



Where Strategy Meets Science

Adult Vaper Voting
Survey AX2016056

N=2,600 Vapers Registered to Vote
Field dates: 9/22-10/8, 2016
Margin of Error: ±2

Q01. What is your age?

_____ (RECORD VALUE, TERMINATE IF YOUNGER THAN 21)

| | |
|----------|----|
| Under 35 | 31 |
| 35-44 | 28 |
| 45-54 | 22 |
| 55-64 | 15 |
| 65+ | 4 |

[INTRO TO Q2] When this survey references vapor products, which are sometimes called e-cigarettes, vaping devices, personal vaporizers, e-vapor products, and vapes, it is referring to any battery-powered device that contains a heating element and a cartridge, tank, or atomizer filled with a liquid solution that may contain nicotine. The heating element vaporizes the liquid solution into a mist or vapor, which is then inhaled through the product by the user.

Q02. In the past 30 days, have you used any vapor products?

| | |
|------------------|-----|
| 1 Yes | 100 |
| 2 No (TERMINATE) | - |

Q03. And how often do you use vapor products, would you say...

| | |
|--------------------------------|----|
| 1 Daily or almost daily | 93 |
| 2 Occasionally | 7 |
| 3 Rarely (THANK AND TERMINATE) | - |

Q04. What type of vapor products do you use most often?

| | |
|--|----|
| 1 Disposable, one-piece products | 4 |
| 2 Products with a rechargeable battery and pre-filled, disposable cartridges | 11 |
| 3 Products that are refilled with liquid | 84 |

Q05. Are you currently registered to vote in your state or have you not had time to register yet?

| | |
|--|-----|
| 1 Registered to vote | 100 |
| 2 Not registered to vote (THANK AND TERMINATE) | - |

Q06. And how interested are you in the upcoming November election and voting on a one to ten scale? A one means you are not at all interested in the election and a ten means that you are extremely interested. Of course, you can use any number between one and ten.

MEAN SCORE 8.6

Q07. This November, do you plan to vote... (ROTATE TOP TO BOTTOM / BOTTOM TO TOP)

| | |
|---|----|
| 1 In all races on the ballot | 85 |
| 2 In just the down-ballot races like US House of Representatives, US Senate, and state Legislature and not in the presidential race | 5 |
| 3 In just the presidential race | 7 |
| 4 Do not plan to vote | 4 |

Q08. Thinking about the upcoming election for races in your state like the election to the US House of Representatives or the US Senate, if you were voting, are you more likely to vote for... (ROTATE 1 AND 2)

| | |
|---------------------------------|----|
| 1 The Republican candidate | 43 |
| 2 The Democratic candidate | 35 |
| 3 The Libertarian candidate | 12 |
| 4 The Green Party candidate | 3 |
| 5 Another third party candidate | 8 |

Q09. Switching topics to policy issues related to vapor products, such as taxes and regulations on vapor products, how likely are you to speak out on these issues?

| | |
|-------------------|----|
| LIKELY | 96 |
| NOT LIKELY | 4 |
| 1 Very likely | 74 |
| 2 Somewhat likely | 22 |
| 3 Not very likely | 3 |
| 4 Not at all | 1 |

Q10. Have you spoken out on vapor policy issues before, for example, by contacting elected officials or signing a petition?

| | |
|-------|----|
| 1 Yes | 84 |
| 2 No | 16 |

Below are several different proposals that federal, state, and local governments are considering or may consider that affect adult vapers. For each one, please tell me if you strongly support, somewhat support, somewhat oppose or strongly oppose the proposal. (RANDOMIZE)

| | SUPPORT | OPPOSE | Strongly support | Somewhat support | Somewhat oppose | Strongly oppose |
|--|---------|--------|------------------|------------------|-----------------|-----------------|
| Q11. Banning the use of flavors in vapor products. | 6 | 94 | 3 | 3 | 4 | 91 |
| Q12. (SPLIT A) Imposing an excise tax, in addition to the sales tax, on vapor products. | 8 | 92 | 3 | 5 | 9 | 83 |
| Q13. (SPLIT B) Imposing an excise tax, similar to the additional tax on cigarettes, on vapor products. | 13 | 87 | 4 | 9 | 13 | 75 |
| Q14. Banning the use of vapor products in public places like bars and restaurants. | 20 | 80 | 6 | 14 | 24 | 57 |
| Q15. Banning the use of vapor products in public places like parks and beaches. | 9 | 91 | 3 | 6 | 12 | 79 |

