

Perceptions of Vapers Nationwide

A Study for Americans for Tax Reform

October 2022

HarrisX



Adult Vapers Study

Survey Methodology

This survey was conducted online by HarrisX within the US from October 4-6, 2022 among 1,519 registered voters who used E-Vaper products within the last 30 days. The sampling margin of error of this poll is plus or minus 2.5 percentage points. Results were weighted for gender, age, income, race/ethnicity, education, and political party within the US, where necessary to align them with their actual proportions in each national population.

The sample sizes and sampling margins of error are as follows:

1,519

Among registered voters who vaped in the last 30 days



2.5%

Sampling Margin of Error

804

Among Democrats voters who vaped in the last 30 days



3.4%

Sampling Margin of Error

424

Among Republicans voters who vaped in the last 30 days



4.8%

Sampling Margin of Error

271

Among Independent voters who vaped in the last 30 days



5.9%

Sampling Margin of Error

Note: Some percentages on the following slides may not add up to exactly 100% due to rounding



Key Takeaways

Candidates should include e-vapor policies in their platform: **2 in 3** vapers said they are **likely to vote** for a candidate **aligned with them** on vaping policy.

Registered voters who vape represent **3 in 10** of the general population – a **voting bloc** sizeable enough to **make a difference**, especially in a close election.

1

Around **1 in 2** voters who vaped in the last 30 days **engage in this behavior almost daily**; Flavored e-vapor products are very popular, while **2 in 5** still use **tobacco products, most e-vapors no longer do**.

2

Vapers skew Democratic – Biden enjoys relatively **high favorability ratings among vapers**. Hot topic issues – namely inflation and the economy - are front-of-mind for these voters. When it comes to vice activities, they **lean towards** wanting adults to be able to decide their behavior for themselves, rather than the government increasing regulation of these activities.

3

Policy action on vaping is motivating to the community it impacts. Almost **4 in 5** voters who vape said they are likely to **speak out** on e-vapor policy issues. **Banning e-vapor products will have limited effect**; less than 1 in 5 would stop using them if banned.

4

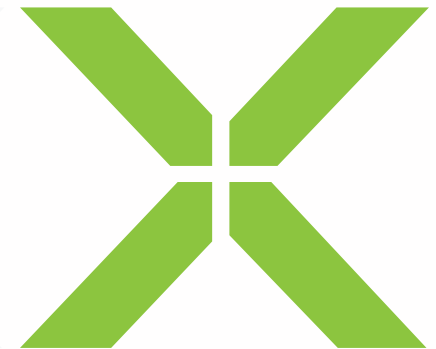
Most **agree** the e-vapor products should comply with **FDA regulations** but disagree that flavored or liquid refillable e-vapor products should be banned. Respondents were **more likely** to say they would **vote for a candidate** who **opposes rather than supports new taxes** and regulations on e-vapor products.

5

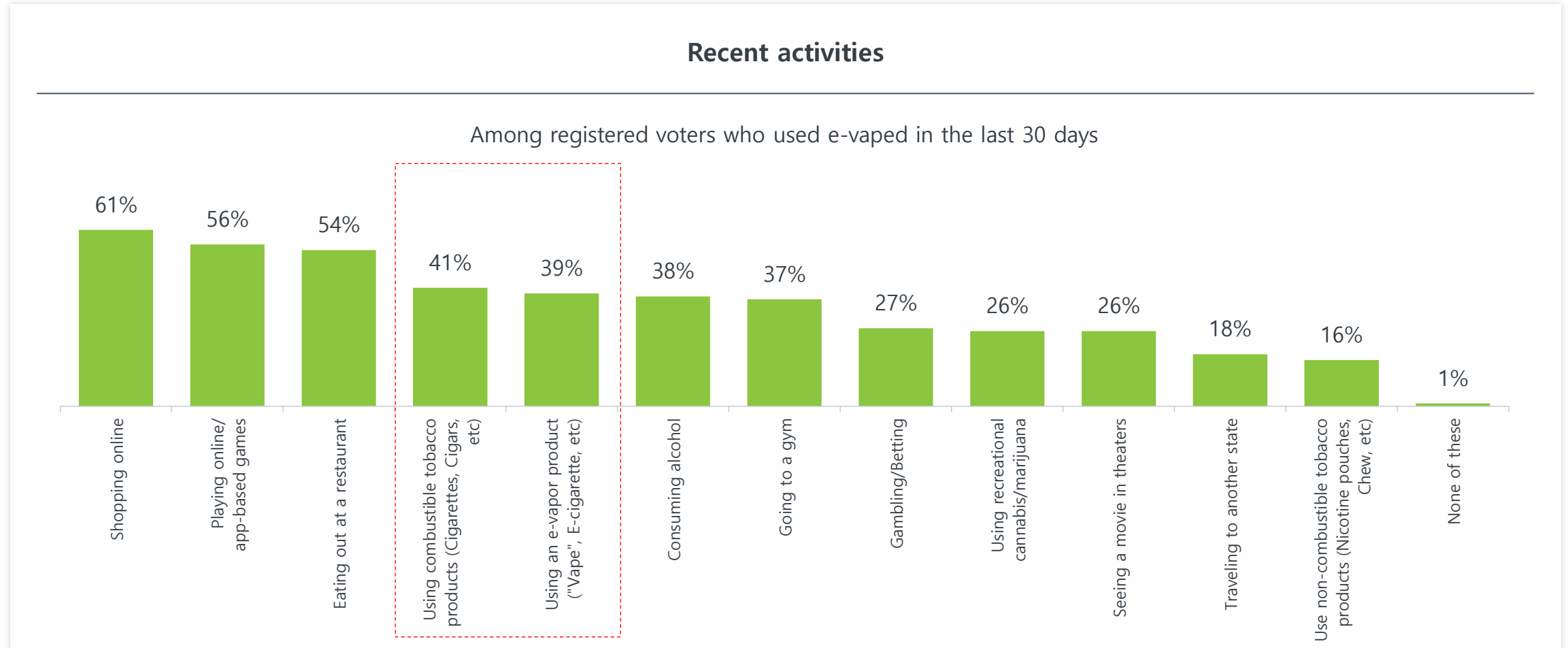
Candidates who **opposed increased government taxes and regulations** on e-vapor products may perform **slightly better** at attracting voters who vape than those who supported them.



Activities & Usage Among Vapers

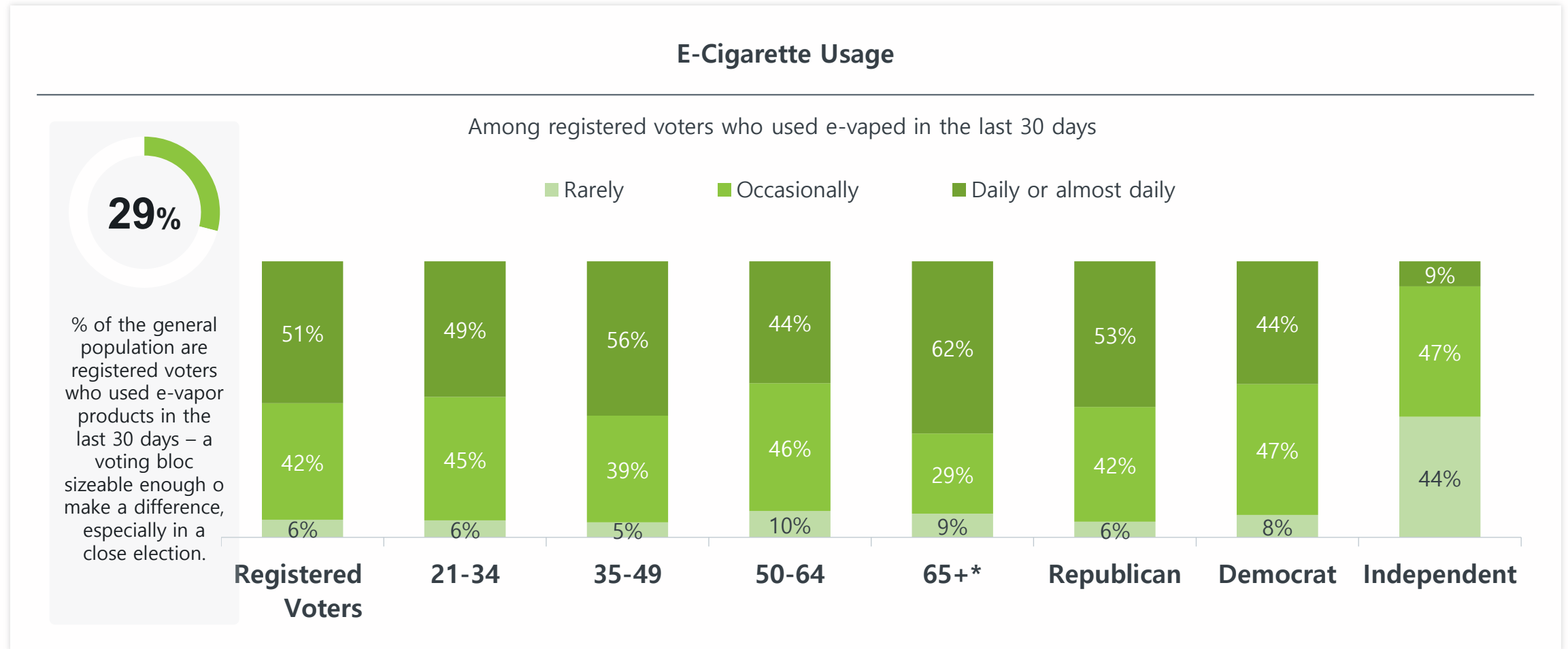


2 in 5 voters who e-vaped recently have used tobacco or e-vaped in the past week – indicating e-vapor products can complement tobacco use for some



BASE: Registered voters who used e-vaped in the last 30 days (n=1,519)
QK1. Which of the following activities have you engaged in the past week?

