

BANNER 1 001
S1. Are you, or is anyone in your household, employed in the professional news media, a market research firm, or an elected official?

	REG PARTY			2024 VOTE			GENDER		AGE			GENDER/AGE				
	=====			=====			=====		=====			=====				
	TOTAL	REP	DEM	OTHER	TRUMP	HARRIS	OTHER	FEMALE	MALE	18-29	30-49	50+	MEN > 50	MEN 50+	WOMEN > 50	WOMEN 50+
TOTAL	1004 100%	388 39%	368 37%	248 25%	468 47%	464 46%	71 7%	508 51%	496 49%	160 16%	312 31%	527 52%	261 26%	232 23%	211 21%	295 29%
Yes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No	1004 100%	388 100%	368 100%	248 100%	468 100%	464 100%	71 100%	508 100%	496 100%	160 100%	312 100%	527 100%	261 100%	232 100%	211 100%	295 100%

BANNER 2 002

S1. Are you, or is anyone in your household, employed in the professional news media, a market research firm, or an elected official?

	ETHNICITY			ETHNICITY/GENDER			RACE		GENDER/RACE				FDA		
	TOTAL	HISP	NON-HISP	HISP WOMEN	HISP MEN	WHITE	BLACK	NON-WHITE	WHITE WOMEN	WHITE MEN	MIN WOMEN	MIN MEN	FAV	UNFAV	NEUTRAL/NO OP
TOTAL	1004 100%	98 10%	900 90%	56 6%	42 4%	696 69%	135 13%	302 30%	358 36%	338 34%	149 15%	153 15%	587 58%	302 30%	108 11%
Yes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No	1004 100%	98 100%	900 100%	56 100%	42 100%	696 100%	135 100%	302 100%	358 100%	338 100%	149 100%	153 100%	587 100%	302 100%	108 100%

S1. Are you, or is anyone in your household, employed in the professional news media, a market research firm, or an elected official?

	TRUMP				CIG COMP			VAPE US			VAPE CHINA			SMALL BUS		
	TOTAL	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP
TOTAL	1004 100%	428 43%	540 54%	34 3%	181 18%	714 71%	102 10%	218 22%	644 64%	123 12%	104 10%	723 72%	121 12%	327 33%	513 51%	148 15%
Yes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No	1004 100%	428 100%	540 100%	34 100%	181 100%	714 100%	102 100%	218 100%	644 100%	123 100%	104 100%	723 100%	121 100%	327 100%	513 100%	148 100%

S1. Are you, or is anyone in your household, employed in the professional news media, a market research firm, or an elected official?

	FED GOV TRUST			VAPE FAM		YOUTH CONCERN												VOTE FLAVOR	
	TOTAL	TRUST	DIS- TRUST	FAM- ILIAR	NOT FAM- ILIAR	CONC- ERNED	NOT CONC- ERNED	FLAVOR BAN		RAISE AGE		MORE FLAVORS		INFORM FLAVOR		MORE	LESS		
								SUPPORT	OPOSE	SUPPORT	OPOSE	SUPPORT	OPOSE	SUPPORT	OPOSE	LIKELY	LIKELY		
TOTAL	1004	326	643	450	532	853	128	468	458	744	198	438	438	657	239	483	182		
	100%	32%	64%	45%	53%	85%	13%	47%	46%	74%	20%	44%	44%	65%	24%	48%	18%		
Yes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
No	1004	326	643	450	532	853	128	468	458	744	198	438	438	657	239	483	182		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		

S1. Are you, or is anyone in your household, employed in the professional news media, a market research firm, or an elected official?

	CUR VAPERS											EDUCATION				
	VAPE USE					NOT CONS- INSTANT	OCCA		R	POL ID			HS	SOME		
	TOTAL	CIG	VAPE	MARIJ	ALL		NONE	SIONALLY		EGULARLY	DEM	IND/LEAN		REP	LESS	COLLEGE/ TECH
TOTAL	1004 100%	383 38%	164 16%	269 27%	200 20%	285 28%	48 5%	35 3%	37 4%	38 4%	320 32%	350 35%	298 30%	236 24%	349 35%	347 35%
Yes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No	1004 100%	383 100%	164 100%	269 100%	200 100%	285 100%	48 100%	35 100%	37 100%	38 100%	320 100%	350 100%	298 100%	236 100%	349 100%	347 100%

BANNER 6 006
S1. Are you, or is anyone in your household, employed in the professional news media, a market research firm, or an elected official?

	REGION																			
	KIDS - TEENS			PARENTS		INCOME			NEIGHBORHOOD											
	TOTAL	YES	NO	MOMS	DADS	LESS \$50K	\$50-\$100K	\$100K+	URBAN	SUB-URBAN	SMALL TOWN	NEW ENGLAND	MID ATL-ANTIC	EAST NORTH CENTRAL	WEST NORTH CENTRAL	SOUTH ATL-ANTIC	EAST SOUTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
TOTAL	1004 100%	376 37%	628 63%	220 22%	156 16%	316 31%	304 30%	249 25%	231 23%	440 44%	297 30%	44 4%	136 14%	115 11%	96 10%	218 22%	78 8%	84 8%	93 9%	140 14%
Yes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No	1004 100%	376 100%	628 100%	220 100%	156 100%	316 100%	304 100%	249 100%	231 100%	440 100%	297 100%	44 100%	136 100%	115 100%	96 100%	218 100%	78 100%	84 100%	93 100%	140 100%

1. Are you currently registered to vote as a (ROTATE) Republican, Democrat, or something else?

[illegible]

1. Are you currently registered to vote as a (ROTATE) Republican, Democrat, or something else?

[illegible]

1. Are you currently registered to vote as a (ROTATE) Republican, Democrat, or something else?

[illegible]

1. Are you currently registered to vote as a (ROTATE) Republican, Democrat, or something else?

[illegible]

1. Are you currently registered to vote as a (ROTATE) Republican, Democrat, or something else?

[illegible]

1. Are you currently registered to vote as a (ROTATE) Republican, Democrat, or something else?

[illegible]

BANNER 1 013
2. In the 2024 election for President, and regardless of how you may feel now, for whom did you vote? (READ AND ROTATE)

	REG PARTY			2024 VOTE			GENDER		AGE			GENDER/AGE				
	TOTAL	REP	DEM	OTHER	TRUMP	HARRIS	OTHER	FEMALE	MALE	18-29	30-49	50+	MEN	MEN	WOMEN	WOMEN
													> 50	50+	> 50	50+
TOTAL	1004 100%	388 39%	368 37%	248 25%	468 47%	464 46%	71 7%	508 51%	496 49%	160 16%	312 31%	527 52%	261 26%	232 23%	211 21%	295 29%
Donald Trump	468 47%	354 91%	33 9%	81 33%	468 100%	-	-	231 45%	237 48%	53 33%	143 46%	271 51%	120 46%	116 50%	76 36%	155 53%
Kamala Harris	464 46%	26 7%	319 87%	119 48%	-	464 100%	-	245 48%	219 44%	93 58%	140 45%	227 43%	116 44%	101 44%	117 55%	126 43%
Other	71 7%	8 2%	15 4%	48 19%	-	-	71 100%	31 6%	40 8%	14 9%	29 9%	28 5%	25 10%	15 6%	18 9%	13 4%
Did not vote	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	1 0%	-	1 0%	-	-	-	-	1 0%	-	-	-	1 0%	-	-	-	1 0%

BANNER 2 014
2. In the 2024 election for President, and regardless of how you may feel now, for whom did you vote? (READ AND ROTATE)

	ETHNICITY			ETHNICITY/GENDER		RACE			GENDER/RACE				FDA		
	TOTAL	HISP	NON-HISP	HISP WOMEN	HISP MEN	WHITE	BLACK	NON-WHITE	WHITE WOMEN	WHITE MEN	MIN WOMEN	MIN MEN	FAV	UNFAV	NEUTRAL/ NO OP
TOTAL	1004 100%	98 10%	900 90%	56 6%	42 4%	696 69%	135 13%	302 30%	358 36%	338 34%	149 15%	153 15%	587 58%	302 30%	108 11%
Donald Trump	468 47%	34 35%	432 48%	14 25%	20 48%	374 54%	30 22%	93 31%	194 54%	180 53%	37 25%	56 37%	287 49%	136 45%	44 41%
Kamala Harris	464 46%	53 54%	408 45%	35 63%	18 43%	278 40%	92 68%	181 60%	148 41%	130 38%	96 64%	85 56%	265 45%	142 47%	55 51%
Other	71 7%	11 11%	59 7%	7 13%	4 10%	44 6%	12 9%	27 9%	16 4%	28 8%	15 10%	12 8%	34 6%	24 8%	9 8%
Did not vote	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	1 0%	-	1 0%	-	-	-	1 1%	1 0%	-	-	1 1%	-	1 0%	-	-

BANNER 3 015
2. In the 2024 election for President, and regardless of how you may feel now, for whom did you vote? (READ AND ROTATE)

	TRUMP				CIG COMP			VAPE US			VAPE CHINA			SMALL BUS		
	TOTAL	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP
TOTAL	1004 100%	428 43%	540 54%	34 3%	181 18%	714 71%	102 10%	218 22%	644 64%	123 12%	104 10%	723 72%	121 12%	327 33%	513 51%	148 15%
Donald Trump	468 47%	388 91%	63 12%	17 50%	109 60%	307 43%	47 46%	112 51%	291 45%	56 46%	46 44%	346 48%	47 39%	170 52%	240 47%	50 34%
Kamala Harris	464 46%	26 6%	424 79%	13 38%	65 36%	353 49%	45 44%	93 43%	304 47%	58 47%	50 48%	327 45%	63 52%	138 42%	238 46%	82 55%
Other	71 7%	14 3%	52 10%	4 12%	7 4%	53 7%	10 10%	13 6%	49 8%	8 7%	8 8%	49 7%	11 9%	19 6%	35 7%	15 10%
Did not vote	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	1 0%	-	1 0%	-	-	1 0%	-	-	-	1 1%	-	1 0%	-	-	-	1 1%

