



## Table of Contents

1. Do you, personally, vape?

1. Do you, personally, vape?

1. Do you, personally, vape?

2. Do any members of your family vape?

2. Do any members of your family vape?

2. Do any members of your family vape?

3. Where do you purchase your vaping supplies and e-liquid/juice?

3. Where do you purchase your vaping supplies and e-liquid/juice?

3. Where do you purchase your vaping supplies and e-liquid/juice?

4. What do/did you and/or family members vape?

4. What do/did you and/or family members vape?

4. What do/did you and/or family members vape?

6. Do you think that vaping is safer than smoking traditional cigarettes?

6. Do you think that vaping is safer than smoking traditional cigarettes?

6. Do you think that vaping is safer than smoking traditional cigarettes?

7. Are you aware of any recent news on vaping?

7. Are you aware of any recent news on vaping?

7. Are you aware of any recent news on vaping?

8\_1. Do you support or oppose the following policies regarding vaping? - Not allowing anyone under the age of 21 to purchase vaping products

8\_1. Do you support or oppose the following policies regarding vaping? - Not allowing anyone under the age of 21 to purchase vaping products

8\_1. Do you support or oppose the following policies regarding vaping? - Not allowing anyone under the age of 21 to purchase vaping products

8\_2. Do you support or oppose the following policies regarding vaping? - Ban all vapes

8\_2. Do you support or oppose the following policies regarding vaping? - Ban all vapes

8\_2. Do you support or oppose the following policies regarding vaping? - Ban all vapes

8\_3. Do you support or oppose the following policies regarding vaping? - Ban flavored vape juice

8\_3. Do you support or oppose the following policies regarding vaping? - Ban flavored vape juice

8\_3. Do you support or oppose the following policies regarding vaping? - Ban flavored vape juice

8\_4. Do you support or oppose the following policies regarding vaping? - Implement FDA regulations for vaping

8\_4. Do you support or oppose the following policies regarding vaping? - Implement FDA regulations for vaping

8\_4. Do you support or oppose the following policies regarding vaping? - Implement FDA regulations for vaping

8\_5. Do you support or oppose the following policies regarding vaping? - Require labels to list all ingredients and potential risks

8\_5. Do you support or oppose the following policies regarding vaping? - Require labels to list all ingredients and potential risks

8\_5. Do you support or oppose the following policies regarding vaping? - Require labels to list all ingredients and potential risks

8. Do you support or oppose the following policies regarding vaping? - Support Summary

8. Do you support or oppose the following policies regarding vaping? - Support Summary

8. Do you support or oppose the following policies regarding vaping? - Support Summary

8. Do you support or oppose the following policies regarding vaping? - Oppose Summary

8. Do you support or oppose the following policies regarding vaping? - Oppose Summary

8. Do you support or oppose the following policies regarding vaping? - Oppose Summary

8. Do you support or oppose the following policies regarding vaping? - Grid Table

9\_1. To what extent do you agree or disagree with the following statements: - If vaping is banned, more people will purchase from the non-regulated black market.

9\_1. To what extent do you agree or disagree with the following statements: - If vaping is banned, more people will purchase from the non-regulated black market.

9\_1. To what extent do you agree or disagree with the following statements: - If vaping is banned, more people will purchase from the non-regulated black market.

9\_2. To what extent do you agree or disagree with the following statements: - Government regulations will not reduce the number of people who vape.

9\_2. To what extent do you agree or disagree with the following statements: - Government regulations will not reduce the number of people who vape.

9\_2. To what extent do you agree or disagree with the following statements: - Government regulations will not reduce the number of people who vape.

9\_3. To what extent do you agree or disagree with the following statements: - Vaping increases the chances of a young person becoming addicted to nicotine.

9\_3. To what extent do you agree or disagree with the following statements: - Vaping increases the chances of a young person becoming addicted to nicotine.

9\_3. To what extent do you agree or disagree with the following statements: - Vaping increases the chances of a young person becoming addicted to nicotine.

9\_4. To what extent do you agree or disagree with the following statements: - Vaping companies are not doing enough to address teen addiction.

9\_4. To what extent do you agree or disagree with the following statements: - Vaping companies are not doing enough to address teen addiction.

9\_4. To what extent do you agree or disagree with the following statements: - Vaping companies are not doing enough to address teen addiction.

9. To what extent do you agree or disagree with the following statements: - Agree Summary

9. To what extent do you agree or disagree with the following statements: - Agree Summary

9. To what extent do you agree or disagree with the following statements: - Agree Summary

9. To what extent do you agree or disagree with the following statements: - Disagree Summary

9. To what extent do you agree or disagree with the following statements: - Disagree Summary

9. To what extent do you agree or disagree with the following statements: - Disagree Summary

9. To what extent do you agree or disagree with the following statements: - Grid Table

PID. With which political party do you most identify?

PID. With which political party do you most identify?

PID. With which political party do you most identify?

Household Income

Household Income

Household Income

Gender

Gender

Gender

Age

Age

Age

Region

Region

Region

Education

Education

Education

Age & Presence Of Children

Age & Presence Of Children

Age & Presence Of Children

Marital Status

Marital Status

Marital Status

Employment

Employment

Employment

US01ETH - Race

US01ETH - Race

US01ETH - Race

Are you of Hispanic Ethnicity?

Are you of Hispanic Ethnicity?

Are you of Hispanic Ethnicity?

Metro status

Metro status

Metro status

1. Do you, personally, vape?

|                                      | Gender |      |        | Age   |       |      | Household Income |               |         | Region    |         |       |      |
|--------------------------------------|--------|------|--------|-------|-------|------|------------------|---------------|---------|-----------|---------|-------|------|
|                                      | Total  | Male | Female | 18-34 | 35-54 | 55+  | Under \$50K      | \$50K-<\$100K | \$100K+ | Northeast | Midwest | South | West |
|                                      |        | A    | B      | C     | D     | E    | F                | G             | H       | I         | J       | K     | L    |
| Base: All Respondents (unwtd)        | 1006   | 415  | 591    | 223   | 339   | 444  | 412              | 412           | 182     | 189       | 222     | 392   | 203  |
| Base: All Respondents (wtd)          | 1006   | 485  | 521    | 297   | 347   | 363  | 373              | 326           | 306     | 179       | 212     | 378   | 238  |
| Yes, I currently vape                | 80     | 47   | 34     | 41    | 34    | 6    | 18               | 30            | 32      | 10        | 21      | 32    | 17   |
|                                      | 8%     | 10%  | 6%     | 14%   | 10%   | 2%   | 5%               | 9%            | 10%     | 6%        | 10%     | 8%    | 7%   |
|                                      |        |      |        | E     | E     |      |                  | F             | F       |           |         |       |      |
| Yes, I used to vape but no longer do | 112    | 74   | 38     | 56    | 41    | 15   | 55               | 29            | 28      | 21        | 24      | 41    | 26   |
|                                      | 11%    | 15%  | 7%     | 19%   | 12%   | 4%   | 15%              | 9%            | 9%      | 12%       | 11%     | 11%   | 11%  |
|                                      |        | B    |        | E     | E     |      | G                |               |         |           |         |       |      |
| No, I have never vaped               | 814    | 365  | 449    | 200   | 272   | 341  | 301              | 267           | 246     | 147       | 167     | 305   | 195  |
|                                      | 81%    | 75%  | 86%    | 67%   | 78%   | 94%  | 80%              | 82%           | 80%     | 82%       | 79%     | 81%   | 82%  |
|                                      |        |      | A      |       | C     | CD   |                  |               |         |           |         |       |      |
| Sigma                                | 1006   | 485  | 521    | 297   | 347   | 363  | 373              | 326           | 306     | 179       | 212     | 378   | 238  |
|                                      | 100%   | 100% | 100%   | 100%  | 100%  | 100% | 100%             | 100%          | 100%    | 100%      | 100%    | 100%  | 100% |
|                                      |        |      |        |       |       |      |                  |               |         |           |         |       |      |
| Summary                              |        |      |        |       |       |      |                  |               |         |           |         |       |      |
| Yes (Net)                            | 192    | 120  | 72     | 97    | 75    | 21   | 73               | 60            | 60      | 32        | 45      | 73    | 43   |
|                                      | 19%    | 25%  | 14%    | 33%   | 22%   | 6%   | 20%              | 18%           | 20%     | 18%       | 21%     | 19%   | 18%  |
|                                      |        | B    |        | DE    | E     |      |                  |               |         |           |         |       |      |

Field Dates: 09/25-09/26

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

1. Do you, personally, vape?

|                                      |       | Children in Household |      | Education         |                | Employment Status |           |          |         | Marital Status |       | Race  |       | Party ID     |           |              |
|--------------------------------------|-------|-----------------------|------|-------------------|----------------|-------------------|-----------|----------|---------|----------------|-------|-------|-------|--------------|-----------|--------------|
|                                      | Total | Yes                   | No   | No college degree | College degree | Full Time         | Part Time | Not Emp. | Retired | Married        | Other | White | Other | Republican's | Democrats | Independents |
|                                      |       | A                     | B    | C                 | D              | E                 | F         | G        | H       | I              | J     | K     | L     | M            | N         | O            |
| Base: All Respondents (unwtd)        | 1006  | 218                   | 788  | 585               | 421            | 456               | 91        | 185      | 274     | 496            | 510   | 791   | 215   | 421          | 412       | 85           |
| Base: All Respondents (wtd)          | 1006  | 264                   | 742  | 556               | 450            | 523               | 82        | 183      | 218     | 502            | 504   | 653   | 353   | 389          | 443       | 85           |
| Yes, I currently vape                | 80    | 29                    | 51   | 38                | 43             | 62                | 3         | 12       | 4       | 35             | 45    | 46    | 34    | 26           | 45        | 3            |
|                                      | 8%    | 11%                   | 7%   | 7%                | 9%             | 12%               | 3%        | 7%       | 2%      | 7%             | 9%    | 7%    | 10%   | 7%           | 10%       | 4%           |
| Yes, I used to vape but no longer do |       |                       |      |                   |                | FH                | *         | H        |         |                |       |       |       |              |           | *            |
|                                      | 112   | 33                    | 79   | 77                | 36             | 69                | 4         | 28       | 10      | 44             | 69    | 52    | 60    | 34           | 54        | 16           |
|                                      | 11%   | 13%                   | 11%  | 14%               | 8%             | 13%               | 5%        | 15%      | 5%      | 9%             | 14%   | 8%    | 17%   | 9%           | 12%       | 19%          |
| No, I have never vaped               |       |                       |      | D                 |                | H                 | *         | FH       |         |                | I     |       | K     |              |           | M*           |
|                                      | 814   | 203                   | 611  | 442               | 372            | 392               | 75        | 143      | 204     | 423            | 391   | 555   | 259   | 329          | 344       | 65           |
|                                      | 81%   | 77%                   | 82%  | 79%               | 83%            | 75%               | 91%       | 78%      | 93%     | 84%            | 77%   | 85%   | 73%   | 85%          | 78%       | 77%          |
| Sigma                                |       |                       |      |                   |                |                   | EG*       |          | EG      | J              |       | L     |       | N            |           | *            |
|                                      | 1006  | 264                   | 742  | 556               | 450            | 523               | 82        | 183      | 218     | 502            | 504   | 653   | 353   | 389          | 443       | 85           |
|                                      | 100%  | 100%                  | 100% | 100%              | 100%           | 100%              | 100%      | 100%     | 100%    | 100%           | 100%  | 100%  | 100%  | 100%         | 100%      | 100%         |
| Summary                              |       |                       |      |                   |                |                   |           |          |         |                |       |       |       |              |           |              |
| Yes (Net)                            | 192   | 62                    | 130  | 114               | 78             | 131               | 7         | 40       | 14      | 79             | 114   | 98    | 94    | 60           | 99        | 20           |
|                                      | 19%   | 23%                   | 18%  | 21%               | 17%            | 25%               | 9%        | 22%      | 7%      | 16%            | 23%   | 15%   | 27%   | 15%          | 22%       | 23%          |
|                                      |       |                       |      |                   |                | FH                | *         | FH       |         |                | I     |       | K     |              | M         | *            |

Field Dates: 09/25-09/26

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

1. Do you, personally, vape?

|                                      | Total       | Vapers    | Former Vapers | Non-Vapers | Aware of Vape News | Not Aware of Vape News |
|--------------------------------------|-------------|-----------|---------------|------------|--------------------|------------------------|
|                                      |             | A         | B             | C          | D                  | E                      |
| <b>Base: All Respondents (unwtd)</b> | <b>1006</b> | <b>67</b> | <b>90</b>     | <b>849</b> | <b>895</b>         | <b>91</b>              |
| <b>Base: All Respondents (wtd)</b>   | <b>1006</b> | <b>80</b> | <b>112</b>    | <b>814</b> | <b>871</b>         | <b>115</b>             |
| Yes, I currently vape                | 80          | 80        | -             | -          | 77                 | 3                      |
|                                      | 8%          | 100%      | -             | -          | 9%                 | 3%                     |
|                                      |             | BC*       | *             |            |                    | *                      |
| Yes, I used to vape but no longer do | 112         | -         | 112           | -          | 97                 | 12                     |
|                                      | 11%         | -         | 100%          | -          | 11%                | 10%                    |
|                                      |             | *         | AC*           |            |                    | *                      |
| No, I have never vaped               | 814         | -         | -             | 814        | 698                | 101                    |
|                                      | 81%         | -         | -             | 100%       | 80%                | 87%                    |
|                                      |             | *         | *             | AB         |                    | *                      |
| Sigma                                | 1006        | 80        | 112           | 814        | 871                | 115                    |
|                                      | 100%        | 100%      | 100%          | 100%       | 100%               | 100%                   |
|                                      |             |           |               |            |                    |                        |
| <b>Summary</b>                       |             |           |               |            |                    |                        |
| Yes (Net)                            | 192         | 80        | 112           | -          | 173                | 15                     |
|                                      | 19%         | 100%      | 100%          | -          | 20%                | 13%                    |
|                                      |             | C*        | C*            |            |                    | *                      |

Field Dates: 09/25-09/26

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C,D/E

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B/C,D/E

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

2. Do any members of your family vape?

|                                                                           | Gender |      |        | Age   |       |      | Household Income |               |         | Region    |         |       |      |
|---------------------------------------------------------------------------|--------|------|--------|-------|-------|------|------------------|---------------|---------|-----------|---------|-------|------|
|                                                                           | Total  | Male | Female | 18-34 | 35-54 | 55+  | Under \$50K      | \$50K-<\$100K | \$100K+ | Northeast | Midwest | South | West |
|                                                                           |        | A    | B      | C     | D     | E    | F                | G             | H       | I         | J       | K     | L    |
| Base: All Respondents (unwtd)                                             | 1006   | 415  | 591    | 223   | 339   | 444  | 412              | 412           | 182     | 189       | 222     | 392   | 203  |
| Base: All Respondents (wtd)                                               | 1006   | 485  | 521    | 297   | 347   | 363  | 373              | 326           | 306     | 179       | 212     | 378   | 238  |
| Yes, one or more currently vape                                           | 115    | 56   | 59     | 50    | 38    | 27   | 37               | 37            | 41      | 20        | 26      | 45    | 24   |
|                                                                           | 11%    | 11%  | 11%    | 17%   | 11%   | 7%   | 10%              | 11%           | 13%     | 11%       | 12%     | 12%   | 10%  |
| Yes, one or more currently vape, and one or more used to but no longer do |        |      |        | E     |       |      |                  |               |         |           |         |       |      |
|                                                                           | 27     | 13   | 13     | 12    | 9     | 6    | 12               | 7             | 8       | 7         | 3       | 14    | 4    |
| Yes, one or more used to vape but no longer do                            | 3%     | 3%   | 3%     | 4%    | 3%    | 2%   | 3%               | 2%            | 3%      | 4%        | 1%      | 4%    | 1%   |
|                                                                           |        |      |        |       |       |      |                  |               |         |           |         |       |      |
| No, none have ever vaped                                                  | 95     | 47   | 48     | 54    | 26    | 14   | 33               | 32            | 30      | 12        | 23      | 41    | 20   |
|                                                                           | 9%     | 10%  | 9%     | 18%   | 8%    | 4%   | 9%               | 10%           | 10%     | 6%        | 11%     | 11%   | 8%   |
| Don't know                                                                |        |      |        | DE    |       |      |                  |               |         |           |         |       |      |
|                                                                           | 722    | 348  | 374    | 173   | 259   | 290  | 267              | 236           | 219     | 135       | 150     | 261   | 176  |
| Sigma                                                                     | 72%    | 72%  | 72%    | 58%   | 75%   | 80%  | 71%              | 72%           | 72%     | 75%       | 71%     | 69%   | 74%  |
|                                                                           |        |      |        |       | C     | C    |                  |               |         |           |         |       |      |
| Yes (Net)                                                                 | 47     | 21   | 26     | 7     | 15    | 25   | 25               | 15            | 8       | 6         | 11      | 17    | 14   |
|                                                                           | 5%     | 4%   | 5%     | 2%    | 4%    | 7%   | 7%               | 4%            | 3%      | 3%        | 5%      | 5%    | 6%   |
| Sigma                                                                     |        |      |        |       |       | C    |                  |               |         |           |         |       |      |
|                                                                           | 1006   | 485  | 521    | 297   | 347   | 363  | 373              | 326           | 306     | 179       | 212     | 378   | 238  |
| Summary                                                                   | 100%   | 100% | 100%   | 100%  | 100%  | 100% | 100%             | 100%          | 100%    | 100%      | 100%    | 100%  | 100% |
|                                                                           |        |      |        |       |       |      |                  |               |         |           |         |       |      |
| Yes (Net)                                                                 | 237    | 116  | 120    | 117   | 73    | 47   | 82               | 76            | 79      | 39        | 51      | 99    | 47   |
|                                                                           | 24%    | 24%  | 23%    | 39%   | 21%   | 13%  | 22%              | 23%           | 26%     | 22%       | 24%     | 26%   | 20%  |
|                                                                           |        |      |        | DE    | E     |      |                  |               |         |           |         |       |      |
|                                                                           |        |      |        |       |       |      |                  |               |         |           |         |       |      |

Field Dates: 09/25-09/26

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)



2. Do any members of your family vape?

|                                                                           |       | Children in Household |      | Education         |                | Employment Status |           |          |         | Marital Status |       | Race  |       | Party ID    |           |              |
|---------------------------------------------------------------------------|-------|-----------------------|------|-------------------|----------------|-------------------|-----------|----------|---------|----------------|-------|-------|-------|-------------|-----------|--------------|
|                                                                           | Total | Yes                   | No   | No college degree | College degree | Full Time         | Part Time | Not Emp. | Retired | Married        | Other | White | Other | Republicans | Democrats | Independents |
|                                                                           |       | A                     | B    | C                 | D              | E                 | F         | G        | H       | I              | J     | K     | L     | M           | N         | O            |
| Base: All Respondents (unwtd)                                             | 1006  | 218                   | 788  | 585               | 421            | 456               | 91        | 185      | 274     | 496            | 510   | 791   | 215   | 421         | 412       | 85           |
| Base: All Respondents (wtd)                                               | 1006  | 264                   | 742  | 556               | 450            | 523               | 82        | 183      | 218     | 502            | 504   | 653   | 353   | 389         | 443       | 85           |
| Yes, one or more currently vape                                           | 115   | 31                    | 84   | 63                | 51             | 78                | 4         | 16       | 18      | 59             | 56    | 68    | 47    | 43          | 62        | 4            |
|                                                                           | 11%   | 12%                   | 11%  | 11%               | 11%            | 15%               | 5%        | 8%       | 8%      | 12%            | 11%   | 10%   | 13%   | 11%         | 14%       | 5%           |
| Yes, one or more currently vape, and one or more used to but no longer do | 27    | 10                    | 17   | 17                | 10             | FH                | *         | 9        | 4       | 9              | 18    | 15    | 12    | 11          | 9         | 1            |
|                                                                           | 3%    | 4%                    | 2%   | 3%                | 2%             | 3%                | 1%        | 5%       | 2%      | 2%             | 4%    | 2%    | 3%    | 3%          | 2%        | 1%           |
| Yes, one or more used to vape but no longer do                            | 95    | 50                    | 45   | 66                | 29             | 61                | 4         | 19       | 11      | 49             | 46    | 48    | 47    | 43          | 35        | 9            |
|                                                                           | 9%    | 19%                   | 6%   | 12%               | 6%             | 12%               | 5%        | 10%      | 5%      | 10%            | 9%    | 7%    | 13%   | 11%         | 8%        | 11%          |
|                                                                           | B     |                       |      | D                 |                | H                 | *         |          |         |                |       | K     |       |             |           | *            |
| No, none have ever vaped                                                  | 722   | 167                   | 555  | 379               | 343            | 354               | 69        | 133      | 165     | 371            | 351   | 491   | 231   | 275         | 313       | 66           |
|                                                                           | 72%   | 63%                   | 75%  | 68%               | 76%            | 68%               | 84%       | 73%      | 76%     | 74%            | 70%   | 75%   | 65%   | 71%         | 71%       | 78%          |
| Don't know                                                                |       | A                     |      | C                 |                | E*                |           | E        |         | L              |       |       |       |             |           | *            |
|                                                                           | 47    | 6                     | 41   | 30                | 17             | 16                | 4         | 6        | 20      | 13             | 34    | 32    | 16    | 17          | 23        | 4            |
|                                                                           | 5%    | 2%                    | 6%   | 5%                | 4%             | 3%                | 5%        | 4%       | 9%      | 3%             | 7%    | 5%    | 4%    | 4%          | 5%        | 5%           |
|                                                                           |       |                       |      |                   |                |                   | *         | EG       |         | I              |       |       |       |             |           | *            |
| Sigma                                                                     | 1006  | 264                   | 742  | 556               | 450            | 523               | 82        | 183      | 218     | 502            | 504   | 653   | 353   | 389         | 443       | 85           |
|                                                                           | 100%  | 100%                  | 100% | 100%              | 100%           | 100%              | 100%      | 100%     | 100%    | 100%           | 100%  | 100%  | 100%  | 100%        | 100%      | 100%         |
| Summary                                                                   |       |                       |      |                   |                |                   |           |          |         |                |       |       |       |             |           |              |
| Yes (Net)                                                                 | 237   | 91                    | 146  | 147               | 90             | 153               | 9         | 43       | 32      | 117            | 119   | 130   | 106   | 96          | 107       | 14           |
|                                                                           | 24%   | 34%                   | 20%  | 26%               | 20%            | 29%               | 11%       | 24%      | 15%     | 23%            | 24%   | 20%   | 30%   | 25%         | 24%       | 17%          |
|                                                                           | B     |                       |      | D                 |                | FH                | *         | FH       |         |                |       | K     |       |             |           | *            |

Field Dates: 09/25-09/26

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

2. Do any members of your family vape?

|                                                                           | Total       | Vapers    | Former Vapers | Non-Vapers | Aware of Vape News | Not Aware of Vape News |
|---------------------------------------------------------------------------|-------------|-----------|---------------|------------|--------------------|------------------------|
|                                                                           |             | A         | B             | C          | D                  | E                      |
| <b>Base: All Respondents (unwtd)</b>                                      | <b>1006</b> | <b>67</b> | <b>90</b>     | <b>849</b> | <b>895</b>         | <b>91</b>              |
| <b>Base: All Respondents (wtd)</b>                                        | <b>1006</b> | <b>80</b> | <b>112</b>    | <b>814</b> | <b>871</b>         | <b>115</b>             |
| Yes, one or more currently vape                                           | 115         | 45        | 23            | 47         | 110                | 4                      |
|                                                                           | 11%         | 56%       | 20%           | 6%         | 13%                | 4%                     |
|                                                                           |             | BC*       | C*            |            | E                  | *                      |
| Yes, one or more currently vape, and one or more used to but no longer do | 27          | 6         | 5             | 15         | 21                 | 3                      |
|                                                                           | 3%          | 8%        | 5%            | 2%         | 2%                 | 3%                     |
|                                                                           |             | C*        | *             |            |                    | *                      |
| Yes, one or more used to vape but no longer do                            | 95          | 9         | 37            | 49         | 74                 | 19                     |
|                                                                           | 9%          | 11%       | 33%           | 6%         | 8%                 | 17%                    |
|                                                                           |             | *         | AC*           |            |                    | D*                     |
| No, none have ever vaped                                                  | 722         | 14        | 43            | 665        | 621                | 87                     |
|                                                                           | 72%         | 17%       | 38%           | 82%        | 71%                | 75%                    |
|                                                                           |             | *         | A*            | AB         |                    | *                      |
| Don't know                                                                | 47          | 6         | 3             | 38         | 45                 | 2                      |
|                                                                           | 5%          | 8%        | 3%            | 5%         | 5%                 | 2%                     |
|                                                                           |             | *         | *             |            |                    | *                      |
| Sigma                                                                     | 1006        | 80        | 112           | 814        | 871                | 115                    |
|                                                                           | 100%        | 100%      | 100%          | 100%       | 100%               | 100%                   |
|                                                                           |             |           |               |            |                    |                        |
| <b>Summary</b>                                                            |             |           |               |            |                    |                        |
| Yes (Net)                                                                 | 237         | 60        | 66            | 111        | 205                | 27                     |
|                                                                           | 24%         | 75%       | 59%           | 14%        | 24%                | 23%                    |
|                                                                           |             | C*        | C*            |            |                    | *                      |

Field Dates: 09/25-09/26

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C,D/E

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B/C,D/E

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

3. Where do you purchase your vaping supplies and e-liquid/juice?

|                                           | Gender    |           |           | Age       |           |          | Household Income |               |           | Region    |           |           |           |
|-------------------------------------------|-----------|-----------|-----------|-----------|-----------|----------|------------------|---------------|-----------|-----------|-----------|-----------|-----------|
|                                           | Total     | Male      | Female    | 18-34     | 35-54     | 55+      | Under \$50K      | \$50K-<\$100K | \$100K+   | Northeast | Midwest   | South     | West      |
|                                           |           | A         | B         | C         | D         | E        | F                | G             | H         | I         | J         | K         | L         |
| <b>Base: Currently Vape (unwtd)</b>       | <b>67</b> | <b>29</b> | <b>38</b> | <b>29</b> | <b>29</b> | <b>9</b> | <b>21</b>        | <b>32</b>     | <b>14</b> | <b>11</b> | <b>16</b> | <b>28</b> | <b>12</b> |
| <b>Base: Currently Vape (wtd)</b>         | <b>80</b> | <b>47</b> | <b>34</b> | <b>41</b> | <b>34</b> | <b>6</b> | <b>18</b>        | <b>30</b>     | <b>32</b> | <b>10</b> | <b>21</b> | <b>32</b> | <b>17</b> |
| Vaping stores/smoke shops                 | 52        | 29        | 23        | 24        | 24        | 3        | 12               | 22            | 18        | 7         | 10        | 20        | 15        |
|                                           | 65%       | 63%       | 67%       | 60%       | 72%       | 55%      | 67%              | 74%           | 55%       | 67%       | 49%       | 62%       | 89%       |
|                                           | **        | **        | **        | **        | **        | **       | **               | **            | **        | **        | **        | **        | **        |
| Conventional retail or convenience stores | 18        | 10        | 7         | 7         | 9         | 1        | 3                | 8             | 7         | 2         | 2         | 14        | -         |
|                                           | 22%       | 22%       | 21%       | 18%       | 28%       | 13%      | 18%              | 26%           | 21%       | 18%       | 9%        | 44%       | -         |
|                                           | **        | **        | **        | **        | **        | **       | **               | **            | **        | **        | **        | **        | **        |
| Directly from manufacturer (e.g. JUUL)    | 6         | 3         | 4         | 4         | 3         | -        | 1                | 4             | 1         | 1         | 4         | 2         | -         |
|                                           | 8%        | 6%        | 11%       | 9%        | 8%        | -        | 3%               | 13%           | 5%        | 6%        | 17%       | 6%        | -         |
|                                           | **        | **        | **        | **        | **        | **       | **               | **            | **        | **        | **        | **        | **        |
| Internet suppliers                        | 20        | 14        | 6         | 15        | 3         | 2        | 5                | 7             | 8         | 1         | 10        | 5         | 4         |
|                                           | 25%       | 29%       | 19%       | 37%       | 8%        | 36%      | 30%              | 23%           | 24%       | 7%        | 49%       | 17%       | 21%       |
|                                           | **        | **        | **        | **        | **        | **       | **               | **            | **        | **        | **        | **        | **        |
| Other                                     | 3         | 1         | 3         | 1         | 1         | 1        | 2                | 1             | -         | 2         | 1         | -         | 1         |
|                                           | 4%        | 1%        | 8%        | 4%        | 2%        | 24%      | 11%              | 5%            | -         | 22%       | 3%        | -         | 4%        |
|                                           | **        | **        | **        | **        | **        | **       | **               | **            | **        | **        | **        | **        | **        |
| Sigma                                     | 99        | 57        | 42        | 52        | 40        | 8        | 23               | 43            | 33        | 12        | 27        | 41        | 19        |
|                                           | 124%      | 122%      | 126%      | 128%      | 117%      | 128%     | 129%             | 140%          | 105%      | 119%      | 126%      | 128%      | 114%      |
|                                           |           |           |           |           |           |          |                  |               |           |           |           |           |           |

Field Dates: 09/25-09/26

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

3. Where do you purchase your vaping supplies and e-liquid/juice?

|                                           |       | Children in Household |      | Education         |                | Employment Status |           |          |         | Marital Status |       | Race  |       | Party ID        |           |                  |
|-------------------------------------------|-------|-----------------------|------|-------------------|----------------|-------------------|-----------|----------|---------|----------------|-------|-------|-------|-----------------|-----------|------------------|
|                                           | Total | Yes                   | No   | No college degree | College degree | Full Time         | Part Time | Not Emp. | Retired | Married        | Other | White | Other | Republican<br>s | Democrats | Independe<br>nts |
|                                           |       | A                     | B    | C                 | D              | E                 | F         | G        | H       | I              | J     | K     | L     | M               | N         | O                |
| Base: Currently Vape (unwtd)              | 67    | 26                    | 41   | 38                | 29             | 45                | 3         | 13       | 6       | 30             | 37    | 50    | 17    | 24              | 34        | 3                |
| Base: Currently Vape (wtd)                | 80    | 29                    | 51   | 38                | 43             | 62                | 3         | 12       | 4       | 35             | 45    | 46    | 34    | 26              | 45        | 3                |
| Vaping stores/smoke shops                 | 52    | 23                    | 29   | 29                | 23             | 40                | *         | 10       | 2       | 25             | 27    | 33    | 19    | 19              | 25        | 3                |
|                                           | 65%   | 81%                   | 56%  | 77%               | 54%            | 64%               | 17%       | 84%      | 47%     | 70%            | 60%   | 71%   | 57%   | 74%             | 56%       | 100%             |
|                                           |       | **                    | **   | **                | **             | **                | **        | **       | **      | **             | **    | **    | **    | **              | **        | **               |
| Conventional retail or convenience stores | 18    | 7                     | 11   | 7                 | 11             | 15                | 1         | 1        | 1       | 9              | 9     | 10    | 7     | 4               | 12        | -                |
|                                           | 22%   | 23%                   | 21%  | 17%               | 26%            | 25%               | 40%       | 5%       | 21%     | 25%            | 19%   | 22%   | 21%   | 17%             | 27%       | -                |
|                                           |       | **                    | **   | **                | **             | **                | **        | **       | **      | **             | **    | **    | **    | **              | **        | **               |
| Directly from manufacturer (e.g. JUUL)    | 6     | 2                     | 4    | 1                 | 5              | 6                 | -         | -        | -       | 6              | 1     | 4     | 2     | 6               | 1         | -                |
|                                           | 8%    | 7%                    | 8%   | 3%                | 12%            | 10%               | -         | -        | -       | 16%            | 1%    | 9%    | 5%    | 21%             | 1%        | -                |
|                                           |       | **                    | **   | **                | **             | **                | **        | **       | **      | **             | **    | **    | **    | **              | **        | **               |
| Internet suppliers                        | 20    | 1                     | 19   | 8                 | 12             | 14                | 1         | 4        | 1       | 3              | 17    | 10    | 10    | 6               | 14        | -                |
|                                           | 25%   | 5%                    | 36%  | 21%               | 28%            | 22%               | 43%       | 33%      | 33%     | 8%             | 38%   | 22%   | 29%   | 22%             | 31%       | -                |
|                                           |       | **                    | **   | **                | **             | **                | **        | **       | **      | **             | **    | **    | **    | **              | **        | **               |
| Other                                     | 3     | 1                     | 3    | 2                 | 1              | 2                 | -         | 1        | 1       | 1              | 3     | 3     | 1     | 1               | 3         | -                |
|                                           | 4%    | 2%                    | 5%   | 5%                | 3%             | 3%                | -         | 5%       | 21%     | 2%             | 6%    | 6%    | 2%    | 2%              | 6%        | -                |
|                                           |       | **                    | **   | **                | **             | **                | **        | **       | **      | **             | **    | **    | **    | **              | **        | **               |
| Sigma                                     | 99    | 34                    | 65   | 47                | 53             | 77                | 3         | 15       | 5       | 43             | 56    | 60    | 39    | 36              | 54        | 3                |
|                                           | 124%  | 119%                  | 126% | 124%              | 124%           | 124%              | 100%      | 126%     | 121%    | 122%           | 125%  | 131%  | 114%  | 137%            | 121%      | 100%             |

Field Dates: 09/25-09/26

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

### 3. Where do you purchase your vaping supplies and e-liquid/juice?

|                                           | Total     | Vapers    | Former Vapers | Non-Vapers | Aware of Vape News | Not Aware of Vape News |
|-------------------------------------------|-----------|-----------|---------------|------------|--------------------|------------------------|
|                                           |           | A         | B             | C          | D                  | E                      |
| <b>Base: Currently Vape (unwtd)</b>       | <b>67</b> | <b>67</b> | -             | -          | <b>64</b>          | <b>2</b>               |
| <b>Base: Currently Vape (wtd)</b>         | <b>80</b> | <b>80</b> | -             | -          | <b>77</b>          | <b>3</b>               |
| Vaping stores/smoke shops                 | 52        | 52        | -             | -          | 49                 | 3                      |
|                                           | 65%       | 65%       | -             | -          | 64%                | 100%                   |
|                                           |           |           |               |            |                    | **                     |
| Conventional retail or convenience stores | 18        | 18        | -             | -          | 17                 | -                      |
|                                           | 22%       | 22%       | -             | -          | 22%                | -                      |
|                                           |           |           |               |            |                    | **                     |
| Directly from manufacturer (e.g. JUUL)    | 6         | 6         | -             | -          | 4                  | 2                      |
|                                           | 8%        | 8%        | -             | -          | 6%                 | 64%                    |
|                                           |           |           |               |            |                    | **                     |
| Internet suppliers                        | 20        | 20        | -             | -          | 19                 | -                      |
|                                           | 25%       | 25%       | -             | -          | 25%                | -                      |
|                                           |           |           |               |            |                    | **                     |
| Other                                     | 3         | 3         | -             | -          | 3                  | -                      |
|                                           | 4%        | 4%        | -             | -          | 4%                 | -                      |
|                                           |           |           |               |            |                    | **                     |
| Sigma                                     | 99        | 99        | -             | -          | 93                 | 5                      |
|                                           | 124%      | 124%      | -             | -          | 121%               | 164%                   |
|                                           |           |           |               |            |                    |                        |

Field Dates: 09/25-09/26

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C,D/E

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B/C,D/E

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

4. What do/did you and/or family members vape?

|                                                                                   |       | Gender |        | Age   |       |      | Household Income |                    |         | Region    |         |       |      |
|-----------------------------------------------------------------------------------|-------|--------|--------|-------|-------|------|------------------|--------------------|---------|-----------|---------|-------|------|
|                                                                                   | Total | Male   | Female | 18-34 | 35-54 | 55+  | Under \$50K      | \$50K-<br>-<\$100K | \$100K+ | Northeast | Midwest | South | West |
|                                                                                   |       | A      | B      | C     | D     | E    | F                | G                  | H       | I         | J       | K     | L    |
| Base: Currently/used To Vape And Family Members<br>Currently/used To Vape (unwtd) | 269   | 103    | 166    | 91    | 104   | 74   | 119              | 105                | 45      | 51        | 58      | 112   | 48   |
| Base: Currently/used To Vape And Family Members<br>Currently/used To Vape (wtd)   | 303   | 161    | 142    | 144   | 102   | 57   | 114              | 97                 | 92      | 54        | 68      | 116   | 64   |
| Nicotine e-liquid/juice                                                           | 139   | 76     | 63     | 69    | 48    | 21   | 49               | 50                 | 39      | 24        | 30      | 52    | 33   |
|                                                                                   | 46%   | 47%    | 44%    | 48%   | 47%   | 37%  | 43%              | 52%                | 42%     | 44%       | 44%     | 45%   | 51%  |
|                                                                                   | *     | *      | *      | *     | *     | *    | *                | *                  | *       | *         | *       | *     | *    |
| THC e-liquid/juice                                                                | 64    | 40     | 24     | 37    | 22    | 5    | 26               | 17                 | 21      | 10        | 9       | 23    | 23   |
|                                                                                   | 21%   | 25%    | 17%    | 26%   | 22%   | 9%   | 23%              | 18%                | 22%     | 18%       | 13%     | 20%   | 36%  |
|                                                                                   | *     | *      | *      | E*    | E*    | *    | *                | *                  | *       | *         | *       | *     | J*   |
| Flavored e-liquid/juice                                                           | 122   | 74     | 48     | 75    | 38    | 9    | 45               | 33                 | 45      | 16        | 27      | 50    | 29   |
|                                                                                   | 40%   | 46%    | 34%    | 52%   | 37%   | 15%  | 39%              | 34%                | 49%     | 30%       | 39%     | 43%   | 45%  |
|                                                                                   | *     | *      | *      | E*    | E*    | *    | *                | *                  | *       | *         | *       | *     | *    |
| Synthetic drug e-liquid/juice                                                     | 13    | 5      | 8      | 5     | 8     | -    | 3                | 7                  | 4       | 4         | 2       | 7     | -    |
|                                                                                   | 4%    | 3%     | 6%     | 3%    | 8%    | -    | 2%               | 7%                 | 4%      | 7%        | 4%      | 6%    | -    |
|                                                                                   | *     | *      | *      | *     | E*    | *    | *                | *                  | *       | *         | *       | *     | *    |
| Any form of cannabis excluding THC e-liquid/juice                                 | 48    | 26     | 22     | 29    | 12    | 6    | 19               | 13                 | 16      | 8         | 10      | 12    | 17   |
|                                                                                   | 16%   | 16%    | 15%    | 20%   | 12%   | 11%  | 16%              | 14%                | 17%     | 15%       | 15%     | 10%   | 27%  |
|                                                                                   | *     | *      | *      | *     | *     | *    | *                | *                  | *       | *         | *       | *     | K*   |
| Don't know                                                                        | 56    | 21     | 35     | 11    | 19    | 26   | 25               | 18                 | 13      | 15        | 12      | 22    | 7    |
|                                                                                   | 18%   | 13%    | 25%    | 8%    | 18%   | 45%  | 22%              | 19%                | 14%     | 27%       | 18%     | 19%   | 10%  |
|                                                                                   | *     | A      | *      | *     | *     | CD*  | *                | *                  | *       | *         | *       | *     | *    |
| Sigma                                                                             | 442   | 242    | 200    | 226   | 148   | 68   | 166              | 138                | 138     | 76        | 90      | 167   | 109  |
|                                                                                   | 146%  | 150%   | 141%   | 157%  | 145%  | 118% | 146%             | 143%               | 149%    | 141%      | 132%    | 143%  | 169% |
|                                                                                   |       |        |        |       |       |      |                  |                    |         |           |         |       |      |

Field Dates: 09/25-09/26

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

4. What do/did you and/or family members vape?

|                                                                                |       | Children in Household |      | Education         |                | Employment Status |           |          |         | Marital Status |       | Race  |       | Party ID    |           |              |
|--------------------------------------------------------------------------------|-------|-----------------------|------|-------------------|----------------|-------------------|-----------|----------|---------|----------------|-------|-------|-------|-------------|-----------|--------------|
|                                                                                | Total | Yes                   | No   | No college degree | College degree | Full Time         | Part Time | Not Emp. | Retired | Married        | Other | White | Other | Republicans | Democrats | Independents |
|                                                                                |       | A                     | B    | C                 | D              | E                 | F         | G        | H       | I              | J     | K     | L     | M           | N         | O            |
| Base: Currently/used To Vape And Family Members Currently/used To Vape (unwtd) | 269   | 80                    | 189  | 176               | 93             | 143               | 17        | 58       | 51      | 120            | 149   | 204   | 65    | 104         | 115       | 23           |
| Base: Currently/used To Vape And Family Members Currently/used To Vape (wtd)   | 303   | 106                   | 198  | 185               | 119            | 191               | 13        | 61       | 38      | 136            | 167   | 171   | 132   | 112         | 139       | 26           |
| Nicotine e-liquid/juice                                                        | 139   | 43                    | 95   | 86                | 52             | 87                | 7         | 29       | 16      | 55             | 84    | 95    | 44    | 48          | 66        | 12           |
|                                                                                | 46%   | 41%                   | 48%  | 47%               | 44%            | 45%               | 51%       | 48%      | 42%     | 40%            | 50%   | 55%   | 34%   | 43%         | 48%       | 48%          |
|                                                                                | *     | *                     | *    | *                 | *              | *                 | **        | *        | *       | *              | *     | L     | *     | *           | *         | **           |
| THC e-liquid/juice                                                             | 64    | 22                    | 42   | 44                | 20             | 49                | 1         | 10       | 5       | 21             | 43    | 31    | 33    | 22          | 35        | 3            |
|                                                                                | 21%   | 21%                   | 21%  | 24%               | 17%            | 26%               | 9%        | 16%      | 12%     | 15%            | 26%   | 18%   | 25%   | 20%         | 25%       | 12%          |
|                                                                                | *     | *                     | *    | *                 | *              | *                 | **        | *        | *       | *              | *     | *     | *     | *           | *         | **           |
| Flavored e-liquid/juice                                                        | 122   | 54                    | 69   | 82                | 40             | 94                | 6         | 19       | 3       | 53             | 69    | 59    | 63    | 47          | 57        | 10           |
|                                                                                | 40%   | 51%                   | 35%  | 45%               | 34%            | 49%               | 43%       | 32%      | 8%      | 39%            | 41%   | 34%   | 48%   | 42%         | 41%       | 39%          |
|                                                                                | *     | *                     | *    | *                 | *              | H*                | **        | H*       | *       | *              | *     | *     | *     | *           | *         | **           |
| Synthetic drug e-liquid/juice                                                  | 13    | 8                     | 5    | 6                 | 7              | 11                | -         | 3        | -       | 7              | 6     | 5     | 8     | 4           | 7         | -            |
|                                                                                | 4%    | 7%                    | 3%   | 3%                | 6%             | 6%                | -         | 4%       | -       | 5%             | 4%    | 3%    | 6%    | 4%          | 5%        | -            |
|                                                                                | *     | *                     | *    | *                 | *              | *                 | **        | *        | *       | *              | *     | *     | *     | *           | *         | **           |
| Any form of cannabis excluding THC e-liquid/juice                              | 48    | 10                    | 38   | 21                | 26             | 26                | 1         | 15       | 6       | 17             | 31    | 23    | 25    | 12          | 31        | 4            |
|                                                                                | 16%   | 9%                    | 19%  | 12%               | 22%            | 14%               | 6%        | 25%      | 15%     | 12%            | 19%   | 13%   | 19%   | 10%         | 22%       | 14%          |
|                                                                                | *     | *                     | *    | *                 | *              | *                 | **        | *        | *       | *              | *     | *     | *     | *           | *         | **           |
| Don't know                                                                     | 56    | 12                    | 45   | 33                | 23             | 26                | 3         | 11       | 17      | 28             | 29    | 35    | 21    | 24          | 19        | 4            |
|                                                                                | 18%   | 11%                   | 23%  | 18%               | 19%            | 13%               | 20%       | 18%      | 44%     | 20%            | 17%   | 20%   | 16%   | 21%         | 14%       | 16%          |
|                                                                                | *     | *                     | *    | *                 | *              | *                 | **        | *        | EG*     | *              | *     | *     | *     | *           | *         | **           |
| Sigma                                                                          | 442   | 148                   | 294  | 273               | 169            | 292               | 17        | 87       | 47      | 180            | 262   | 247   | 195   | 157         | 215       | 34           |
|                                                                                | 146%  | 140%                  | 149% | 148%              | 142%           | 153%              | 127%      | 142%     | 122%    | 132%           | 157%  | 144%  | 148%  | 140%        | 154%      | 129%         |

Field Dates: 09/25-09/26

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

#### 4. What do/did you and/or family members vape?

|                                                                                       | Total      | Vapers    | Former Vapers | Non-Vapers | Aware of Vape News | Not Aware of Vape News |
|---------------------------------------------------------------------------------------|------------|-----------|---------------|------------|--------------------|------------------------|
|                                                                                       |            | A         | B             | C          | D                  | E                      |
| <b>Base: Currently/used To Vape And Family Members Currently/used To Vape (unwtd)</b> | <b>269</b> | <b>67</b> | <b>90</b>     | <b>112</b> | <b>244</b>         | <b>19</b>              |
| <b>Base: Currently/used To Vape And Family Members Currently/used To Vape (wtd)</b>   | <b>303</b> | <b>80</b> | <b>112</b>    | <b>111</b> | <b>263</b>         | <b>33</b>              |
| Nicotine e-liquid/juice                                                               | 139        | 51        | 54            | 34         | 132                | 6                      |
|                                                                                       | 46%        | 64%       | 48%           | 31%        | 50%                | 18%                    |
|                                                                                       |            | C*        | *             | *          |                    | **                     |
| THC e-liquid/juice                                                                    | 64         | 21        | 33            | 11         | 59                 | 5                      |
|                                                                                       | 21%        | 26%       | 29%           | 9%         | 22%                | 14%                    |
|                                                                                       |            | C*        | C*            | *          |                    | **                     |
| Flavored e-liquid/juice                                                               | 122        | 43        | 49            | 30         | 113                | 8                      |
|                                                                                       | 40%        | 54%       | 44%           | 27%        | 43%                | 25%                    |
|                                                                                       |            | C*        | C*            | *          |                    | **                     |
| Synthetic drug e-liquid/juice                                                         | 13         | 6         | 4             | 3          | 8                  | 2                      |
|                                                                                       | 4%         | 8%        | 3%            | 3%         | 3%                 | 6%                     |
|                                                                                       |            | *         | *             | *          |                    | **                     |
| Any form of cannabis excluding THC e-liquid/juice                                     | 48         | 16        | 23            | 8          | 39                 | 7                      |
|                                                                                       | 16%        | 20%       | 21%           | 8%         | 15%                | 21%                    |
|                                                                                       |            | *         | C*            | *          |                    | **                     |
| Don't know                                                                            | 56         | 3         | 11            | 42         | 47                 | 7                      |
|                                                                                       | 18%        | 4%        | 9%            | 38%        | 18%                | 23%                    |
|                                                                                       |            | *         | *             | AB*        |                    | **                     |
| Sigma                                                                                 | 442        | 141       | 173           | 128        | 397                | 35                     |
|                                                                                       | 146%       | 176%      | 154%          | 115%       | 151%               | 106%                   |
|                                                                                       |            |           |               |            |                    |                        |

