

**MCLAUGHLIN & ASSOCIATES  
ADULT VAPOR CONSUMERS SURVEY  
BATTLEGROUND STATES  
OCTOBER 22, 2019**

1. WHAT IS YOUR AGE?

Total	4669
18-34	18.4
35-44	26.8
45-54	25.2
55-64	20.2
OVER 64	9.4
Mean	46.35

2. WHICH STATE IS YOUR PRIMARY HOME IN?

Total	4669
TEXAS	15.6
FLORIDA	12.8
MICHIGAN	11.0
PENNSYLVANIA	10.6
OHIO	9.2
GEORGIA	6.2
NORTH CAROLINA	5.8
VIRGINIA	5.6
ARIZONA	4.8
WISCONSIN	4.0
MINNESOTA	3.6
COLORADO	3.5
IOWA	2.2
NEVADA	2.0
NEW MEXICO	1.4
NEW HAMPSHIRE	1.0
MAINE	0.7

3. IN THE PAST 30 DAYS, HAVE YOU USED ANY NICOTINE VAPOR PRODUCTS?

Total	4669
YES	100.0

4. HOW OFTEN DO YOU USE NICOTINE VAPOR PRODUCTS?

Total	4669
REGULAR	99.0
Everyday	96.6
Almost Everyday	2.4
A COUPLE TIMES A WEEK	1.0

5. DO YOU CURRENTLY SMOKE CIGARETTES OR DID YOU SMOKE CIGARETTES BEFORE USING NICOTINE VAPOR PRODUCTS?

Total	4669
YES	96.4
Currently Smoke Cigs	2.6
Did Smoke Before	93.8
NO	3.6

6. FOR HOW MANY YEARS DID YOU OR HAVE YOU BEEN SMOKING CIGARETTES?

TotalAnswering	4501
LESS THAN 5 YEARS	5.6
5 TO 9 YEARS	9.2
10 TO 14 YEARS	13.1
15 TO 19 YEARS	14.8
20 YEARS OR LONGER	57.0
DON'T KNOW	0.3

7. WHEN YOU SMOKED CIGARETTES THE MOST, ABOUT HOW MUCH WOULD YOU SMOKE?

TotalAnswering	4501
LESS THAN A PACK A DAY	15.5
Not an Everyday Smoker	1.2
Less Than 1/2 a Pack	3.8
Half a Pack	10.5
PACK OR MORE A DAY	84.3
One Pack	34.8
One and a Half Pack	26.9
Two Packs	15.5
More Than Two Packs	7.1
DON'T KNOW	0.2

8. HOW IMPORTANT HAVE NICOTINE VAPOR PRODUCTS BEEN TO QUIT SMOKING OR REDUCE THE AMOUNT YOU SMOKE OR USE TOBACCO PRODUCTS?

Total Answering	4501
IMPORTANT	99.8
Very Important	98.8
Somewhat Important	0.9
NOT IMPORTANT	0.2
Not That Important	0.1
Not Important at All	0.1
Net Diff.	99.5

9. HOW LIKELY WOULD YOU SAY YOU ARE TO VOTE IN THE NOVEMBER 2020 GENERAL ELECTION FOR CONGRESS?

Total	4669
LIKELY VOTING	96.2
Definitely Voting	85.4
Very Likely Voting	7.6
Somewhat Likely Voting	3.2
UNLIKELY VOTING	3.8
Not Likely Voting	1.1
Not Registered to Vote	1.3
Don't Know	1.3

10. IF LAWMAKERS BANNED THE SALE AND USE OF NICOTINE VAPOR PRODUCTS, HOW LIKELY WOULD BE TO REGISTER AND VOTE?

Total Answering	176
LIKELY NEW VOTER	59.1
Definitely Vote	30.1
Very Likely to Vote	15.9
Somewhat Likely	13.1
NOT LIKELY AT ALL	22.7
DON'T KNOW	18.2

11. IF THE ELECTION FOR U.S. CONGRESS IN YOUR DISTRICT WERE HELD TODAY, WOULD YOU BE MORE LIKELY TO VOTE FOR THE REPUBLICAN CANDIDATE OR THE DEMOCRATIC CANDIDATE?