BANNER 4 016
2. In the 2024 election for President, and regardless of how you may feel now, for whom did you vote? (READ AND ROTATE)

	FED GOV TRUST			VAPE FAM		YOUTH CONCERN		FLAVOR BAN		RAISE AGE		MORE FLAVORS		INFORM FLAVOR		VOTE FLAVOR	
	=====			=====		=====		=====		=====		=====		=====		=====	
	TOTAL	TRUST	DIS- TRUST	FAM- ILIAR	NOT FAM- ILIAR	CONC- ERNED	NOT CONC- ERNED	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	MORE LIKELY	LESS LIKELY
TOTAL	1004 100%	326 32%	643 64%	450 45%	532 53%	853 85%	128 13%	468 47%	458 46%	744 74%	198 20%	438 44%	438 44%	657 65%	239 24%	483 48%	182 18%
Donald Trump	468 47%	185 57%	268 42%	193 43%	266 50%	406 48%	52 41%	191 41%	249 54%	375 50%	71 36%	226 52%	187 43%	321 49%	94 39%	241 50%	77 42%
Kamala Harris	464 46%	127 39%	322 50%	226 50%	231 43%	396 46%	60 47%	246 53%	179 39%	323 43%	109 55%	182 42%	223 51%	293 45%	125 52%	212 44%	88 48%
Other	71 7%	14 4%	52 8%	31 7%	34 6%	50 6%	16 13%	31 7%	30 7%	46 6%	18 9%	30 7%	27 6%	43 7%	20 8%	30 6%	17 9%
Did not vote	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	1 0%	-	1 0%	-	1 0%	1 0%	-	-	-	-	-	-	1 0%	-	-	-	-

BANNER 5 017
2. In the 2024 election for President, and regardless of how you may feel now, for whom did you vote? (READ AND ROTATE)

	CUR VAPERS											EDUCATION					
	VAPE USE						NOT CONS- ISTANT	OCCA		R	POL ID			HS OR LESS	SOME COLLEGE/ TECH		
	TOTAL	CIG	VAPE	MARIJ	ALL	NONE		SIONALLY	EGULARLY		DEM	IND/LEAN	REP		COLLEGE+		
TOTAL	1004 100%	383 38%	164 16%	269 27%	200 20%	285 28%	48 5%	35 3%	37 4%	38 4%	320 32%	350 35%	298 30%	236 24%	349 35%	347 35%	
Donald Trump	468 47%	180 47%	80 49%	101 38%	87 44%	153 54%	22 46%	20 57%	17 46%	19 50%	37 12%	142 41%	275 92%	121 51%	171 49%	140 40%	
Kamala Harris	464 46%	177 46%	74 45%	148 55%	100 50%	110 39%	26 54%	14 40%	16 43%	16 42%	271 85%	162 46%	17 6%	103 44%	157 45%	176 51%	
Other	71 7%	25 7%	10 6%	19 7%	13 7%	22 8%	-	1 3%	4 11%	3 8%	11 3%	46 13%	6 2%	12 5%	21 6%	30 9%	
Did not vote	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Refused	1 0%	1 0%	-	1 0%	-	-	-	-	-	-	1 0%	-	-	-	-	1	

BANNER 6 018
2. In the 2024 election for President, and regardless of how you may feel now, for whom did you vote? (READ AND ROTATE)

	REGION																			
	KIDS - TEENS				PARENTS		INCOME			NEIGHBORHOOD										
	TOTAL	YES	NO	MOMS	DADS	LESS \$50K	\$50-\$100K	\$100K+	URBAN	SUB-URBAN	SMALL TOWN	NEW ENGLAND	MID ATL-ANTIC	EAST NORTH CENTRAL	WEST NORTH CENTRAL	SOUTH ATL-ANTIC	EAST SOUTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
TOTAL	1004 100%	376 37%	628 63%	220 22%	156 16%	316 31%	304 30%	249 25%	231 23%	440 44%	297 30%	44 4%	136 14%	115 11%	96 10%	218 22%	78 8%	84 8%	93 9%	140 14%
Donald Trump	468 47%	197 52%	271 43%	115 52%	82 53%	158 50%	135 44%	119 48%	91 39%	196 45%	168 57%	16 36%	66 49%	51 44%	46 48%	100 46%	41 53%	50 60%	46 49%	52 37%
Kamala Harris	464 46%	150 40%	314 50%	92 42%	58 37%	144 46%	145 48%	115 46%	125 54%	216 49%	104 35%	24 55%	60 44%	60 52%	45 47%	100 46%	35 45%	28 33%	36 39%	76 54%
Other	71 7%	29 8%	42 7%	13 6%	16 10%	13 4%	24 8%	15 6%	14 6%	28 6%	25 8%	4 9%	10 7%	3 3%	5 5%	18 8%	2 3%	6 7%	11 12%	12 9%
Did not vote	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	1 0%	-	1 0%	-	-	1 0%	-	-	1 0%	-	-	-	-	1 1%	-	-	-	-	-	-

3. What is your gender?

[illegible]

3. What is your gender?

Other (DO NOT READ)

3. What is your gender?

Other (DO NOT READ)

3. What is your gender?

Other (DO NOT READ)

3. What is your gender?

Other (DO NOT READ)

3. What is your gender?

[illegible]

BANNER 1 025
4. Which of the following categories best describes your age?

	REG PARTY			2024 VOTE			GENDER		AGE			GENDER/AGE				
	TOTAL				TRUMP	HARRIS	OTHER	FEMALE	MALE	18-29	30-49	50+	MEN > 50	MEN 50+	WOMEN > 50	WOMEN 50+
		REP	DEM	OTHER												
TOTAL	1004 100%	388 39%	368 37%	248 25%	468 47%	464 46%	71 7%	508 51%	496 49%	160 16%	312 31%	527 52%	261 26%	232 23%	211 21%	295 29%
18 to 24	67 7%	18 5%	32 9%	17 7%	20 4%	42 9%	5 7%	31 6%	36 7%	67 42%	-	-	36 14%	-	31 15%	-
25 to 29	93 9%	24 6%	38 10%	31 13%	33 7%	51 11%	9 13%	47 9%	46 9%	93 58%	-	-	46 18%	-	47 22%	-
30 to 39	154 15%	55 14%	67 18%	32 13%	68 15%	73 16%	13 18%	68 13%	86 17%	-	154 49%	-	86 33%	-	68 32%	-
40 to 49	158 16%	67 17%	52 14%	39 16%	75 16%	67 14%	16 23%	65 13%	93 19%	-	158 51%	-	93 36%	-	65 31%	-
50 to 64	281 28%	116 30%	94 26%	71 29%	148 32%	112 24%	20 28%	144 28%	137 28%	-	-	281 53%	-	137 59%	-	144 49%
65 or older	246 25%	108 28%	82 22%	56 23%	123 26%	115 25%	8 11%	151 30%	95 19%	-	-	246 47%	-	95 41%	-	151 51%
Refused	5 0%	-	3 1%	2 1%	1 0%	4 1%	-	2 0%	3 1%	-	-	-	-	-	-	-

BANNER 2 026
4. Which of the following categories best describes your age?

	ETHNICITY		ETHNICITY/GENDER			RACE		GENDER/RACE					FDA		
	TOTAL	HISP	NON-HISP	HISP WOMEN	HISP MEN	WHITE	BLACK	NON-WHITE	WHITE WOMEN	WHITE MEN	MIN WOMEN	MIN MEN	FAV	UNFAV	NEUTRAL/NO OP
TOTAL	1004 100%	98 10%	900 90%	56 6%	42 4%	696 69%	135 13%	302 30%	358 36%	338 34%	149 15%	153 15%	587 58%	302 30%	108 11%
18 to 24	67 7%	6 6%	60 7%	3 5%	3 7%	36 5%	19 14%	31 10%	17 5%	19 6%	14 9%	17 11%	41 7%	15 5%	11 10%
25 to 29	93 9%	15 15%	77 9%	10 18%	5 12%	50 7%	22 16%	43 14%	27 8%	23 7%	20 13%	23 15%	55 9%	25 8%	12 11%
30 to 39	154 15%	20 20%	133 15%	8 14%	12 29%	90 13%	28 21%	62 21%	39 11%	51 15%	29 19%	33 22%	80 14%	52 17%	20 19%
40 to 49	158 16%	14 14%	144 16%	8 14%	6 14%	114 16%	23 17%	44 15%	45 13%	69 20%	20 13%	24 16%	93 16%	52 17%	12 11%
50 to 64	281 28%	25 26%	255 28%	16 29%	9 21%	198 28%	34 25%	81 27%	102 28%	96 28%	42 28%	39 25%	162 28%	87 29%	30 28%
65 or older	246 25%	16 16%	229 25%	11 20%	5 12%	207 30%	9 7%	39 13%	127 35%	80 24%	24 16%	15 10%	153 26%	70 23%	22 20%
Refused	5 0%	2 2%	2 0%	-	2 5%	1 0%	-	2 1%	1 0%	-	-	2 1%	3 1%	1 0%	1 1%

BANNER 3 027
4. Which of the following categories best describes your age?

	TRUMP				CIG COMP			VAPE US			VAPE CHINA			SMALL BUS		
	TOTAL	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP
TOTAL	1004 100%	428 43%	540 54%	34 3%	181 18%	714 71%	102 10%	218 22%	644 64%	123 12%	104 10%	723 72%	121 12%	327 33%	513 51%	148 15%
18 to 24	67 7%	22 5%	42 8%	3 9%	11 6%	48 7%	8 8%	13 6%	46 7%	8 7%	11 11%	48 7%	7 6%	26 8%	35 7%	6 4%
25 to 29	93 9%	32 7%	57 11%	4 12%	28 15%	57 8%	8 8%	30 14%	55 9%	7 6%	19 18%	58 8%	12 10%	44 13%	33 6%	16 11%
30 to 39	154 15%	61 14%	85 16%	7 21%	33 18%	106 15%	14 14%	41 19%	90 14%	22 18%	20 19%	105 15%	22 18%	61 19%	61 12%	29 20%
40 to 49	158 16%	71 17%	78 14%	9 26%	33 18%	103 14%	20 20%	44 20%	90 14%	23 19%	23 22%	100 14%	25 21%	63 19%	69 13%	24 16%
50 to 64	281 28%	129 30%	143 26%	9 26%	51 28%	198 28%	30 29%	57 26%	175 27%	42 34%	19 18%	210 29%	34 28%	89 27%	140 27%	46 31%
65 or older	246 25%	112 26%	132 24%	1 3%	22 12%	200 28%	22 22%	31 14%	185 29%	21 17%	11 11%	198 27%	21 17%	42 13%	172 34%	27 18%
Refused	5 0%	1 0%	3 1%	1 3%	3 2%	2 0%	-	2 1%	3 0%	-	1 1%	4 1%	-	2 1%	3 1%	-

BANNER 4 028
4. Which of the following categories best describes your age?

