shows our community is concerned and wants to see action taken.”

The poll shows by wide margins that 75% of voters are concerned about young people in their community smoking cigarettes, and 76% are concerned about the use of e-cigarettes by young people.

The vast majority of voters, 62%, favor the ordinance that would prohibit the sale of all flavored tobacco products including fruit, candy, menthol and mint-flavored e-cigarettes and other flavored tobacco products. Poll responders also showed strong concern, 66%, that nicotine is highly addictive and that e-cigarette pods contain as much nicotine as a pack of cigarettes. Additionally, 75% of respondents said Phoenix should require a license for retailers to sell tobacco products.

Other notable findings show that more than twice as many of those surveyed (53%) think it is more important to prohibit the sale of candy, mint, fruit and menthol-flavored tobacco, e-cigarettes and vaping products to help prevent young people from using the products than it is to protect the rights of adults to use flavored products of their choice (25%). Additionally, by a more than 2-to-1 margin, responders agreed that it is more important to promote public health than to preserve the business interest of the local tobacco retail industry.

The [2019 Youth Risk Behavior Survey](#) (YRBS) results released on August 20 by the Center for Disease Control is another powerful reminder of the severity of the youth e-cigarette epidemic. The YRBS found that 32.7% of U.S. high school students were current e-cigarette users in 2019, up from 13.2% in 2017. In Arizona, 17.9% of high schoolers currently use e-cigarette products.



These surveys demonstrate the need for policymakers to eliminate the sale of all flavored, nicotine-loaded tobacco products that have addicted millions of kids.

The poll was conducted by Lake Research Partners and surveyed 500 likely voters in Phoenix by phone from July 13-19.

With enactment of the ordinance, Phoenix would join a [growing number of states and cities](#) across the country that that have passed similar laws to end the sale of all flavored tobacco products, including e-cigarettes.

For more information visit www.flavorshookkidsphoenix.org and follow on social media at @FlavorsHookKidsPhoenix .

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