Total	4669
REPUBLICAN CANDIDATE	46.4
Definitely	27.6
Probably	11.1
Lean	7.7
DEMOCRATIC CANDIDATE	23.5
Definitely	13.7
Probably	5.9
Lean	3.9
UNDECIDED	30.0
Net Diff.	22.9

12. DO YOU APPROVE OR DISAPPROVE OF THE JOB DONALD TRUMP IS DOING AS PRESIDENT OF THE UNITED STATES?

Total	4669
APPROVE	50.8
Strongly	25.8
Somewhat	25.1
DISAPPROVE	44.4
Somewhat	10.0
Strongly	34.4
DK/REFUSED	4.7
Net Diff.	6.4
Mean	1.44

13. HAVE YOU SPOKEN OUT ON VAPOR POLICY ISSUES BEFORE, FOR EXAMPLE, BY CONTACTING ELECTED OFFICIALS OR SIGNING A PETITION?

Total	4669
YES	90.8
NO	8.5
DON'T KNOW	0.6
Net Diff.	82.3

14. BELOW ARE SEVERAL DIFFERENT PROPOSALS THAT FEDERAL, STATE, AND LOCAL GOVERNMENTS ARE CONSIDERING OR MAY CONSIDER THAT AFFECT ADULT VAPERS. WOULD YOU SUPPORT OR OPPOSE OR STRONGLY OPPOSE EACH OF THE PROPOSALS.

BANNING FLAVORS IN ALL NICOTINE VAPOR PRODUCTS.

Total	4669
SUPPORT	0.9
Strongly	0.4
Somewhat	0.6
OPPOSE	98.6
Somewhat	1.5
Strongly	97.1
DON'T KNOW	0.5
Net Diff.	-97.6
Mean	0.06

15. IMPOSING AN EXCISE TAX, IN ADDITION TO THE SALES TAX, ON NICOTINE VAPOR PRODUCTS.

Total	4669
SUPPORT	9.7
Strongly	1.0
Somewhat	8.6
OPPOSE	87.6
Somewhat	16.0
Strongly	71.7
DON'T KNOW	2.7
Net Diff.	-78.0
Mean	0.50

16. BANNING THE SALE OF NICOTINE VAPOR PRODUCTS ON THE INTERNET.

Total	4669
SUPPORT	11.0
Strongly	5.6
Somewhat	5.4
OPPOSE	87.4
Somewhat	8.0
Strongly	79.5
DON'T KNOW	1.5
Net Diff.	-76.4
Mean	0.43

17. BANNING OPEN-SYSTEM, REFILLABLE NICOTINE VAPOR PRODUCTS.

Total	4669
SUPPORT	1.1
Strongly	0.8
Somewhat	0.4
OPPOSE	97.8
Somewhat	1.6
Strongly	96.2
DON'T KNOW	1.1
Net Diff.	-96.6
Mean	0.10

18. BANNING CLOSED-SYSTEM, NON-REFILLABLE NICOTINE VAPOR PRODUCTS.

Total	4669
SUPPORT	24.4
Strongly	11.8
Somewhat	12.7
OPPOSE	69.1
Somewhat	15.6
Strongly	53.5
DON'T KNOW	6.5
Net Diff.	-44.6
Mean	1.09

19. SUBJECTING ALL NICOTINE VAPOR PRODUCTS TO CERTAIN REGULATORY REQUIREMENTS IMPOSED BY THE FDA, THAT COULD TAKE MANY PRODUCTS OFF THE MARKET.

Total	4669
SUPPORT	16.6
Strongly	3.7
Somewhat	12.9
OPPOSE	79.8
Somewhat	18.4
Strongly	61.4
DON'T KNOW	3.6
Net Diff.	-63.2
Mean	0.73

20. BANNING THE SALE OF NICOTINE VAPOR PRODUCTS TO ANYONE UNDER THE AGE OF 21 YEARS OLD, REQUIRING GOVERNMENT ISSUED IDENTIFICATION FOR EVERY SALE.

