

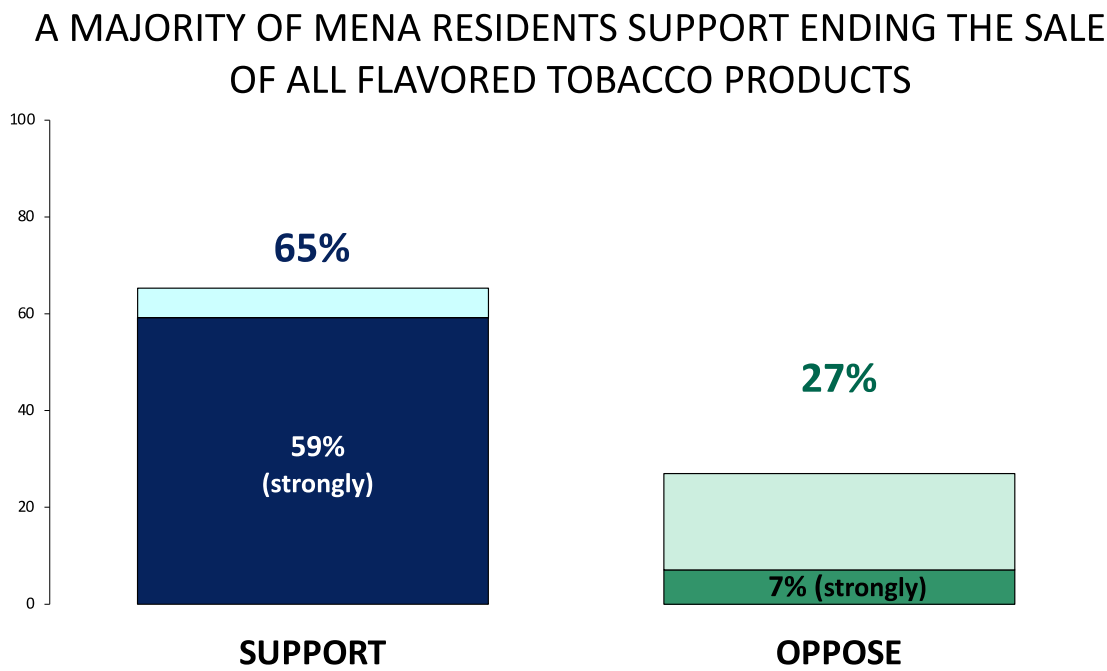
MICHIGAN RESIDENTS OF MIDDLE EASTERN AND NORTH AFRICAN (MENA) DESCENT STRONGLY SUPPORT POLICIES TO REDUCE TOBACCO USE

A recent statewide survey shows that Michiganders of Middle Eastern and North African (MENA) descent are concerned about tobacco use among young people and strongly support legislative efforts to reduce tobacco use in the state.

Nearly three out of four MENA residents (73%) say the state should do more to limit youth access to tobacco and vaping products.

MENA residents across the state support ending the sale of flavored tobacco products.

The survey found that nearly two-thirds of MENA residents (65%) support a proposal that would end the sale of all flavored tobacco products that can appeal to children, including fruit and candy flavored e-cigarettes, menthol-flavored cigarettes, flavored hookah tobacco and other flavored tobacco products. An earlier statewide survey found a similar level of support among Michigan voters overall (59%).



Darker shading equals stronger intensity | Total numbers are rounded | THE GLENGARIFF GROUP – SURVEY OF MICHIGAN RESIDENTS OF MENA DESCENT | MAR 2024

