



Mixed Mode Nationwide Survey among 1,001 Trump 2024 Voters

April 11-14, 2025

Introduction

The Vapor Technology Association (VTA), founded in 2015, is a prominent trade organization representing the U.S. vapor industry. The VTA champions science-driven policies, with twin goals to preserve adult access to alternative nicotine products, while working to prevent underage use ([source](#)). VTA represents manufacturers, distributors, and retailers, with a focus on sensible regulation, public health, and the economic sustainability of its members ([source](#)).

VTA often calls on President Trump and his administration to “uphold their promise to save the flavored vaping industry and the thousands of small businesses the industry supports” ([source](#)).

In alignment with its strategy of shaping public opinion and influencing policy decisions, the VTA worked with KAConsulting, LLC, to conduct a survey in April 2025. The survey sampled 1,001 2024 Trump voters nationwide to gain insights into their opinions, impressions, expectations and advice with respect to flavored vapes.

The VTA has historically mobilized vaper voters to support candidates who oppose restrictive vaping regulations, such as their “I Vape I Vote” campaign, which helped usher in several free market, conservative candidates into office ([source](#)). During the 2024 presidential election, VTA and affiliated groups contacted and mobilized 360,000 low propensity voters, ages 21-48 across WI, MI, PA, NV, OH, AZ, and VA to help usher in change and bring in a new era of clarity and fairness when it comes to the vaping industry.

Key Findings

➤ **Trump's Pledge to "Save Vaping" Lands with his Voters**

President Trump's commitment to reverse Biden's flavored vaping ban resonates with a clear majority of his voters. Nearly two-thirds support his promise, including a strong base of those who say they "strongly support" the policy. Support is especially high among key groups such as young adults, vape users, and low-income voters.

- Overall, 65% support Trump keeping his promise to save vaping, with 41% saying they strongly support it. Just 20% oppose.

➤ **Biden's Ban Falters Once Voters Hear the Consequences**

Initial support for Biden's flavored vape ban is soft, and collapses when voters are presented with the real-world impact. Facts about job losses, business closures, and evidence of the causation between vape use and smoking cessation cause voters to shift decisively away from the ban.

- After learning the ban would eliminate 90,000 jobs and \$17.5 billion in economic output, 44% say they are less likely to support it, while only 29% say more likely.
- A clinical trial showing flavored vapes helped even unmotivated smokers quit causes 43% to say they're less likely to support the ban.
- Evidence from *The New England Journal of Medicine* and a Harvard physician supporting vaping for cessation moves 41% away from Biden's position.
- Awareness that youth vaping has dropped 71% since Trump raised the legal age to 21 drives 38% to oppose the ban more strongly.

Key Findings, cont'd

➤ **Trump Voters View a Vape Ban as an Attack on Freedom of Choice**

For many, this issue is bigger than vaping—it's about protecting adults' ability to make their own choices. The ban is widely seen as an example of government going too far, and a warning sign of what could be next.

- A full 71% agree that reversing the ban would restore American adults' freedom of choice.
- Another 65% agree that banning flavored vapes and nicotine pouches creates a slippery slope for future restrictions on products they use and enjoy.

➤ **Federal Overreach on Vaping Mirrors the Bureaucracy Voters Want Trump to Dismantle**

Voters tie vaping regulations to the same kind of Washington red tape Trump has promised to eliminate across other industries. His deregulatory track record is seen as consistent and welcome here too.

- Nearly 3-in-4 voters (76%) agree that reducing vaping regulations aligns with Trump's free-market approach.
- 68% agree these rules should be reviewed by Elon Musk's Department of Government Efficiency as part of Trump's push to cut unconstitutional red tape.

Key Findings, cont'd

➤ **Trump's Voters Prefer Guardrails that Protect Youth without Restricting Adults**

The public overwhelmingly favors targeted restrictions—like limits on advertising to minors—over broad bans that punish responsible adults. Parents in particular support reforms that draw a clear line between youth protection and adult access.

- 71% agree the smarter approach is to limit where and how flavored vaping products are marketed, rather banning them outright.
- 81% support restricting advertisers from targeting youth, including 64% who strongly support this policy.

➤ **Independent Vape Shops Are Viewed as Local Businesses, Mom & Pop Shops**

Voters distinguish between small vape shop owners and multinational cigarette companies. Many believe local retailers are being unfairly punished for relying on global supply chains that are common across industries.

- A majority (62%) agree that vape shops should not be penalized just because their products are made in China—a reality common to everything from phones to appliances.
- Most voters (67%) say the government should promote nicotine alternatives like vaping and pouches to help adults quit smoking. Studies have shown them to be more effective than gums or patches.

➤ **FDA Reform Should Prioritize Harm Reduction and Fair Competition**

Trump voters want a smarter FDA framework that emphasizes public health, science-based decisions, and a level playing field for smaller companies.

- Nearly three-quarters (74%) support harm reduction strategies that expand access to safer nicotine alternatives instead of outright bans, which don't fit the philosophies and practices of President Trump.
- Another 72% support ensuring the FDA's process is affordable enough for small businesses to compete with Big Tobacco.
- 71% support streamlining the FDA's approval process based on objective scientific testing, not politics.
- 67% back a bold public education campaign to inform adult smokers about safer options like vaping and nicotine pouches.

Image Testing of Public Figures and Institutions

You will now see a list of individuals and organizations. For each, please indicate whether you have a favorable or unfavorable opinion of them. If you have never heard of the person, or have no opinion, just say so and we will move to the next. And would you say strongly (favorable/unfavorable) or somewhat?

Smoke Signals: Govt/Political Figures Above Water, Cig Companies Not

	The U.S. Food and Drug Administration (FDA)	Robert F. Kennedy Jr.	Donald Trump	JD Vance	Cigarette companies
Favorable	55% Overall 55% Women 55% Ages 18-29 62% Agree Biden Ban 60% Vape Users* 56% South Atlantic 57% Has Teens 60% <\$50K	80% Overall 79% Women 71% Ages 18-29 80% Agree Biden Ban 80% Vape Users 80% South Atlantic 81% Has Teens 76% <\$50K	92% Overall 91% Women 90% Ages 18-29 91% Agree Biden Ban 91% Vape Users 90% South Atlantic 93% Has Teens 88% <\$50K	84% Overall 83% Women 77% Ages 18-29 83% Agree Biden Ban 82% Vape Users 83% South Atlantic 86% Has Teens 77% <\$50K	19% Overall 15% Women 21% Ages 18-29 14% Agree Biden Ban 33% Vape Users 15% South Atlantic 22% Has Teens 20% <\$50K
Un-favorable	31% Overall 32% Women 31% Ages 18-29 28% Agree Biden Ban 29% Vape Users 32% South Atlantic 30% Has Teens 26% <\$50K	10% Overall 11% Women 13% Ages 18-29 12% Agree Biden Ban 8% Vape Users 10% South Atlantic 11% Has Teens 10% <\$50K	7% Overall 7% Women 8% Ages 18-29 8% Agree Biden Ban 8% Vape Users 9% South Atlantic 6% Has Teens 9% <\$50K	8% Overall 8% Women 10% Ages 18-29 10% Agree Biden Ban 10% Vape Users 9% South Atlantic 7% Has Teens 11% <\$50K	68% Overall 72% Women 69% Ages 18-29 80% Agree Biden Ban 53% Vape Users 70% South Atlantic 67% Has Teens 68% <\$50K
Heard of/No Opinion	12% Overall 12% Women 12% Ages 18-29 10% Agree Biden Ban 11% Vape Users 11% South Atlantic 13% Has Teens 13% <\$50K	9% Overall 8% Women 13% Ages 18-29 8% Agree Biden Ban 10% Vape Users 9% South Atlantic 7% Has Teens 11% <\$50K	1% Overall 1% Women 3% Ages 18-29 1% Agree Biden Ban 1% Vape Users 1% South Atlantic 1% Has Teens 3% <\$50K	6% Overall 7% Women 8% Ages 18-29 5% Agree Biden Ban 6% Vape Users 6% South Atlantic 6% Has Teens 8% <\$50K	11% Overall 12% Women 8% Ages 18-29 5% Agree Biden Ban 13% Vape Users 13% South Atlantic 11% Has Teens 9% <\$50K
Never Heard Of	1% Overall 1% Women 1% Ages 18-29 ***% Agree Biden Ban 1% Vape Users 1% South Atlantic **% Has Teens 1% <\$50K	1% Overall 1% Women 3% Ages 18-29 ***% Agree Biden Ban **% Vape Users **% South Atlantic 1% Has Teens 3% <\$50K	***% Overall	2% Overall 2% Women 4% Ages 18-29 1% Agree Biden Ban 2% Vape Users 1% South Atlantic 1% Has Teens 4% <\$50K	1% Overall 2% Women 2% Ages 18-29 1% Agree Biden Ban 1% Vape Users 1% South Atlantic **% Has Teens 3% <\$50K