Total	4669
SUPPORT	74.4
Strongly	50.9
Somewhat	23.5
OPPOSE	24.2
Somewhat	12.2
Strongly	12.0
DON'T KNOW	1.3
Net Diff.	50.2
Mean	2.19

21. WOULD YOU BE MORE LIKELY OR LESS LIKELY TO VOTE FOR A CANDIDATE WHO SUPPORTS THESE TYPES OF TAXES AND GOVERNMENT REGULATIONS ON NICOTINE VAPOR PRODUCTS?

Total	4669
MORE LIKELY	9.6
Much More	5.5
Some More	4.1
LESS LIKELY	82.4
Some Less	9.4
Much Less	72.9
NO DIFFERENCE	3.1
DON'T KNOW	5.0
Net Diff.	-72.8
Mean	0.52

22. WOULD YOU BE MORE LIKELY OR LESS LIKELY TO VOTE FOR A CANDIDATE WHO OPPOSES AND IS AGAINST THESE TYPES OF TAXES AND GOVERNMENT REGULATIONS ON NICOTINE VAPOR PRODUCTS?

Total	4669
MORE LIKELY	83.0
Much More	67.7
Some More	15.3
LESS LIKELY	9.6
Some Less	2.1
Much Less	7.5
NO DIFFERENCE	2.9
DON'T KNOW	4.5
Net Diff.	73.4
Mean	3.40

23. SPECIFICALLY, WOULD YOU BE MORE LIKELY OR LESS LIKELY TO VOTE FOR A CANDIDATE WHO SUPPORTS BANNING FLAVORS IN ALL NICOTINE VAPOR PRODUCTS?

Total	4669
MORE LIKELY	1.7
Much More	1.3
Some More	0.4
LESS LIKELY	95.9
Some Less	3.8
Much Less	92.1
NO DIFFERENCE	1.4
DON'T KNOW	1.0
Net Diff.	-94.2
Mean	0.13

24. SPECIFICALLY, WOULD YOU BE MORE LIKELY OR LESS LIKELY TO VOTE FOR A CANDIDATE WHO OPPOSES AND IS AGAINST BANNING FLAVORS IN ALL NICOTINE VAPOR PRODUCTS?

Total	4669
MORE LIKELY	88.2
Much More	79.4
Some More	8.8
LESS LIKELY	9.1
Some Less	0.6
Much Less	8.5
NO DIFFERENCE	1.5
DON'T KNOW	1.2
Net Diff.	79.1
Mean	3.52

25. IF THE TRUMP ADMINISTRATION BANS THE SALE OF FLAVORS IN ALL NICOTINE VAPOR PRODUCTS, WOULD THAT MAKE YOU MORE LIKELY OR LESS LIKELY TO VOTE FOR DONALD TRUMP FOR PRESIDENT?

Total	4669
MORE LIKELY	2.1
Much More	1.4
Some More	0.7
LESS LIKELY	74.4
Some Less	9.4
Much Less	65.0
VOTE ON OTHER ISSUE	20.7
DON'T KNOW	2.7
Net Diff.	-72.3
Mean	0.60

26. WHICH DO YOU THINK WOULD BE MORE EFFECTIVE TO REDUCE THE ILLEGAL USE OF NICOTINE VAPOR PRODUCTS BY MINORS?

1. BANNING THE SALE OF NICOTINE VAPOR PRODUCTS TO ANYONE UNDER THE AGE OF 21 YEARS OLD, REQUIRING GOVERNMENT ISSUED IDENTIFICATION FOR EVERY SALE. OR,
2. BANNING FLAVORS IN ALL NICOTINE VAPOR PRODUCTS.

Total	4669
UNDER AGE OF 21	91.6
BANNING FLAVORS	0.3
DK/REFUSED	8.0
Net Diff.	91.4

27. BELOW ARE SOME STATEMENTS ABOUT THESE TYPES OF TAXES AND REGULATIONS ON NICOTINE VAPOR PRODUCTS. DO YOU AGREE OR DISAGREE WITH EACH OF THE FOLLOWING STATEMENTS?