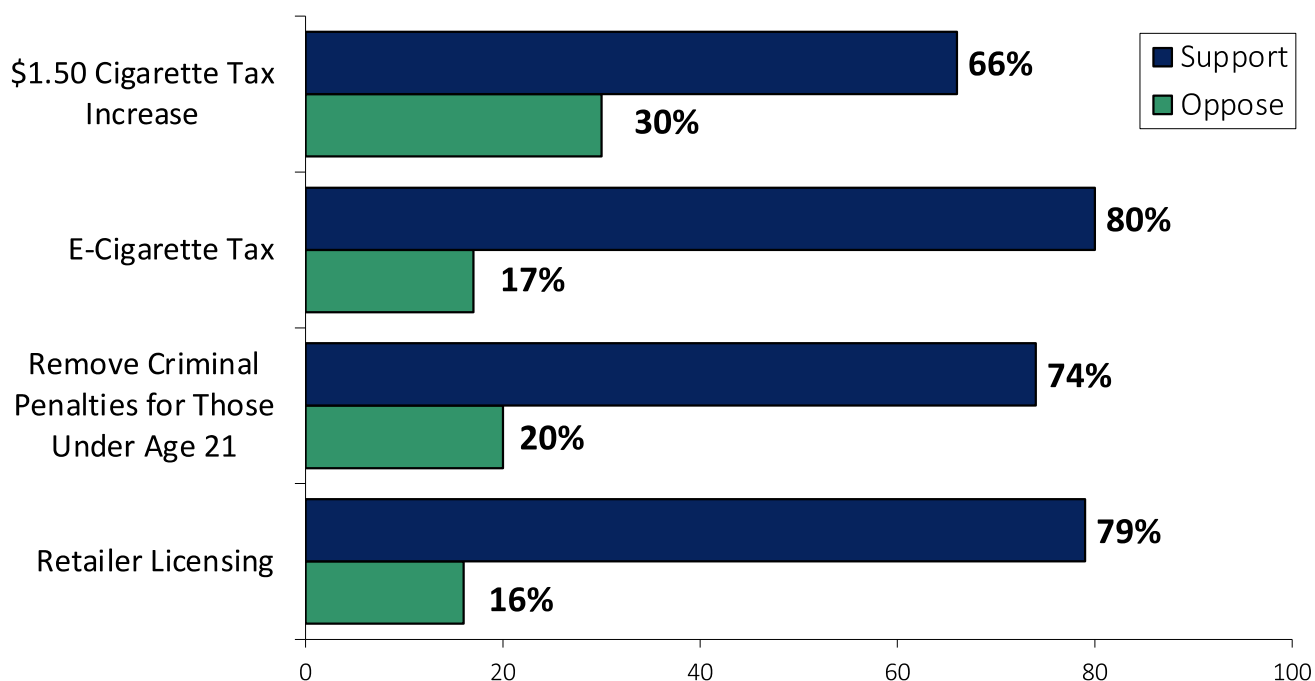
Would you support or oppose a proposal that would end the sale of all flavored tobacco products that can appeal to children including fruit and candy flavored e-cigarettes, menthol-flavored cigarettes, flavored hookah tobacco, and other flavored tobacco products?

Support for the policy change is widespread, with a majority of MENA residents in all age groups and in all areas of the state indicating support for the proposal.

In addition, by a 5-to-1 margin (80% to 15%), MENA residents believe stopping another generation of children from becoming addicted to tobacco, hookah and e-cigarettes is more important than protecting adults’ rights to buy tobacco products in the flavor of their choice (including candy, fruit, menthol and mint flavors).

Michigan residents of Middle Eastern and North African descent also support other key policies to reduce tobacco use in the state.

