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### Most Americans Unsure if Vaping is Safer than Cigarettes

Two-Thirds Overall Aren't Sure, but Half of Vapers, and One in Five Adults Age 18-34, Think Vaping is Safer

**Washington, DC, October 2, 2019** — A new Ipsos poll conducted on behalf of USA Today finds that adults age 18-34 (14%) and 35-54 (10%) are more likely to be current vapers than those over age 55 (2%). Three-quarters of reported vapers (just 8% of Americans overall) responded that they also have a family member who vapes or used to vape, compared to just 14% of non-vapers.

By far, vaping stores/smoke shops are the most popular place to purchase vaping supplies (65%). This is distantly followed by internet suppliers (25%), conventional retail or convenience stores (22%), and directly from manufacturers (8%). According to vapers, former vapers, and non-vapers with family members who vape, the most common substance to vape is nicotine e-liquid/juice (46%). However, among those in this category that are under age 35, the most popular is flavored e-liquid/juice (52%).

One in ten Americans think vaping is safer than smoking traditional cigarettes (11%), but that number rises to one in five among adults age 18-34 (21%). Most Americans say there isn't enough research to decide (47%) or they are unsure (19%). While half of current vapers (49%) believe vaping is safer; just 6% of non-vapers say the same. A vast majority of Americans (87%) are aware of recent news on vaping; not surprisingly, awareness is highest among vapers (95%). Looking at different age groups, adults age 55+ are more likely to be aware of recent vaping news (93%) than adults age 18-34 and 35-54 (80% and 85%, respectively).

Of the various vaping-related policies tested in the survey, requiring labels to list all ingredients and potential risks receives the greatest support among total respondents (88%) and vapers (83%) alike. Eight in ten Americans also support not allowing anyone under the age of 21 to purchase vaping products (80%) and implementing FDA regulations for vaping (79%). Just 8% of vapers support banning all vapes, compared to 47% overall.

Around 7 in 10 Americans (71%) agree that vaping companies are not doing enough to address teen addiction; however, less than half of vapers (44%) agree. More than half of respondents (59%) agree that if vaping is banned, more people will purchase from the non-regulated black market, but those that currently vape are significantly more likely to agree (82%).

**For full results, please refer to the following questionnaire.**



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### Full Annotated Questionnaire:

1. Do you, personally, vape?

	Total (N=1006)	Vapers (N=67)	Age 18-34 (N=223)	Age 35-54 (N=339)	Age 55+ (N=444)
Yes, I currently vape	8%	100%	14%	10%	2%
Yes, I used to vape but no longer do	11%	-	19%	12%	4%
No, I have never vaped	81%	-	67%	78%	94%
<i>Yes (Net)</i>	<i>19%</i>	<i>100%</i>	<i>33%</i>	<i>22%</i>	<i>6%</i>

2. Do any members of your family vape?

	Total	Vapers	Age 18-34	Age 35-54	Age 55+
Yes, one or more currently vape	11%	56%	17%	11%	7%
Yes, one or more currently vape, and one or more used to but no longer do	3%	8%	4%	3%	2%
Yes, one or more used to vape but no longer do	9%	11%	18%	8%	4%
No, none have ever vaped	72%	17%	58%	75%	80%
Don't know	5%	8%	2%	4%	7%
<i>Yes (Net)</i>	<i>24%</i>	<i>75%</i>	<i>39%</i>	<i>21%</i>	<i>13%</i>

3. **[Only asked if Q1 = Yes, currently]** Where do you purchase your vaping supplies and e-liquid/juice? Select all that apply.

	Total (N=67)
Vaping stores/smoke shops	65%
Internet suppliers	25%
Conventional retail or convenience stores	22%
Directly from manufacturer (e.g. JUUL)	8%
Other	4%



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4. **[Only asked if respondent or member of family vapes or used to vape]** What do/did you and/or family members vape? Select all that apply.

	<b>Total (N=269)</b>	<b>Vapers (N=67)</b>	<b>Age 18-34 (N=91)</b>	<b>Age 35-54 (N=104)</b>	<b>Age 55+ (N=74)</b>
Nicotine e-liquid/juice	46%	64%	48%	47%	37%
Flavored e-liquid/juice	40%	54%	52%	37%	15%
THC e-liquid/juice	21%	26%	26%	22%	9%
Any form of cannabis excluding THC e-liquid/juice	16%	20%	20%	12%	11%
Synthetic drug e-liquid/juice	4%	8%	3%	8%	-
Don't know	18%	4%	8%	18%	45%

5. What comes to mind when you think of vaping?

**[Open-ended response; verbatims provided separately]**

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

	<b>Total</b>	<b>Vapers</b>	<b>Age 18-34</b>	<b>Age 35-54</b>	<b>Age 55+</b>
Yes, vaping is safer	11%	49%	21%	10%	5%
Vaping and traditional cigarettes are equally safe	9%	7%	13%	8%	6%
No, cigarettes are safer	13%	7%	11%	13%	15%
There isn't enough research to decide	47%	35%	45%	47%	50%
Don't know	19%	3%	10%	22%	24%