Field Dates: 09/25-09/26

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C,D/E

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B/C,D/E

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)



6. Do you think that vaping is safer than smoking traditional cigarettes?

|                                                    | Gender |      |        | Age   |       |      | Household Income |               |         | Region    |         |       |      |
|----------------------------------------------------|--------|------|--------|-------|-------|------|------------------|---------------|---------|-----------|---------|-------|------|
|                                                    | Total  | Male | Female | 18-34 | 35-54 | 55+  | Under \$50K      | \$50K-<\$100K | \$100K+ | Northeast | Midwest | South | West |
|                                                    |        | A    | B      | C     | D     | E    | F                | G             | H       | I         | J       | K     | L    |
| Base: All Respondents (unwtd)                      | 1006   | 415  | 591    | 223   | 339   | 444  | 412              | 412           | 182     | 189       | 222     | 392   | 203  |
| Base: All Respondents (wtd)                        | 1006   | 485  | 521    | 297   | 347   | 363  | 373              | 326           | 306     | 179       | 212     | 378   | 238  |
| Yes, vaping is safer                               | 116    | 80   | 35     | 63    | 33    | 19   | 30               | 40            | 45      | 26        | 21      | 43    | 25   |
|                                                    | 11%    | 17%  | 7%     | 21%   | 10%   | 5%   | 8%               | 12%           | 15%     | 15%       | 10%     | 11%   | 11%  |
| Vaping and traditional cigarettes are equally safe |        | B    |        | DE    |       |      |                  |               | F       |           |         |       |      |
|                                                    | 89     | 49   | 40     | 39    | 29    | 21   | 36               | 26            | 27      | 16        | 13      | 41    | 20   |
|                                                    | 9%     | 10%  | 8%     | 13%   | 8%    | 6%   | 10%              | 8%            | 9%      | 9%        | 6%      | 11%   | 8%   |
| No, cigarettes are safer                           |        |      |        | E     |       |      |                  |               |         |           |         |       |      |
|                                                    | 133    | 54   | 79     | 32    | 46    | 54   | 57               | 28            | 48      | 23        | 32      | 52    | 26   |
|                                                    | 13%    | 11%  | 15%    | 11%   | 13%   | 15%  | 15%              | 9%            | 16%     | 13%       | 15%     | 14%   | 11%  |
| There isn't enough research to decide              |        |      |        |       |       |      | G                |               | G       |           |         |       |      |
|                                                    | 477    | 213  | 264    | 134   | 161   | 182  | 169              | 158           | 151     | 81        | 104     | 176   | 116  |
|                                                    | 47%    | 44%  | 51%    | 45%   | 47%   | 50%  | 45%              | 48%           | 49%     | 45%       | 49%     | 47%   | 49%  |
| Don't know                                         |        |      |        |       |       |      |                  |               |         |           |         |       |      |
|                                                    | 191    | 89   | 102    | 29    | 77    | 86   | 81               | 74            | 36      | 32        | 43      | 66    | 51   |
|                                                    | 19%    | 18%  | 20%    | 10%   | 22%   | 24%  | 22%              | 23%           | 12%     | 18%       | 20%     | 18%   | 21%  |
| Sigma                                              |        |      |        | C     |       | C    | H                |               | H       |           |         |       |      |
|                                                    | 1006   | 485  | 521    | 297   | 347   | 363  | 373              | 326           | 306     | 179       | 212     | 378   | 238  |
|                                                    | 100%   | 100% | 100%   | 100%  | 100%  | 100% | 100%             | 100%          | 100%    | 100%      | 100%    | 100%  | 100% |
|                                                    |        |      |        |       |       |      |                  |               |         |           |         |       |      |

Field Dates: 09/25-09/26

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

6. Do you think that vaping is safer than smoking traditional cigarettes?

|                                                    |       | Children in Household |      | Education         |                | Employment Status |           |          |         | Marital Status |       | Race  |       | Party ID        |           |                  |
|----------------------------------------------------|-------|-----------------------|------|-------------------|----------------|-------------------|-----------|----------|---------|----------------|-------|-------|-------|-----------------|-----------|------------------|
|                                                    | Total | Yes                   | No   | No college degree | College degree | Full Time         | Part Time | Not Emp. | Retired | Married        | Other | White | Other | Republican<br>s | Democrats | Independe<br>nts |
|                                                    |       | A                     | B    | C                 | D              | E                 | F         | G        | H       | I              | J     | K     | L     | M               | N         | O                |
| Base: All Respondents (unwtd)                      | 1006  | 218                   | 788  | 585               | 421            | 456               | 91        | 185      | 274     | 496            | 510   | 791   | 215   | 421             | 412       | 85               |
| Base: All Respondents (wtd)                        | 1006  | 264                   | 742  | 556               | 450            | 523               | 82        | 183      | 218     | 502            | 504   | 653   | 353   | 389             | 443       | 85               |
| Yes, vaping is safer                               | 116   | 32                    | 83   | 46                | 69             | 88                | 5         | 14       | 9       | 52             | 63    | 65    | 50    | 41              | 65        | 5                |
|                                                    | 11%   | 12%                   | 11%  | 8%                | 15%            | 17%               | 6%        | 7%       | 4%      | 10%            | 13%   | 10%   | 14%   | 11%             | 15%       | 6%               |
| Vaping and traditional cigarettes are equally safe |       |                       |      | C                 | FGH            | *                 |           |          |         |                |       |       |       |                 |           | *                |
|                                                    | 89    | 41                    | 48   | 56                | 33             | 55                | 9         | 20       | 6       | 48             | 41    | 51    | 38    | 32              | 37        | 10               |
|                                                    | 9%    | 15%                   | 7%   | 10%               | 7%             | 10%               | 11%       | 11%      | 3%      | 10%            | 8%    | 8%    | 11%   | 8%              | 8%        | 12%              |
| No, cigarettes are safer                           |       | B                     |      |                   | H              | H*                | H         |          |         |                |       |       |       |                 |           | *                |
|                                                    | 133   | 35                    | 97   | 67                | 66             | 65                | 12        | 28       | 28      | 70             | 63    | 78    | 54    | 54              | 63        | 9                |
|                                                    | 13%   | 13%                   | 13%  | 12%               | 15%            | 12%               | 14%       | 15%      | 13%     | 14%            | 12%   | 12%   | 15%   | 14%             | 14%       | 10%              |
| There isn't enough research to decide              |       |                       |      |                   |                | *                 |           |          |         |                |       |       |       |                 |           | *                |
|                                                    | 477   | 119                   | 359  | 275               | 202            | 232               | 41        | 86       | 118     | 243            | 234   | 332   | 145   | 192             | 207       | 41               |
|                                                    | 47%   | 45%                   | 48%  | 49%               | 45%            | 44%               | 50%       | 47%      | 54%     | 49%            | 46%   | 51%   | 41%   | 49%             | 47%       | 48%              |
| Don't know                                         |       |                       |      |                   |                | *                 |           |          | E       |                |       | L     |       |                 |           | *                |
|                                                    | 191   | 38                    | 154  | 112               | 79             | 84                | 16        | 35       | 56      | 88             | 104   | 126   | 66    | 69              | 71        | 19               |
|                                                    | 19%   | 14%                   | 21%  | 20%               | 18%            | 16%               | 19%       | 19%      | 26%     | 17%            | 21%   | 19%   | 19%   | 18%             | 16%       | 23%              |
| Sigma                                              |       |                       |      |                   |                | *                 |           |          | E       |                |       |       |       |                 |           | *                |
|                                                    | 1006  | 264                   | 742  | 556               | 450            | 523               | 82        | 183      | 218     | 502            | 504   | 653   | 353   | 389             | 443       | 85               |
|                                                    | 100%  | 100%                  | 100% | 100%              | 100%           | 100%              | 100%      | 100%     | 100%    | 100%           | 100%  | 100%  | 100%  | 100%            | 100%      | 100%             |

Field Dates: 09/25-09/26

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

6. Do you think that vaping is safer than smoking traditional cigarettes?

|                                                    | Total       | Vapers    | Former Vapers | Non-Vapers | Aware of Vape News | Not Aware of Vape News |
|----------------------------------------------------|-------------|-----------|---------------|------------|--------------------|------------------------|
|                                                    |             | A         | B             | C          | D                  | E                      |
| <b>Base: All Respondents (unwtd)</b>               | <b>1006</b> | <b>67</b> | <b>90</b>     | <b>849</b> | <b>895</b>         | <b>91</b>              |
|                                                    |             |           |               |            |                    |                        |
| <b>Base: All Respondents (wtd)</b>                 | <b>1006</b> | <b>80</b> | <b>112</b>    | <b>814</b> | <b>871</b>         | <b>115</b>             |
|                                                    |             |           |               |            |                    |                        |
| Yes, vaping is safer                               | 116         | 39        | 27            | 49         | 105                | 7                      |
|                                                    | 11%         | 49%       | 24%           | 6%         | 12%                | 6%                     |
|                                                    |             | BC*       | C*            |            |                    | *                      |
| Vaping and traditional cigarettes are equally safe | 89          | 6         | 14            | 70         | 79                 | 10                     |
|                                                    | 9%          | 7%        | 12%           | 9%         | 9%                 | 9%                     |
|                                                    |             | *         | *             |            |                    | *                      |
| No, cigarettes are safer                           | 133         | 6         | 14            | 113        | 104                | 25                     |
|                                                    | 13%         | 7%        | 13%           | 14%        | 12%                | 22%                    |
|                                                    |             | *         | *             |            |                    | D*                     |
| There isn't enough research to decide              | 477         | 28        | 41            | 408        | 433                | 41                     |
|                                                    | 47%         | 35%       | 37%           | 50%        | 50%                | 35%                    |
|                                                    |             | *         | *             |            | E                  | *                      |
| Don't know                                         | 191         | 2         | 16            | 173        | 149                | 33                     |
|                                                    | 19%         | 3%        | 14%           | 21%        | 17%                | 29%                    |
|                                                    |             | *         | *             | A          |                    | D*                     |
| Sigma                                              | 1006        | 80        | 112           | 814        | 871                | 115                    |
|                                                    | 100%        | 100%      | 100%          | 100%       | 100%               | 100%                   |
|                                                    |             |           |               |            |                    |                        |

Field Dates: 09/25-09/26

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C,D/E

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B/C,D/E

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

7. Are you aware of any recent news on vaping?

|                               | Gender |      |        | Age   |       |      | Household Income |               |         | Region    |         |       |      |
|-------------------------------|--------|------|--------|-------|-------|------|------------------|---------------|---------|-----------|---------|-------|------|
|                               | Total  | Male | Female | 18-34 | 35-54 | 55+  | Under \$50K      | \$50K-<\$100K | \$100K+ | Northeast | Midwest | South | West |
|                               |        | A    | B      | C     | D     | E    | F                | G             | H       | I         | J       | K     | L    |
| Base: All Respondents (unwtd) | 1006   | 415  | 591    | 223   | 339   | 444  | 412              | 412           | 182     | 189       | 222     | 392   | 203  |
| Base: All Respondents (wtd)   | 1006   | 485  | 521    | 297   | 347   | 363  | 373              | 326           | 306     | 179       | 212     | 378   | 238  |
| Yes, very aware               | 587    | 285  | 302    | 145   | 189   | 253  | 201              | 183           | 203     | 109       | 137     | 208   | 133  |
|                               | 58%    | 59%  | 58%    | 49%   | 55%   | 70%  | 54%              | 56%           | 66%     | 61%       | 65%     | 55%   | 56%  |
|                               |        |      |        |       |       | CD   |                  |               | FG      |           |         |       |      |
| Yes, slightly aware           | 283    | 128  | 155    | 92    | 107   | 84   | 110              | 99            | 74      | 49        | 44      | 114   | 77   |
|                               | 28%    | 26%  | 30%    | 31%   | 31%   | 23%  | 30%              | 30%           | 24%     | 27%       | 21%     | 30%   | 32%  |
|                               |        |      |        |       | E     |      |                  |               |         |           |         | J     | J    |
| No, unaware                   | 115    | 62   | 53     | 56    | 39    | 21   | 50               | 39            | 27      | 17        | 30      | 45    | 25   |
|                               | 11%    | 13%  | 10%    | 19%   | 11%   | 6%   | 13%              | 12%           | 9%      | 9%        | 14%     | 12%   | 10%  |
|                               |        |      |        | DE    | E     |      |                  |               |         |           |         |       |      |
| Don't know                    | 20     | 10   | 10     | 3     | 12    | 4    | 12               | 6             | 2       | 4         | 2       | 11    | 3    |
|                               | 2%     | 2%   | 2%     | 1%    | 4%    | 1%   | 3%               | 2%            | 1%      | 2%        | 1%      | 3%    | 1%   |
|                               |        |      |        |       |       |      |                  |               |         |           |         |       |      |
| Sigma                         | 1006   | 485  | 521    | 297   | 347   | 363  | 373              | 326           | 306     | 179       | 212     | 378   | 238  |
|                               | 100%   | 100% | 100%   | 100%  | 100%  | 100% | 100%             | 100%          | 100%    | 100%      | 100%    | 100%  | 100% |
|                               |        |      |        |       |       |      |                  |               |         |           |         |       |      |
| Summary                       |        |      |        |       |       |      |                  |               |         |           |         |       |      |
| Aware (Net)                   | 871    | 413  | 457    | 238   | 296   | 337  | 312              | 282           | 277     | 158       | 180     | 322   | 210  |
|                               | 87%    | 85%  | 88%    | 80%   | 85%   | 93%  | 83%              | 86%           | 91%     | 88%       | 85%     | 85%   | 89%  |
|                               |        |      |        |       |       | CD   |                  |               | F       |           |         |       |      |

Field Dates: 09/25-09/26

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

7. Are you aware of any recent news on vaping?

|                               |       | Children in Household |      | Education         |                | Employment Status |           |          |         | Marital Status |       | Race  |       | Party ID     |           |              |
|-------------------------------|-------|-----------------------|------|-------------------|----------------|-------------------|-----------|----------|---------|----------------|-------|-------|-------|--------------|-----------|--------------|
|                               | Total | Yes                   | No   | No college degree | College degree | Full Time         | Part Time | Not Emp. | Retired | Married        | Other | White | Other | Republican's | Democrats | Independents |
|                               |       | A                     | B    | C                 | D              | E                 | F         | G        | H       | I              | J     | K     | L     | M            | N         | O            |
| Base: All Respondents (unwtd) | 1006  | 218                   | 788  | 585               | 421            | 456               | 91        | 185      | 274     | 496            | 510   | 791   | 215   | 421          | 412       | 85           |
| Base: All Respondents (wtd)   | 1006  | 264                   | 742  | 556               | 450            | 523               | 82        | 183      | 218     | 502            | 504   | 653   | 353   | 389          | 443       | 85           |
| Yes, very aware               | 587   | 133                   | 455  | 305               | 282            | 305               | 48        | 85       | 150     | 316            | 271   | 408   | 179   | 243          | 276       | 35           |
|                               | 58%   | 50%                   | 61%  | 55%               | 63%            | 58%               | 58%       | 46%      | 69%     | 63%            | 54%   | 63%   | 51%   | 62%          | 62%       | 41%          |
| Yes, slightly aware           |       | A                     |      | C                 |                | G                 | *         |          | EG      | J              |       | L     |       | O            | O         | *            |
|                               | 283   | 79                    | 204  | 167               | 116            | 141               | 26        | 63       | 53      | 122            | 161   | 187   | 96    | 110          | 115       | 29           |
|                               | 28%   | 30%                   | 28%  | 30%               | 26%            | 27%               | 32%       | 35%      | 24%     | 24%            | 32%   | 29%   | 27%   | 28%          | 26%       | 34%          |
|                               |       |                       |      |                   |                |                   | *         | H        |         |                | I     |       |       |              |           | *            |
| No, unaware                   | 115   | 47                    | 68   | 72                | 44             | 66                | 6         | 30       | 13      | 59             | 57    | 47    | 68    | 30           | 44        | 20           |
|                               | 11%   | 18%                   | 9%   | 13%               | 10%            | 13%               | 8%        | 17%      | 6%      | 12%            | 11%   | 7%    | 19%   | 8%           | 10%       | 23%          |
| Don't know                    |       | B                     |      |                   |                | H                 | *         | H        |         |                |       |       | K     |              |           | MN*          |
|                               | 20    | 5                     | 15   | 12                | 8              | 11                | 2         | 5        | 3       | 4              | 16    | 10    | 10    | 6            | 8         | 1            |
|                               | 2%    | 2%                    | 2%   | 2%                | 2%             | 2%                | 2%        | 2%       | 1%      | 1%             | 3%    | 2%    | 3%    | 1%           | 2%        | 2%           |
| Sigma                         |       |                       |      |                   |                |                   | *         |          |         |                | I     |       |       |              |           | *            |
|                               | 1006  | 264                   | 742  | 556               | 450            | 523               | 82        | 183      | 218     | 502            | 504   | 653   | 353   | 389          | 443       | 85           |
|                               | 100%  | 100%                  | 100% | 100%              | 100%           | 100%              | 100%      | 100%     | 100%    | 100%           | 100%  | 100%  | 100%  | 100%         | 100%      | 100%         |
| Summary                       |       |                       |      |                   |                |                   |           |          |         |                |       |       |       |              |           |              |
| Aware (Net)                   | 871   | 212                   | 659  | 472               | 399            | 447               | 73        | 148      | 202     | 439            | 432   | 595   | 275   | 353          | 391       | 64           |
|                               | 87%   | 80%                   | 89%  | 85%               | 89%            | 85%               | 90%       | 81%      | 93%     | 87%            | 86%   | 91%   | 78%   | 91%          | 88%       | 75%          |
|                               |       |                       | A    |                   |                |                   | *         |          | EG      |                |       | L     |       | O            | O         | *            |

Field Dates: 09/25-09/26

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

7. Are you aware of any recent news on vaping?

|                                      | Total       | Vapers    | Former Vapers | Non-Vapers | Aware of Vape News | Not Aware of Vape News |
|--------------------------------------|-------------|-----------|---------------|------------|--------------------|------------------------|
|                                      |             | A         | B             | C          | D                  | E                      |
| <b>Base: All Respondents (unwtd)</b> | <b>1006</b> | <b>67</b> | <b>90</b>     | <b>849</b> | <b>895</b>         | <b>91</b>              |
| <b>Base: All Respondents (wtd)</b>   | <b>1006</b> | <b>80</b> | <b>112</b>    | <b>814</b> | <b>871</b>         | <b>115</b>             |
| Yes, very aware                      | 587         | 58        | 67            | 462        | 587                | -                      |
|                                      | 58%         | 73%       | 60%           | 57%        | 67%                | -                      |
|                                      |             | C*        | *             |            | E                  | *                      |
| Yes, slightly aware                  | 283         | 18        | 30            | 235        | 283                | -                      |
|                                      | 28%         | 23%       | 26%           | 29%        | 33%                | -                      |
|                                      |             | *         | *             |            | E                  | *                      |
| No, unaware                          | 115         | 3         | 12            | 101        | -                  | 115                    |
|                                      | 11%         | 4%        | 10%           | 12%        | -                  | 100%                   |
|                                      |             | *         | *             |            |                    | D*                     |
| Don't know                           | 20          | 1         | 4             | 15         | -                  | -                      |
|                                      | 2%          | 1%        | 3%            | 2%         | -                  | -                      |
|                                      |             | *         | *             |            |                    | *                      |
| Sigma                                | 1006        | 80        | 112           | 814        | 871                | 115                    |
|                                      | 100%        | 100%      | 100%          | 100%       | 100%               | 100%                   |
|                                      |             |           |               |            |                    |                        |
| <b>Summary</b>                       |             |           |               |            |                    |                        |
| Aware (Net)                          | 871         | 77        | 97            | 698        | 871                | -                      |
|                                      | 87%         | 95%       | 86%           | 86%        | 100%               | -                      |
|                                      |             | *         | *             |            | E                  | *                      |

Field Dates: 09/25-09/26

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C,D/E

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B/C,D/E

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

8\_1. Do you support or oppose the following policies regarding vaping? - Not allowing anyone under the age of 21 to purchase vaping products

|                               |       | Gender |        | Age   |       |      | Household Income |                    |         | Region    |         |       |      |
|-------------------------------|-------|--------|--------|-------|-------|------|------------------|--------------------|---------|-----------|---------|-------|------|
|                               | Total | Male   | Female | 18-34 | 35-54 | 55+  | Under \$50K      | \$50K-<br>-<\$100K | \$100K+ | Northeast | Midwest | South | West |
|                               |       | A      | B      | C     | D     | E    | F                | G                  | H       | I         | J       | K     | L    |
| Base: All Respondents (unwtd) | 1006  | 415    | 591    | 223   | 339   | 444  | 412              | 412                | 182     | 189       | 222     | 392   | 203  |
| Base: All Respondents (wtd)   | 1006  | 485    | 521    | 297   | 347   | 363  | 373              | 326                | 306     | 179       | 212     | 378   | 238  |
| Strongly support              | 646   | 280    | 367    | 139   | 227   | 280  | 239              | 207                | 201     | 126       | 120     | 241   | 159  |
|                               | 64%   | 58%    | 70%    | 47%   | 66%   | 77%  | 64%              | 63%                | 66%     | 71%       | 57%     | 64%   | 67%  |
|                               |       |        | A      |       | C     | CD   |                  |                    |         | J         |         |       |      |
| Somewhat support              | 161   | 90     | 71     | 62    | 53    | 46   | 62               | 51                 | 48      | 16        | 47      | 57    | 41   |
|                               | 16%   | 19%    | 14%    | 21%   | 15%   | 13%  | 17%              | 16%                | 16%     | 9%        | 22%     | 15%   | 17%  |
|                               |       |        |        | E     |       |      |                  |                    |         | I         |         | I     |      |
| Neither support nor oppose    | 100   | 56     | 44     | 40    | 38    | 22   | 41               | 31                 | 27      | 18        | 21      | 35    | 26   |
|                               | 10%   | 12%    | 8%     | 14%   | 11%   | 6%   | 11%              | 10%                | 9%      | 10%       | 10%     | 9%    | 11%  |
|                               |       |        |        | E     | E     |      |                  |                    |         |           |         |       |      |
| Somewhat oppose               | 43    | 30     | 14     | 29    | 11    | 3    | 8                | 12                 | 24      | 10        | 10      | 19    | 4    |
|                               | 4%    | 6%     | 3%     | 10%   | 3%    | 1%   | 2%               | 4%                 | 8%      | 6%        | 5%      | 5%    | 2%   |
|                               |       | B      |        | DE    | E     |      |                  |                    | F       |           |         |       |      |
| Strongly oppose               | 38    | 21     | 18     | 21    | 10    | 7    | 13               | 18                 | 7       | 5         | 11      | 19    | 4    |
|                               | 4%    | 4%     | 3%     | 7%    | 3%    | 2%   | 4%               | 6%                 | 2%      | 3%        | 5%      | 5%    | 2%   |
|                               |       |        |        | E     |       |      |                  |                    |         |           |         |       |      |
| Don't know                    | 17    | 9      | 8      | 5     | 7     | 5    | 10               | 7                  | -       | 4         | 3       | 7     | 3    |
|                               | 2%    | 2%     | 2%     | 2%    | 2%    | 1%   | 3%               | 2%                 | -       | 2%        | 1%      | 2%    | 1%   |
|                               |       |        |        |       |       |      | H                | H                  |         |           |         |       |      |
| Sigma                         | 1006  | 485    | 521    | 297   | 347   | 363  | 373              | 326                | 306     | 179       | 212     | 378   | 238  |
|                               | 100%  | 100%   | 100%   | 100%  | 100%  | 100% | 100%             | 100%               | 100%    | 100%      | 100%    | 100%  | 100% |
| Summary                       |       |        |        |       |       |      |                  |                    |         |           |         |       |      |
| Support (Net)                 | 808   | 370    | 438    | 201   | 281   | 326  | 301              | 258                | 249     | 143       | 167     | 297   | 200  |
|                               | 80%   | 76%    | 84%    | 68%   | 81%   | 90%  | 81%              | 79%                | 81%     | 80%       | 79%     | 79%   | 84%  |
|                               |       |        | A      |       | C     | CD   |                  |                    |         |           |         |       |      |
| Oppose (Net)                  | 82    | 50     | 32     | 50    | 21    | 10   | 21               | 30                 | 31      | 15        | 21      | 38    | 8    |
|                               | 8%    | 10%    | 6%     | 17%   | 6%    | 3%   | 6%               | 9%                 | 10%     | 8%        | 10%     | 10%   | 4%   |
|                               |       | B      |        | DE    |       |      |                  |                    |         |           | L       | L     |      |

Field Dates: 09/25-09/26

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

8\_1. Do you support or oppose the following policies regarding vaping? - Not allowing anyone under the age of 21 to purchase vaping products

|                               |       | Children in Household |      | Education         |                | Employment Status |           |          |         | Marital Status |       | Race  |       | Party ID     |           |              |
|-------------------------------|-------|-----------------------|------|-------------------|----------------|-------------------|-----------|----------|---------|----------------|-------|-------|-------|--------------|-----------|--------------|
|                               | Total | Yes                   | No   | No college degree | College degree | Full Time         | Part Time | Not Emp. | Retired | Married        | Other | White | Other | Republican s | Democrats | Independents |
|                               |       | A                     | B    | C                 | D              | E                 | F         | G        | H       | I              | J     | K     | L     | M            | N         | O            |
| Base: All Respondents (unwtd) | 1006  | 218                   | 788  | 585               | 421            | 456               | 91        | 185      | 274     | 496            | 510   | 791   | 215   | 421          | 412       | 85           |
| Base: All Respondents (wtd)   | 1006  | 264                   | 742  | 556               | 450            | 523               | 82        | 183      | 218     | 502            | 504   | 653   | 353   | 389          | 443       | 85           |
| Strongly support              | 646   | 157                   | 489  | 355               | 291            | 308               | 56        | 112      | 171     | 330            | 316   | 441   | 206   | 246          | 301       | 47           |
|                               | 64%   | 59%                   | 66%  | 64%               | 65%            | 59%               | 69%       | 61%      | 78%     | 66%            | 63%   | 68%   | 58%   | 63%          | 68%       | 56%          |
| Somewhat support              | 161   | 47                    | 115  | 92                | 70             | 99                | 14        | 25       | 23      | 80             | 82    | 99    | 62    | 65           | 71        | 17           |
|                               | 16%   | 18%                   | 15%  | 16%               | 16%            | 19%               | 17%       | 14%      | 11%     | 16%            | 16%   | 15%   | 18%   | 17%          | 16%       | 20%          |
| Neither support nor oppose    | 100   | 27                    | 73   | 61                | 39             | 51                | 8         | 25       | 16      | 48             | 51    | 53    | 47    | 34           | 40        | 8            |
|                               | 10%   | 10%                   | 10%  | 11%               | 9%             | 10%               | 9%        | 14%      | 8%      | 10%            | 10%   | 8%    | 13%   | 9%           | 9%        | 9%           |
| Somewhat oppose               | 43    | 17                    | 26   | 22                | 21             | 33                | 1         | 8        | 1       | 23             | 20    | 23    | 20    | 21           | 15        | 5            |
|                               | 4%    | 7%                    | 4%   | 4%                | 5%             | 6%                | 1%        | 4%       | 1%      | 5%             | 4%    | 4%    | 6%    | 5%           | 3%        | 6%           |
| Strongly oppose               | 38    | 13                    | 25   | 16                | 23             | 23                | 3         | 9        | 3       | 16             | 23    | 25    | 14    | 17           | 11        | 5            |
|                               | 4%    | 5%                    | 3%   | 3%                | 5%             | 4%                | 4%        | 5%       | 1%      | 3%             | 4%    | 4%    | 4%    | 4%           | 3%        | 6%           |
| Don't know                    | 17    | 3                     | 14   | 10                | 6              | 10                | -         | 4        | 3       | 5              | 12    | 12    | 5     | 6            | 4         | 2            |
|                               | 2%    | 1%                    | 2%   | 2%                | 1%             | 2%                | -         | 2%       | 1%      | 1%             | 2%    | 2%    | 1%    | 1%           | 1%        | 3%           |
| Sigma                         | 1006  | 264                   | 742  | 556               | 450            | 523               | 82        | 183      | 218     | 502            | 504   | 653   | 353   | 389          | 443       | 85           |
|                               | 100%  | 100%                  | 100% | 100%              | 100%           | 100%              | 100%      | 100%     | 100%    | 100%           | 100%  | 100%  | 100%  | 100%         | 100%      | 100%         |
| Summary                       |       |                       |      |                   |                |                   |           |          |         |                |       |       |       |              |           |              |
| Support (Net)                 | 808   | 204                   | 604  | 447               | 361            | 407               | 70        | 137      | 194     | 410            | 398   | 540   | 268   | 311          | 372       | 65           |
|                               | 80%   | 77%                   | 81%  | 80%               | 80%            | 78%               | 86%       | 75%      | 89%     | 82%            | 79%   | 83%   | 76%   | 80%          | 84%       | 76%          |
| Oppose (Net)                  | 82    | 30                    | 52   | 38                | 44             | 56                | 4         | 17       | 4       | 39             | 43    | 48    | 34    | 38           | 26        | 10           |
|                               | 8%    | 11%                   | 7%   | 7%                | 10%            | 11%               | 5%        | 9%       | 2%      | 8%             | 8%    | 7%    | 10%   | 10%          | 6%        | 12%          |
|                               |       |                       |      |                   |                | H                 | *         | H        |         |                |       |       |       |              |           | *            |

Field Dates: 09/25-09/26

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)



8\_1. Do you support or oppose the following policies regarding vaping? - Not allowing anyone under the age of 21 to purchase vaping products

|                                      | Total       | Vapers    | Former Vapers | Non-Vapers | Aware of Vape News | Not Aware of Vape News |
|--------------------------------------|-------------|-----------|---------------|------------|--------------------|------------------------|
|                                      |             | A         | B             | C          | D                  | E                      |
| <b>Base: All Respondents (unwtd)</b> | <b>1006</b> | <b>67</b> | <b>90</b>     | <b>849</b> | <b>895</b>         | <b>91</b>              |
|                                      |             |           |               |            |                    |                        |
| <b>Base: All Respondents (wtd)</b>   | <b>1006</b> | <b>80</b> | <b>112</b>    | <b>814</b> | <b>871</b>         | <b>115</b>             |
|                                      |             |           |               |            |                    |                        |
| Strongly support                     | 646         | 39        | 53            | 554        | 599                | 41                     |
|                                      | 64%         | 49%       | 47%           | 68%        | 69%                | 35%                    |
|                                      |             | *         | *             | AB         | E                  | *                      |
| Somewhat support                     | 161         | 18        | 26            | 117        | 126                | 33                     |
|                                      | 16%         | 23%       | 24%           | 14%        | 14%                | 28%                    |
|                                      |             | *         | *             |            |                    | D*                     |
| Neither support nor oppose           | 100         | 8         | 15            | 77         | 78                 | 20                     |
|                                      | 10%         | 10%       | 13%           | 9%         | 9%                 | 18%                    |
|                                      |             | *         | *             |            |                    | D*                     |
| Somewhat oppose                      | 43          | 7         | 12            | 24         | 34                 | 6                      |
|                                      | 4%          | 9%        | 11%           | 3%         | 4%                 | 5%                     |
|                                      |             | *         | C*            |            |                    | *                      |
| Strongly oppose                      | 38          | 7         | 6             | 25         | 24                 | 12                     |
|                                      | 4%          | 9%        | 5%            | 3%         | 3%                 | 10%                    |
|                                      |             | *         | *             |            |                    | D*                     |
| Don't know                           | 17          | 1         | -             | 16         | 10                 | 4                      |
|                                      | 2%          | 1%        | -             | 2%         | 1%                 | 4%                     |
|                                      |             | *         | *             |            |                    | *                      |
| Sigma                                | 1006        | 80        | 112           | 814        | 871                | 115                    |
|                                      | 100%        | 100%      | 100%          | 100%       | 100%               | 100%                   |
|                                      |             |           |               |            |                    |                        |
| <b>Summary</b>                       |             |           |               |            |                    |                        |
| Support (Net)                        | 808         | 57        | 80            | 671        | 725                | 73                     |
|                                      | 80%         | 72%       | 71%           | 82%        | 83%                | 63%                    |
|                                      |             | *         | *             | B          | E                  | *                      |
| Oppose (Net)                         | 82          | 14        | 18            | 50         | 58                 | 17                     |
|                                      | 8%          | 17%       | 16%           | 6%         | 7%                 | 15%                    |
|                                      |             | C*        | C*            |            |                    | D*                     |

Field Dates: 09/25-09/26

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C,D/E

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B/C,D/E

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

8\_2. Do you support or oppose the following policies regarding vaping? - Ban all vapes

|                               | Gender |      |        | Age   |       |      | Household Income |               |         | Region    |         |       |      |
|-------------------------------|--------|------|--------|-------|-------|------|------------------|---------------|---------|-----------|---------|-------|------|
|                               | Total  | Male | Female | 18-34 | 35-54 | 55+  | Under \$50K      | \$50K-<\$100K | \$100K+ | Northeast | Midwest | South | West |
|                               |        | A    | B      | C     | D     | E    | F                | G             | H       | I         | J       | K     | L    |
| Base: All Respondents (unwtd) | 1006   | 415  | 591    | 223   | 339   | 444  | 412              | 412           | 182     | 189       | 222     | 392   | 203  |
|                               |        |      |        |       |       |      |                  |               |         |           |         |       |      |
| Base: All Respondents (wtd)   | 1006   | 485  | 521    | 297   | 347   | 363  | 373              | 326           | 306     | 179       | 212     | 378   | 238  |
|                               |        |      |        |       |       |      |                  |               |         |           |         |       |      |
| Strongly support              | 329    | 138  | 191    | 68    | 92    | 169  | 132              | 111           | 86      | 71        | 66      | 118   | 74   |
|                               | 33%    | 28%  | 37%    | 23%   | 27%   | 47%  | 35%              | 34%           | 28%     | 39%       | 31%     | 31%   | 31%  |
|                               |        | A    |        |       |       | CD   |                  |               |         |           |         |       |      |
| Somewhat support              | 142    | 71   | 71     | 27    | 55    | 60   | 38               | 54            | 50      | 25        | 34      | 44    | 38   |
|                               | 14%    | 15%  | 14%    | 9%    | 16%   | 17%  | 10%              | 17%           | 16%     | 14%       | 16%     | 12%   | 16%  |
|                               |        |      |        |       |       | C    |                  | F             |         |           |         |       |      |
| Neither support nor oppose    | 202    | 98   | 104    | 53    | 83    | 67   | 85               | 66            | 51      | 32        | 34      | 78    | 58   |
|                               | 20%    | 20%  | 20%    | 18%   | 24%   | 18%  | 23%              | 20%           | 17%     | 18%       | 16%     | 21%   | 24%  |
|                               |        |      |        |       |       |      |                  |               |         |           |         |       |      |
| Somewhat oppose               | 107    | 54   | 53     | 45    | 36    | 25   | 29               | 34            | 43      | 22        | 18      | 43    | 24   |
|                               | 11%    | 11%  | 10%    | 15%   | 10%   | 7%   | 8%               | 10%           | 14%     | 12%       | 8%      | 11%   | 10%  |
|                               |        |      |        | E     |       |      |                  | F             |         |           |         |       |      |
| Strongly oppose               | 173    | 108  | 66     | 87    | 57    | 29   | 59               | 51            | 63      | 21        | 53      | 62    | 37   |
|                               | 17%    | 22%  | 13%    | 29%   | 17%   | 8%   | 16%              | 16%           | 20%     | 12%       | 25%     | 16%   | 16%  |
|                               |        | B    |        | DE    | E     |      |                  |               |         | IK        |         |       |      |
| Don't know                    | 53     | 17   | 37     | 17    | 24    | 13   | 30               | 10            | 14      | 8         | 7       | 32    | 5    |
|                               | 5%     | 3%   | 7%     | 6%    | 7%    | 4%   | 8%               | 3%            | 4%      | 5%        | 3%      | 9%    | 2%   |
|                               |        |      | A      |       |       |      | G                |               |         |           |         | JL    |      |
| Sigma                         | 1006   | 485  | 521    | 297   | 347   | 363  | 373              | 326           | 306     | 179       | 212     | 378   | 238  |
|                               | 100%   | 100% | 100%   | 100%  | 100%  | 100% | 100%             | 100%          | 100%    | 100%      | 100%    | 100%  | 100% |
|                               |        |      |        |       |       |      |                  |               |         |           |         |       |      |
| Summary                       |        |      |        |       |       |      |                  |               |         |           |         |       |      |
| Support (Net)                 | 471    | 209  | 262    | 95    | 147   | 229  | 170              | 165           | 136     | 95        | 100     | 163   | 113  |
|                               | 47%    | 43%  | 50%    | 32%   | 42%   | 63%  | 46%              | 50%           | 44%     | 53%       | 47%     | 43%   | 48%  |
| Oppose (Net)                  |        |      |        |       | C     | CD   |                  |               |         |           |         |       |      |
|                               | 280    | 161  | 119    | 132   | 93    | 54   | 89               | 85            | 106     | 43        | 71      | 105   | 61   |
|                               | 28%    | 33%  | 23%    | 45%   | 27%   | 15%  | 24%              | 26%           | 35%     | 24%       | 33%     | 28%   | 26%  |
|                               |        | B    |        | DE    | E     |      |                  |               | F       |           |         |       |      |

Field Dates: 09/25-09/26

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

8\_2. Do you support or oppose the following policies regarding vaping? - Ban all vapes

|                               |       | Children in Household |      | Education         |                | Employment Status |           |          |         | Marital Status |       | Race  |       | Party ID    |           |              |
|-------------------------------|-------|-----------------------|------|-------------------|----------------|-------------------|-----------|----------|---------|----------------|-------|-------|-------|-------------|-----------|--------------|
|                               | Total | Yes                   | No   | No college degree | College degree | Full Time         | Part Time | Not Emp. | Retired | Married        | Other | White | Other | Republicans | Democrats | Independents |
|                               |       | A                     | B    | C                 | D              | E                 | F         | G        | H       | I              | J     | K     | L     | M           | N         | O            |
| Base: All Respondents (unwtd) | 1006  | 218                   | 788  | 585               | 421            | 456               | 91        | 185      | 274     | 496            | 510   | 791   | 215   | 421         | 412       | 85           |
| Base: All Respondents (wtd)   | 1006  | 264                   | 742  | 556               | 450            | 523               | 82        | 183      | 218     | 502            | 504   | 653   | 353   | 389         | 443       | 85           |
| Strongly support              | 329   | 70                    | 259  | 187               | 142            | 135               | 35        | 59       | 100     | 169            | 160   | 222   | 107   | 129         | 144       | 25           |
|                               | 33%   | 26%                   | 35%  | 34%               | 32%            | 26%               | 43%       | 32%      | 46%     | 34%            | 32%   | 34%   | 30%   | 33%         | 32%       | 29%          |
| Somewhat support              | 142   | 26                    | 116  | 75                | 67             | 74                | 8         | 18       | 41      | 77             | 65    | 108   | 33    | 67          | 55        | 13           |
|                               | 14%   | 10%                   | 16%  | 13%               | 15%            | 14%               | 10%       | 10%      | 19%     | 15%            | 13%   | 17%   | 9%    | 17%         | 13%       | 16%          |
| Neither support nor oppose    | 202   | 60                    | 142  | 128               | 75             | 103               | 19        | 42       | 39      | 104            | 98    | 120   | 82    | 67          | 87        | 25           |
|                               | 20%   | 23%                   | 19%  | 23%               | 17%            | 20%               | 23%       | 23%      | 18%     | 21%            | 19%   | 18%   | 23%   | 17%         | 20%       | 29%          |
| Somewhat oppose               | 107   | 37                    | 70   | 49                | 58             | 61                | 8         | 23       | 14      | 58             | 48    | 60    | 46    | 46          | 49        | 6            |
|                               | 11%   | 14%                   | 9%   | 9%                | 13%            | 12%               | 10%       | 13%      | 7%      | 12%            | 10%   | 9%    | 13%   | 12%         | 11%       | 8%           |
| Strongly oppose               | 173   | 57                    | 116  | 85                | 88             | 118               | 11        | 28       | 17      | 75             | 98    | 111   | 63    | 65          | 88        | 7            |
|                               | 17%   | 21%                   | 16%  | 15%               | 20%            | 22%               | 13%       | 15%      | 8%      | 15%            | 19%   | 17%   | 18%   | 17%         | 20%       | 8%           |
| Don't know                    | 53    | 15                    | 38   | 33                | 20             | 32                | 1         | 14       | 6       | 19             | 35    | 31    | 22    | 14          | 20        | 8            |
|                               | 5%    | 6%                    | 5%   | 6%                | 5%             | 6%                | 2%        | 7%       | 3%      | 4%             | 7%    | 5%    | 6%    | 4%          | 5%        | 9%           |
| Sigma                         | 1006  | 264                   | 742  | 556               | 450            | 523               | 82        | 183      | 218     | 502            | 504   | 653   | 353   | 389         | 443       | 85           |
|                               | 100%  | 100%                  | 100% | 100%              | 100%           | 100%              | 100%      | 100%     | 100%    | 100%           | 100%  | 100%  | 100%  | 100%        | 100%      | 100%         |
| Summary                       |       |                       |      |                   |                |                   |           |          |         |                |       |       |       |             |           |              |
| Support (Net)                 | 471   | 96                    | 375  | 262               | 209            | 209               | 43        | 77       | 141     | 245            | 226   | 330   | 141   | 196         | 199       | 38           |
|                               | 47%   | 36%                   | 51%  | 47%               | 47%            | 40%               | 53%       | 42%      | 65%     | 49%            | 45%   | 51%   | 40%   | 50%         | 45%       | 45%          |
| Oppose (Net)                  | 280   | 94                    | 186  | 134               | 146            | 179               | 18        | 51       | 32      | 134            | 146   | 171   | 109   | 111         | 137       | 14           |
|                               | 28%   | 35%                   | 25%  | 24%               | 32%            | 34%               | 22%       | 28%      | 15%     | 27%            | 29%   | 26%   | 31%   | 29%         | 31%       | 16%          |
|                               |       | B                     |      |                   | C              | H                 | *         | H        |         |                |       |       |       | O           | O         | *            |

Field Dates: 09/25-09/26

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

8\_2. Do you support or oppose the following policies regarding vaping? - Ban all vapes

|                                      | Total       | Vapers    | Former Vapers | Non-Vapers | Aware of Vape News | Not Aware of Vape News |
|--------------------------------------|-------------|-----------|---------------|------------|--------------------|------------------------|
|                                      |             | A         | B             | C          | D                  | E                      |
| <b>Base: All Respondents (unwtd)</b> | <b>1006</b> | <b>67</b> | <b>90</b>     | <b>849</b> | <b>895</b>         | <b>91</b>              |
| <b>Base: All Respondents (wtd)</b>   | <b>1006</b> | <b>80</b> | <b>112</b>    | <b>814</b> | <b>871</b>         | <b>115</b>             |
| Strongly support                     | 329         | 2         | 16            | 311        | 309                | 15                     |
|                                      | 33%         | 3%        | 14%           | 38%        | 36%                | 13%                    |
|                                      |             | *         | *             | AB         | E                  | *                      |
| Somewhat support                     | 142         | 4         | 9             | 129        | 127                | 14                     |
|                                      | 14%         | 5%        | 8%            | 16%        | 15%                | 12%                    |
|                                      |             | *         | *             |            |                    | *                      |
| Neither support nor oppose           | 202         | 14        | 30            | 159        | 169                | 32                     |
|                                      | 20%         | 17%       | 26%           | 20%        | 19%                | 28%                    |
|                                      |             | *         | *             |            |                    | *                      |
| Somewhat oppose                      | 107         | 6         | 20            | 81         | 86                 | 18                     |
|                                      | 11%         | 8%        | 18%           | 10%        | 10%                | 16%                    |
|                                      |             | *         | *             |            |                    | *                      |
| Strongly oppose                      | 173         | 49        | 35            | 90         | 143                | 26                     |
|                                      | 17%         | 61%       | 31%           | 11%        | 16%                | 22%                    |
|                                      |             | BC*       | C*            |            |                    | *                      |
| Don't know                           | 53          | 5         | 3             | 45         | 37                 | 11                     |
|                                      | 5%          | 7%        | 3%            | 5%         | 4%                 | 10%                    |
|                                      |             | *         | *             |            |                    | *                      |
| Sigma                                | 1006        | 80        | 112           | 814        | 871                | 115                    |
|                                      | 100%        | 100%      | 100%          | 100%       | 100%               | 100%                   |
|                                      |             |           |               |            |                    |                        |
| <b>Summary</b>                       |             |           |               |            |                    |                        |
| Support (Net)                        | 471         | 6         | 25            | 440        | 436                | 28                     |
|                                      | 47%         | 8%        | 22%           | 54%        | 50%                | 25%                    |
|                                      |             | *         | *             | AB         | E                  | *                      |
| Oppose (Net)                         | 280         | 55        | 54            | 171        | 229                | 44                     |
|                                      | 28%         | 68%       | 48%           | 21%        | 26%                | 38%                    |
|                                      |             | C*        | C*            |            |                    | *                      |