| | SUPPORT | OPPOSE | Strongly support | Somewhat support | Somewhat oppose | Strongly oppose |
|---|---------|--------|------------------|------------------|-----------------|-----------------|
| Q16. Banning the sale of vapor products in pharmacies, including stores that have a pharmacy, like Walgreens or Walmart. | 18 | 82 | 8 | 10 | 20 | 63 |
| Q17. Banning the sale of vapor products on the Internet. | 8 | 92 | 3 | 5 | 6 | 86 |
| Q18. Banning liquid refillable vapor products. | 6 | 94 | 3 | 3 | 3 | 91 |
| Q19. Banning promotions, like "buy one get one free" deals and coupons, which allow adult consumers to receive free or discounted vapor products or cartridges. | 9 | 91 | 5 | 5 | 7 | 84 |
| Q20. Subjecting all vapor products to certain regulatory requirements imposed by the FDA, that could take many products off the market. | 12 | 88 | 4 | 8 | 11 | 77 |

Q21. (SPLIT A) If a candidate for elected office opposes these types of taxes and regulations on vapor products, are you more likely or less likely to vote for that candidate?

- MORE LIKELY 77
- LESS LIKELY 18
- 1 Much more likely to vote for 62
- 2 Somewhat more likely to vote for 15
- 3 Somewhat less likely to vote for 4
- 4 Much less likely to vote for 15
- 5 Doesn't make a difference in my vote 5

Q22. (SPLIT B) If a candidate for elected office supports these types of taxes and regulations on vapor products, are you more likely or less likely to vote for that candidate?

- MORE LIKELY 13
- LESS LIKELY 82
- 1 Much more likely to vote for 8
- 2 Somewhat more likely to vote for 5
- 3 Somewhat less likely to vote for 9
- 4 Much less likely to vote for 73
- 5 Doesn't make a difference in my vote 5

Below are some statements about these types of taxes and regulations on vapor products. For each one, do you strongly agree, somewhat agree, somewhat disagree, or strongly disagree?
(RANDOMIZE)

| | AGREE | DISAGREE | Strongly agree | Somewhat agree | Somewhat disagree | Strongly disagree |
|--|-------|----------|----------------|----------------|-------------------|-------------------|
| Q23. The government should not create obstacles, like vapor product taxes and restrictions, for adults who want to use an alternative to cigarettes. | 96 | 4 | 88 | 8 | 2 | 2 |
| Q24. By over-regulating 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. | 96 | 4 | 90 | 6 | 2 | 3 |
| Q25. It makes no sense for the government to limit technology and innovation for vapor products. | 95 | 5 | 86 | 9 | 2 | 3 |
| Q26. The government should not be able to take away an adult's right to enjoy a legal product. | 97 | 3 | 92 | 5 | 2 | 2 |
| Q27. Vapor products should be subject to taxes and restrictions similar to other tobacco products. | 23 | 77 | 8 | 15 | 17 | 60 |

Q28. (SPLIT A) After discussing these issues some more, are you more likely or less likely to vote for a candidate who **opposes** these types of taxes and regulations on vapor products?

| | |
|--|----|
| MORE LIKELY | 79 |
| LESS LIKELY | 16 |
| 1 Much more likely to vote for | 64 |
| 2 Somewhat more likely to vote for | 15 |
| 3 Somewhat less likely to vote for | 4 |
| 4 Much less likely to vote for | 12 |
| 5 Doesn't make a difference in my vote | 5 |

Q29. (SPLIT B) After discussing these issues some more, are you more likely or less likely to vote for a candidate who **supports** these types of taxes and regulations on vapor products?

| | |
|--|----|
| MORE LIKELY | 19 |
| LESS LIKELY | 76 |
| 1 Much more likely to vote for | 13 |
| 2 Somewhat more likely to vote for | 6 |
| 3 Somewhat less likely to vote for | 10 |
| 4 Much less likely to vote for | 66 |
| 5 Doesn't make a difference in my vote | 5 |

Q30. After talking about the election and key issues some more, how interested are you in the election and voting on a one to ten scale? A one means you are not at all interested in the election and a ten means that you are extremely interested. Of course, you can use any number between one and ten.

