



Most Kentucky adults favor taxing, regulating e-cigarettes

In April 2014, Kentucky became one of 40 states to prohibit the sale of electronic nicotine delivery systems, also known as alternative or vapor nicotine products and e-cigarettes, to minors.¹ The most recent **Kentucky Health Issues Poll (KHIP)** asked what Kentucky adults think about taxing and regulating e-cigarettes.

Most adults favor e-cigarette excise tax

Kentucky currently places both a sales tax *and* a 60 cent per pack excise tax on the sale of traditional cigarettes. E-cigarettes are subject *only* to sales taxes. KHIP asked Kentucky adults if e-cigarettes should be taxed at a rate similar to traditional cigarettes.

More than half of Kentucky adults (53%) favored an excise tax on e-cigarettes. Adults who

¹ Centers for Disease Control and Prevention (2014). State Laws Prohibiting Sales to Minors and Indoor Use of Electronic Nicotine Delivery Systems — United States, November 2014. MMWR (63); 1145-1150.

² KHIP asked, "Electronic cigarettes or e-cigarettes are battery-powered devices used to inhale vaporized liquid. The vaporized liquid often contains nicotine, and some have flavors and other ingredients. Users of e-cigarettes sometimes refer to the activity as 'vaping,' as opposed to smoking. Have you ever used an electronic cigarette or e-cigarette?"

Percentage of Kentucky adults who favor Kentucky placing an excise tax on the sale of e-cigarettes so that e-cigarettes are taxed at a rate similar to a pack of cigarettes*

Kentucky adults **53%**

By use of e-cigarettes

Never used **60%**

Have used **32%**

By political party identification

Independent **58%**

Republican **55%**

Democrat **53%**

By region

Lexington area **61%**

Louisville area **55%**

Northern Kentucky **54%**

Eastern Kentucky **52%**

Western Kentucky **51%**

*KHIP asked, "The Commonwealth of Kentucky currently places both a sales tax and a \$0.60 cent per pack excise tax on the sale of cigarettes. E-cigarettes are only subject to sales taxes. Do you favor or oppose the Commonwealth of Kentucky placing an excise tax on the sale of e-cigarettes so that e-cigarettes are taxed at a rate similar to a pack of cigarettes?"

report never smoking e-cigarettes² (60%) are more likely than e-cigarette users (32%) to favor an excise tax.

Majorities of Independents (58%), Republicans (55%) and Democrats (53%) supported an

excise tax on e-cigarettes.

Majorities in each region of Kentucky favored an excise tax on e-cigarettes. Lexington area residents were most likely to favor a tax (61%).

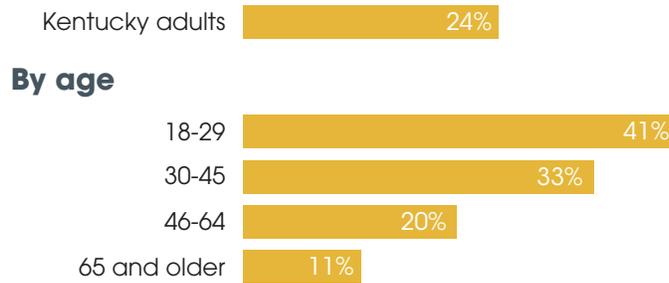
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6 in 10 Kentucky adults support FDA regulation of e-cigarettes

Currently, e-cigarettes are not regulated by the U.S. Food and Drug Administration (FDA). Six in 10 Kentucky adults (61%) said the FDA should regulate the sale and marketing of e-cigarettes.³ Majorities of all demographic groups supported FDA regulation of e-cigarettes. Likewise, nearly 6 in 10 e-cigarette users (57%) and about 6 in 10 respondents who never used e-cigarettes (62%) said the FDA should regulate e-cigarettes.

³ KHIP asked, "The U.S. Food and Drug Administration, or FDA, currently regulates the sale and marketing of cigarettes, cigarette tobacco, roll-your own tobacco and smokeless tobacco. However, the FDA does not currently regulate the sale and marketing of e-cigarettes. Some people say the FDA should regulate the sale and marketing of e-cigarettes, while other people say the FDA should not regulate e-cigarettes. What about you? Would you say the FDA should regulate the sale and marketing of e-cigarettes or the FDA should not regulate the sale and marketing of e-cigarettes?"

Percentage of Kentucky adults who have ever used an e-cigarette



E-cigarette use higher among younger adults

About 1 in 4 Kentucky adults (24%) reported ever using an electronic cigarette. Men (29%) were more likely than women (20%) to have used an e-cigarette. Younger adults were more likely than older adults to report using e-cigarettes. Four in 10 adults age 18-29 (41%) and more than 3 in 10 adults age 30 to 45 (33%) have used e-cigarettes. This compares with 2 in 10 adults age 46 to 64 (20%) and 1 in 10 adults age 65 or older (11%). Six in 10

current smokers of traditional cigarettes (60%) reported using e-cigarettes, while only about 2 in 10 former smokers of traditional cigarettes (19%) used e-cigarettes.

Use of e-cigarettes is not uniform across Kentucky. Fewer than 1 in 6 Lexington area adults (16%) reported using e-cigarettes. This is lower than percentages in Northern Kentucky (25%) and Eastern Kentucky (28%). It is about half the percentage in the Louisville area and Western Kentucky, where nearly 1 in 3 adults (31%) report using an e-cigarette.