



TPEP Market Research Poll Key Messages Fact Sheet

This fact sheet provides you with key message points you can use in communication with media and other stakeholders to show Oregonians support for your various policy objectives. We have also noted where additional messaging is essential in shifting opinions in your community around various policy objectives.

Tobacco prevention support

Oregonians support Oregon's Tobacco Prevention and Education Program, and overwhelmingly think programs to prevent tobacco use and get people to quit are important.

- Eight in 10 Oregonians think it's important to increase funding to keep kids from starting to smoke and helping smokers quit.
- Nearly six in 10 think it's *very* important, which is a 10-point increase since 2008.
- On average, Oregonians believe about 70 percent of the tobacco company settlement should be spent on programs to keep kids from starting to smoke and on helping smokers quit.
- Almost three quarters of Oregonians would support an additional tax on a pack of cigarettes for these programs.

Smokefree Workplace Law

Oregonians overwhelmingly favor the Oregon Smokefree Workplace Law.

- Eighty-two percent of Oregonians favor the law. The small percentage of Oregonians who oppose the law are mostly current smokers.
- A majority of Oregonians favor expanding the area in which smoking would be prohibited by doors and windows beyond 10 feet.
- *Messaging is essential:* Support jumped from 62 percent to 73 percent among respondents who were told:
 - *“Washington state's law prohibits smoking within 25 feet of doors and windows and studies show that secondhand smoke can drift at least 20 feet.”*
- More than eight in 10 Oregonians have seen or heard something about the law.
- More than three quarters know that smoking is not permitted in bars.

Support for local policies

Oregonians overwhelmingly favor making outdoor spaces smokefree.

- **More than eight in 10** Oregonians favor smokefree **public playgrounds.**
- Nearly eight in 10 Oregonians favor smokefree policies on grounds of **health clinics and hospitals.**
- Nearly eight in 10 favor making the **Oregon Zoo** smokefree.

- Nearly two-thirds favor smokefree **outdoor seating areas at restaurants.**
- Two-thirds favor smokefree policies **outside public facilities, like libraries, county courthouses or city halls.**
- Nearly two-thirds favor smokefree **bus and train stops.**

Support for common BPOs

- **More than two-thirds of Oregonians support making college and university campuses smokefree.** More than half say they *strongly* favor such a policy.
- **A large majority of Oregonians favor smokefree outdoor sporting events** (64 percent) and other outdoor events, like **fairs and festivals** (61 percent).
- **A large majority of Oregonians (61 percent) support smokefree public parks.**
- Fifty-eight percent of Oregonians favor **outdoor concerts.**

Policies with most support

Equal space for public service messages

- **Oregonians overwhelmingly support requiring tobacco retailers to provide equal space for public services messages that warn about the health hazards of tobacco use and advertise the Oregon Tobacco Quit Line.**
- *Messaging is essential:* Support increased from 74 percent to 83 percent (nine points) among people who were told:
 - *“Studies show that tobacco companies spend billions of dollars on advertising inside retail stores and on storefronts, and that young children and teenagers who see these tobacco ads are more likely to start smoking.”*

Tobacco retail licensure

- **Oregonians overwhelmingly support requiring tobacco retailers to get a license.**
 - Nearly eight in 10 nonsmokers favor the policy.
 - Nearly six in 10 **smokers also favor the policy.**

Limiting the number and location of tobacco stores in neighborhoods

- **A large majority of Oregonians favor setting limits on the number and location of tobacco stores in neighborhoods.**
- *Messaging is essential:* Support increased from 57 percent to 70 percent (13 points), among people who were told:
 - *“In Oregon, there is no limit to the number of tobacco stores that can be located in a particular neighborhood. Zoning and land use laws can put limits on the number of tobacco stores, or prevent them from being located near schools or playgrounds.”*

Flavored tobacco products

- **A majority of Oregonians strongly favor a law that would stop tobacco companies from adding flavors to other tobacco products.**
- *Messaging is essential:* Support increased from 53 percent to 67 percent (14 points), among people who were told:

- *“Cigarettes flavored like candy, fruit and cocktails are prohibited by federal law because studies show these sweet flavors appeal to children and teenagers. Right now, this law does not apply to other tobacco products, like cigars, hookah and chewing tobacco.”*

Free samples

- **A majority of Oregonians favor prohibiting free samples of smokeless tobacco.**
- Support increased from 56 percent to 60 percent (four points) among people who were told:
 - *“A new federal law prevents tobacco companies from giving out free samples of cigarettes, cigars, little cigars and hookah tobacco to keep the free samples out of the hands of youth, but the federal law still allows some free samples of smokeless tobacco products in adult-only tents at places like rodeos.”*

Keeping tobacco products out of sight

- **A majority of Oregonians favor requiring tobacco retailers to keep tobacco products out of sight.**
- Support increased from 54 percent to 62 percent (eight points) among people who were told:
 - *“Most stores that sell tobacco products display them on the shelves right behind the cash register, but studies show that the more children and teenagers see these displays, the more likely they are to start smoking or chewing.”*

Smokeless tobacco

- **More than nine in 10 Oregonians think it is important to keep new smokeless tobacco products out of the hands of youth and teens.**
- Support was consistent among people who heard two different messages:
 - *“In the last few years, tobacco companies have come out with many new smokeless tobacco products, **including chewing tobacco in pouches that does not make you spit, as well as finely grained tobacco mixed with flavorings and formed like hard candy for dissolving in your mouth.** These products make it easy for children and teenagers to start using tobacco and hide it from their teachers and parents.”* (92 percent)
 - *“In the last few years, tobacco companies have come out with many new smokeless tobacco products **and packaged them in tins or dispensers that look like they contain breath mints or Listerine Strips. This packaging is attractive to children and teenagers, and makes it easy for them to start using tobacco and hide it from their teachers and parents.**”* (91 percent)

Tobacco use and awareness

- **Chewing tobacco is nearly universally known**, while less than one-third of Oregonians have heard of dissolvable tobacco.

- **Hookah use is the most prevalent**, with nearly one quarter saying they have tried this product.

Sharing this information

- When sharing this information with media and decision-makers, first share the statistics without attributing the source.
 - *Example in letter to the Parks Commission:* By voting to create smokefree parks in our community, we will not only be joining a growing trend toward smokefree outdoor spaces in the county and state, we'll be acting on the will of our residents: A large majority of Oregonians (61 percent) support smokefree parks.
- If directly asked, say the results are from statewide polling that is done regularly to assess Oregonians' attitudes toward tobacco.
- If asked to see the entire poll, refer interested parties to Jonathan Modie at OHA.