*Vape Users refers to anyone who says they have tried vaping

POTUS In Focus



POTUS Dominates in Sky-high Approval Ratings Across Key Actions and among His Voters

With disapproval and uncertainty both in the low single digits, POTUS’ base++ appears not only widespread but deeply committed, pointing to a political landscape where his message is clearly resonating—and holding firm.

For the following statements, please tell me if you approve or disapprove of these actions by President Donald Trump. (PROBE) And is that strongly/somewhat approve/disapprove?

*South Atlantic refers to Delaware, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, West Virginia and Washington DC.

	Total APPROVE	Total DISAPPROVE	Unsure/ Depends/ Declined to state
<i>The overall job Donald Trump is doing as president.</i>	92% Overall 89% Women 90% Ages 18-29 92% Vape Users 89% South Atlantic 92% Has Teens 89% <\$50K	7% Overall 8% Women 8% Ages 18-29 6% Vape Users 10% South Atlantic 7% Has Teens 8% <\$50K	2% Overall 3% Women 3% Ages 18-29 2% Vape Users 1% South Atlantic 1% Has Teens 3% <\$50K
<i>Declaring an energy emergency to create more American energy and jobs, and lower costs for consumers.</i>	89% Overall 88% Women 87% Ages 18-29 91% Vape Users 89% South Atlantic 93% Has Teens 88% <\$50K	6% Overall 6% Women 7% Ages 18-29 6% Vape Users 5% South Atlantic 4% Has Teens 7% <\$50K	5% Overall 6% Women 6% Ages 18-29 3% Vape Users 6% South Atlantic 3% Has Teens 5% <\$50K
<i>Putting tariffs on countries to make global trade more fair to America, its workers and its small businesses.</i>	86% Overall 84% Women 79% Ages 18-29 87% Vape Users 84% South Atlantic 91% Has Teens 82% <\$50K	9% Overall 10% Women 16% Ages 18-29 10% Vape Users 12% South Atlantic 7% Has Teens 12% <\$50K	5% Overall 6% Women 5% Ages 18-29 4% Vape Users 4% South Atlantic 1% Has Teens 7% <\$50K

Overwhelming Support for POTUS Accomplishments in the First 100 Days

The data reflects broad, cross-demographic support for three core Trump policies: protecting women’s sports, slashing government spending tied to DEI and "woke" initiatives, and promoting cryptocurrency innovation.

For the following statements, please tell me if you approve or disapprove of these actions by President Donald Trump. (PROBE) And is that strongly/somewhat approve/disapprove?

*Agree Biden Ban refers to people who initially support former President Biden’s ban on menthol

	Total APPROVE	Total DISAPPROVE	Unsure/ Depends/ Declined to state
<i>Keeping men out of women’s sports.</i>	93% Overall 93% Women 90% Ages 18-29 95% Vape Users 95% South Atlantic 96% Has Teens 90% <\$50K	5% Overall 5% Women 8% Ages 18-29 3% Vape Users 5% South Atlantic 3% Has Teens 7% <\$50K	2% Overall 2% Women 2% Ages 18-29 2% Vape Users **0% South Atlantic 1% Has Teens 3% <\$50K
<i>Cutting wasteful spending and eliminating DEI and wokeness in the federal government.</i>	90% Overall 88% Women 81% Ages 18-29 90% Vape Users 90% South Atlantic 92% Has Teens 83% <\$50K	6% Overall 8% Women 12% Ages 18-29 7% Vape Users 7% South Atlantic 7% Has Teens 11% <\$50K	3% Overall 4% Women 7% Ages 18-29 4% Vape Users 3% South Atlantic 1% Has Teens 5% <\$50K
<i>Enacting executive orders to reduce regulatory barriers and encourage innovation in cryptocurrency.</i>	64% Overall 56% Women 68% Ages 18-29 75% Vape Users 63% South Atlantic 64% Has Teens 62% <\$50K	14% Overall 16% Women 14% Ages 18-29 12% Vape Users 14% South Atlantic 13% Has Teens 16% <\$50K	21% Overall 28% Women 19% Ages 18-29 13% Vape Users 22% South Atlantic 23% Has Teens 22% <\$50K

POTUS’ Border Policy Sees Near-Unanimous Support; Repealing Biden’s Menthol Ban Favored by Slim Majority

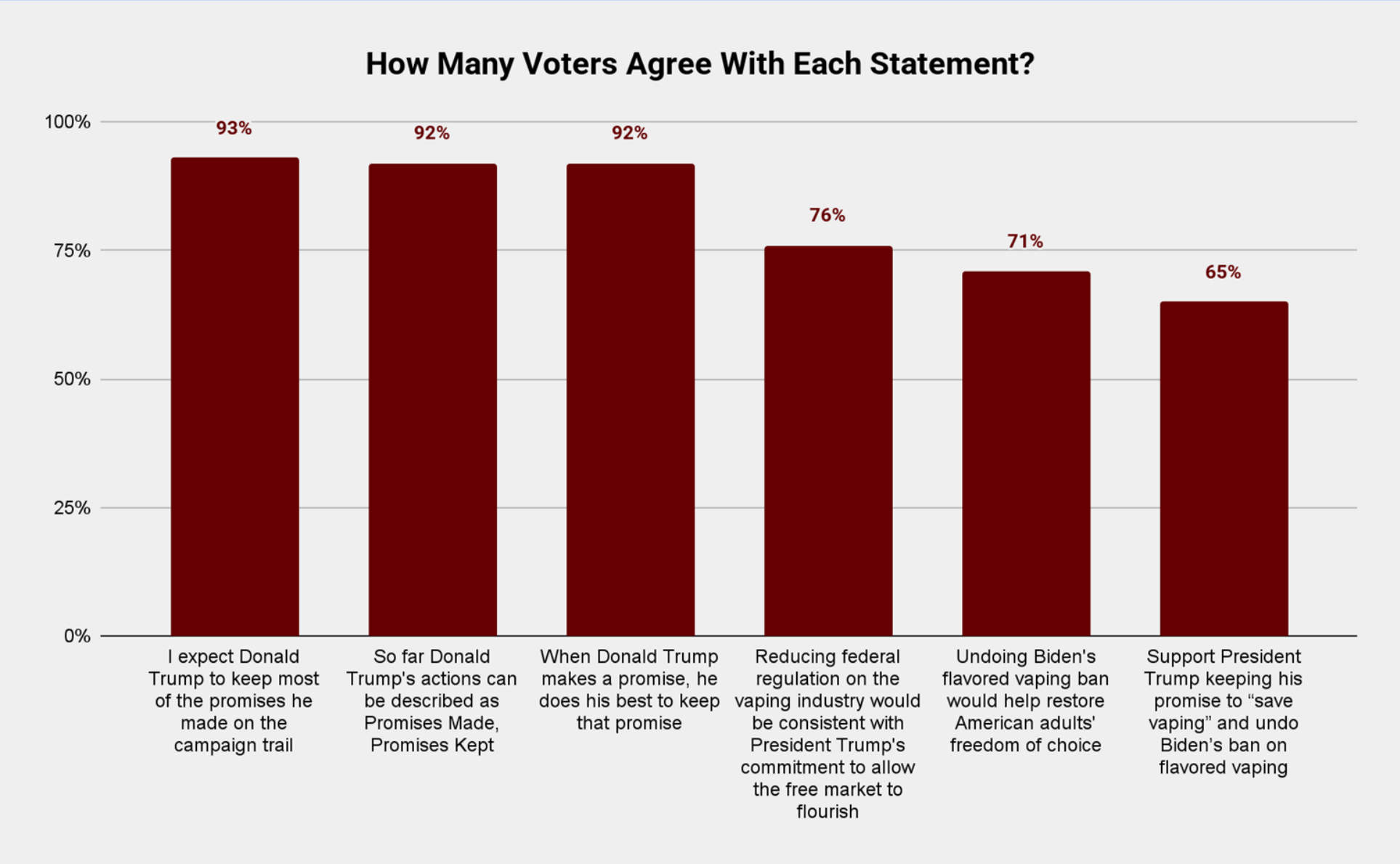
The President’s swift and decisive border action receives the highest approval from his voters.

