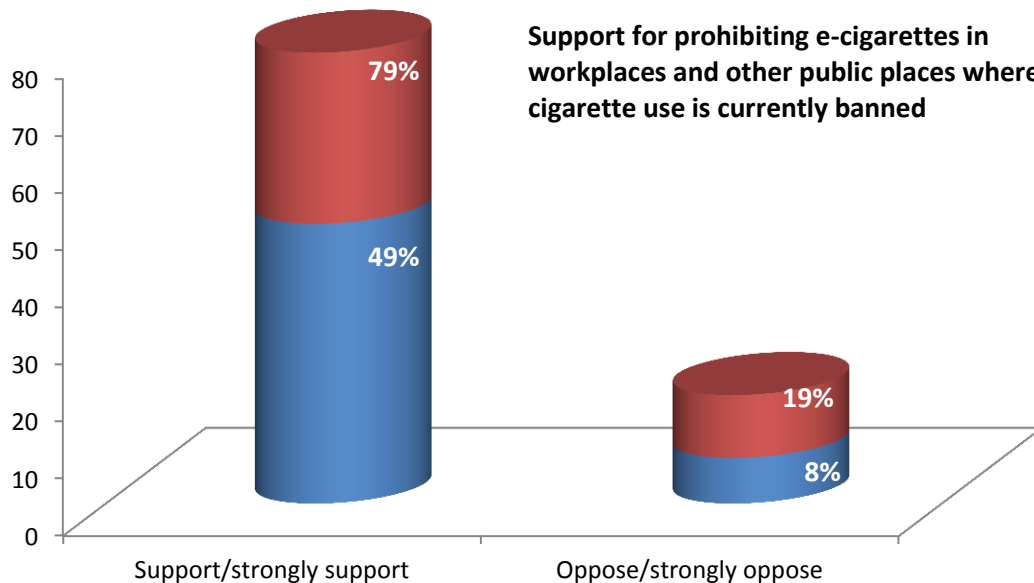


## Minnesotans Strongly Support Prohibiting E-Cigarette Use Indoors and Protecting Youth

According to a survey released in February 2014 by Blue Cross and Blue Shield of Minnesota and ClearWay Minnesota, a strong majority of Minnesotans – **79 percent** – support prohibiting e-cigarette use in indoor public places, including workplaces.



### Minnesotans Support E-Cigarette Regulations That Protect Youth

The survey also found overwhelming support for limiting youth access to e-cigarettes.

- **98 percent support prohibiting e-cigarette sales to minors.**
- **87 percent support requiring e-cigarettes to be kept behind the counter.**
- **87 percent said that the statewide smoking ban was the right decision for Minnesota.**

#### About Blue Cross and Blue Shield of Minnesota

Blue Cross and Blue Shield of Minnesota (bluecrossmn.com), with headquarters in the St. Paul suburb of Eagan, was chartered in 1933 as Minnesota's first health plan and continues to carry out its charter mission today as a health company: to promote a wider, more economical and timely availability of health services for the people of Minnesota. Blue Cross is a not-for-profit, taxable organization. Blue Cross and Blue Shield of Minnesota is an independent licensee of the Blue Cross and Blue Shield Association, headquartered in Chicago.

#### About ClearWay Minnesota<sup>SM</sup>

The mission of ClearWay Minnesota<sup>SM</sup> is to enhance life in Minnesota by reducing tobacco use and exposure to secondhand smoke through research, action and collaboration. We were created in 1998 and entrusted with overseeing 3 percent of the state's tobacco settlement funds. We use our portion of the settlement to help Minnesotans quit smoking and tobacco use, and to fund tobacco-related research, programs and initiatives around the state. We work to raise people's awareness of the dangers of tobacco and to make Minnesota a healthier place.

*The study contains the results of a survey administered by Morris Leathersman of Minneapolis to 630 randomly selected adult residents across the state of Minnesota. Professional interviewers conducted the survey by telephone between January 7 and 17, 2014. The typical respondent took 20 minutes to complete the questionnaire. The results of the study are projectable to all adult residents in state of Minnesota within ± 4.0 percent in 95 out of 100 cases. This poll was funded by Blue Cross and Blue Shield of Minnesota.*