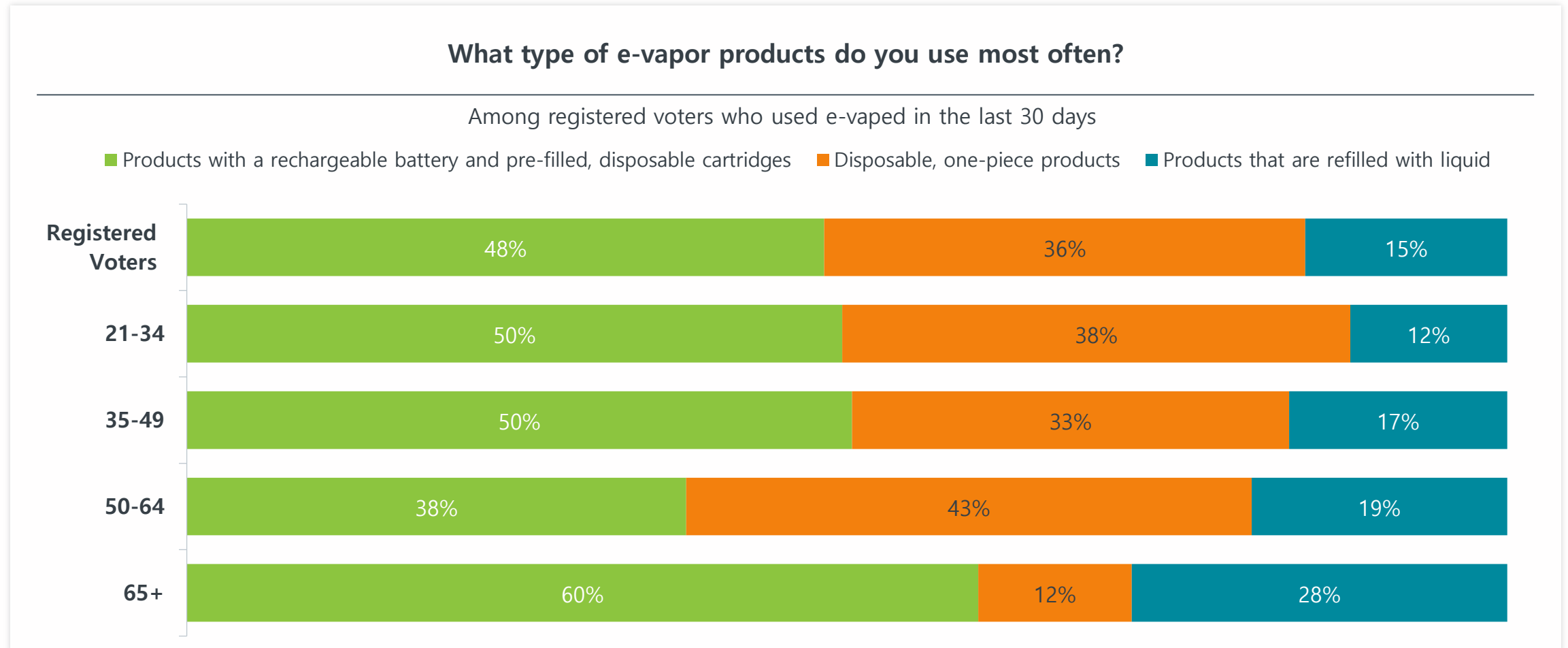
Around 1 in 2 voters who vaped in the last 30 days engage in this behavior daily. Daily use is most common among those aged 35 to 49.



BASE: Total (n=1,519) Age: 21-34 (n=623), 35-49 (n=731), 50-64 (n=149), 65+ (n=16*); Party ID: Republican (n=424), Democrat (n=804), Independent (n=271)
 Q03: And how often do you use e-vapor products, would you say...

*Small sample size interpreted with caution

Almost half of e-vapor users use rechargeable battery, while liquid re-fills are the least commonly used product



BASE: Total (n=1,519) Age: 21-34 (n=623), 35-49 (n=731), 50-64 (n=149), 65+ (n=16*)
Q04: What type of e-vapor products do you use most often?

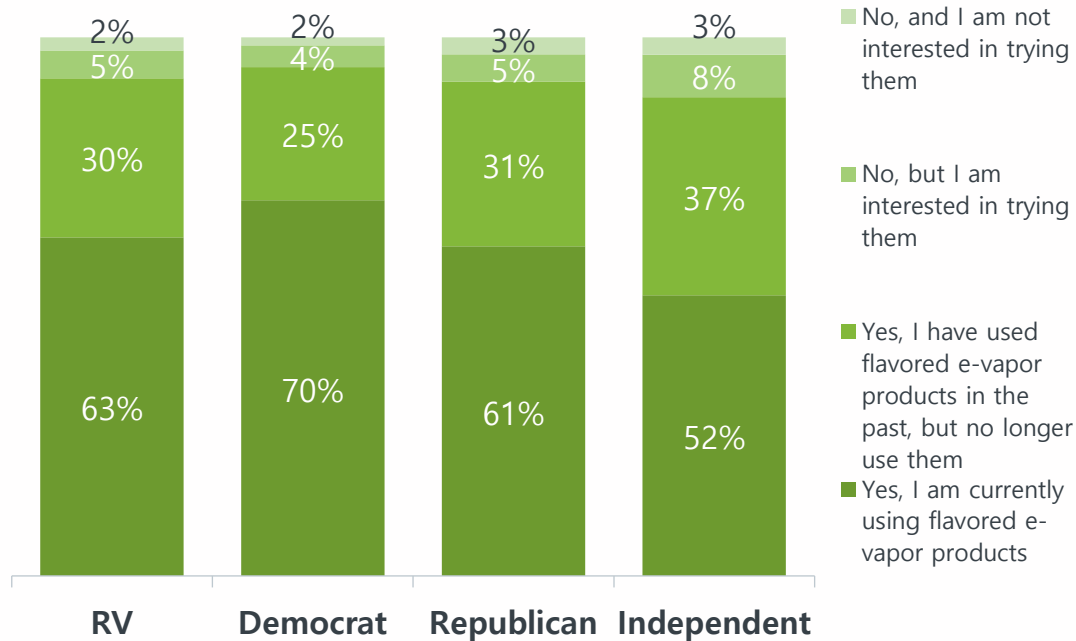
*Small sample size interpreted with caution

Flavored e-vapor products are very popular. While 2 in 5 still use tobacco products, most e-vapors no longer do

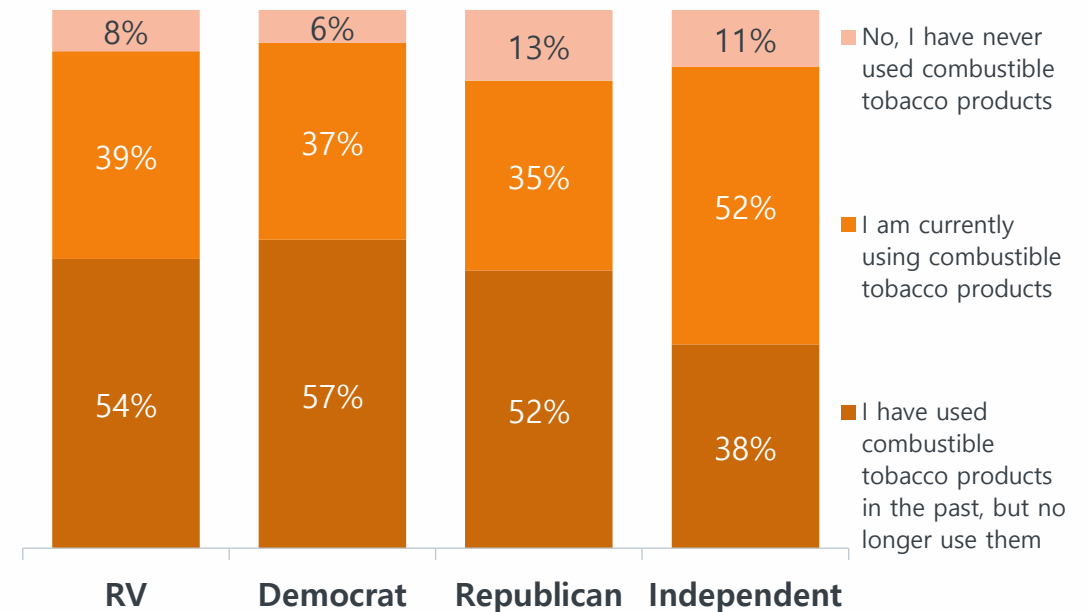
Use of Flavored E-Vapor & Tobacco Products