MEAN SCORE 8.8

Q31. (SPLIT A) Between the following two candidates for elected office, which one are you more likely to support?

- | | |
|---|----|
| 1 A Republican who opposes taxes and additional regulations on vapor products | 64 |
| 2 A Democrat who supports taxes and additional regulations on vapor products | 11 |
| 3 Not sure / depends | 25 |

Q32. (SPLIT B) Between the following two candidates for elected office, which one are you more likely to support?

- | | |
|--|----|
| 1 A Democrat who opposes taxes and additional regulations on vapor products | 63 |
| 2 A Republican who supports taxes and additional regulations on vapor products | 6 |
| 3 Not sure / depends | 31 |

Q33. Finally, how likely are you to vote for or against a candidate based solely on his or her position on vapor issues?

- | | |
|---------------------|----|
| LIKELY | 79 |
| NOT LIKELY | 22 |
| 1 Very likely | 38 |
| 2 Somewhat likely | 41 |
| 3 Not very likely | 15 |
| 4 Not at all likely | 7 |

Now just a few final questions for statistical purposes...

Q34. Which of the following elections do you typically vote in?

- | | |
|--|----|
| 1 All elections, including primaries | 62 |
| 2 Usually just general elections in November | 23 |
| 3 Only presidential elections every four years | 9 |
| 4 Don't typically vote | 7 |

Q35. Do you consider yourself...

- | | |
|-------------------------------|----|
| 1 A Republican | 29 |
| 2 A Democrat | 28 |
| 3 An Independent | 26 |
| 4 A Libertarian | 8 |
| 5 A member of the Green Party | 1 |
| 6 Other Party | 8 |

Q36. With which of the following ethnic groups would you say you most closely identify? (RANDOMIZE)

| | |
|----------------------------|----|
| 1 White / Caucasian | 82 |
| 2 Black / African American | 3 |
| 3 Asian | 1 |
| 4 Hispanic | 10 |
| 5 American Indian | 1 |
| 6 Other | 3 |

Q37. Which of the following income groups includes your TOTAL FAMILY INCOME last year, before taxes? (DO NOT MAKE MANDATORY TO ANSWER)

| | |
|-----------------------|----|
| 1 Under \$30,000 | 20 |
| 2 \$30,000-\$49,999 | 21 |
| 3 \$50,000-\$74,999 | 21 |
| 4 \$75,000-\$99,999 | 16 |
| 5 \$100,000-\$124,999 | 10 |
| 6 \$125,000-\$149,999 | 5 |
| 7 \$150,000-\$199,999 | 4 |
| 8 \$200,000 and over | 3 |

Q38. In the past 30 days, have you used any of the following tobacco products? (RANDOMIZE 1-4 AND ACCEPT UP TO 4)

| | |
|---|----|
| 1 Cigarettes | 20 |
| 2 Cigars | 8 |
| 3 Smokeless tobacco, such as dip, chew, or snus | 5 |
| 4 Pipe tobacco | 2 |
| 5 None of the above | 75 |

Q39. And which best describes your marital status, are you... (RANDOMIZE)

| | |
|--|----|
| 1 Married | 54 |
| 2 Single | 27 |
| 3 Separated | 3 |
| 4 Widowed | 2 |
| 5 Living with someone, but not married | 14 |

Q40. In what state do you current live?

[DROP DOWN BOX OF STATES]

Q41. And how would you best describe the area where you live?

| | |
|------------|----|
| 1 Urban | 28 |
| 2 Suburban | 48 |
| 3 Rural | 24 |

Q42. And what is your gender?

| | |
|----------|----|
| 1 Male | 61 |
| 2 Female | 39 |