

Vapor Technology Association
Mixed Mode¹ Nationwide Survey among 1,001 2024 Trump Voters
TOPLINE DATA REPORT²

Field Dates: April 11-14, 2025

Margin of error: +/- 4.0%³

Initial Screeners/Demographics:

1. Political Party Registration

88% Registered Republican
2% Registered Democrat
7% Registered Other
2% My state does not require me to register by party

2. 2024 Vote

100% Donald Trump

3. Gender

49% Female
51% Male

4. Age Range

7% 18 to 24
8% 25 to 29
14% 30 to 39
15% 40 to 49
28% 50 to 64
28% 65 or older

¹ 50% Text, 50% Telephone

² Some columns may not add to 100% due to rounding. In the same way, percentages in "total" columns may be one point more or less than the sum of their parts due to rounding.

³ The margin of error is calculated at +/- 4.0% at the 95% confidence level, meaning that in 19 out of 20 cases, the results obtained would differ by no more than two point eight percentage points in either direction if the entire adult population nationwide were to be surveyed. Margins of error for subgroups are higher.

5. **Ethnicity:** Do you consider yourself to be of Hispanic or Latino descent, such as Mexican, Puerto Rican, Cuban, or some other Central or Latin American background?

9% Yes
91% No
* Unsure

6. **Race**

85% White or Caucasian
6% Hispanic
4% Black or African American
2% Asian or Pacific Islander
1% Native American
2% Other (VOL.)
1% Refused

Image and Awareness Series

You will now see a list of individuals and organizations. For each, please indicate whether you have a (ROTATED) favorable or unfavorable (ENDED ROTATION) opinion of them.

RANDOMIZED

8. The U.S. Food and Drug Administration (FDA)

55% TOTAL FAVORABLE

19% Strongly favorable

36% Somewhat favorable

31% TOTAL UNFAVORABLE

17% Somewhat unfavorable

14% Strongly unfavorable

12% Heard of/No opinion (VOL.)

1% Never heard of (VOL.)

9. Robert F. Kennedy Jr.

80% TOTAL FAVORABLE

41% Strongly favorable

39% Somewhat favorable

10% TOTAL UNFAVORABLE

6% Somewhat unfavorable

4% Strongly unfavorable

9% Heard of/No opinion (VOL.)

1% Never heard of (VOL.)

10. Donald Trump

92% TOTAL FAVORABLE

72% Strongly favorable

20% Somewhat favorable

7% TOTAL UNFAVORABLE

4% Somewhat unfavorable

3% Strongly unfavorable

1% Heard of/No opinion (VOL.)

*** Never heard of (VOL.)**

11. JD Vance

84% TOTAL FAVORABLE

59% Strongly favorable

25% Somewhat favorable

8% TOTAL UNFAVORABLE

4% Somewhat unfavorable

4% Strongly unfavorable

6% Heard of/No opinion (VOL.)

2% Never heard of (VOL.)

12. Cigarette companies

19% TOTAL FAVORABLE

7% Strongly favorable

12% Somewhat favorable

68% TOTAL UNFAVORABLE

17% Somewhat unfavorable

51% Strongly unfavorable

11% Heard of/No opinion (VOL.)

1% Never heard of (VOL.)

ENDED RANDOMIZATION

KAConsulting, LLC on behalf of **VTA**

Nationwide Mixed Mode Telephone Survey Among 1001 Trump Voters

Topline Data - April 2025

All Rights Reserved - Privileged and Confidential

Trump Accomplishments and Promises

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

RANDOMIZED

13. The overall job Donald Trump is doing as president.

92% TOTAL APPROVE

69% Strongly approve

22% Somewhat approve

7% TOTAL DISAPPROVE

4% Somewhat disapprove

2% Strongly disapprove

2% Unsure/Depends (VOL.)

14. Declaring an energy emergency to create more American energy and jobs, and lower costs for consumers.

89% TOTAL APPROVE

67% Strongly approve

23% Somewhat approve

6% TOTAL DISAPPROVE

4% Somewhat disapprove

2% Strongly disapprove

5% Unsure/Depends (VOL.)