His move to block a federal menthol cigarette ban receives majority support, while nearly a quarter disapprove and another quarter are unsure. Younger voters and vape users are most likely to approve.

For the following statements, please tell me if you approve or disapprove of these actions by President Donald Trump. (PROBE) And is that strongly/somewhat approve/disapprove?

	Total APPROVE	Total DISAPPROVE	Unsure/ Depends/ Declined to state
<i>Closing the southern border and deporting criminals and gang members.</i>	95% Overall 95% Women 89% Ages 18-29 95% Vape Users 94% South Atlantic 97% Has Teens 91% <\$50K	4% Overall 4% Women 8% Ages 18-29 4% Vape Users 5% South Atlantic 3% Has Teens 6% <\$50K	1% Overall 2% Women 3% Ages 18-29 1% Vape Users 1% South Atlantic **% Has Teens 3% <\$50K
<i>Withdrawing the federal rule that would ban menthol cigarettes.</i>	54% Overall 51% Women 62% Ages 18-29 69% Vape Users 49% South Atlantic 52% Has Teens 53% <\$50K	24% Overall 24% Women 21% Ages 18-29 19% Vape Users 27% South Atlantic 26% Has Teens 24% <\$50K	23% Overall 26% Women 16% Ages 18-29 12% Vape Users 24% South Atlantic 22% Has Teens 23% <\$50K

MAGA Voters Agree, Trump Keeps His Promises – And They Trust Him To Keep His Word to Protect The Flavored Vaping Industry



Vaping in Focus

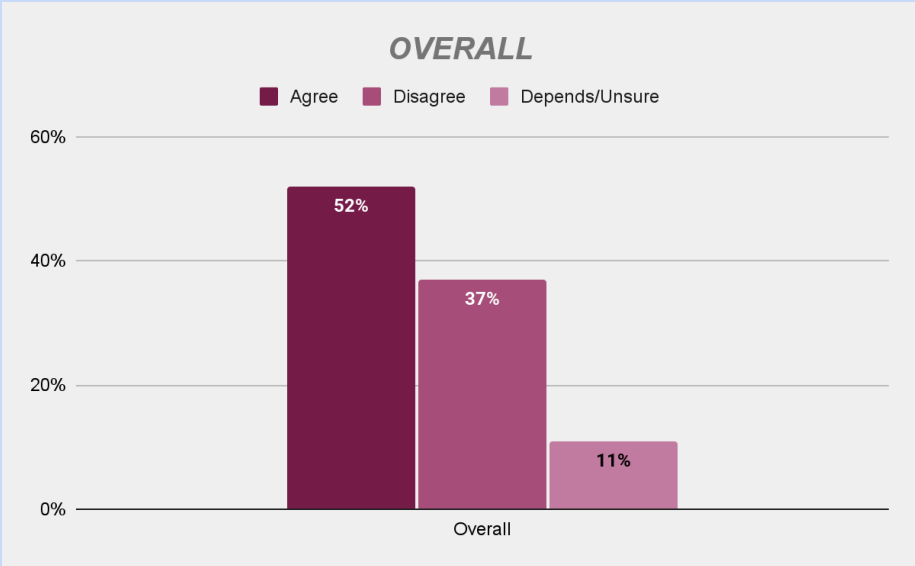
For the remainder of the survey, when we are talking about vaping, we are talking only about nicotine, not cannabis, or any other vape product.



Initially and Surprisingly, A Majority of Trump Voters Support Biden’s Vaping Ban—but Sharp Opposition Among Vape Users and Men

While 52% overall support Biden’s flavored vaping ban, the issue divides key groups. Women (56%) and older voters (52%) are most in favor, but men (44%) and vape users (53%) lean against it. Notably, vape users are the only group with majority opposition, highlighting a significant disconnect between policy and those most affected. Uncertainty remains relatively low at 11% overall.

As you may know, Former President Joe Biden tried to ban flavored vaping products in the United States. Please tell me if you agree or disagree with President Biden banning flavored vaping products? Is that strongly or somewhat agree/disagree?



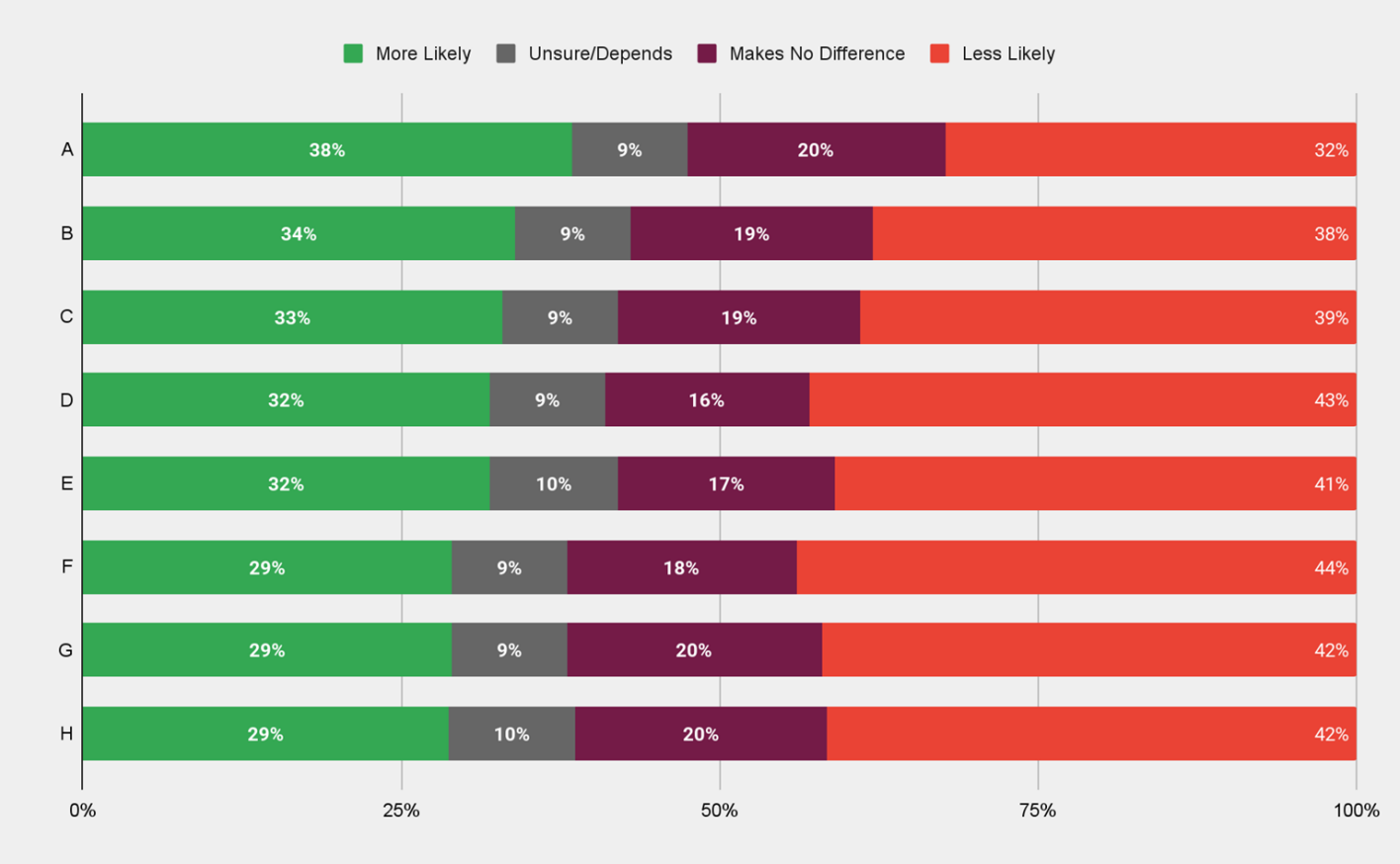
Notable Crosstabs	Agree	Disagree	Depends / Unsure
Women	56%	30%	14%
Men	48%	44%	8%
Under Age 30	55%	38%	7%
Age 30-49	49%	44%	7%
Age 50+	52%	33%	15%
Trump Fav	51%	37%	11%
Vape User	39%	53%	8%
Has Teens	54%	35%	11%
Does Not Have Teens	39%	53%	8%
< \$50K	54%	35%	11%
\$50K - \$100K	53%	36%	10%
> \$100K	50%	38%	13%