	FED GOV TRUST			VAPE FAM		YOUTH CONCERN		FLAVOR BAN		RAISE AGE		MORE FLAVORS		INFORM FLAVOR		VOTE FLAVOR	
	=====			=====		=====		=====		=====		=====		=====		=====	
	TOTAL	TRUST	DIS- TRUST	FAM- ILIAR	NOT FAM- ILIAR	CONC- ERNED	NOT CONC- ERNED	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	MORE LIKELY	LESS LIKELY
TOTAL	1004 100%	326 32%	643 64%	450 45%	532 53%	853 85%	128 13%	468 47%	458 46%	744 74%	198 20%	438 44%	438 44%	657 65%	239 24%	483 48%	182 18%
18 to 24	67 7%	17 5%	49 8%	37 8%	30 6%	59 7%	6 5%	29 6%	33 7%	52 7%	13 7%	36 8%	24 5%	46 7%	14 6%	41 8%	6 3%
25 to 29	93 9%	36 11%	56 9%	53 12%	35 7%	87 10%	5 4%	44 9%	42 9%	70 9%	19 10%	50 11%	33 8%	71 11%	17 7%	46 10%	19 10%
30 to 39	154 15%	47 14%	101 16%	85 19%	66 12%	124 15%	29 23%	72 15%	75 16%	112 15%	32 16%	83 19%	49 11%	105 16%	32 13%	85 18%	28 15%
40 to 49	158 16%	50 15%	105 16%	81 18%	76 14%	126 15%	27 21%	61 13%	81 18%	107 14%	43 22%	80 18%	58 13%	108 16%	32 13%	75 16%	32 18%
50 to 64	281 28%	87 27%	181 28%	101 22%	170 32%	234 27%	37 29%	117 25%	137 30%	199 27%	56 28%	119 27%	124 28%	183 28%	63 26%	126 26%	46 25%
65 or older	246 25%	88 27%	147 23%	89 20%	154 29%	218 26%	24 19%	143 31%	87 19%	201 27%	33 17%	69 16%	146 33%	142 22%	80 33%	107 22%	50 27%
Refused	5 0%	1 0%	4 1%	4 1%	1 0%	5 1%	-	2 0%	3 1%	3 0%	2 1%	1 0%	4 1%	2 0%	1 0%	3 1%	1 1%

BANNER 5 029
4. Which of the following categories best describes your age?

	CUR VAPERS										EDUCATION					
	VAPE USE					NOT CONS- ISTANT	QUIT	POL ID		DEM						HS OR LESS
	TOTAL	CIG	VAPE	MARIJ	ALL			OCCA SIONALLY	R EGULARLY		IND/LEAN	REP	SOME COLLEGE/ TECH		COLLEGE+	
TOTAL	1004 100%	383 38%	164 16%	269 27%	200 20%	285 28%	48 5%	35 3%	37 4%	38 4%	320 32%	350 35%	298 30%	236 24%	349 35%	347 35%
18 to 24	67 7%	17 4%	12 7%	18 7%	21 11%	18 6%	4 8%	3 9%	1 3%	4 11%	24 8%	28 8%	10 3%	22 9%	19 5%	15 4%
25 to 29	93 9%	27 7%	23 14%	38 14%	19 10%	19 7%	6 13%	4 11%	9 24%	4 11%	36 11%	41 12%	13 4%	24 10%	38 11%	27 8%
30 to 39	154 15%	50 13%	37 23%	41 15%	45 23%	35 12%	10 21%	11 31%	7 19%	8 21%	55 17%	55 16%	37 12%	42 18%	43 12%	62 18%
40 to 49	158 16%	69 18%	33 20%	45 17%	38 19%	33 12%	10 21%	6 17%	9 24%	8 21%	45 14%	68 19%	39 13%	38 16%	51 15%	56 16%
50 to 64	281 28%	112 29%	42 26%	71 26%	50 25%	87 31%	9 19%	11 31%	10 27%	8 21%	78 24%	95 27%	101 34%	56 24%	110 32%	94 27%
65 or older	246 25%	106 28%	15 9%	55 20%	25 13%	92 32%	8 17%	-	1 3%	5 13%	80 25%	62 18%	96 32%	54 23%	85 24%	91 26%
Refused	5 0%	2 1%	2 1%	1 0%	2 1%	1 0%	1 2%	-	-	1 3%	2 1%	1 0%	2 1%	-	3 1%	2 1%

BANNER 6 030
4. Which of the following categories best describes your age?

	REGION																						
	KIDS - TEENS					INCOME			NEIGHBORHOOD														
	TOTAL	YES	NO	MOMS	DADS	LESS \$50K	\$50-\$100K	\$100K+	URBAN	SUB-URBAN	SMALL TOWN	NEW ENGLAND	MID ATL-ANTIC	EAST NORTH CENTRAL	WEST NORTH CENTRAL	SOUTH ATL-ANTIC	EAST SOUTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC			
TOTAL	1004 100%	376 37%	628 63%	220 22%	156 16%	316 31%	304 30%	249 25%	231 23%	440 44%	297 30%	44 4%	136 14%	115 11%	96 10%	218 22%	78 8%	84 8%	93 9%	140 14%			
18 to 24	67 7%	7 2%	60 10%	6 3%	1 1%	16 5%	22 7%	13 5%	21 9%	32 7%	9 3%	1 2%	7 5%	7 6%	11 11%	18 8%	4 5%	6 7%	3 3%	10 7%			
25 to 29	93 9%	28 7%	65 10%	17 8%	11 7%	41 13%	26 9%	17 7%	33 14%	41 9%	18 6%	3 7%	15 11%	7 6%	10 10%	21 10%	8 10%	7 8%	8 9%	14 10%			
30 to 39	154 15%	52 14%	102 16%	28 13%	24 15%	40 13%	55 18%	44 18%	37 16%	66 15%	46 15%	4 9%	21 15%	14 12%	12 13%	38 17%	13 17%	8 10%	16 17%	28 20%			
40 to 49	158 16%	78 21%	80 13%	39 18%	39 25%	37 12%	55 18%	43 17%	49 21%	62 14%	43 14%	9 20%	21 15%	19 17%	16 17%	27 12%	12 15%	11 13%	17 18%	26 19%			
50 to 64	281 28%	115 31%	166 26%	67 30%	48 31%	93 29%	64 21%	90 36%	57 25%	120 27%	96 32%	15 34%	34 25%	24 21%	31 32%	59 27%	29 37%	25 30%	31 33%	33 24%			
65 or older	246 25%	94 25%	152 24%	62 28%	32 21%	88 28%	80 26%	42 17%	32 14%	117 27%	84 28%	12 27%	37 27%	44 38%	16 17%	55 25%	10 13%	27 32%	18 19%	27 19%			
Refused	5 0%	2 1%	3 0%	1 0%	1 1%	1 0%	2 1%	-	2 1%	2 0%	1 0%	-	1 1%	-	-	-	2 3%	-	-	2 1%			

BANNER 1 031
5. 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?

	REG PARTY			2024 VOTE			GENDER		AGE			GENDER/AGE				
	TOTAL												MEN	MEN	WOMEN	WOMEN
		REP	DEM	OTHER	TRUMP	HARRIS	OTHER	FEMALE	MALE	18-29	30-49	50+	> 50	50+	> 50	50+
TOTAL	1004 100%	388 39%	368 37%	248 25%	468 47%	464 46%	71 7%	508 51%	496 49%	160 16%	312 31%	527 52%	261 26%	232 23%	211 21%	295 29%
Yes	98 10%	26 7%	45 12%	27 11%	34 7%	53 11%	11 15%	56 11%	42 8%	21 13%	34 11%	41 8%	26 10%	14 6%	29 14%	27 9%
No	900 90%	361 93%	320 87%	219 88%	432 92%	408 88%	59 83%	451 89%	449 91%	137 86%	277 89%	484 92%	233 89%	216 93%	181 86%	268 91%
Unsure	6 1%	1 0%	3 1%	2 1%	2 0%	3 1%	1 1%	1 0%	5 1%	2 1%	1 0%	2 0%	2 1%	2 1%	1 0%	-

BANNER 2 032
5. 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?

	ETHNICITY			ETHNICITY/GENDER		RACE		GENDER/RACE				FDA			
	TOTAL	HISP	NON-HISP	HISP WOMEN	HISP MEN	WHITE	BLACK	NON-WHITE	WHITE WOMEN	WHITE MEN	MIN WOMEN	MIN MEN	FAV	UNFAV	NEUTRAL/NO OP
TOTAL	1004 100%	98 10%	900 90%	56 6%	42 4%	696 69%	135 13%	302 30%	358 36%	338 34%	149 15%	153 15%	587 58%	302 30%	108 11%
Yes	98 10%	98 100%	-	56 100%	42 100%	-	-	98 32%	-	-	56 38%	42 27%	41 7%	38 13%	16 15%
No	900 90%	-	900 100%	-	-	695 100%	135 100%	201 67%	358 100%	337 100%	92 62%	109 71%	544 93%	261 86%	91 84%
Unsure	6 1%	-	-	-	-	1 0%	-	3 1%	-	1 0%	1 1%	2 1%	2 0%	3 1%	1 1%

BANNER 3 033
5. 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?