MENA RESIDENTS STRONGLY SUPPORT OTHER POLICIES TO REDUCE TOBACCO USE



Total numbers are rounded

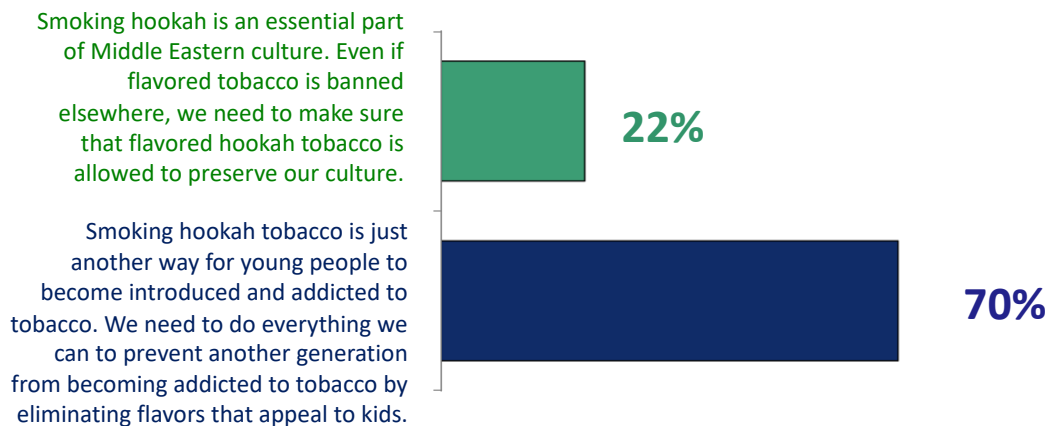
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- **\$1.50 Cigarette Tax Increase:** By more than a 30-point margin (66% support to 30% oppose) MENA residents support increasing the state cigarette tax by \$1.50 with an equivalent increase on other tobacco products, with the money used to reduce tobacco use, particularly among children.
- **E-Cigarette Tax:** Michigan currently has no state tax on e-cigarettes or vaping products that contain nicotine. By an overwhelming margin (80% support to 17% oppose), MENA residents support taxing e-cigarettes and vaping products the same way cigarettes are taxed.
- **Remove Criminal Penalties for Those Under Age 21:** By a margin of 74% to 20%, MENA residents support removing criminal penalties for those under 21 who possess, use or purchase tobacco and instead licensing retailers and holding them accountable for selling tobacco to anyone under 21 years old.
- **Retailer Licensing:** Michigan does not require tobacco retailers to be licensed to sell tobacco, making it harder to know which stores are selling tobacco and enforce laws like prohibiting tobacco sales to kids. Nearly eight-in-ten MENA residents support requiring tobacco retailers in Michigan to be licensed to sell tobacco (79% support to 16% oppose).

The survey also addressed hookah, finding that the use of hookah is not common among MENA residents. In addition, MENA residents express concerns about youth use of flavored hookah and say that flavors that appeal to kids should be eliminated.

- Sixteen (16) percent of MENA residents indicated they smoked hookah at a lounge in the past year. When asked for the *main* reason they went, about three-quarters indicated a reason that revolved around socializing, being with friends and family, or attending a party or event. Only two percent said it was because it was part of their culture.
- Sixteen (16) percent of MENA residents said they smoked hookah in a private home in the past year. Again, the majority cited social reasons and two percent cited cultural reasons. Similarly, 15% indicated they purchased flavored hookah in the past year (84% said they did not).
- By a 3-to-1 margin, MENA residents prioritize preventing children from becoming addicted to tobacco over allowing flavored hookah to preserve culture. A 70% majority agreed we need to eliminate flavors that appeal to kids.

BY A 3-1 MARGIN, MENA RESIDENTS PRIORITIZE PREVENTING CHILDREN FROM BECOMING ADDICTED OVER ALLOWING FLAVORED HOOKAH IN ORDER TO PRESERVE CULTURE



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Which of the following statements do you agree with more? (READ AND ROTATE)

Methodology: The Glengariff Group, Inc. conducted a statewide survey of Michigan residents of Middle Eastern and North African (MENA) descent. The research firm utilized a list of Michigan residents of MENA descent totaling more than 42,000 unique telephone numbers. Numbers were randomly selected for participation, and each respondent was screened to verify that they were of MENA descent and residents of Michigan. The 600 sample, live operator phone survey was conducted February 27-March 1, 2024 and has a margin of error for total respondents of +/-4 percentage points with a 95% level of confidence. The survey was conducted via telephone (3% via landline phone and 97% via cell phone). The sample was nearly evenly divided between residents born in the United States (48%) and those born in another country (49%). About two-in-ten (19%) survey respondents indicated that they are of Chaldean descent. Total numbers presented in this memo are rounded. Survey commissioned by the Campaign for Tobacco-Free Kids.