Among registered voters who used e-vaped in the last 30 days

Used Flavored E-Vapor Products



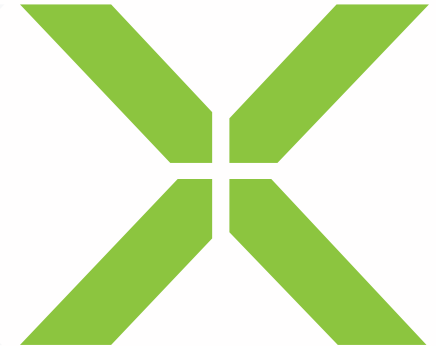
Used Combustible Tobacco Products



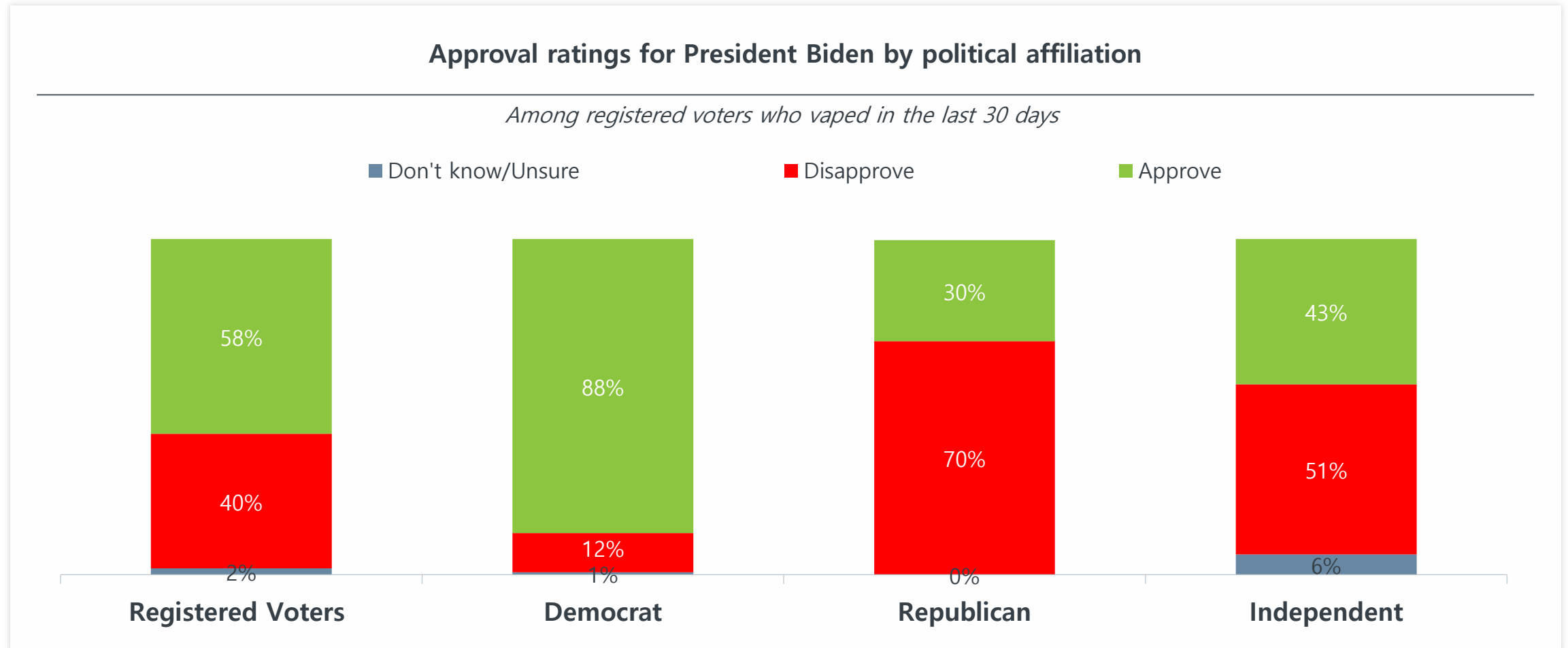
BASE: RV (n=1,519), Democrat (n=804), Republican (n=424), Independent (n=271)
 QNEW1: Have you used flavored e-vapor products?
 QNEW2: Have you used combustible tobacco products, such as cigarettes or cigars?



Electoral Landscape Among Vapers



Biden enjoys relatively high favorability ratings among vapers, +18pts above water, driven by the Democratic-lean of registered voters who vape



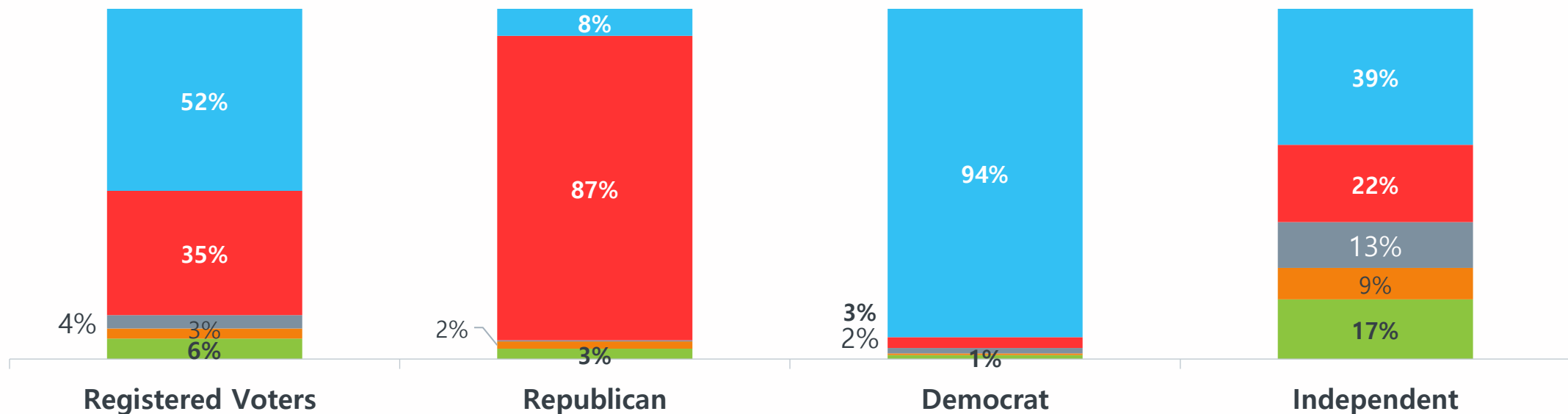
BASE: Registered Voters that vaped in the last 30 days (n=1,519), Democrats (n=804), Republicans (n=424), Independents (n=271)
TQ1. Do you approve or disapprove of the job Joe Biden is doing as President of the United States?

This trend continues in the generic ballot where Dems are favored amongst vapers, but partisan voters are backing their own party

If the election for Congress were held today, would you vote for the Republican from your district or the Democrat from your district?