	TRUMP				CIG COMP			VAPE US			VAPE CHINA			SMALL BUS		
	TOTAL	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP
TOTAL	1004 100%	428 43%	540 54%	34 3%	181 18%	714 71%	102 10%	218 22%	644 64%	123 12%	104 10%	723 72%	121 12%	327 33%	513 51%	148 15%
Yes	98 10%	29 7%	62 11%	7 21%	15 8%	69 10%	14 14%	25 11%	62 10%	10 8%	13 13%	68 9%	11 9%	30 9%	53 10%	13 9%
No	900 90%	397 93%	475 88%	26 76%	164 91%	642 90%	87 85%	193 89%	578 90%	111 90%	90 87%	650 90%	110 91%	296 91%	457 89%	133 90%
Unsure	6 1%	2 0%	3 1%	1 3%	2 1%	3 0%	1 1%	-	4 1%	2 2%	1 1%	5 1%	-	1 0%	3 1%	2 1%

BANNER 4 034

5. 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?

	FED GOV TRUST			VAPE FAM		YOUTH CONCERN		FLAVOR BAN		RAISE AGE		MORE FLAVORS		INFORM FLAVOR		VOTE FLAVOR	
	DIS-TRUST			NOT FAM-ILIAR		NOT CONC-ERNED										MORE LESS	
	TOTAL	TRUST	TRUST	ILIAR	ILIAR	ERNED	ERNED	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	LIKELY	LIKELY
TOTAL	1004 100%	326 32%	643 64%	450 45%	532 53%	853 85%	128 13%	468 47%	458 46%	744 74%	198 20%	438 44%	438 44%	657 65%	239 24%	483 48%	182 18%
Yes	98 10%	25 8%	70 11%	39 9%	54 10%	81 9%	16 13%	42 9%	47 10%	68 9%	22 11%	43 10%	42 10%	60 9%	23 10%	46 10%	24 13%
No	900 90%	299 92%	571 89%	409 91%	475 89%	769 90%	109 85%	424 91%	407 89%	673 90%	173 87%	394 90%	393 90%	595 91%	214 90%	437 90%	155 85%
Unsure	6 1%	2 1%	2 0%	2 0%	3 1%	3 0%	3 2%	2 0%	4 1%	3 0%	3 2%	1 0%	3 1%	2 0%	2 1%	-	3 2%

BANNER 5 035
5. 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?

	CUR VAPERS										EDUCATION					
	VAPE USE					NOT CONS- ISTANT	OCCA		R EGULARLY	POL ID			HS OR LESS	SOME COLLEGE/ TECH		COLLEGE+
	TOTAL	CIG	VAPE	MARIJ	ALL		NONE	SIONALLY		DEM	IND/LEAN	REP		COLLEGE/	TECH	
TOTAL	1004 100%	383 38%	164 16%	269 27%	200 20%	285 28%	48 5%	35 3%	37 4%	38 4%	320 32%	350 35%	298 30%	236 24%	349 35%	347 35%
Yes	98 10%	37 10%	16 10%	29 11%	16 8%	29 10%	3 6%	3 9%	5 14%	3 8%	40 13%	39 11%	17 6%	16 7%	46 13%	29 8%
No	900 90%	346 90%	147 90%	239 89%	183 92%	255 89%	45 94%	31 89%	32 86%	35 92%	279 87%	309 88%	280 94%	220 93%	301 86%	316 91%
Unsure	6 1%	-	1 1%	1 0%	1 1%	1 0%	-	1 3%	-	-	1 0%	2 1%	1 0%	-	2 1%	2 1%

BANNER 6 036

5. 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?

	REGION																			
	KIDS - TEENS				PARENTS		INCOME			NEIGHBORHOOD										
	TOTAL	YES	NO	MOMS	DADS	LESS \$50K	\$50-\$100K	\$100K+	URBAN	SUB-URBAN	SMALL TOWN	NEW ENGLAND	MID ATL-ANTIC	EAST NORTH CENTRAL	WEST NORTH CENTRAL	SOUTH ATL-ANTIC	EAST SOUTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
TOTAL	1004 100%	376 37%	628 63%	220 22%	156 16%	316 31%	304 30%	249 25%	231 23%	440 44%	297 30%	44 4%	136 14%	115 11%	96 10%	218 22%	78 8%	84 8%	93 9%	140 14%
Yes	98 10%	43 11%	55 9%	26 12%	17 11%	32 10%	28 9%	24 10%	29 13%	44 10%	21 7%	1 2%	11 8%	2 2%	3 3%	23 11%	6 8%	10 12%	11 12%	31 22%
No	900 90%	333 89%	567 90%	194 88%	139 89%	283 90%	276 91%	225 90%	202 87%	393 89%	275 93%	42 95%	124 91%	113 98%	93 97%	193 89%	72 92%	74 88%	82 88%	107 76%
Unsure	6 1%	-	6 1%	-	-	1 0%	-	-	-	3 1%	1 0%	1 2%	1 1%	-	-	2 1%	-	-	-	2 1%

BANNER 1 037
6. And which of the following best describes your racial background?

	REG PARTY			2024 VOTE			GENDER		AGE			GENDER/AGE				
	TOTAL	REP	DEM	OTHER	TRUMP	HARRIS	OTHER	FEMALE	MALE	18-29	30-49	50+	=====	=====	=====	=====
													MEN > 50	MEN 50+	WOMEN > 50	WOMEN 50+
TOTAL	1004 100%	388 39%	368 37%	248 25%	468 47%	464 46%	71 7%	508 51%	496 49%	160 16%	312 31%	527 52%	261 26%	232 23%	211 21%	295 29%
White or Caucasian	696 69%	322 83%	204 55%	170 69%	374 80%	278 60%	44 62%	358 70%	338 68%	86 54%	204 65%	405 77%	162 62%	176 76%	128 61%	229 78%
Black or African American	135 13%	21 5%	89 24%	25 10%	30 6%	92 20%	12 17%	65 13%	70 14%	41 26%	51 16%	43 8%	48 18%	22 9%	44 21%	21 7%
Hispanic	126 13%	33 9%	54 15%	39 16%	46 10%	66 14%	14 20%	66 13%	60 12%	24 15%	44 14%	56 11%	37 14%	21 9%	31 15%	35 12%
Asian or Pacific Islander	18 2%	6 2%	8 2%	4 2%	7 1%	10 2%	1 1%	7 1%	11 2%	6 4%	5 2%	7 1%	6 2%	5 2%	5 2%	2 1%
Native American	5 0%	2 1%	3 1%	- 1%	3 1%	2 0%	- 1%	3 1%	2 0%	- 1%	1 0%	4 1%	- 1%	2 1%	1 0%	2 1%
Other (DO NOT READ)	18 2%	3 1%	7 2%	8 3%	7 1%	11 2%	- 2%	8 2%	10 2%	3 2%	5 2%	10 2%	6 2%	4 2%	2 1%	6 2%
Refused	6 1%	1 0%	3 1%	2 1%	1 0%	5 1%	- 1%	1 0%	5 1%	- 1%	2 1%	2 0%	2 1%	2 1%	- 1%	- 1%

BANNER 2 038
6. And which of the following best describes your racial background?

	ETHNICITY		ETHNICITY/GENDER			RACE		GENDER/RACE					FDA		
	TOTAL	HISP	NON-HISP	HISP WOMEN	HISP MEN	WHITE	BLACK	NON-WHITE	WHITE WOMEN	WHITE MEN	MIN WOMEN	MIN MEN	FAV	UNFAV	NEUTRAL/NO OP
TOTAL	1004 100%	98 10%	900 90%	56 6%	42 4%	696 69%	135 13%	302 30%	358 36%	338 34%	149 15%	153 15%	587 58%	302 30%	108 11%
White or Caucasian	696 69%	-	695 77%	-	-	696 100%	-	-	358 100%	338 100%	-	-	431 73%	197 65%	66 61%
Black or African American	135 13%	-	135 15%	-	-	-	135 100%	135 45%	-	-	65 44%	70 46%	84 14%	34 11%	15 14%
Hispanic	126 13%	98 100%	27 3%	56 100%	42 100%	-	-	126 42%	-	-	66 44%	60 39%	50 9%	52 17%	21 19%
Asian or Pacific Islander	18 2%	-	17 2%	-	-	-	-	18 6%	-	-	7 5%	11 7%	12 2%	4 1%	2 2%
Native American	5 0%	-	4 0%	-	-	-	-	5 2%	-	-	3 2%	2 1%	1 0%	3 1%	1 1%
Other (DO NOT READ)	18 2%	-	18 2%	-	-	-	-	18 6%	-	-	8 5%	10 7%	6 1%	10 3%	2 2%
Refused	6 1%	-	4 0%	-	-	-	-	-	-	-	-	-	3 1%	2 1%	1 1%

BANNER 3 039
6. And which of the following best describes your racial background?

	TRUMP				CIG COMP			VAPE US			VAPE CHINA			SMALL BUS		
	TOTAL	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP
TOTAL	1004 100%	428 43%	540 54%	34 3%	181 18%	714 71%	102 10%	218 22%	644 64%	123 12%	104 10%	723 72%	121 12%	327 33%	513 51%	148 15%
White or Caucasian	696 69%	342 80%	336 62%	16 47%	123 68%	507 71%	60 59%	140 64%	460 71%	82 67%	60 58%	520 72%	78 64%	225 69%	365 71%	95 64%
Black or African American	135 13%	32 7%	97 18%	6 18%	32 18%	84 12%	19 19%	42 19%	67 10%	23 19%	24 23%	73 10%	28 23%	54 17%	55 11%	23 16%
Hispanic	126 13%	37 9%	80 15%	9 26%	17 9%	92 13%	16 16%	28 13%	85 13%	12 10%	16 15%	93 13%	11 9%	35 11%	68 13%	21 14%
Asian or Pacific Islander	18 2%	7 2%	11 2%	-	5 3%	9 1%	4 4%	3 1%	11 2%	3 2%	3 3%	13 2%	1 1%	6 2%	8 2%	4 3%
Native American	5 0%	3 1%	2 0%	-	1 1%	3 0%	1 1%	1 0%	3 0%	1 1%	-	5 1%	-	1 0%	4 1%	-
Other (DO NOT READ)	18 2%	6 1%	10 2%	2 6%	2 1%	14 2%	2 2%	3 1%	13 2%	2 2%	1 1%	13 2%	3 2%	4 1%	10 2%	4 3%
Refused	6 1%	1 0%	4 1%	1 3%	1 1%	5 1%	-	1 0%	5 1%	-	-	6 1%	-	2 1%	3 1%	1 1%

BANNER 4 040
6. And which of the following best describes your racial background?