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

	Total	Vapers	Age 18-34	Age 35-54	Age 55+
Yes, very aware	58%	73%	49%	55%	70%
Yes, slightly aware	28%	23%	31%	31%	23%
No, unaware	11%	4%	19%	11%	6%
Don't know	2%	1%	1%	4%	1%
<i>Aware (Net)</i>	<i>87%</i>	<i>95%</i>	<i>80%</i>	<i>85%</i>	<i>93%</i>

### 8. Do you support or oppose the following policies regarding vaping?

#### Total Support Summary

	Total	Vapers	Age 18-34	Age 35-54	Age 55+
Require labels to list all ingredients and potential risks	88%	83%	85%	85%	93%
Not allowing anyone under the age of 21 to purchase vaping products	80%	72%	68%	81%	90%
Implement FDA regulations for vaping	79%	70%	71%	79%	86%
Ban flavored vape juice	52%	20%	33%	47%	72%
Ban all vapes	47%	8%	32%	42%	63%

#### a. Not allowing anyone under the age of 21 to purchase vaping products

	Total	Vapers	Age 18-34	Age 35-54	Age 55+
Strongly support	64%	49%	47%	66%	77%
Somewhat support	16%	23%	21%	15%	13%
Neither support nor oppose	10%	10%	14%	11%	6%
Somewhat oppose	4%	9%	10%	3%	1%
Strongly oppose	4%	9%	7%	3%	2%
Don't know	2%	1%	2%	2%	1%
<i>Support (Net)</i>	<i>80%</i>	<i>72%</i>	<i>68%</i>	<i>81%</i>	<i>90%</i>
<i>Oppose (Net)</i>	<i>8%</i>	<i>17%</i>	<i>17%</i>	<i>6%</i>	<i>3%</i>



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### b. Ban all vapes

	<b>Total</b>	<b>Vapers</b>	<b>Age 18-34</b>	<b>Age 35-54</b>	<b>Age 55+</b>
Strongly support	33%	3%	23%	27%	47%
Somewhat support	14%	5%	9%	16%	17%
Neither support nor oppose	20%	17%	18%	24%	18%
Somewhat oppose	11%	8%	15%	10%	7%
Strongly oppose	17%	61%	29%	17%	8%
Don't know	5%	7%	6%	7%	4%
<i>Support (Net)</i>	<i>47%</i>	<i>8%</i>	<i>32%</i>	<i>42%</i>	<i>63%</i>
<i>Oppose (Net)</i>	<i>28%</i>	<i>68%</i>	<i>45%</i>	<i>27%</i>	<i>15%</i>

### c. Ban flavored vape juice

	<b>Total</b>	<b>Vapers</b>	<b>Age 18-34</b>	<b>Age 35-54</b>	<b>Age 55+</b>
Strongly support	41%	11%	23%	37%	59%
Somewhat support	11%	8%	10%	10%	13%
Neither support nor oppose	22%	21%	23%	31%	14%
Somewhat oppose	6%	5%	12%	3%	4%
Strongly oppose	14%	52%	24%	14%	5%
Don't know	6%	3%	8%	5%	5%
<i>Support (Net)</i>	<i>52%</i>	<i>20%</i>	<i>33%</i>	<i>47%</i>	<i>72%</i>
<i>Oppose (Net)</i>	<i>20%</i>	<i>57%</i>	<i>37%</i>	<i>17%</i>	<i>9%</i>

### d. Implement FDA regulation for vaping

	<b>Total</b>	<b>Vapers</b>	<b>Age 18-34</b>	<b>Age 35-54</b>	<b>Age 55+</b>
Strongly support	60%	39%	47%	60%	70%
Somewhat support	20%	31%	25%	18%	17%
Neither support nor oppose	12%	6%	18%	13%	5%
Somewhat oppose	2%	9%	4%	2%	2%
Strongly oppose	3%	9%	3%	3%	3%
Don't know	3%	6%	3%	3%	4%
<i>Support (Net)</i>	<i>79%</i>	<i>70%</i>	<i>71%</i>	<i>79%</i>	<i>86%</i>
<i>Oppose (Net)</i>	<i>6%</i>	<i>18%</i>	<i>7%</i>	<i>5%</i>	<i>5%</i>



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e. Require labels to list all ingredients and potential risks

	<b>Total</b>	<b>Vapers</b>	<b>Age 18-34</b>	<b>Age 35-54</b>	<b>Age 55+</b>
Strongly support	75%	64%	70%	71%	84%
Somewhat support	13%	19%	16%	14%	9%
Neither support nor oppose	7%	10%	8%	9%	3%
Somewhat oppose	2%	1%	3%	2%	*
Strongly oppose	2%	5%	3%	1%	1%
Don't know	2%	2%	1%	2%	2%
<i>Support (Net)</i>	<i>88%</i>	<i>83%</i>	<i>85%</i>	<i>85%</i>	<i>93%</i>
<i>Oppose (Net)</i>	<i>3%</i>	<i>5%</i>	<i>6%</i>	<i>4%</i>	<i>1%</i>

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

Total Agree Summary

	<b>Total</b>	<b>Vapers</b>	<b>Age 18-34</b>	<b>Age 35-54</b>	<b>Age 55+</b>
Vaping companies are not doing enough to address teen addiction.	71%	44%	60%	67%	83%
Vaping increases the chances of a young person becoming addicted to nicotine.	69%	61%	58%	70%	78%
If vaping is banned, more people will purchase from the non-regulated black market.	59%	82%	59%	61%	57%
Government regulations will not reduce the number of people who vape.	49%	72%	48%	51%	47%



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a. If vaping is banned, more people will purchase from the non-regulated black market.