THE GOVERNMENT SHOULD NOT CREATE OBSTACLES, LIKE NICOTINE VAPOR PRODUCT TAXES AND RESTRICTIONS, FOR ADULTS WHO WANT TO USE AN ALTERNATIVE TO CIGARETTES.

Total	4669
AGREE	96.4
Strongly	89.0
Somewhat	7.4
DISAGREE	2.8
Somewhat	1.9
Strongly	0.9
DON'T KNOW	0.7
Net Diff.	93.6
Mean	2.87

28. BY OVER-REGULATING NICOTINE VAPOR PRODUCTS, THE GOVERNMENT IS TAKING AWAY AN ADULT CONSUMER'S CHOICE TO USE A NICOTINE-CONTAINING PRODUCT THAT MANY CONSIDER AN IMPORTANT ALTERNATIVE TO CIGARETTES.

Total	4669
AGREE	97.6
Strongly	94.4
Somewhat	3.2
DISAGREE	1.7
Somewhat	0.6
Strongly	1.1
DON'T KNOW	0.6
Net Diff.	95.9
Mean	2.93



29. IT MAKES NO SENSE FOR THE GOVERNMENT TO LIMIT TECHNOLOGY AND INNOVATION FOR NICOTINE VAPOR PRODUCTS.

Total	4669
AGREE	95.7
Strongly	87.8
Somewhat	7.9
DISAGREE	3.4
Somewhat	1.9
Strongly	1.5
DON'T KNOW	0.9
Net Diff.	92.2
Mean	2.85

30. HOW LIKELY ARE YOU TO VOTE FOR OR AGAINST A CANDIDATE BASED SOLELY ON HIS OR HER POSITION ON NICOTINE VAPOR PRODUCTS AND ISSUES?

Total	4669
LIKELY	83.2
Very	49.7
Somewhat	33.5
UNLIKELY	16.8
Not That Likely	11.4
Not at All	5.4
Net Diff.	66.4

31. GENDER:

Total	4669
MALE	61.8
FEMALE	36.5
TRANSGENDER	0.4
PREFER NOT TO SAY	1.2

32. ARE YOU OR IS A MEMBER OF YOUR IMMEDIATE FAMILY FROM A LATINO, HISPANIC OR SPANISH SPEAKING BACKGROUND?

Total	4669
YES	8.1
NO	91.9

33. WHAT IS YOUR MAIN RACIAL BACKGROUND?

TotalAnswering	4669
WHITE/CAUCASIAN	87.0
NON-WHITE	13.0
Hispanic	8.1
African American/Black	1.2
Asian/Asian-American	0.9
Other	2.7

34. THINKING ABOUT A POLITICAL PARTY, WOULD YOU CONSIDER YOURSELF A...?

Total	4669
REPUBLICAN	38.7
DEMOCRAT	17.5
INDEPENDENT/OTHER	43.9

35. IF YOU WERE TO LABEL YOURSELF, WOULD YOU SAY YOU ARE A LIBERAL, A MODERATE, OR A CONSERVATIVE IN YOUR POLITICAL BELIEFS?

Total	4669
LIBERAL	22.3
Very	8.0
Somewhat	14.3
MODERATE	39.1
CONSERVATIVE	38.6
Somewhat	24.0
Very	14.6
Mean	3.23

36. WHAT IS THE LAST GRADE OF FORMAL EDUCATION YOU HAVE COMPLETED?

Total	4669
LESS THAN COLLEGE	64.9
High School or Less	2.0
High School Graduate	18.2
College/Trade School	44.6
COLLEGE GRAD.	35.0
College Graduate	27.3
Post Grad/Prof. Degree	7.8

37. WOULD YOU CONSIDER WHERE YOU LIVE TO BE AN URBAN, SUBURBAN OR RURAL AREA?

Total	4669
URBAN AREA	19.6
SUBURBAN AREA	51.8
RURAL AREA	28.6