	FED GOV TRUST			VAPE FAM		YOUTH CONCERN		FLAVOR BAN		RAISE AGE		MORE FLAVORS		INFORM FLAVOR		VOTE FLAVOR	
	=====			=====		=====		=====		=====		=====		=====		=====	
	TOTAL	TRUST	DIS- TRUST	FAM- ILIAR	NOT FAM- ILIAR	CONC- ERNED	NOT CONC- ERNED	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	MORE LIKELY	LESS LIKELY
TOTAL	1004 100%	326 32%	643 64%	450 45%	532 53%	853 85%	128 13%	468 47%	458 46%	744 74%	198 20%	438 44%	438 44%	657 65%	239 24%	483 48%	182 18%
White or Caucasian	696 69%	224 69%	449 70%	307 68%	378 71%	595 70%	85 66%	314 67%	327 71%	525 71%	129 65%	300 68%	304 69%	453 69%	165 69%	330 68%	117 64%
Black or African American	135 13%	57 17%	74 12%	75 17%	56 11%	118 14%	14 11%	77 16%	48 10%	99 13%	28 14%	71 16%	52 12%	102 16%	22 9%	78 16%	22 12%
Hispanic	126 13%	31 10%	91 14%	54 12%	67 13%	105 12%	20 16%	56 12%	61 13%	88 12%	30 15%	54 12%	56 13%	76 12%	34 14%	56 12%	30 16%
Asian or Pacific Islander	18 2%	6 2%	10 2%	4 1%	13 2%	13 2%	4 3%	7 1%	9 2%	14 2%	2 1%	7 2%	7 2%	12 2%	5 2%	11 2%	2 1%
Native American	5 0%	2 1%	2 0%	1 0%	4 1%	3 0%	2 2%	1 0%	3 1%	3 0%	2 1%	1 0%	4 1%	4 1%	1 0%	1 0%	2 1%
Other (DO NOT READ)	18 2%	5 2%	13 2%	5 1%	12 2%	13 2%	3 2%	9 2%	8 2%	11 1%	5 3%	4 1%	10 2%	8 1%	10 4%	5 1%	8 4%
Refused	6 1%	1 0%	4 1%	4 1%	2 0%	6 1%	-	4 1%	2 0%	4 1%	2 1%	1 0%	5 1%	2 0%	2 1%	2 0%	1 1%

BANNER 5 041
6. And which of the following best describes your racial background?

	CUR VAPERS											EDUCATION				
	VAPE USE					NOT CONS- ISTANT					POL ID			HS OR LESS	SOME COLLEGE/ TECH	COLLEGE+
	TOTAL	CIG	VAPE	MARIJ	ALL		NONE	QUIT	OCCA SIONALLY	R EGULARLY	DEM	IND/LEAN	REP			
TOTAL	1004 100%	383 38%	164 16%	269 27%	200 20%	285 28%	48 5%	35 3%	37 4%	38 4%	320 32%	350 35%	298 30%	236 24%	349 35%	347 35%
White or Caucasian	696 69%	276 72%	121 74%	176 65%	140 70%	197 69%	37 77%	28 80%	24 65%	29 76%	178 56%	239 68%	256 86%	164 69%	226 65%	256 74%
Black or African American	135 13%	48 13%	18 11%	43 16%	30 15%	34 12%	6 13%	2 6%	6 16%	3 8%	76 24%	42 12%	13 4%	44 19%	52 15%	31 9%
Hispanic	126 13%	46 12%	18 11%	38 14%	22 11%	37 13%	3 6%	3 9%	7 19%	3 8%	50 16%	49 14%	21 7%	22 9%	54 15%	39 11%
Asian or Pacific Islander	18 2%	5 1%	2 1%	5 2%	5 3%	5 2%	1 2%	- 2%	- 2%	1 3%	6 2%	9 3%	3 1%	1 0%	7 2%	9 3%
Native American	5 0%	2 1%	2 1%	1 0%	- 0%	1 0%	- 0%	1 3%	- 0%	1 3%	2 1%	1 0%	2 1%	1 0%	3 1%	1 0%
Other (DO NOT READ)	18 2%	5 1%	2 1%	5 2%	2 1%	8 3%	1 2%	1 3%	- 0%	- 0%	6 2%	9 3%	2 1%	4 2%	6 2%	7 2%
Refused	6 1%	1 0%	1 1%	1 0%	1 1%	3 1%	- 0%	- 0%	- 0%	1 3%	2 1%	1 0%	1 0%	- 0%	1 0%	4 1%

BANNER 6 042
6. And which of the following best describes your racial background?

	REGION																			
	KIDS - TEENS		PARENTS		INCOME			NEIGHBORHOOD												
						LESS	\$50-						MID	EAST	WEST	SOUTH	EAST	WEST	MOUN-	
	TOTAL	YES	NO	MOMS	DADS	\$50K	\$100K	\$100K+	URBAN	SUB-URBAN	SMALL TOWN	NEW ENGLAND	ATL-ANTIC	NORTH CENTRAL	NORTH CENTRAL	ATL-ANTIC	SOUTH CENTRAL	SOUTH CENTRAL	TAIN	PACIFIC
TOTAL	1004 100%	376 37%	628 63%	220 22%	156 16%	316 31%	304 30%	249 25%	231 23%	440 44%	297 30%	44 4%	136 14%	115 11%	96 10%	218 22%	78 8%	84 8%	93 9%	140 14%
White or Caucasian	696 69%	255 68%	441 70%	153 70%	102 65%	211 67%	205 67%	189 76%	125 54%	311 71%	236 79%	39 89%	91 67%	95 83%	77 80%	144 66%	52 67%	53 63%	65 70%	80 57%
Black or African American	135 13%	57 15%	78 12%	30 14%	27 17%	54 17%	49 16%	18 7%	60 26%	50 11%	21 7%	2 5%	19 14%	14 12%	9 9%	35 16%	16 21%	17 20%	10 11%	13 9%
Hispanic	126 13%	51 14%	75 12%	29 13%	22 14%	39 12%	36 12%	32 13%	34 15%	56 13%	30 10%	1 2%	14 10%	3 3%	6 6%	29 13%	8 10%	11 13%	17 18%	37 26%
Asian or Pacific Islander	18 2%	5 1%	13 2%	3 1%	2 1%	6 2%	5 2%	3 1%	5 2%	13 3%	-	-	4 3%	-	-	4 2%	-	-	1 1%	9 6%
Native American	5 0%	3 1%	2 0%	2 1%	1 1%	1 0%	3 1%	-	-	2 0%	3 1%	1 2%	2 1%	-	-	1 0%	1 1%	-	-	-
Other (DO NOT READ)	18 2%	4 1%	14 2%	2 1%	2 1%	5 2%	5 2%	5 2%	5 2%	6 1%	6 2%	-	4 3%	3 3%	4 4%	4 2%	-	3 4%	-	-
Refused	6 1%	1 0%	5 1%	1 0%	-	-	1 0%	2 1%	2 1%	2 0%	1 0%	1 2%	2 1%	-	-	1 0%	1 1%	-	-	1 1%

BANNER 1 043
8. The U.S. Food and Drug Administration (FDA)

	GENDER/AGE															
	REG PARTY			2024 VOTE			GENDER		AGE			=====				
	TOTAL	REP	DEM	OTHER	TRUMP	HARRIS	OTHER	FEMALE	MALE	18-29	30-49	50+	MEN > 50	MEN 50+	WOMEN > 50	WOMEN 50+
TOTAL	1004 100%	388 39%	368 37%	248 25%	468 47%	464 46%	71 7%	508 51%	496 49%	160 16%	312 31%	527 52%	261 26%	232 23%	211 21%	295 29%
TOTAL FAVORABLE	587 58%	247 64%	211 57%	129 52%	287 61%	265 57%	34 48%	302 59%	285 57%	96 60%	173 55%	315 60%	150 57%	134 58%	119 56%	181 61%
TOTAL UNFAVORABLE	302 30%	106 27%	115 31%	81 33%	136 29%	142 31%	24 34%	145 29%	157 32%	40 25%	104 33%	157 30%	78 30%	78 34%	66 31%	79 27%
Strongly favorable	199 20%	90 23%	70 19%	39 16%	103 22%	89 19%	7 10%	104 20%	95 19%	33 21%	65 21%	99 19%	56 21%	38 16%	42 20%	61 21%
Somewhat favorable	388 39%	157 40%	141 38%	90 36%	184 39%	176 38%	27 38%	198 39%	190 38%	63 39%	108 35%	216 41%	94 36%	96 41%	77 36%	120 41%
Somewhat unfavorable	160 16%	58 15%	65 18%	37 15%	67 14%	81 17%	12 17%	84 17%	76 15%	21 13%	59 19%	80 15%	37 14%	39 17%	43 20%	41 14%
Strongly unfavorable	142 14%	48 12%	50 14%	44 18%	69 15%	61 13%	12 17%	61 12%	81 16%	19 12%	45 14%	77 15%	41 16%	39 17%	23 11%	38 13%
Heard of/No opinion (DO NOT READ)	108 11%	35 9%	39 11%	34 14%	44 9%	55 12%	9 13%	58 11%	50 10%	23 14%	32 10%	52 10%	30 11%	19 8%	25 12%	33 11%
Never heard of (DO NOT READ)	7 1%	-	3 1%	4 2%	1 0%	2 0%	4 6%	3 1%	4 1%	1 1%	3 1%	3 1%	3 1%	1 0%	1 0%	2 1%