15. Putting tariffs on countries to make global trade more fair to America, its workers and its small businesses.

86% TOTAL APPROVE

64% Strongly approve

22% Somewhat approve

9% TOTAL DISAPPROVE

5% Somewhat disapprove

4% Strongly disapprove

5% Unsure/Depends (VOL.)

16. Enacting executive orders to reduce regulatory barriers and encourage innovation in cryptocurrency.

64% TOTAL APPROVE

38% Strongly approve

26% Somewhat approve

14% TOTAL DISAPPROVE

9% Somewhat disapprove

5% Strongly disapprove

21% Unsure/Depends (VOL.)

17. Cutting wasteful spending and eliminating DEI and wokeness in the federal government.

90% TOTAL APPROVE

74% Strongly approve

16% Somewhat approve

6% TOTAL DISAPPROVE

3% Somewhat disapprove

3% Strongly disapprove

3% Unsure/Depends (VOL.)

18. Keeping men out of women's sports.

93% TOTAL APPROVE

84% Strongly approve

9% Somewhat approve

5% TOTAL DISAPPROVE

2% Somewhat disapprove

3% Strongly disapprove

2% Unsure/Depends (VOL.)

19. Closing the southern border and deporting criminals and gang members.

95% TOTAL APPROVE

86% Strongly approve

9% Somewhat approve

4% TOTAL DISAPPROVE

2% Somewhat disapprove

1% Strongly disapprove

1% Unsure/Depends (VOL.)

20. Withdrawing the federal rule that would ban menthol cigarettes.

54% TOTAL APPROVE

35% Strongly approve

19% Somewhat approve

24% TOTAL DISAPPROVE

10% Somewhat disapprove

13% Strongly disapprove

23% Unsure/Depends (VOL.)

ENDED RANDOMIZATION

And for the following statements, please tell me if you (ROTATED) agree or disagree.
(PROBED) And would that be strongly or somewhat agree/disagree

RANDOMIZED

21. So far Donald Trump's actions can be described as Promises Made, Promises Kept.

92% TOTAL AGREE

70% Strongly agree

22% Somewhat agree

6% TOTAL DISAGREE

3% Somewhat disagree

3% Strongly disagree

2% Unsure/Depends (VOL.)

22. When Donald Trump makes a promise, he does his best to keep that promise.

92% TOTAL AGREE

70% Strongly agree

22% Somewhat agree

6% TOTAL DISAGREE

3% Somewhat disagree

2% Strongly disagree

2% Unsure/Depends (VOL.)

23. I expect Donald Trump to keep most of the promises he made on the campaign trail

93% TOTAL AGREE

70% Strongly agree

23% Somewhat agree

5% TOTAL DISAGREE

3% Somewhat disagree

2% Strongly disagree

2% Unsure/Depends (VOL.)

ENDED RANDOMIZATION

KAConsulting, LLC on behalf of VTA

Nationwide Mixed Mode Telephone Survey Among 1001 Trump Voters

Topline Data - April 2025

All Rights Reserved - Privileged and Confidential

Vaping

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.

24. As you may know, 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? (PROBED) Is that strongly or somewhat agree/disagree?

52% TOTAL AGREE

33% Strongly agree

19% Somewhat agree

37% TOTAL DISAGREE

13% Somewhat disagree

24% Strongly disagree

11% Unsure/Depends (VOL.)

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.

RANDOMIZED LIST

25. 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.

**29% TOTAL MORE LIKELY TO SUPPORT BIDEN'S BAN ON
FLAVORED VAPING PRODUCTS**

15% Much more likely to support Biden's ban on flavored vaping products

14% Somewhat more likely to support Biden's ban on flavored vaping products

**44% TOTAL LESS LIKELY TO SUPPORT BIDEN'S BAN ON
FLAVORED VAPING PRODUCTS**

13% Somewhat less likely to support Biden's ban on flavored vaping products

31% Much less likely to support Biden's ban on flavored vaping products

18% Makes no difference (VOL.)