Facts Shift Minds: Scientific Evidence and Real-World Impact of Banning Flavored Vaping Gives Pause, Pushes Opinion

Breakthrough studies and key statistics on the Biden ban are persuading adults—especially with data showing flavored products help smokers quit, youth vaping is down 71%, and bans would cost 90,000 jobs.

What follows are some facts that have been researched and are true about flavored vaping products. For each, please tell me if knowing that fact alone makes you more or less likely to support Biden’s ban on flavored vaping products.

- A. Like most things we use, including iPhones, every vaping device comes from China, the birthplace of e-cigarettes and the global leader in innovation of these products.
- B. The vaping rate among youth has dropped 71% since 2019, when President Trump raised the age to purchase all tobacco products, including vaping products, to 21 years of age, and it is back to 2012 levels.
- C. 1 of every 7 U.S. adults remains a cigarette smoker today; smoking will kill nearly half a million Americans this year alone. Vaping nicotine, rather than smoking, is an alternative that can reduce the number of cigarette smokers, reduce harm and/or save lives.
- D. The largest randomized control study on e-cigarettes in the U.S. published in 2023 by the Medical University of South Carolina Hollings Cancer Center, found that not only do flavored e-cigarettes help people quit, but they also helped people quit smoking cigarettes who had no intention of quitting. The lead author said, “No matter how we looked at it, those who got the e-cigarette product demonstrated greater abstinence and reduced harm as compared to those who didn’t get it.”
- E. The New England Journal of Medicine published a new study in February 2024 that concluded that when e-cigarettes are used along with smoking cessation therapy, people are two times as likely to quit smoking. And, in the same publication, a leading Harvard medical doctor wrote, U.S. public health agencies and professional medical societies should reconsider their cautious positions on e-cigarettes for smoking cessation. The evidence has brought e-cigarettes to a tipping point. The burden of tobacco-related disease is too big for potential solutions such as e-cigarettes to be ignored.”
- F. Banning flavored vaping products would shut down 10,000 small businesses, eliminate 90,000 jobs in this country and result in a loss of \$17.5 billion in economic output for the U.S. economy.
- G. Vaping is three times more effective than nicotine replacement therapies such as nicotine gums and patches in helping adults quit smoking.
- H. Studies have shown that adult cigarette smokers who used non-tobacco-flavored vaping products, including fruit, mint/menthol, and candy/dessert flavors, were significantly more likely to quit smoking.



Facts Decrease Support for Biden’s Vaping Ban, Especially on Job Loss, Harm Reduction, and Decline in Youth Use

When presented with key facts about flavored vaping, support for Biden’s proposed ban weakens. For example, learning the ban could cost 90,000 jobs and \$17.5B in economic output, 44% say they’re less likely to support it, with just 29% more likely. Similarly, data showing vaping as a harm-reduction tool and youth usage dropping 71% under Trump leads more respondents to oppose the ban than support it.

What follows are some facts that have been researched and are true about flavored vaping products. For each, please tell me if knowing that fact alone makes you more or less likely to support Biden’s ban on flavored vaping products.

	Total MORE LIKELY	Total LESS LIKELY	Makes No Difference
<i>Banning flavored vaping products would shut down 10,000 small businesses, eliminate 90,000 jobs in this country and result in a loss of \$17.5 billion in economic output for the U.S. economy.</i>	29% Overall 28% Women 30% Ages 18-29 49% Agree Biden Ban 22% Vape Users 30% South Atlantic 32% Has Teens 31% <\$50K	44% Overall 39% Women 51% Ages 18-29 23% Agree Biden Ban 58% Vape Users 41% South Atlantic 44% Has Teens 41% <\$50K	18% Overall 22% Women 14% Ages 18-29 20% Agree Biden Ban 14% Vape Users 11% South Atlantic 17% Has Teens 11% <\$50K
<i>1 of every 7 U.S. adults remains a cigarette smoker today; smoking will kill nearly half a million Americans this year alone. Vaping nicotine, rather than smoking, is an alternative that can reduce the number of cigarette smokers, reduce harm and/or save lives.</i>	33% Overall 32% Women 37% Ages 18-29 53% Agree Biden Ban 31% Vape Users 38% South Atlantic 39% Has Teens 35% <\$50K	39% Overall 34% Women 42% Ages 18-29 22% Agree Biden Ban 49% Vape Users 33% South Atlantic 37% Has Teens 35% <\$50K	19% Overall 22% Women 12% Ages 18-29 18% Agree Biden Ban 14% Vape Users 17% South Atlantic 15% Has Teens 13% <\$50K
<i>The vaping rate among youth has dropped 71% since 2019, when President Trump raised the age to purchase all tobacco products, including vaping products, to 21 years of age, and it is back to 2012 levels.</i>	34% Overall 34% Women 36% Ages 18-29 56% Agree Biden Ban 27% Vape Users 33% South Atlantic 39% Has Teens 31% <\$50K	38% Overall 33% Women 41% Ages 18-29 21% Agree Biden Ban 51% Vape Users 36% South Atlantic 38% Has Teens 36% <\$50K	19% Overall 21% Women 15% Ages 18-29 17% Agree Biden Ban 17% Vape Users 21% South Atlantic 15% Has Teens 14% <\$50K

Research on Vaping Effectiveness and Flavor Impact Weakens Support for Biden’s Ban

Scientific facts about vaping significantly reduce support for Biden’s proposed flavor ban. Learning that vaping is 3x more effective than gums or patches makes 42% less likely to support the ban, versus only 29% more likely. Similarly, studies showing that flavored vapes help adult smokers quit shift opinion further—42% become less supportive, just 29% more likely. Even knowing vaping devices come from China, support drops among many groups. Across facts, younger voters and vape users show the strongest shift away from the ban, indicating these details cut through the policy narrative.

What follows are some facts that have been researched and are true about flavored vaping products. For each, please tell me if knowing that fact alone makes you more or less likely to support Biden’s ban on flavored vaping products.

