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NEW POLL SHOWS DENVER VOTERS SUPPORT ENDING THE SALE OF ALL FLAVORED TOBACCO PRODUCTS

Recent Survey Demonstrates That Two-thirds of Hispanic Voters in Denver Support Getting Rid of Flavored Products that Appeal to and Lure Youth

Denver, Colo. — A strong majority of Hispanic voters in Denver support a city-wide ordinance to end the sale of all flavored tobacco products that appeal to youth, according to a survey by Campaign for Tobacco-Free Kids, American Heart Association and Kaiser Permanente.

The organizations commissioned the survey to understand voters' perceptions of tobacco consumption and support for the ordinance currently under consideration by the Denver City Council. With the Hispanic community representing roughly 30% of Denver's population, and as the largest ethnic minority in the city, it is critical that the voice of the Hispanic community be represented in policy decisions. To ensure this representation, the survey included an oversample of 200 Hispanic/Latinx voters, 100 of whom completed the survey in Spanish.

"It is great to see this coalition of organizations work together to ensure that the Hispanic community in Denver is represented in the poll, as the Hispanic electorate is large and growing in the city and Hispanic children comprise more than half of the students in Denver Public Schools," said **Dr. Matt Barreto, Latino pollster and Professor at UCLA.**

"The survey data makes clear that the Hispanic electorate in Denver has high concerns about their children becoming exposed to flavored tobacco products which can lead to a long road of health challenges. Passing this ordinance would be responsive to the policy goals of Denver's Hispanic voters," said **Dr. Gabriel Sanchez, Latino pollster and Professor at the University of New Mexico.**

Two-thirds (67%) of the Hispanic survey respondents support an ordinance to prohibit the sale of all flavored tobacco products in the City of Denver, which includes fruit and candy-flavored e-cigarettes and nicotine vaping products, menthol-flavored cigarettes and flavored cigars.

Majority support for the ordinance is seen across all key demographic groups, including political parties, ethnicities and in every district of the city, with 65% support overall.

“We’re seeing more and more cities and states across the country take bold action to end the sale of flavored products, and as the largest city in Colorado, it’s time for Denver to prioritize the health of our kids over tobacco industry profits,” **said Jodi Radke, Advocacy Director for the Rocky Mountain/Great Plains Region, Campaign for Tobacco-Free Kids.** “The tobacco industry has a long history of luring and addicting youth and minority communities with flavored products. The only real solution is to end the sale of all flavored tobacco products — all flavors, all products, all locations — and it’s clear Denver voters agree.”

Denver Hispanic voters have real concerns about the risks associated with e-cigarette use and how flavored products are marketed by the tobacco industry to hook kids:

- 84% of Hispanic voters are concerned that e-cigarettes expose kids to high levels of nicotine;
- 84% of Hispanic voters are concerned that flavored cigars and menthol cigarettes are popular among Black youth;
- 78% of Hispanic voters are concerned that tobacco and vaping companies target kids with flavored products and Hispanic youth are more likely to use e-cigarettes in Colorado and cite flavors as the reason for their use; and
- 81% of Hispanic voters are concerned that flavored tobacco is a starter product.

“Amidst a respiratory disease pandemic and the tobacco industry’s continued targeting of groups who have historically been marginalized, tobacco control and prevention are more important than ever. Denver led on tobacco retail licensing and raising the minimum sales age to 21, and we call on the city to once again lead by ending the sale of flavored tobacco products once and for all, to best protect our kids and our future,” said **Naomi Amaha-Gollnick, Vice President of Health Strategies, Colorado for The American Heart Association.**

The poll was conducted October 21 through November 1, 2020, among a sample of 686 active voters, with an oversample of 100 Black/African American respondents and 200 Hispanic/Latinx respondents, Keating Research conducted the survey, in consultation with Latino pollsters Matt Barreto and Gabriel Sanchez. *Analysis of the poll results from Keating Research is attached.*

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