9% Unsure (VOL.)

26. 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.

**33% TOTAL MORE LIKELY TO SUPPORT BIDEN'S BAN ON
FLAVORED VAPING PRODUCTS**

- 18% Much more likely to support Biden's ban on flavored vaping products
- 16% Somewhat more likely to support Biden's ban on flavored vaping products

**39% TOTAL LESS LIKELY TO SUPPORT BIDEN'S BAN ON
FLAVORED VAPING PRODUCTS**

- 11% Somewhat less likely to support Biden's ban on flavored vaping products
- 28% Much less likely to support Biden's ban on flavored vaping products

- 19% Makes no difference (VOL.)
- 9% Unsure (VOL.)

27. 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.

**34% TOTAL MORE LIKELY TO SUPPORT BIDEN'S BAN ON
FLAVORED VAPING PRODUCTS**

- 21% Much more likely to support Biden's ban on flavored vaping products
- 12% Somewhat more likely to support Biden's ban on flavored vaping products

**38% TOTAL LESS LIKELY TO SUPPORT BIDEN'S BAN ON
FLAVORED VAPING PRODUCTS**

- 10% Somewhat less likely to support Biden's ban on flavored vaping products
- 29% Much less likely to support Biden's ban on flavored vaping products

- 19% Makes no difference (VOL.)
- 9% Unsure (VOL.)

28. Vaping is three times more effective than nicotine replacement therapies such as nicotine gums and patches in helping adults quit smoking.

29% TOTAL MORE LIKELY TO SUPPORT BIDEN'S BAN ON FLAVORED VAPING PRODUCTS

- 16% Much more likely to support Biden's ban on flavored vaping products
- 13% Somewhat more likely to support Biden's ban on flavored vaping products

42% TOTAL LESS LIKELY TO SUPPORT BIDEN'S BAN ON FLAVORED VAPING PRODUCTS

- 13% Somewhat less likely to support Biden's ban on flavored vaping products
- 29% Much less likely to support Biden's ban on flavored vaping products

20% Makes no difference (VOL.)

9% Unsure (VOL.)

29. 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.

29% TOTAL MORE LIKELY TO SUPPORT BIDEN'S BAN ON FLAVORED VAPING PRODUCTS

- 16% Much more likely to support Biden's ban on flavored vaping products
- 13% Somewhat more likely to support Biden's ban on flavored vaping products

42% TOTAL LESS LIKELY TO SUPPORT BIDEN'S BAN ON FLAVORED VAPING PRODUCTS

- 12% Somewhat less likely to support Biden's ban on flavored vaping products
- 29% Much less likely to support Biden's ban on flavored vaping products

20% Makes no difference (VOL.)

10% Unsure (VOL.)

30. 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.

**38% TOTAL MORE LIKELY TO SUPPORT BIDEN'S BAN ON
FLAVORED VAPING PRODUCTS**

- 23% Much more likely to support Biden's ban on flavored vaping products
- 15% Somewhat more likely to support Biden's ban on flavored vaping products

**32% TOTAL LESS LIKELY TO SUPPORT BIDEN'S BAN ON
FLAVORED VAPING PRODUCTS**

- 8% Somewhat less likely to support Biden's ban on flavored vaping products
- 24% Much less likely to support Biden's ban on flavored vaping products

20% Makes no difference (VOL.)

9% Unsure (VOL.)

ENDED RANDOMIZATION

31. 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." After learning this, are you (ROTATED) more or less likely to support Biden's ban on flavored vaping products?

32% TOTAL MORE LIKELY

- 18% Much more likely
- 14% Somewhat more likely

43% TOTAL LESS LIKELY

- 12% Somewhat less likely
- 30% Much less likely

16% Makes no difference (VOL.)

9% Unsure (VOL.)

32. The New England Journal of Medicine published a new study⁴ 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, QUOTE *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.* END QUOTE. After learning this, are you (ROTATED) more or less likely to support Biden’s ban on flavored vaping products?