Field Dates: 09/25-09/26

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C,D/E

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B/C,D/E

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

8\_3. Do you support or oppose the following policies regarding vaping? - Ban flavored vape juice

|                               | Gender |      |        | Age   |       |      | Household Income |               |         | Region    |         |       |      |
|-------------------------------|--------|------|--------|-------|-------|------|------------------|---------------|---------|-----------|---------|-------|------|
|                               | Total  | Male | Female | 18-34 | 35-54 | 55+  | Under \$50K      | \$50K-<\$100K | \$100K+ | Northeast | Midwest | South | West |
|                               |        | A    | B      | C     | D     | E    | F                | G             | H       | I         | J       | K     | L    |
| Base: All Respondents (unwtd) | 1006   | 415  | 591    | 223   | 339   | 444  | 412              | 412           | 182     | 189       | 222     | 392   | 203  |
| Base: All Respondents (wtd)   | 1006   | 485  | 521    | 297   | 347   | 363  | 373              | 326           | 306     | 179       | 212     | 378   | 238  |
| Strongly support              | 409    | 186  | 222    | 68    | 127   | 214  | 142              | 132           | 135     | 88        | 80      | 141   | 100  |
|                               | 41%    | 38%  | 43%    | 23%   | 37%   | 59%  | 38%              | 40%           | 44%     | 49%       | 38%     | 37%   | 42%  |
|                               |        |      |        | C     | CD    |      |                  |               |         | K         |         |       |      |
| Somewhat support              | 113    | 49   | 65     | 30    | 35    | 48   | 37               | 45            | 32      | 22        | 33      | 36    | 21   |
|                               | 11%    | 10%  | 12%    | 10%   | 10%   | 13%  | 10%              | 14%           | 10%     | 12%       | 16%     | 10%   | 9%   |
| Neither support nor oppose    | 225    | 113  | 112    | 67    | 107   | 51   | 93               | 74            | 59      | 28        | 37      | 102   | 59   |
|                               | 22%    | 23%  | 22%    | 23%   | 31%   | 14%  | 25%              | 23%           | 19%     | 16%       | 17%     | 27%   | 25%  |
|                               |        |      |        | E     | E     |      |                  |               |         |           |         | IJ    |      |
| Somewhat oppose               | 64     | 32   | 33     | 37    | 12    | 15   | 26               | 19            | 20      | 12        | 9       | 29    | 15   |
|                               | 6%     | 7%   | 6%     | 12%   | 3%    | 4%   | 7%               | 6%            | 6%      | 7%        | 4%      | 8%    | 6%   |
|                               |        |      |        | DE    |       |      |                  |               |         |           |         |       |      |
| Strongly oppose               | 137    | 83   | 54     | 72    | 47    | 17   | 41               | 43            | 53      | 19        | 44      | 46    | 28   |
|                               | 14%    | 17%  | 10%    | 24%   | 14%   | 5%   | 11%              | 13%           | 17%     | 10%       | 21%     | 12%   | 12%  |
|                               |        | B    |        | DE    | E     |      |                  |               |         |           | IKL     |       |      |
| Don't know                    | 58     | 22   | 35     | 23    | 18    | 17   | 36               | 14            | 8       | 12        | 8       | 24    | 14   |
|                               | 6%     | 5%   | 7%     | 8%    | 5%    | 5%   | 10%              | 4%            | 2%      | 6%        | 4%      | 6%    | 6%   |
|                               |        |      |        |       |       |      | GH               |               |         |           |         |       |      |
| Sigma                         | 1006   | 485  | 521    | 297   | 347   | 363  | 373              | 326           | 306     | 179       | 212     | 378   | 238  |
|                               | 100%   | 100% | 100%   | 100%  | 100%  | 100% | 100%             | 100%          | 100%    | 100%      | 100%    | 100%  | 100% |
|                               |        |      |        |       |       |      |                  |               |         |           |         |       |      |
| Summary                       |        |      |        |       |       |      |                  |               |         |           |         |       |      |
| Support (Net)                 | 522    | 235  | 287    | 98    | 162   | 262  | 178              | 177           | 167     | 110       | 114     | 177   | 122  |
|                               | 52%    | 48%  | 55%    | 33%   | 47%   | 72%  | 48%              | 54%           | 55%     | 61%       | 54%     | 47%   | 51%  |
| Oppose (Net)                  |        |      |        | C     | CD    |      |                  |               |         | K         |         |       |      |
|                               | 201    | 115  | 86     | 109   | 60    | 32   | 67               | 61            | 73      | 30        | 53      | 75    | 43   |
|                               | 20%    | 24%  | 17%    | 37%   | 17%   | 9%   | 18%              | 19%           | 24%     | 17%       | 25%     | 20%   | 18%  |
|                               |        | B    |        | DE    | E     |      |                  |               |         |           |         |       |      |

Field Dates: 09/25-09/26

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

8\_3. Do you support or oppose the following policies regarding vaping? - Ban flavored vape juice

|                               |       | Children in Household |      | Education         |                | Employment Status |           |          |         | Marital Status |       | Race  |       | Party ID    |           |              |
|-------------------------------|-------|-----------------------|------|-------------------|----------------|-------------------|-----------|----------|---------|----------------|-------|-------|-------|-------------|-----------|--------------|
|                               | Total | Yes                   | No   | No college degree | College degree | Full Time         | Part Time | Not Emp. | Retired | Married        | Other | White | Other | Republicans | Democrats | Independents |
|                               |       | A                     | B    | C                 | D              | E                 | F         | G        | H       | I              | J     | K     | L     | M           | N         | O            |
| Base: All Respondents (unwtd) | 1006  | 218                   | 788  | 585               | 421            | 456               | 91        | 185      | 274     | 496            | 510   | 791   | 215   | 421         | 412       | 85           |
| Base: All Respondents (wtd)   | 1006  | 264                   | 742  | 556               | 450            | 523               | 82        | 183      | 218     | 502            | 504   | 653   | 353   | 389         | 443       | 85           |
| Strongly support              | 409   | 81                    | 328  | 214               | 195            | 174               | 44        | 62       | 129     | 213            | 196   | 288   | 121   | 156         | 188       | 30           |
|                               | 41%   | 31%                   | 44%  | 38%               | 43%            | 33%               | 53%       | 34%      | 59%     | 42%            | 39%   | 44%   | 34%   | 40%         | 42%       | 36%          |
| Somewhat support              |       | A                     |      |                   |                |                   | EG*       |          | EG      |                |       | L     |       |             |           | *            |
|                               | 113   | 21                    | 92   | 62                | 52             | 51                | 12        | 18       | 32      | 60             | 53    | 89    | 24    | 55          | 45        | 10           |
| Neither support nor oppose    | 11%   | 8%                    | 12%  | 11%               | 12%            | 10%               | 15%       | 10%      | 14%     | 12%            | 11%   | 14%   | 7%    | 14%         | 10%       | 11%          |
|                               |       |                       |      |                   |                |                   | *         |          |         |                |       | L     |       |             |           | *            |
| Somewhat oppose               | 225   | 72                    | 153  | 133               | 92             | 134               | 11        | 48       | 32      | 106            | 119   | 118   | 107   | 76          | 96        | 34           |
|                               | 22%   | 27%                   | 21%  | 24%               | 20%            | 26%               | 13%       | 26%      | 15%     | 21%            | 24%   | 18%   | 30%   | 20%         | 22%       | 40%          |
| Strongly oppose               |       |                       |      |                   |                | FH                | *         | FH       |         |                |       |       | K     |             |           | MN*          |
|                               | 64    | 23                    | 41   | 44                | 20             | 39                | 2         | 15       | 7       | 35             | 29    | 36    | 29    | 24          | 33        | 1            |
| Don't know                    | 6%    | 9%                    | 6%   | 8%                | 4%             | 8%                | 3%        | 8%       | 3%      | 7%             | 6%    | 5%    | 8%    | 6%          | 7%        | 2%           |
|                               |       |                       |      |                   |                |                   | *         | H        |         |                |       |       |       |             |           | *            |
| Sigma                         | 137   | 58                    | 79   | 66                | 70             | 95                | 7         | 26       | 8       | 67             | 70    | 90    | 47    | 63          | 63        | 3            |
|                               | 14%   | 22%                   | 11%  | 12%               | 16%            | 18%               | 9%        | 14%      | 4%      | 13%            | 14%   | 14%   | 13%   | 16%         | 14%       | 4%           |
| Support (Net)                 |       | B                     |      |                   |                | H                 | *         | H        |         |                |       |       |       | O           | O         | *            |
|                               | 58    | 9                     | 48   | 36                | 21             | 29                | 6         | 13       | 9       | 21             | 37    | 32    | 25    | 14          | 19        | 6            |
| Oppose (Net)                  | 6%    | 4%                    | 6%   | 7%                | 5%             | 6%                | 7%        | 7%       | 4%      | 4%             | 7%    | 5%    | 7%    | 4%          | 4%        | 7%           |
|                               |       |                       |      |                   |                |                   | *         |          |         |                |       |       |       |             |           | *            |
| Summary                       | 1006  | 264                   | 742  | 556               | 450            | 523               | 82        | 183      | 218     | 502            | 504   | 653   | 353   | 389         | 443       | 85           |
|                               | 100%  | 100%                  | 100% | 100%              | 100%           | 100%              | 100%      | 100%     | 100%    | 100%           | 100%  | 100%  | 100%  | 100%        | 100%      | 100%         |
| Support (Net)                 | 522   | 102                   | 420  | 276               | 247            | 225               | 56        | 80       | 161     | 273            | 249   | 377   | 145   | 212         | 232       | 40           |
|                               | 52%   | 39%                   | 57%  | 50%               | 55%            | 43%               | 68%       | 44%      | 74%     | 54%            | 49%   | 58%   | 41%   | 54%         | 52%       | 47%          |
| Oppose (Net)                  |       | A                     |      |                   |                |                   | EG*       |          | EG      |                |       | L     |       |             |           | *            |
|                               | 201   | 81                    | 120  | 111               | 90             | 134               | 10        | 41       | 16      | 102            | 99    | 125   | 76    | 87          | 96        | 5            |
| Sigma                         | 20%   | 31%                   | 16%  | 20%               | 20%            | 26%               | 12%       | 23%      | 7%      | 20%            | 20%   | 19%   | 21%   | 22%         | 22%       | 6%           |
|                               |       | B                     |      |                   |                | FH                | *         | H        |         |                |       |       |       | O           | O         | *            |

Field Dates: 09/25-09/26

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

8\_3. Do you support or oppose the following policies regarding vaping? - Ban flavored vape juice

|                                      | Total       | Vapers    | Former Vapers | Non-Vapers | Aware of Vape News | Not Aware of Vape News |
|--------------------------------------|-------------|-----------|---------------|------------|--------------------|------------------------|
|                                      |             | A         | B             | C          | D                  | E                      |
| <b>Base: All Respondents (unwtd)</b> | <b>1006</b> | <b>67</b> | <b>90</b>     | <b>849</b> | <b>895</b>         | <b>91</b>              |
| <b>Base: All Respondents (wtd)</b>   | <b>1006</b> | <b>80</b> | <b>112</b>    | <b>814</b> | <b>871</b>         | <b>115</b>             |
| Strongly support                     | 409         | 9         | 20            | 379        | 384                | 20                     |
|                                      | 41%         | 11%       | 18%           | 47%        | 44%                | 17%                    |
|                                      |             | *         | *             | AB         | E                  | *                      |
| Somewhat support                     | 113         | 7         | 6             | 100        | 109                | 5                      |
|                                      | 11%         | 8%        | 6%            | 12%        | 12%                | 4%                     |
|                                      |             | *         | *             |            |                    | *                      |
| Neither support nor oppose           | 225         | 16        | 32            | 176        | 181                | 40                     |
|                                      | 22%         | 21%       | 29%           | 22%        | 21%                | 35%                    |
|                                      |             | *         | *             |            |                    | D*                     |
| Somewhat oppose                      | 64          | 4         | 24            | 37         | 49                 | 13                     |
|                                      | 6%          | 5%        | 21%           | 4%         | 6%                 | 12%                    |
|                                      |             | *         | AC*           |            |                    | *                      |
| Strongly oppose                      | 137         | 42        | 27            | 67         | 113                | 19                     |
|                                      | 14%         | 52%       | 24%           | 8%         | 13%                | 17%                    |
|                                      |             | BC*       | C*            |            |                    | *                      |
| Don't know                           | 58          | 2         | 2             | 54         | 35                 | 18                     |
|                                      | 6%          | 3%        | 2%            | 7%         | 4%                 | 16%                    |
|                                      |             | *         | *             |            |                    | D*                     |
| Sigma                                | 1006        | 80        | 112           | 814        | 871                | 115                    |
|                                      | 100%        | 100%      | 100%          | 100%       | 100%               | 100%                   |
|                                      |             |           |               |            |                    |                        |
| <b>Summary</b>                       |             |           |               |            |                    |                        |
| Support (Net)                        | 522         | 16        | 27            | 480        | 492                | 24                     |
|                                      | 52%         | 20%       | 24%           | 59%        | 57%                | 21%                    |
|                                      |             | *         | *             | AB         | E                  | *                      |
| Oppose (Net)                         | 201         | 46        | 51            | 104        | 162                | 33                     |
|                                      | 20%         | 57%       | 46%           | 13%        | 19%                | 28%                    |
|                                      |             | C*        | C*            |            |                    | *                      |

Field Dates: 09/25-09/26

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C,D/E

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B/C,D/E

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

8\_4. Do you support or oppose the following policies regarding vaping? - Implement FDA regulations for vaping

|                               |       | Gender |        | Age   |       |      | Household Income |                |         | Region    |         |       |      |
|-------------------------------|-------|--------|--------|-------|-------|------|------------------|----------------|---------|-----------|---------|-------|------|
|                               | Total | Male   | Female | 18-34 | 35-54 | 55+  | Under \$50K      | \$50K- <\$100K | \$100K+ | Northeast | Midwest | South | West |
|                               |       | A      | B      | C     | D     | E    | F                | G              | H       | I         | J       | K     | L    |
| Base: All Respondents (unwtd) | 1006  | 415    | 591    | 223   | 339   | 444  | 412              | 412            | 182     | 189       | 222     | 392   | 203  |
| Base: All Respondents (wtd)   | 1006  | 485    | 521    | 297   | 347   | 363  | 373              | 326            | 306     | 179       | 212     | 378   | 238  |
| Strongly support              | 601   | 272    | 329    | 138   | 210   | 253  | 219              | 191            | 191     | 111       | 111     | 226   | 153  |
|                               | 60%   | 56%    | 63%    | 47%   | 60%   | 70%  | 59%              | 58%            | 62%     | 62%       | 52%     | 60%   | 64%  |
|                               |       |        |        | C     | CD    |      |                  |                |         |           |         | J     |      |
| Somewhat support              | 198   | 102    | 96     | 74    | 63    | 60   | 62               | 72             | 64      | 37        | 50      | 65    | 46   |
|                               | 20%   | 21%    | 18%    | 25%   | 18%   | 17%  | 16%              | 22%            | 21%     | 20%       | 24%     | 17%   | 19%  |
| Neither support nor oppose    |       |        |        | E     |       |      |                  |                |         |           |         |       |      |
|                               | 117   | 63     | 54     | 54    | 46    | 18   | 47               | 38             | 32      | 10        | 30      | 49    | 29   |
|                               | 12%   | 13%    | 10%    | 18%   | 13%   | 5%   | 13%              | 12%            | 11%     | 5%        | 14%     | 13%   | 12%  |
| Somewhat oppose               |       |        |        | E     |       |      |                  |                |         |           | I       | I     | I    |
|                               | 25    | 17     | 8      | 12    | 7     | 6    | 18               | 4              | 3       | 8         | 6       | 8     | 2    |
|                               | 2%    | 3%     | 2%     | 4%    | 2%    | 2%   | 5%               | 1%             | 1%      | 4%        | 3%      | 2%    | 1%   |
| Strongly oppose               |       |        |        |       |       |      | GH               |                |         |           |         |       |      |
|                               | 32    | 19     | 12     | 9     | 11    | 12   | 10               | 12             | 10      | 5         | 10      | 14    | 3    |
|                               | 3%    | 4%     | 2%     | 3%    | 3%    | 3%   | 3%               | 4%             | 3%      | 3%        | 5%      | 4%    | 1%   |
| Don't know                    |       |        |        |       |       |      |                  |                |         |           |         |       |      |
|                               | 33    | 12     | 22     | 10    | 10    | 13   | 17               | 10             | 6       | 9         | 6       | 15    | 4    |
|                               | 3%    | 2%     | 4%     | 3%    | 3%    | 4%   | 5%               | 3%             | 2%      | 5%        | 3%      | 4%    | 2%   |
| Sigma                         |       |        |        |       |       |      |                  |                |         |           |         |       |      |
|                               | 1006  | 485    | 521    | 297   | 347   | 363  | 373              | 326            | 306     | 179       | 212     | 378   | 238  |
|                               | 100%  | 100%   | 100%   | 100%  | 100%  | 100% | 100%             | 100%           | 100%    | 100%      | 100%    | 100%  | 100% |
| Summary                       |       |        |        |       |       |      |                  |                |         |           |         |       |      |
| Support (Net)                 | 799   | 374    | 425    | 212   | 273   | 313  | 281              | 263            | 255     | 147       | 161     | 291   | 199  |
|                               | 79%   | 77%    | 81%    | 71%   | 79%   | 86%  | 75%              | 80%            | 83%     | 82%       | 76%     | 77%   | 84%  |
| Oppose (Net)                  |       |        |        |       |       | CD   |                  |                |         |           |         |       |      |
|                               | 56    | 36     | 20     | 21    | 18    | 18   | 28               | 16             | 12      | 13        | 16      | 22    | 6    |
|                               | 6%    | 7%     | 4%     | 7%    | 5%    | 5%   | 8%               | 5%             | 4%      | 7%        | 7%      | 6%    | 2%   |
|                               |       | B      |        |       |       |      |                  |                |         |           | L       |       |      |

Field Dates: 09/25-09/26

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)



8\_4. Do you support or oppose the following policies regarding vaping? - Implement FDA regulations for vaping

|                               |       | Children in Household |      | Education         |                | Employment Status |           |          |         | Marital Status |       | Race  |       | Party ID    |           |              |
|-------------------------------|-------|-----------------------|------|-------------------|----------------|-------------------|-----------|----------|---------|----------------|-------|-------|-------|-------------|-----------|--------------|
|                               | Total | Yes                   | No   | No college degree | College degree | Full Time         | Part Time | Not Emp. | Retired | Married        | Other | White | Other | Republicans | Democrats | Independents |
|                               |       | A                     | B    | C                 | D              | E                 | F         | G        | H       | I              | J     | K     | L     | M           | N         | O            |
| Base: All Respondents (unwtd) | 1006  | 218                   | 788  | 585               | 421            | 456               | 91        | 185      | 274     | 496            | 510   | 791   | 215   | 421         | 412       | 85           |
| Base: All Respondents (wtd)   | 1006  | 264                   | 742  | 556               | 450            | 523               | 82        | 183      | 218     | 502            | 504   | 653   | 353   | 389         | 443       | 85           |
| Strongly support              | 601   | 148                   | 453  | 341               | 260            | 293               | 53        | 103      | 151     | 315            | 286   | 404   | 197   | 228         | 282       | 45           |
|                               | 60%   | 56%                   | 61%  | 61%               | 58%            | 56%               | 65%       | 56%      | 70%     | 63%            | 57%   | 62%   | 56%   | 59%         | 64%       | 53%          |
| Somewhat support              | 198   | 41                    | 157  | 86                | 112            | 109               | 16        | 38       | 34      | 95             | 103   | 141   | 57    | 76          | 90        | 18           |
|                               | 20%   | 15%                   | 21%  | 15%               | 25%            | 21%               | 20%       | 21%      | 16%     | 19%            | 20%   | 22%   | 16%   | 20%         | 20%       | 21%          |
| Neither support nor oppose    | 117   | 48                    | 70   | 78                | 40             | 68                | 9         | 27       | 13      | 50             | 68    | 50    | 68    | 38          | 44        | 16           |
|                               | 12%   | 18%                   | 9%   | 14%               | 9%             | 13%               | 11%       | 15%      | 6%      | 10%            | 13%   | 8%    | 19%   | 10%         | 10%       | 18%          |
| Somewhat oppose               | 25    | 10                    | 14   | 15                | 10             | 15                | -         | 5        | 5       | 14             | 11    | 18    | 7     | 16          | 6         | 2            |
|                               | 2%    | 4%                    | 2%   | 3%                | 2%             | 3%                | -         | 3%       | 2%      | 3%             | 2%    | 3%    | 2%    | 4%          | 1%        | 2%           |
| Strongly oppose               | 32    | 10                    | 22   | 15                | 17             | 20                | 2         | 4        | 5       | 19             | 13    | 17    | 15    | 14          | 13        | 1            |
|                               | 3%    | 4%                    | 3%   | 3%                | 4%             | 4%                | 3%        | 2%       | 2%      | 4%             | 3%    | 3%    | 4%    | 4%          | 3%        | 1%           |
| Don't know                    | 33    | 8                     | 25   | 22                | 12             | 18                | 1         | 6        | 9       | 9              | 25    | 23    | 11    | 16          | 8         | 4            |
|                               | 3%    | 3%                    | 3%   | 4%                | 3%             | 3%                | 1%        | 3%       | 4%      | 2%             | 5%    | 3%    | 3%    | 4%          | 2%        | 5%           |
| Sigma                         | 1006  | 264                   | 742  | 556               | 450            | 523               | 82        | 183      | 218     | 502            | 504   | 653   | 353   | 389         | 443       | 85           |
|                               | 100%  | 100%                  | 100% | 100%              | 100%           | 100%              | 100%      | 100%     | 100%    | 100%           | 100%  | 100%  | 100%  | 100%        | 100%      | 100%         |
| Summary                       |       |                       |      |                   |                |                   |           |          |         |                |       |       |       |             |           |              |
| Support (Net)                 | 799   | 188                   | 610  | 427               | 372            | 403               | 69        | 142      | 185     | 410            | 388   | 545   | 253   | 305         | 372       | 63           |
|                               | 79%   | 71%                   | 82%  | 77%               | 83%            | 77%               | 85%       | 77%      | 85%     | 82%            | 77%   | 84%   | 72%   | 78%         | 84%       | 74%          |
| Oppose (Net)                  | 56    | 20                    | 36   | 30                | 27             | 35                | 2         | 9        | 10      | 33             | 24    | 35    | 21    | 30          | 19        | 2            |
|                               | 6%    | 8%                    | 5%   | 5%                | 6%             | 7%                | 3%        | 5%       | 5%      | 7%             | 5%    | 5%    | 6%    | 8%          | 4%        | 3%           |

Field Dates: 09/25-09/26

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

8\_4. Do you support or oppose the following policies regarding vaping? - Implement FDA regulations for vaping

|                                      | Total       | Vapers    | Former Vapers | Non-Vapers | Aware of Vape News | Not Aware of Vape News |
|--------------------------------------|-------------|-----------|---------------|------------|--------------------|------------------------|
|                                      |             | A         | B             | C          | D                  | E                      |
| <b>Base: All Respondents (unwtd)</b> | <b>1006</b> | <b>67</b> | <b>90</b>     | <b>849</b> | <b>895</b>         | <b>91</b>              |
|                                      |             |           |               |            |                    |                        |
| <b>Base: All Respondents (wtd)</b>   | <b>1006</b> | <b>80</b> | <b>112</b>    | <b>814</b> | <b>871</b>         | <b>115</b>             |
|                                      |             |           |               |            |                    |                        |
| Strongly support                     | 601         | 32        | 48            | 521        | 557                | 35                     |
|                                      | 60%         | 39%       | 43%           | 64%        | 64%                | 31%                    |
|                                      |             | *         | *             | AB         | E                  | *                      |
| Somewhat support                     | 198         | 25        | 29            | 144        | 168                | 27                     |
|                                      | 20%         | 31%       | 26%           | 18%        | 19%                | 24%                    |
|                                      |             | C*        | *             |            |                    | *                      |
| Neither support nor oppose           | 117         | 5         | 20            | 92         | 80                 | 34                     |
|                                      | 12%         | 6%        | 18%           | 11%        | 9%                 | 30%                    |
|                                      |             | *         | *             |            |                    | D*                     |
| Somewhat oppose                      | 25          | 7         | 4             | 14         | 18                 | 4                      |
|                                      | 2%          | 9%        | 3%            | 2%         | 2%                 | 4%                     |
|                                      |             | C*        | *             |            |                    | *                      |
| Strongly oppose                      | 32          | 7         | 9             | 16         | 25                 | 5                      |
|                                      | 3%          | 9%        | 8%            | 2%         | 3%                 | 4%                     |
|                                      |             | C*        | C*            |            |                    | *                      |
| Don't know                           | 33          | 5         | 3             | 26         | 22                 | 9                      |
|                                      | 3%          | 6%        | 3%            | 3%         | 3%                 | 8%                     |
|                                      |             | *         | *             |            |                    | D*                     |
| Sigma                                | 1006        | 80        | 112           | 814        | 871                | 115                    |
|                                      | 100%        | 100%      | 100%          | 100%       | 100%               | 100%                   |
|                                      |             |           |               |            |                    |                        |
| <b>Summary</b>                       |             |           |               |            |                    |                        |
| Support (Net)                        | 799         | 56        | 77            | 666        | 725                | 63                     |
|                                      | 79%         | 70%       | 68%           | 82%        | 83%                | 55%                    |
|                                      |             | *         | *             | B          | E                  | *                      |
| Oppose (Net)                         | 56          | 14        | 12            | 30         | 43                 | 9                      |
|                                      | 6%          | 18%       | 11%           | 4%         | 5%                 | 8%                     |
|                                      |             | C*        | C*            |            |                    | *                      |

Field Dates: 09/25-09/26

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B/C/D/E

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

8\_5. Do you support or oppose the following policies regarding vaping? - Require labels to list all ingredients and potential risks

|                               | Total | Gender |        | Age   |       |      | Household Income |               |         | Region    |         |       |      |
|-------------------------------|-------|--------|--------|-------|-------|------|------------------|---------------|---------|-----------|---------|-------|------|
|                               |       | Male   | Female | 18-34 | 35-54 | 55+  | Under \$50K      | \$50K-<\$100K | \$100K+ | Northeast | Midwest | South | West |
|                               |       | A      | B      | C     | D     | E    | F                | G             | H       | I         | J       | K     | L    |
| Base: All Respondents (unwtd) | 1006  | 415    | 591    | 223   | 339   | 444  | 412              | 412           | 182     | 189       | 222     | 392   | 203  |
|                               |       |        |        |       |       |      |                  |               |         |           |         |       |      |
| Base: All Respondents (wtd)   | 1006  | 485    | 521    | 297   | 347   | 363  | 373              | 326           | 306     | 179       | 212     | 378   | 238  |
|                               |       |        |        |       |       |      |                  |               |         |           |         |       |      |
| Strongly support              | 757   | 351    | 405    | 207   | 246   | 304  | 269              | 249           | 239     | 146       | 157     | 278   | 176  |
|                               | 75%   | 72%    | 78%    | 70%   | 71%   | 84%  | 72%              | 76%           | 78%     | 81%       | 74%     | 74%   | 74%  |
|                               |       |        |        |       |       | CD   |                  |               |         |           |         |       |      |
| Somewhat support              | 129   | 72     | 57     | 47    | 49    | 33   | 52               | 42            | 35      | 13        | 28      | 52    | 36   |
|                               | 13%   | 15%    | 11%    | 16%   | 14%   | 9%   | 14%              | 13%           | 11%     | 7%        | 13%     | 14%   | 15%  |
|                               |       |        |        | E     |       |      |                  |               |         |           |         | I     | I    |
| Neither support nor oppose    | 67    | 44     | 23     | 23    | 32    | 11   | 32               | 17            | 18      | 10        | 15      | 30    | 12   |
|                               | 7%    | 9%     | 4%     | 8%    | 9%    | 3%   | 9%               | 5%            | 6%      | 6%        | 7%      | 8%    | 5%   |
|                               |       | B      |        | E     | E     |      |                  |               |         |           |         |       |      |
| Somewhat oppose               | 17    | 7      | 10     | 8     | 9     | 1    | 5                | 6             | 7       | 3         | 2       | 5     | 7    |
|                               | 2%    | 1%     | 2%     | 3%    | 2%    | *    | 1%               | 2%            | 2%      | 2%        | 1%      | 1%    | 3%   |
|                               |       |        |        | E     | E     |      |                  |               |         |           |         |       |      |
| Strongly oppose               | 17    | 3      | 13     | 9     | 4     | 4    | 6                | 6             | 5       | 4         | 5       | 6     | 2    |
|                               | 2%    | 1%     | 3%     | 3%    | 1%    | 1%   | 2%               | 2%            | 2%      | 2%        | 2%      | 2%    | 1%   |
|                               |       |        |        |       |       |      |                  |               |         |           |         |       |      |
| Don't know                    | 19    | 7      | 12     | 3     | 7     | 9    | 10               | 6             | 3       | 4         | 5       | 6     | 4    |
|                               | 2%    | 2%     | 2%     | 1%    | 2%    | 2%   | 3%               | 2%            | 1%      | 2%        | 2%      | 2%    | 2%   |
|                               |       |        |        |       |       |      |                  |               |         |           |         |       |      |
| Sigma                         | 1006  | 485    | 521    | 297   | 347   | 363  | 373              | 326           | 306     | 179       | 212     | 378   | 238  |
|                               | 100%  | 100%   | 100%   | 100%  | 100%  | 100% | 100%             | 100%          | 100%    | 100%      | 100%    | 100%  | 100% |
|                               |       |        |        |       |       |      |                  |               |         |           |         |       |      |
| Summary                       |       |        |        |       |       |      |                  |               |         |           |         |       |      |
| Support (Net)                 | 886   | 424    | 462    | 253   | 295   | 337  | 321              | 291           | 274     | 158       | 185     | 330   | 213  |
|                               | 88%   | 87%    | 89%    | 85%   | 85%   | 93%  | 86%              | 89%           | 89%     | 88%       | 87%     | 87%   | 89%  |
|                               |       |        |        |       |       | CD   |                  |               |         |           |         |       |      |
| Oppose (Net)                  | 34    | 10     | 24     | 17    | 12    | 5    | 11               | 12            | 12      | 7         | 7       | 12    | 9    |
|                               | 3%    | 2%     | 5%     | 6%    | 4%    | 1%   | 3%               | 4%            | 4%      | 4%        | 3%      | 3%    | 4%   |
|                               |       |        |        | E     |       |      |                  |               |         |           |         |       |      |

Field Dates: 09/25-09/26

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

8\_5. Do you support or oppose the following policies regarding vaping? - Require labels to list all ingredients and potential risks

|                               |       | Children in Household |      | Education         |                | Employment Status |           |          |         | Marital Status |       | Race  |       | Party ID   |           |              |
|-------------------------------|-------|-----------------------|------|-------------------|----------------|-------------------|-----------|----------|---------|----------------|-------|-------|-------|------------|-----------|--------------|
|                               | Total | Yes                   | No   | No college degree | College degree | Full Time         | Part Time | Not Emp. | Retired | Married        | Other | White | Other | Republican | Democrats | Independents |
|                               |       | A                     | B    | C                 | D              | E                 | F         | G        | H       | I              | J     | K     | L     | M          | N         | O            |
| Base: All Respondents (unwtd) | 1006  | 218                   | 788  | 585               | 421            | 456               | 91        | 185      | 274     | 496            | 510   | 791   | 215   | 421        | 412       | 85           |
| Base: All Respondents (wtd)   | 1006  | 264                   | 742  | 556               | 450            | 523               | 82        | 183      | 218     | 502            | 504   | 653   | 353   | 389        | 443       | 85           |
| Strongly support              | 757   | 181                   | 576  | 414               | 343            | 384               | 68        | 128      | 177     | 383            | 374   | 506   | 251   | 297        | 348       | 59           |
|                               | 75%   | 68%                   | 78%  | 74%               | 76%            | 73%               | 83%       | 70%      | 81%     | 76%            | 74%   | 78%   | 71%   | 76%        | 79%       | 69%          |
| Somewhat support              |       | A                     |      |                   |                |                   | G*        |          | EG      |                |       |       |       |            |           | *            |
|                               | 129   | 42                    | 87   | 65                | 64             | 74                | 12        | 21       | 22      | 64             | 65    | 90    | 38    | 53         | 55        | 8            |
| Neither support nor oppose    | 13%   | 16%                   | 12%  | 12%               | 14%            | 14%               | 14%       | 12%      | 10%     | 13%            | 13%   | 14%   | 11%   | 14%        | 12%       | 9%           |
|                               |       |                       |      |                   |                |                   | *         |          |         |                |       |       |       |            |           | *            |
| Somewhat oppose               | 67    | 23                    | 44   | 49                | 18             | 38                | 2         | 18       | 9       | 27             | 39    | 32    | 35    | 21         | 20        | 13           |
|                               | 7%    | 9%                    | 6%   | 9%                | 4%             | 7%                | 3%        | 10%      | 4%      | 5%             | 8%    | 5%    | 10%   | 5%         | 5%        | 16%          |
| Strongly oppose               |       | D                     |      |                   |                |                   | *         | H        |         |                |       |       | K     |            |           | MN*          |
|                               | 17    | 11                    | 6    | 7                 | 10             | 11                | -         | 7        | -       | 9              | 8     | 6     | 11    | 7          | 5         | 2            |
| Don't know                    | 2%    | 4%                    | 1%   | 1%                | 2%             | 2%                | -         | 4%       | -       | 2%             | 2%    | 1%    | 3%    | 2%         | 1%        | 2%           |
|                               |       | B                     |      |                   |                |                   | *         | H        |         |                |       |       | K     |            |           | *            |
| Sigma                         | 17    | 4                     | 13   | 8                 | 9              | 6                 | -         | 7        | 3       | 10             | 6     | 7     | 10    | 3          | 11        | -            |
|                               | 2%    | 2%                    | 2%   | 1%                | 2%             | 1%                | -         | 4%       | 2%      | 2%             | 1%    | 1%    | 3%    | 1%         | 3%        | -            |
| Support (Net)                 |       |                       |      |                   |                |                   | *         |          |         |                |       |       |       |            |           | *            |
|                               | 19    | 3                     | 16   | 14                | 5              | 10                | -         | 2        | 7       | 8              | 12    | 11    | 8     | 8          | 4         | 3            |
| Oppose (Net)                  | 2%    | 1%                    | 2%   | 3%                | 1%             | 2%                | -         | 1%       | 3%      | 2%             | 2%    | 2%    | 2%    | 2%         | 1%        | 3%           |
|                               |       |                       |      |                   |                |                   | *         |          |         |                |       |       |       |            |           | *            |
| Summary                       | 1006  | 264                   | 742  | 556               | 450            | 523               | 82        | 183      | 218     | 502            | 504   | 653   | 353   | 389        | 443       | 85           |
|                               | 100%  | 100%                  | 100% | 100%              | 100%           | 100%              | 100%      | 100%     | 100%    | 100%           | 100%  | 100%  | 100%  | 100%       | 100%      | 100%         |
| Support (Net)                 | 886   | 223                   | 663  | 478               | 407            | 458               | 80        | 149      | 199     | 447            | 439   | 596   | 289   | 350        | 403       | 67           |
|                               | 88%   | 84%                   | 89%  | 86%               | 91%            | 88%               | 97%       | 81%      | 91%     | 89%            | 87%   | 91%   | 82%   | 90%        | 91%       | 79%          |
| Oppose (Net)                  |       |                       |      |                   |                |                   | EG*       |          | G       |                |       | L     |       | O          | O         | *            |
|                               | 34    | 16                    | 19   | 15                | 19             | 17                | -         | 14       | 3       | 20             | 14    | 13    | 21    | 10         | 16        | 2            |
| Sigma                         | 3%    | 6%                    | 3%   | 3%                | 4%             | 3%                | -         | 8%       | 2%      | 4%             | 3%    | 2%    | 6%    | 3%         | 4%        | 2%           |
|                               |       | B                     |      |                   |                |                   | *         | EFH      |         |                |       |       | K     |            |           | *            |

Field Dates: 09/25-09/26

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

8\_5. Do you support or oppose the following policies regarding vaping? - Require labels to list all ingredients and potential risks

|                                      | Total       | Vapers    | Former Vapers | Non-Vapers | Aware of Vape News | Not Aware of Vape News |
|--------------------------------------|-------------|-----------|---------------|------------|--------------------|------------------------|
|                                      |             | A         | B             | C          | D                  | E                      |
| <b>Base: All Respondents (unwtd)</b> | <b>1006</b> | <b>67</b> | <b>90</b>     | <b>849</b> | <b>895</b>         | <b>91</b>              |
|                                      |             |           |               |            |                    |                        |
| <b>Base: All Respondents (wtd)</b>   | <b>1006</b> | <b>80</b> | <b>112</b>    | <b>814</b> | <b>871</b>         | <b>115</b>             |
|                                      |             |           |               |            |                    |                        |
| Strongly support                     | 757         | 52        | 78            | 627        | 697                | 52                     |
|                                      | 75%         | 64%       | 69%           | 77%        | 80%                | 45%                    |
|                                      |             | *         | *             |            | E                  | *                      |
| Somewhat support                     | 129         | 15        | 14            | 100        | 101                | 25                     |
|                                      | 13%         | 19%       | 12%           | 12%        | 12%                | 22%                    |
|                                      |             | *         | *             |            |                    | D*                     |
| Neither support nor oppose           | 67          | 8         | 12            | 46         | 45                 | 18                     |
|                                      | 7%          | 10%       | 11%           | 6%         | 5%                 | 16%                    |
|                                      |             | *         | *             |            |                    | D*                     |
| Somewhat oppose                      | 17          | 1         | 1             | 16         | 11                 | 3                      |
|                                      | 2%          | 1%        | 1%            | 2%         | 1%                 | 3%                     |
|                                      |             | *         | *             |            |                    | *                      |
| Strongly oppose                      | 17          | 4         | 5             | 8          | 7                  | 9                      |
|                                      | 2%          | 5%        | 5%            | 1%         | 1%                 | 8%                     |
|                                      |             | C*        | C*            |            |                    | D*                     |
| Don't know                           | 19          | 1         | 2             | 16         | 9                  | 8                      |
|                                      | 2%          | 2%        | 2%            | 2%         | 1%                 | 7%                     |
|                                      |             | *         | *             |            |                    | D*                     |
| Sigma                                | 1006        | 80        | 112           | 814        | 871                | 115                    |
|                                      | 100%        | 100%      | 100%          | 100%       | 100%               | 100%                   |
|                                      |             |           |               |            |                    |                        |
| <b>Summary</b>                       |             |           |               |            |                    |                        |
| Support (Net)                        | 886         | 67        | 91            | 728        | 798                | 78                     |
|                                      | 88%         | 83%       | 81%           | 89%        | 92%                | 67%                    |
|                                      |             | *         | *             |            | E                  | *                      |
| Oppose (Net)                         | 34          | 4         | 6             | 24         | 19                 | 12                     |
|                                      | 3%          | 5%        | 6%            | 3%         | 2%                 | 10%                    |
|                                      |             | *         | *             |            |                    | D*                     |

Field Dates: 09/25-09/26

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C,D/E

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B/C,D/E

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

8. Do you support or oppose the following policies regarding vaping? - Support Summary

|                                                                     | Total | Gender |        | Age   |       |     | Household Income |               |         | Region    |         |       |      |
|---------------------------------------------------------------------|-------|--------|--------|-------|-------|-----|------------------|---------------|---------|-----------|---------|-------|------|
|                                                                     |       | Male   | Female | 18-34 | 35-54 | 55+ | Under \$50K      | \$50K-<\$100K | \$100K+ | Northeast | Midwest | South | West |
|                                                                     |       | A      | B      | C     | D     | E   | F                | G             | H       | I         | J       | K     | L    |
| Base: All Respondents (unwtd)                                       | 1006  | 415    | 591    | 223   | 339   | 444 | 412              | 412           | 182     | 189       | 222     | 392   | 203  |
|                                                                     |       |        |        |       |       |     |                  |               |         |           |         |       |      |
| Base: All Respondents (wtd)                                         | 1006  | 485    | 521    | 297   | 347   | 363 | 373              | 326           | 306     | 179       | 212     | 378   | 238  |
|                                                                     |       |        |        |       |       |     |                  |               |         |           |         |       |      |
| Not allowing anyone under the age of 21 to purchase vaping products | 808   | 370    | 438    | 201   | 281   | 326 | 301              | 258           | 249     | 143       | 167     | 297   | 200  |
|                                                                     | 80%   | 76%    | 84%    | 68%   | 81%   | 90% | 81%              | 79%           | 81%     | 80%       | 79%     | 79%   | 84%  |
|                                                                     |       |        | A      |       | C     | CD  |                  |               |         |           |         |       |      |
| Ban all vapes                                                       | 471   | 209    | 262    | 95    | 147   | 229 | 170              | 165           | 136     | 95        | 100     | 163   | 113  |
|                                                                     | 47%   | 43%    | 50%    | 32%   | 42%   | 63% | 46%              | 50%           | 44%     | 53%       | 47%     | 43%   | 48%  |
|                                                                     |       |        |        |       | C     | CD  |                  |               |         |           |         |       |      |
| Ban flavored vape juice                                             | 522   | 235    | 287    | 98    | 162   | 262 | 178              | 177           | 167     | 110       | 114     | 177   | 122  |
|                                                                     | 52%   | 48%    | 55%    | 33%   | 47%   | 72% | 48%              | 54%           | 55%     | 61%       | 54%     | 47%   | 51%  |
|                                                                     |       |        |        |       | C     | CD  |                  |               |         | K         |         |       |      |
| Implement FDA regulations for vaping                                | 799   | 374    | 425    | 212   | 273   | 313 | 281              | 263           | 255     | 147       | 161     | 291   | 199  |
|                                                                     | 79%   | 77%    | 81%    | 71%   | 79%   | 86% | 75%              | 80%           | 83%     | 82%       | 76%     | 77%   | 84%  |
|                                                                     |       |        |        |       |       | CD  |                  |               |         |           |         |       |      |
| Require labels to list all ingredients and potential risks          | 886   | 424    | 462    | 253   | 295   | 337 | 321              | 291           | 274     | 158       | 185     | 330   | 213  |
|                                                                     | 88%   | 87%    | 89%    | 85%   | 85%   | 93% | 86%              | 89%           | 89%     | 88%       | 87%     | 87%   | 89%  |
|                                                                     |       |        |        |       |       | CD  |                  |               |         |           |         |       |      |

Field Dates: 09/25-09/26

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

8. Do you support or oppose the following policies regarding vaping? - Support Summary

|                                                                     |       | Children in Household |     | Education         |                | Employment Status |           |          |         | Marital Status |       | Race  |       | Party ID     |           |              |
|---------------------------------------------------------------------|-------|-----------------------|-----|-------------------|----------------|-------------------|-----------|----------|---------|----------------|-------|-------|-------|--------------|-----------|--------------|
|                                                                     | Total | Yes                   | No  | No college degree | College degree | Full Time         | Part Time | Not Emp. | Retired | Married        | Other | White | Other | Republican's | Democrats | Independents |
|                                                                     |       | A                     | B   | C                 | D              | E                 | F         | G        | H       | I              | J     | K     | L     | M            | N         | O            |
| Base: All Respondents (unwtd)                                       | 1006  | 218                   | 788 | 585               | 421            | 456               | 91        | 185      | 274     | 496            | 510   | 791   | 215   | 421          | 412       | 85           |
| Base: All Respondents (wtd)                                         | 1006  | 264                   | 742 | 556               | 450            | 523               | 82        | 183      | 218     | 502            | 504   | 653   | 353   | 389          | 443       | 85           |
| Not allowing anyone under the age of 21 to purchase vaping products | 808   | 204                   | 604 | 447               | 361            | 407               | 70        | 137      | 194     | 410            | 398   | 540   | 268   | 311          | 372       | 65           |
|                                                                     | 80%   | 77%                   | 81% | 80%               | 80%            | 78%               | 86%       | 75%      | 89%     | 82%            | 79%   | 83%   | 76%   | 80%          | 84%       | 76%          |
| Ban all vapes                                                       |       |                       |     |                   |                |                   | *         |          | EG      |                |       |       |       |              |           | *            |
|                                                                     | 471   | 96                    | 375 | 262               | 209            | 209               | 43        | 77       | 141     | 245            | 226   | 330   | 141   | 196          | 199       | 38           |
|                                                                     | 47%   | 36%                   | 51% | 47%               | 47%            | 40%               | 53%       | 42%      | 65%     | 49%            | 45%   | 51%   | 40%   | 50%          | 45%       | 45%          |
| Ban flavored vape juice                                             |       |                       | A   |                   |                |                   | E*        |          | EG      |                |       | L     |       |              |           | *            |
|                                                                     | 522   | 102                   | 420 | 276               | 247            | 225               | 56        | 80       | 161     | 273            | 249   | 377   | 145   | 212          | 232       | 40           |
|                                                                     | 52%   | 39%                   | 57% | 50%               | 55%            | 43%               | 68%       | 44%      | 74%     | 54%            | 49%   | 58%   | 41%   | 54%          | 52%       | 47%          |
|                                                                     |       |                       | A   |                   |                |                   | EG*       |          | EG      |                |       | L     |       |              |           | *            |
| Implement FDA regulations for vaping                                | 799   | 188                   | 610 | 427               | 372            | 403               | 69        | 142      | 185     | 410            | 388   | 545   | 253   | 305          | 372       | 63           |
|                                                                     | 79%   | 71%                   | 82% | 77%               | 83%            | 77%               | 85%       | 77%      | 85%     | 82%            | 77%   | 84%   | 72%   | 78%          | 84%       | 74%          |
|                                                                     |       |                       | A   |                   |                |                   | *         |          | E       |                |       | L     |       |              |           | *            |
| Require labels to list all ingredients and potential risks          | 886   | 223                   | 663 | 478               | 407            | 458               | 80        | 149      | 199     | 447            | 439   | 596   | 289   | 350          | 403       | 67           |
|                                                                     | 88%   | 84%                   | 89% | 86%               | 91%            | 88%               | 97%       | 81%      | 91%     | 89%            | 87%   | 91%   | 82%   | 90%          | 91%       | 79%          |
|                                                                     |       |                       |     |                   |                |                   | EG*       |          | G       |                |       | L     |       | O            | O         | *            |

Field Dates: 09/25-09/26

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

8. Do you support or oppose the following policies regarding vaping? - Support Summary

|                                                                     | Total       | Vapers    | Former Vapers | Non-Vapers | Aware of Vape News | Not Aware of Vape News |
|---------------------------------------------------------------------|-------------|-----------|---------------|------------|--------------------|------------------------|
|                                                                     |             | A         | B             | C          | D                  | E                      |
| <b>Base: All Respondents (unwtd)</b>                                | <b>1006</b> | <b>67</b> | <b>90</b>     | <b>849</b> | <b>895</b>         | <b>91</b>              |
|                                                                     |             |           |               |            |                    |                        |
| <b>Base: All Respondents (wtd)</b>                                  | <b>1006</b> | <b>80</b> | <b>112</b>    | <b>814</b> | <b>871</b>         | <b>115</b>             |
|                                                                     |             |           |               |            |                    |                        |
| Not allowing anyone under the age of 21 to purchase vaping products | 808         | 57        | 80            | 671        | 725                | 73                     |
|                                                                     | 80%         | 72%       | 71%           | 82%        | 83%                | 63%                    |
|                                                                     |             | *         | *             | B          | E                  | *                      |
| Ban all vapes                                                       | 471         | 6         | 25            | 440        | 436                | 28                     |
|                                                                     | 47%         | 8%        | 22%           | 54%        | 50%                | 25%                    |
|                                                                     |             | *         | *             | AB         | E                  | *                      |
| Ban flavored vape juice                                             | 522         | 16        | 27            | 480        | 492                | 24                     |
|                                                                     | 52%         | 20%       | 24%           | 59%        | 57%                | 21%                    |
|                                                                     |             | *         | *             | AB         | E                  | *                      |
| Implement FDA regulations for vaping                                | 799         | 56        | 77            | 666        | 725                | 63                     |
|                                                                     | 79%         | 70%       | 68%           | 82%        | 83%                | 55%                    |
|                                                                     |             | *         | *             | B          | E                  | *                      |
| Require labels to list all ingredients and potential risks          | 886         | 67        | 91            | 728        | 798                | 78                     |
|                                                                     | 88%         | 83%       | 81%           | 89%        | 92%                | 67%                    |
|                                                                     |             | *         | *             |            | E                  | *                      |

