

THE MORRIS LEATHERMAN COMPANY  
3128 Dean Court  
Minneapolis, Minnesota 55416

FLAVORED TOBACCO  
MINNEAPOLIS SURVEY  
FINAL MAY 2015

Hello, I'm \_\_\_\_\_ of the Morris Leatherman Company, a nationwide survey research firm located in Minneapolis. We're speaking with a random sample of residents in Minneapolis about an issue facing the City Council and we are interested in your opinions. I want to assure you that all individual responses will be held strictly confidential; only summaries of the entire sample will be reported.

May I speak with the adult over the age of 18 whose birthday is closest to today's date? (RE-READ INTRODUCTION, IF NECESSARY)

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|--|----------------------------|
| 1. Approximately how many years have you lived in the City of Minneapolis? | FIVE YEARS OR LESS.....14% |
|  | SIX TO TEN YEARS.....26%   |
|  | 11 TO 20 YEARS.....24%     |
|  | 21 TO 30 YEARS.....18%     |
|  | OVER THIRTY YEARS.....19%  |
|  | DON'T KNOW/REFUSED.....0%  |

Thinking about things that make Minneapolis more or less healthy --

- |  |                            |
|--|----------------------------|
| 2. How concerned are you about smoking and other tobacco use among residents in Minneapolis -- very concerned, somewhat concerned, not too concerned or not at all concerned?      | VERY CONCERNED.....22%     |
|  | SOMEWHAT CONCERNED.....30% |
|  | NOT TOO CONCERNED.....27%  |
|  | NOT AT ALL CONCERNED...21% |
|  | DON'T KNOW/REFUSED.....0%  |
| 3. And, how concerned are you about smoking and other tobacco use among Minneapolis youth - are you very concerned, somewhat concerned, not too concerned or not at all concerned? | VERY CONCERNED.....39%     |
|  | SOMEWHAT CONCERNED.....36% |
|  | NOT TOO CONCERNED.....15%  |
|  | NOT AT ALL CONCERNED...11% |
|  | DON'T KNOW/REFUSED.....0%  |

In June, the Minneapolis City Council will be considering an ordinance dealing with the sale of tobacco products to youth.

The ordinance would restrict the sale of flavored tobacco products to adult-only tobacco shops. The ordinance would include tobacco products, such as cigars, smokeless tobacco, blunt wraps, hookah tobacco, e-cigarettes and e-juice. It would include dessert, candy and fruit flavors. It would not include cigarettes and menthol, mint and wintergreen flavors would also be exempt from the ordinance.

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|----|--|--|
| 4. | Do you favor or oppose this city ordinance? (WAIT FOR RESPONSE) Do you feel strongly that way? | SUPPORT/STRONGLY.....28%<br>SUPPORT.....45%<br>OPPOSE.....21%<br>OPPOSE/STRONGLY.....4%<br>DON'T KNOW/REFUSED.....3% |
|----|--|--|

Tobacco companies have been accused of using creative strategies to continue to promote tobacco use. Let me read you a list of some of the strategies people have claimed tobacco companies use. From each, tell me if you believe tobacco companies use these strategies. (IF "YES, ASK:) Are you very concerned that tobacco companies use these strategies, somewhat concerned or does it not concern you at all.

- |    | NOT   | VRC | SMC | NAA | DKR |    |
|----|---|-----|-----|-----|-----|----|
| 5. | Create products that encourage more people to smoke?                    | 9%  | 44% | 28% | 18% | 2% |
| 6. | Use advertising appealing specifically to people under 18 years of age? | 12% | 45% | 25% | 17% | 2% |
| 7. | Add flavors to tobacco products to make them taste like candy or fruit? | 11% | 52% | 22% | 14% | 2% |

Finally, I'd like to ask you a few questions for statistical purposes....

- |     |   |   |
|-----|---|---|
| 8.  | Which of the following categories contains your present age?<br>(READ CATEGORIES) | 18-34.....35%<br>35-54.....40%<br>55 AND OVER.....25%<br>REFUSED.....0%   |
| 9.  | Do you have children under the age of 18 living at home?                          | YES.....25%<br>NO.....75%<br>DON'T KNOW/REFUSED.....0%  |
| 10. | Which political party do you consider yourself most closely aligned with?         | REPUBLICAN.....24%<br>DEMOCRAT.....60%<br>INDEPENDENCE.....1%<br>GREEN.....0%<br>INDEPENDENT.....12%<br>OTHER.....1%<br>DON'T KNOW/REFUSED.....3% |

11.	Which of the following describes your use of tobacco products --	STATEMENT A.....22%
	A) I currently smoke cigarettes regularly;	STATEMENT B.....22%
	B) I used to smoke cigarettes regularly, but I've quit;	STATEMENT C.....7%
	C) I use other tobacco products, such as cigars, smokeless tobacco or e-cigarettes;	STATEMENT D.....10%
	D) I used to use other tobacco products, such as cigars, smokeless tobacco or e-cigarettes, but I've quit; OR	STATEMENT E.....39%
	E) I have never been a regular tobacco user?	DON'T KNOW (RE-READ)....0%
		REFUSED.....0%
12.	Which of the following categories represents your ethnicity --	WHITE.....56%
	White, African-American, Hispanic-Latino, Asian-Pacific Islander, Native American, or something else? (IF "SOMETHING ELSE," ASK:) What would that be?	AFRICAN-AMERICAN.....19%
		HISPANIC-LATINO.....11%
		ASIAN-PACIFIC ISLANDER..6%
		NATIVE AMERICAN.....3%
		SOMETHING ELSE.....4%
		MIXED/BI-RACIAL.....2%
		DON'T KNOW.....0%
		REFUSED.....0%
13.	What is the highest level of education you have completed?	LESS THAN HS GRADUATE...3%
		HIGH SCHOOL GRADUATE...19%
		VO-TECH/TECH COLLEGE...16%
		SOME COLLEGE.....15%
		COLLEGE GRADUATE.....37%
		POST-GRADUATE.....10%
		REFUSED.....1%

As you may know, there are many types of elections. In Presidential and Gubernatorial elections, Minnesota has very high voter turnout. In off year and special elections, voter turnout is much lower.

14.	In past elections, would you say you have always voted, often voted, rarely voted, or never voted?	ALWAYS VOTED.....38%
		OFTEN VOTED.....40%
		RARELY VOTED.....15%
		NEVER VOTED.....8%
		DON'T KNOW/REFUSED.....0%
15.	Gender	MALE.....49%
		FEMALE.....51%

16. Area of City

NORTH.....	18%
NORTHEAST.....	14%
DOWNTOWN.....	9%
CENTRAL SOUTH.....	23%
SOUTH.....	19%
SOUTHWEST.....	17%