Among registered voters who vaped in the last 30 days

■ Unsure/Don't know ■ Would not vote ■ Other ■ Republican ■ Democratic

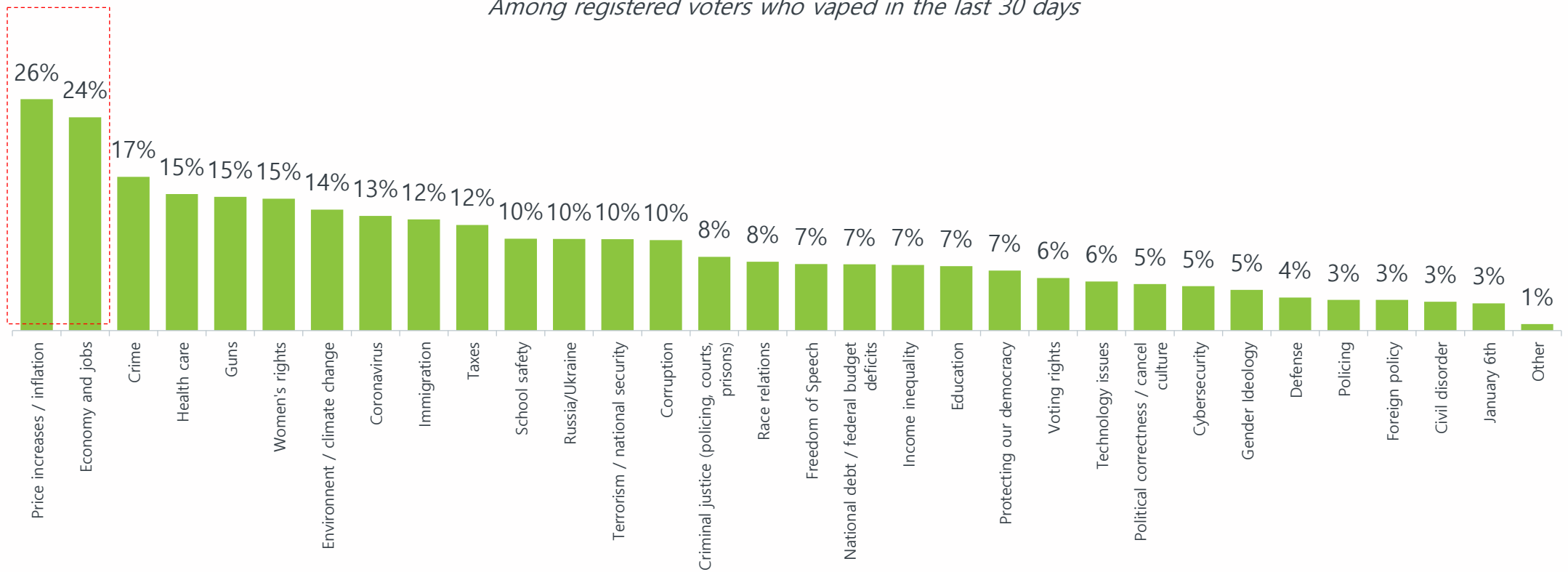


BASE: Registered Voters (n=1,519), Democrats (n=804), Republicans (n=424), Independents (n=271)
 Q08. If the election for Congress were held today, would you vote for the Republican from your district or the Democrat from your district?

Mirroring national trends, hot topic issues are front-of-mind for voters who vape. 1 in 4 said the inflation and economy are the most important issues

Most important issues facing the United States

Among registered voters who vaped in the last 30 days

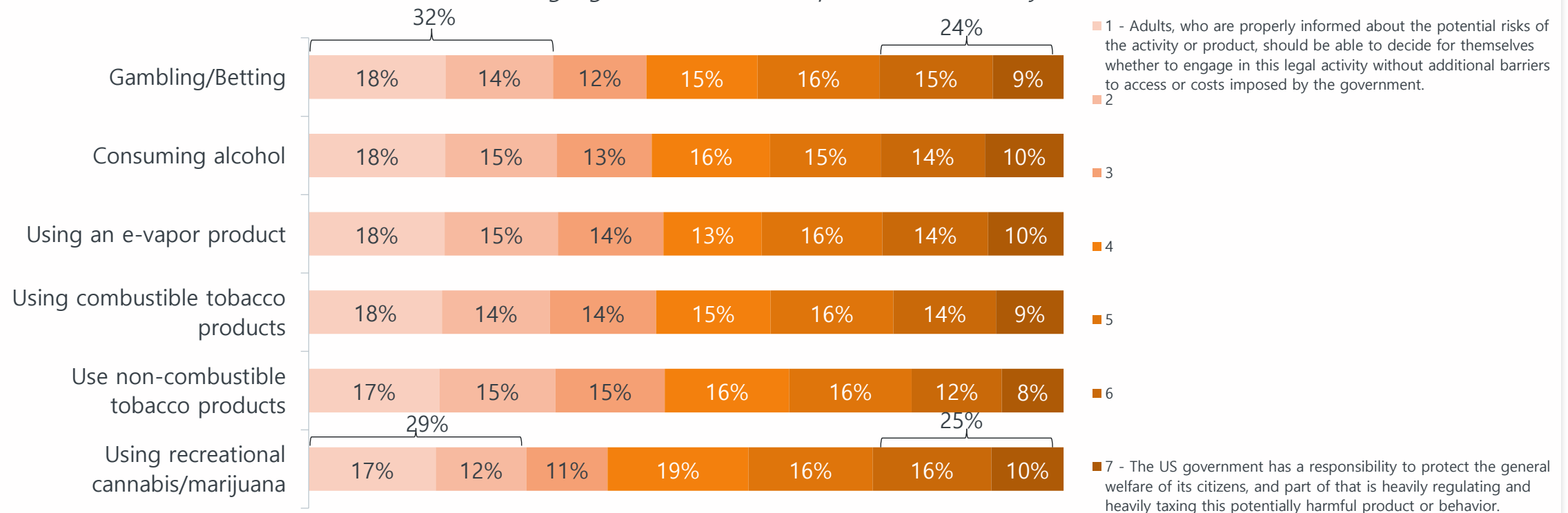


BASE: Registered voters who used e-vaped in the last 30 days (n=1,519)
ISS1. What would you say are the most important issues facing the country today?

With little variation between different vice activities, voters slightly lean towards adults deciding for themselves over increasing government regulation

Activities: Adults informed of risks should decide for themselves vs Governments have a responsibility to regulate & tax

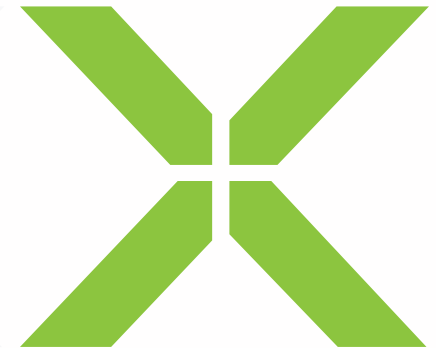
Among registered voters who vaped in the last 30 days



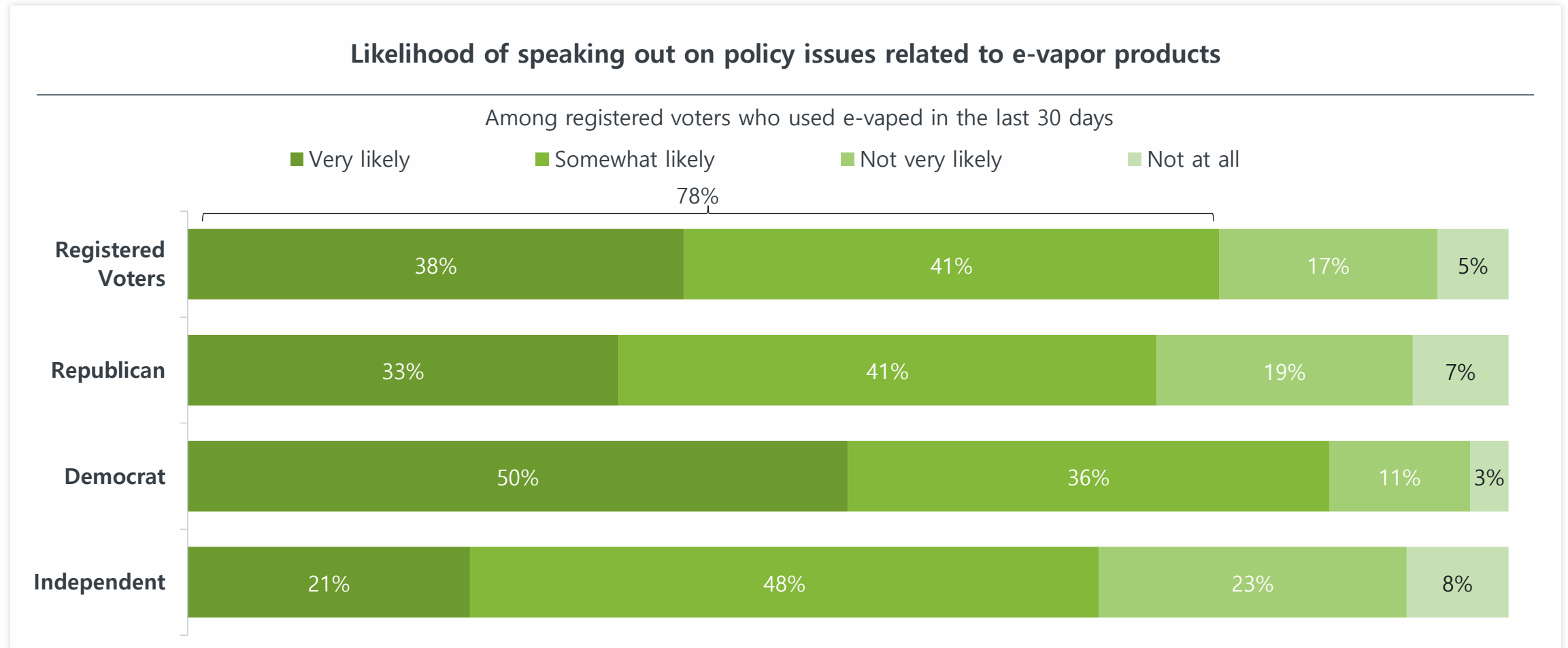
BASE: Registered voters who used e-vaped in the last 30 days (n=1,519)
 QINDEX. For each of the following types of activities, please use the slider to indicate which position is closer to your viewpoint?