Field Dates: 09/25-09/26

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C,D/E

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B/C,D/E

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)



8. Do you support or oppose the following policies regarding vaping? - Oppose Summary

|                                                                     | Gender |      |        | Age   |       |     | Household Income |               |         | Region    |         |       |      |
|---------------------------------------------------------------------|--------|------|--------|-------|-------|-----|------------------|---------------|---------|-----------|---------|-------|------|
|                                                                     | Total  | Male | Female | 18-34 | 35-54 | 55+ | Under \$50K      | \$50K-<\$100K | \$100K+ | Northeast | Midwest | South | West |
|                                                                     |        | A    | B      | C     | D     | E   | F                | G             | H       | I         | J       | K     | L    |
| Base: All Respondents (unwtd)                                       | 1006   | 415  | 591    | 223   | 339   | 444 | 412              | 412           | 182     | 189       | 222     | 392   | 203  |
| Base: All Respondents (wtd)                                         | 1006   | 485  | 521    | 297   | 347   | 363 | 373              | 326           | 306     | 179       | 212     | 378   | 238  |
| Not allowing anyone under the age of 21 to purchase vaping products | 82     | 50   | 32     | 50    | 21    | 10  | 21               | 30            | 31      | 15        | 21      | 38    | 8    |
|                                                                     | 8%     | 10%  | 6%     | 17%   | 6%    | 3%  | 6%               | 9%            | 10%     | 8%        | 10%     | 10%   | 4%   |
|                                                                     |        | B    |        | DE    |       |     |                  |               |         |           | L       | L     |      |
| Ban all vapes                                                       | 280    | 161  | 119    | 132   | 93    | 54  | 89               | 85            | 106     | 43        | 71      | 105   | 61   |
|                                                                     | 28%    | 33%  | 23%    | 45%   | 27%   | 15% | 24%              | 26%           | 35%     | 24%       | 33%     | 28%   | 26%  |
|                                                                     |        | B    |        | DE    | E     |     |                  |               | F       |           |         |       |      |
| Ban flavored vape juice                                             | 201    | 115  | 86     | 109   | 60    | 32  | 67               | 61            | 73      | 30        | 53      | 75    | 43   |
|                                                                     | 20%    | 24%  | 17%    | 37%   | 17%   | 9%  | 18%              | 19%           | 24%     | 17%       | 25%     | 20%   | 18%  |
|                                                                     |        | B    |        | DE    | E     |     |                  |               |         |           |         |       |      |
| Implement FDA regulations for vaping                                | 56     | 36   | 20     | 21    | 18    | 18  | 28               | 16            | 12      | 13        | 16      | 22    | 6    |
|                                                                     | 6%     | 7%   | 4%     | 7%    | 5%    | 5%  | 8%               | 5%            | 4%      | 7%        | 7%      | 6%    | 2%   |
|                                                                     |        | B    |        |       |       |     |                  |               |         |           | L       |       |      |
| Require labels to list all ingredients and potential risks          | 34     | 10   | 24     | 17    | 12    | 5   | 11               | 12            | 12      | 7         | 7       | 12    | 9    |
|                                                                     | 3%     | 2%   | 5%     | 6%    | 4%    | 1%  | 3%               | 4%            | 4%      | 4%        | 3%      | 3%    | 4%   |
|                                                                     |        |      |        | E     |       |     |                  |               |         |           |         |       |      |

Field Dates: 09/25-09/26

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

8. Do you support or oppose the following policies regarding vaping? - Oppose Summary

|                                                                     |       | Children in Household |     | Education         |                | Employment Status |           |          |         | Marital Status |       | Race  |       | Party ID     |           |              |
|---------------------------------------------------------------------|-------|-----------------------|-----|-------------------|----------------|-------------------|-----------|----------|---------|----------------|-------|-------|-------|--------------|-----------|--------------|
|                                                                     | Total | Yes                   | No  | No college degree | College degree | Full Time         | Part Time | Not Emp. | Retired | Married        | Other | White | Other | Republican's | Democrats | Independents |
|                                                                     |       | A                     | B   | C                 | D              | E                 | F         | G        | H       | I              | J     | K     | L     | M            | N         | O            |
| Base: All Respondents (unwtd)                                       | 1006  | 218                   | 788 | 585               | 421            | 456               | 91        | 185      | 274     | 496            | 510   | 791   | 215   | 421          | 412       | 85           |
| Base: All Respondents (wtd)                                         | 1006  | 264                   | 742 | 556               | 450            | 523               | 82        | 183      | 218     | 502            | 504   | 653   | 353   | 389          | 443       | 85           |
| Not allowing anyone under the age of 21 to purchase vaping products | 82    | 30                    | 52  | 38                | 44             | 56                | 4         | 17       | 4       | 39             | 43    | 48    | 34    | 38           | 26        | 10           |
|                                                                     | 8%    | 11%                   | 7%  | 7%                | 10%            | 11%               | 5%        | 9%       | 2%      | 8%             | 8%    | 7%    | 10%   | 10%          | 6%        | 12%          |
| Ban all vapes                                                       |       |                       |     |                   |                | H                 | *         | H        |         |                |       |       |       |              |           | *            |
|                                                                     | 280   | 94                    | 186 | 134               | 146            | 179               | 18        | 51       | 32      | 134            | 146   | 171   | 109   | 111          | 137       | 14           |
|                                                                     | 28%   | 35%                   | 25% | 24%               | 32%            | 34%               | 22%       | 28%      | 15%     | 27%            | 29%   | 26%   | 31%   | 29%          | 31%       | 16%          |
| Ban flavored vape juice                                             |       | B                     |     | C                 | H              | *                 | H         |          |         |                |       |       |       | O            | O         | *            |
|                                                                     | 201   | 81                    | 120 | 111               | 90             | 134               | 10        | 41       | 16      | 102            | 99    | 125   | 76    | 87           | 96        | 5            |
|                                                                     | 20%   | 31%                   | 16% | 20%               | 20%            | 26%               | 12%       | 23%      | 7%      | 20%            | 20%   | 19%   | 21%   | 22%          | 22%       | 6%           |
|                                                                     |       | B                     |     |                   | FH             | *                 | H         |          |         |                |       |       |       | O            | O         | *            |
| Implement FDA regulations for vaping                                | 56    | 20                    | 36  | 30                | 27             | 35                | 2         | 9        | 10      | 33             | 24    | 35    | 21    | 30           | 19        | 2            |
|                                                                     | 6%    | 8%                    | 5%  | 5%                | 6%             | 7%                | 3%        | 5%       | 5%      | 7%             | 5%    | 5%    | 6%    | 8%           | 4%        | 3%           |
| Require labels to list all ingredients and potential risks          |       |                       |     |                   |                |                   | *         |          |         |                |       |       |       |              |           | *            |
|                                                                     | 34    | 16                    | 19  | 15                | 19             | 17                | -         | 14       | 3       | 20             | 14    | 13    | 21    | 10           | 16        | 2            |
|                                                                     | 3%    | 6%                    | 3%  | 3%                | 4%             | 3%                | -         | 8%       | 2%      | 4%             | 3%    | 2%    | 6%    | 3%           | 4%        | 2%           |
|                                                                     |       | B                     |     |                   |                |                   | *         | EFH      |         |                |       |       | K     |              |           | *            |

Field Dates: 09/25-09/26

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

8. Do you support or oppose the following policies regarding vaping? - Oppose Summary

|                                                                     | Total       | Vapers    | Former Vapers | Non-Vapers | Aware of Vape News | Not Aware of Vape News |
|---------------------------------------------------------------------|-------------|-----------|---------------|------------|--------------------|------------------------|
|                                                                     |             | A         | B             | C          | D                  | E                      |
| <b>Base: All Respondents (unwtd)</b>                                | <b>1006</b> | <b>67</b> | <b>90</b>     | <b>849</b> | <b>895</b>         | <b>91</b>              |
|                                                                     |             |           |               |            |                    |                        |
| <b>Base: All Respondents (wtd)</b>                                  | <b>1006</b> | <b>80</b> | <b>112</b>    | <b>814</b> | <b>871</b>         | <b>115</b>             |
|                                                                     |             |           |               |            |                    |                        |
| Not allowing anyone under the age of 21 to purchase vaping products | 82          | 14        | 18            | 50         | 58                 | 17                     |
|                                                                     | 8%          | 17%       | 16%           | 6%         | 7%                 | 15%                    |
|                                                                     |             | C*        | C*            |            |                    | D*                     |
| Ban all vapes                                                       | 280         | 55        | 54            | 171        | 229                | 44                     |
|                                                                     | 28%         | 68%       | 48%           | 21%        | 26%                | 38%                    |
|                                                                     |             | C*        | C*            |            |                    | *                      |
| Ban flavored vape juice                                             | 201         | 46        | 51            | 104        | 162                | 33                     |
|                                                                     | 20%         | 57%       | 46%           | 13%        | 19%                | 28%                    |
|                                                                     |             | C*        | C*            |            |                    | *                      |
| Implement FDA regulations for vaping                                | 56          | 14        | 12            | 30         | 43                 | 9                      |
|                                                                     | 6%          | 18%       | 11%           | 4%         | 5%                 | 8%                     |
|                                                                     |             | C*        | C*            |            |                    | *                      |
| Require labels to list all ingredients and potential risks          | 34          | 4         | 6             | 24         | 19                 | 12                     |
|                                                                     | 3%          | 5%        | 6%            | 3%         | 2%                 | 10%                    |
|                                                                     |             | *         | *             |            |                    | D*                     |

Field Dates: 09/25-09/26

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C,D/E

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B/C,D/E

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

8. Do you support or oppose the following policies regarding vaping? - Grid Table

|                                      | Not allowing anyone under the age of 21 to purchase vaping | Ban all vapes | Ban flavored vape juice | Implement FDA regulations for vaping | Require labels to list all ingredients and potential risks |
|--------------------------------------|------------------------------------------------------------|---------------|-------------------------|--------------------------------------|------------------------------------------------------------|
|                                      | A                                                          | B             | C                       | D                                    | E                                                          |
| <b>Base: All Respondents (unwtd)</b> | <b>1006</b>                                                | <b>1006</b>   | <b>1006</b>             | <b>1006</b>                          | <b>1006</b>                                                |
|                                      |                                                            |               |                         |                                      |                                                            |
| <b>Base: All Respondents (wtd)</b>   | <b>1006</b>                                                | <b>1006</b>   | <b>1006</b>             | <b>1006</b>                          | <b>1006</b>                                                |
|                                      |                                                            |               |                         |                                      |                                                            |
| Strongly support                     | 646                                                        | 329           | 409                     | 601                                  | 757                                                        |
|                                      | 64%                                                        | 33%           | 41%                     | 60%                                  | 75%                                                        |
|                                      | BC                                                         |               | B                       | BC                                   | ABCD                                                       |
| Somewhat support                     | 161                                                        | 142           | 113                     | 198                                  | 129                                                        |
|                                      | 16%                                                        | 14%           | 11%                     | 20%                                  | 13%                                                        |
|                                      | C                                                          |               |                         | BCE                                  |                                                            |
| Neither support nor oppose           | 100                                                        | 202           | 225                     | 117                                  | 67                                                         |
|                                      | 10%                                                        | 20%           | 22%                     | 12%                                  | 7%                                                         |
|                                      | E                                                          | ADE           | ADE                     | E                                    |                                                            |
| Somewhat oppose                      | 43                                                         | 107           | 64                      | 25                                   | 17                                                         |
|                                      | 4%                                                         | 11%           | 6%                      | 2%                                   | 2%                                                         |
|                                      | E                                                          | ACDE          | DE                      |                                      |                                                            |
| Strongly oppose                      | 38                                                         | 173           | 137                     | 32                                   | 17                                                         |
|                                      | 4%                                                         | 17%           | 14%                     | 3%                                   | 2%                                                         |
|                                      | E                                                          | ADE           | ADE                     |                                      |                                                            |
| Don't know                           | 17                                                         | 53            | 58                      | 33                                   | 19                                                         |
|                                      | 2%                                                         | 5%            | 6%                      | 3%                                   | 2%                                                         |
|                                      |                                                            | AE            | ADE                     |                                      |                                                            |
| Sigma                                | 1006                                                       | 1006          | 1006                    | 1006                                 | 1006                                                       |
|                                      | 100%                                                       | 100%          | 100%                    | 100%                                 | 100%                                                       |
|                                      |                                                            |               |                         |                                      |                                                            |
| <b>Summary</b>                       |                                                            |               |                         |                                      |                                                            |
| Support (Net)                        | 808                                                        | 471           | 522                     | 799                                  | 886                                                        |
|                                      | 80%                                                        | 47%           | 52%                     | 79%                                  | 88%                                                        |
|                                      | BC                                                         |               |                         | BC                                   | ABCD                                                       |
| Oppose (Net)                         | 82                                                         | 280           | 201                     | 56                                   | 34                                                         |
|                                      | 8%                                                         | 28%           | 20%                     | 6%                                   | 3%                                                         |
|                                      | E                                                          | ACDE          | ADE                     | E                                    |                                                            |

Field Dates: 09/25-09/26

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B/C/D/E

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

9\_1. To what extent do you agree or disagree with the following statements: - If vaping is banned, more people will purchase from the non-regulated black market.

|                               | Gender |      |        | Age   |       |      | Household Income |               |         | Region    |         |       |      |
|-------------------------------|--------|------|--------|-------|-------|------|------------------|---------------|---------|-----------|---------|-------|------|
|                               | Total  | Male | Female | 18-34 | 35-54 | 55+  | Under \$50K      | \$50K-<\$100K | \$100K+ | Northeast | Midwest | South | West |
|                               |        | A    | B      | C     | D     | E    | F                | G             | H       | I         | J       | K     | L    |
| Base: All Respondents (unwtd) | 1006   | 415  | 591    | 223   | 339   | 444  | 412              | 412           | 182     | 189       | 222     | 392   | 203  |
|                               |        |      |        |       |       |      |                  |               |         |           |         |       |      |
| Base: All Respondents (wtd)   | 1006   | 485  | 521    | 297   | 347   | 363  | 373              | 326           | 306     | 179       | 212     | 378   | 238  |
|                               |        |      |        |       |       |      |                  |               |         |           |         |       |      |
| Strongly agree                | 261    | 144  | 117    | 94    | 97    | 69   | 92               | 82            | 86      | 47        | 52      | 104   | 57   |
|                               | 26%    | 30%  | 22%    | 32%   | 28%   | 19%  | 25%              | 25%           | 28%     | 26%       | 25%     | 28%   | 24%  |
|                               |        | B    |        | E     | E     |      |                  |               |         |           |         |       |      |
| Somewhat agree                | 334    | 163  | 170    | 81    | 115   | 137  | 117              | 114           | 102     | 58        | 66      | 137   | 73   |
|                               | 33%    | 34%  | 33%    | 27%   | 33%   | 38%  | 31%              | 35%           | 33%     | 32%       | 31%     | 36%   | 31%  |
|                               |        |      |        |       |       | C    |                  |               |         |           |         |       |      |
| Neither agree nor disagree    | 218    | 94   | 124    | 63    | 67    | 88   | 89               | 61            | 68      | 36        | 53      | 60    | 69   |
|                               | 22%    | 19%  | 24%    | 21%   | 19%   | 24%  | 24%              | 19%           | 22%     | 20%       | 25%     | 16%   | 29%  |
|                               |        |      |        |       |       |      |                  |               |         |           | K       |       | K    |
| Somewhat disagree             | 89     | 41   | 48     | 34    | 28    | 27   | 28               | 30            | 32      | 24        | 22      | 27    | 17   |
|                               | 9%     | 8%   | 9%     | 12%   | 8%    | 7%   | 7%               | 9%            | 10%     | 13%       | 10%     | 7%    | 7%   |
|                               |        |      |        |       |       |      |                  |               |         | K         |         |       |      |
| Strongly disagree             | 28     | 13   | 14     | 11    | 9     | 7    | 9                | 13            | 6       | 3         | 6       | 13    | 6    |
|                               | 3%     | 3%   | 3%     | 4%    | 3%    | 2%   | 2%               | 4%            | 2%      | 2%        | 3%      | 3%    | 2%   |
|                               |        |      |        |       |       |      |                  |               |         |           |         |       |      |
| Don't know                    | 78     | 30   | 48     | 13    | 30    | 35   | 39               | 26            | 13      | 12        | 12      | 38    | 16   |
|                               | 8%     | 6%   | 9%     | 4%    | 9%    | 10%  | 10%              | 8%            | 4%      | 7%        | 6%      | 10%   | 7%   |
|                               |        |      |        |       |       | C    | H                |               |         |           |         |       |      |
| Sigma                         | 1006   | 485  | 521    | 297   | 347   | 363  | 373              | 326           | 306     | 179       | 212     | 378   | 238  |
|                               | 100%   | 100% | 100%   | 100%  | 100%  | 100% | 100%             | 100%          | 100%    | 100%      | 100%    | 100%  | 100% |
|                               |        |      |        |       |       |      |                  |               |         |           |         |       |      |
| Summary                       |        |      |        |       |       |      |                  |               |         |           |         |       |      |
| Agree (Net)                   | 594    | 307  | 287    | 175   | 213   | 206  | 210              | 197           | 188     | 105       | 118     | 241   | 130  |
|                               | 59%    | 63%  | 55%    | 59%   | 61%   | 57%  | 56%              | 60%           | 61%     | 59%       | 56%     | 64%   | 55%  |
|                               |        | B    |        |       |       |      |                  |               |         |           |         |       |      |
| Disagree (Net)                | 116    | 54   | 62     | 46    | 37    | 34   | 36               | 42            | 38      | 27        | 28      | 40    | 22   |
|                               | 12%    | 11%  | 12%    | 15%   | 11%   | 9%   | 10%              | 13%           | 12%     | 15%       | 13%     | 10%   | 9%   |
|                               |        |      |        |       |       |      |                  |               |         |           |         |       |      |

Field Dates: 09/25-09/26

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

9\_1\_ To what extent do you agree or disagree with the following statements: - If vaping is banned, more people will purchase from the non-regulated black market.

|                               |       | Children in Household |      | Education         |                | Employment Status |           |          |         | Marital Status |       | Race  |       | Party ID   |           |              |
|-------------------------------|-------|-----------------------|------|-------------------|----------------|-------------------|-----------|----------|---------|----------------|-------|-------|-------|------------|-----------|--------------|
|                               | Total | Yes                   | No   | No college degree | College degree | Full Time         | Part Time | Not Emp. | Retired | Married        | Other | White | Other | Republican | Democrats | Independents |
|                               |       | A                     | B    | C                 | D              | E                 | F         | G        | H       | I              | J     | K     | L     | M          | N         | O            |
| Base: All Respondents (unwtd) | 1006  | 218                   | 788  | 585               | 421            | 456               | 91        | 185      | 274     | 496            | 510   | 791   | 215   | 421        | 412       | 85           |
| Base: All Respondents (wtd)   | 1006  | 264                   | 742  | 556               | 450            | 523               | 82        | 183      | 218     | 502            | 504   | 653   | 353   | 389        | 443       | 85           |
| Strongly agree                | 261   | 82                    | 179  | 152               | 109            | 159               | 21        | 45       | 36      | 116            | 145   | 163   | 97    | 102        | 115       | 19           |
|                               | 26%   | 31%                   | 24%  | 27%               | 24%            | 30%               | 25%       | 25%      | 16%     | 23%            | 29%   | 25%   | 27%   | 26%        | 26%       | 22%          |
| Somewhat agree                | 334   | 83                    | 250  | 176               | 157            | 164               | 27        | 54       | 89      | 175            | 159   | 231   | 102   | 145        | 139       | 28           |
|                               | 33%   | 32%                   | 34%  | 32%               | 35%            | 31%               | 32%       | 30%      | 41%     | 35%            | 31%   | 35%   | 29%   | 37%        | 31%       | 33%          |
| Neither agree nor disagree    | 218   | 45                    | 173  | 133               | 84             | 111               | 15        | 37       | 55      | 117            | 101   | 135   | 83    | 79         | 104       | 20           |
|                               | 22%   | 17%                   | 23%  | 24%               | 19%            | 21%               | 18%       | 20%      | 25%     | 23%            | 20%   | 21%   | 23%   | 20%        | 23%       | 23%          |
| Somewhat disagree             | 89    | 31                    | 58   | 34                | 55             | 45                | 9         | 24       | 10      | 45             | 43    | 52    | 37    | 32         | 41        | 9            |
|                               | 9%    | 12%                   | 8%   | 6%                | 12%            | 9%                | 11%       | 13%      | 5%      | 9%             | 9%    | 8%    | 10%   | 8%         | 9%        | 10%          |
| Strongly disagree             | 28    | 13                    | 14   | 13                | 15             | 16                | 2         | 3        | 6       | 17             | 10    | 20    | 8     | 11         | 14        | 2            |
|                               | 3%    | 5%                    | 2%   | 2%                | 3%             | 3%                | 2%        | 2%       | 3%      | 3%             | 2%    | 3%    | 2%    | 3%         | 3%        | 2%           |
| Don't know                    | 78    | 10                    | 68   | 48                | 30             | 29                | 9         | 19       | 22      | 31             | 47    | 51    | 27    | 19         | 29        | 8            |
|                               | 8%    | 4%                    | 9%   | 9%                | 7%             | 6%                | 11%       | 10%      | 10%     | 6%             | 9%    | 8%    | 8%    | 5%         | 7%        | 9%           |
| Sigma                         | 1006  | 264                   | 742  | 556               | 450            | 523               | 82        | 183      | 218     | 502            | 504   | 653   | 353   | 389        | 443       | 85           |
|                               | 100%  | 100%                  | 100% | 100%              | 100%           | 100%              | 100%      | 100%     | 100%    | 100%           | 100%  | 100%  | 100%  | 100%       | 100%      | 100%         |
| Summary                       |       |                       |      |                   |                |                   |           |          |         |                |       |       |       |            |           |              |
| Agree (Net)                   | 594   | 165                   | 429  | 328               | 266            | 322               | 47        | 100      | 125     | 291            | 303   | 395   | 199   | 247        | 255       | 47           |
|                               | 59%   | 62%                   | 58%  | 59%               | 59%            | 62%               | 58%       | 54%      | 57%     | 58%            | 60%   | 61%   | 56%   | 64%        | 58%       | 56%          |
| Disagree (Net)                | 116   | 44                    | 72   | 47                | 70             | 61                | 11        | 27       | 17      | 63             | 53    | 72    | 45    | 43         | 56        | 10           |
|                               | 12%   | 17%                   | 10%  | 8%                | 15%            | 12%               | 13%       | 15%      | 8%      | 13%            | 11%   | 11%   | 13%   | 11%        | 13%       | 12%          |
|                               |       | B                     |      |                   | C              |                   | *         | H        |         |                |       |       |       |            |           | *            |

Field Dates: 09/25-09/26

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

9\_1. To what extent do you agree or disagree with the following statements: - If vaping is banned, more people will purchase from the non-regulated black market.

|                                      | Total       | Vapers    | Former Vapers | Non-Vapers | Aware of Vape News | Not Aware of Vape News |
|--------------------------------------|-------------|-----------|---------------|------------|--------------------|------------------------|
|                                      |             | A         | B             | C          | D                  | E                      |
| <b>Base: All Respondents (unwtd)</b> | <b>1006</b> | <b>67</b> | <b>90</b>     | <b>849</b> | <b>895</b>         | <b>91</b>              |
|                                      |             |           |               |            |                    |                        |
| <b>Base: All Respondents (wtd)</b>   | <b>1006</b> | <b>80</b> | <b>112</b>    | <b>814</b> | <b>871</b>         | <b>115</b>             |
|                                      |             |           |               |            |                    |                        |
| Strongly agree                       | 261         | 44        | 45            | 171        | 237                | 18                     |
|                                      | 26%         | 55%       | 40%           | 21%        | 27%                | 16%                    |
|                                      |             | C*        | C*            |            |                    | *                      |
| Somewhat agree                       | 334         | 21        | 34            | 278        | 309                | 22                     |
|                                      | 33%         | 27%       | 30%           | 34%        | 35%                | 19%                    |
|                                      |             | *         | *             |            | E                  | *                      |
| Neither agree nor disagree           | 218         | 5         | 19            | 193        | 177                | 39                     |
|                                      | 22%         | 6%        | 17%           | 24%        | 20%                | 34%                    |
|                                      |             | *         | *             | A          |                    | D*                     |
| Somewhat disagree                    | 89          | 6         | 10            | 73         | 69                 | 17                     |
|                                      | 9%          | 8%        | 9%            | 9%         | 8%                 | 15%                    |
|                                      |             | *         | *             |            |                    | *                      |
| Strongly disagree                    | 28          | -         | 1             | 26         | 21                 | 5                      |
|                                      | 3%          | -         | 1%            | 3%         | 2%                 | 4%                     |
|                                      |             | *         | *             |            |                    | *                      |
| Don't know                           | 78          | 4         | 3             | 72         | 58                 | 14                     |
|                                      | 8%          | 4%        | 2%            | 9%         | 7%                 | 12%                    |
|                                      |             | *         | *             |            |                    | *                      |
| Sigma                                | 1006        | 80        | 112           | 814        | 871                | 115                    |
|                                      | 100%        | 100%      | 100%          | 100%       | 100%               | 100%                   |
|                                      |             |           |               |            |                    |                        |
| <b>Summary</b>                       |             |           |               |            |                    |                        |
| Agree (Net)                          | 594         | 66        | 79            | 449        | 546                | 41                     |
|                                      | 59%         | 82%       | 70%           | 55%        | 63%                | 35%                    |
|                                      |             | C*        | C*            |            | E                  | *                      |
| Disagree (Net)                       | 116         | 6         | 11            | 99         | 90                 | 21                     |
|                                      | 12%         | 8%        | 10%           | 12%        | 10%                | 19%                    |
|                                      |             | *         | *             |            |                    | *                      |

Field Dates: 09/25-09/26

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C,D/E

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B/C,D/E

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

9\_2. To what extent do you agree or disagree with the following statements: - Government regulations will not reduce the number of people who vape.

|                               | Gender |      |        | Age   |       |      | Household Income |               |         | Region    |         |       |      |
|-------------------------------|--------|------|--------|-------|-------|------|------------------|---------------|---------|-----------|---------|-------|------|
|                               | Total  | Male | Female | 18-34 | 35-54 | 55+  | Under \$50K      | \$50K-<\$100K | \$100K+ | Northeast | Midwest | South | West |
|                               |        | A    | B      | C     | D     | E    | F                | G             | H       | I         | J       | K     | L    |
| Base: All Respondents (unwtd) | 1006   | 415  | 591    | 223   | 339   | 444  | 412              | 412           | 182     | 189       | 222     | 392   | 203  |
|                               |        |      |        |       |       |      |                  |               |         |           |         |       |      |
| Base: All Respondents (wtd)   | 1006   | 485  | 521    | 297   | 347   | 363  | 373              | 326           | 306     | 179       | 212     | 378   | 238  |
|                               |        |      |        |       |       |      |                  |               |         |           |         |       |      |
| Strongly agree                | 194    | 99   | 95     | 66    | 70    | 58   | 77               | 63            | 54      | 37        | 44      | 65    | 48   |
|                               | 19%    | 20%  | 18%    | 22%   | 20%   | 16%  | 21%              | 19%           | 18%     | 21%       | 21%     | 17%   | 20%  |
| Somewhat agree                | 295    | 146  | 148    | 77    | 106   | 112  | 99               | 100           | 96      | 43        | 54      | 140   | 58   |
|                               | 29%    | 30%  | 28%    | 26%   | 31%   | 31%  | 26%              | 31%           | 31%     | 24%       | 25%     | 37%   | 24%  |
| Neither agree nor disagree    | 182    | 79   | 103    | 53    | 60    | 69   | 81               | 62            | 39      | 37        | 37      | 66    | 42   |
|                               | 18%    | 16%  | 20%    | 18%   | 17%   | 19%  | 22%              | 19%           | 13%     | 20%       | 17%     | 18%   | 18%  |
| Somewhat disagree             | 206    | 103  | 103    | 68    | 66    | 72   | 61               | 56            | 89      | 44        | 45      | 60    | 57   |
|                               | 20%    | 21%  | 20%    | 23%   | 19%   | 20%  | 16%              | 17%           | 29%     | 24%       | 21%     | 16%   | 24%  |
| Strongly disagree             | 67     | 34   | 33     | 21    | 18    | 28   | 27               | 21            | 19      | 9         | 18      | 23    | 17   |
|                               | 7%     | 7%   | 6%     | 7%    | 5%    | 8%   | 7%               | 7%            | 6%      | 5%        | 9%      | 6%    | 7%   |
| Don't know                    | 62     | 24   | 39     | 11    | 27    | 24   | 29               | 24            | 9       | 10        | 14      | 23    | 15   |
|                               | 6%     | 5%   | 7%     | 4%    | 8%    | 7%   | 8%               | 7%            | 3%      | 5%        | 7%      | 6%    | 6%   |
| Sigma                         | 1006   | 485  | 521    | 297   | 347   | 363  | 373              | 326           | 306     | 179       | 212     | 378   | 238  |
|                               | 100%   | 100% | 100%   | 100%  | 100%  | 100% | 100%             | 100%          | 100%    | 100%      | 100%    | 100%  | 100% |
| Summary                       |        |      |        |       |       |      |                  |               |         |           |         |       |      |
| Agree (Net)                   | 489    | 246  | 243    | 143   | 176   | 170  | 176              | 163           | 150     | 80        | 98      | 205   | 106  |
|                               | 49%    | 51%  | 47%    | 48%   | 51%   | 47%  | 47%              | 50%           | 49%     | 45%       | 46%     | 54%   | 45%  |
| Disagree (Net)                | 273    | 137  | 136    | 89    | 84    | 100  | 88               | 77            | 108     | 53        | 63      | 83    | 74   |
|                               | 27%    | 28%  | 26%    | 30%   | 24%   | 28%  | 24%              | 24%           | 35%     | 29%       | 30%     | 22%   | 31%  |
|                               |        |      |        |       |       |      |                  |               | FG      |           |         |       | K    |

Field Dates: 09/25-09/26

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)



9\_2\_ To what extent do you agree or disagree with the following statements: - Government regulations will not reduce the number of people who vape.

|                               |       | Children in Household |      | Education         |                | Employment Status |           |          |         | Marital Status |       | Race  |       | Party ID     |           |              |
|-------------------------------|-------|-----------------------|------|-------------------|----------------|-------------------|-----------|----------|---------|----------------|-------|-------|-------|--------------|-----------|--------------|
|                               | Total | Yes                   | No   | No college degree | College degree | Full Time         | Part Time | Not Emp. | Retired | Married        | Other | White | Other | Republican s | Democrats | Independents |
|                               |       | A                     | B    | C                 | D              | E                 | F         | G        | H       | I              | J     | K     | L     | M            | N         | O            |
| Base: All Respondents (unwtd) | 1006  | 218                   | 788  | 585               | 421            | 456               | 91        | 185      | 274     | 496            | 510   | 791   | 215   | 421          | 412       | 85           |
| Base: All Respondents (wtd)   | 1006  | 264                   | 742  | 556               | 450            | 523               | 82        | 183      | 218     | 502            | 504   | 653   | 353   | 389          | 443       | 85           |
| Strongly agree                | 194   | 48                    | 146  | 119               | 75             | 104               | 16        | 41       | 33      | 91             | 103   | 124   | 70    | 74           | 79        | 16           |
|                               | 19%   | 18%                   | 20%  | 21%               | 17%            | 20%               | 20%       | 23%      | 15%     | 18%            | 20%   | 19%   | 20%   | 19%          | 18%       | 19%          |
| Somewhat agree                |       |                       |      |                   |                |                   | *         |          |         |                |       |       |       |              |           | *            |
|                               | 295   | 104                   | 191  | 169               | 126            | 155               | 26        | 45       | 69      | 168            | 126   | 197   | 97    | 132          | 122       | 21           |
|                               | 29%   | 39%                   | 26%  | 30%               | 28%            | 30%               | 31%       | 25%      | 32%     | 34%            | 25%   | 30%   | 28%   | 34%          | 28%       | 25%          |
| Neither agree nor disagree    |       | B                     |      |                   |                |                   | *         |          |         | J              |       |       |       |              |           | *            |
|                               | 182   | 36                    | 146  | 118               | 64             | 91                | 12        | 41       | 37      | 87             | 95    | 124   | 58    | 65           | 74        | 24           |
|                               | 18%   | 14%                   | 20%  | 21%               | 14%            | 17%               | 15%       | 22%      | 17%     | 17%            | 19%   | 19%   | 16%   | 17%          | 17%       | 28%          |
| Somewhat disagree             |       |                       |      | D                 |                |                   | *         |          |         |                |       |       |       |              |           | MN*          |
|                               | 206   | 38                    | 168  | 90                | 116            | 112               | 14        | 31       | 49      | 92             | 114   | 127   | 79    | 77           | 107       | 12           |
|                               | 20%   | 14%                   | 23%  | 16%               | 26%            | 21%               | 17%       | 17%      | 22%     | 18%            | 23%   | 20%   | 22%   | 20%          | 24%       | 14%          |
| Strongly disagree             |       | A                     |      | C                 |                |                   | *         |          |         |                |       |       |       |              |           | *            |
|                               | 67    | 25                    | 42   | 27                | 40             | 32                | 7         | 10       | 18      | 38             | 29    | 40    | 27    | 22           | 38        | 5            |
|                               | 7%    | 9%                    | 6%   | 5%                | 9%             | 6%                | 9%        | 6%       | 8%      | 8%             | 6%    | 6%    | 8%    | 6%           | 9%        | 6%           |
| Don't know                    |       |                       |      | C                 |                |                   | *         |          |         |                |       |       |       |              |           | *            |
|                               | 62    | 13                    | 49   | 33                | 29             | 29                | 6         | 14       | 12      | 25             | 37    | 40    | 22    | 18           | 23        | 7            |
|                               | 6%    | 5%                    | 7%   | 6%                | 6%             | 6%                | 8%        | 8%       | 6%      | 5%             | 7%    | 6%    | 6%    | 5%           | 5%        | 9%           |
| Sigma                         |       |                       |      |                   |                |                   | *         |          |         |                |       |       |       |              |           | *            |
|                               | 1006  | 264                   | 742  | 556               | 450            | 523               | 82        | 183      | 218     | 502            | 504   | 653   | 353   | 389          | 443       | 85           |
|                               | 100%  | 100%                  | 100% | 100%              | 100%           | 100%              | 100%      | 100%     | 100%    | 100%           | 100%  | 100%  | 100%  | 100%         | 100%      | 100%         |
| Summary                       |       |                       |      |                   |                |                   |           |          |         |                |       |       |       |              |           |              |
| Agree (Net)                   | 489   | 152                   | 337  | 288               | 201            | 259               | 42        | 86       | 102     | 259            | 230   | 321   | 168   | 207          | 201       | 37           |
|                               | 49%   | 57%                   | 45%  | 52%               | 45%            | 49%               | 51%       | 47%      | 47%     | 52%            | 46%   | 49%   | 47%   | 53%          | 45%       | 44%          |
|                               |       | B                     |      |                   |                |                   | *         |          |         |                |       |       |       |              |           | *            |
| Disagree (Net)                | 273   | 63                    | 210  | 117               | 156            | 144               | 21        | 41       | 66      | 130            | 143   | 168   | 105   | 99           | 145       | 17           |
|                               | 27%   | 24%                   | 28%  | 21%               | 35%            | 28%               | 26%       | 23%      | 31%     | 26%            | 28%   | 26%   | 30%   | 26%          | 33%       | 20%          |
|                               |       |                       |      |                   | C              |                   | *         |          |         |                |       |       |       |              | O         | *            |

Field Dates: 09/25-09/26

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

9\_2. To what extent do you agree or disagree with the following statements: - Government regulations will not reduce the number of people who vape.

|                                      | Total       | Vapers    | Former Vapers | Non-Vapers | Aware of Vape News | Not Aware of Vape News |
|--------------------------------------|-------------|-----------|---------------|------------|--------------------|------------------------|
|                                      |             | A         | B             | C          | D                  | E                      |
| <b>Base: All Respondents (unwtd)</b> | <b>1006</b> | <b>67</b> | <b>90</b>     | <b>849</b> | <b>895</b>         | <b>91</b>              |
|                                      |             |           |               |            |                    |                        |
| <b>Base: All Respondents (wtd)</b>   | <b>1006</b> | <b>80</b> | <b>112</b>    | <b>814</b> | <b>871</b>         | <b>115</b>             |
|                                      |             |           |               |            |                    |                        |
| Strongly agree                       | 194         | 23        | 20            | 152        | 170                | 21                     |
|                                      | 19%         | 28%       | 18%           | 19%        | 20%                | 18%                    |
|                                      |             | *         | *             |            |                    | *                      |
| Somewhat agree                       | 295         | 35        | 43            | 217        | 263                | 30                     |
|                                      | 29%         | 43%       | 38%           | 27%        | 30%                | 26%                    |
|                                      |             | C*        | *             |            |                    | *                      |
| Neither agree nor disagree           | 182         | 7         | 16            | 158        | 149                | 31                     |
|                                      | 18%         | 9%        | 15%           | 19%        | 17%                | 27%                    |
|                                      |             | *         | *             |            |                    | *                      |
| Somewhat disagree                    | 206         | 12        | 24            | 170        | 181                | 21                     |
|                                      | 20%         | 15%       | 22%           | 21%        | 21%                | 18%                    |
|                                      |             | *         | *             |            |                    | *                      |
| Strongly disagree                    | 67          | 1         | 6             | 61         | 63                 | 2                      |
|                                      | 7%          | 1%        | 5%            | 7%         | 7%                 | 2%                     |
|                                      |             | *         | *             |            |                    | *                      |
| Don't know                           | 62          | 3         | 3             | 56         | 45                 | 10                     |
|                                      | 6%          | 4%        | 3%            | 7%         | 5%                 | 9%                     |
|                                      |             | *         | *             |            |                    | *                      |
| Sigma                                | 1006        | 80        | 112           | 814        | 871                | 115                    |
|                                      | 100%        | 100%      | 100%          | 100%       | 100%               | 100%                   |
|                                      |             |           |               |            |                    |                        |
| <b>Summary</b>                       |             |           |               |            |                    |                        |
| Agree (Net)                          | 489         | 57        | 63            | 369        | 433                | 50                     |
|                                      | 49%         | 72%       | 56%           | 45%        | 50%                | 44%                    |
|                                      |             | C*        | *             |            |                    | *                      |
| Disagree (Net)                       | 273         | 13        | 30            | 230        | 244                | 24                     |
|                                      | 27%         | 16%       | 27%           | 28%        | 28%                | 20%                    |
|                                      |             | *         | *             |            |                    | *                      |

Field Dates: 09/25-09/26

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C,D/E

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B/C,D/E

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

9\_3. To what extent do you agree or disagree with the following statements: - Vaping increases the chances of a young person becoming addicted to nicotine.

|                               | Total | Gender |        | Age   |       |      | Household Income |               |         | Region    |         |       |      |
|-------------------------------|-------|--------|--------|-------|-------|------|------------------|---------------|---------|-----------|---------|-------|------|
|                               |       | Male   | Female | 18-34 | 35-54 | 55+  | Under \$50K      | \$50K-<\$100K | \$100K+ | Northeast | Midwest | South | West |
|                               |       | A      | B      | C     | D     | E    | F                | G             | H       | I         | J       | K     | L    |
| Base: All Respondents (unwtd) | 1006  | 415    | 591    | 223   | 339   | 444  | 412              | 412           | 182     | 189       | 222     | 392   | 203  |
| Base: All Respondents (wtd)   | 1006  | 485    | 521    | 297   | 347   | 363  | 373              | 326           | 306     | 179       | 212     | 378   | 238  |
| Strongly agree                | 440   | 204    | 236    | 101   | 150   | 189  | 159              | 150           | 130     | 89        | 86      | 142   | 123  |
|                               | 44%   | 42%    | 45%    | 34%   | 43%   | 52%  | 43%              | 46%           | 43%     | 50%       | 41%     | 38%   | 52%  |
|                               |       |        |        |       |       | CD   |                  |               |         | K         |         |       | K    |
| Somewhat agree                | 258   | 136    | 122    | 71    | 91    | 95   | 93               | 83            | 82      | 46        | 47      | 111   | 54   |
|                               | 26%   | 28%    | 23%    | 24%   | 26%   | 26%  | 25%              | 25%           | 27%     | 26%       | 22%     | 29%   | 23%  |
|                               |       |        |        |       |       |      |                  |               |         |           |         |       |      |
| Neither agree nor disagree    | 156   | 79     | 77     | 56    | 58    | 42   | 62               | 47            | 48      | 19        | 37      | 65    | 35   |
|                               | 16%   | 16%    | 15%    | 19%   | 17%   | 11%  | 17%              | 14%           | 16%     | 11%       | 17%     | 17%   | 15%  |
|                               |       |        |        | E     |       |      |                  |               |         |           |         |       |      |
| Somewhat disagree             | 48    | 24     | 23     | 34    | 5     | 8    | 17               | 6             | 24      | 10        | 21      | 14    | 4    |
|                               | 5%    | 5%     | 4%     | 12%   | 1%    | 2%   | 5%               | 2%            | 8%      | 6%        | 10%     | 4%    | 2%   |
|                               |       |        |        | DE    |       |      |                  |               | G       |           | KL      |       |      |
| Strongly disagree             | 34    | 18     | 16     | 20    | 9     | 4    | 11               | 17            | 7       | 7         | 6       | 15    | 6    |
|                               | 3%    | 4%     | 3%     | 7%    | 3%    | 1%   | 3%               | 5%            | 2%      | 4%        | 3%      | 4%    | 2%   |
|                               |       |        |        | E     |       |      |                  |               |         |           |         |       |      |
| Don't know                    | 70    | 23     | 48     | 14    | 33    | 24   | 32               | 23            | 15      | 8         | 15      | 31    | 16   |
|                               | 7%    | 5%     | 9%     | 5%    | 9%    | 7%   | 9%               | 7%            | 5%      | 4%        | 7%      | 8%    | 7%   |
|                               |       |        | A      |       |       |      |                  |               |         |           |         |       |      |
| Sigma                         | 1006  | 485    | 521    | 297   | 347   | 363  | 373              | 326           | 306     | 179       | 212     | 378   | 238  |
|                               | 100%  | 100%   | 100%   | 100%  | 100%  | 100% | 100%             | 100%          | 100%    | 100%      | 100%    | 100%  | 100% |
|                               |       |        |        |       |       |      |                  |               |         |           |         |       |      |
| Summary                       |       |        |        |       |       |      |                  |               |         |           |         |       |      |
| Agree (Net)                   | 698   | 341    | 357    | 172   | 241   | 284  | 252              | 233           | 212     | 135       | 133     | 253   | 177  |
|                               | 69%   | 70%    | 69%    | 58%   | 70%   | 78%  | 67%              | 71%           | 69%     | 75%       | 63%     | 67%   | 74%  |
|                               |       |        |        | C     |       | CD   |                  |               |         | J         |         |       | J    |
| Disagree (Net)                | 82    | 43     | 39     | 55    | 14    | 13   | 28               | 23            | 31      | 17        | 27      | 29    | 9    |
|                               | 8%    | 9%     | 8%     | 18%   | 4%    | 4%   | 7%               | 7%            | 10%     | 9%        | 13%     | 8%    | 4%   |
|                               |       |        |        | DE    |       |      |                  |               |         |           | L       |       |      |

Field Dates: 09/25-09/26

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

9\_3. To what extent do you agree or disagree with the following statements: - Vaping increases the chances of a young person becoming addicted to nicotine.

|                               |       | Children in Household |      | Education         |                | Employment Status |           |          |         | Marital Status |       | Race  |       | Party ID     |           |              |
|-------------------------------|-------|-----------------------|------|-------------------|----------------|-------------------|-----------|----------|---------|----------------|-------|-------|-------|--------------|-----------|--------------|
|                               | Total | Yes                   | No   | No college degree | College degree | Full Time         | Part Time | Not Emp. | Retired | Married        | Other | White | Other | Republican s | Democrats | Independents |
|                               |       | A                     | B    | C                 | D              | E                 | F         | G        | H       | I              | J     | K     | L     | M            | N         | O            |
| Base: All Respondents (unwtd) | 1006  | 218                   | 788  | 585               | 421            | 456               | 91        | 185      | 274     | 496            | 510   | 791   | 215   | 421          | 412       | 85           |
| Base: All Respondents (wtd)   | 1006  | 264                   | 742  | 556               | 450            | 523               | 82        | 183      | 218     | 502            | 504   | 653   | 353   | 389          | 443       | 85           |
| Strongly agree                | 440   | 99                    | 340  | 250               | 190            | 209               | 38        | 85       | 107     | 226            | 213   | 310   | 130   | 179          | 188       | 34           |
|                               | 44%   | 38%                   | 46%  | 45%               | 42%            | 40%               | 46%       | 47%      | 49%     | 45%            | 42%   | 48%   | 37%   | 46%          | 43%       | 40%          |
| Somewhat agree                | 258   | 71                    | 187  | 124               | 134            | 150               | 17        | 34       | 56      | 131            | 127   | 179   | 79    | 105          | 116       | 22           |
|                               | 26%   | 27%                   | 25%  | 22%               | 30%            | 29%               | 21%       | 18%      | 26%     | 26%            | 25%   | 27%   | 22%   | 27%          | 26%       | 26%          |
| Neither agree nor disagree    |       |                       |      |                   | C              | G                 | *         |          |         |                |       |       |       |              |           | *            |
|                               | 156   | 44                    | 112  | 100               | 56             | 86                | 10        | 30       | 29      | 72             | 83    | 92    | 64    | 53           | 71        | 14           |
| Somewhat disagree             |       |                       |      |                   |                |                   | *         |          |         |                |       |       |       |              |           | *            |
|                               | 48    | 16                    | 32   | 27                | 21             | 25                | 2         | 16       | 5       | 22             | 26    | 16    | 32    | 18           | 21        | 6            |
| Strongly disagree             | 5%    | 6%                    | 4%   | 5%                | 5%             | 5%                | 3%        | 9%       | 2%      | 4%             | 5%    | 2%    | 9%    | 5%           | 5%        | 7%           |
|                               |       |                       |      |                   |                |                   | *         | H        |         |                |       |       | K     |              |           | *            |
| Don't know                    | 34    | 15                    | 20   | 17                | 17             | 23                | 3         | 6        | 2       | 19             | 16    | 14    | 20    | 9            | 19        | 2            |
|                               | 3%    | 6%                    | 3%   | 3%                | 4%             | 4%                | 4%        | 3%       | 1%      | 4%             | 3%    | 2%    | 6%    | 2%           | 4%        | 3%           |
| Sigma                         |       |                       |      |                   |                | H                 | *         |          |         |                |       |       | K     |              |           | *            |
|                               | 70    | 19                    | 51   | 39                | 31             | 30                | 11        | 12       | 18      | 31             | 39    | 42    | 28    | 25           | 27        | 7            |
|                               | 7%    | 7%                    | 7%   | 7%                | 7%             | 6%                | 13%       | 6%       | 8%      | 6%             | 8%    | 6%    | 8%    | 6%           | 6%        | 8%           |
|                               |       |                       |      |                   |                |                   | E*        |          |         |                |       |       |       |              |           | *            |
|                               | 1006  | 264                   | 742  | 556               | 450            | 523               | 82        | 183      | 218     | 502            | 504   | 653   | 353   | 389          | 443       | 85           |
|                               | 100%  | 100%                  | 100% | 100%              | 100%           | 100%              | 100%      | 100%     | 100%    | 100%           | 100%  | 100%  | 100%  | 100%         | 100%      | 100%         |
| Summary                       |       |                       |      |                   |                |                   |           |          |         |                |       |       |       |              |           |              |
| Agree (Net)                   | 698   | 170                   | 527  | 374               | 324            | 360               | 56        | 119      | 164     | 357            | 340   | 489   | 209   | 283          | 305       | 56           |
|                               | 69%   | 64%                   | 71%  | 67%               | 72%            | 69%               | 68%       | 65%      | 75%     | 71%            | 67%   | 75%   | 59%   | 73%          | 69%       | 66%          |
| Disagree (Net)                |       |                       |      |                   |                |                   | *         |          | G       |                |       | L     |       |              |           | *            |
|                               | 82    | 31                    | 51   | 44                | 38             | 47                | 5         | 22       | 7       | 40             | 42    | 30    | 52    | 27           | 40        | 8            |
|                               | 8%    | 12%                   | 7%   | 8%                | 8%             | 9%                | 6%        | 12%      | 3%      | 8%             | 8%    | 5%    | 15%   | 7%           | 9%        | 9%           |
|                               |       |                       |      |                   |                | H                 | *         | H        |         |                |       |       | K     |              |           | *            |