	Total MORE LIKELY	Total LESS LIKELY	Makes No Difference
<i>Vaping is three times more effective than nicotine replacement therapies such as nicotine gums and patches in helping adults quit smoking.</i>	29% Overall 29% Women 29% Ages 18-29 47% Agree Biden Ban 23% Vape Users 31% South Atlantic 33% Has Teens 28% <\$50K	42% Overall 37% Women 47% Ages 18-29 26% Agree Biden Ban 54% Vape Users 39% South Atlantic 43% Has Teens 40% <\$50K	20% Overall 22% Women 14% Ages 18-29 19% Agree Biden Ban 15% Vape Users 19% South Atlantic 17% Has Teens 13% <\$50K
<i>Studies have shown that adult cigarette smokers who used non-tobacco-flavored vaping products, including fruit, mint/menthol, and candy/dessert flavors, were significantly more likely to quit smoking.</i>	29% Overall 26% Women 32% Ages 18-29 45% Agree Biden Ban 25% Vape Users 31% South Atlantic 32% Has Teens 28% <\$50K	42% Overall 40% Women 47% Ages 18-29 27% Agree Biden Ban 55% Vape Users 42% South Atlantic 43% Has Teens 37% <\$50K	20% Overall 21% Women 12% Ages 18-29 19% Agree Biden Ban 15% Vape Users 18% South Atlantic 18% Has Teens 18% <\$50K
<i>Like most things we use, including iPhones, every vaping device comes from China, the birthplace of e-cigarettes and the global leader in innovation of these products.</i>	38% Overall 38% Women 44% Ages 18-29 58% Agree Biden Ban 31% Vape Users 43% South Atlantic 43% Has Teens 31% <\$50K	32% Overall 27% Women 30% Ages 18-29 17% Agree Biden Ban 41% Vape Users 29% South Atlantic 34% Has Teens 31% <\$50K	20% Overall 23% Women 18% Ages 18-29 17% Agree Biden Ban 21% Vape Users 17% South Atlantic 19% Has Teens 22% <\$50K

Major Medical Studies Undercut Support for Biden Ban

Recent scientific studies highlighting the effectiveness of flavored e-cigarettes in helping people quit smoking have weakened support for Biden’s proposed ban. A 2023 randomized trial found flavored vapes helped even those not intending to quit—prompting 43% to be less likely to support the ban, versus 32% more likely. Similarly, a 2024 study in The New England Journal of Medicine found e-cigs double quit rates when used with cessation therapy. As leading health voices call for a policy shift, voters—especially young adults and vape users—are showing growing resistance to the ban when presented with these facts.

What follows are some facts that have been researched and are true about flavored vaping products. For each, please tell me if knowing that fact alone makes you more or less likely to support Biden’s ban on flavored vaping products.

The largest randomized control study on e-cigarettes in the U.S. published in 2023 by the Medical University of South Carolina Hollings Cancer Center, found that not only do flavored e-cigarettes help people quit, but they also helped people quit smoking cigarettes who had no intention of quitting. The lead author said, “No matter how we looked at it, those who got the e-cigarette product demonstrated greater abstinence and reduced harm as compared to those who didn’t get it.”

The New England Journal of Medicine published a new study in February 2024 that concluded that when e-cigarettes are used along with smoking cessation therapy, people are two times as likely to quit smoking. And, in the same publication, a leading Harvard medical doctor wrote, U.S. public health agencies and professional medical societies should reconsider their cautious positions on e-cigarettes for smoking cessation. The evidence has brought e-cigarettes to a tipping point. The burden of tobacco-related disease is too big for potential solutions such as e-cigarettes to be ignored.

Total MORE LIKELY

32% Overall

29% Women
38% Ages 18-29
50% Agree Biden Ban
30% Vape Users
XX% South Atlantic
36% Has Teens
32% <\$50K

Total LESS LIKELY

43% Overall

39% Women
44% Ages 18-29
26% Agree Biden Ban
52% Vape Users
XX% South Atlantic
43% Has Teens
38% <\$50K

Makes No Difference

16% Overall

19% Women
12% Ages 18-29
16% Agree Biden Ban
13% Vape Users
XX% South Atlantic
13% Has Teens
16% <\$50K

32% Overall

29% Women
38% Ages 18-29
48% Agree Biden Ban
31% Vape Users
34% South Atlantic
37% Has Teens
33% <\$50K

41% Overall

38% Women
41% Ages 18-29
26% Agree Biden Ban
49% Vape Users
40% South Atlantic
43% Has Teens
35% <\$50K

17% Overall

18% Women
14% Ages 18-29
16% Agree Biden Ban
12% Vape Users
18% South Atlantic
13% Has Teens
18% <\$50K

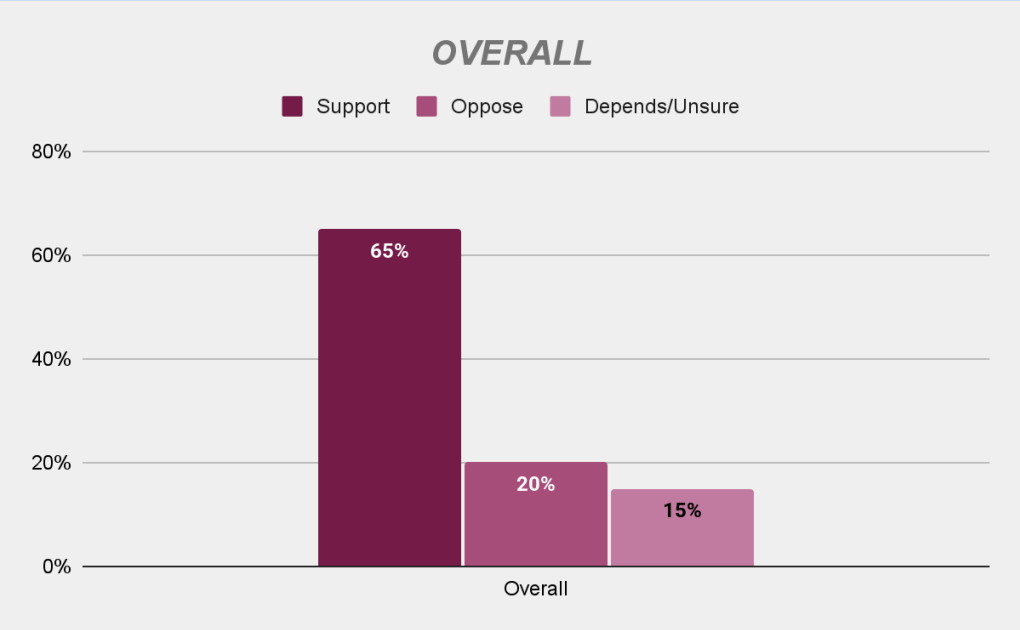
Widespread Backing for POTUS’ Written Promise to ‘Save Vaping’ and Reverse Biden’s Ban

A clear 65% of voters favor Trump’s pledge to overturn Biden’s flavored vape ban, with broad appeal across age and income levels. Endorsement is particularly high among men (71%), younger adults (71%), and vape users (70%). Notably, **even among those who originally agreed with Biden’s ban, now more than half favor Trump keeping his promise to save vaping and undo Biden’s ban.** With just 20% opposed and 15% unsure, Trump’s position on vaping finds resonance across key voter groups.

As you may know, in September 2024, Donald Trump released the following statement on social media.

“I saved Flavored Vaping in 2019, and it greatly helped people get off smoking. I raised the age to 21, keeping it away from the “kids.” Kamala and Joe want everything banned, killing small businesses all over the Country. I’ll save Vaping again!”

Regardless of whether you vape or not, do you support or oppose President Trump keeping his promise to “save vaping” and undo Biden’s ban on flavored vaping? (PROBE) Strongly or somewhat support/oppose?