E-Vapor Policy Interests



Almost 4 in 5 voters who vape are likely to speak out on policy issues related to e-vapor products



BASE: Total (n=1,519) Democrat (n=804), Republican (n=424), Independent (n=271)

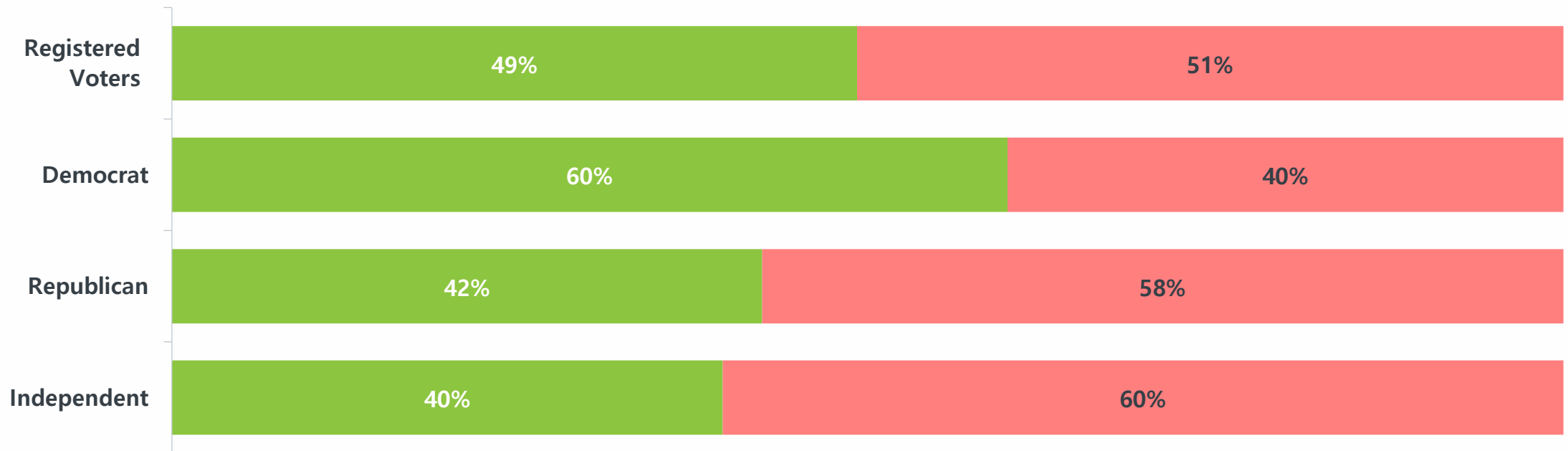
Q09: Switching topics to policy issues related to e-vapor products, such as taxes and regulations on e-vapor products, how likely are you to speak out on these issues?

Reactions to e-vapor policies are motivating: 1 in 2 surveyed say they have spoken out on these issues, such as contacting officials or signing a petition

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

Among registered voters who used e-vaped in the last 30 days

■ Yes ■ No



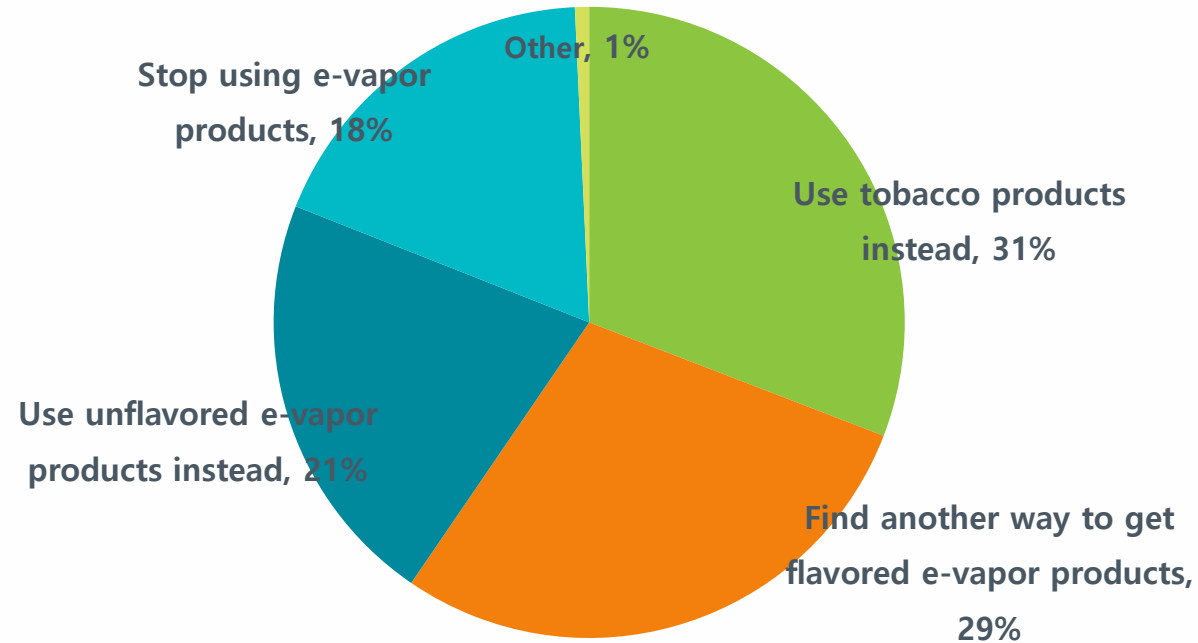
BASE: Total (n=1,519) Democrat (n=804), Republican (n=424), Independent (n=271)

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

Less than 1 in 5 would stop using e-vapor products if they were banned. Most would switch to tobacco (31%), find another source (29%) or use unflavored e-cigs (21%)

Most Likely Response to a Ban on Flavored E-Vapor Products

Among registered voters who used e-vaped in the last 30 days



BASE: RV (n=1,408), Democrat (n=791), Republican(n=416), Independent (n=261)
QNEW3. How would you be most likely to respond if flavored e-vapor products were banned?



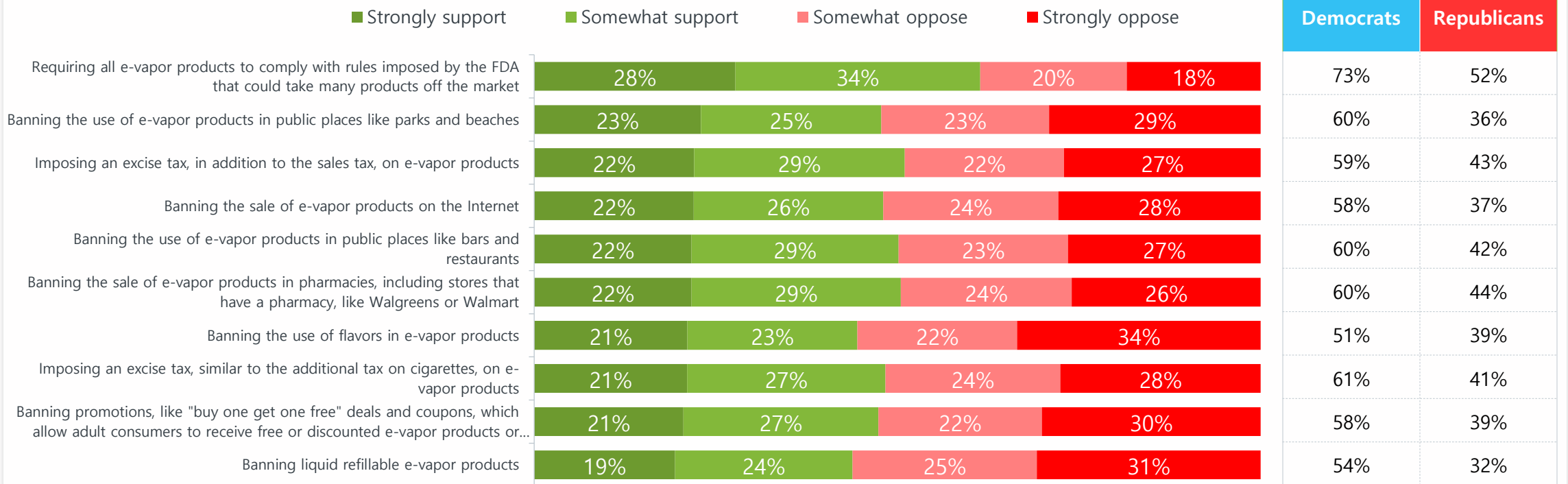
Reactions to E-Vaping Policy Ideas



Most agree e-vapor products should comply with FDA regulations, but disagree that flavored or liquid refillable e-vapor products should be banned.