Field Dates: 09/25-09/26

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

9\_3. To what extent do you agree or disagree with the following statements: - Vaping increases the chances of a young person becoming addicted to nicotine.

|                                      | Total       | Vapers    | Former Vapers | Non-Vapers | Aware of Vape News | Not Aware of Vape News |
|--------------------------------------|-------------|-----------|---------------|------------|--------------------|------------------------|
|                                      |             | A         | B             | C          | D                  | E                      |
| <b>Base: All Respondents (unwtd)</b> | <b>1006</b> | <b>67</b> | <b>90</b>     | <b>849</b> | <b>895</b>         | <b>91</b>              |
|                                      |             |           |               |            |                    |                        |
| <b>Base: All Respondents (wtd)</b>   | <b>1006</b> | <b>80</b> | <b>112</b>    | <b>814</b> | <b>871</b>         | <b>115</b>             |
|                                      |             |           |               |            |                    |                        |
| Strongly agree                       | 440         | 20        | 37            | 383        | 403                | 34                     |
|                                      | 44%         | 25%       | 33%           | 47%        | 46%                | 30%                    |
|                                      |             | *         | *             | AB         | E                  | *                      |
| Somewhat agree                       | 258         | 29        | 34            | 195        | 234                | 20                     |
|                                      | 26%         | 36%       | 30%           | 24%        | 27%                | 18%                    |
|                                      |             | *         | *             |            |                    | *                      |
| Neither agree nor disagree           | 156         | 7         | 19            | 130        | 120                | 32                     |
|                                      | 16%         | 9%        | 17%           | 16%        | 14%                | 28%                    |
|                                      |             | *         | *             |            |                    | D*                     |
| Somewhat disagree                    | 48          | 12        | 15            | 21         | 35                 | 11                     |
|                                      | 5%          | 16%       | 13%           | 3%         | 4%                 | 10%                    |
|                                      |             | C*        | C*            |            |                    | *                      |
| Strongly disagree                    | 34          | 10        | 6             | 19         | 29                 | 5                      |
|                                      | 3%          | 12%       | 5%            | 2%         | 3%                 | 5%                     |
|                                      |             | C*        | *             |            |                    | *                      |
| Don't know                           | 70          | 2         | 3             | 66         | 50                 | 12                     |
|                                      | 7%          | 3%        | 2%            | 8%         | 6%                 | 10%                    |
|                                      |             | *         | *             |            |                    | *                      |
| Sigma                                | 1006        | 80        | 112           | 814        | 871                | 115                    |
|                                      | 100%        | 100%      | 100%          | 100%       | 100%               | 100%                   |
|                                      |             |           |               |            |                    |                        |
| <b>Summary</b>                       |             |           |               |            |                    |                        |
| Agree (Net)                          | 698         | 49        | 70            | 578        | 637                | 55                     |
|                                      | 69%         | 61%       | 63%           | 71%        | 73%                | 48%                    |
|                                      |             | *         | *             |            | E                  | *                      |
| Disagree (Net)                       | 82          | 22        | 20            | 39         | 64                 | 17                     |
|                                      | 8%          | 28%       | 18%           | 5%         | 7%                 | 14%                    |
|                                      |             | C*        | C*            |            |                    | *                      |

Field Dates: 09/25-09/26

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C,D/E

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B/C,D/E

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

9\_4. To what extent do you agree or disagree with the following statements: - Vaping companies are not doing enough to address teen addiction.

|                               | Total | Gender |        | Age   |       |      | Household Income |               |         | Region    |         |       |      |
|-------------------------------|-------|--------|--------|-------|-------|------|------------------|---------------|---------|-----------|---------|-------|------|
|                               |       | Male   | Female | 18-34 | 35-54 | 55+  | Under \$50K      | \$50K-<\$100K | \$100K+ | Northeast | Midwest | South | West |
|                               |       | A      | B      | C     | D     | E    | F                | G             | H       | I         | J       | K     | L    |
| Base: All Respondents (unwtd) | 1006  | 415    | 591    | 223   | 339   | 444  | 412              | 412           | 182     | 189       | 222     | 392   | 203  |
|                               |       |        |        |       |       |      |                  |               |         |           |         |       |      |
| Base: All Respondents (wtd)   | 1006  | 485    | 521    | 297   | 347   | 363  | 373              | 326           | 306     | 179       | 212     | 378   | 238  |
|                               |       |        |        |       |       |      |                  |               |         |           |         |       |      |
| Strongly agree                | 481   | 220    | 261    | 106   | 151   | 224  | 177              | 165           | 139     | 97        | 95      | 161   | 128  |
|                               | 48%   | 45%    | 50%    | 36%   | 44%   | 62%  | 47%              | 51%           | 45%     | 54%       | 45%     | 43%   | 54%  |
|                               |       |        |        |       |       | CD   |                  |               |         | K         |         |       | K    |
| Somewhat agree                | 232   | 106    | 126    | 71    | 83    | 77   | 87               | 70            | 75      | 24        | 61      | 106   | 41   |
|                               | 23%   | 22%    | 24%    | 24%   | 24%   | 21%  | 23%              | 22%           | 24%     | 14%       | 29%     | 28%   | 17%  |
|                               |       |        |        |       |       |      |                  |               |         | IL        |         | IL    |      |
| Neither agree nor disagree    | 137   | 77     | 59     | 57    | 48    | 31   | 53               | 46            | 38      | 27        | 26      | 46    | 38   |
|                               | 14%   | 16%    | 11%    | 19%   | 14%   | 9%   | 14%              | 14%           | 12%     | 15%       | 12%     | 12%   | 16%  |
|                               |       |        |        | E     | E     |      |                  |               |         |           |         |       |      |
| Somewhat disagree             | 47    | 19     | 27     | 20    | 19    | 7    | 12               | 13            | 22      | 11        | 7       | 19    | 10   |
|                               | 5%    | 4%     | 5%     | 7%    | 6%    | 2%   | 3%               | 4%            | 7%      | 6%        | 3%      | 5%    | 4%   |
|                               |       |        |        | E     | E     |      |                  |               |         |           |         |       |      |
| Strongly disagree             | 45    | 35     | 10     | 26    | 14    | 5    | 11               | 11            | 23      | 9         | 13      | 15    | 7    |
|                               | 4%    | 7%     | 2%     | 9%    | 4%    | 2%   | 3%               | 3%            | 7%      | 5%        | 6%      | 4%    | 3%   |
|                               |       | B      |        | E     |       |      |                  |               | F       |           |         |       |      |
| Don't know                    | 65    | 28     | 37     | 16    | 31    | 17   | 35               | 21            | 9       | 10        | 11      | 31    | 13   |
|                               | 6%    | 6%     | 7%     | 6%    | 9%    | 5%   | 9%               | 7%            | 3%      | 6%        | 5%      | 8%    | 6%   |
|                               |       |        |        | E     |       |      | H                |               |         |           |         |       |      |
| Sigma                         | 1006  | 485    | 521    | 297   | 347   | 363  | 373              | 326           | 306     | 179       | 212     | 378   | 238  |
|                               | 100%  | 100%   | 100%   | 100%  | 100%  | 100% | 100%             | 100%          | 100%    | 100%      | 100%    | 100%  | 100% |
|                               |       |        |        |       |       |      |                  |               |         |           |         |       |      |
| Summary                       |       |        |        |       |       |      |                  |               |         |           |         |       |      |
| Agree (Net)                   | 713   | 326    | 387    | 177   | 234   | 302  | 264              | 235           | 214     | 121       | 156     | 267   | 169  |
|                               | 71%   | 67%    | 74%    | 60%   | 67%   | 83%  | 71%              | 72%           | 70%     | 68%       | 74%     | 71%   | 71%  |
| Disagree (Net)                |       |        | A      |       |       | CD   |                  |               |         |           |         |       |      |
|                               | 92    | 54     | 38     | 46    | 33    | 12   | 22               | 24            | 45      | 21        | 19      | 34    | 17   |
|                               | 9%    | 11%    | 7%     | 16%   | 10%   | 3%   | 6%               | 7%            | 15%     | 12%       | 9%      | 9%    | 7%   |
|                               |       |        |        | E     | E     |      |                  |               | FG      |           |         |       |      |

Field Dates: 09/25-09/26

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

9\_4. To what extent do you agree or disagree with the following statements: - Vaping companies are not doing enough to address teen addiction.

|                               |       | Children in Household |      | Education         |                | Employment Status |           |          |         | Marital Status |       | Race  |       | Party ID     |           |              |
|-------------------------------|-------|-----------------------|------|-------------------|----------------|-------------------|-----------|----------|---------|----------------|-------|-------|-------|--------------|-----------|--------------|
|                               | Total | Yes                   | No   | No college degree | College degree | Full Time         | Part Time | Not Emp. | Retired | Married        | Other | White | Other | Republican's | Democrats | Independents |
|                               |       | A                     | B    | C                 | D              | E                 | F         | G        | H       | I              | J     | K     | L     | M            | N         | O            |
| Base: All Respondents (unwtd) | 1006  | 218                   | 788  | 585               | 421            | 456               | 91        | 185      | 274     | 496            | 510   | 791   | 215   | 421          | 412       | 85           |
| Base: All Respondents (wtd)   | 1006  | 264                   | 742  | 556               | 450            | 523               | 82        | 183      | 218     | 502            | 504   | 653   | 353   | 389          | 443       | 85           |
| Strongly agree                | 481   | 108                   | 373  | 261               | 220            | 230               | 46        | 77       | 128     | 234            | 247   | 340   | 141   | 188          | 214       | 40           |
|                               | 48%   | 41%                   | 50%  | 47%               | 49%            | 44%               | 56%       | 42%      | 59%     | 47%            | 49%   | 52%   | 40%   | 48%          | 48%       | 48%          |
| Somewhat agree                |       | A                     |      |                   |                |                   | G*        |          | EG      |                |       | L     |       |              |           | *            |
|                               | 232   | 60                    | 172  | 136               | 96             | 118               | 19        | 40       | 54      | 132            | 100   | 145   | 87    | 103          | 103       | 17           |
|                               | 23%   | 23%                   | 23%  | 24%               | 21%            | 23%               | 24%       | 22%      | 25%     | 26%            | 20%   | 22%   | 24%   | 27%          | 23%       | 20%          |
|                               |       |                       |      |                   |                |                   | *         |          |         | J              |       |       |       |              |           | *            |
| Neither agree nor disagree    | 137   | 34                    | 103  | 77                | 59             | 80                | 5         | 31       | 21      | 61             | 76    | 86    | 51    | 39           | 62        | 19           |
|                               | 14%   | 13%                   | 14%  | 14%               | 13%            | 15%               | 6%        | 17%      | 10%     | 12%            | 15%   | 13%   | 14%   | 10%          | 14%       | 22%          |
| Somewhat disagree             |       |                       |      |                   |                | F                 | *         | FH       |         |                |       |       |       |              |           | M*           |
|                               | 47    | 20                    | 27   | 31                | 16             | 25                | 2         | 16       | 3       | 29             | 18    | 26    | 21    | 26           | 16        | 3            |
|                               | 5%    | 7%                    | 4%   | 6%                | 4%             | 5%                | 3%        | 8%       | 2%      | 6%             | 4%    | 4%    | 6%    | 7%           | 4%        | 3%           |
|                               |       |                       |      |                   |                | H                 | *         | H        |         |                |       |       |       |              |           | *            |
| Strongly disagree             | 45    | 22                    | 23   | 11                | 33             | 35                | 3         | 3        | 3       | 24             | 21    | 16    | 29    | 15           | 25        | 1            |
|                               | 4%    | 8%                    | 3%   | 2%                | 7%             | 7%                | 4%        | 2%       | 1%      | 5%             | 4%    | 2%    | 8%    | 4%           | 6%        | 1%           |
| Don't know                    |       | B                     |      |                   |                | C                 | GH        | *        |         |                |       | K     |       |              |           | *            |
|                               | 65    | 20                    | 44   | 39                | 26             | 35                | 6         | 16       | 8       | 23             | 42    | 40    | 25    | 19           | 23        | 6            |
|                               | 6%    | 8%                    | 6%   | 7%                | 6%             | 7%                | 7%        | 9%       | 4%      | 4%             | 8%    | 6%    | 7%    | 5%           | 5%        | 7%           |
|                               |       |                       |      |                   |                |                   | *         |          |         |                | I     |       |       |              |           | *            |
| Sigma                         | 1006  | 264                   | 742  | 556               | 450            | 523               | 82        | 183      | 218     | 502            | 504   | 653   | 353   | 389          | 443       | 85           |
|                               | 100%  | 100%                  | 100% | 100%              | 100%           | 100%              | 100%      | 100%     | 100%    | 100%           | 100%  | 100%  | 100%  | 100%         | 100%      | 100%         |
| Summary                       |       |                       |      |                   |                |                   |           |          |         |                |       |       |       |              |           |              |
| Agree (Net)                   | 713   | 168                   | 545  | 397               | 316            | 348               | 66        | 117      | 182     | 366            | 347   | 485   | 228   | 291          | 317       | 57           |
|                               | 71%   | 64%                   | 73%  | 71%               | 70%            | 67%               | 80%       | 64%      | 84%     | 73%            | 69%   | 74%   | 64%   | 75%          | 72%       | 68%          |
| Disagree (Net)                |       | A                     |      |                   |                |                   | EG*       |          | EG      |                |       | L     |       |              |           | *            |
|                               | 92    | 42                    | 50   | 42                | 49             | 61                | 6         | 19       | 6       | 53             | 39    | 42    | 50    | 40           | 41        | 3            |
|                               | 9%    | 16%                   | 7%   | 8%                | 11%            | 12%               | 7%        | 10%      | 3%      | 11%            | 8%    | 6%    | 14%   | 10%          | 9%        | 4%           |
|                               |       | B                     |      |                   |                | H                 | *         | H        |         |                |       | K     |       |              |           | *            |

Field Dates: 09/25-09/26

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

9\_4. To what extent do you agree or disagree with the following statements: - Vaping companies are not doing enough to address teen addiction.

|                                      | Total       | Vapers    | Former Vapers | Non-Vapers | Aware of Vape News | Not Aware of Vape News |
|--------------------------------------|-------------|-----------|---------------|------------|--------------------|------------------------|
|                                      |             | A         | B             | C          | D                  | E                      |
| <b>Base: All Respondents (unwtd)</b> | <b>1006</b> | <b>67</b> | <b>90</b>     | <b>849</b> | <b>895</b>         | <b>91</b>              |
|                                      |             |           |               |            |                    |                        |
| <b>Base: All Respondents (wtd)</b>   | <b>1006</b> | <b>80</b> | <b>112</b>    | <b>814</b> | <b>871</b>         | <b>115</b>             |
|                                      |             |           |               |            |                    |                        |
| Strongly agree                       | 481         | 19        | 29            | 434        | 445                | 32                     |
|                                      | 48%         | 23%       | 25%           | 53%        | 51%                | 28%                    |
|                                      |             | *         | *             | AB         | E                  | *                      |
| Somewhat agree                       | 232         | 17        | 42            | 173        | 204                | 26                     |
|                                      | 23%         | 21%       | 37%           | 21%        | 23%                | 22%                    |
|                                      |             | *         | C*            |            |                    | *                      |
| Neither agree nor disagree           | 137         | 14        | 20            | 103        | 111                | 23                     |
|                                      | 14%         | 18%       | 18%           | 13%        | 13%                | 20%                    |
|                                      |             | *         | *             |            |                    | *                      |
| Somewhat disagree                    | 47          | 14        | 8             | 25         | 33                 | 12                     |
|                                      | 5%          | 18%       | 7%            | 3%         | 4%                 | 10%                    |
|                                      |             | C*        | *             |            |                    | D*                     |
| Strongly disagree                    | 45          | 12        | 11            | 22         | 36                 | 7                      |
|                                      | 4%          | 16%       | 10%           | 3%         | 4%                 | 6%                     |
|                                      |             | C*        | C*            |            |                    | *                      |
| Don't know                           | 65          | 4         | 4             | 58         | 41                 | 16                     |
|                                      | 6%          | 5%        | 3%            | 7%         | 5%                 | 13%                    |
|                                      |             | *         | *             |            |                    | D*                     |
| Sigma                                | 1006        | 80        | 112           | 814        | 871                | 115                    |
|                                      | 100%        | 100%      | 100%          | 100%       | 100%               | 100%                   |
|                                      |             |           |               |            |                    |                        |
| <b>Summary</b>                       |             |           |               |            |                    |                        |
| Agree (Net)                          | 713         | 36        | 70            | 607        | 649                | 57                     |
|                                      | 71%         | 44%       | 63%           | 75%        | 75%                | 50%                    |
|                                      |             | *         | *             | A          | E                  | *                      |
| Disagree (Net)                       | 92          | 27        | 18            | 46         | 69                 | 19                     |
|                                      | 9%          | 34%       | 16%           | 6%         | 8%                 | 16%                    |
|                                      |             | C*        | C*            |            |                    | D*                     |

Field Dates: 09/25-09/26

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C,D/E

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B/C,D/E

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)



9. To what extent do you agree or disagree with the following statements: - Agree Summary

|                                                                                     | Total | Gender |        | Age   |       |     | Household Income |               |         | Region    |         |       |      |
|-------------------------------------------------------------------------------------|-------|--------|--------|-------|-------|-----|------------------|---------------|---------|-----------|---------|-------|------|
|                                                                                     |       | Male   | Female | 18-34 | 35-54 | 55+ | Under \$50K      | \$50K-<\$100K | \$100K+ | Northeast | Midwest | South | West |
|                                                                                     |       | A      | B      | C     | D     | E   | F                | G             | H       | I         | J       | K     | L    |
| Base: All Respondents (unwtd)                                                       | 1006  | 415    | 591    | 223   | 339   | 444 | 412              | 412           | 182     | 189       | 222     | 392   | 203  |
|                                                                                     |       |        |        |       |       |     |                  |               |         |           |         |       |      |
|                                                                                     |       |        |        |       |       |     |                  |               |         |           |         |       |      |
| Base: All Respondents (wtd)                                                         | 1006  | 485    | 521    | 297   | 347   | 363 | 373              | 326           | 306     | 179       | 212     | 378   | 238  |
| If vaping is banned, more people will purchase from the non-regulated black market. | 594   | 307    | 287    | 175   | 213   | 206 | 210              | 197           | 188     | 105       | 118     | 241   | 130  |
|                                                                                     | 59%   | 63%    | 55%    | 59%   | 61%   | 57% | 56%              | 60%           | 61%     | 59%       | 56%     | 64%   | 55%  |
|                                                                                     |       | B      |        |       |       |     |                  |               |         |           |         |       |      |
| Government regulations will not reduce the number of people who vape.               | 489   | 246    | 243    | 143   | 176   | 170 | 176              | 163           | 150     | 80        | 98      | 205   | 106  |
|                                                                                     | 49%   | 51%    | 47%    | 48%   | 51%   | 47% | 47%              | 50%           | 49%     | 45%       | 46%     | 54%   | 45%  |
|                                                                                     |       |        |        |       |       |     |                  |               |         |           |         |       |      |
| Vaping increases the chances of a young person becoming addicted to nicotine.       | 698   | 341    | 357    | 172   | 241   | 284 | 252              | 233           | 212     | 135       | 133     | 253   | 177  |
|                                                                                     | 69%   | 70%    | 69%    | 58%   | 70%   | 78% | 67%              | 71%           | 69%     | 75%       | 63%     | 67%   | 74%  |
|                                                                                     |       |        |        |       | C     | CD  |                  |               |         | J         |         |       | J    |
| Vaping companies are not doing enough to address teen addiction.                    | 713   | 326    | 387    | 177   | 234   | 302 | 264              | 235           | 214     | 121       | 156     | 267   | 169  |
|                                                                                     | 71%   | 67%    | 74%    | 60%   | 67%   | 83% | 71%              | 72%           | 70%     | 68%       | 74%     | 71%   | 71%  |
|                                                                                     |       |        | A      |       |       | CD  |                  |               |         |           |         |       |      |

Field Dates: 09/25-09/26

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

9. To what extent do you agree or disagree with the following statements: - Agree Summary

|                                                                                     |       | Children in Household |     | Education         |                | Employment Status |           |          |         | Marital Status |       | Race  |       | Party ID     |           |              |
|-------------------------------------------------------------------------------------|-------|-----------------------|-----|-------------------|----------------|-------------------|-----------|----------|---------|----------------|-------|-------|-------|--------------|-----------|--------------|
|                                                                                     | Total | Yes                   | No  | No college degree | College degree | Full Time         | Part Time | Not Emp. | Retired | Married        | Other | White | Other | Republican's | Democrats | Independents |
|                                                                                     |       | A                     | B   | C                 | D              | E                 | F         | G        | H       | I              | J     | K     | L     | M            | N         | O            |
| Base: All Respondents (unwtd)                                                       | 1006  | 218                   | 788 | 585               | 421            | 456               | 91        | 185      | 274     | 496            | 510   | 791   | 215   | 421          | 412       | 85           |
| Base: All Respondents (wtd)                                                         | 1006  | 264                   | 742 | 556               | 450            | 523               | 82        | 183      | 218     | 502            | 504   | 653   | 353   | 389          | 443       | 85           |
| If vaping is banned, more people will purchase from the non-regulated black market. | 594   | 165                   | 429 | 328               | 266            | 322               | 47        | 100      | 125     | 291            | 303   | 395   | 199   | 247          | 255       | 47           |
|                                                                                     | 59%   | 62%                   | 58% | 59%               | 59%            | 62%               | 58%       | 54%      | 57%     | 58%            | 60%   | 61%   | 56%   | 64%          | 58%       | 56%          |
|                                                                                     |       |                       |     |                   |                |                   | *         |          |         |                |       |       |       |              |           | *            |
| Government regulations will not reduce the number of people who vape.               | 489   | 152                   | 337 | 288               | 201            | 259               | 42        | 86       | 102     | 259            | 230   | 321   | 168   | 207          | 201       | 37           |
|                                                                                     | 49%   | 57%                   | 45% | 52%               | 45%            | 49%               | 51%       | 47%      | 47%     | 52%            | 46%   | 49%   | 47%   | 53%          | 45%       | 44%          |
|                                                                                     |       | B                     |     |                   |                |                   | *         |          |         |                |       |       |       |              |           | *            |
| Vaping increases the chances of a young person becoming addicted to nicotine.       | 698   | 170                   | 527 | 374               | 324            | 360               | 56        | 119      | 164     | 357            | 340   | 489   | 209   | 283          | 305       | 56           |
|                                                                                     | 69%   | 64%                   | 71% | 67%               | 72%            | 69%               | 68%       | 65%      | 75%     | 71%            | 67%   | 75%   | 59%   | 73%          | 69%       | 66%          |
|                                                                                     |       |                       |     |                   |                |                   | *         |          | G       |                |       | L     |       |              |           | *            |
| Vaping companies are not doing enough to address teen addiction.                    | 713   | 168                   | 545 | 397               | 316            | 348               | 66        | 117      | 182     | 366            | 347   | 485   | 228   | 291          | 317       | 57           |
|                                                                                     | 71%   | 64%                   | 73% | 71%               | 70%            | 67%               | 80%       | 64%      | 84%     | 73%            | 69%   | 74%   | 64%   | 75%          | 72%       | 68%          |
|                                                                                     |       |                       | A   |                   |                |                   | EG*       |          | EG      |                |       | L     |       |              |           | *            |

Field Dates: 09/25-09/26

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

9. To what extent do you agree or disagree with the following statements: - Agree Summary

|                                                                                     | Total       | Vapers    | Former Vapers | Non-Vapers | Aware of Vape News | Not Aware of Vape News |
|-------------------------------------------------------------------------------------|-------------|-----------|---------------|------------|--------------------|------------------------|
|                                                                                     |             | A         | B             | C          | D                  | E                      |
| <b>Base: All Respondents (unwtd)</b>                                                | <b>1006</b> | <b>67</b> | <b>90</b>     | <b>849</b> | <b>895</b>         | <b>91</b>              |
|                                                                                     |             |           |               |            |                    |                        |
| <b>Base: All Respondents (wtd)</b>                                                  | <b>1006</b> | <b>80</b> | <b>112</b>    | <b>814</b> | <b>871</b>         | <b>115</b>             |
|                                                                                     |             |           |               |            |                    |                        |
| If vaping is banned, more people will purchase from the non-regulated black market. | 594         | 66        | 79            | 449        | 546                | 41                     |
|                                                                                     | 59%         | 82%       | 70%           | 55%        | 63%                | 35%                    |
|                                                                                     |             | C*        | C*            |            | E                  | *                      |
| Government regulations will not reduce the number of people who vape.               | 489         | 57        | 63            | 369        | 433                | 50                     |
|                                                                                     | 49%         | 72%       | 56%           | 45%        | 50%                | 44%                    |
|                                                                                     |             | C*        | *             |            |                    | *                      |
| Vaping increases the chances of a young person becoming addicted to nicotine.       | 698         | 49        | 70            | 578        | 637                | 55                     |
|                                                                                     | 69%         | 61%       | 63%           | 71%        | 73%                | 48%                    |
|                                                                                     |             | *         | *             |            | E                  | *                      |
| Vaping companies are not doing enough to address teen addiction.                    | 713         | 36        | 70            | 607        | 649                | 57                     |
|                                                                                     | 71%         | 44%       | 63%           | 75%        | 75%                | 50%                    |
|                                                                                     |             | *         | *             | A          | E                  | *                      |

Field Dates: 09/25-09/26

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C,D/E

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B/C,D/E

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

9. To what extent do you agree or disagree with the following statements: - Disagree Summary

|                                                                                     | Gender |      |        | Age   |       |     | Household Income |               |         | Region    |         |       |      |
|-------------------------------------------------------------------------------------|--------|------|--------|-------|-------|-----|------------------|---------------|---------|-----------|---------|-------|------|
|                                                                                     | Total  | Male | Female | 18-34 | 35-54 | 55+ | Under \$50K      | \$50K-<\$100K | \$100K+ | Northeast | Midwest | South | West |
|                                                                                     |        | A    | B      | C     | D     | E   | F                | G             | H       | I         | J       | K     | L    |
| Base: All Respondents (unwtd)                                                       | 1006   | 415  | 591    | 223   | 339   | 444 | 412              | 412           | 182     | 189       | 222     | 392   | 203  |
|                                                                                     |        |      |        |       |       |     |                  |               |         |           |         |       |      |
|                                                                                     |        |      |        |       |       |     |                  |               |         |           |         |       |      |
| Base: All Respondents (wtd)                                                         | 1006   | 485  | 521    | 297   | 347   | 363 | 373              | 326           | 306     | 179       | 212     | 378   | 238  |
|                                                                                     |        |      |        |       |       |     |                  |               |         |           |         |       |      |
|                                                                                     |        |      |        |       |       |     |                  |               |         |           |         |       |      |
| If vaping is banned, more people will purchase from the non-regulated black market. | 116    | 54   | 62     | 46    | 37    | 34  | 36               | 42            | 38      | 27        | 28      | 40    | 22   |
|                                                                                     | 12%    | 11%  | 12%    | 15%   | 11%   | 9%  | 10%              | 13%           | 12%     | 15%       | 13%     | 10%   | 9%   |
|                                                                                     |        |      |        |       |       |     |                  |               |         |           |         |       |      |
| Government regulations will not reduce the number of people who vape.               | 273    | 137  | 136    | 89    | 84    | 100 | 88               | 77            | 108     | 53        | 63      | 83    | 74   |
|                                                                                     | 27%    | 28%  | 26%    | 30%   | 24%   | 28% | 24%              | 24%           | 35%     | 29%       | 30%     | 22%   | 31%  |
|                                                                                     |        |      |        |       |       |     |                  |               | FG      |           |         |       | K    |
| Vaping increases the chances of a young person becoming addicted to nicotine.       | 82     | 43   | 39     | 55    | 14    | 13  | 28               | 23            | 31      | 17        | 27      | 29    | 9    |
|                                                                                     | 8%     | 9%   | 8%     | 18%   | 4%    | 4%  | 7%               | 7%            | 10%     | 9%        | 13%     | 8%    | 4%   |
|                                                                                     |        |      |        | DE    |       |     |                  |               |         |           | L       |       |      |
| Vaping companies are not doing enough to address teen addiction.                    | 92     | 54   | 38     | 46    | 33    | 12  | 22               | 24            | 45      | 21        | 19      | 34    | 17   |
|                                                                                     | 9%     | 11%  | 7%     | 16%   | 10%   | 3%  | 6%               | 7%            | 15%     | 12%       | 9%      | 9%    | 7%   |
|                                                                                     |        |      |        | E     | E     |     |                  |               | FG      |           |         |       |      |

Field Dates: 09/25-09/26

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

9. To what extent do you agree or disagree with the following statements: - Disagree Summary

|                                                                                     |       | Children in Household |     | Education         |                | Employment Status |           |          |         | Marital Status |       | Race  |       | Party ID     |           |              |
|-------------------------------------------------------------------------------------|-------|-----------------------|-----|-------------------|----------------|-------------------|-----------|----------|---------|----------------|-------|-------|-------|--------------|-----------|--------------|
|                                                                                     | Total | Yes                   | No  | No college degree | College degree | Full Time         | Part Time | Not Emp. | Retired | Married        | Other | White | Other | Republican's | Democrats | Independents |
|                                                                                     |       | A                     | B   | C                 | D              | E                 | F         | G        | H       | I              | J     | K     | L     | M            | N         | O            |
| Base: All Respondents (unwtd)                                                       | 1006  | 218                   | 788 | 585               | 421            | 456               | 91        | 185      | 274     | 496            | 510   | 791   | 215   | 421          | 412       | 85           |
| Base: All Respondents (wtd)                                                         | 1006  | 264                   | 742 | 556               | 450            | 523               | 82        | 183      | 218     | 502            | 504   | 653   | 353   | 389          | 443       | 85           |
| If vaping is banned, more people will purchase from the non-regulated black market. | 116   | 44                    | 72  | 47                | 70             | 61                | 11        | 27       | 17      | 63             | 53    | 72    | 45    | 43           | 56        | 10           |
|                                                                                     | 12%   | 17%                   | 10% | 8%                | 15%            | 12%               | 13%       | 15%      | 8%      | 13%            | 11%   | 11%   | 13%   | 11%          | 13%       | 12%          |
|                                                                                     |       | B                     |     |                   | C              |                   | *         | H        |         |                |       |       |       |              |           | *            |
| Government regulations will not reduce the number of people who vape.               | 273   | 63                    | 210 | 117               | 156            | 144               | 21        | 41       | 66      | 130            | 143   | 168   | 105   | 99           | 145       | 17           |
|                                                                                     | 27%   | 24%                   | 28% | 21%               | 35%            | 28%               | 26%       | 23%      | 31%     | 26%            | 28%   | 26%   | 30%   | 26%          | 33%       | 20%          |
|                                                                                     |       |                       |     |                   | C              |                   | *         |          |         |                |       |       |       |              | O         | *            |
| Vaping increases the chances of a young person becoming addicted to nicotine.       | 82    | 31                    | 51  | 44                | 38             | 47                | 5         | 22       | 7       | 40             | 42    | 30    | 52    | 27           | 40        | 8            |
|                                                                                     | 8%    | 12%                   | 7%  | 8%                | 8%             | 9%                | 6%        | 12%      | 3%      | 8%             | 8%    | 5%    | 15%   | 7%           | 9%        | 9%           |
|                                                                                     |       |                       |     |                   |                | H                 | *         | H        |         |                |       | K     |       |              |           | *            |
| Vaping companies are not doing enough to address teen addiction.                    | 92    | 42                    | 50  | 42                | 49             | 61                | 6         | 19       | 6       | 53             | 39    | 42    | 50    | 40           | 41        | 3            |
|                                                                                     | 9%    | 16%                   | 7%  | 8%                | 11%            | 12%               | 7%        | 10%      | 3%      | 11%            | 8%    | 6%    | 14%   | 10%          | 9%        | 4%           |
|                                                                                     |       | B                     |     |                   |                | H                 | *         | H        |         |                |       |       | K     |              |           | *            |

Field Dates: 09/25-09/26

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

9. To what extent do you agree or disagree with the following statements: - Disagree Summary

|                                                                                     | Total       | Vapers    | Former Vapers | Non-Vapers | Aware of Vape News | Not Aware of Vape News |
|-------------------------------------------------------------------------------------|-------------|-----------|---------------|------------|--------------------|------------------------|
|                                                                                     |             | A         | B             | C          | D                  | E                      |
| <b>Base: All Respondents (unwtd)</b>                                                | <b>1006</b> | <b>67</b> | <b>90</b>     | <b>849</b> | <b>895</b>         | <b>91</b>              |
|                                                                                     |             |           |               |            |                    |                        |
| <b>Base: All Respondents (wtd)</b>                                                  | <b>1006</b> | <b>80</b> | <b>112</b>    | <b>814</b> | <b>871</b>         | <b>115</b>             |
|                                                                                     |             |           |               |            |                    |                        |
| If vaping is banned, more people will purchase from the non-regulated black market. | 116         | 6         | 11            | 99         | 90                 | 21                     |
|                                                                                     | 12%         | 8%        | 10%           | 12%        | 10%                | 19%                    |
|                                                                                     |             | *         | *             |            |                    | *                      |
| Government regulations will not reduce the number of people who vape.               | 273         | 13        | 30            | 230        | 244                | 24                     |
|                                                                                     | 27%         | 16%       | 27%           | 28%        | 28%                | 20%                    |
|                                                                                     |             | *         | *             |            |                    | *                      |
| Vaping increases the chances of a young person becoming addicted to nicotine.       | 82          | 22        | 20            | 39         | 64                 | 17                     |
|                                                                                     | 8%          | 28%       | 18%           | 5%         | 7%                 | 14%                    |
|                                                                                     |             | C*        | C*            |            |                    | *                      |
| Vaping companies are not doing enough to address teen addiction.                    | 92          | 27        | 18            | 46         | 69                 | 19                     |
|                                                                                     | 9%          | 34%       | 16%           | 6%         | 8%                 | 16%                    |
|                                                                                     |             | C*        | C*            |            |                    | D*                     |

Field Dates: 09/25-09/26

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C,D/E

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B/C,D/E

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

9. To what extent do you agree or disagree with the following statements: - Grid Table

|                                      | If vaping is banned, more people will purchase from the non- | Government regulations will not reduce the number of people who | Vaping increases the chances of a young person becoming | Vaping companies are not doing enough to address teen |
|--------------------------------------|--------------------------------------------------------------|-----------------------------------------------------------------|---------------------------------------------------------|-------------------------------------------------------|
|                                      | A                                                            | B                                                               | C                                                       | D                                                     |
| <b>Base: All Respondents (unwtd)</b> | <b>1006</b>                                                  | <b>1006</b>                                                     | <b>1006</b>                                             | <b>1006</b>                                           |
|                                      |                                                              |                                                                 |                                                         |                                                       |
| <b>Base: All Respondents (wtd)</b>   | <b>1006</b>                                                  | <b>1006</b>                                                     | <b>1006</b>                                             | <b>1006</b>                                           |
|                                      |                                                              |                                                                 |                                                         |                                                       |
| Strongly agree                       | 261                                                          | 194                                                             | 440                                                     | 481                                                   |
|                                      | 26%                                                          | 19%                                                             | 44%                                                     | 48%                                                   |
|                                      | B                                                            |                                                                 | AB                                                      | AB                                                    |
| Somewhat agree                       | 334                                                          | 295                                                             | 258                                                     | 232                                                   |
|                                      | 33%                                                          | 29%                                                             | 26%                                                     | 23%                                                   |
|                                      | CD                                                           | D                                                               |                                                         |                                                       |
| Neither agree nor disagree           | 218                                                          | 182                                                             | 156                                                     | 137                                                   |
|                                      | 22%                                                          | 18%                                                             | 16%                                                     | 14%                                                   |
|                                      | CD                                                           | D                                                               |                                                         |                                                       |
| Somewhat disagree                    | 89                                                           | 206                                                             | 48                                                      | 47                                                    |
|                                      | 9%                                                           | 20%                                                             | 5%                                                      | 5%                                                    |
|                                      | CD                                                           | ACD                                                             |                                                         |                                                       |
| Strongly disagree                    | 28                                                           | 67                                                              | 34                                                      | 45                                                    |
|                                      | 3%                                                           | 7%                                                              | 3%                                                      | 4%                                                    |
|                                      |                                                              | AC                                                              |                                                         |                                                       |
| Don't know                           | 78                                                           | 62                                                              | 70                                                      | 65                                                    |
|                                      | 8%                                                           | 6%                                                              | 7%                                                      | 6%                                                    |
|                                      |                                                              |                                                                 |                                                         |                                                       |
| Sigma                                | 1006                                                         | 1006                                                            | 1006                                                    | 1006                                                  |
|                                      | 100%                                                         | 100%                                                            | 100%                                                    | 100%                                                  |
|                                      |                                                              |                                                                 |                                                         |                                                       |
| <b>Summary</b>                       |                                                              |                                                                 |                                                         |                                                       |
| Agree (Net)                          | 594                                                          | 489                                                             | 698                                                     | 713                                                   |
|                                      | 59%                                                          | 49%                                                             | 69%                                                     | 71%                                                   |
|                                      | B                                                            |                                                                 | AB                                                      | AB                                                    |
| Disagree (Net)                       | 116                                                          | 273                                                             | 82                                                      | 92                                                    |
|                                      | 12%                                                          | 27%                                                             | 8%                                                      | 9%                                                    |
|                                      | C                                                            | ACD                                                             |                                                         |                                                       |

Field Dates: 09/25-09/26

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

PID. With which political party do you most identify?

|                               | Gender |      |        | Age   |       |      | Household Income |               |         | Region    |         |       |      |
|-------------------------------|--------|------|--------|-------|-------|------|------------------|---------------|---------|-----------|---------|-------|------|
|                               | Total  | Male | Female | 18-34 | 35-54 | 55+  | Under \$50K      | \$50K-<\$100K | \$100K+ | Northeast | Midwest | South | West |
|                               |        | A    | B      | C     | D     | E    | F                | G             | H       | I         | J       | K     | L    |
| Base: All Respondents (unwtd) | 1006   | 415  | 591    | 223   | 339   | 444  | 412              | 412           | 182     | 189       | 222     | 392   | 203  |
| Base: All Respondents (wtd)   | 1006   | 485  | 521    | 297   | 347   | 363  | 373              | 326           | 306     | 179       | 212     | 378   | 238  |
| Republican                    | 389    | 213  | 176    | 91    | 134   | 163  | 104              | 138           | 147     | 75        | 84      | 143   | 87   |
|                               | 39%    | 44%  | 34%    | 31%   | 39%   | 45%  | 28%              | 42%           | 48%     | 42%       | 39%     | 38%   | 37%  |
|                               |        | B    |        |       |       | C    |                  | F             | F       |           |         |       |      |
| Democrat                      | 443    | 202  | 241    | 150   | 138   | 155  | 166              | 146           | 132     | 74        | 88      | 175   | 106  |
|                               | 44%    | 42%  | 46%    | 51%   | 40%   | 43%  | 44%              | 45%           | 43%     | 41%       | 42%     | 46%   | 45%  |
|                               |        |      |        | D     |       |      |                  |               |         |           |         |       |      |
| Independents                  | 85     | 42   | 43     | 23    | 39    | 23   | 47               | 19            | 18      | 8         | 24      | 30    | 23   |
|                               | 8%     | 9%   | 8%     | 8%    | 11%   | 6%   | 13%              | 6%            | 6%      | 5%        | 11%     | 8%    | 10%  |
|                               |        |      |        | E     |       |      | GH               |               |         |           | I       |       |      |
| Don't know/None/Other         | 89     | 29   | 60     | 32    | 36    | 21   | 57               | 24            | 9       | 22        | 16      | 30    | 22   |
|                               | 9%     | 6%   | 12%    | 11%   | 10%   | 6%   | 15%              | 7%            | 3%      | 12%       | 8%      | 8%    | 9%   |
|                               |        |      | A      |       | E     |      | GH               |               |         |           |         |       |      |
| Sigma                         | 1006   | 485  | 521    | 297   | 347   | 363  | 373              | 326           | 306     | 179       | 212     | 378   | 238  |
|                               | 100%   | 100% | 100%   | 100%  | 100%  | 100% | 100%             | 100%          | 100%    | 100%      | 100%    | 100%  | 100% |
|                               |        |      |        |       |       |      |                  |               |         |           |         |       |      |

Field Dates: 09/25-09/26

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)



PID. With which political party do you most identify?

|                               |       | Children in Household |      | Education         |                | Employment Status |           |          |         | Marital Status |       | Race  |       | Party ID     |           |              |
|-------------------------------|-------|-----------------------|------|-------------------|----------------|-------------------|-----------|----------|---------|----------------|-------|-------|-------|--------------|-----------|--------------|
|                               | Total | Yes                   | No   | No college degree | College degree | Full Time         | Part Time | Not Emp. | Retired | Married        | Other | White | Other | Republican's | Democrats | Independents |
|                               |       | A                     | B    | C                 | D              | E                 | F         | G        | H       | I              | J     | K     | L     | M            | N         | O            |
| Base: All Respondents (unwtd) | 1006  | 218                   | 788  | 585               | 421            | 456               | 91        | 185      | 274     | 496            | 510   | 791   | 215   | 421          | 412       | 85           |
| Base: All Respondents (wtd)   | 1006  | 264                   | 742  | 556               | 450            | 523               | 82        | 183      | 218     | 502            | 504   | 653   | 353   | 389          | 443       | 85           |
| Republican                    | 389   | 117                   | 272  | 217               | 171            | 199               | 26        | 65       | 99      | 241            | 147   | 315   | 74    | 389          | -         | -            |
|                               | 39%   | 44%                   | 37%  | 39%               | 38%            | 38%               | 31%       | 36%      | 45%     | 48%            | 29%   | 48%   | 21%   | 100%         | -         | -            |
| Democrat                      | 443   | 100                   | 343  | 216               | 227            | 253               | 37        | 59       | 95      | 199            | 244   | 241   | 202   | -            | 443       | -            |
|                               | 44%   | 38%                   | 46%  | 39%               | 50%            | 48%               | 45%       | 32%      | 44%     | 40%            | 48%   | 37%   | 57%   | -            | 100%      | -            |
| Independents                  | 85    | 21                    | 64   | 57                | 27             | 36                | 4         | 29       | 16      | 21             | 64    | 53    | 32    | -            | -         | 85           |
|                               | 8%    | 8%                    | 9%   | 10%               | 6%             | 7%                | 5%        | 16%      | 7%      | 4%             | 13%   | 8%    | 9%    | -            | -         | 100%         |
| Don't know/None/Other         | 89    | 26                    | 64   | 65                | 24             | 36                | 15        | 30       | 8       | 40             | 49    | 43    | 46    | -            | -         | -            |
|                               | 9%    | 10%                   | 9%   | 12%               | 5%             | 7%                | 18%       | 17%      | 4%      | 8%             | 10%   | 7%    | 13%   | -            | -         | -            |
| Sigma                         | 1006  | 264                   | 742  | 556               | 450            | 523               | 82        | 183      | 218     | 502            | 504   | 653   | 353   | 389          | 443       | 85           |
|                               | 100%  | 100%                  | 100% | 100%              | 100%           | 100%              | 100%      | 100%     | 100%    | 100%           | 100%  | 100%  | 100%  | 100%         | 100%      | 100%         |

Field Dates: 09/25-09/26

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

PID. With which political party do you most identify?

|                                      | Total       | Vapers    | Former Vapers | Non-Vapers | Aware of Vape News | Not Aware of Vape News |
|--------------------------------------|-------------|-----------|---------------|------------|--------------------|------------------------|
|                                      |             | A         | B             | C          | D                  | E                      |
| <b>Base: All Respondents (unwtd)</b> | <b>1006</b> | <b>67</b> | <b>90</b>     | <b>849</b> | <b>895</b>         | <b>91</b>              |
|                                      |             |           |               |            |                    |                        |
| <b>Base: All Respondents (wtd)</b>   | <b>1006</b> | <b>80</b> | <b>112</b>    | <b>814</b> | <b>871</b>         | <b>115</b>             |
|                                      |             |           |               |            |                    |                        |
| Republican                           | 389         | 26        | 34            | 329        | 353                | 30                     |
|                                      | 39%         | 32%       | 30%           | 40%        | 41%                | 26%                    |
|                                      |             | *         | *             |            | E                  | *                      |
| Democrat                             | 443         | 45        | 54            | 344        | 391                | 44                     |
|                                      | 44%         | 56%       | 48%           | 42%        | 45%                | 38%                    |
|                                      |             | *         | *             |            |                    | *                      |
| Independents                         | 85          | 3         | 16            | 65         | 64                 | 20                     |
|                                      | 8%          | 4%        | 14%           | 8%         | 7%                 | 17%                    |
|                                      |             | *         | *             |            |                    | D*                     |
| Don't know/None/Other                | 89          | 6         | 8             | 75         | 63                 | 22                     |
|                                      | 9%          | 8%        | 7%            | 9%         | 7%                 | 19%                    |
|                                      |             | *         | *             |            |                    | D*                     |
| Sigma                                | 1006        | 80        | 112           | 814        | 871                | 115                    |
|                                      | 100%        | 100%      | 100%          | 100%       | 100%               | 100%                   |
|                                      |             |           |               |            |                    |                        |

