

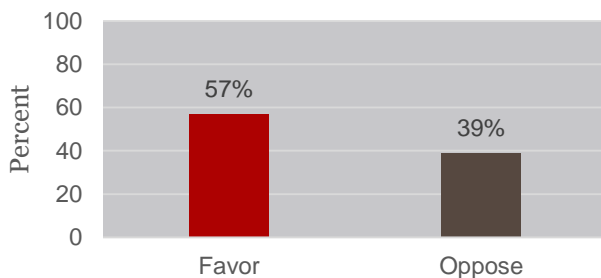
California Voters Support E-Cigarette Regulations



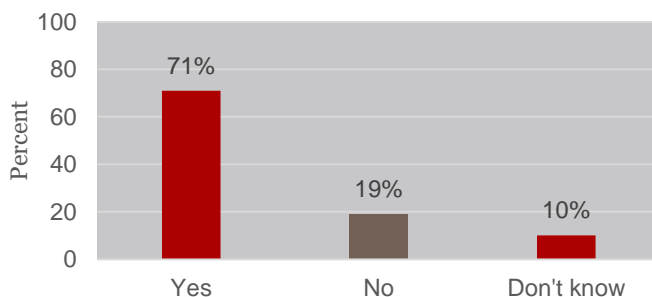
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E-cigarette use in California has increased significantly in the last two years. The majority of e-cigarettes and e-liquids contain the addictive ingredient nicotine, known as a highly addictive substance. Of particular concern is the increase in use among teens and young adults. E-cigarette use tripled among young adults aged 18-19 in California from 2014-2015. Twenty percent of these older teens who vape have never smoked traditional cigarettes.^{1,2} Scientific evidence shows at least 10 chemicals are present in e-liquids that are listed on California's list of Proposition 65 chemicals known to cause cancer.^{1,2} Research is still being conducted to assess the effects of secondhand vapor emissions on innocent bystanders. Unlike combustible cigarettes, many of these e-liquids are mixed with fruit, alcohol, and candy flavorings in unregulated settings with little to no oversight by government officials. Much of the marketing and sales of these products also continues to be unregulated by the State of California. Furthermore, the increase in the number of stores selling e-cigarettes in California 12% to 46% over a one-year period (2012-2013)¹ indicates rapid growth in the industry. In an effort to assess public support for policies regulating e-cigarettes, researchers at the University of Southern California partnered with the Field Institute to implement 5 questions on the Field Poll regarding proposed regulatory efforts. Registered California voters have spoken and below are the findings:

California voters are very concerned that e-cigarettes can lead to nicotine addiction among youth.

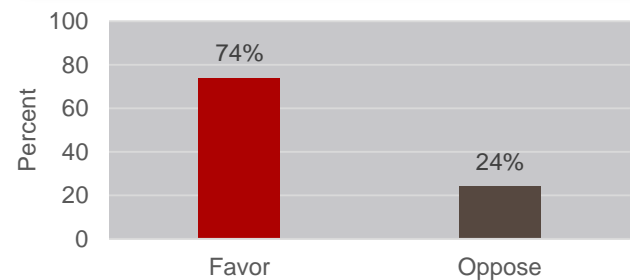


Pass a state law that restricts adding flavors to e-cigarettes and other vaping products to reduce their appeal to young people.



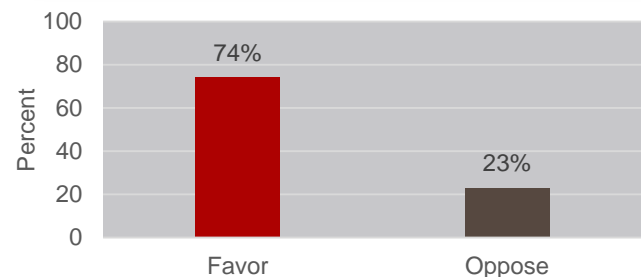
In your opinion, do e-cigarettes and other vaping products contribute to young people becoming addicted to nicotine?

California voters want an e-cigarette tax to support research, education and enforcement of laws.



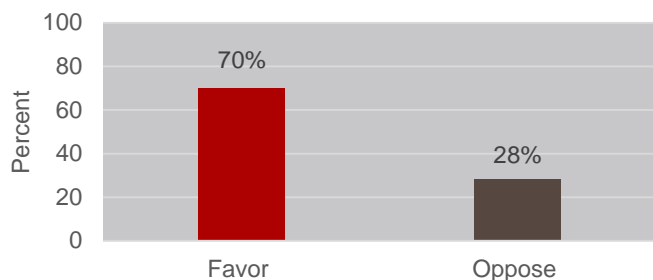
Tax e-cigarettes and other vaping products in California, and devote the money for public education programs, research and the enforcement of laws relating to their use.

California voters want vape shops to be treated in the same way as tobacco retail stores.



Regulate and license shops that sell e-cigarettes and other vaping products in California in the same way as stores that sell regular tobacco cigarettes.

California voters want laws that protect against the potential damaging effects of e-cigarettes.



70% support a law that prohibits the use of e-cigarettes in places where smoking is already not allowed.

Methods

The Field Poll was conducted in September/October among 1,000 California registered voters randomly selected across the state, and weighted for demographic, geographic and party registration.

References

1. California Department of Public Health, Health Advisory, *Electronic Cigarettes: A Summary of the Public Health Risks and Recommendations for Health Care Professionals*, January 2015.
2. California Department of Public Health, California Tobacco Control Program, *State Health Officer's Report on E-Cigarettes: A Community Health Threat*, Sacramento, CA 2015.

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Institute for Prevention Research
<https://ipr.usc.edu/ecigpoll/>

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