Support level for federal, state and local government proposals related to adult vapers

Among registered voters who used e-vaped in the last 30 days



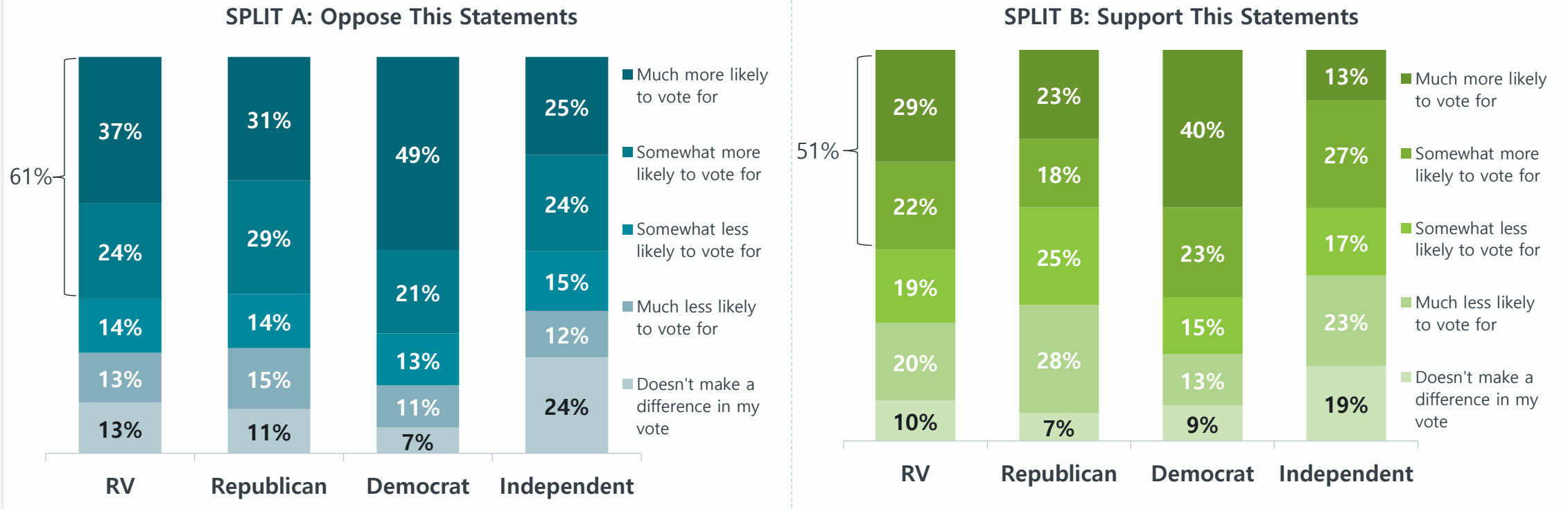
BASE: Registered Voters (n=475-960), Democrats (n=396-804), Republicans (n=226-424)

Q11. 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

Respondents were more likely to vote for a candidate who *opposes* new taxes and regulations on e-vapor products

Likelihood to vote for a candidate if they oppose or support taxes and regulations on e-vapor products

Among registered voters who used e-vaped in the last 30 days



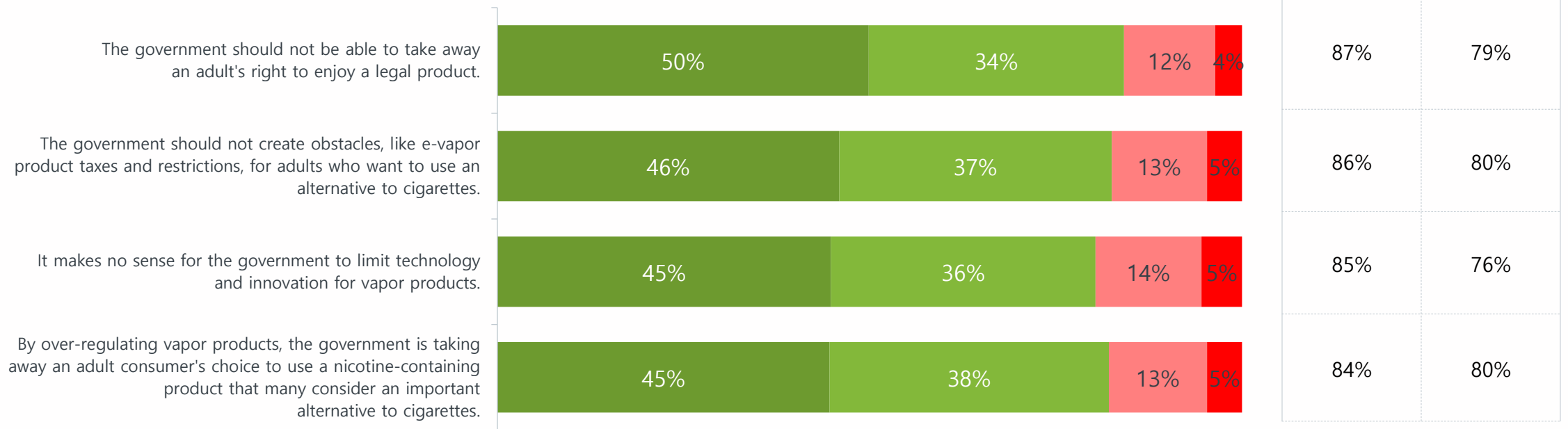
BASE: Registered Voters (n=751-768), Democrats (n=396-408), Republicans (n=198-226), Independents (n=122-149)
 Q12. (SPLIT A) If a candidate for elected office opposes these types of taxes and regulations on e-vapor products, are you more likely or less likely to vote for that candidate?
 Q13. (SPLIT B) If a candidate for elected office supports these types of taxes and regulations on e-vapor products, are you more likely or less likely to vote for that candidate?

There is strong consensus around the critiques of imposing more taxes and regulations of e-vapor products – respondents believe the government should not remove an adult’s right to enjoy legal products or their choices

Support level for federal, state and local government proposals that can affect adults vapers

Among registered voters who used e-vaped in the last 30 days

■ Strongly agree
 ■ Somewhat agree
 ■ Somewhat disagree
 ■ Strongly disagree



BASE: Registered Voters (n=1,519), Democrats (n=424), Republicans (n=804)

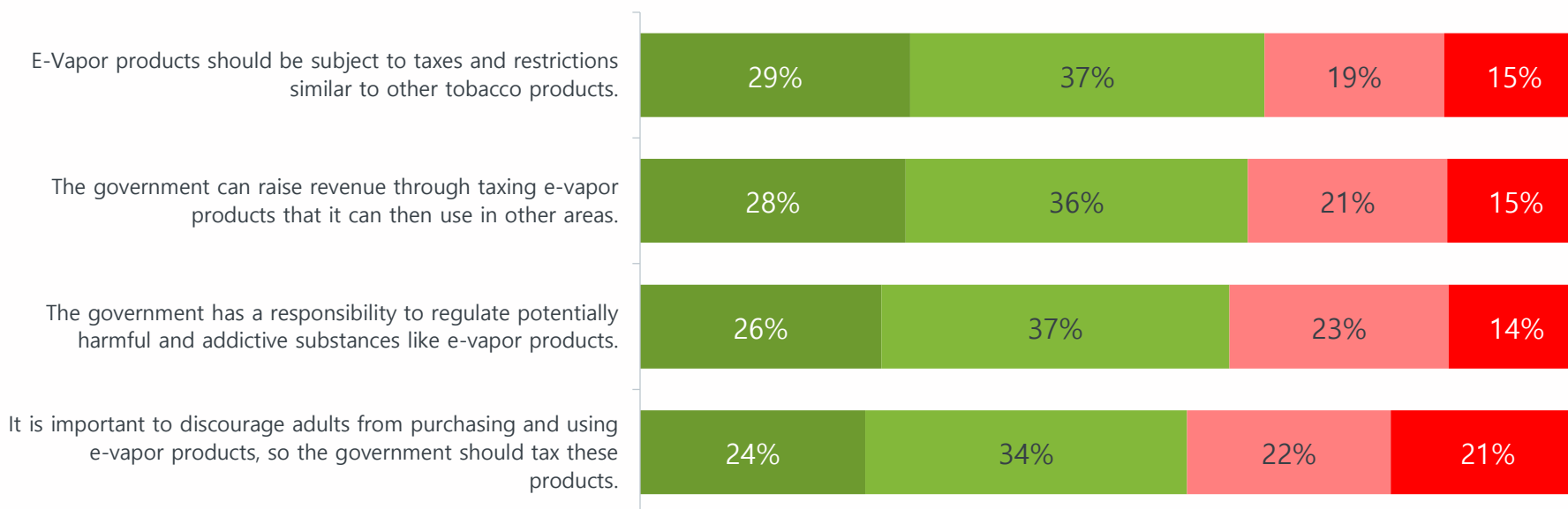
Q14. Below are some statements criticizing taxes and regulations on e-vapor products. For each one, do you strongly agree, somewhat agree, somewhat disagree, or strongly disagree?