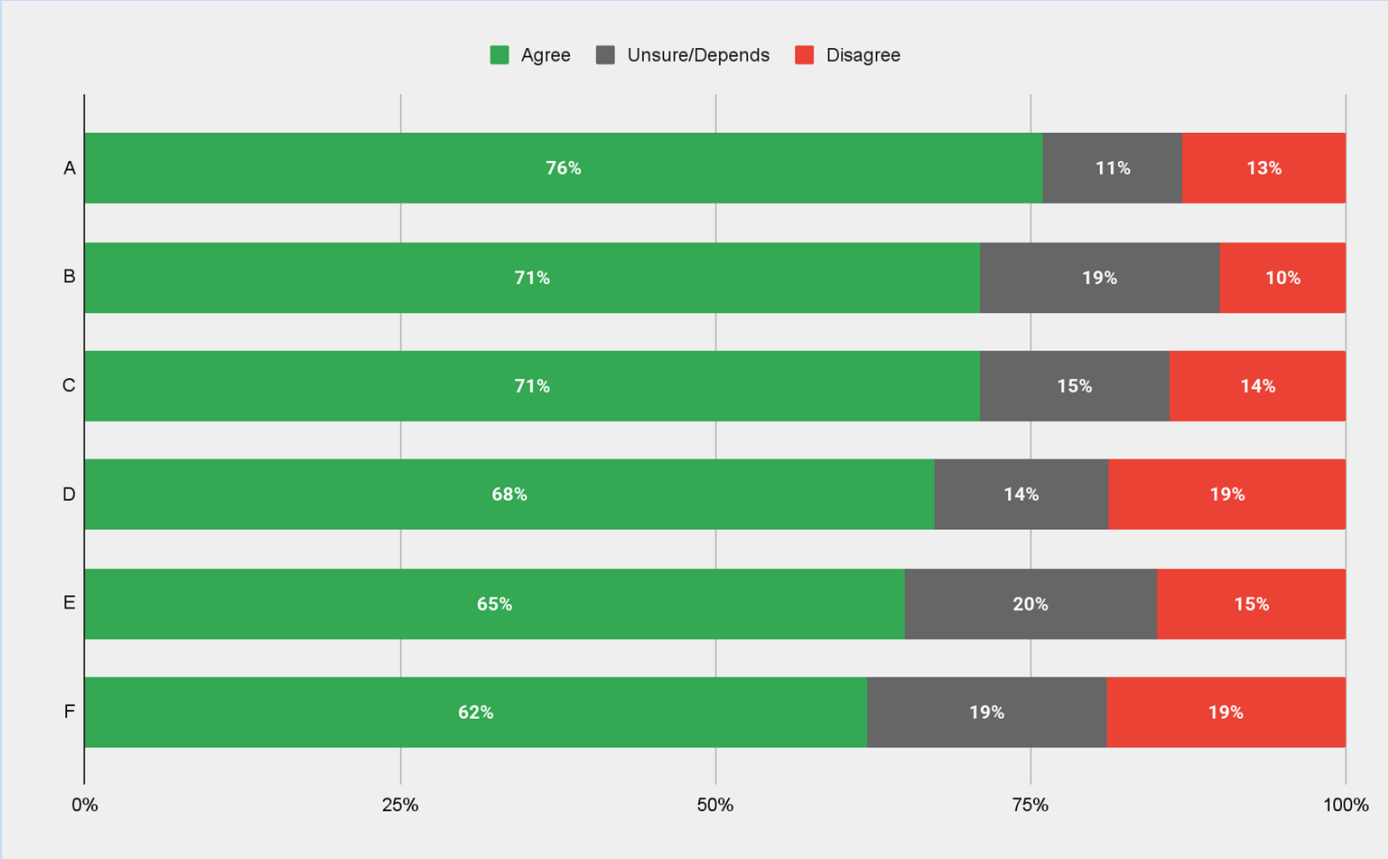


Notable Crosstabs	Support	Oppose	Depends / Unsure
Women	58%	21%	20%
Men	71%	19%	11%
Under Age 30	66%	23%	12%
Age 30-49	71%	18%	11%
Age 50+	61%	20%	19%
Trump Fav	67%	19%	15%
Biden Ban Agree	56%	30%	15%
Biden Ban Disagree	80%	10%	10%
Vape User	70%	19%	11%
Has Teens	71%	19%	10%
Does Not Have Teens	60%	21%	19%
< \$50K	61%	20%	19%
\$50K - \$100K	63%	21%	16%
> \$100K	73%	19%	9%

Trump Voters Back Pro-Freedom, Pro-Business Approach to Vaping Regulation

- A. Similar to what President Trump has done on crypto, artificial intelligence, tobacco and energy industries, reducing over burdensome federal regulation on the vaping industry would be consistent with President Trump’s commitment to allow the free market to flourish and get government out of the way.
- B. Undoing Biden’s flavored vaping ban would help restore American adults’ freedom of choice.
- C. It would be smarter for the government to limit how flavored vaping products are marketed and where these products can be advertised to reduce the use of vaping among young people rather than continuing with an outright ban and preventing adults from using these products.
- D. Elon Musk’s Department of Government Efficiency (DOGE) was tasked by President Trump to work with agencies to identify unconstitutional, unlawful regulations and those that impose significant costs upon private parties that are not outweighed by public benefits among other things. Regulations that hamper the flavored vaping industry, which employs tens of thousands of people and helps cigarette smokers quit smoking, should be included.
- E. Banning certain vaping products and certain nicotine pouches creates a slippery slope, where politicians and public health agencies next may start coming after other products I like and use.
- F. The independent vaping industry consists of thousands of American vape shops. These small business owners should not be punished due to all vapes being made in China. Like many industries and big American companies, the vaping industry’s products are reliant on China’s cheap labor, mass production, and innovation.

I am now going to read you a few statements made by people in your area. For each, please tell me if you agree or disagree with that statement.



Voters Overwhelmingly Agree: Undoing Biden Ban Would be Consistent with Trump’s Approach to Deregulation And Consumer Choice

A clear majority of Americans support rolling back federal overreach on the vaping industry—mirroring President Trump’s broader agenda on deregulating crypto, AI, energy, and tobacco. Nearly 3-in-4 voters (76%) say reducing burdensome federal regulations on vaping aligns with Trump’s free-market vision, including 78% of young adults and 83% of current vape users. Additionally, 71% agree that undoing Biden’s flavored vaping ban would restore adults’ freedom of choice, with support cutting across key swing groups like women, low-income voters, and parents of teens.

I am now going to read you a few statements made by people in your area. For each, please tell me if you agree or disagree with that statement.

	Total AGREE	Total DISAGREE	Unsure
<i>Similar to what President Trump has done on crypto, artificial intelligence, tobacco and energy industries, reducing over burdensome federal regulation on the vaping industry would be consistent with President Trump’s commitment to allow the free market to flourish and get government out of the way.</i>	76% Overall 72% Women 78% Ages 18-29 70% Agree Biden Ban 83% Vape Users 80% South Atlantic 78% Has Teens 70% <\$50K	11% Overall 10% Women 12% Ages 18-29 16% Agree Biden Ban 9% Vape Users 9% South Atlantic 11% Has Teens 13% <\$50K	13% Overall 18% Women 10% Ages 18-29 14% Agree Biden Ban 8% Vape Users 11% South Atlantic 11% Has Teens 17% <\$50K
<i>Undoing Biden’s flavored vaping ban would help restore American adults’ freedom of choice.</i>	71% Overall 67% Women 73% Ages 18-29 64% Agree Biden Ban 80% Vape Users 70% South Atlantic 74% Has Teens 66% <\$50K	19% Overall 20% Women 21% Ages 18-29 27% Agree Biden Ban 15% Vape Users 21% South Atlantic 19% Has Teens 21% <\$50K	10% Overall 13% Women 6% Ages 18-29 9% Agree Biden Ban 5% Vape Users 9% South Atlantic 7% Has Teens 13% <\$50K

Smarter Regulation Over Bans: Support Builds for Trump’s Common-Sense Approach to Vaping, which He Began in the First Term

A strong majority of voters (71%) say it would be smarter for the government to regulate how and where flavored vaping products are marketed—rather than banning them outright—preserving adult access while protecting youth. Support is especially high among young adults (75%), vape users (79%), and parents with teens (74%). Additionally, 68% back President Trump’s directive for the Department of Government Efficiency (DOGE) to roll back harmful regulations—including those impacting the flavored vaping industry that helps smokers quit and supports tens of thousands of jobs—underscoring continued public demand for practical, freedom-oriented reform.