32% TOTAL MORE LIKELY

18% Much more likely

13% Somewhat more likely

41% TOTAL LESS LIKELY

12% Somewhat less likely

29% Much less likely

17% Makes no difference (VOL.)

10% Unsure (VOL.)

33. 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? (PROBED) Strongly or somewhat support/oppose?

65% TOTAL SUPPORT

41% Strongly support

23% Somewhat support

20% TOTAL OPPOSE

8% Somewhat oppose

12% Strongly oppose

15% Depends/unsure (VOL.)

⁴ [Electronic Nicotine-Delivery Systems for Smoking Cessation | New England Journal of Medicine](#)

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

RANDOMIZED LIST

34. 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.

76% TOTAL AGREE

48% Strongly agree

28% Somewhat agree

11% TOTAL DISAGREE

5% Somewhat disagree

5% Strongly disagree

13% Unsure (VOL.)

35. Undoing Biden's flavored vaping ban would help restore American adults' freedom of choice.

71% TOTAL AGREE

44% Strongly agree

27% Somewhat agree

19% TOTAL DISAGREE

8% Somewhat disagree

10% Strongly disagree

10% Unsure/Depends (VOL.)

36. 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.

68% TOTAL AGREE

39% Strongly agree
28% Somewhat agree

14% TOTAL DISAGREE

6% Somewhat disagree
8% Strongly disagree

19% Unsure/Depends (VOL.)

37. 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.

71% TOTAL AGREE

42% Strongly agree
29% Somewhat agree

15% TOTAL DISAGREE

7% Somewhat disagree
8% Strongly disagree

14% Unsure/Depends (VOL.)

38. 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.

65% TOTAL AGREE

37% Strongly agree

28% Somewhat agree

20% TOTAL DISAGREE

10% Somewhat disagree

10% Strongly disagree

15% Unsure/Depends (VOL.)

39. 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.

62% TOTAL AGREE

34% Strongly agree

28% Somewhat agree

19% TOTAL DISAGREE

8% Somewhat disagree

10% Strongly disagree

19% Unsure/Depends (VOL.)

ENDED RANDOMIZATION

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 (ROTATED) support or oppose each of the following policies.

RANDOMIZED

40. 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.

74% TOTAL SUPPORT

45% Strongly support
30% Somewhat support

12% TOTAL OPPOSE

5% Somewhat oppose
7% Strongly oppose
14% Depends/unsure (VOL.)

41. 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.

67% TOTAL SUPPORT

40% Strongly support
28% Somewhat support

16% TOTAL OPPOSE

8% Somewhat oppose
8% Strongly oppose
17% Depends/unsure (VOL.)

42. 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.

71% TOTAL SUPPORT

43% Strongly support
28% Somewhat support

12% TOTAL OPPOSE

5% Somewhat oppose
8% Strongly oppose
16% Depends/unsure (VOL.)

43. 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.

72% TOTAL SUPPORT

45% Strongly support
27% Somewhat support

13% TOTAL OPPOSE

6% Somewhat oppose
7% Strongly oppose
15% Depends/unsure (VOL.)

44. A bold public education campaign that informs adult cigarette smokers about the benefits of alternatives like vaping products or nicotine pouches.

67% TOTAL SUPPORT

40% Strongly support

27% Somewhat support

18% TOTAL OPPOSE

8% Somewhat oppose

10% Strongly oppose

15% Depends/unsure (VOL.)

45. Restrict the ability of advertisers to target youth.

81% TOTAL SUPPORT

64% Strongly support

17% Somewhat support

11% TOTAL OPPOSE

5% Somewhat oppose

6% Strongly oppose

8% Depends/unsure (VOL.)

ENDED RANDOMIZATION

Additional Demographics

46. When it comes to you personally, which of the following have you tried or used?
(ROTATED 1-3; ACCEPTED MULTIPLE RESPONSES)

- 38% Cigarette/Cigar
- 23% Marijuana
- 16% E-cigarette or vaping product
- 14% All of the above (VOL.)
- 36% None of the above (VOL.)