Consensus is also high for statements in support of greater e-vapor regulation, but less so than the critiques. Taxing and restricting e-vapor products the same as tobacco products for the most agreement.

Support level for federal, state and local government proposals that can affect adults vapers

Among registered voters who used e-vaped in the last 30 days

■ Strongly agree
 ■ Somewhat agree
 ■ Somewhat disagree
 ■ Strongly disagree



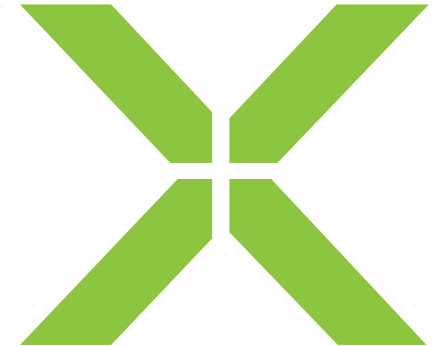
Top 2 Box	
Democrats	Republicans
71%	60%
75%	57%
74%	52%
69%	49%

BASE: Registered Voters (n=1,519), Democrats (n=804), Republicans (n=424)

Q14A. Below are some statements in favor of taxes and regulations on e-vapor products. For each one, do you strongly agree, somewhat agree, somewhat disagree, or strongly disagree?



How motivating is the vaping to voters?

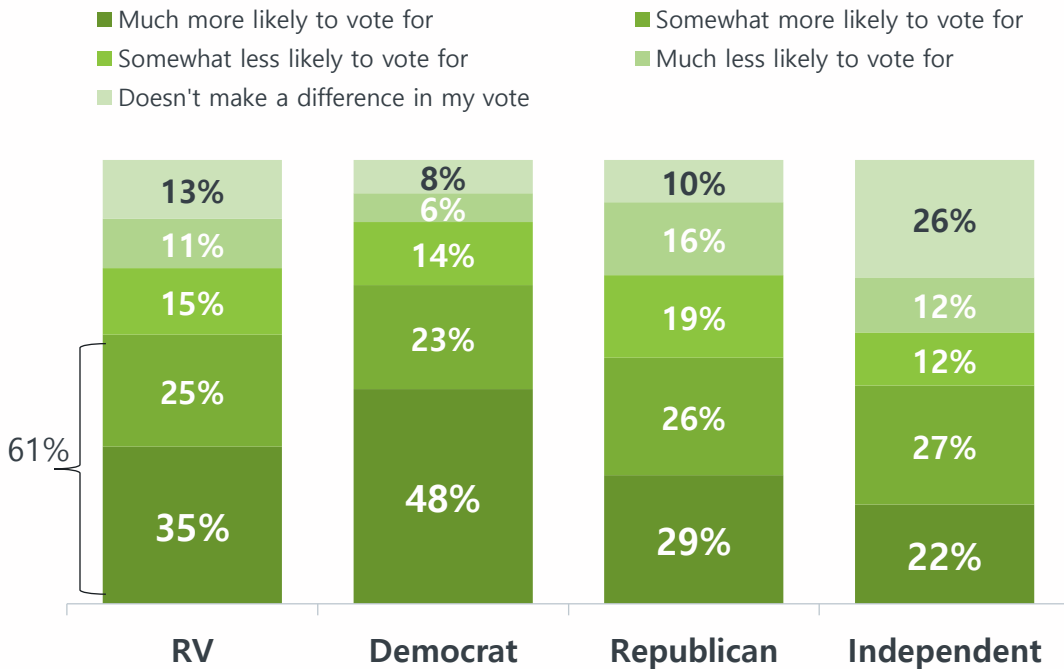


Candidates who opposed increased government regulations on e-vapor products may have performed slightly better than those who supported them

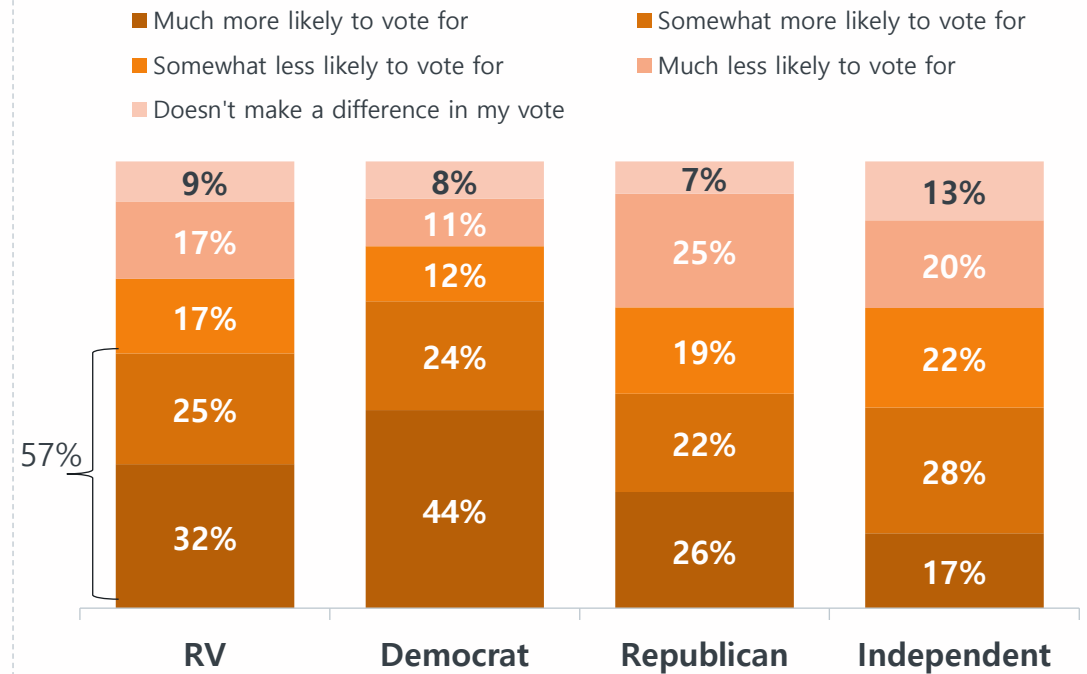
Likelihood to vote for a candidate who opposes vs supports new e-vapor taxes and regulations

Among registered voters who used e-vaped in the last 30 days

SPLIT A: Candidate who Opposes



SPLIT B: Candidate who Supports



BASE: RV (n=751-768), Democrat (n=396-408), Republican (n=198-226), Independent (n=122-149)

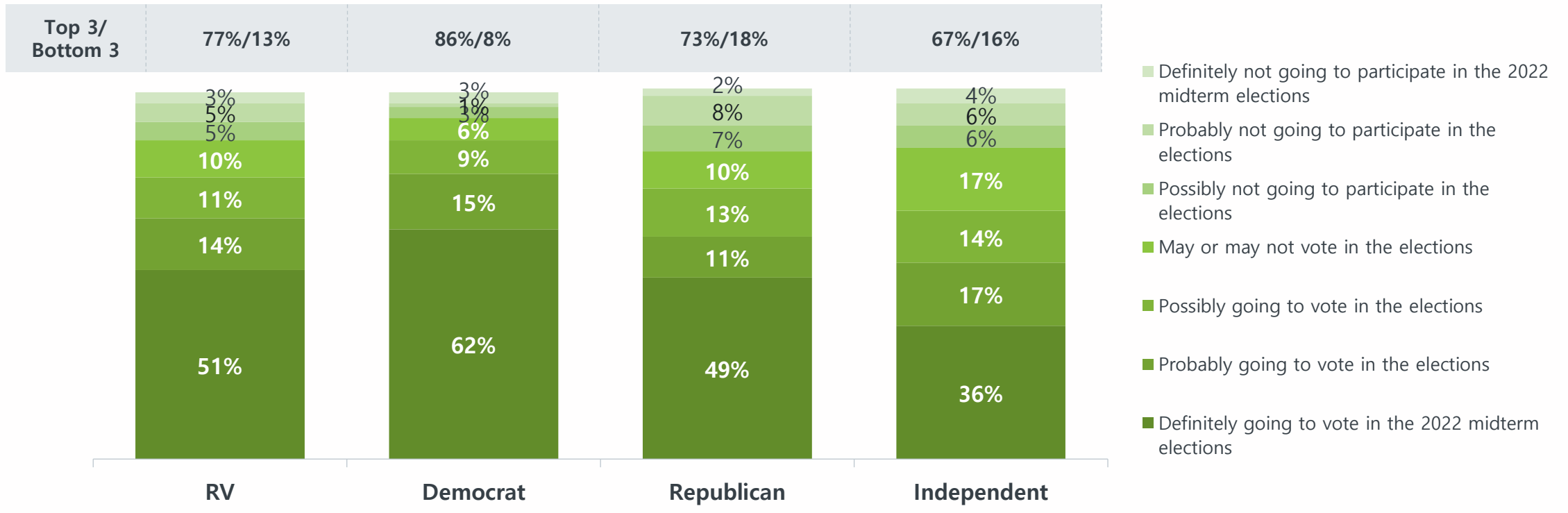
Q15. (SPLIT A) After discussing these issues some more, are you more likely or less likely to vote for a candidate who opposes these types of taxes and regulations on e-vapor products?