I am now going to read you a few statements made by people in your area. For each, please tell me if you agree or disagree with that statement.

	Total AGREE	Total DISAGREE	Unsure
<i>It would be smarter for the government to limit how flavored vaping products are marketed and where these products can be advertised to reduce the use of vaping among young people rather than continuing with an outright ban and preventing adults from using these products.</i>	71% Overall 67% Women 75% Ages 18-29 70% Agree Biden Ban 79% Vape Users 73% South Atlantic 74% Has Teens 64% <\$50K	15% Overall 17% Women 14% Ages 18-29 19% Agree Biden Ban 13% Vape Users 14% South Atlantic 14% Has Teens 18% <\$50K	14% Overall 17% Women 11% Ages 18-29 11% Agree Biden Ban 8% Vape Users 13% South Atlantic 12% Has Teens 18% <\$50K
<i>Elon Musk’s Department of Government Efficiency (DOGE) was tasked by President Trump to work with agencies to identify unconstitutional, unlawful regulations and those that impose significant costs upon private parties that are not outweighed by public benefits among other things. Regulations that hamper the flavored vaping industry, which employs tens of thousands of people and helps cigarette smokers quit smoking, should be included.</i>	68% Overall 62% Women 71% Ages 18-29 62% Agree Biden Ban 78% Vape Users 68% South Atlantic 71% Has Teens 69% <\$50K	14% Overall 14% Women 14% Ages 18-29 20% Agree Biden Ban 10% Vape Users 12% South Atlantic 15% Has Teens 11% <\$50K	19% Overall 25% Women 14% Ages 18-29 18% Agree Biden Ban 12% Vape Users 19% South Atlantic 15% Has Teens 20% <\$50K

Trump Voters Warn of Slippery Slope Eroding other Freedoms, as Support Grows to Protect Vaping Freedom and Small Businesses

A solid 65% of voters agree that banning certain vaping products and nicotine pouches sets a dangerous precedent, warning it could open the door to future bans on other consumer products they enjoy. Support is especially strong among young adults (67%), vape users (74%), and parents of teens (69%). Additionally, 62% believe independent vape shop owners—many of whom rely on global supply chains like other industries—should not be penalized for sourcing products from China, highlighting a clear public sentiment in favor of protecting small businesses and preserving consumer choice.

I am now going to read you a few statements made by people in your area. For each, please tell me if you agree or disagree with that statement.

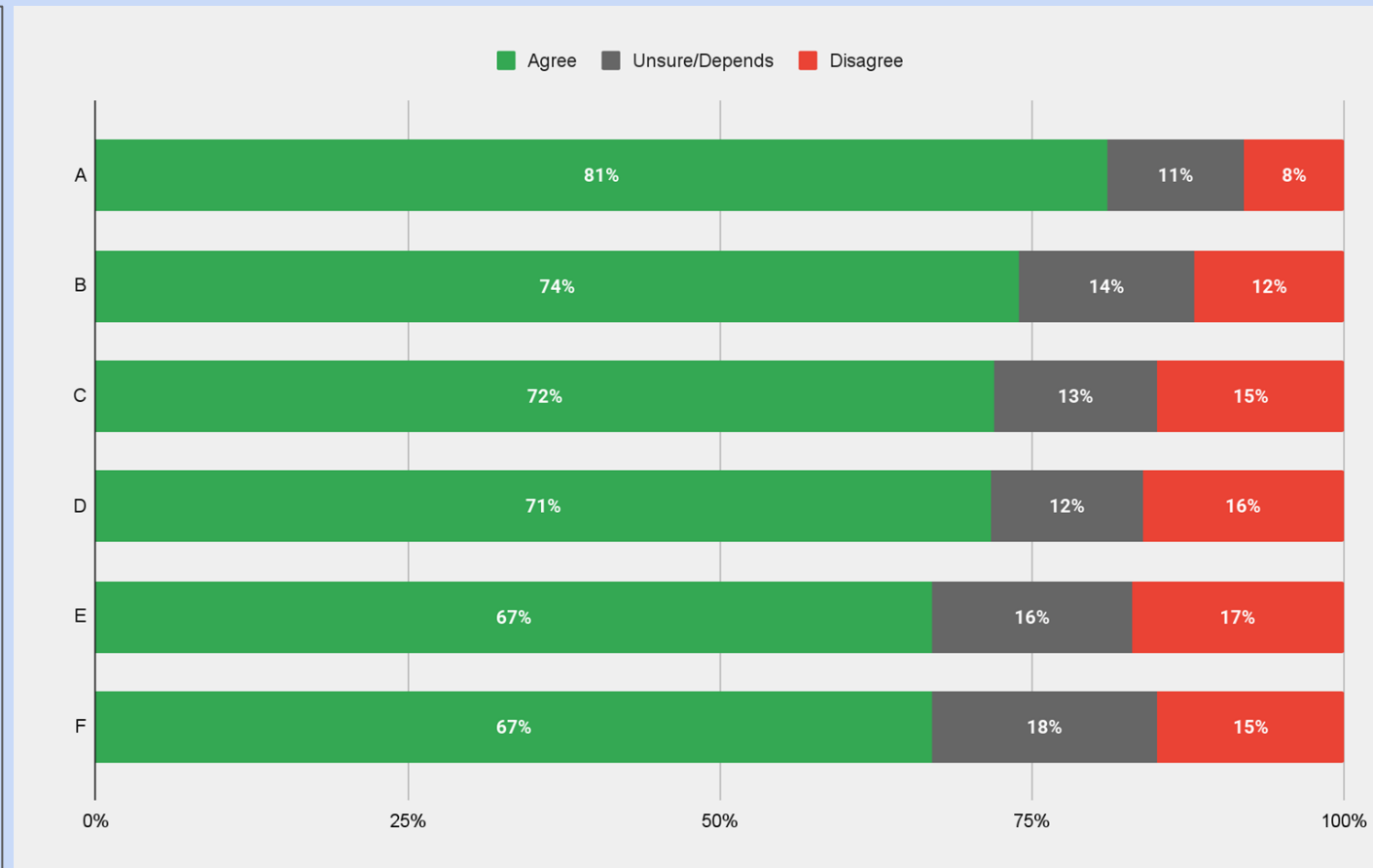
	Total AGREE	Total DISAGREE	Unsure
<i>Banning certain vaping products and certain nicotine pouches creates a slippery slope, where politicians and public health agencies next may start coming after other products I like and use.</i>	65% Overall 59% Women 67% Ages 18-29 58% Agree Biden Ban 74% Vape Users 61% South Atlantic 69% Has Teens 59% <\$50K	20% Overall 22% Women 24% Ages 18-29 28% Agree Biden Ban 17% Vape Users 23% South Atlantic 20% Has Teens 19% <\$50K	15% Overall 20% Women 9% Ages 18-29 14% Agree Biden Ban 9% Vape Users 16% South Atlantic 11% Has Teens 22% <\$50K
<i>The independent vaping industry consists of thousands of American vape shops. These small business owners should not be punished due to all vapes being made in China. Like many industries and big American companies, the vaping industry's products are reliant on China's cheap labor, mass production, and innovation.</i>	62% Overall 56% Women 69% Ages 18-29 60% Agree Biden Ban 73% Vape Users 62% South Atlantic 63% Has Teens 58% <\$50K	19% Overall 20% Women 19% Ages 18-29 23% Agree Biden Ban 16% Vape Users 18% South Atlantic 21% Has Teens 19% <\$50K	19% Overall 24% Women 11% Ages 18-29 17% Agree Biden Ban 10% Vape Users 20% South Atlantic 16% Has Teens 23% <\$50K

Strong Sentiment among Trump Voters for Smarter, Science-Backed Alternatives to Biden's Vaping Ban

Vast majority favor harm reduction, small business fairness, and targeted youth protections over prohibition
Innovation and Information should continue.