Field Dates: 09/25-09/26

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C,D/E

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B/C,D/E

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

## Household Income

|                               | Gender |      |        | Age   |       |       | Household Income |               |         | Region    |         |       |       |
|-------------------------------|--------|------|--------|-------|-------|-------|------------------|---------------|---------|-----------|---------|-------|-------|
|                               | Total  | Male | Female | 18-34 | 35-54 | 55+   | Under \$50K      | \$50K-<\$100K | \$100K+ | Northeast | Midwest | South | West  |
|                               |        | A    | B      | C     | D     | E     | F                | G             | H       | I         | J       | K     | L     |
| Base: All Respondents (unwtd) | 1006   | 415  | 591    | 223   | 339   | 444   | 412              | 412           | 182     | 189       | 222     | 392   | 203   |
| Base: All Respondents (wtd)   | 1006   | 485  | 521    | 297   | 347   | 363   | 373              | 326           | 306     | 179       | 212     | 378   | 238   |
| Under \$15K                   | 87     | 30   | 57     | 32    | 31    | 25    | 87               | -             | -       | 15        | 21      | 25    | 26    |
|                               | 9%     | 6%   | 11%    | 11%   | 9%    | 7%    | 23%              | -             | -       | 8%        | 10%     | 7%    | 11%   |
|                               |        | A    |        |       |       |       | GH               |               |         |           |         |       |       |
| \$15K to less than \$20K      | 34     | 18   | 16     | 17    | 6     | 11    | 34               | -             | -       | 6         | 5       | 16    | 7     |
|                               | 3%     | 4%   | 3%     | 6%    | 2%    | 3%    | 9%               | -             | -       | 3%        | 2%      | 4%    | 3%    |
|                               |        |      |        | D     |       |       | GH               |               |         |           |         |       |       |
| \$20K to less than \$25K      | 40     | 13   | 27     | 10    | 11    | 19    | 40               | -             | -       | 7         | 9       | 15    | 9     |
|                               | 4%     | 3%   | 5%     | 4%    | 3%    | 5%    | 11%              | -             | -       | 4%        | 4%      | 4%    | 4%    |
|                               |        |      |        |       |       |       | GH               |               |         |           |         |       |       |
| \$25K to less than \$30K      | 44     | 26   | 19     | 13    | 13    | 18    | 44               | -             | -       | 7         | 11      | 18    | 9     |
|                               | 4%     | 5%   | 4%     | 4%    | 4%    | 5%    | 12%              | -             | -       | 4%        | 5%      | 5%    | 4%    |
|                               |        |      |        |       |       |       | GH               |               |         |           |         |       |       |
| \$30K to less than \$40K      | 91     | 38   | 54     | 28    | 25    | 39    | 91               | -             | -       | 13        | 22      | 33    | 24    |
|                               | 9%     | 8%   | 10%    | 9%    | 7%    | 11%   | 24%              | -             | -       | 7%        | 10%     | 9%    | 10%   |
|                               |        |      |        |       |       |       | GH               |               |         |           |         |       |       |
| \$40K to less than \$50K      | 77     | 41   | 37     | 24    | 18    | 35    | 77               | -             | -       | 12        | 20      | 34    | 11    |
|                               | 8%     | 8%   | 7%     | 8%    | 5%    | 10%   | 21%              | -             | -       | 7%        | 9%      | 9%    | 5%    |
|                               |        |      |        |       |       | D     | GH               |               |         |           |         |       |       |
| \$50K to less than \$75K      | 187    | 84   | 103    | 60    | 52    | 76    | -                | 187           | -       | 30        | 41      | 69    | 47    |
|                               | 19%    | 17%  | 20%    | 20%   | 15%   | 21%   | -                | 57%           | -       | 17%       | 19%     | 18%   | 20%   |
|                               |        |      |        |       |       |       |                  | FH            |         |           |         |       |       |
| \$75K to less than \$100K     | 139    | 76   | 64     | 49    | 38    | 52    | -                | 139           | -       | 26        | 25      | 52    | 36    |
|                               | 14%    | 16%  | 12%    | 16%   | 11%   | 14%   | -                | 43%           | -       | 15%       | 12%     | 14%   | 15%   |
|                               |        |      |        |       |       |       |                  | FH            |         |           |         |       |       |
| \$100K to less than \$150K    | 212    | 120  | 92     | 45    | 107   | 60    | -                | -             | 212     | 36        | 42      | 85    | 49    |
|                               | 21%    | 25%  | 18%    | 15%   | 31%   | 16%   | -                | -             | 69%     | 20%       | 20%     | 23%   | 21%   |
|                               |        | B    |        |       | CE    |       |                  |               | FG      |           |         |       |       |
| \$150K or more                | 94     | 41   | 53     | 18    | 48    | 29    | -                | -             | 94      | 27        | 17      | 30    | 20    |
|                               | 9%     | 9%   | 10%    | 6%    | 14%   | 8%    | -                | -             | 31%     | 15%       | 8%      | 8%    | 9%    |
|                               |        |      |        |       | CE    |       |                  |               | FG      | K         |         |       |       |
| Sigma                         | 1006   | 485  | 521    | 297   | 347   | 363   | 373              | 326           | 306     | 179       | 212     | 378   | 238   |
|                               | 100%   | 100% | 100%   | 100%  | 100%  | 100%  | 100%             | 100%          | 100%    | 100%      | 100%    | 100%  | 100%  |
|                               |        |      |        |       |       |       |                  |               |         |           |         |       |       |
| Summary                       |        |      |        |       |       |       |                  |               |         |           |         |       |       |
| Under \$50K                   | 373    | 164  | 209    | 125   | 102   | 146   | 373              | -             | -       | 61        | 87      | 141   | 85    |
|                               | 37%    | 34%  | 40%    | 42%   | 30%   | 40%   | 100%             | -             | -       | 34%       | 41%     | 37%   | 36%   |
|                               |        |      |        | D     |       | D     | GH               |               |         |           |         |       |       |
| \$50K-<\$100K                 | 326    | 160  | 167    | 109   | 90    | 128   | -                | 326           | -       | 56        | 66      | 121   | 83    |
|                               | 32%    | 33%  | 32%    | 37%   | 26%   | 35%   | -                | 100%          | -       | 31%       | 31%     | 32%   | 35%   |
|                               |        |      |        | D     |       | D     |                  | FH            |         |           |         |       |       |
| \$100K+                       | 306    | 162  | 145    | 63    | 154   | 88    | -                | -             | 306     | 62        | 59      | 116   | 69    |
|                               | 30%    | 33%  | 28%    | 21%   | 45%   | 24%   | -                | -             | 100%    | 35%       | 28%     | 31%   | 29%   |
|                               |        |      |        |       | CE    |       |                  |               | FG      |           |         |       |       |
| Mean (,000)                   | 78.9   | 80.6 | 77.3   | 68.5  | 92.7  | 74.2  | 27.1             | 71.3          | 150.1   | 90.3      | 76.4    | 76.6  | 76.1  |
|                               |        |      |        |       | CE    |       |                  | F             | FG      | K         |         |       |       |
|                               |        |      |        |       |       |       |                  |               |         |           |         |       |       |
| STD. DEV.                     | 59.73  | 54.2 | 64.46  | 54.15 | 65.07 | 56.38 | 13.58            | 14.61         | 53.53   | 71.79     | 62.23   | 53.23 | 56.53 |
| STD. ERR.                     | 1.88   | 2.46 | 2.82   | 3.14  | 3.49  | 2.96  | 0.7              | 0.81          | 3.06    | 5.36      | 4.28    | 2.74  | 3.67  |
|                               |        |      |        |       |       |       |                  |               |         |           |         |       |       |

Field Dates: 09/25-09/26

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

Household Income

|                               |       | Children in Household |       | Education         |                | Employment Status |           |          |         | Marital Status |       | Race  |       | Party ID    |           |              |
|-------------------------------|-------|-----------------------|-------|-------------------|----------------|-------------------|-----------|----------|---------|----------------|-------|-------|-------|-------------|-----------|--------------|
|                               | Total | Yes                   | No    | No college degree | College degree | Full Time         | Part Time | Not Emp. | Retired | Married        | Other | White | Other | Republicans | Democrats | Independents |
|                               |       | A                     | B     | C                 | D              | E                 | F         | G        | H       | I              | J     | K     | L     | M           | N         | O            |
| Base: All Respondents (unwtd) | 1006  | 218                   | 788   | 585               | 421            | 456               | 91        | 185      | 274     | 496            | 510   | 791   | 215   | 421         | 412       | 85           |
| Base: All Respondents (wtd)   | 1006  | 264                   | 742   | 556               | 450            | 523               | 82        | 183      | 218     | 502            | 504   | 653   | 353   | 389         | 443       | 85           |
| Under \$15K                   | 87    | 16                    | 71    | 72                | 15             | 12                | 12        | 44       | 18      | 9              | 78    | 45    | 42    | 16          | 37        | 17           |
|                               | 9%    | 6%                    | 10%   | 13%               | 3%             | 2%                | 14%       | 24%      | 8%      | 2%             | 15%   | 7%    | 12%   | 4%          | 8%        | 20%          |
| \$15K to less than \$20K      | 34    | 4                     | 30    | 29                | 5              | 12                | 4         | 13       | 4       | 4              | 30    | 20    | 14    | 6           | 17        | 1            |
|                               | 3%    | 1%                    | 4%    | 5%                | 1%             | 2%                | 5%        | 7%       | 2%      | 1%             | 6%    | 3%    | 4%    | 1%          | 4%        | 1%           |
| \$20K to less than \$25K      | 40    | 6                     | 33    | 31                | 9              | 14                | 5         | 7        | 14      | 7              | 33    | 28    | 12    | 9           | 21        | 6            |
|                               | 4%    | 2%                    | 4%    | 6%                | 2%             | 3%                | 6%        | 4%       | 6%      | 1%             | 6%    | 4%    | 3%    | 2%          | 5%        | 7%           |
| \$25K to less than \$30K      | 44    | 10                    | 35    | 28                | 17             | 25                | 1         | 7        | 11      | 15             | 29    | 26    | 19    | 16          | 17        | 6            |
|                               | 4%    | 4%                    | 5%    | 5%                | 4%             | 5%                | 2%        | 4%       | 5%      | 3%             | 6%    | 4%    | 5%    | 4%          | 4%        | 7%           |
| \$30K to less than \$40K      | 91    | 19                    | 73    | 74                | 17             | 33                | 11        | 20       | 27      | 25             | 66    | 55    | 36    | 30          | 39        | 9            |
|                               | 9%    | 7%                    | 10%   | 13%               | 4%             | 6%                | 14%       | 11%      | 13%     | 5%             | 13%   | 8%    | 10%   | 8%          | 9%        | 11%          |
| \$40K to less than \$50K      | 77    | 13                    | 64    | 55                | 22             | 34                | 11        | 11       | 21      | 27             | 51    | 48    | 29    | 26          | 35        | 8            |
|                               | 8%    | 5%                    | 9%    | 10%               | 5%             | 6%                | 14%       | 6%       | 10%     | 5%             | 10%   | 7%    | 8%    | 7%          | 8%        | 9%           |
| \$50K to less than \$75K      | 187   | 45                    | 142   | 102               | 85             | 93                | 12        | 30       | 52      | 103            | 84    | 124   | 63    | 83          | 83        | 9            |
|                               | 19%   | 17%                   | 19%   | 18%               | 19%            | 18%               | 14%       | 16%      | 24%     | 21%            | 17%   | 19%   | 18%   | 21%         | 19%       | 11%          |
| \$75K to less than \$100K     | 139   | 41                    | 98    | 54                | 86             | 96                | 10        | 11       | 23      | 89             | 50    | 94    | 45    | 54          | 63        | 10           |
|                               | 14%   | 16%                   | 13%   | 10%               | 19%            | 18%               | 12%       | 6%       | 11%     | 18%            | 10%   | 14%   | 13%   | 14%         | 14%       | 12%          |
| \$100K to less than \$150K    | 212   | 85                    | 127   | 90                | 122            | 142               | 10        | 29       | 31      | 145            | 67    | 138   | 74    | 101         | 91        | 11           |
|                               | 21%   | 32%                   | 17%   | 16%               | 27%            | 27%               | 12%       | 16%      | 14%     | 29%            | 13%   | 21%   | 21%   | 26%         | 21%       | 13%          |
| \$150K or more                | 94    | 26                    | 68    | 22                | 72             | 62                | 6         | 11       | 15      | 77             | 18    | 75    | 19    | 47          | 41        | 7            |
|                               | 9%    | 10%                   | 9%    | 4%                | 16%            | 12%               | 8%        | 6%       | 7%      | 15%            | 4%    | 12%   | 5%    | 12%         | 9%        | 8%           |
| Sigma                         | 1006  | 264                   | 742   | 556               | 450            | 523               | 82        | 183      | 218     | 502            | 504   | 653   | 353   | 389         | 443       | 85           |
|                               | 100%  | 100%                  | 100%  | 100%              | 100%           | 100%              | 100%      | 100%     | 100%    | 100%           | 100%  | 100%  | 100%  | 100%        | 100%      | 100%         |
| Summary                       |       |                       |       |                   |                |                   |           |          |         |                |       |       |       |             |           |              |
| Under \$50K                   | 373   | 67                    | 306   | 289               | 85             | 130               | 45        | 102      | 96      | 87             | 286   | 222   | 152   | 104         | 166       | 47           |
|                               | 37%   | 25%                   | 41%   | 52%               | 19%            | 25%               | 54%       | 56%      | 44%     | 17%            | 57%   | 34%   | 43%   | 27%         | 37%       | 56%          |
| \$50K <-\$100K                | 326   | 86                    | 241   | 156               | 171            | 189               | 21        | 41       | 75      | 193            | 134   | 218   | 109   | 138         | 146       | 19           |
|                               | 32%   | 32%                   | 32%   | 28%               | 38%            | 36%               | 26%       | 22%      | 35%     | 38%            | 27%   | 33%   | 31%   | 35%         | 33%       | 23%          |
| \$100K+                       | 306   | 111                   | 195   | 112               | 194            | 204               | 16        | 40       | 47      | 222            | 85    | 213   | 93    | 147         | 132       | 18           |
|                               | 30%   | 42%                   | 26%   | 20%               | 43%            | 39%               | 20%       | 22%      | 21%     | 44%            | 17%   | 33%   | 26%   | 38%         | 30%       | 21%          |
| Mean (,000)                   | 78.9  | 88.2                  | 75.6  | 59.9              | 102.3          | 92.7              | 61.3      | 59.2     | 68.8    | 100.9          | 57    | 83.5  | 70.3  | 89.9        | 78.9      | 62           |
|                               |       | B                     |       |                   | C              | FGH               | *         |          |         | J              |       | L     |       | NO          | O         | *            |
| STD. DEV.                     | 59.73 | 53.07                 | 61.62 | 46.44             | 65.77          | 60.05             | 48.49     | 60.96    | 53.36   | 61.13          | 49.47 | 61.55 | 55.28 | 60.69       | 60.18     | 57.13        |
| STD. ERR.                     | 1.88  | 3.26                  | 2.26  | 1.97              | 3.1            | 2.63              | 5.36      | 4.51     | 3.62    | 2.73           | 2.2   | 2.41  | 2.94  | 3.08        | 2.86      | 6.2          |

Field Dates: 09/25-09/26

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

## Household Income

|                                      | Total        | Vapers     | Former Vapers | Non-Vapers  | Aware of Vape News | Not Aware of Vape News |
|--------------------------------------|--------------|------------|---------------|-------------|--------------------|------------------------|
|                                      |              | A          | B             | C           | D                  | E                      |
| <b>Base: All Respondents (unwtd)</b> | <b>1006</b>  | <b>67</b>  | <b>90</b>     | <b>849</b>  | <b>895</b>         | <b>91</b>              |
| <b>Base: All Respondents (wtd)</b>   | <b>1006</b>  | <b>80</b>  | <b>112</b>    | <b>814</b>  | <b>871</b>         | <b>115</b>             |
| Under \$15K                          | 87<br>9%     | 3<br>4%    | 12<br>11%     | 72<br>9%    | 68<br>8%           | 16<br>14%              |
| \$15K to less than \$20K             | 34<br>3%     | 4<br>4%    | 2<br>1%       | 29<br>4%    | 23<br>3%           | 9<br>8%                |
| \$20K to less than \$25K             | 40<br>4%     | 2<br>3%    | 6<br>6%       | 31<br>4%    | 32<br>4%           | 5<br>4%                |
| \$25K to less than \$30K             | 44<br>4%     | 2<br>3%    | 8<br>7%       | 34<br>4%    | 39<br>4%           | 6<br>5%                |
| \$30K to less than \$40K             | 91<br>9%     | 1<br>2%    | 14<br>13%     | 76<br>9%    | 80<br>9%           | 10<br>8%               |
| \$40K to less than \$50K             | 77<br>8%     | 5<br>7%    | 13<br>11%     | 59<br>7%    | 70<br>8%           | 4<br>4%                |
| \$50K to less than \$75K             | 187<br>19%   | 16<br>20%  | 16<br>14%     | 155<br>19%  | 159<br>18%         | 26<br>22%              |
| \$75K to less than \$100K            | 139<br>14%   | 14<br>18%  | 13<br>12%     | 112<br>14%  | 123<br>14%         | 13<br>11%              |
| \$100K to less than \$150K           | 212<br>21%   | 27<br>34%  | 22<br>19%     | 163<br>20%  | 190<br>22%         | 21<br>18%              |
| \$150K or more                       | 94<br>9%     | 5<br>6%    | 6<br>6%       | 83<br>10%   | 87<br>10%          | 6<br>6%                |
| Sigma                                | 1006<br>100% | 80<br>100% | 112<br>100%   | 814<br>100% | 871<br>100%        | 115<br>100%            |
| <b>Summary</b>                       |              |            |               |             |                    |                        |
| Under \$50K                          | 373<br>37%   | 18<br>22%  | 55<br>49%     | 301<br>37%  | 312<br>36%         | 50<br>43%              |
| \$50K-<\$100K                        | 326<br>32%   | 30<br>38%  | 29<br>26%     | 267<br>33%  | 282<br>32%         | 39<br>34%              |
| \$100K+                              | 306<br>30%   | 32<br>40%  | 28<br>25%     | 246<br>30%  | 277<br>32%         | 27<br>23%              |
| Mean (,000)                          | 78.9         | 89.8       | 70.1          | 79          | 80.7               | 68.8                   |
| STD. DEV.                            | 59.73        | 51.07      | 63.63         | 59.85       | 58.73              | 64.94                  |
| STD. ERR.                            | 1.88         | 5.7        | 6.01          | 2.1         | 1.99               | 6.04                   |

Field Dates: 09/25-09/26

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C,D/E

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B/C,D/E

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

Gender

|                               | Gender |      |        | Age   |       |      | Household Income |               |         | Region    |         |       |      |
|-------------------------------|--------|------|--------|-------|-------|------|------------------|---------------|---------|-----------|---------|-------|------|
|                               | Total  | Male | Female | 18-34 | 35-54 | 55+  | Under \$50K      | \$50K-<\$100K | \$100K+ | Northeast | Midwest | South | West |
|                               |        | A    | B      | C     | D     | E    | F                | G             | H       | I         | J       | K     | L    |
| Base: All Respondents (unwtd) | 1006   | 415  | 591    | 223   | 339   | 444  | 412              | 412           | 182     | 189       | 222     | 392   | 203  |
| Base: All Respondents (wtd)   | 1006   | 485  | 521    | 297   | 347   | 363  | 373              | 326           | 306     | 179       | 212     | 378   | 238  |
| Male                          | 485    | 485  | -      | 149   | 170   | 167  | 164              | 160           | 162     | 85        | 110     | 175   | 115  |
|                               | 48%    | 100% | -      | 50%   | 49%   | 46%  | 44%              | 49%           | 53%     | 48%       | 52%     | 46%   | 48%  |
|                               |        | B    |        |       |       |      |                  |               |         |           |         |       |      |
| Female                        | 521    | -    | 521    | 148   | 177   | 196  | 209              | 167           | 145     | 94        | 102     | 202   | 122  |
|                               | 52%    | -    | 100%   | 50%   | 51%   | 54%  | 56%              | 51%           | 47%     | 52%       | 48%     | 54%   | 52%  |
| Sigma                         |        | A    |        |       |       |      |                  |               |         |           |         |       |      |
|                               | 1006   | 485  | 521    | 297   | 347   | 363  | 373              | 326           | 306     | 179       | 212     | 378   | 238  |
|                               | 100%   | 100% | 100%   | 100%  | 100%  | 100% | 100%             | 100%          | 100%    | 100%      | 100%    | 100%  | 100% |

Field Dates: 09/25-09/26

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

Gender

|                               |       | Children in Household |      | Education         |                | Employment Status |           |          |         | Marital Status |       | Race  |       | Party ID     |           |              |
|-------------------------------|-------|-----------------------|------|-------------------|----------------|-------------------|-----------|----------|---------|----------------|-------|-------|-------|--------------|-----------|--------------|
|                               | Total | Yes                   | No   | No college degree | College degree | Full Time         | Part Time | Not Emp. | Retired | Married        | Other | White | Other | Republican's | Democrats | Independents |
|                               |       | A                     | B    | C                 | D              | E                 | F         | G        | H       | I              | J     | K     | L     | M            | N         | O            |
| Base: All Respondents (unwtd) | 1006  | 218                   | 788  | 585               | 421            | 456               | 91        | 185      | 274     | 496            | 510   | 791   | 215   | 421          | 412       | 85           |
| Base: All Respondents (wtd)   | 1006  | 264                   | 742  | 556               | 450            | 523               | 82        | 183      | 218     | 502            | 504   | 653   | 353   | 389          | 443       | 85           |
| Male                          | 485   | 132                   | 353  | 235               | 250            | 306               | 21        | 50       | 108     | 247            | 238   | 298   | 187   | 213          | 202       | 42           |
|                               | 48%   | 50%                   | 48%  | 42%               | 56%            | 58%               | 26%       | 27%      | 50%     | 49%            | 47%   | 46%   | 53%   | 55%          | 46%       | 49%          |
| Female                        |       |                       |      | C                 | FGH            | *                 |           | FG       |         |                |       |       |       | N            |           | *            |
|                               | 521   | 133                   | 388  | 322               | 199            | 218               | 61        | 133      | 110     | 254            | 267   | 354   | 166   | 176          | 241       | 43           |
|                               | 52%   | 50%                   | 52%  | 58%               | 44%            | 42%               | 74%       | 73%      | 50%     | 51%            | 53%   | 54%   | 47%   | 45%          | 54%       | 51%          |
| Sigma                         |       |                       |      | D                 |                |                   | EH*       | EH       | E       |                |       |       |       |              | M         | *            |
|                               | 1006  | 264                   | 742  | 556               | 450            | 523               | 82        | 183      | 218     | 502            | 504   | 653   | 353   | 389          | 443       | 85           |
|                               | 100%  | 100%                  | 100% | 100%              | 100%           | 100%              | 100%      | 100%     | 100%    | 100%           | 100%  | 100%  | 100%  | 100%         | 100%      | 100%         |

Field Dates: 09/25-09/26

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

## Gender

|                                      | Total       | Vapers    | Former Vapers | Non-Vapers | Aware of Vape News | Not Aware of Vape News |
|--------------------------------------|-------------|-----------|---------------|------------|--------------------|------------------------|
|                                      |             | A         | B             | C          | D                  | E                      |
| <b>Base: All Respondents (unwtd)</b> | <b>1006</b> | <b>67</b> | <b>90</b>     | <b>849</b> | <b>895</b>         | <b>91</b>              |
|                                      |             |           |               |            |                    |                        |
| <b>Base: All Respondents (wtd)</b>   | <b>1006</b> | <b>80</b> | <b>112</b>    | <b>814</b> | <b>871</b>         | <b>115</b>             |
|                                      |             |           |               |            |                    |                        |
| Male                                 | 485         | 47        | 74            | 365        | 413                | 62                     |
|                                      | 48%         | 58%       | 66%           | 45%        | 47%                | 54%                    |
|                                      |             | *         | C*            |            |                    | *                      |
| Female                               | 521         | 34        | 38            | 449        | 457                | 53                     |
|                                      | 52%         | 42%       | 34%           | 55%        | 53%                | 46%                    |
|                                      |             | *         | *             | B          |                    | *                      |
| Sigma                                | 1006        | 80        | 112           | 814        | 871                | 115                    |
|                                      | 100%        | 100%      | 100%          | 100%       | 100%               | 100%                   |
|                                      |             |           |               |            |                    |                        |

Field Dates: 09/25-09/26

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C,D/E

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B/C,D/E

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)



Age

|                               | Gender |       |        | Age   |       |      | Household Income |               |         | Region    |         |       |       |
|-------------------------------|--------|-------|--------|-------|-------|------|------------------|---------------|---------|-----------|---------|-------|-------|
|                               | Total  | Male  | Female | 18-34 | 35-54 | 55+  | Under \$50K      | \$50K-<\$100K | \$100K+ | Northeast | Midwest | South | West  |
|                               |        | A     | B      | C     | D     | E    | F                | G             | H       | I         | J       | K     | L     |
| Base: All Respondents (unwtd) | 1006   | 415   | 591    | 223   | 339   | 444  | 412              | 412           | 182     | 189       | 222     | 392   | 203   |
| Base: All Respondents (wtd)   | 1006   | 485   | 521    | 297   | 347   | 363  | 373              | 326           | 306     | 179       | 212     | 378   | 238   |
| 18 - 34 (Net)                 | 297    | 149   | 148    | 297   | -     | -    | 125              | 109           | 63      | 57        | 59      | 122   | 59    |
|                               | 30%    | 31%   | 28%    | 100%  | -     | -    | 33%              | 33%           | 21%     | 32%       | 28%     | 32%   | 25%   |
|                               |        |       |        | DE    |       |      | H                | H             |         |           |         |       |       |
| 18 - 24                       | 61     | 28    | 33     | 61    | -     | -    | 33               | 19            | 9       | 17        | 14      | 24    | 6     |
|                               | 6%     | 6%    | 6%     | 21%   | -     | -    | 9%               | 6%            | 3%      | 10%       | 7%      | 6%    | 2%    |
|                               |        |       |        | DE    |       |      | H                |               |         | L         |         |       |       |
| 25 - 34                       | 236    | 121   | 115    | 236   | -     | -    | 92               | 89            | 54      | 40        | 45      | 98    | 53    |
|                               | 23%    | 25%   | 22%    | 79%   | -     | -    | 25%              | 27%           | 18%     | 22%       | 21%     | 26%   | 22%   |
|                               |        |       |        | DE    |       |      |                  | H             |         |           |         |       |       |
| 35 - 54 (Net)                 | 347    | 170   | 177    | -     | 347   | -    | 102              | 90            | 154     | 63        | 64      | 142   | 78    |
|                               | 34%    | 35%   | 34%    | -     | 100%  | -    | 27%              | 28%           | 50%     | 35%       | 30%     | 38%   | 33%   |
|                               |        |       |        |       | CE    |      |                  |               | FG      |           |         |       |       |
| 35 - 44                       | 147    | 75    | 72     | -     | 147   | -    | 47               | 39            | 61      | 35        | 25      | 67    | 20    |
|                               | 15%    | 15%   | 14%    | -     | 42%   | -    | 13%              | 12%           | 20%     | 19%       | 12%     | 18%   | 8%    |
|                               |        |       |        |       | CE    |      |                  |               | FG      | L         |         | L     |       |
| 45 - 54                       | 199    | 95    | 105    | -     | 199   | -    | 56               | 50            | 93      | 28        | 39      | 75    | 58    |
|                               | 20%    | 20%   | 20%    | -     | 58%   | -    | 15%              | 15%           | 30%     | 16%       | 18%     | 20%   | 24%   |
|                               |        |       |        |       | CE    |      |                  |               | FG      |           |         |       |       |
| 55 + (Net)                    | 363    | 167   | 196    | -     | -     | 363  | 146              | 128           | 88      | 59        | 89      | 113   | 101   |
|                               | 36%    | 34%   | 38%    | -     | -     | 100% | 39%              | 39%           | 29%     | 33%       | 42%     | 30%   | 43%   |
|                               |        |       |        |       |       | CD   | H                | H             |         |           | K       |       | K     |
| 55 - 64                       | 148    | 57    | 91     | -     | -     | 148  | 52               | 48            | 47      | 24        | 28      | 54    | 43    |
|                               | 15%    | 12%   | 17%    | -     | -     | 41%  | 14%              | 15%           | 15%     | 13%       | 13%     | 14%   | 18%   |
|                               |        |       | A      |       |       | CD   |                  |               |         |           |         |       |       |
| 65+                           | 215    | 110   | 105    | -     | -     | 215  | 94               | 80            | 42      | 36        | 61      | 59    | 59    |
|                               | 21%    | 23%   | 20%    | -     | -     | 59%  | 25%              | 24%           | 14%     | 20%       | 29%     | 16%   | 25%   |
|                               |        |       |        |       |       | CD   | H                | H             |         |           | K       |       | K     |
| Sigma                         | 1006   | 485   | 521    | 297   | 347   | 363  | 373              | 326           | 306     | 179       | 212     | 378   | 238   |
|                               | 100%   | 100%  | 100%   | 100%  | 100%  | 100% | 100%             | 100%          | 100%    | 100%      | 100%    | 100%  | 100%  |
|                               |        |       |        |       |       |      |                  |               |         |           |         |       |       |
| Summary                       |        |       |        |       |       |      |                  |               |         |           |         |       |       |
| Mean                          | 48.1   | 47.6  | 48.5   | 27.9  | 45.3  | 67.2 | 48.1             | 48.1          | 48      | 46.4      | 50      | 46    | 50.9  |
|                               |        |       |        |       | C     | CD   |                  |               |         |           | K       |       | IK    |
| STD. DEV.                     | 17.17  | 17.38 | 16.98  | 4.39  | 5.76  | 7.97 | 18.47            | 18.01         | 14.45   | 17.17     | 18.68   | 16.27 | 16.68 |
|                               |        |       |        |       |       |      |                  |               |         |           |         |       |       |
| STD. ERR.                     | 0.54   | 0.85  | 0.7    | 0.29  | 0.31  | 0.38 | 0.91             | 0.89          | 1.07    | 1.25      | 1.25    | 0.82  | 1.17  |
|                               |        |       |        |       |       |      |                  |               |         |           |         |       |       |
| Median                        | 48     | 47    | 49     | 29    | 46    | 66   | 48               | 48            | 48      | 44        | 50.06   | 44.14 | 51    |
|                               |        |       |        |       |       |      |                  |               |         |           |         |       |       |

Field Dates: 09/25-09/26

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

Age

|                               |       | Children in Household |       | Education         |                | Employment Status |           |          |         | Marital Status |       | Race  |       | Party ID    |           |              |
|-------------------------------|-------|-----------------------|-------|-------------------|----------------|-------------------|-----------|----------|---------|----------------|-------|-------|-------|-------------|-----------|--------------|
|                               | Total | Yes                   | No    | No college degree | College degree | Full Time         | Part Time | Not Emp. | Retired | Married        | Other | White | Other | Republicans | Democrats | Independents |
|                               |       | A                     | B     | C                 | D              | E                 | F         | G        | H       | I              | J     | K     | L     | M           | N         | O            |
| Base: All Respondents (unwtd) | 1006  | 218                   | 788   | 585               | 421            | 456               | 91        | 185      | 274     | 496            | 510   | 791   | 215   | 421         | 412       | 85           |
| Base: All Respondents (wtd)   | 1006  | 264                   | 742   | 556               | 450            | 523               | 82        | 183      | 218     | 502            | 504   | 653   | 353   | 389         | 443       | 85           |
| 18 - 34 (Net)                 | 297   | 114                   | 183   | 163               | 134            | 193               | 25        | 79       | -       | 109            | 187   | 140   | 157   | 91          | 150       | 23           |
|                               | 30%   | 43%                   | 25%   | 29%               | 30%            | 37%               | 30%       | 43%      | -       | 22%            | 37%   | 21%   | 44%   | 23%         | 34%       | 27%          |
|                               | B     |                       |       |                   |                | H                 | H*        | H        |         |                | I     |       | K     |             | M         | *            |
| 18 - 24                       | 61    | 6                     | 56    | 45                | 16             | 23                | 4         | 34       | -       | 8              | 53    | 27    | 34    | 15          | 35        | 10           |
|                               | 6%    | 2%                    | 7%    | 8%                | 4%             | 4%                | 5%        | 19%      | -       | 2%             | 11%   | 4%    | 10%   | 4%          | 8%        | 12%          |
|                               |       | A                     | D     |                   |                | H                 | H*        | EFH      |         |                | I     |       | K     |             | M         | M*           |
| 25 - 34                       | 236   | 108                   | 127   | 118               | 118            | 170               | 21        | 44       | -       | 101            | 134   | 113   | 123   | 76          | 115       | 13           |
|                               | 23%   | 41%                   | 17%   | 21%               | 26%            | 32%               | 26%       | 24%      | -       | 20%            | 27%   | 17%   | 35%   | 19%         | 26%       | 15%          |
|                               | B     |                       |       |                   |                | H                 | H*        | H        |         |                | I     |       | K     |             |           | *            |
| 35 - 54 (Net)                 | 347   | 134                   | 212   | 183               | 164            | 240               | 24        | 74       | 10      | 194            | 153   | 220   | 126   | 134         | 138       | 39           |
|                               | 34%   | 51%                   | 29%   | 33%               | 36%            | 46%               | 29%       | 40%      | 4%      | 39%            | 30%   | 34%   | 36%   | 34%         | 31%       | 46%          |
|                               | B     |                       |       |                   |                | FH                | H*        | H        |         | J              |       |       |       |             |           | N*           |
| 35 - 44                       | 147   | 75                    | 72    | 70                | 77             | 115               | 10        | 23       | -       | 81             | 66    | 94    | 54    | 46          | 65        | 20           |
|                               | 15%   | 28%                   | 10%   | 13%               | 17%            | 22%               | 12%       | 12%      | -       | 16%            | 13%   | 14%   | 15%   | 12%         | 15%       | 24%          |
|                               | B     |                       |       |                   |                | GH                | H*        | H        |         |                |       |       |       |             |           | M*           |
| 45 - 54                       | 199   | 59                    | 140   | 113               | 87             | 125               | 14        | 51       | 10      | 113            | 87    | 127   | 73    | 88          | 73        | 18           |
|                               | 20%   | 22%                   | 19%   | 20%               | 19%            | 24%               | 17%       | 28%      | 4%      | 23%            | 17%   | 19%   | 21%   | 23%         | 16%       | 22%          |
|                               |       |                       |       |                   |                | H                 | H*        | H        |         |                |       |       |       |             |           | *            |
| 55 + (Net)                    | 363   | 16                    | 347   | 211               | 152            | 91                | 33        | 30       | 208     | 198            | 164   | 292   | 70    | 163         | 155       | 23           |
|                               | 36%   | 6%                    | 47%   | 38%               | 34%            | 17%               | 41%       | 16%      | 96%     | 40%            | 33%   | 45%   | 20%   | 42%         | 35%       | 27%          |
|                               |       |                       | A     |                   |                |                   | EG*       |          | EFG     |                |       | L     |       | O           |           | *            |
| 55 - 64                       | 148   | 14                    | 134   | 79                | 68             | 65                | 19        | 26       | 38      | 85             | 62    | 106   | 42    | 63          | 66        | 7            |
|                               | 15%   | 5%                    | 18%   | 14%               | 15%            | 12%               | 23%       | 14%      | 17%     | 17%            | 12%   | 16%   | 12%   | 16%         | 15%       | 8%           |
|                               |       |                       | A     |                   |                |                   | E*        |          |         |                |       |       |       |             |           | *            |
| 65+                           | 215   | 2                     | 213   | 132               | 83             | 26                | 15        | 4        | 170     | 113            | 102   | 186   | 29    | 101         | 90        | 16           |
|                               | 21%   | 1%                    | 29%   | 24%               | 19%            | 5%                | 18%       | 2%       | 78%     | 23%            | 20%   | 29%   | 8%    | 26%         | 20%       | 19%          |
|                               |       |                       | A     |                   |                |                   | EG*       |          | EFG     |                |       | L     |       |             |           | *            |
| Sigma                         | 1006  | 264                   | 742   | 556               | 450            | 523               | 82        | 183      | 218     | 502            | 504   | 653   | 353   | 389         | 443       | 85           |
|                               | 100%  | 100%                  | 100%  | 100%              | 100%           | 100%              | 100%      | 100%     | 100%    | 100%           | 100%  | 100%  | 100%  | 100%        | 100%      | 100%         |
|                               |       |                       |       |                   |                |                   |           |          |         |                |       |       |       |             |           |              |
| Summary                       |       |                       |       |                   |                |                   |           |          |         |                |       |       |       |             |           |              |
| Mean                          | 48.1  | 38.7                  | 51.4  | 48.7              | 47.3           | 41.9              | 48.2      | 39.6     | 69.9    | 50.4           | 45.7  | 51.8  | 41.2  | 51.2        | 46.7      | 45.3         |
|                               |       |                       | A     |                   |                |                   | EG*       |          | EFG     | J              |       | L     |       | NO          |           | *            |
| STD. DEV.                     | 17.17 | 9.54                  | 18.04 | 18                | 16.07          | 12.86             | 16.14     | 14.41    | 8.17    | 15.42          | 18.47 | 17.03 | 15.21 | 16.99       | 17.35     | 17.16        |
|                               |       |                       |       |                   |                |                   |           |          |         |                |       |       |       |             |           |              |
| STD. ERR.                     | 0.54  | 0.65                  | 0.64  | 0.74              | 0.78           | 0.6               | 1.69      | 1.06     | 0.49    | 0.69           | 0.82  | 0.61  | 1.04  | 0.83        | 0.85      | 1.86         |
|                               |       |                       |       |                   |                |                   |           |          |         |                |       |       |       |             |           |              |
| Median                        | 48    | 37                    | 53    | 48.01             | 46             | 40                | 50        | 40       | 70      | 49             | 44    | 52    | 38    | 52          | 46        | 43.1         |
|                               |       |                       |       |                   |                |                   |           |          |         |                |       |       |       |             |           |              |

Field Dates: 09/25-09/26

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

## Age

|                                      | Total       | Vapers    | Former Vapers | Non-Vapers | Aware of Vape News | Not Aware of Vape News |
|--------------------------------------|-------------|-----------|---------------|------------|--------------------|------------------------|
|                                      |             | A         | B             | C          | D                  | E                      |
| <b>Base: All Respondents (unwtd)</b> | <b>1006</b> | <b>67</b> | <b>90</b>     | <b>849</b> | <b>895</b>         | <b>91</b>              |
| <b>Base: All Respondents (wtd)</b>   | <b>1006</b> | <b>80</b> | <b>112</b>    | <b>814</b> | <b>871</b>         | <b>115</b>             |
| 18 - 34 (Net)                        | 297         | 41        | 56            | 200        | 238                | 56                     |
|                                      | 30%         | 51%       | 50%           | 25%        | 27%                | 48%                    |
|                                      |             | C*        | C*            |            |                    | D*                     |
| 18 - 24                              | 61          | 9         | 17            | 35         | 48                 | 13                     |
|                                      | 6%          | 12%       | 15%           | 4%         | 6%                 | 11%                    |
|                                      |             | C*        | C*            |            |                    | *                      |
| 25 - 34                              | 236         | 31        | 40            | 165        | 189                | 43                     |
|                                      | 23%         | 39%       | 35%           | 20%        | 22%                | 37%                    |
|                                      |             | C*        | C*            |            |                    | D*                     |
| 35 - 54 (Net)                        | 347         | 34        | 41            | 272        | 296                | 39                     |
|                                      | 34%         | 42%       | 36%           | 33%        | 34%                | 33%                    |
|                                      |             | *         | *             |            |                    | *                      |
| 35 - 44                              | 147         | 14        | 18            | 114        | 118                | 24                     |
|                                      | 15%         | 18%       | 16%           | 14%        | 14%                | 21%                    |
|                                      |             | *         | *             |            |                    | *                      |
| 45 - 54                              | 199         | 19        | 22            | 158        | 177                | 15                     |
|                                      | 20%         | 24%       | 20%           | 19%        | 20%                | 13%                    |
|                                      |             | *         | *             |            |                    | *                      |
| 55 + (Net)                           | 363         | 6         | 15            | 341        | 337                | 21                     |
|                                      | 36%         | 7%        | 14%           | 42%        | 39%                | 18%                    |
|                                      |             | *         | *             | AB         | E                  | *                      |
| 55 - 64                              | 148         | 3         | 7             | 138        | 136                | 10                     |
|                                      | 15%         | 4%        | 6%            | 17%        | 16%                | 9%                     |
|                                      |             | *         | *             | AB         |                    | *                      |
| 65+                                  | 215         | 3         | 8             | 204        | 201                | 11                     |
|                                      | 21%         | 3%        | 8%            | 25%        | 23%                | 9%                     |
|                                      |             | *         | *             | AB         | E                  | *                      |
| Sigma                                | 1006        | 80        | 112           | 814        | 871                | 115                    |
|                                      | 100%        | 100%      | 100%          | 100%       | 100%               | 100%                   |
|                                      |             |           |               |            |                    |                        |
| <b>Summary</b>                       |             |           |               |            |                    |                        |
| Mean                                 | 48.1        | 37.5      | 38.8          | 50.4       | 49.3               | 39.3                   |
|                                      |             | *         | *             | AB         | E                  | *                      |
| STD. DEV.                            | 17.17       | 11.48     | 14.29         | 17.19      | 16.97              | 16.65                  |
|                                      |             |           |               |            |                    |                        |
| STD. ERR.                            | 0.54        | 1.4       | 1.51          | 0.59       | 0.57               | 1.75                   |
|                                      |             |           |               |            |                    |                        |
| Median                               | 48          | 34.06     | 34.53         | 51         | 49                 | 35                     |
|                                      |             |           |               |            |                    |                        |

Field Dates: 09/25-09/26

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C,D/E

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B/C,D/E

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

Region

|                               | Gender |      |        | Age   |       |      | Household Income |               |         | Region    |         |       |      |
|-------------------------------|--------|------|--------|-------|-------|------|------------------|---------------|---------|-----------|---------|-------|------|
|                               | Total  | Male | Female | 18-34 | 35-54 | 55+  | Under \$50K      | \$50K-<\$100K | \$100K+ | Northeast | Midwest | South | West |
|                               |        | A    | B      | C     | D     | E    | F                | G             | H       | I         | J       | K     | L    |
| Base: All Respondents (unwtd) | 1006   | 415  | 591    | 223   | 339   | 444  | 412              | 412           | 182     | 189       | 222     | 392   | 203  |
|                               |        |      |        |       |       |      |                  |               |         |           |         |       |      |
| Base: All Respondents (wtd)   | 1006   | 485  | 521    | 297   | 347   | 363  | 373              | 326           | 306     | 179       | 212     | 378   | 238  |
|                               |        |      |        |       |       |      |                  |               |         |           |         |       |      |
| Northeast                     | 179    | 85   | 94     | 57    | 63    | 59   | 61               | 56            | 62      | 179       | -       | -     | -    |
|                               | 18%    | 18%  | 18%    | 19%   | 18%   | 16%  | 16%              | 17%           | 20%     | 100%      | -       | -     | -    |
|                               |        |      |        |       |       |      |                  |               |         | JKL       |         |       |      |
| Midwest                       | 212    | 110  | 102    | 59    | 64    | 89   | 87               | 66            | 59      | -         | 212     | -     | -    |
|                               | 21%    | 23%  | 20%    | 20%   | 18%   | 24%  | 23%              | 20%           | 19%     | -         | 100%    | -     | -    |
|                               |        |      |        |       |       |      |                  |               |         |           | IKL     |       |      |
| South                         | 378    | 175  | 202    | 122   | 142   | 113  | 141              | 121           | 116     | -         | -       | 378   | -    |
|                               | 38%    | 36%  | 39%    | 41%   | 41%   | 31%  | 38%              | 37%           | 38%     | -         | -       | 100%  | -    |
|                               |        |      |        | E     | E     |      |                  |               |         |           |         | IJL   |      |
| West                          | 238    | 115  | 122    | 59    | 78    | 101  | 85               | 83            | 69      | -         | -       | -     | 238  |
|                               | 24%    | 24%  | 24%    | 20%   | 22%   | 28%  | 23%              | 26%           | 23%     | -         | -       | -     | 100% |
|                               |        |      |        |       |       | C    |                  |               |         |           |         |       | IJK  |
| Sigma                         | 1006   | 485  | 521    | 297   | 347   | 363  | 373              | 326           | 306     | 179       | 212     | 378   | 238  |
|                               | 100%   | 100% | 100%   | 100%  | 100%  | 100% | 100%             | 100%          | 100%    | 100%      | 100%    | 100%  | 100% |
|                               |        |      |        |       |       |      |                  |               |         |           |         |       |      |

Field Dates: 09/25-09/26

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

Region

|                               |       | Children in Household |      | Education         |                | Employment Status |           |          |         | Marital Status |       | Race  |       | Party ID     |           |              |
|-------------------------------|-------|-----------------------|------|-------------------|----------------|-------------------|-----------|----------|---------|----------------|-------|-------|-------|--------------|-----------|--------------|
|                               | Total | Yes                   | No   | No college degree | College degree | Full Time         | Part Time | Not Emp. | Retired | Married        | Other | White | Other | Republican's | Democrats | Independents |
|                               |       | A                     | B    | C                 | D              | E                 | F         | G        | H       | I              | J     | K     | L     | M            | N         | O            |
| Base: All Respondents (unwtd) | 1006  | 218                   | 788  | 585               | 421            | 456               | 91        | 185      | 274     | 496            | 510   | 791   | 215   | 421          | 412       | 85           |
|                               |       |                       |      |                   |                |                   |           |          |         |                |       |       |       |              |           |              |
| Base: All Respondents (wtd)   | 1006  | 264                   | 742  | 556               | 450            | 523               | 82        | 183      | 218     | 502            | 504   | 653   | 353   | 389          | 443       | 85           |
|                               |       |                       |      |                   |                |                   |           |          |         |                |       |       |       |              |           |              |
| Northeast                     | 179   | 39                    | 140  | 91                | 89             | 102               | 11        | 36       | 30      | 85             | 94    | 128   | 51    | 75           | 74        | 8            |
|                               | 18%   | 15%                   | 19%  | 16%               | 20%            | 20%               | 13%       | 20%      | 14%     | 17%            | 19%   | 20%   | 14%   | 19%          | 17%       | 10%          |
| Midwest                       |       |                       |      |                   |                |                   | *         |          |         |                |       |       |       |              |           | *            |
|                               | 212   | 45                    | 167  | 114               | 98             | 102               | 21        | 32       | 58      | 108            | 104   | 156   | 56    | 84           | 88        | 24           |
|                               | 21%   | 17%                   | 22%  | 20%               | 22%            | 19%               | 25%       | 17%      | 27%     | 21%            | 21%   | 24%   | 16%   | 22%          | 20%       | 29%          |
|                               |       |                       |      |                   |                |                   | *         |          | EG      |                |       | L     |       |              |           | *            |
| South                         | 378   | 130                   | 248  | 216               | 162            | 201               | 28        | 82       | 67      | 200            | 178   | 209   | 168   | 143          | 175       | 30           |
|                               | 38%   | 49%                   | 33%  | 39%               | 36%            | 38%               | 34%       | 45%      | 31%     | 40%            | 35%   | 32%   | 48%   | 37%          | 39%       | 35%          |
|                               |       | B                     |      |                   |                |                   | *         | H        |         |                |       |       | K     |              |           | *            |
|                               | 238   | 50                    | 188  | 137               | 101            | 119               | 22        | 33       | 63      | 109            | 129   | 159   | 79    | 87           | 106       | 23           |
| West                          | 24%   | 19%                   | 25%  | 25%               | 22%            | 23%               | 27%       | 18%      | 29%     | 22%            | 25%   | 24%   | 22%   | 22%          | 24%       | 27%          |
|                               |       |                       |      |                   |                |                   | *         |          | G       |                |       |       |       |              |           | *            |
| Sigma                         | 1006  | 264                   | 742  | 556               | 450            | 523               | 82        | 183      | 218     | 502            | 504   | 653   | 353   | 389          | 443       | 85           |
|                               | 100%  | 100%                  | 100% | 100%              | 100%           | 100%              | 100%      | 100%     | 100%    | 100%           | 100%  | 100%  | 100%  | 100%         | 100%      | 100%         |