	<b>Total</b>	<b>Vapers</b>	<b>Age 18-34</b>	<b>Age 35-54</b>	<b>Age 55+</b>
Strongly agree	26%	55%	32%	28%	19%
Somewhat agree	33%	27%	27%	33%	38%
Neither agree nor disagree	22%	6%	21%	19%	24%
Somewhat disagree	9%	8%	12%	8%	7%
Strongly disagree	3%	-	4%	3%	2%
Don't know	8%	4%	4%	9%	10%
<i>Agree (Net)</i>	<i>59%</i>	<i>82%</i>	<i>59%</i>	<i>61%</i>	<i>57%</i>
<i>Disagree (Net)</i>	<i>12%</i>	<i>8%</i>	<i>15%</i>	<i>11%</i>	<i>9%</i>

b. Government regulations will not reduce the number of people who vape.

	<b>Total</b>	<b>Vapers</b>	<b>Age 18-34</b>	<b>Age 35-54</b>	<b>Age 55+</b>
Strongly agree	19%	28%	22%	20%	16%
Somewhat agree	29%	43%	26%	31%	31%
Neither agree nor disagree	18%	9%	18%	17%	19%
Somewhat disagree	20%	15%	23%	19%	20%
Strongly disagree	7%	1%	7%	5%	8%
Don't know	6%	4%	4%	8%	7%
<i>Agree (Net)</i>	<i>49%</i>	<i>72%</i>	<i>48%</i>	<i>51%</i>	<i>47%</i>
<i>Disagree (Net)</i>	<i>27%</i>	<i>16%</i>	<i>30%</i>	<i>24%</i>	<i>28%</i>

c. Vaping increases the chances of a young person becoming addicted to nicotine.

	<b>Total</b>	<b>Vapers</b>	<b>Age 18-34</b>	<b>Age 35-54</b>	<b>Age 55+</b>
Strongly agree	44%	25%	34%	43%	52%
Somewhat agree	26%	36%	24%	26%	26%
Neither agree nor disagree	16%	9%	19%	17%	11%
Somewhat disagree	5%	16%	12%	1%	2%
Strongly disagree	3%	12%	7%	3%	1%
Don't know	7%	3%	5%	9%	7%
<i>Agree (Net)</i>	<i>69%</i>	<i>61%</i>	<i>58%</i>	<i>70%</i>	<i>78%</i>
<i>Disagree (Net)</i>	<i>8%</i>	<i>28%</i>	<i>18%</i>	<i>4%</i>	<i>4%</i>



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d. Vaping companies are not doing enough to address teen addiction.

	<b>Total</b>	<b>Vapers</b>	<b>Age 18-34</b>	<b>Age 35-54</b>	<b>Age 55+</b>
Strongly agree	48%	23%	36%	44%	62%
Somewhat agree	23%	21%	24%	24%	21%
Neither agree nor disagree	14%	18%	19%	14%	9%
Somewhat disagree	5%	18%	7%	6%	2%
Strongly disagree	4%	16%	9%	4%	2%
Don't know	6%	5%	6%	9%	5%
<i>Agree (Net)</i>	<i>71%</i>	<i>44%</i>	<i>60%</i>	<i>67%</i>	<i>83%</i>
<i>Disagree (Net)</i>	<i>9%</i>	<i>34%</i>	<i>16%</i>	<i>10%</i>	<i>3%</i>



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### About the Study

These are some of the findings of an Ipsos poll conducted between September 25-26, 2019, on behalf of USA Today. For this survey, a sample of roughly 1,006 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English. The sample includes 67 current vapers, 223 adults age 18-34, 339 adults age 35-54, and 444 adults age 55+.

The sample for this study was randomly drawn from Ipsos' online panel (see link below for more info on "Access Panels and Recruitment"), partner online panel sources, and "river" sampling (see link below for more info on the Ipsos "Ampario Overview" sample method) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2016 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Posthoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online non-probability polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.5 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,006, DEFF=1.5, adjusted Confidence Interval=+/-5.0 percentage points).

The poll also has a credibility interval of plus or minus 13.7 percentage points for vapers, plus or minus 7.5 percentage points for adults age 18-34, plus or minus 6.1 percentage points for adults age 35-54, and plus or minus 5.3 percentage points for adults 55+.

### For more information on this news release, please contact:

Chris Jackson  
Vice President, US  
Public Affairs  
+1 202 420-2025  
[chris.jackson@ipsos.com](mailto:chris.jackson@ipsos.com)

Mallory Newall  
Director, US  
Public Affairs  
+1 202 420-2014  
[mallory.newall@ipsos.com](mailto:mallory.newall@ipsos.com)



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