



**To:** Interested Parties  
**From:** Stephen Clermont, Change Research  
**Date:** May 11, 2020  
**Re:** California Survey Results - COVID-19 and SB 793 (Candy-Flavored Tobacco)

The COVID-19 pandemic has upended life in California and across the world, and a new survey of 2,578 likely California voters shows how their worry about the pandemic’s economic and public health costs translates to overwhelming support for a public health measure to stop the sale of candy-flavored tobacco and e-cigarettes being heard this **Wednesday (May 13) in the California Senate Health Committee.**

- **Voters are deeply concerned about COVID-19** (73% concerned), and even more so about the government’s response (88% concerned, 74% very concerned). They express particular worry with increased taxes and public health costs (81% concerned, 63% very concerned) that may result from this disease.
- **Voters overwhelmingly support a proposal, SB 793 (Hill D-San Mateo), to end the sale of flavored tobacco products that appeal to kids, including fruit and candy-flavored e-cigarettes, menthol-flavored cigarettes, and other flavored tobacco products.** Nearly 7 of 10 voters (69%) support with just 24% opposed. The table below illustrates how support for this proposal unites Californians across the political and demographic spectrum.

|                  | <i>Net</i>     |               |                |                       | <i>Net</i>     |               |                |
|------------------|----------------|---------------|----------------|-----------------------|----------------|---------------|----------------|
|                  | <b>Support</b> | <b>Oppose</b> | <b>Support</b> |                       | <b>Support</b> | <b>Oppose</b> | <b>Support</b> |
| All Voters       | 69             | 24            | +45            | All Voters            | 69             | 24            | +45            |
| Democrats        | 82             | 15            | +67            | College Men           | 74             | 22            | +52            |
| Republicans      | 54             | 37            | +17            | College Women         | 80             | 14            | +66            |
|                  |                |               |                | Non-College Men       | 55             | 37            | +18            |
| White            | 68             | 25            | +43            | Non-College Women     | 71             | 23            | +48            |
| Hispanic         | 69             | 26            | +43            |                       |                |               |                |
| Asian            | 83             | 12            | +71            | Bay Area              | 72             | 23            | +49            |
| African-American | 82             | 15            | +67            | Central Valley        | 64             | 30            | +34            |
|                  |                |               |                | Central/Southern Farm | 69             | 27            | +42            |
| 18-34            | 57             | 34            | +17            | Los Angeles           | 71             | 21            | +50            |
| 35-49            | 63             | 31            | +32            | SoCal w/o LA          | 68             | 25            | +43            |
| 50-64            | 72             | 22            | +50            | North/Mountains       | 60             | 34            | +26            |
| 65+              | 84             | 12            | +72            |                       |                |               |                |

- **Voters see smokers and individuals with chronic lung diseases or asthma as particularly at risk from COVID-19.** Overall, 79% believe those who smoke or vape tobacco products are at more risk. This includes a majority (50%) who say they face a lot more risk. Nearly every voter (96%) sees a greater risk for those with chronic lung disease or asthma - diseases caused and exacerbated by smoking - including 82% who say they face a lot more risk.
- **In response to COVID-19, a substantial majority of voters (66%) believe that smokers and vapers should consider quitting.** Just a small share (14%) say they should not consider quitting. This belief is consistent across all regions of the state and with voters of all ages and racial and ethnic backgrounds.

The poll was commissioned by the Campaign for Tobacco-Free Kids.

### **Methodology**

*Polling was conducted online from May 8-9, 2020. Using its Dynamic Online Sampling technology to attain a sample reflective of adults, Change Research polled 2,578 people in the state of California.*

*Post-stratification weights were made on age, gender, region, education, race and ethnicity, and party to reflect the distribution of likely voters. All polls are subject to errors caused by interviewing a sample of persons, rather than the entire population. In 95 cases out of 100, the responses to this survey should be within plus or minus 2.6 percentage points of those that would have been obtained from interviewing the entire population of likely voters. The sampling error for subgroups of the survey will be greater.*

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