In addition to reversing Biden's flavored vaping ban, some experts have suggested the following policies and principles to ensure transparency and fairness from the FDA's handling of tobacco and nicotine. Please indicate if you support or oppose each of the following policies.

- A. *Restrict the ability of advertisers to target youth.*
- B. *Rather than an outright ban on vaping products, focus on harm reduction, such as next generation nicotine products to give Americans as many less harmful options as possible to quit smoking deadly cigarettes.*
- C. *We should make sure the streamlined regulatory process is affordable to U.S. small businesses so that they can compete in a free market with cigarette companies.*
- D. *Rather than continuing Biden's anti-vaping regulation, we should create a new, streamlined regulatory process so companies can be approved or rejected quickly based on a specific set of scientific tests and standards when applying to bring new and innovative nicotine products to market that can help people quit smoking.*
- E. *Promote nicotine alternatives like nicotine pouches and vaping products to adult cigarette smokers, which are more effective for quitting smoking than nicotine gum and patches.*
- F. *A bold public education campaign that informs adult cigarette smokers about the benefits of alternatives like vaping products or nicotine pouches.*



Around 70% of Trump 2024 Voters—including Key Demographics—Support the FDA Promoting Harm Reduction and Safer Alternatives to Smoking; Opposition is Limited.

About 7 in 10 voters overall — including 72% of young adults (18–29), 78% of vape users, and 71% of parents with teens— support promoting nicotine alternatives like pouches and vaping products to help adults quit smoking. This builds on the 74% overall support for a harm reduction approach, showing strong demand across income levels, regions, and those who even agree with Biden’s current ban.

In addition to reversing Biden’s flavored vaping ban, some experts have suggested the following policies and principles to ensure transparency and fairness from the FDA’s handling of tobacco and nicotine. Please indicate if you support or oppose each of the following policies.

	Total SUPPORT	Total OPPOSE	Unsure/ Depends/ Declined to state
<i>Rather than an outright ban on vaping products, focus on harm reduction, such as next generation nicotine products to give Americans as many less harmful options as possible to quit smoking deadly cigarettes.</i>	74% Overall 73% Women 75% Ages 18-29 74% Agree Biden Ban 80% Vape Users 75% South Atlantic 80% Has Teens 72% <\$50K	12% Overall 11% Women 16% Ages 18-29 15% Agree Biden Ban 10% Vape Users 13% South Atlantic 9% Has Teens 14% <\$50K	14% Overall 16% Women 10% Ages 18-29 11% Agree Biden Ban 9% Vape Users 12% South Atlantic 11% Has Teens 15% <\$50K
<i>Promote nicotine alternatives like nicotine pouches and vaping products to adult cigarette smokers, which are more effective for quitting smoking than nicotine gum and patches.</i>	67% Overall 64% Women 72% Ages 18-29 65% Agree Biden Ban 78% Vape Users 68% South Atlantic 71% Has Teens 63% <\$50K	16% Overall 18% Women 19% Ages 18-29 21% Agree Biden Ban 11% Vape Users 15% South Atlantic 17% Has Teens 18% <\$50K	17% Overall 18% Women 9% Ages 18-29 14% Agree Biden Ban 11% Vape Users 17% South Atlantic 13% Has Teens 19% <\$50K

Backing for Smarter, Fairer Vaping Regulations is Broad Across Key Groups

Key demographics, including about 80% of young adults, parents, and vape users, strongly favor streamlined and affordable FDA oversight. Overall, 70% of all Americans are in agreement, with women less favorable (slightly less than 70%).

In addition to reversing Biden’s flavored vaping ban, some experts have suggested the following policies and principles to ensure transparency and fairness from the FDA’s handling of tobacco and nicotine. Please indicate if you support or oppose each of the following policies.

	Total SUPPORT	Total OPPOSE	Unsure/ Depends/ Declined to state
<i>Rather than continuing Biden’s anti-vaping regulation, we should create a new, streamlined regulatory process so companies can be approved or rejected quickly based on a specific set of scientific tests and standards when applying to bring new and innovative nicotine products to market that can help people quit smoking.</i>	71% Overall 67% Women 77% Ages 18-29 70% Agree Biden Ban 83% Vape Users 71% South Atlantic 76% Has Teens 68% <\$50K	12% Overall 13% Women 14% Ages 18-29 15% Agree Biden Ban 9% Vape Users 11% South Atlantic 11% Has Teens 14% <\$50K	16% Overall 20% Women 10% Ages 18-29 15% Agree Biden Ban 9% Vape Users 17% South Atlantic 13% Has Teens 18% <\$50K
<i>We should make sure the streamlined regulatory process is affordable to U.S. small businesses so that they can compete in a free market with cigarette companies.</i>	72% Overall 68% Women 73% Ages 18-29 67% Agree Biden Ban 81% Vape Users 72% South Atlantic 74% Has Teens 66% <\$50K	13% Overall 14% Women 16% Ages 18-29 18% Agree Biden Ban 9% Vape Users 14% South Atlantic 15% Has Teens 17% <\$50K	15% Overall 19% Women 11% Ages 18-29 15% Agree Biden Ban 10% Vape Users 14% South Atlantic 12% Has Teens 17% <\$50K

Voters Endorse Public Education Campaign Promoting Alternatives to Cigarettes and Youth Protections in Nicotine Policy

Clear majorities, including ~70% overall, and 70% of young voters, teenage parents, and low-income users, support educating adult smokers on safer alternatives. An even greater percentage (~80% overall) support curbing youth-targeted ads, particularly among those in the South Atlantic, and teenage parents (~9 in 10).

In addition to reversing Biden’s flavored vaping ban, some experts have suggested the following policies and principles to ensure transparency and fairness from the FDA’s handling of tobacco and nicotine. Please indicate if you support or oppose each of the following policies.

	Total SUPPORT	Total OPPOSE	Unsure/ Depends/ Declined to state
<i>A bold public education campaign that informs adult cigarette smokers about the benefits of alternatives like vaping products or nicotine pouches.</i>	67% Overall 64% Women 69% Ages 18-29 64% Agree Biden Ban 77% Vape Users 71% South Atlantic 72% Has Teens 65% <\$50K	18% Overall 19% Women 20% Ages 18-29 22% Agree Biden Ban 13% Vape Users 15% South Atlantic 17% Has Teens 17% <\$50K	15% Overall 17% Women 11% Ages 18-29 14% Agree Biden Ban 10% Vape Users 14% South Atlantic 11% Has Teens 18% <\$50K
<i>Restrict the ability of advertisers to target youth.</i>	81% Overall 82% Women 74% Ages 18-29 84% Agree Biden Ban 84% Vape Users 86% South Atlantic 85% Has Teens 75% <\$50K	11% Overall 10% Women 19% Ages 18-29 11% Agree Biden Ban 10% Vape Users 9% South Atlantic 10% Has Teens 17% <\$50K	8% Overall 8% Women 7% Ages 18-29 5% Agree Biden Ban 5% Vape Users 5% South Atlantic 5% Has Teens 9% <\$50K