Field Dates: 09/25-09/26

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

## Region

|                                      | Total       | Vapers    | Former Vapers | Non-Vapers | Aware of Vape News | Not Aware of Vape News |
|--------------------------------------|-------------|-----------|---------------|------------|--------------------|------------------------|
|                                      |             | A         | B             | C          | D                  | E                      |
| <b>Base: All Respondents (unwtd)</b> | <b>1006</b> | <b>67</b> | <b>90</b>     | <b>849</b> | <b>895</b>         | <b>91</b>              |
|                                      |             |           |               |            |                    |                        |
| <b>Base: All Respondents (wtd)</b>   | <b>1006</b> | <b>80</b> | <b>112</b>    | <b>814</b> | <b>871</b>         | <b>115</b>             |
|                                      |             |           |               |            |                    |                        |
| Northeast                            | 179         | 10        | 21            | 147        | 158                | 17                     |
|                                      | 18%         | 13%       | 19%           | 18%        | 18%                | 14%                    |
|                                      |             | *         | *             |            |                    | *                      |
| Midwest                              | 212         | 21        | 24            | 167        | 180                | 30                     |
|                                      | 21%         | 26%       | 21%           | 20%        | 21%                | 26%                    |
|                                      |             | *         | *             |            |                    | *                      |
| South                                | 378         | 32        | 41            | 305        | 322                | 45                     |
|                                      | 38%         | 40%       | 37%           | 37%        | 37%                | 39%                    |
|                                      |             | *         | *             |            |                    | *                      |
| West                                 | 238         | 17        | 26            | 195        | 210                | 25                     |
|                                      | 24%         | 21%       | 23%           | 24%        | 24%                | 21%                    |
|                                      |             | *         | *             |            |                    | *                      |
| Sigma                                | 1006        | 80        | 112           | 814        | 871                | 115                    |
|                                      | 100%        | 100%      | 100%          | 100%       | 100%               | 100%                   |
|                                      |             |           |               |            |                    |                        |

Field Dates: 09/25-09/26

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C,D/E

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B/C,D/E

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

## Education

|                                   | Gender |      |        | Age   |       |      | Household Income |               |         | Region    |         |       |      |
|-----------------------------------|--------|------|--------|-------|-------|------|------------------|---------------|---------|-----------|---------|-------|------|
|                                   | Total  | Male | Female | 18-34 | 35-54 | 55+  | Under \$50K      | \$50K-<\$100K | \$100K+ | Northeast | Midwest | South | West |
|                                   |        | A    | B      | C     | D     | E    | F                | G             | H       | I         | J       | K     | L    |
| Base: All Respondents (unwtd)     | 1006   | 415  | 591    | 223   | 339   | 444  | 412              | 412           | 182     | 189       | 222     | 392   | 203  |
| Base: All Respondents (wtd)       | 1006   | 485  | 521    | 297   | 347   | 363  | 373              | 326           | 306     | 179       | 212     | 378   | 238  |
| Some High School                  | 11     | 1    | 10     | 2     | 6     | 3    | 9                | *             | 1       | 1         | 4       | 6     | -    |
|                                   | 1%     | *    | 2%     | 1%    | 2%    | 1%   | 2%               | *             | *       | 1%        | 2%      | 2%    | -    |
|                                   |        | A    |        |       |       |      | G                |               |         |           |         |       |      |
| Graduated High School             | 179    | 69   | 110    | 50    | 53    | 77   | 106              | 46            | 27      | 36        | 45      | 61    | 38   |
|                                   | 18%    | 14%  | 21%    | 17%   | 15%   | 21%  | 28%              | 14%           | 9%      | 20%       | 21%     | 16%   | 16%  |
|                                   |        | A    |        |       |       |      | GH               |               |         |           |         |       |      |
| Some College                      | 240    | 101  | 139    | 67    | 84    | 88   | 122              | 69            | 49      | 37        | 44      | 91    | 67   |
|                                   | 24%    | 21%  | 27%    | 23%   | 24%   | 24%  | 33%              | 21%           | 16%     | 21%       | 21%     | 24%   | 28%  |
|                                   |        |      |        |       |       |      | GH               |               |         |           |         |       |      |
| Associate's degree (AA, AS, etc.) | 127    | 64   | 63     | 43    | 41    | 43   | 52               | 40            | 34      | 16        | 21      | 58    | 31   |
|                                   | 13%    | 13%  | 12%    | 15%   | 12%   | 12%  | 14%              | 12%           | 11%     | 9%        | 10%     | 15%   | 13%  |
|                                   |        |      |        |       |       |      |                  |               |         |           |         |       |      |
| Bachelor's degree (BA, BS, etc.)  | 288    | 155  | 133    | 97    | 101   | 91   | 63               | 118           | 108     | 48        | 66      | 102   | 71   |
|                                   | 29%    | 32%  | 26%    | 33%   | 29%   | 25%  | 17%              | 36%           | 35%     | 27%       | 31%     | 27%   | 30%  |
|                                   |        |      |        |       |       |      |                  | F             | F       |           |         |       |      |
| Post Graduate Degree              | 162    | 96   | 66     | 37    | 63    | 61   | 22               | 53            | 87      | 41        | 32      | 60    | 30   |
|                                   | 16%    | 20%  | 13%    | 13%   | 18%   | 17%  | 6%               | 16%           | 28%     | 23%       | 15%     | 16%   | 13%  |
|                                   |        | B    |        |       |       |      |                  | F             | FG      | L         |         |       |      |
| Sigma                             | 1006   | 485  | 521    | 297   | 347   | 363  | 373              | 326           | 306     | 179       | 212     | 378   | 238  |
|                                   | 100%   | 100% | 100%   | 100%  | 100%  | 100% | 100%             | 100%          | 100%    | 100%      | 100%    | 100%  | 100% |
|                                   |        |      |        |       |       |      |                  |               |         |           |         |       |      |
| Summary                           |        |      |        |       |       |      |                  |               |         |           |         |       |      |
| No college degree                 | 556    | 235  | 322    | 163   | 183   | 211  | 289              | 156           | 112     | 91        | 114     | 216   | 137  |
|                                   | 55%    | 48%  | 62%    | 55%   | 53%   | 58%  | 77%              | 48%           | 37%     | 51%       | 54%     | 57%   | 57%  |
|                                   |        | A    |        |       |       |      | GH               | H             |         |           |         |       |      |
| College degree                    | 450    | 250  | 199    | 134   | 164   | 152  | 85               | 171           | 194     | 89        | 98      | 162   | 101  |
|                                   | 45%    | 52%  | 38%    | 45%   | 47%   | 42%  | 23%              | 52%           | 63%     | 49%       | 46%     | 43%   | 43%  |
|                                   |        | B    |        |       |       |      |                  | F             | FG      |           |         |       |      |

Field Dates: 09/25-09/26

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

Education

|                                   |       | Children in Household |      | Education         |                | Employment Status |           |          |         | Marital Status |       | Race  |       | Party ID     |           |              |
|-----------------------------------|-------|-----------------------|------|-------------------|----------------|-------------------|-----------|----------|---------|----------------|-------|-------|-------|--------------|-----------|--------------|
|                                   | Total | Yes                   | No   | No college degree | College degree | Full Time         | Part Time | Not Emp. | Retired | Married        | Other | White | Other | Republican s | Democrats | Independents |
|                                   |       | A                     | B    | C                 | D              | E                 | F         | G        | H       | I              | J     | K     | L     | M            | N         | O            |
| Base: All Respondents (unwtd)     | 1006  | 218                   | 788  | 585               | 421            | 456               | 91        | 185      | 274     | 496            | 510   | 791   | 215   | 421          | 412       | 85           |
| Base: All Respondents (wtd)       | 1006  | 264                   | 742  | 556               | 450            | 523               | 82        | 183      | 218     | 502            | 504   | 653   | 353   | 389          | 443       | 85           |
| Some High School                  | 11    | 4                     | 7    | 11                | -              | *                 | 1         | 8        | 1       | 2              | 9     | 7     | 4     | 4            | 2         | 5            |
|                                   | 1%    | 1%                    | 1%   | 2%                | -              | *                 | 2%        | 4%       | *       | *              | 2%    | 1%    | 1%    | 1%           | *         | 6%           |
| Graduated High School             |       |                       |      | D                 |                | E*                | EH        |          |         |                |       |       |       |              |           | MN*          |
|                                   | 179   | 46                    | 133  | 179               | -              | 55                | 21        | 54       | 50      | 75             | 104   | 122   | 58    | 78           | 57        | 16           |
|                                   | 18%   | 18%                   | 18%  | 32%               | -              | 10%               | 26%       | 29%      | 23%     | 15%            | 21%   | 19%   | 16%   | 20%          | 13%       | 19%          |
| Some College                      |       |                       |      | D                 |                | E*                | E         | E        |         |                |       |       |       | N            |           | *            |
|                                   | 240   | 56                    | 184  | 240               | -              | 98                | 22        | 54       | 65      | 106            | 134   | 156   | 84    | 86           | 104       | 21           |
|                                   | 24%   | 21%                   | 25%  | 43%               | -              | 19%               | 27%       | 29%      | 30%     | 21%            | 26%   | 24%   | 24%   | 22%          | 23%       | 25%          |
| Associate's degree (AA, AS, etc.) |       |                       |      | D                 |                | *                 | E         | E        |         |                |       |       |       |              |           | *            |
|                                   | 127   | 36                    | 91   | 127               | -              | 73                | 11        | 19       | 23      | 53             | 73    | 76    | 51    | 49           | 53        | 15           |
|                                   | 13%   | 13%                   | 12%  | 23%               | -              | 14%               | 14%       | 10%      | 11%     | 11%            | 15%   | 12%   | 14%   | 13%          | 12%       | 18%          |
| Bachelor's degree (BA, BS, etc.)  |       |                       |      | D                 |                | *                 |           |          |         |                |       |       |       |              |           | *            |
|                                   | 288   | 67                    | 220  | -                 | 288            | 188               | 17        | 35       | 48      | 149            | 139   | 185   | 103   | 116          | 143       | 17           |
|                                   | 29%   | 26%                   | 30%  | -                 | 64%            | 36%               | 21%       | 19%      | 22%     | 30%            | 28%   | 28%   | 29%   | 30%          | 32%       | 20%          |
| Post Graduate Degree              |       |                       |      | C                 |                | FGH               | *         |          |         |                |       |       |       |              |           | *            |
|                                   | 162   | 55                    | 106  | -                 | 162            | 108               | 8         | 13       | 32      | 116            | 45    | 108   | 54    | 55           | 84        | 11           |
|                                   | 16%   | 21%                   | 14%  | -                 | 36%            | 21%               | 10%       | 7%       | 15%     | 23%            | 9%    | 16%   | 15%   | 14%          | 19%       | 13%          |
| Sigma                             |       |                       |      | C                 |                | FG                | *         |          | G       | J              |       |       |       |              |           | *            |
|                                   | 1006  | 264                   | 742  | 556               | 450            | 523               | 82        | 183      | 218     | 502            | 504   | 653   | 353   | 389          | 443       | 85           |
|                                   | 100%  | 100%                  | 100% | 100%              | 100%           | 100%              | 100%      | 100%     | 100%    | 100%           | 100%  | 100%  | 100%  | 100%         | 100%      | 100%         |
| Summary                           |       |                       |      |                   |                |                   |           |          |         |                |       |       |       |              |           |              |
| No college degree                 | 556   | 142                   | 415  | 556               | -              | 227               | 57        | 135      | 138     | 236            | 320   | 360   | 196   | 217          | 216       | 57           |
|                                   | 55%   | 54%                   | 56%  | 100%              | -              | 43%               | 69%       | 74%      | 63%     | 47%            | 63%   | 55%   | 55%   | 56%          | 49%       | 68%          |
| College degree                    |       |                       |      | D                 |                | E*                | EH        | E        |         |                | I     |       |       |              |           | N*           |
|                                   | 450   | 123                   | 327  | -                 | 450            | 297               | 25        | 48       | 80      | 265            | 185   | 292   | 157   | 171          | 227       | 27           |
|                                   | 45%   | 46%                   | 44%  | -                 | 100%           | 57%               | 31%       | 26%      | 37%     | 53%            | 37%   | 45%   | 45%   | 44%          | 51%       | 32%          |
|                                   |       |                       |      | C                 |                | FGH               | *         |          | G       | J              |       |       |       | O            |           | *            |

Field Dates: 09/25-09/26

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)



## Education

|                                      | Total       | Vapers    | Former Vapers | Non-Vapers | Aware of Vape News | Not Aware of Vape News |
|--------------------------------------|-------------|-----------|---------------|------------|--------------------|------------------------|
|                                      |             | A         | B             | C          | D                  | E                      |
| <b>Base: All Respondents (unwtd)</b> | <b>1006</b> | <b>67</b> | <b>90</b>     | <b>849</b> | <b>895</b>         | <b>91</b>              |
| <b>Base: All Respondents (wtd)</b>   | <b>1006</b> | <b>80</b> | <b>112</b>    | <b>814</b> | <b>871</b>         | <b>115</b>             |
| Some High School                     | 11          | *         | -             | 10         | 6                  | 4                      |
|                                      | 1%          | 1%        | -             | 1%         | 1%                 | 4%                     |
|                                      |             | *         | *             |            |                    | D*                     |
| Graduated High School                | 179         | 10        | 19            | 151        | 148                | 28                     |
|                                      | 18%         | 12%       | 17%           | 19%        | 17%                | 25%                    |
|                                      |             | *         | *             |            |                    | *                      |
| Some College                         | 240         | 17        | 33            | 190        | 216                | 18                     |
|                                      | 24%         | 21%       | 29%           | 23%        | 25%                | 16%                    |
|                                      |             | *         | *             |            |                    | *                      |
| Associate's degree (AA, AS, etc.)    | 127         | 11        | 25            | 91         | 102                | 21                     |
|                                      | 13%         | 13%       | 22%           | 11%        | 12%                | 18%                    |
|                                      |             | *         | C*            |            |                    | *                      |
| Bachelor's degree (BA, BS, etc.)     | 288         | 27        | 25            | 237        | 257                | 27                     |
|                                      | 29%         | 33%       | 22%           | 29%        | 30%                | 24%                    |
|                                      |             | *         | *             |            |                    | *                      |
| Post Graduate Degree                 | 162         | 16        | 11            | 135        | 142                | 16                     |
|                                      | 16%         | 20%       | 10%           | 17%        | 16%                | 14%                    |
|                                      |             | *         | *             |            |                    | *                      |
| Sigma                                | 1006        | 80        | 112           | 814        | 871                | 115                    |
|                                      | 100%        | 100%      | 100%          | 100%       | 100%               | 100%                   |
|                                      |             |           |               |            |                    |                        |
| <b>Summary</b>                       |             |           |               |            |                    |                        |
| No college degree                    | 556         | 38        | 77            | 442        | 472                | 72                     |
|                                      | 55%         | 47%       | 68%           | 54%        | 54%                | 62%                    |
|                                      |             | *         | A*            |            |                    | *                      |
| College degree                       | 450         | 43        | 36            | 372        | 399                | 44                     |
|                                      | 45%         | 53%       | 32%           | 46%        | 46%                | 38%                    |
|                                      |             | B*        | *             |            |                    | *                      |

Field Dates: 09/25-09/26

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C,D/E

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B/C,D/E

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

Age & Presence Of Children

|                               | Gender |      |        | Age   |       |      | Household Income |               |         | Region    |         |       |      |
|-------------------------------|--------|------|--------|-------|-------|------|------------------|---------------|---------|-----------|---------|-------|------|
|                               | Total  | Male | Female | 18-34 | 35-54 | 55+  | Under \$50K      | \$50K-<\$100K | \$100K+ | Northeast | Midwest | South | West |
|                               |        | A    | B      | C     | D     | E    | F                | G             | H       | I         | J       | K     | L    |
| Base: All Respondents (unwtd) | 1006   | 415  | 591    | 223   | 339   | 444  | 412              | 412           | 182     | 189       | 222     | 392   | 203  |
| Base: All Respondents (wtd)   | 1006   | 485  | 521    | 297   | 347   | 363  | 373              | 326           | 306     | 179       | 212     | 378   | 238  |
| Under 6 only                  | 64     | 33   | 32     | 47    | 16    | 1    | 21               | 27            | 16      | 16        | 9       | 29    | 10   |
|                               | 6%     | 7%   | 6%     | 16%   | 5%    | *    | 6%               | 8%            | 5%      | 9%        | 4%      | 8%    | 4%   |
|                               |        |      |        | DE    | E     |      |                  |               |         |           |         |       |      |
| 6-12 Only                     | 71     | 43   | 28     | 27    | 40    | 4    | 18               | 20            | 33      | 8         | 14      | 36    | 13   |
|                               | 7%     | 9%   | 5%     | 9%    | 12%   | 1%   | 5%               | 6%            | 11%     | 4%        | 7%      | 10%   | 6%   |
| 13-17 Only                    |        |      |        | E     | E     |      |                  |               | F       |           |         |       |      |
|                               | 47     | 17   | 30     | 3     | 36    | 8    | 8                | 14            | 25      | 7         | 10      | 20    | 9    |
|                               | 5%     | 4%   | 6%     | 1%    | 10%   | 2%   | 2%               | 4%            | 8%      | 4%        | 5%      | 5%    | 4%   |
| Under 6 and 6-12              |        |      |        | CE    |       |      |                  |               | F       |           |         |       |      |
|                               | 42     | 15   | 27     | 21    | 20    | 1    | 13               | 14            | 15      | 4         | 7       | 20    | 11   |
|                               | 4%     | 3%   | 5%     | 7%    | 6%    | *    | 3%               | 4%            | 5%      | 2%        | 3%      | 5%    | 4%   |
| Under 6 and 13-17             |        |      |        | E     | E     |      |                  |               |         |           |         |       |      |
|                               | 5      | 1    | 4      | 3     | 2     | -    | 1                | 4             | -       | -         | 1       | 2     | 2    |
|                               | *      | *    | 1%     | 1%    | 1%    | -    | *                | 1%            | -       | -         | *       | 1%    | 1%   |
| 6-12 and 13-17                |        |      |        |       |       |      |                  |               |         |           |         |       |      |
|                               | 25     | 14   | 11     | 6     | 17    | 2    | 6                | 7             | 13      | 4         | 2       | 14    | 5    |
|                               | 3%     | 3%   | 2%     | 2%    | 5%    | *    | 1%               | 2%            | 4%      | 2%        | 1%      | 4%    | 2%   |
| All 3                         |        |      |        | E     |       |      |                  |               |         |           |         |       |      |
|                               | 11     | 10   | 1      | 7     | 4     | -    | 1                | -             | 10      | -         | 2       | 9     | -    |
|                               | 1%     | 2%   | *      | 2%    | 1%    | -    | *                | -             | 3%      | -         | 1%      | 2%    | -    |
| None Under 18                 |        | B    |        | E     |       |      |                  |               | FG      |           |         |       |      |
|                               | 742    | 353  | 388    | 183   | 212   | 347  | 306              | 241           | 195     | 140       | 167     | 248   | 188  |
|                               | 74%    | 73%  | 75%    | 62%   | 61%   | 96%  | 82%              | 74%           | 64%     | 78%       | 79%     | 66%   | 79%  |
| Sigma                         |        |      |        |       |       | CD   | GH               | H             |         | K         | K       |       | K    |
|                               | 1006   | 485  | 521    | 297   | 347   | 363  | 373              | 326           | 306     | 179       | 212     | 378   | 238  |
|                               | 100%   | 100% | 100%   | 100%  | 100%  | 100% | 100%             | 100%          | 100%    | 100%      | 100%    | 100%  | 100% |
| Summary                       |        |      |        |       |       |      |                  |               |         |           |         |       |      |
| With Kids                     | 264    | 132  | 133    | 114   | 134   | 16   | 67               | 86            | 111     | 39        | 45      | 130   | 50   |
|                               | 26%    | 27%  | 25%    | 38%   | 39%   | 4%   | 18%              | 26%           | 36%     | 22%       | 21%     | 34%   | 21%  |
| No Kids                       |        |      |        | E     | E     |      |                  | F             | FG      |           |         | IJL   |      |
|                               | 742    | 353  | 388    | 183   | 212   | 347  | 306              | 241           | 195     | 140       | 167     | 248   | 188  |
|                               | 74%    | 73%  | 75%    | 62%   | 61%   | 96%  | 82%              | 74%           | 64%     | 78%       | 79%     | 66%   | 79%  |
|                               |        |      |        |       |       | CD   | GH               | H             |         | K         | K       |       | K    |

Field Dates: 09/25-09/26

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

Age & Presence Of Children

|                               |       | Children in Household |      | Education         |                | Employment Status |           |          |         | Marital Status |       | Race  |       | Party ID   |           |              |
|-------------------------------|-------|-----------------------|------|-------------------|----------------|-------------------|-----------|----------|---------|----------------|-------|-------|-------|------------|-----------|--------------|
|                               | Total | Yes                   | No   | No college degree | College degree | Full Time         | Part Time | Not Emp. | Retired | Married        | Other | White | Other | Republican | Democrats | Independents |
|                               |       | A                     | B    | C                 | D              | E                 | F         | G        | H       | I              | J     | K     | L     | M          | N         | O            |
| Base: All Respondents (unwtd) | 1006  | 218                   | 788  | 585               | 421            | 456               | 91        | 185      | 274     | 496            | 510   | 791   | 215   | 421        | 412       | 85           |
| Base: All Respondents (wtd)   | 1006  | 264                   | 742  | 556               | 450            | 523               | 82        | 183      | 218     | 502            | 504   | 653   | 353   | 389        | 443       | 85           |
| Under 6 only                  | 64    | 64                    | -    | 30                | 34             | 49                | 3         | 12       | -       | 52             | 12    | 37    | 27    | 23         | 28        | 5            |
|                               | 6%    | 24%                   | -    | 5%                | 7%             | 9%                | 4%        | 7%       | -       | 10%            | 2%    | 6%    | 8%    | 6%         | 6%        | 6%           |
|                               | B     |                       |      |                   |                | H                 | H*        | H        |         | J              |       |       |       |            |           | *            |
| 6-12 Only                     | 71    | 71                    | -    | 37                | 34             | 54                | 4         | 12       | 1       | 39             | 32    | 38    | 33    | 35         | 23        | 6            |
|                               | 7%    | 27%                   | -    | 7%                | 8%             | 10%               | 5%        | 7%       | *       | 8%             | 6%    | 6%    | 9%    | 9%         | 5%        | 7%           |
|                               | B     |                       |      |                   |                | H                 | H*        | H        |         |                |       |       |       |            |           | *            |
| 13-17 Only                    | 47    | 47                    | -    | 26                | 21             | 27                | 3         | 13       | 4       | 37             | 10    | 32    | 14    | 23         | 14        | 6            |
|                               | 5%    | 18%                   | -    | 5%                | 5%             | 5%                | 4%        | 7%       | 2%      | 7%             | 2%    | 5%    | 4%    | 6%         | 3%        | 8%           |
|                               | B     |                       |      |                   |                |                   | *         | H        |         | J              |       |       |       |            |           | *            |
| Under 6 and 6-12              | 42    | 42                    | -    | 25                | 17             | 26                | 1         | 15       | -       | 29             | 13    | 22    | 20    | 15         | 20        | 3            |
|                               | 4%    | 16%                   | -    | 4%                | 4%             | 5%                | 1%        | 8%       | -       | 6%             | 3%    | 3%    | 6%    | 4%         | 5%        | 3%           |
|                               | B     |                       |      |                   |                | H                 | *         | FH       |         | J              |       |       |       |            |           | *            |
| Under 6 and 13-17             | 5     | 5                     | -    | 4                 | 1              | 1                 | 1         | 3        | -       | 4              | 1     | 2     | 3     | 1          | 1         | -            |
|                               | *     | 2%                    | -    | 1%                | *              | *                 | 1%        | 2%       | -       | 1%             | *     | *     | 1%    | *          | *         | -            |
|                               | B     |                       |      |                   |                |                   | *         |          |         |                |       |       |       |            |           | *            |
| 6-12 and 13-17                | 25    | 25                    | -    | 11                | 14             | 21                | *         | 4        | -       | 21             | 4     | 13    | 12    | 11         | 13        | 1            |
|                               | 3%    | 10%                   | -    | 2%                | 3%             | 4%                | 1%        | 2%       | -       | 4%             | 1%    | 2%    | 3%    | 3%         | 3%        | 1%           |
|                               | B     |                       |      |                   |                | H                 | *         | H        |         | J              |       |       |       |            |           | *            |
| All 3                         | 11    | 11                    | -    | 9                 | 2              | 10                | -         | 1        | -       | 10             | 1     | 3     | 8     | 9          | 1         | -            |
|                               | 1%    | 4%                    | -    | 2%                | *              | 2%                | -         | 1%       | -       | 2%             | *     | *     | 2%    | 2%         | *         | -            |
|                               | B     |                       |      |                   |                |                   | *         |          |         | J              |       |       |       | N          |           | *            |
| None Under 18                 | 742   | -                     | 742  | 415               | 327            | 336               | 69        | 124      | 213     | 310            | 431   | 504   | 237   | 272        | 343       | 64           |
|                               | 74%   | -                     | 100% | 75%               | 73%            | 64%               | 85%       | 68%      | 98%     | 62%            | 86%   | 77%   | 67%   | 70%        | 77%       | 75%          |
|                               |       |                       | A    |                   |                |                   | EG*       |          | EFG     |                | I     | L     |       |            | M         | *            |
| Sigma                         | 1006  | 264                   | 742  | 556               | 450            | 523               | 82        | 183      | 218     | 502            | 504   | 653   | 353   | 389        | 443       | 85           |
|                               | 100%  | 100%                  | 100% | 100%              | 100%           | 100%              | 100%      | 100%     | 100%    | 100%           | 100%  | 100%  | 100%  | 100%       | 100%      | 100%         |
|                               |       |                       |      |                   |                |                   |           |          |         |                |       |       |       |            |           |              |
| Summary                       |       |                       |      |                   |                |                   |           |          |         |                |       |       |       |            |           |              |
| With Kids                     | 264   | 264                   | -    | 142               | 123            | 187               | 13        | 59       | 5       | 191            | 73    | 148   | 116   | 117        | 100       | 21           |
|                               | 26%   | 100%                  | -    | 25%               | 27%            | 36%               | 15%       | 32%      | 2%      | 38%            | 14%   | 23%   | 33%   | 30%        | 23%       | 25%          |
|                               | B     |                       |      |                   |                | FH                | H*        | FH       |         | J              |       |       | K     | N          |           | *            |
| No Kids                       | 742   | -                     | 742  | 415               | 327            | 336               | 69        | 124      | 213     | 310            | 431   | 504   | 237   | 272        | 343       | 64           |
|                               | 74%   | -                     | 100% | 75%               | 73%            | 64%               | 85%       | 68%      | 98%     | 62%            | 86%   | 77%   | 67%   | 70%        | 77%       | 75%          |
|                               |       |                       | A    |                   |                |                   | EG*       |          | EFG     |                | I     | L     |       |            | M         | *            |

Field Dates: 09/25-09/26

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

## Age & Presence Of Children

|                                      | Total       | Vapers    | Former Vapers | Non-Vapers | Aware of Vape News | Not Aware of Vape News |
|--------------------------------------|-------------|-----------|---------------|------------|--------------------|------------------------|
|                                      |             | A         | B             | C          | D                  | E                      |
| <b>Base: All Respondents (unwtd)</b> | <b>1006</b> | <b>67</b> | <b>90</b>     | <b>849</b> | <b>895</b>         | <b>91</b>              |
| <b>Base: All Respondents (wtd)</b>   | <b>1006</b> | <b>80</b> | <b>112</b>    | <b>814</b> | <b>871</b>         | <b>115</b>             |
| Under 6 only                         | 64          | 6         | 2             | 56         | 47                 | 17                     |
|                                      | 6%          | 8%        | 2%            | 7%         | 5%                 | 15%                    |
|                                      |             | *         | *             |            |                    | D*                     |
| 6-12 Only                            | 71          | 7         | 12            | 52         | 60                 | 9                      |
|                                      | 7%          | 8%        | 11%           | 6%         | 7%                 | 8%                     |
|                                      |             | *         | *             |            |                    | *                      |
| 13-17 Only                           | 47          | 8         | 3             | 36         | 41                 | 6                      |
|                                      | 5%          | 9%        | 3%            | 4%         | 5%                 | 5%                     |
|                                      |             | *         | *             |            |                    | *                      |
| Under 6 and 6-12                     | 42          | 4         | 3             | 35         | 31                 | 9                      |
|                                      | 4%          | 4%        | 3%            | 4%         | 4%                 | 8%                     |
|                                      |             | *         | *             |            |                    | *                      |
| Under 6 and 13-17                    | 5           | 3         | -             | 2          | 3                  | 2                      |
|                                      | *           | 4%        | -             | *          | *                  | 2%                     |
|                                      |             | C*        | *             |            |                    | *                      |
| 6-12 and 13-17                       | 25          | 1         | 6             | 18         | 21                 | 3                      |
|                                      | 3%          | 2%        | 5%            | 2%         | 2%                 | 3%                     |
|                                      |             | *         | *             |            |                    | *                      |
| All 3                                | 11          | -         | 7             | 4          | 10                 | -                      |
|                                      | 1%          | -         | 6%            | *          | 1%                 | -                      |
|                                      |             | *         | C*            |            |                    | *                      |
| None Under 18                        | 742         | 51        | 79            | 611        | 659                | 68                     |
|                                      | 74%         | 64%       | 70%           | 75%        | 76%                | 59%                    |
|                                      |             | *         | *             |            | E                  | *                      |
| Sigma                                | 1006        | 80        | 112           | 814        | 871                | 115                    |
|                                      | 100%        | 100%      | 100%          | 100%       | 100%               | 100%                   |
|                                      |             |           |               |            |                    |                        |
| <b>Summary</b>                       |             |           |               |            |                    |                        |
| With Kids                            | 264         | 29        | 33            | 203        | 212                | 47                     |
|                                      | 26%         | 36%       | 30%           | 25%        | 24%                | 41%                    |
|                                      |             | *         | *             |            |                    | D*                     |
| No Kids                              | 742         | 51        | 79            | 611        | 659                | 68                     |
|                                      | 74%         | 64%       | 70%           | 75%        | 76%                | 59%                    |
|                                      |             | *         | *             |            | E                  | *                      |

Field Dates: 09/25-09/26

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C,D/E

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B/C,D/E

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

Marital Status

|                               | Total | Gender |        | Age   |       |      | Household Income |               |         | Region    |         |       |      |
|-------------------------------|-------|--------|--------|-------|-------|------|------------------|---------------|---------|-----------|---------|-------|------|
|                               |       | Male   | Female | 18-34 | 35-54 | 55+  | Under \$50K      | \$50K-<\$100K | \$100K+ | Northeast | Midwest | South | West |
|                               |       | A      | B      | C     | D     | E    | F                | G             | H       | I         | J       | K     | L    |
| Base: All Respondents (unwtd) | 1006  | 415    | 591    | 223   | 339   | 444  | 412              | 412           | 182     | 189       | 222     | 392   | 203  |
|                               |       |        |        |       |       |      |                  |               |         |           |         |       |      |
| Base: All Respondents (wtd)   | 1006  | 485    | 521    | 297   | 347   | 363  | 373              | 326           | 306     | 179       | 212     | 378   | 238  |
|                               |       |        |        |       |       |      |                  |               |         |           |         |       |      |
| Single                        | 260   | 133    | 127    | 130   | 81    | 49   | 163              | 62            | 35      | 56        | 56      | 85    | 63   |
|                               | 26%   | 28%    | 24%    | 44%   | 23%   | 14%  | 44%              | 19%           | 12%     | 31%       | 26%     | 23%   | 27%  |
|                               |       |        |        | DE    | E     |      | GH               | H             |         |           |         |       |      |
| Domestic Partnership          | 97    | 47     | 50     | 49    | 35    | 13   | 33               | 35            | 29      | 13        | 20      | 42    | 22   |
|                               | 10%   | 10%    | 10%    | 17%   | 10%   | 3%   | 9%               | 11%           | 9%      | 7%        | 9%      | 11%   | 9%   |
|                               |       |        |        | E     | E     |      |                  |               |         |           |         |       |      |
| Married                       | 502   | 247    | 254    | 109   | 194   | 198  | 87               | 193           | 222     | 85        | 108     | 200   | 109  |
|                               | 50%   | 51%    | 49%    | 37%   | 56%   | 55%  | 23%              | 59%           | 72%     | 47%       | 51%     | 53%   | 46%  |
|                               |       |        |        | C     | C     |      |                  | F             | FG      |           |         |       |      |
| Widowed                       | 52    | 12     | 39     | 1     | 4     | 47   | 30               | 13            | 8       | 8         | 12      | 16    | 16   |
|                               | 5%    | 3%     | 8%     | *     | 1%    | 13%  | 8%               | 4%            | 3%      | 5%        | 6%      | 4%    | 7%   |
|                               |       |        | A      |       |       | CD   | GH               |               |         |           |         |       |      |
| Divorced or separated         | 96    | 45     | 51     | 7     | 34    | 56   | 60               | 24            | 13      | 17        | 17      | 35    | 28   |
|                               | 10%   | 9%     | 10%    | 2%    | 10%   | 15%  | 16%              | 7%            | 4%      | 10%       | 8%      | 9%    | 12%  |
|                               |       |        |        | C     | C     | GH   |                  |               |         |           |         |       |      |
| Sigma                         | 1006  | 485    | 521    | 297   | 347   | 363  | 373              | 326           | 306     | 179       | 212     | 378   | 238  |
|                               | 100%  | 100%   | 100%   | 100%  | 100%  | 100% | 100%             | 100%          | 100%    | 100%      | 100%    | 100%  | 100% |
|                               |       |        |        |       |       |      |                  |               |         |           |         |       |      |
| Summary                       |       |        |        |       |       |      |                  |               |         |           |         |       |      |
| Married                       | 502   | 247    | 254    | 109   | 194   | 198  | 87               | 193           | 222     | 85        | 108     | 200   | 109  |
|                               | 50%   | 51%    | 49%    | 37%   | 56%   | 55%  | 23%              | 59%           | 72%     | 47%       | 51%     | 53%   | 46%  |
|                               |       |        |        | C     | C     |      |                  | F             | FG      |           |         |       |      |
| Other                         | 504   | 238    | 267    | 187   | 153   | 164  | 286              | 134           | 85      | 94        | 104     | 178   | 129  |
|                               | 50%   | 49%    | 51%    | 63%   | 44%   | 45%  | 77%              | 41%           | 28%     | 53%       | 49%     | 47%   | 54%  |
|                               |       |        |        | DE    |       |      | GH               | H             |         |           |         |       |      |

Field Dates: 09/25-09/26

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

Marital Status

|                               |       | Children in Household |      | Education         |                | Employment Status |           |          |         | Marital Status |       | Race  |       | Party ID     |           |              |
|-------------------------------|-------|-----------------------|------|-------------------|----------------|-------------------|-----------|----------|---------|----------------|-------|-------|-------|--------------|-----------|--------------|
|                               | Total | Yes                   | No   | No college degree | College degree | Full Time         | Part Time | Not Emp. | Retired | Married        | Other | White | Other | Republican s | Democrats | Independents |
|                               |       | A                     | B    | C                 | D              | E                 | F         | G        | H       | I              | J     | K     | L     | M            | N         | O            |
| Base: All Respondents (unwtd) | 1006  | 218                   | 788  | 585               | 421            | 456               | 91        | 185      | 274     | 496            | 510   | 791   | 215   | 421          | 412       | 85           |
| Base: All Respondents (wtd)   | 1006  | 264                   | 742  | 556               | 450            | 523               | 82        | 183      | 218     | 502            | 504   | 653   | 353   | 389          | 443       | 85           |
| Single                        | 260   | 27                    | 233  | 155               | 105            | 130               | 27        | 79       | 25      | -              | 260   | 138   | 122   | 56           | 131       | 44           |
|                               | 26%   | 10%                   | 31%  | 28%               | 23%            | 25%               | 33%       | 43%      | 11%     | -              | 52%   | 21%   | 34%   | 14%          | 29%       | 51%          |
| Domestic Partnership          | 97    | 35                    | 61   | 63                | 34             | 71                | 4         | 17       | 5       | -              | 97    | 48    | 49    | 38           | 44        | 6            |
|                               | 10%   | 13%                   | 8%   | 11%               | 7%             | 14%               | 5%        | 9%       | 2%      | -              | 19%   | 7%    | 14%   | 10%          | 10%       | 7%           |
| Married                       | 502   | 191                   | 310  | 236               | 265            | 274               | 42        | 68       | 117     | 502            | -     | 354   | 148   | 241          | 199       | 21           |
|                               | 50%   | 72%                   | 42%  | 42%               | 59%            | 52%               | 52%       | 37%      | 54%     | 100%           | -     | 54%   | 42%   | 62%          | 45%       | 25%          |
| Widowed                       | 52    | 2                     | 49   | 33                | 19             | 6                 | 3         | 7        | 35      | -              | 52    | 42    | 10    | 19           | 27        | 6            |
|                               | 5%    | 1%                    | 7%   | 6%                | 4%             | 1%                | 4%        | 4%       | 16%     | -              | 10%   | 6%    | 3%    | 5%           | 6%        | 7%           |
| Divorced or separated         | 96    | 9                     | 87   | 69                | 27             | 43                | 5         | 12       | 36      | -              | 96    | 71    | 25    | 35           | 43        | 8            |
|                               | 10%   | 3%                    | 12%  | 12%               | 6%             | 8%                | 6%        | 7%       | 17%     | -              | 19%   | 11%   | 7%    | 9%           | 10%       | 9%           |
| Sigma                         | 1006  | 264                   | 742  | 556               | 450            | 523               | 82        | 183      | 218     | 502            | 504   | 653   | 353   | 389          | 443       | 85           |
|                               | 100%  | 100%                  | 100% | 100%              | 100%           | 100%              | 100%      | 100%     | 100%    | 100%           | 100%  | 100%  | 100%  | 100%         | 100%      | 100%         |
| Summary                       |       |                       |      |                   |                |                   |           |          |         |                |       |       |       |              |           |              |
| Married                       | 502   | 191                   | 310  | 236               | 265            | 274               | 42        | 68       | 117     | 502            | -     | 354   | 148   | 241          | 199       | 21           |
|                               | 50%   | 72%                   | 42%  | 42%               | 59%            | 52%               | 52%       | 37%      | 54%     | 100%           | -     | 54%   | 42%   | 62%          | 45%       | 25%          |
| Other                         | 504   | 73                    | 431  | 320               | 185            | 249               | 40        | 115      | 101     | -              | 504   | 299   | 206   | 147          | 244       | 64           |
|                               | 50%   | 28%                   | 58%  | 58%               | 41%            | 48%               | 48%       | 63%      | 46%     | -              | 100%  | 46%   | 58%   | 38%          | 55%       | 75%          |

Field Dates: 09/25-09/26

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

## Marital Status

|                                      | Total       | Vapers    | Former Vapers | Non-Vapers | Aware of Vape News | Not Aware of Vape News |
|--------------------------------------|-------------|-----------|---------------|------------|--------------------|------------------------|
|                                      |             | A         | B             | C          | D                  | E                      |
| <b>Base: All Respondents (unwtd)</b> | <b>1006</b> | <b>67</b> | <b>90</b>     | <b>849</b> | <b>895</b>         | <b>91</b>              |
| <b>Base: All Respondents (wtd)</b>   | <b>1006</b> | <b>80</b> | <b>112</b>    | <b>814</b> | <b>871</b>         | <b>115</b>             |
| Single                               | 260         | 23        | 34            | 203        | 220                | 30                     |
|                                      | 26%         | 29%       | 30%           | 25%        | 25%                | 26%                    |
|                                      |             | *         | *             |            |                    | *                      |
| Domestic Partnership                 | 97          | 14        | 15            | 67         | 76                 | 18                     |
|                                      | 10%         | 17%       | 14%           | 8%         | 9%                 | 16%                    |
|                                      |             | *         | *             |            |                    | *                      |
| Married                              | 502         | 35        | 44            | 423        | 439                | 59                     |
|                                      | 50%         | 44%       | 39%           | 52%        | 50%                | 51%                    |
|                                      |             | *         | *             |            |                    | *                      |
| Widowed                              | 52          | 2         | 3             | 46         | 45                 | 6                      |
|                                      | 5%          | 3%        | 3%            | 6%         | 5%                 | 5%                     |
|                                      |             | *         | *             |            |                    | *                      |
| Divorced or separated                | 96          | 6         | 16            | 74         | 91                 | 2                      |
|                                      | 10%         | 7%        | 14%           | 9%         | 11%                | 2%                     |
|                                      |             | *         | *             |            | E                  | *                      |
| Sigma                                | 1006        | 80        | 112           | 814        | 871                | 115                    |
|                                      | 100%        | 100%      | 100%          | 100%       | 100%               | 100%                   |
|                                      |             |           |               |            |                    |                        |
| <b>Summary</b>                       |             |           |               |            |                    |                        |
| Married                              | 502         | 35        | 44            | 423        | 439                | 59                     |
|                                      | 50%         | 44%       | 39%           | 52%        | 50%                | 51%                    |
|                                      |             | *         | *             |            |                    | *                      |
| Other                                | 504         | 45        | 69            | 391        | 432                | 57                     |
|                                      | 50%         | 56%       | 61%           | 48%        | 50%                | 49%                    |
|                                      |             | *         | *             |            |                    | *                      |

Field Dates: 09/25-09/26

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B/C/D/E

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

Employment

|                               |       | Gender |        | Age   |       |      | Household Income |               |         | Region    |         |       |      |
|-------------------------------|-------|--------|--------|-------|-------|------|------------------|---------------|---------|-----------|---------|-------|------|
|                               | Total | Male   | Female | 18-34 | 35-54 | 55+  | Under \$50K      | \$50K-<\$100K | \$100K+ | Northeast | Midwest | South | West |
|                               |       | A      | B      | C     | D     | E    | F                | G             | H       | I         | J       | K     | L    |
| Base: All Respondents (unwtd) | 1006  | 415    | 591    | 223   | 339   | 444  | 412              | 412           | 182     | 189       | 222     | 392   | 203  |
| Base: All Respondents (wtd)   | 1006  | 485    | 521    | 297   | 347   | 363  | 373              | 326           | 306     | 179       | 212     | 378   | 238  |
| Employed - full-time          | 461   | 279    | 182    | 174   | 220   | 67   | 109              | 174           | 178     | 92        | 87      | 177   | 104  |
|                               | 46%   | 57%    | 35%    | 59%   | 63%   | 18%  | 29%              | 53%           | 58%     | 52%       | 41%     | 47%   | 44%  |
| Employed - part-time          | 82    | 21     | 61     | 25    | 24    | 33   | 45               | 21            | 16      | 11        | 21      | 28    | 22   |
|                               | 8%    | 4%     | 12%    | 8%    | 7%    | 9%   | 12%              | 6%            | 5%      | 6%        | 10%     | 7%    | 9%   |
| Self-Employed                 | 63    | 27     | 36     | 19    | 20    | 24   | 22               | 15            | 26      | 10        | 15      | 24    | 14   |
|                               | 6%    | 6%     | 7%     | 6%    | 6%    | 7%   | 6%               | 5%            | 8%      | 6%        | 7%      | 6%    | 6%   |
| Retired                       | 218   | 108    | 110    | -     | 10    | 208  | 96               | 75            | 47      | 30        | 58      | 67    | 63   |
|                               | 22%   | 22%    | 21%    | -     | 3%    | 57%  | 26%              | 23%           | 15%     | 17%       | 27%     | 18%   | 27%  |
| Student/Pupil                 | 33    | 15     | 18     | 29    | 3     | 1    | 21               | 4             | 8       | 15        | 5       | 13    | -    |
|                               | 3%    | 3%     | 4%     | 10%   | 1%    | *    | 6%               | 1%            | 3%      | 8%        | 3%      | 3%    | -    |
| Military                      | 4     | 2      | 2      | 2     | 2     | -    | 3                | -             | 1       | 2         | -       | 1     | 1    |
|                               | *     | *      | *      | 1%    | 1%    | -    | 1%               | -             | *       | 1%        | -       | *     | *    |
| Homemaker                     | 70    | 2      | 69     | 26    | 38    | 7    | 23               | 24            | 24      | 8         | 8       | 35    | 20   |
|                               | 7%    | *      | 13%    | 9%    | 11%   | 2%   | 6%               | 7%            | 8%      | 4%        | 4%      | 9%    | 8%   |
| Currently Unemployed          | 74    | 32     | 42     | 22    | 31    | 22   | 54               | 13            | 7       | 11        | 18      | 33    | 13   |
|                               | 7%    | 7%     | 8%     | 7%    | 9%    | 6%   | 15%              | 4%            | 2%      | 6%        | 8%      | 9%    | 5%   |
| (Dk/Ns)                       | 2     | -      | 2      | 1     | *     | 1    | 2                | -             | -       | *         | 1       | 1     | -    |
|                               | *     | -      | *      | *     | *     | *    | *                | -             | -       | *         | *       | *     | -    |
| Sigma                         | 1006  | 485    | 521    | 297   | 347   | 363  | 373              | 326           | 306     | 179       | 212     | 378   | 238  |
|                               | 100%  | 100%   | 100%   | 100%  | 100%  | 100% | 100%             | 100%          | 100%    | 100%      | 100%    | 100%  | 100% |
| Summary                       |       |        |        |       |       |      |                  |               |         |           |         |       |      |
| Full Time                     | 523   | 306    | 218    | 193   | 240   | 91   | 130              | 189           | 204     | 102       | 102     | 201   | 119  |
|                               | 52%   | 63%    | 42%    | 65%   | 69%   | 25%  | 35%              | 58%           | 66%     | 57%       | 48%     | 53%   | 50%  |
| Part Time                     | 82    | 21     | 61     | 25    | 24    | 33   | 45               | 21            | 16      | 11        | 21      | 28    | 22   |
|                               | 8%    | 4%     | 12%    | 8%    | 7%    | 9%   | 12%              | 6%            | 5%      | 6%        | 10%     | 7%    | 9%   |
| Not Emp.                      | 183   | 50     | 133    | 79    | 74    | 30   | 102              | 41            | 40      | 36        | 32      | 82    | 33   |
|                               | 18%   | 10%    | 25%    | 27%   | 21%   | 8%   | 27%              | 12%           | 13%     | 20%       | 15%     | 22%   | 14%  |
| Retired                       | 218   | 108    | 110    | -     | 10    | 208  | 96               | 75            | 47      | 30        | 58      | 67    | 63   |
|                               | 22%   | 22%    | 21%    | -     | 3%    | 57%  | 26%              | 23%           | 15%     | 17%       | 27%     | 18%   | 27%  |
|                               |       |        |        |       | C     | CD   | H                |               |         |           | IK      |       | IK   |