	ETHNICITY		ETHNICITY/GENDER			RACE		GENDER/RACE					FDA		
	TOTAL	HISP	NON-HISP	HISP WOMEN	HISP MEN	WHITE	BLACK	NON-WHITE	WHITE WOMEN	WHITE MEN	MIN WOMEN	MIN MEN	FAV	UNFAV	NEUTRAL/NO OP
TOTAL	1004 100%	98 10%	900 90%	56 6%	42 4%	696 69%	135 13%	302 30%	358 36%	338 34%	149 15%	153 15%	587 58%	302 30%	108 11%
TOTAL FAVORABLE	587 58%	41 42%	544 60%	24 43%	17 40%	431 62%	84 62%	153 51%	227 63%	204 60%	74 50%	79 52%	587 100%	-	-
TOTAL UNFAVORABLE	302 30%	38 39%	261 29%	24 43%	14 33%	197 28%	34 25%	103 34%	91 25%	106 31%	54 36%	49 32%	-	302 100%	-
Strongly favorable	199 20%	12 12%	185 21%	6 11%	6 14%	145 21%	31 23%	52 17%	82 23%	63 19%	21 14%	31 20%	199 34%	-	-
Somewhat favorable	388 39%	29 30%	359 40%	18 32%	11 26%	286 41%	53 39%	101 33%	145 41%	141 42%	53 36%	48 31%	388 66%	-	-
Somewhat unfavorable	160 16%	27 28%	132 15%	17 30%	10 24%	98 14%	20 15%	61 20%	50 14%	48 14%	34 23%	27 18%	-	160 53%	-
Strongly unfavorable	142 14%	11 11%	129 14%	7 13%	4 10%	99 14%	14 10%	42 14%	41 11%	58 17%	20 13%	22 14%	-	142 47%	-
Heard of/No opinion (DO NOT READ)	108 11%	16 16%	91 10%	6 11%	10 24%	66 9%	15 11%	41 14%	39 11%	27 8%	19 13%	22 14%	-	-	108 100%
Never heard of (DO NOT READ)	7 1%	3 3%	4 0%	2 4%	1 2%	2 0%	2 1%	5 2%	1 0%	1 0%	2 1%	3 2%	-	-	-

	TRUMP				CIG COMP			VAPE US			VAPE CHINA			SMALL BUS		
	TOTAL	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP
TOTAL	1004 100%	428 43%	540 54%	34 3%	181 18%	714 71%	102 10%	218 22%	644 64%	123 12%	104 10%	723 72%	121 12%	327 33%	513 51%	148 15%
TOTAL FAVORABLE	587 58%	288 67%	288 53%	11 32%	144 80%	394 55%	46 45%	159 73%	367 57%	51 41%	78 75%	421 58%	58 48%	226 69%	295 58%	58 39%
TOTAL UNFAVORABLE	302 30%	101 24%	190 35%	11 32%	27 15%	241 34%	31 30%	44 20%	214 33%	39 32%	20 19%	230 32%	37 31%	77 24%	172 34%	50 34%
Strongly favorable	199 20%	106 25%	88 16%	5 15%	64 35%	121 17%	12 12%	60 28%	115 18%	21 17%	32 31%	131 18%	20 17%	87 27%	93 18%	16 11%
Somewhat favorable	388 39%	182 43%	200 37%	6 18%	80 44%	273 38%	34 33%	99 45%	252 39%	30 24%	46 44%	290 40%	38 31%	139 43%	202 39%	42 28%
Somewhat unfavorable	160 16%	52 12%	103 19%	5 15%	11 6%	129 18%	19 19%	22 10%	110 17%	25 20%	9 9%	117 16%	24 20%	32 10%	92 18%	35 24%
Strongly unfavorable	142 14%	49 11%	87 16%	6 18%	16 9%	112 16%	12 12%	22 10%	104 16%	14 11%	11 11%	113 16%	13 11%	45 14%	80 16%	15 10%
Heard of/No opinion (DO NOT READ)	108 11%	38 9%	58 11%	11 32%	9 5%	74 10%	24 24%	12 6%	61 9%	32 26%	6 6%	68 9%	25 21%	22 7%	45 9%	38 26%
Never heard of (DO NOT READ)	7 1%	1 0%	4 1%	1 3%	1 1%	5 1%	1 1%	3 1%	2 0%	1 1%	-	4 1%	1 1%	2 1%	1 0%	2 1%

	FED GOV TRUST			VAPE FAM		YOUTH CONCERN		FLAVOR BAN		RAISE AGE		MORE FLAVORS		INFORM FLAVOR		VOTE FLAVOR	
	=====			=====		=====		=====		=====		=====		=====		=====	
	TOTAL	TRUST	DIS- TRUST	FAM- ILIAR	NOT FAM- ILIAR	CONC- ERNED	NOT CONC- ERNED	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	MORE LIKELY	LESS LIKELY
TOTAL	1004 100%	326 32%	643 64%	450 45%	532 53%	853 85%	128 13%	468 47%	458 46%	744 74%	198 20%	438 44%	438 44%	657 65%	239 24%	483 48%	182 18%
TOTAL FAVORABLE	587 58%	265 81%	307 48%	278 62%	303 57%	514 60%	65 51%	295 63%	260 57%	466 63%	90 45%	290 66%	242 55%	410 62%	126 53%	316 65%	95 52%
TOTAL UNFAVORABLE	302 30%	38 12%	257 40%	132 29%	164 31%	245 29%	50 39%	127 27%	150 33%	202 27%	82 41%	112 26%	147 34%	179 27%	91 38%	125 26%	73 40%
Strongly favorable	199 20%	113 35%	80 12%	112 25%	83 16%	172 20%	23 18%	104 22%	85 19%	155 21%	33 17%	103 24%	76 17%	142 22%	39 16%	109 23%	29 16%
Somewhat favorable	388 39%	152 47%	227 35%	166 37%	220 41%	342 40%	42 33%	191 41%	175 38%	311 42%	57 29%	187 43%	166 38%	268 41%	87 36%	207 43%	66 36%
Somewhat unfavorable	160 16%	19 6%	136 21%	58 13%	98 18%	133 16%	23 18%	68 15%	77 17%	106 14%	40 20%	59 13%	76 17%	96 15%	48 20%	73 15%	38 21%
Strongly unfavorable	142 14%	19 6%	121 19%	74 16%	66 12%	112 13%	27 21%	59 13%	73 16%	96 13%	42 21%	53 12%	71 16%	83 13%	43 18%	52 11%	35 19%
Heard of/No opinion (DO NOT READ)	108 11%	20 6%	76 12%	37 8%	63 12%	90 11%	12 9%	41 9%	48 10%	72 10%	25 13%	32 7%	48 11%	65 10%	20 8%	41 8%	13 7%
Never heard of (DO NOT READ)	7 1%	3 1%	3 0%	3 1%	2 0%	4 0%	1 1%	5 1%	- 1%	4 1%	1 1%	4 1%	1 0%	3 0%	2 1%	1 0%	1 1%

	CUR VAPERS											EDUCATION					
	VAPE USE						NOT CONS- ISTANT	QUIT	OCCA SIONALLY	R EGULARLY	POL ID			HS OR LESS	SOME COLLEGE/ TECH	COLLEGE+	
	TOTAL	CIG	VAPE	MARIJ	ALL	NONE					DEM	IND/LEAN	REP				
TOTAL	1004 100%	383 38%	164 16%	269 27%	200 20%	285 28%	48 5%	35 3%	37 4%	38 4%	320 32%	350 35%	298 30%	236 24%	349 35%	347 35%	
TOTAL FAVORABLE	587 58%	237 62%	96 59%	163 61%	117 59%	157 55%	26 54%	18 51%	26 70%	22 58%	194 61%	182 52%	196 66%	148 63%	207 59%	199 57%	
TOTAL UNFAVORABLE	302 30%	112 29%	50 30%	76 28%	59 30%	88 31%	14 29%	15 43%	8 22%	11 29%	89 28%	126 36%	72 24%	55 23%	110 32%	107 31%	
Strongly favorable	199 20%	78 20%	35 21%	57 21%	41 21%	45 16%	12 25%	5 14%	8 22%	7 18%	65 20%	52 15%	75 25%	55 23%	60 17%	72 21%	
Somewhat favorable	388 39%	159 42%	61 37%	106 39%	76 38%	112 39%	14 29%	13 37%	18 49%	15 39%	129 40%	130 37%	121 41%	93 39%	147 42%	127 37%	
Somewhat unfavorable	160 16%	59 15%	24 15%	44 16%	27 14%	48 17%	11 23%	4 11%	2 5%	5 13%	48 15%	68 19%	38 13%	30 13%	60 17%	59 17%	
Strongly unfavorable	142 14%	53 14%	26 16%	32 12%	32 16%	40 14%	3 6%	11 31%	6 16%	6 16%	41 13%	58 17%	34 11%	25 11%	50 14%	48 14%	
Heard of/No opinion (DO NOT READ)	108 11%	32 8%	17 10%	29 11%	23 12%	36 13%	8 17%	2 6%	3 8%	4 11%	33 10%	39 11%	30 10%	30 13%	31 9%	39 11%	
Never heard of (DO NOT READ)	7 1%	2 1%	1 1%	1 0%	1 1%	4 1%	-	-	-	1 3%	4 1%	3 1%	-	3 1%	1 0%	2 1%	

