

Tobacco Retail Licensure

Kentucky Voter Opinions

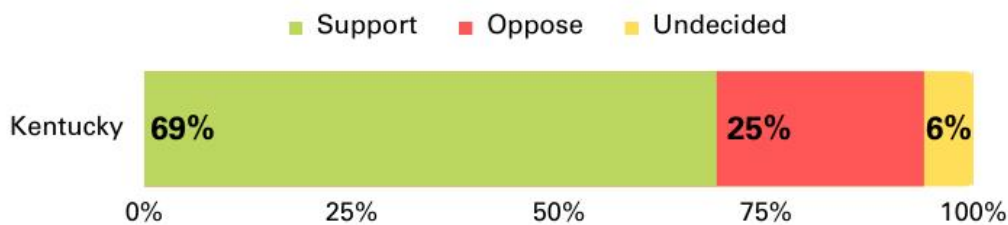


In January 2023, the Foundation for a Healthy Kentucky contracted with Mason-Dixon Polling & Strategy, Inc on a statewide poll of Kentucky voters. The Foundation sponsored two questions focused on requiring licensing for tobacco retailers in the commonwealth.

Majority of KY Voters Favor Tobacco Retail Licensing

At the time of the poll and this report, tobacco retailers do not need a license to sell tobacco and vape products in Kentucky. Requiring a license is one way to make sure retailers are following and enforcing tobacco-related laws, including underage sales. Respondents were asked that with knowing this, did they support or oppose requiring retailers that sell tobacco be licensed? More than two-thirds (69%) of Kentuckians said they were in support of it.

Currently, tobacco retailers do not need a license to sell tobacco and vape products in Kentucky, but requiring a license would be a way to make sure they are following and enforcing all the laws, including underage sales. Knowing this, do you support or oppose requiring retailers that sell tobacco be licensed?"



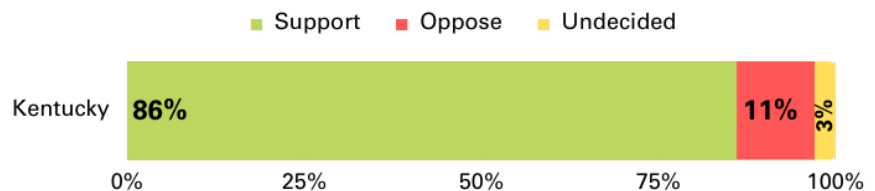
Source: Mason-Dixon® Polling & Strategy – January 2023 Kentucky Poll.
Margin of error is +/- 4%



Furthermore, 86% of respondents said that they would support licenses being revoked if a retailer was found to repeatedly violated state law by selling tobacco and vape products to kids.

Data shows licensing requirements for tobacco products reduces youth tobacco initiation tobacco rates, usage of tobacco and electronic products, and allow cities to monitor compliance with tobacco control laws.

If a licensed retailer were found to have repeatedly violated state law by selling tobacco and vape products to kids, would you support or oppose the revocation of their license?



Source: Mason-Dixon® Polling & Strategy – January 2023 Kentucky Poll.
Margin of error is +/- 4%



These findings, unless otherwise noted, are from the "Mason-Dixon® Polling & Strategy – January 2023 Kentucky Poll," of which the Foundation for a Healthy Kentucky paid for the inclusion of these questions. This poll was conducted by Mason-Dixon Polling & Strategy, Inc. of Jacksonville, Florida from January 18 through January 23, 2023. A total of 625 registered Kentucky voters were interviewed statewide by telephone. The margin for error, according to standards customarily used by statisticians, is no more than ±4 percentage points. This means that there is a 95% probability that the "true" figure would fall within that range if all voters were surveyed.

Those interviewed for the poll were randomly selected from a phone-matched Kentucky voter registration list that included both landline and cell phone numbers. Quotas were assigned to reflect voter registration by county. Demographics for the poll include:

Party Registration

Democrat	44%
Republican	46%
Independent or Other	10%

Age

18-34	15%
35-49	31%
50-64	29%
65+	25%

Region

Louisville Metro	24%
Lexington/Bluegrass	18%
Northern Kentucky	12%
Eastern Kentucky	22%
Western Kentucky	24%

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