Q16. (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 e-vapor products?

The 2022 midterms could be another high voter turnout election, with 65% of registered voters who vape saying they will probably cast a ballot

Likelihood to vote in upcoming mid-term elections

Among registered voters who used e-vaped in the last 30 days



BASE: RV (n=1,519), Democrat (n=804), Republican (n=424), Independent (n=271)
 Q17: After talking about the election and key issues some more, how likely or unlikely are you to vote in the upcoming 2022 midterm elections in November?

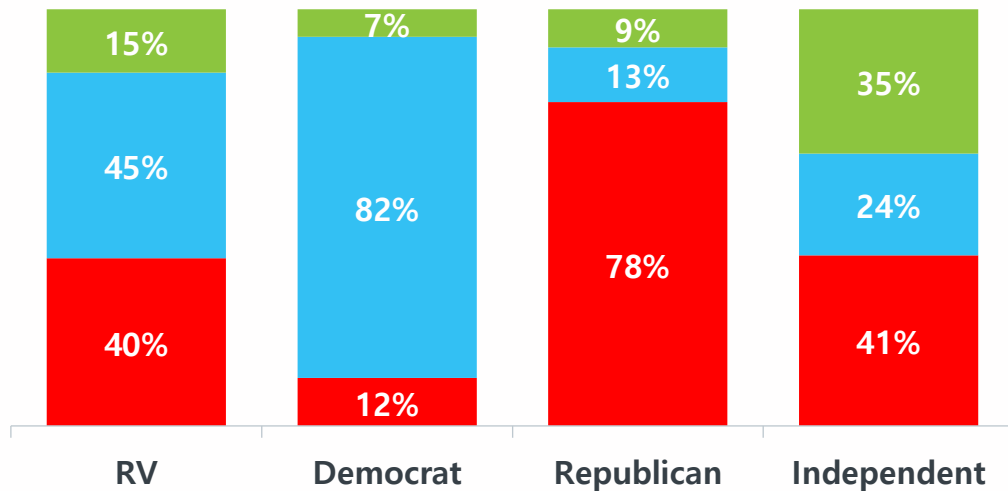
Comparing the two scenarios, opposing taxes and regulations on e-vapor products may garner slightly higher voting support

Likelihood to vote for a Candidate based solely on their vaping-vapor issue position

Among registered voters who used e-vaped in the last 30 days

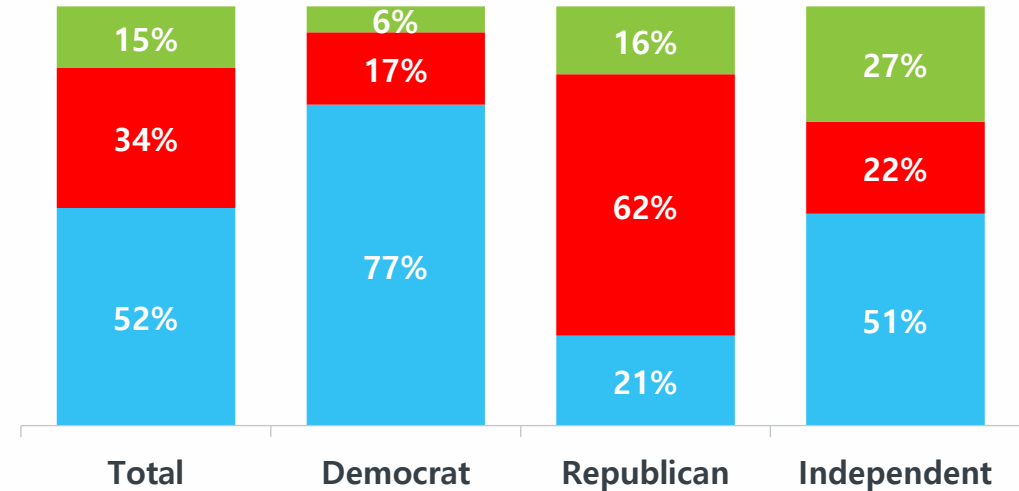
SPLIT A: Democrat Supports vs Republican Opposes

- Not sure / depends
- A Democrat who supports taxes and additional regulations on vapor products
- A Republican who opposes taxes and additional regulations on vapor products



SPLIT B: Republican Supports vs Democrat Opposes

- Not sure / depends
- A Republican who supports taxes and additional regulations on vapor products
- A Democrat who opposes taxes and additional regulations on vapor products



BASE: RV (n=751-768), Democrat (n=396-408), Republican(n=198-226), Independent (n=122-149)

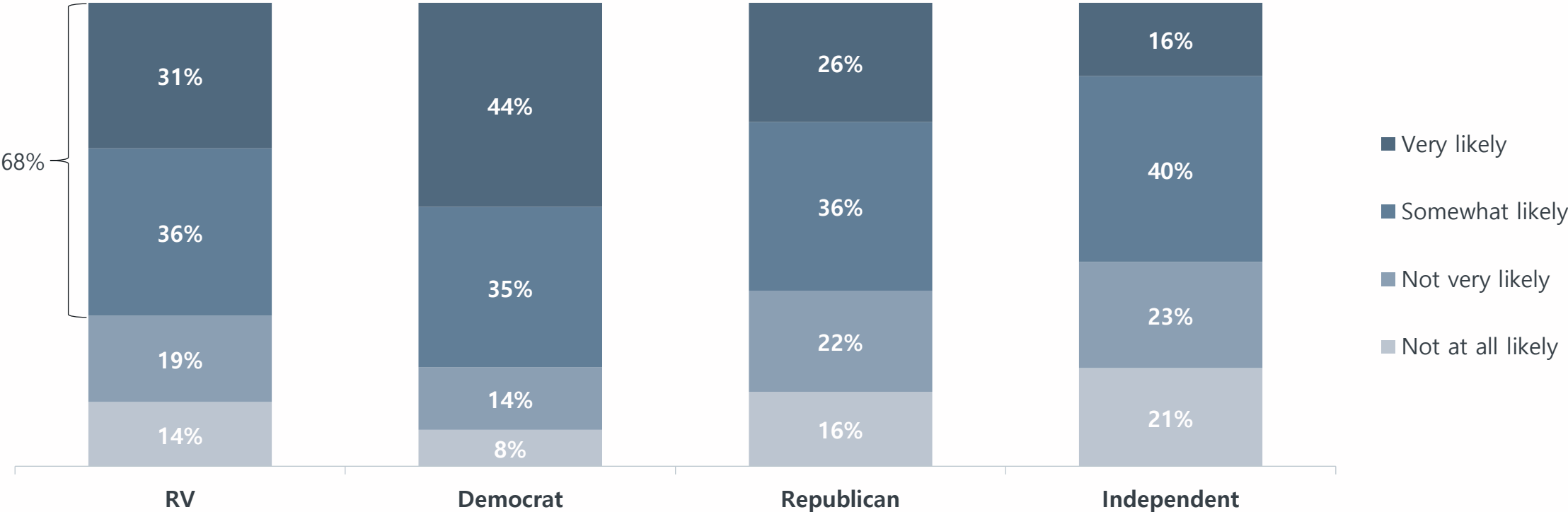
Q18. (SPLIT A) Between the following two candidates for elected office, which one are you more likely to support? Democrat supports taxes and regulations on vapor products vs Republican who opposes taxes and regulations on vapor products

Q19. (SPLIT B) Between the following two candidates for elected office, which one are you more likely to support? Republican supports taxes and regulations on vapor products vs Democrat who opposes taxes and regulations on vapor products

There is a great opportunity for a candidate to attract votes; over 2 in 3 vapers said they are likely to vote for a candidate aligned with them on vaping policy

Likelihood to vote for a Candidate based solely on their vaping issue position

Among registered voters who used e-vaped in the last 30 days



BASE: Total (n=1,519), Democrat (n=840), Republican (n=424), Independent (n=271)
 Q20: Finally, how likely are you to vote for or against a candidate based solely on his or her position on vaping issues?