	REGION																			
	KIDS - TEENS				PARENTS		INCOME			NEIGHBORHOOD										
	TOTAL	YES	NO	MOMS	DADS	LESS \$50K	\$50-\$100K	\$100K+	URBAN	SUB-URBAN	SMALL TOWN	NEW ENGLAND	MID ATL-ANTIC	EAST NORTH CENTRAL	WEST NORTH CENTRAL	SOUTH ATL-ANTIC	EAST SOUTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
TOTAL	1004 100%	376 37%	628 63%	220 22%	156 16%	316 31%	304 30%	249 25%	231 23%	440 44%	297 30%	44 4%	136 14%	115 11%	96 10%	218 22%	78 8%	84 8%	93 9%	140 14%
TOTAL FAVORABLE	587 58%	233 62%	354 56%	134 61%	99 63%	200 63%	181 60%	144 58%	143 62%	264 60%	170 57%	32 73%	75 55%	68 59%	53 55%	137 63%	52 67%	49 58%	45 48%	76 54%
TOTAL UNFAVORABLE	302 30%	111 30%	191 30%	63 29%	48 31%	88 28%	90 30%	81 33%	65 28%	131 30%	88 30%	8 18%	39 29%	37 32%	35 36%	58 27%	22 28%	26 31%	38 41%	39 28%
Strongly favorable	199 20%	84 22%	115 18%	50 23%	34 22%	67 21%	63 21%	46 18%	54 23%	87 20%	56 19%	8 18%	21 15%	23 20%	12 13%	49 22%	24 31%	19 23%	20 22%	23 16%
Somewhat favorable	388 39%	149 40%	239 38%	84 38%	65 42%	133 42%	118 39%	98 39%	89 39%	177 40%	114 38%	24 55%	54 40%	45 39%	41 43%	88 40%	28 36%	30 36%	25 27%	53 38%
Somewhat unfavorable	160 16%	64 17%	96 15%	40 18%	24 15%	49 16%	48 16%	46 18%	43 19%	70 16%	43 14%	4 9%	21 15%	20 17%	16 17%	30 14%	16 21%	12 14%	19 20%	22 16%
Strongly unfavorable	142 14%	47 13%	95 15%	23 10%	24 15%	39 12%	42 14%	35 14%	22 10%	61 14%	45 15%	4 9%	18 13%	17 15%	19 20%	28 13%	6 8%	14 17%	19 20%	17 12%
Heard of/No opinion (DO NOT READ)	108 11%	30 8%	78 12%	21 10%	9 6%	26 8%	31 10%	23 9%	18 8%	44 10%	39 13%	3 7%	20 15%	10 9%	8 8%	23 11%	4 5%	8 10%	9 10%	23 16%
Never heard of (DO NOT READ)	7 1%	2 1%	5 1%	2 1%	-	2 1%	2 1%	1 0%	5 2%	1 0%	-	1 2%	2 1%	-	-	-	-	1 1%	1 1%	2 1%

BANNER 1 049
9. Donald J. Trump

	GENDER/AGE															
	REG PARTY			2024 VOTE			GENDER		AGE			=====				
	TOTAL	REP	DEM	OTHER	TRUMP	HARRIS	OTHER	FEMALE	MALE	18-29	30-49	50+	MEN > 50	MEN 50+	WOMEN > 50	WOMEN 50+
TOTAL	1004 100%	388 39%	368 37%	248 25%	468 47%	464 46%	71 7%	508 51%	496 49%	160 16%	312 31%	527 52%	261 26%	232 23%	211 21%	295 29%
TOTAL FAVORABLE	428 43%	323 83%	35 10%	70 28%	388 83%	26 6%	14 20%	208 41%	220 44%	54 34%	132 42%	241 46%	113 43%	106 46%	73 35%	135 46%
TOTAL UNFAVORABLE	540 54%	56 14%	328 89%	156 63%	63 13%	424 91%	52 73%	284 56%	256 52%	99 62%	163 52%	275 52%	133 51%	122 53%	129 61%	153 52%
Strongly favorable	282 28%	239 62%	12 3%	31 13%	267 57%	10 2%	5 7%	141 28%	141 28%	33 21%	75 24%	174 33%	67 26%	74 32%	41 19%	100 34%
Somewhat favorable	146 15%	84 22%	23 6%	39 16%	121 26%	16 3%	9 13%	67 13%	79 16%	21 13%	57 18%	67 13%	46 18%	32 14%	32 15%	35 12%
Somewhat unfavorable	82 8%	17 4%	42 11%	23 9%	25 5%	43 9%	14 20%	33 6%	49 10%	23 14%	32 10%	27 5%	34 13%	15 6%	21 10%	12 4%
Strongly unfavorable	458 46%	39 10%	286 78%	133 54%	38 8%	381 82%	38 54%	251 49%	207 42%	76 48%	131 42%	248 47%	99 38%	107 46%	108 51%	141 48%
Heard of/No opinion (DO NOT READ)	34 3%	9 2%	5 1%	20 8%	17 4%	13 3%	4 6%	16 3%	18 4%	7 4%	16 5%	10 2%	14 5%	3 1%	9 4%	7 2%
Never heard of (DO NOT READ)	2 0%	-	-	2 1%	-	1 0%	1 1%	-	2 0%	-	1 0%	1 0%	1 0%	1 0%	-	-

	ETHNICITY		ETHNICITY/GENDER			RACE		GENDER/RACE					FDA		
	TOTAL	HISP	NON-HISP	HISP WOMEN	HISP MEN	WHITE	BLACK	NON-WHITE	WHITE WOMEN	WHITE MEN	MIN WOMEN	MIN MEN	FAV	UNFAV	NEUTRAL/NO OP
TOTAL	1004 100%	98 10%	900 90%	56 6%	42 4%	696 69%	135 13%	302 30%	358 36%	338 34%	149 15%	153 15%	587 58%	302 30%	108 11%
TOTAL FAVORABLE	428 43%	29 30%	397 44%	14 25%	15 36%	342 49%	32 24%	85 28%	175 49%	167 49%	33 22%	52 34%	288 49%	101 33%	38 35%
TOTAL UNFAVORABLE	540 54%	62 63%	475 53%	39 70%	23 55%	336 48%	97 72%	200 66%	173 48%	163 48%	110 74%	90 59%	288 49%	190 63%	58 54%
Strongly favorable	282 28%	20 20%	260 29%	9 16%	11 26%	229 33%	15 11%	52 17%	120 34%	109 32%	21 14%	31 20%	193 33%	66 22%	22 20%
Somewhat favorable	146 15%	9 9%	137 15%	5 9%	4 10%	113 16%	17 13%	33 11%	55 15%	58 17%	12 8%	21 14%	95 16%	35 12%	16 15%
Somewhat unfavorable	82 8%	11 11%	71 8%	5 9%	6 14%	44 6%	16 12%	37 12%	13 4%	31 9%	20 13%	17 11%	45 8%	27 9%	9 8%
Strongly unfavorable	458 46%	51 52%	404 45%	34 61%	17 40%	292 42%	81 60%	163 54%	160 45%	132 39%	90 60%	73 48%	243 41%	163 54%	49 45%
Heard of/No opinion (DO NOT READ)	34 3%	7 7%	26 3%	3 5%	4 10%	16 2%	6 4%	17 6%	10 3%	6 2%	6 4%	11 7%	11 2%	11 4%	11 10%
Never heard of (DO NOT READ)	2 0%	-	2 0%	-	-	2 0%	-	-	-	2 1%	-	-	-	-	1 1%

	TRUMP				CIG COMP			VAPE US			VAPE CHINA			SMALL BUS		
	TOTAL	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP
TOTAL	1004 100%	428 43%	540 54%	34 3%	181 18%	714 71%	102 10%	218 22%	644 64%	123 12%	104 10%	723 72%	121 12%	327 33%	513 51%	148 15%
TOTAL FAVORABLE	428 43%	428 100%	-	-	111 61%	270 38%	40 39%	116 53%	257 40%	45 37%	52 50%	314 43%	37 31%	161 49%	216 42%	43 29%
TOTAL UNFAVORABLE	540 54%	-	540 100%	-	66 36%	425 60%	49 48%	97 44%	368 57%	66 54%	51 49%	391 54%	69 57%	154 47%	287 56%	92 62%
Strongly favorable	282 28%	282 66%	-	-	74 41%	178 25%	24 24%	74 34%	169 26%	31 25%	30 29%	214 30%	19 16%	103 31%	149 29%	24 16%
Somewhat favorable	146 15%	146 34%	-	-	37 20%	92 13%	16 16%	42 19%	88 14%	14 11%	22 21%	100 14%	18 15%	58 18%	67 13%	19 13%
Somewhat unfavorable	82 8%	-	82 15%	-	14 8%	61 9%	7 7%	17 8%	55 9%	8 7%	9 9%	61 8%	6 5%	28 9%	43 8%	10 7%
Strongly unfavorable	458 46%	-	458 85%	-	52 29%	364 51%	42 41%	80 37%	313 49%	58 47%	42 40%	330 46%	63 52%	126 39%	244 48%	82 55%
Heard of/No opinion (DO NOT READ)	34 3%	-	-	34 100%	4 2%	18 3%	12 12%	5 2%	19 3%	10 8%	1 1%	17 2%	14 12%	12 4%	10 2%	11 7%
Never heard of (DO NOT READ)	2 0%	-	-	-	-	1 0%	1 1%	-	-	2 2%	-	1 0%	1 1%	-	-	2 1%