Field Dates: 09/25-09/26

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)



Employment

|                               |       | Children in Household |      | Education         |                | Employment Status |           |          |         | Marital Status |       | Race  |       | Party ID    |           |              |
|-------------------------------|-------|-----------------------|------|-------------------|----------------|-------------------|-----------|----------|---------|----------------|-------|-------|-------|-------------|-----------|--------------|
|                               | Total | Yes                   | No   | No college degree | College degree | Full Time         | Part Time | Not Emp. | Retired | Married        | Other | White | Other | Republicans | Democrats | Independents |
|                               |       | A                     | B    | C                 | D              | E                 | F         | G        | H       | I              | J     | K     | L     | M           | N         | O            |
| Base: All Respondents (unwtd) | 1006  | 218                   | 788  | 585               | 421            | 456               | 91        | 185      | 274     | 496            | 510   | 791   | 215   | 421         | 412       | 85           |
| Base: All Respondents (wtd)   | 1006  | 264                   | 742  | 556               | 450            | 523               | 82        | 183      | 218     | 502            | 504   | 653   | 353   | 389         | 443       | 85           |
| Employed - full-time          | 461   | 171                   | 290  | 189               | 271            | 461               | -         | -        | -       | 250            | 210   | 276   | 185   | 173         | 221       | 34           |
|                               | 46%   | 65%                   | 39%  | 34%               | 60%            | 88%               | -         | -        | -       | 50%            | 42%   | 42%   | 52%   | 45%         | 50%       | 40%          |
| Employed - part-time          | B     |                       |      |                   | C              | FGH               | *         |          |         | J              |       | K     |       |             |           | *            |
|                               | 82    | 13                    | 69   | 57                | 25             | -                 | 82        | -        | -       | 42             | 40    | 53    | 29    | 26          | 37        | 4            |
| Self-Employed                 | 8%    | 5%                    | 9%   | 10%               | 6%             | -                 | 100%      | -        | -       | 8%             | 8%    | 8%    | 8%    | 7%          | 8%        | 5%           |
|                               |       |                       |      | D                 |                |                   | EGH*      |          |         |                |       |       |       |             |           | *            |
| Retired                       | 63    | 17                    | 46   | 37                | 25             | 63                | -         | -        | -       | 24             | 39    | 37    | 26    | 26          | 31        | 2            |
|                               | 6%    | 6%                    | 6%   | 7%                | 6%             | 12%               | -         | -        | -       | 5%             | 8%    | 6%    | 7%    | 7%          | 7%        | 2%           |
| Student/Pupil                 |       |                       |      |                   |                | FGH               | *         |          |         |                |       |       |       |             |           | *            |
|                               | 218   | 5                     | 213  | 138               | 80             | -                 | -         | -        | 218     | 117            | 101   | 183   | 35    | 99          | 95        | 16           |
| Military                      | 22%   | 2%                    | 29%  | 25%               | 18%            | -                 | -         | -        | 100%    | 23%            | 20%   | 28%   | 10%   | 25%         | 21%       | 19%          |
|                               |       |                       | A    | D                 |                |                   | *         |          | EFG     |                |       | L     |       |             |           | *            |
| Homemaker                     | 33    | 3                     | 30   | 22                | 11             | -                 | -         | 33       | -       | 6              | 26    | 11    | 22    | 6           | 17        | 5            |
|                               | 3%    | 1%                    | 4%   | 4%                | 2%             | -                 | -         | 18%      | -       | 1%             | 5%    | 2%    | 6%    | 2%          | 4%        | 6%           |
| Currently Unemployed          |       |                       |      |                   |                |                   | *         | EFH      |         | I              |       | K     |       |             |           | M*           |
|                               | 4     | -                     | 4    | 1                 | 3              | -                 | -         | 4        | -       | -              | 4     | 2     | 2     | 1           | 1         | -            |
| Sigma                         | *     | -                     | 1%   | *                 | 1%             | -                 | -         | 2%       | -       | -              | 1%    | *     | 1%    | *           | *         | -            |
|                               |       |                       |      |                   |                |                   | *         | EH       |         |                |       |       |       |             |           | *            |
| (Dk/Ns)                       | 70    | 46                    | 24   | 55                | 15             | -                 | -         | 70       | -       | 48             | 22    | 36    | 34    | 37          | 11        | 9            |
|                               | 7%    | 17%                   | 3%   | 10%               | 3%             | -                 | -         | 38%      | -       | 10%            | 4%    | 6%    | 10%   | 9%          | 3%        | 11%          |
| Full Time                     | B     |                       |      |                   | D              |                   | *         | EFH      |         | J              |       |       |       | N           |           | N*           |
|                               | 74    | 11                    | 63   | 56                | 19             | -                 | -         | 74       | -       | 13             | 61    | 54    | 20    | 21          | 29        | 15           |
| Part Time                     | 7%    | 4%                    | 9%   | 10%               | 4%             | -                 | -         | 41%      | -       | 3%             | 12%   | 8%    | 6%    | 5%          | 6%        | 17%          |
|                               |       |                       |      | D                 |                |                   | *         | EFH      |         | I              |       |       |       |             |           | MN*          |
| Not Emp.                      | 2     | -                     | 2    | 1                 | *              | -                 | -         | 2        | -       | 1              | 1     | 1     | 1     | *           | 1         | -            |
|                               | *     | -                     | *    | *                 | *              | -                 | -         | 1%       | -       | *              | *     | *     | *     | *           | *         | -            |
| Retired                       |       |                       |      |                   |                |                   | *         |          |         |                |       |       |       |             |           | *            |
|                               | 1006  | 264                   | 742  | 556               | 450            | 523               | 82        | 183      | 218     | 502            | 504   | 653   | 353   | 389         | 443       | 85           |
| Summary                       | 100%  | 100%                  | 100% | 100%              | 100%           | 100%              | 100%      | 100%     | 100%    | 100%           | 100%  | 100%  | 100%  | 100%        | 100%      | 100%         |
|                               |       |                       |      |                   |                |                   |           |          |         |                |       |       |       |             |           |              |
| Full Time                     | 523   | 187                   | 336  | 227               | 297            | 523               | -         | -        | -       | 274            | 249   | 313   | 211   | 199         | 253       | 36           |
|                               | 52%   | 71%                   | 45%  | 41%               | 66%            | 100%              | -         | -        | -       | 55%            | 49%   | 48%   | 60%   | 51%         | 57%       | 42%          |
| Part Time                     | B     |                       |      |                   | C              | FGH               | *         |          |         |                |       | K     |       |             | O         | *            |
|                               | 82    | 13                    | 69   | 57                | 25             | -                 | 82        | -        | -       | 42             | 40    | 53    | 29    | 26          | 37        | 4            |
| Not Emp.                      | 8%    | 5%                    | 9%   | 10%               | 6%             | -                 | 100%      | -        | -       | 8%             | 8%    | 8%    | 8%    | 7%          | 8%        | 5%           |
|                               |       |                       |      | D                 |                |                   | EGH*      |          |         |                |       |       |       |             |           | *            |
| Retired                       | 183   | 59                    | 124  | 135               | 48             | -                 | -         | 183      | -       | 68             | 115   | 105   | 78    | 65          | 59        | 29           |
|                               | 18%   | 22%                   | 17%  | 24%               | 11%            | -                 | -         | 100%     | -       | 14%            | 23%   | 16%   | 22%   | 17%         | 13%       | 34%          |
| Sigma                         |       |                       |      | D                 |                |                   | *         | EFH      |         | I              |       |       |       |             |           | MN*          |
|                               | 218   | 5                     | 213  | 138               | 80             | -                 | -         | -        | 218     | 117            | 101   | 183   | 35    | 99          | 95        | 16           |
| (Dk/Ns)                       | 22%   | 2%                    | 29%  | 25%               | 18%            | -                 | -         | -        | 100%    | 23%            | 20%   | 28%   | 10%   | 25%         | 21%       | 19%          |
|                               |       |                       | A    | D                 |                |                   | *         |          | EFG     |                |       | L     |       |             |           | *            |

Field Dates: 09/25-09/26

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

## Employment

|                                      | Total       | Vapers    | Former Vapers | Non-Vapers | Aware of Vape News | Not Aware of Vape News |
|--------------------------------------|-------------|-----------|---------------|------------|--------------------|------------------------|
|                                      |             | A         | B             | C          | D                  | E                      |
| <b>Base: All Respondents (unwtd)</b> | <b>1006</b> | <b>67</b> | <b>90</b>     | <b>849</b> | <b>895</b>         | <b>91</b>              |
| <b>Base: All Respondents (wtd)</b>   | <b>1006</b> | <b>80</b> | <b>112</b>    | <b>814</b> | <b>871</b>         | <b>115</b>             |
|                                      |             |           |               |            |                    |                        |
| Employed - full-time                 | 461         | 55        | 61            | 345        | 396                | 55                     |
|                                      | 46%         | 68%       | 54%           | 42%        | 45%                | 48%                    |
|                                      |             | C*        | *             |            |                    | *                      |
| Employed - part-time                 | 82          | 3         | 4             | 75         | 73                 | 6                      |
|                                      | 8%          | 3%        | 4%            | 9%         | 8%                 | 6%                     |
|                                      |             | *         | *             |            |                    | *                      |
| Self-Employed                        | 63          | 7         | 8             | 47         | 51                 | 11                     |
|                                      | 6%          | 9%        | 7%            | 6%         | 6%                 | 10%                    |
|                                      |             | *         | *             |            |                    | *                      |
| Retired                              | 218         | 4         | 10            | 204        | 202                | 13                     |
|                                      | 22%         | 5%        | 9%            | 25%        | 23%                | 11%                    |
|                                      |             | *         | *             | AB         | E                  | *                      |
| Student/Pupil                        | 33          | 2         | 9             | 22         | 24                 | 9                      |
|                                      | 3%          | 2%        | 8%            | 3%         | 3%                 | 8%                     |
|                                      |             | *         | C*            |            |                    | D*                     |
| Military                             | 4           | -         | 2             | 2          | 1                  | 1                      |
|                                      | *           | -         | 2%            | *          | *                  | 1%                     |
|                                      |             | *         | *             |            |                    | *                      |
| Homemaker                            | 70          | 5         | 3             | 62         | 59                 | 10                     |
|                                      | 7%          | 6%        | 3%            | 8%         | 7%                 | 9%                     |
|                                      |             | *         | *             |            |                    | *                      |
| Currently Unemployed                 | 74          | 6         | 12            | 57         | 63                 | 10                     |
|                                      | 7%          | 7%        | 11%           | 7%         | 7%                 | 9%                     |
|                                      |             | *         | *             |            |                    | *                      |
| (Dk/Ns)                              | 2           | -         | 1             | 1          | 2                  | -                      |
|                                      | *           | -         | 1%            | *          | *                  | -                      |
|                                      |             | *         | *             |            |                    | *                      |
| Sigma                                | 1006        | 80        | 112           | 814        | 871                | 115                    |
|                                      | 100%        | 100%      | 100%          | 100%       | 100%               | 100%                   |
|                                      |             |           |               |            |                    |                        |
| <b>Summary</b>                       |             |           |               |            |                    |                        |
| Full Time                            | 523         | 62        | 69            | 392        | 447                | 66                     |
|                                      | 52%         | 77%       | 62%           | 48%        | 51%                | 57%                    |
|                                      |             | C*        | *             |            |                    | *                      |
| Part Time                            | 82          | 3         | 4             | 75         | 73                 | 6                      |
|                                      | 8%          | 3%        | 4%            | 9%         | 8%                 | 6%                     |
|                                      |             | *         | *             |            |                    | *                      |
| Not Emp.                             | 183         | 12        | 28            | 143        | 148                | 30                     |
|                                      | 18%         | 15%       | 25%           | 18%        | 17%                | 26%                    |
|                                      |             | *         | *             |            |                    | *                      |
| Retired                              | 218         | 4         | 10            | 204        | 202                | 13                     |
|                                      | 22%         | 5%        | 9%            | 25%        | 23%                | 11%                    |
|                                      |             | *         | *             | AB         | E                  | *                      |

Field Dates: 09/25-09/26

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C,D/E

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B/C,D/E

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

|                                                     | Gender |      |        | Age   |       |      | Household Income |               |         | Region    |         |       |      |
|-----------------------------------------------------|--------|------|--------|-------|-------|------|------------------|---------------|---------|-----------|---------|-------|------|
|                                                     | Total  | Male | Female | 18-34 | 35-54 | 55+  | Under \$50K      | \$50K-<\$100K | \$100K+ | Northeast | Midwest | South | West |
|                                                     |        | A    | B      | C     | D     | E    | F                | G             | H       | I         | J       | K     | L    |
| Base: All Respondents (unwtd)                       | 1006   | 415  | 591    | 223   | 339   | 444  | 412              | 412           | 182     | 189       | 222     | 392   | 203  |
|                                                     |        |      |        |       |       |      |                  |               |         |           |         |       |      |
|                                                     |        |      |        |       |       |      |                  |               |         |           |         |       |      |
| Base: All Respondents (wtd)                         | 1006   | 485  | 521    | 297   | 347   | 363  | 373              | 326           | 306     | 179       | 212     | 378   | 238  |
|                                                     |        |      |        |       |       |      |                  |               |         |           |         |       |      |
|                                                     |        |      |        |       |       |      |                  |               |         |           |         |       |      |
| White or Caucasian (not Hispanic or Latino)         | 653    | 298  | 354    | 140   | 220   | 292  | 222              | 218           | 213     | 128       | 156     | 209   | 159  |
|                                                     | 65%    | 61%  | 68%    | 47%   | 64%   | 81%  | 59%              | 67%           | 70%     | 72%       | 74%     | 55%   | 67%  |
|                                                     |        |      |        |       | C     | CD   |                  |               | F       | K         | K       |       | K    |
| Black or African-American (not Hispanic or Latino)  | 117    | 52   | 65     | 49    | 43    | 25   | 69               | 28            | 20      | 9         | 21      | 74    | 13   |
|                                                     | 12%    | 11%  | 12%    | 16%   | 13%   | 7%   | 18%              | 9%            | 6%      | 5%        | 10%     | 20%   | 5%   |
|                                                     |        |      |        | E     | E     |      | GH               |               |         |           |         | IJL   |      |
| Asian/Pacific Islander                              | 56     | 29   | 27     | 15    | 30    | 11   | 15               | 16            | 25      | 14        | 5       | 23    | 15   |
|                                                     | 6%     | 6%   | 5%     | 5%    | 9%    | 3%   | 4%               | 5%            | 8%      | 8%        | 2%      | 6%    | 6%   |
|                                                     |        |      |        |       | E     |      |                  |               |         | J         |         |       |      |
| Native American, Alaska Native, Aleutian            | 11     | 2    | 9      | 1     | 5     | 5    | 4                | 2             | 5       | 2         | 2       | 6     | 1    |
|                                                     | 1%     | *    | 2%     | *     | 1%    | 1%   | 1%               | 1%            | 2%      | 1%        | 1%      | 2%    | *    |
|                                                     |        |      |        |       |       |      |                  |               |         |           |         |       |      |
| Hispanic or Latino (White or Caucasian)             | 112    | 70   | 42     | 71    | 24    | 17   | 33               | 46            | 32      | 11        | 16      | 49    | 36   |
|                                                     | 11%    | 14%  | 8%     | 24%   | 7%    | 5%   | 9%               | 14%           | 10%     | 6%        | 7%      | 13%   | 15%  |
|                                                     |        | B    |        | DE    |       |      |                  | F             |         |           |         | I     | IJ   |
| Hispanic or Latino (Black or African-American)      | 7      | 5    | 1      | 5     | -     | 1    | 5                | 1             | -       | 3         | -       | 4     | -    |
|                                                     | 1%     | 1%   | *      | 2%    | -     | *    | 1%               | *             | -       | 2%        | -       | 1%    | -    |
|                                                     |        |      |        |       |       |      |                  |               |         |           |         |       |      |
| Hispanic or Latino (all other races/multiple races) | 38     | 20   | 18     | 13    | 19    | 5    | 19               | 10            | 9       | 9         | 10      | 8     | 11   |
|                                                     | 4%     | 4%   | 4%     | 4%    | 6%    | 2%   | 5%               | 3%            | 3%      | 5%        | 5%      | 2%    | 5%   |
|                                                     |        |      |        |       | E     |      |                  |               |         |           |         |       |      |
| Other                                               | 7      | 6    | 1      | 1     | 4     | 2    | 2                | 3             | 1       | 1         | 2       | 1     | 2    |
|                                                     | 1%     | 1%   | *      | *     | 1%    | 1%   | 1%               | 1%            | *       | 1%        | 1%      | *     | 1%   |
|                                                     |        |      |        |       |       |      |                  |               |         |           |         |       |      |
| Prefer not to answer                                | 6      | 2    | 4      | 1     | 1     | 4    | 3                | 2             | 1       | 2         | -       | 2     | 2    |
|                                                     | 1%     | *    | 1%     | *     | *     | 1%   | 1%               | *             | *       | 1%        | -       | 1%    | 1%   |
|                                                     |        |      |        |       |       |      |                  |               |         |           |         |       |      |
| Sigma                                               | 1006   | 485  | 521    | 297   | 347   | 363  | 373              | 326           | 306     | 179       | 212     | 378   | 238  |
|                                                     | 100%   | 100% | 100%   | 100%  | 100%  | 100% | 100%             | 100%          | 100%    | 100%      | 100%    | 100%  | 100% |
|                                                     |        |      |        |       |       |      |                  |               |         |           |         |       |      |
| Summary                                             |        |      |        |       |       |      |                  |               |         |           |         |       |      |
| White                                               | 653    | 298  | 354    | 140   | 220   | 292  | 222              | 218           | 213     | 128       | 156     | 209   | 159  |
|                                                     | 65%    | 61%  | 68%    | 47%   | 64%   | 81%  | 59%              | 67%           | 70%     | 72%       | 74%     | 55%   | 67%  |
|                                                     |        |      |        |       | C     | CD   |                  |               | F       | K         | K       |       | K    |
| Other                                               | 353    | 187  | 166    | 157   | 126   | 70   | 152              | 109           | 93      | 51        | 56      | 168   | 79   |
|                                                     | 35%    | 39%  | 32%    | 53%   | 36%   | 19%  | 41%              | 33%           | 30%     | 28%       | 26%     | 45%   | 33%  |
|                                                     |        |      |        | DE    | E     |      | H                |               |         |           |         | IJL   |      |
| Hispanic                                            | 157    | 95   | 61     | 90    | 43    | 24   | 58               | 57            | 41      | 23        | 25      | 61    | 47   |
|                                                     | 16%    | 20%  | 12%    | 30%   | 12%   | 7%   | 16%              | 18%           | 13%     | 13%       | 12%     | 16%   | 20%  |
|                                                     |        | B    |        | DE    | E     |      |                  |               |         |           |         |       |      |

Field Dates: 09/25-09/26

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

|                                                     |       | Children in Household |      | Education         |                | Employment Status |           |          |         | Marital Status |       | Race  |       | Party ID    |           |              |
|-----------------------------------------------------|-------|-----------------------|------|-------------------|----------------|-------------------|-----------|----------|---------|----------------|-------|-------|-------|-------------|-----------|--------------|
|                                                     | Total | Yes                   | No   | No college degree | College degree | Full Time         | Part Time | Not Emp. | Retired | Married        | Other | White | Other | Republicans | Democrats | Independents |
|                                                     |       | A                     | B    | C                 | D              | E                 | F         | G        | H       | I              | J     | K     | L     | M           | N         | O            |
| Base: All Respondents (unwtd)                       | 1006  | 218                   | 788  | 585               | 421            | 456               | 91        | 185      | 274     | 496            | 510   | 791   | 215   | 421         | 412       | 85           |
| Base: All Respondents (wtd)                         | 1006  | 264                   | 742  | 556               | 450            | 523               | 82        | 183      | 218     | 502            | 504   | 653   | 353   | 389         | 443       | 85           |
| White or Caucasian (not Hispanic or Latino)         | 653   | 148                   | 504  | 360               | 292            | 313               | 53        | 105      | 183     | 354            | 299   | 653   | -     | 315         | 241       | 53           |
|                                                     | 65%   | 56%                   | 68%  | 65%               | 65%            | 60%               | 64%       | 57%      | 84%     | 71%            | 59%   | 100%  | -     | 81%         | 54%       | 63%          |
|                                                     |       |                       | A    |                   |                |                   | *         |          | EFG     | J              |       | L     |       | NO          |           | *            |
| Black or African-American (not Hispanic or Latino)  | 117   | 35                    | 82   | 77                | 40             | 54                | 15        | 32       | 17      | 41             | 76    | -     | 117   | 12          | 81        | 11           |
|                                                     | 12%   | 13%                   | 11%  | 14%               | 9%             | 10%               | 19%       | 17%      | 8%      | 8%             | 15%   | -     | 33%   | 3%          | 18%       | 13%          |
|                                                     |       |                       |      | D                 |                |                   | EH*       | EH       |         |                | I     |       | K     |             | M         | M*           |
| Asian/Pacific Islander                              | 56    | 12                    | 44   | 19                | 37             | 32                | 3         | 17       | 3       | 27             | 28    | -     | 56    | 16          | 28        | 8            |
|                                                     | 6%    | 5%                    | 6%   | 3%                | 8%             | 6%                | 4%        | 9%       | 2%      | 5%             | 6%    | -     | 16%   | 4%          | 6%        | 10%          |
|                                                     |       |                       |      |                   | C              | H                 | *         | H        |         |                |       |       | K     |             |           | *            |
| Native American, Alaska Native, Aleutian            | 11    | 3                     | 8    | 9                 | 2              | 4                 | 1         | 3        | 3       | 6              | 5     | -     | 11    | 6           | 4         | 1            |
|                                                     | 1%    | 1%                    | 1%   | 2%                | 1%             | 1%                | 1%        | 2%       | 1%      | 1%             | 1%    | -     | 3%    | 1%          | 1%        | 1%           |
|                                                     |       |                       |      |                   |                |                   | *         |          |         |                |       |       | K     |             |           | *            |
| Hispanic or Latino (White or Caucasian)             | 112   | 50                    | 62   | 60                | 52             | 86                | 4         | 17       | 5       | 50             | 61    | -     | 112   | 32          | 55        | 9            |
|                                                     | 11%   | 19%                   | 8%   | 11%               | 12%            | 16%               | 5%        | 9%       | 2%      | 10%            | 12%   | -     | 32%   | 8%          | 12%       | 10%          |
|                                                     |       |                       | B    |                   |                | FH                | *         | H        |         |                |       |       | K     |             |           | *            |
| Hispanic or Latino (Black or African-American)      | 7     | -                     | 7    | 4                 | 3              | 3                 | 1         | 3        | -       | 1              | 5     | -     | 7     | -           | 7         | -            |
|                                                     | 1%    | -                     | 1%   | 1%                | 1%             | 1%                | 2%        | 1%       | -       | *              | 1%    | -     | 2%    | -           | 2%        | -            |
|                                                     |       |                       |      |                   |                |                   | *         |          |         |                |       |       | K     |             | M         | *            |
| Hispanic or Latino (all other races/multiple races) | 38    | 14                    | 24   | 23                | 15             | 27                | 4         | 4        | 3       | 14             | 24    | -     | 38    | 6           | 22        | 3            |
|                                                     | 4%    | 5%                    | 3%   | 4%                | 3%             | 5%                | 4%        | 2%       | 2%      | 3%             | 5%    | -     | 11%   | 2%          | 5%        | 3%           |
|                                                     |       |                       |      |                   |                | H                 | *         |          |         |                |       |       | K     |             | M         | *            |
| Other                                               | 7     | 1                     | 5    | 3                 | 4              | 4                 | *         | -        | 2       | 4              | 3     | -     | 7     | 3           | 2         | *            |
|                                                     | 1%    | 1%                    | 1%   | *                 | 1%             | 1%                | *         | -        | 1%      | 1%             | 1%    | -     | 2%    | 1%          | *         | *            |
|                                                     |       |                       |      |                   |                |                   | *         |          |         |                |       |       | K     |             |           | *            |
| Prefer not to answer                                | 6     | 1                     | 5    | 2                 | 4              | 2                 | 1         | 2        | 2       | 4              | 2     | -     | 6     | 1           | 4         | -            |
|                                                     | 1%    | *                     | 1%   | *                 | 1%             | *                 | 1%        | 1%       | 1%      | 1%             | *     | -     | 2%    | *           | 1%        | -            |
|                                                     |       |                       |      |                   |                |                   | *         |          |         |                |       |       | K     |             |           | *            |
| Sigma                                               | 1006  | 264                   | 742  | 556               | 450            | 523               | 82        | 183      | 218     | 502            | 504   | 653   | 353   | 389         | 443       | 85           |
|                                                     | 100%  | 100%                  | 100% | 100%              | 100%           | 100%              | 100%      | 100%     | 100%    | 100%           | 100%  | 100%  | 100%  | 100%        | 100%      | 100%         |
| Summary                                             |       |                       |      |                   |                |                   |           |          |         |                |       |       |       |             |           |              |
| White                                               | 653   | 148                   | 504  | 360               | 292            | 313               | 53        | 105      | 183     | 354            | 299   | 653   | -     | 315         | 241       | 53           |
|                                                     | 65%   | 56%                   | 68%  | 65%               | 65%            | 60%               | 64%       | 57%      | 84%     | 71%            | 59%   | 100%  | -     | 81%         | 54%       | 63%          |
|                                                     |       |                       | A    |                   |                |                   | *         |          | EFG     | J              |       | L     |       | NO          |           | *            |
| Other                                               | 353   | 116                   | 237  | 196               | 157            | 211               | 29        | 78       | 35      | 148            | 206   | -     | 353   | 74          | 202       | 32           |
|                                                     | 35%   | 44%                   | 32%  | 35%               | 35%            | 40%               | 36%       | 43%      | 16%     | 29%            | 41%   | -     | 100%  | 19%         | 46%       | 37%          |
|                                                     |       |                       | B    |                   |                | H                 | H*        | H        |         |                | I     |       | K     |             | M         | M*           |
| Hispanic                                            | 157   | 64                    | 93   | 87                | 69             | 115               | 9         | 24       | 8       | 66             | 91    | -     | 157   | 38          | 84        | 11           |
|                                                     | 16%   | 24%                   | 13%  | 16%               | 15%            | 22%               | 11%       | 13%      | 4%      | 13%            | 18%   | -     | 44%   | 10%         | 19%       | 13%          |
|                                                     |       |                       | B    |                   |                | FGH               | H*        | H        |         |                |       |       | K     |             | M         | *            |

Field Dates: 09/25-09/26

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

|                                                     | Total       | Vapers    | Former Vapers | Non-Vapers | Aware of Vape News | Not Aware of Vape News |
|-----------------------------------------------------|-------------|-----------|---------------|------------|--------------------|------------------------|
|                                                     |             | A         | B             | C          | D                  | E                      |
| <b>Base: All Respondents (unwtd)</b>                | <b>1006</b> | <b>67</b> | <b>90</b>     | <b>849</b> | <b>895</b>         | <b>91</b>              |
| <b>Base: All Respondents (wtd)</b>                  | <b>1006</b> | <b>80</b> | <b>112</b>    | <b>814</b> | <b>871</b>         | <b>115</b>             |
|                                                     |             |           |               |            |                    |                        |
| White or Caucasian (not Hispanic or Latino)         | 653         | 46        | 52            | 555        | 595                | 47                     |
|                                                     | 65%         | 57%       | 46%           | 68%        | 68%                | 41%                    |
|                                                     |             | *         | *             | B          | E                  | *                      |
| Black or African-American (not Hispanic or Latino)  | 117         | 6         | 17            | 94         | 87                 | 23                     |
|                                                     | 12%         | 8%        | 15%           | 12%        | 10%                | 20%                    |
|                                                     |             | *         | *             |            |                    | D*                     |
| Asian/Pacific Islander                              | 56          | 8         | 4             | 44         | 49                 | 7                      |
|                                                     | 6%          | 10%       | 4%            | 5%         | 6%                 | 6%                     |
|                                                     |             | *         | *             |            |                    | *                      |
| Native American, Alaska Native, Aleutian            | 11          | 2         | 1             | 9          | 11                 | -                      |
|                                                     | 1%          | 2%        | 1%            | 1%         | 1%                 | -                      |
|                                                     |             | *         | *             |            |                    | *                      |
| Hispanic or Latino (White or Caucasian)             | 112         | 9         | 27            | 76         | 80                 | 30                     |
|                                                     | 11%         | 11%       | 24%           | 9%         | 9%                 | 26%                    |
|                                                     |             | *         | C*            |            |                    | D*                     |
| Hispanic or Latino (Black or African-American)      | 7           | -         | -             | 7          | 7                  | -                      |
|                                                     | 1%          | -         | -             | 1%         | 1%                 | -                      |
|                                                     |             | *         | *             |            |                    | *                      |
| Hispanic or Latino (all other races/multiple races) | 38          | 10        | 10            | 18         | 32                 | 6                      |
|                                                     | 4%          | 12%       | 9%            | 2%         | 4%                 | 5%                     |
|                                                     |             | C*        | C*            |            |                    | *                      |
| Other                                               | 7           | -         | 1             | 6          | 4                  | 2                      |
|                                                     | 1%          | -         | 1%            | 1%         | 1%                 | 2%                     |
|                                                     |             | *         | *             |            |                    | *                      |
| Prefer not to answer                                | 6           | -         | 1             | 5          | 5                  | 1                      |
|                                                     | 1%          | -         | *             | 1%         | 1%                 | 1%                     |
|                                                     |             | *         | *             |            |                    | *                      |
| Sigma                                               | 1006        | 80        | 112           | 814        | 871                | 115                    |
|                                                     | 100%        | 100%      | 100%          | 100%       | 100%               | 100%                   |
|                                                     |             |           |               |            |                    |                        |
| <b>Summary</b>                                      |             |           |               |            |                    |                        |
| White                                               | 653         | 46        | 52            | 555        | 595                | 47                     |
|                                                     | 65%         | 57%       | 46%           | 68%        | 68%                | 41%                    |
|                                                     |             | *         | *             | B          | E                  | *                      |
| Other                                               | 353         | 34        | 60            | 259        | 275                | 68                     |
|                                                     | 35%         | 43%       | 54%           | 32%        | 32%                | 59%                    |
|                                                     |             | *         | C*            |            |                    | D*                     |
| Hispanic                                            | 157         | 19        | 37            | 101        | 119                | 36                     |
|                                                     | 16%         | 23%       | 33%           | 12%        | 14%                | 31%                    |
|                                                     |             | C*        | C*            |            |                    | D*                     |

Field Dates: 09/25-09/26

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C,D/E

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B/C,D/E

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

Are you of Hispanic Ethnicity?

|                               | Gender |      |        | Age   |       |      | Household Income |               |         | Region    |         |       |      |
|-------------------------------|--------|------|--------|-------|-------|------|------------------|---------------|---------|-----------|---------|-------|------|
|                               | Total  | Male | Female | 18-34 | 35-54 | 55+  | Under \$50K      | \$50K-<\$100K | \$100K+ | Northeast | Midwest | South | West |
|                               |        | A    | B      | C     | D     | E    | F                | G             | H       | I         | J       | K     | L    |
| Base: All Respondents (unwtd) | 1006   | 415  | 591    | 223   | 339   | 444  | 412              | 412           | 182     | 189       | 222     | 392   | 203  |
|                               |        |      |        |       |       |      |                  |               |         |           |         |       |      |
| Base: All Respondents (wtd)   | 1006   | 485  | 521    | 297   | 347   | 363  | 373              | 326           | 306     | 179       | 212     | 378   | 238  |
|                               |        |      |        |       |       |      |                  |               |         |           |         |       |      |
| Yes                           | 157    | 95   | 61     | 90    | 43    | 24   | 58               | 57            | 41      | 23        | 25      | 61    | 47   |
|                               | 16%    | 20%  | 12%    | 30%   | 12%   | 7%   | 16%              | 18%           | 13%     | 13%       | 12%     | 16%   | 20%  |
|                               |        | B    |        | DE    | E     |      |                  |               |         |           |         |       |      |
| No                            | 838    | 383  | 455    | 204   | 300   | 334  | 311              | 264           | 263     | 154       | 183     | 313   | 188  |
|                               | 83%    | 79%  | 87%    | 69%   | 87%   | 92%  | 83%              | 81%           | 86%     | 86%       | 86%     | 83%   | 79%  |
|                               |        |      | A      |       | C     | CD   |                  |               |         |           |         |       |      |
| (Dk/Ns)                       | 12     | 7    | 5      | 3     | 4     | 5    | 5                | 5             | 3       | 2         | 4       | 3     | 3    |
|                               | 1%     | 1%   | 1%     | 1%    | 1%    | 1%   | 1%               | 1%            | 1%      | 1%        | 2%      | 1%    | 1%   |
|                               |        |      |        |       |       |      |                  |               |         |           |         |       |      |
| Sigma                         | 1006   | 485  | 521    | 297   | 347   | 363  | 373              | 326           | 306     | 179       | 212     | 378   | 238  |
|                               | 100%   | 100% | 100%   | 100%  | 100%  | 100% | 100%             | 100%          | 100%    | 100%      | 100%    | 100%  | 100% |
|                               |        |      |        |       |       |      |                  |               |         |           |         |       |      |

Field Dates: 09/25-09/26

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

Are you of Hispanic Ethnicity?

|                               |       | Children in Household |      | Education         |                | Employment Status |           |          |         | Marital Status |       | Race  |       | Party ID     |           |              |
|-------------------------------|-------|-----------------------|------|-------------------|----------------|-------------------|-----------|----------|---------|----------------|-------|-------|-------|--------------|-----------|--------------|
|                               | Total | Yes                   | No   | No college degree | College degree | Full Time         | Part Time | Not Emp. | Retired | Married        | Other | White | Other | Republican's | Democrats | Independents |
|                               |       | A                     | B    | C                 | D              | E                 | F         | G        | H       | I              | J     | K     | L     | M            | N         | O            |
| Base: All Respondents (unwtd) | 1006  | 218                   | 788  | 585               | 421            | 456               | 91        | 185      | 274     | 496            | 510   | 791   | 215   | 421          | 412       | 85           |
| Base: All Respondents (wtd)   | 1006  | 264                   | 742  | 556               | 450            | 523               | 82        | 183      | 218     | 502            | 504   | 653   | 353   | 389          | 443       | 85           |
| Yes                           | 157   | 64                    | 93   | 87                | 69             | 115               | 9         | 24       | 8       | 66             | 91    | -     | 157   | 38           | 84        | 11           |
|                               | 16%   | 24%                   | 13%  | 16%               | 15%            | 22%               | 11%       | 13%      | 4%      | 13%            | 18%   | -     | 44%   | 10%          | 19%       | 13%          |
| No                            | B     |                       |      |                   |                | FGH               | H*        | H        |         |                |       | K     |       | M            |           | *            |
|                               | 838   | 199                   | 638  | 463               | 375            | 401               | 71        | 158      | 208     | 430            | 407   | 648   | 189   | 346          | 355       | 74           |
|                               | 83%   | 75%                   | 86%  | 83%               | 83%            | 77%               | 87%       | 86%      | 95%     | 86%            | 81%   | 99%   | 54%   | 89%          | 80%       | 87%          |
| (Dk/Ns)                       |       | A                     |      |                   |                |                   | *         | E        | EFG     |                |       | L     |       | N            |           | *            |
|                               | 12    | 1                     | 11   | 6                 | 6              | 7                 | 2         | 1        | 2       | 6              | 6     | 4     | 7     | 5            | 4         | -            |
| Sigma                         | 1%    | *                     | 1%   | 1%                | 1%             | 1%                | 3%        | *        | 1%      | 1%             | 1%    | 1%    | 2%    | 1%           | 1%        | -            |
|                               |       |                       |      |                   |                |                   | *         |          |         |                |       |       |       |              |           | *            |
| Sigma                         | 1006  | 264                   | 742  | 556               | 450            | 523               | 82        | 183      | 218     | 502            | 504   | 653   | 353   | 389          | 443       | 85           |
|                               | 100%  | 100%                  | 100% | 100%              | 100%           | 100%              | 100%      | 100%     | 100%    | 100%           | 100%  | 100%  | 100%  | 100%         | 100%      | 100%         |
|                               |       |                       |      |                   |                |                   |           |          |         |                |       |       |       |              |           |              |

Field Dates: 09/25-09/26

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

Are you of Hispanic Ethnicity?

|                                      | Total       | Vapers    | Former Vapers | Non-Vapers | Aware of Vape News | Not Aware of Vape News |
|--------------------------------------|-------------|-----------|---------------|------------|--------------------|------------------------|
|                                      |             | A         | B             | C          | D                  | E                      |
| <b>Base: All Respondents (unwtd)</b> | <b>1006</b> | <b>67</b> | <b>90</b>     | <b>849</b> | <b>895</b>         | <b>91</b>              |
|                                      |             |           |               |            |                    |                        |
| <b>Base: All Respondents (wtd)</b>   | <b>1006</b> | <b>80</b> | <b>112</b>    | <b>814</b> | <b>871</b>         | <b>115</b>             |
|                                      |             |           |               |            |                    |                        |
| Yes                                  | 157         | 19        | 37            | 101        | 119                | 36                     |
|                                      | 16%         | 23%       | 33%           | 12%        | 14%                | 31%                    |
|                                      |             | C*        | C*            |            |                    | D*                     |
| No                                   | 838         | 62        | 74            | 702        | 741                | 79                     |
|                                      | 83%         | 77%       | 66%           | 86%        | 85%                | 68%                    |
|                                      |             | *         | *             | B          | E                  | *                      |
| (Dk/Ns)                              | 12          | -         | 1             | 11         | 11                 | 1                      |
|                                      | 1%          | -         | 1%            | 1%         | 1%                 | 1%                     |
|                                      |             | *         | *             |            |                    | *                      |
| Sigma                                | 1006        | 80        | 112           | 814        | 871                | 115                    |
|                                      | 100%        | 100%      | 100%          | 100%       | 100%               | 100%                   |
|                                      |             |           |               |            |                    |                        |

Field Dates: 09/25-09/26

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C,D/E

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B/C,D/E

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)



Metro status

|                               |       | Gender |        | Age   |       |      | Household Income |                |         | Region    |         |       |      |
|-------------------------------|-------|--------|--------|-------|-------|------|------------------|----------------|---------|-----------|---------|-------|------|
|                               | Total | Male   | Female | 18-34 | 35-54 | 55+  | Under \$50K      | \$50K- <\$100K | \$100K+ | Northeast | Midwest | South | West |
|                               |       | A      | B      | C     | D     | E    | F                | G              | H       | I         | J       | K     | L    |
| Base: All Respondents (unwtd) | 1006  | 415    | 591    | 223   | 339   | 444  | 412              | 412            | 182     | 189       | 222     | 392   | 203  |
|                               |       |        |        |       |       |      |                  |                |         |           |         |       |      |
| Base: All Respondents (wtd)   | 1006  | 485    | 521    | 297   | 347   | 363  | 373              | 326            | 306     | 179       | 212     | 378   | 238  |
|                               |       |        |        |       |       |      |                  |                |         |           |         |       |      |
| All <1M (Includes NON-METRO)  | 446   | 198    | 248    | 119   | 158   | 168  | 203              | 144            | 100     | 68        | 101     | 189   | 88   |
|                               | 44%   | 41%    | 48%    | 40%   | 46%   | 46%  | 54%              | 44%            | 32%     | 38%       | 48%     | 50%   | 37%  |
|                               |       |        |        |       |       |      | GH               | H              |         |           |         | IL    |      |
| 1M-4.9M                       | 306   | 148    | 158    | 91    | 93    | 121  | 103              | 103            | 99      | 36        | 70      | 85    | 115  |
|                               | 30%   | 30%    | 30%    | 31%   | 27%   | 33%  | 28%              | 31%            | 32%     | 20%       | 33%     | 23%   | 48%  |
|                               |       |        |        |       |       |      |                  |                |         |           | IK      |       | JK   |
| 5M+                           | 254   | 140    | 114    | 86    | 95    | 73   | 67               | 80             | 107     | 76        | 40      | 103   | 35   |
|                               | 25%   | 29%    | 22%    | 29%   | 27%   | 20%  | 18%              | 24%            | 35%     | 42%       | 19%     | 27%   | 15%  |
|                               |       | B      |        | E     | E     |      |                  | F              | FG      | JKL       |         | L     |      |
| Sigma                         | 1006  | 485    | 521    | 297   | 347   | 363  | 373              | 326            | 306     | 179       | 212     | 378   | 238  |
|                               | 100%  | 100%   | 100%   | 100%  | 100%  | 100% | 100%             | 100%           | 100%    | 100%      | 100%    | 100%  | 100% |
|                               |       |        |        |       |       |      |                  |                |         |           |         |       |      |

Field Dates: 09/25-09/26

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

Metro status

|                               |       | Children in Household |      | Education         |                | Employment Status |           |          |         | Marital Status |       | Race  |       | Party ID     |           |              |
|-------------------------------|-------|-----------------------|------|-------------------|----------------|-------------------|-----------|----------|---------|----------------|-------|-------|-------|--------------|-----------|--------------|
|                               | Total | Yes                   | No   | No college degree | College degree | Full Time         | Part Time | Not Emp. | Retired | Married        | Other | White | Other | Republican's | Democrats | Independents |
|                               |       | A                     | B    | C                 | D              | E                 | F         | G        | H       | I              | J     | K     | L     | M            | N         | O            |
| Base: All Respondents (unwtd) | 1006  | 218                   | 788  | 585               | 421            | 456               | 91        | 185      | 274     | 496            | 510   | 791   | 215   | 421          | 412       | 85           |
| Base: All Respondents (wtd)   | 1006  | 264                   | 742  | 556               | 450            | 523               | 82        | 183      | 218     | 502            | 504   | 653   | 353   | 389          | 443       | 85           |
| All <1M (Includes NON-METRO)  | 446   | 135                   | 311  | 306               | 140            | 203               | 29        | 97       | 117     | 221            | 225   | 316   | 130   | 192          | 164       | 42           |
|                               | 44%   | 51%                   | 42%  | 55%               | 31%            | 39%               | 36%       | 53%      | 54%     | 44%            | 45%   | 48%   | 37%   | 49%          | 37%       | 50%          |
|                               |       |                       |      | D                 |                |                   | *         | EF       | EF      |                |       | L     |       | N            |           | *            |
| 1M-4.9M                       | 306   | 76                    | 230  | 152               | 154            | 157               | 28        | 52       | 70      | 167            | 138   | 208   | 97    | 108          | 137       | 33           |
|                               | 30%   | 29%                   | 31%  | 27%               | 34%            | 30%               | 34%       | 28%      | 32%     | 33%            | 27%   | 32%   | 28%   | 28%          | 31%       | 39%          |
|                               |       |                       |      | C                 |                |                   | *         |          |         |                |       |       |       |              |           | *            |
| 5M+                           | 254   | 54                    | 201  | 99                | 155            | 164               | 25        | 35       | 31      | 113            | 141   | 128   | 126   | 89           | 143       | 10           |
|                               | 25%   | 20%                   | 27%  | 18%               | 35%            | 31%               | 30%       | 19%      | 14%     | 23%            | 28%   | 20%   | 36%   | 23%          | 32%       | 12%          |
|                               |       |                       |      | C                 |                | GH                | H*        |          |         |                |       |       | K     | O            | MO        | *            |
| Sigma                         | 1006  | 264                   | 742  | 556               | 450            | 523               | 82        | 183      | 218     | 502            | 504   | 653   | 353   | 389          | 443       | 85           |
|                               | 100%  | 100%                  | 100% | 100%              | 100%           | 100%              | 100%      | 100%     | 100%    | 100%           | 100%  | 100%  | 100%  | 100%         | 100%      | 100%         |
|                               |       |                       |      |                   |                |                   |           |          |         |                |       |       |       |              |           |              |

Field Dates: 09/25-09/26

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

## Metro status

|                                      | Total       | Vapers    | Former Vapers | Non-Vapers | Aware of Vape News | Not Aware of Vape News |
|--------------------------------------|-------------|-----------|---------------|------------|--------------------|------------------------|
|                                      |             | A         | B             | C          | D                  | E                      |
| <b>Base: All Respondents (unwtd)</b> | <b>1006</b> | <b>67</b> | <b>90</b>     | <b>849</b> | <b>895</b>         | <b>91</b>              |
|                                      |             |           |               |            |                    |                        |
| <b>Base: All Respondents (wtd)</b>   | <b>1006</b> | <b>80</b> | <b>112</b>    | <b>814</b> | <b>871</b>         | <b>115</b>             |
|                                      |             |           |               |            |                    |                        |
| All <1M (Includes NON-METRO)         | 446         | 29        | 60            | 357        | 382                | 50                     |
|                                      | 44%         | 36%       | 54%           | 44%        | 44%                | 43%                    |
|                                      |             | *         | *             |            |                    | *                      |
| 1M-4.9M                              | 306         | 21        | 29            | 256        | 272                | 29                     |
|                                      | 30%         | 26%       | 25%           | 31%        | 31%                | 25%                    |
|                                      |             | *         | *             |            |                    | *                      |
| 5M+                                  | 254         | 30        | 23            | 201        | 217                | 36                     |
|                                      | 25%         | 38%       | 21%           | 25%        | 25%                | 31%                    |
|                                      |             | *         | *             |            |                    | *                      |
| Sigma                                | 1006        | 80        | 112           | 814        | 871                | 115                    |
|                                      | 100%        | 100%      | 100%          | 100%       | 100%               | 100%                   |
|                                      |             |           |               |            |                    |                        |

Field Dates: 09/25-09/26

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C,D/E

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B/C,D/E

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)