47. (ASK AMONG THOSE WHO ANSWERED E-CIGARETTE/VAPE IN PREVIOUS QUESTION) And when it comes to e-cigarette and vaping, which of the following best describes your usage?

- 38% I have tried it a few times but never used it consistently
- 18% I used to smoke it often but don't anymore
- 23% I still use it occasionally
- 22% I still use it regularly

ASKED OF ALL

48. Which of the following actions have you done at least a couple of times in the past few months? (ROTATED, ACCEPTED MULTIPLE RESPONSES)

- 64% Drank alcohol
- 37% Eaten in a fast food restaurant
- 12% Smoked cigarettes
- 11% Not worn a seatbelt when in a car
- 8% Used a vape
- 7% Not worn a helmet when on a bike or scooter
- 2% Took medication not prescribed to you
- 2% Used illegal drugs
- 14% None of these (VOL.)

49. Ideology

69% Total Conservative

27% Somewhat Conservative

41% Very Conservative

17% Moderate

4% Libertarian

6% Total Liberal

3% Very Liberal

2% Somewhat Liberal

4% Unsure (VOL.)

50. Political Identification

3% Total Democrat

1% Strong Democrat

1% Not so strong Democrat

19% Independent

1% Independent leaning Democrat

5% Independent

13% Independent leaning Republican

75% Total Republican

58% Strong Republican

17% Not so strong Republican

3% Other/Unsure (VOL.)

51. How often do you watch the Fox News Channel?

31% Daily or nearly everyday

22% A few times a week

12% A few times a month

9% A few times a year

25% Never

52. Education level

1%	Less than high school
22%	High school graduate
21%	Some college
13%	College graduate with Associate or 2-year degree
24%	College graduate with a Bachelor or 4-year degree
12%	Post-graduate degree
3%	Technical or vocational school graduate
*	Unsure (VOL.)
3%	Decline to state (VOL.)

53. Marital Status

54%	Married
24%	Single, engaged, or never married
11%	Divorced
6%	Widowed
2%	Separated
1%	Other (VOL.)
2%	Decline to state (VOL.)

54. Children: Do you have any children or grandchildren?

40%	Yes, children
27%	Yes, grandchildren
29%	Neither
5%	Decline to state (VOL.)

55. ASK OF THOSE WITH CHILDREN OR GRANDCHILDREN And are any of your children or grandchildren between the ages of 13-20?

53%	Yes
46%	No
1%	Decline to state (VOL.)

56. Please describe how religious you consider yourself.

73% TOTAL RELIGIOUS

33% Very Religious

40% Somewhat Religious

23% TOTAL NOT RELIGIOUS

13% Not very Religious

10% Not at all Religious

4% Depend/Unsure

57. Household Income

27% Less than \$50,000

10% Below \$25,000

3% \$25,000 to \$29,999

8% \$30,000 to \$39,999

6% \$40,000 to \$49,999

29% 50,000 to \$99,999

8% \$50,000 to \$59,999

5% \$60,000 to \$69,999

5% \$70,000 to \$74,999

11% \$75,000 to \$99,999

29% \$100,000 and above

12% Declined to state (VOL.)

58. Type of Neighborhood

40% Suburban

21% Urban

21% Rural

15% Small Town

3% Unsure (VOL.)

59. **Region** (FROM SAMPLE)

20%	South Atlantic (DC, DE, FL, GA, MD, NC, SC, VA, WV)
16%	Pacific (AK, CA, HI, OR, WA)
14%	Mid Atlantic (NJ, NY, PA)
12%	East North Central (IL, IN, MI, OH, WI)
10%	Mountain (AZ, CO, ID, MT, NM, NV, UT, WY)
9%	West South Central (AR, LA, TX, OK)
8%	West North Central (IA, KS, MN, MO, ND, NE, SD)
7%	East South Central (AL, KY, MS, TN)
3%	New England (CT, MA, ME, NH, RI, VT)