

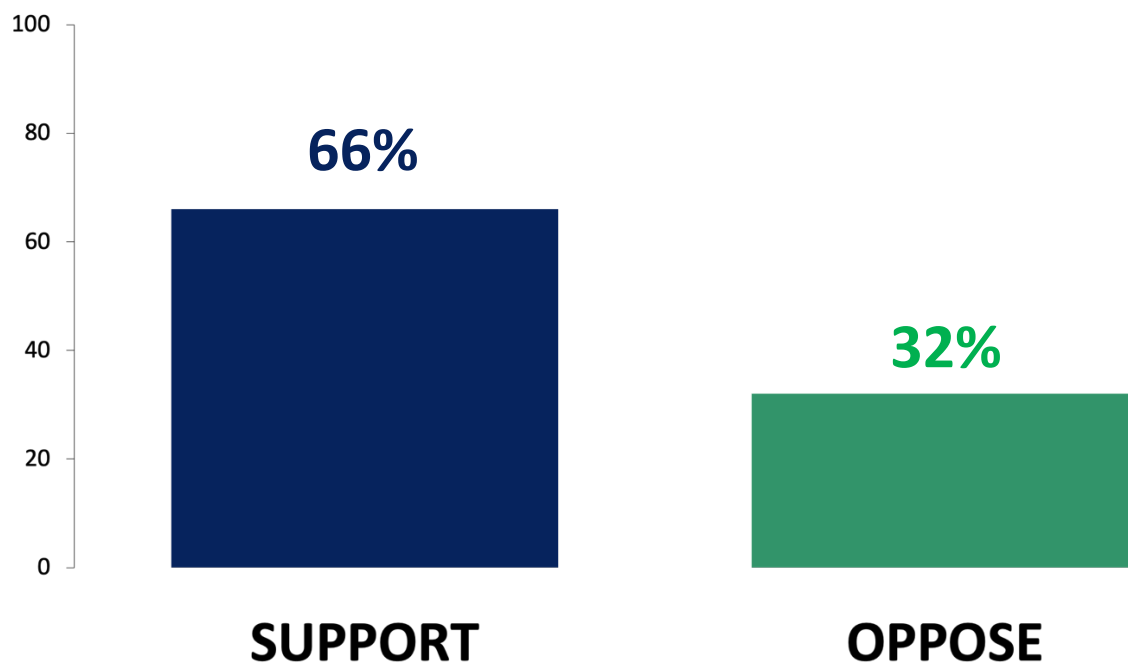
OLMSTED COUNTY RESIDENTS SUPPORT ENDING THE SALE OF FLAVORED TOBACCO

A recently completed countywide survey shows Olmsted County residents are concerned about youth tobacco use and support a proposal to end the sale of flavored tobacco products.

By more than a two-to-one margin, residents are supportive of an ordinance ending the sale of flavored tobacco products in the county, with support across geographic and demographic subgroups.

Figure 1: Support for Ending the Sale of Flavored Tobacco Products in Olmsted County

Later this year, the Olmsted County Board could consider an ordinance dealing with the sale of flavored tobacco products. The ordinance would end the sale of all flavored tobacco products that can appeal to kids, including fruit, mint and candy flavored e-cigarettes, menthol-flavored cigarettes, flavored nicotine pouches and flavored chewing tobacco. Do you support or oppose this county ordinance?



Support for the ordinance is widespread throughout the county, with a majority of residents across key demographic groups indicating support for the proposal:

- Commissioner District 1 (60%), 2 (60%), 3 (67%), 4 (71%), 5 (67%), 6 (64%) and 7 (73%)
- Democrats (74%), independents (56%) and Republicans (60%)
- Men (60%) and women (71%)
- White (62%) and African American (76%) residents
- Age 18-34 (57%), 35-49 (74%), 50-64 (62%) and 65+ (67%)
- Non-college (59%), some college (64%) and college educated residents (70%)

Residents are concerned about youth use of tobacco products.

- Residents are concerned about youth use of tobacco, with 72% indicating they are very or somewhat concerned about vaping, smoking and other tobacco product use among youth in Olmsted County (27% say they are not concerned).

Residents prioritize protecting health over any potential benefits of flavored tobacco sales.

- Respondents were presented with pairs of statements about access to flavored tobacco products, with each pair matching a desire to protect the health of young people against competing objectives like protecting small businesses or prioritizing the rights of adults. In each instance, a strong majority of residents prioritized protecting kids' health (Figure 2).

Figure 2: Policy Priorities Related to Flavored Tobacco

I am going to read you a couple pairs of statements. After you hear each pair, please tell me which statement comes closest to your personal opinion. (Rotate Statements)

Statement	% Choosing
It is more important to protect kids and end the sale of flavored tobacco products to prevent kids from using them	64%
It is more important to protect Minnesota small businesses by allowing them to sell flavored tobacco products	21%
Neither/Don't Know	15%
It is more important to help prevent kids from using flavored tobacco and e-cigarette products by ending the sale of these products, including candy, fruit, menthol, and mint flavors	61%
It is more important to protect the rights of adults to buy tobacco and e-cigarette products in the flavor of their choice, including candy, fruit, menthol and mint flavors	29%
Neither/Don't Know	9%

Taken together, the data underscores Olmsted County residents' widespread support for ending the sale of flavored tobacco. A broad, bipartisan majority – driven by a desire to prevent kids from using tobacco – backs the policy.

Methodology: The survey was administered to 700 randomly selected adult residents in Olmsted County, Minnesota by the Morris Leatherman Company. Professional interviewers conducted the survey via landline and cell phone calls between April 15th and 29th, 2026. The results are projectable to all adult residents in Olmsted County to within $\pm 3.8\%$ in 95 out of 100 cases. The survey was paid for by the Tobacco-Free Kids Action Fund.