	FED GOV TRUST			VAPE FAM		YOUTH CONCERN		FLAVOR BAN		RAISE AGE		MORE FLAVORS		INFORM FLAVOR		VOTE FLAVOR	
	=====			=====		=====		=====		=====		=====		=====		=====	
	TOTAL	TRUST	DIS- TRUST	FAM- ILIAR	NOT FAM- ILIAR	CONC- ERNED	NOT CONC- ERNED	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	MORE LIKELY	LESS LIKELY
TOTAL	1004 100%	326 32%	643 64%	450 45%	532 53%	853 85%	128 13%	468 47%	458 46%	744 74%	198 20%	438 44%	438 44%	657 65%	239 24%	483 48%	182 18%
TOTAL FAVORABLE	428 43%	189 58%	226 35%	179 40%	243 46%	376 44%	47 37%	183 39%	222 48%	350 47%	61 31%	216 49%	169 39%	295 45%	86 36%	233 48%	68 37%
TOTAL UNFAVORABLE	540 54%	129 40%	391 61%	258 57%	273 51%	450 53%	76 59%	273 58%	220 48%	370 50%	130 66%	208 47%	254 58%	339 52%	147 62%	235 49%	109 60%
Strongly favorable	282 28%	130 40%	143 22%	113 25%	165 31%	252 30%	26 20%	118 25%	146 32%	237 32%	32 16%	138 32%	117 27%	193 29%	58 24%	152 31%	43 24%
Somewhat favorable	146 15%	59 18%	83 13%	66 15%	78 15%	124 15%	21 16%	65 14%	76 17%	113 15%	29 15%	78 18%	52 12%	102 16%	28 12%	81 17%	25 14%
Somewhat unfavorable	82 8%	24 7%	54 8%	42 9%	39 7%	63 7%	17 13%	41 9%	34 7%	56 8%	22 11%	40 9%	30 7%	54 8%	19 8%	43 9%	20 11%
Strongly unfavorable	458 46%	105 32%	337 52%	216 48%	234 44%	387 45%	59 46%	232 50%	186 41%	314 42%	108 55%	168 38%	224 51%	285 43%	128 54%	192 40%	89 49%
Heard of/No opinion (DO NOT READ)	34 3%	8 2%	25 4%	12 3%	16 3%	26 3%	5 4%	12 3%	16 3%	24 3%	7 4%	14 3%	15 3%	22 3%	6 3%	15 3%	5 3%
Never heard of (DO NOT READ)	2 0%	-	1 0%	1 0%	-	1 0%	-	-	-	-	-	-	-	1 0%	-	-	-

	CUR VAPERS										EDUCATION					
	VAPE USE					NOT CONS- ISTANT	QUIT	OCCA SIONALLY		R EGULARLY	POL ID			HS OR LESS	SOME COLLEGE/ TECH	COLLEGE+
	TOTAL	CIG	VAPE	MARIJ	ALL	NONE					DEM	IND/LEAN	REP			
TOTAL	1004 100%	383 38%	164 16%	269 27%	200 20%	285 28%	48 5%	35 3%	37 4%	38 4%	320 32%	350 35%	298 30%	236 24%	349 35%	347 35%
TOTAL FAVORABLE	428 43%	176 46%	79 48%	99 37%	72 36%	135 47%	20 42%	18 51%	21 57%	17 45%	34 11%	119 34%	261 88%	112 47%	157 45%	126 36%
TOTAL UNFAVORABLE	540 54%	197 51%	79 48%	164 61%	119 60%	139 49%	25 52%	16 46%	15 41%	20 53%	281 88%	212 61%	30 10%	114 48%	180 52%	210 61%
Strongly favorable	282 28%	114 30%	47 29%	61 23%	45 23%	90 32%	15 31%	9 26%	12 32%	10 26%	18 6%	55 16%	198 66%	77 33%	94 27%	85 24%
Somewhat favorable	146 15%	62 16%	32 20%	38 14%	27 14%	45 16%	5 10%	9 26%	9 24%	7 18%	16 5%	64 18%	63 21%	35 15%	63 18%	41 12%
Somewhat unfavorable	82 8%	28 7%	18 11%	27 10%	21 11%	16 6%	5 10%	3 9%	5 14%	5 13%	32 10%	40 11%	9 3%	14 6%	30 9%	31 9%
Strongly unfavorable	458 46%	169 44%	61 37%	137 51%	98 49%	123 43%	20 42%	13 37%	10 27%	15 39%	249 78%	172 49%	21 7%	100 42%	150 43%	179 52%
Heard of/No opinion (DO NOT READ)	34 3%	9 2%	5 3%	5 2%	8 4%	10 4%	2 4%	1 3%	1 3%	1 3%	5 2%	17 5%	7 2%	10 4%	12 3%	9 3%
Never heard of (DO NOT READ)	2 0%	1 0%	1 1%	1 0%	1 1%	1 0%	1 2%	-	-	-	-	2 1%	-	-	-	2 1%

BANNER 6 054
9. Donald J. Trump

[illegible]

BANNER 1 055
10. Cigarette companies

	GENDER/AGE															
	REG PARTY			2024 VOTE			GENDER		AGE			=====				
	TOTAL	REP	DEM	OTHER	TRUMP	HARRIS	OTHER	FEMALE	MALE	18-29	30-49	50+	MEN > 50	MEN 50+	WOMEN > 50	WOMEN 50+
TOTAL	1004 100%	388 39%	368 37%	248 25%	468 47%	464 46%	71 7%	508 51%	496 49%	160 16%	312 31%	527 52%	261 26%	232 23%	211 21%	295 29%
TOTAL FAVORABLE	181 18%	88 23%	61 17%	32 13%	109 23%	65 14%	7 10%	75 15%	106 21%	39 24%	66 21%	73 14%	65 25%	39 17%	40 19%	34 12%
TOTAL UNFAVORABLE	714 71%	255 66%	274 74%	185 75%	307 66%	353 76%	53 75%	383 75%	331 67%	105 66%	209 67%	398 76%	164 63%	166 72%	150 71%	232 79%
Strongly favorable	69 7%	39 10%	19 5%	11 4%	48 10%	20 4%	1 1%	34 7%	35 7%	9 6%	31 10%	27 5%	23 9%	11 5%	17 8%	16 5%
Somewhat favorable	112 11%	49 13%	42 11%	21 8%	61 13%	45 10%	6 8%	41 8%	71 14%	30 19%	35 11%	46 9%	42 16%	28 12%	23 11%	18 6%
Somewhat unfavorable	194 19%	67 17%	70 19%	57 23%	85 18%	88 19%	21 30%	93 18%	101 20%	39 24%	56 18%	99 19%	52 20%	49 21%	43 20%	50 17%
Strongly unfavorable	520 52%	188 48%	204 55%	128 52%	222 47%	265 57%	32 45%	290 57%	230 46%	66 41%	153 49%	299 57%	112 43%	117 50%	107 51%	182 62%
Heard of/No opinion (DO NOT READ)	102 10%	40 10%	32 9%	30 12%	47 10%	45 10%	10 14%	43 8%	59 12%	16 10%	34 11%	52 10%	32 12%	27 12%	18 9%	25 8%
Never heard of (DO NOT READ)	7 1%	5 1%	1 0%	1 0%	5 1%	1 0%	1 1%	7 1%	-	-	3 1%	4 1%	-	-	3 1%	4 1%

	ETHNICITY		ETHNICITY/GENDER			RACE		GENDER/RACE					FDA		
	TOTAL	HISP	NON-HISP	HISP WOMEN	HISP MEN	WHITE	BLACK	NON-WHITE	WHITE WOMEN	WHITE MEN	MIN WOMEN	MIN MEN	FAV	UNFAV	NEUTRAL/NO OP
TOTAL	1004 100%	98 10%	900 90%	56 6%	42 4%	696 69%	135 13%	302 30%	358 36%	338 34%	149 15%	153 15%	587 58%	302 30%	108 11%
TOTAL FAVORABLE	181 18%	15 15%	164 18%	9 16%	6 14%	123 18%	32 24%	57 19%	52 15%	71 21%	23 15%	34 22%	144 25%	27 9%	9 8%
TOTAL UNFAVORABLE	714 71%	69 70%	642 71%	41 73%	28 67%	507 73%	84 62%	202 67%	276 77%	231 68%	106 71%	96 63%	394 67%	241 80%	74 69%
Strongly favorable	69 7%	6 6%	62 7%	3 5%	3 7%	46 7%	14 10%	22 7%	26 7%	20 6%	8 5%	14 9%	54 9%	12 4%	3 3%
Somewhat favorable	112 11%	9 9%	102 11%	6 11%	3 7%	77 11%	18 13%	35 12%	26 7%	51 15%	15 10%	20 13%	90 15%	15 5%	6 6%
Somewhat unfavorable	194 19%	21 21%	173 19%	12 21%	9 21%	131 19%	31 23%	62 21%	65 18%	66 20%	28 19%	34 22%	110 19%	68 23%	15 14%
Strongly unfavorable	520 52%	48 49%	469 52%	29 52%	19 45%	376 54%	53 39%	140 46%	211 59%	165 49%	78 52%	62 41%	284 48%	173 57%	59 55%
Heard of/No opinion (DO NOT READ)	102 10%	14 14%	87 10%	6 11%	8 19%	60 9%	19 14%	42 14%	24 7%	36 11%	19 13%	23 15%	46 8%	31 10%	24 22%
Never heard of (DO NOT READ)	7 1%	-	7 1%	-	-	6 1%	-	1 0%	6 2%	-	1 1%	-	3 1%	3 1%	1 1%

BANNER 3 057
10. Cigarette companies

	TRUMP				CIG COMP			VAPE US			VAPE CHINA			SMALL BUS		
	TOTAL	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP
TOTAL	1004 100%	428 43%	540 54%	34 3%	181 18%	714 71%	102 10%	218 22%	644 64%	123 12%	104 10%	723 72%	121 12%	327 33%	513 51%	148 15%
TOTAL FAVORABLE	181 18%	111 26%	66 12%	4 12%	181 100%	-	-	116 53%	41 6%	19 15%	59 57%	99 14%	12 10%	131 40%	35 7%	13 9%
TOTAL UNFAVORABLE	714 71%	270 63%	425 79%	18 53%	-	714 100%	-	86 39%	568 88%	52 42%	40 38%	580 80%	62 51%	170 52%	446 87%	90 61%
Strongly favorable	69 7%	49 11%	18 3%	2 6%	69 38%	-	-	49 22%	14 2%	3 2%	24 23%	33 5%	4 3%	53 16%	10 2%	6 4%
Somewhat favorable	112 11%	62 14%	48 9%	2 6%	112 62%	-	-	67 31%	27 4%	16 13%	35 34%	66 9%	8 7%	78 24%	25 5%	7 5%
Somewhat unfavorable	194 19%	70 16%	117 22%	7 21%	-	194 27%	-	39 18%	131 20%	19 15%	23 22%	136 19%	26 21%	78 24%	84 16%	28 19%
Strongly unfavorable	520 52%	200 47%	308 57%	11 32%	-	520 73%	-	47 22%	437 68%	33 27%	17 16%	444 61%	36 30%	92 28%	362 71%	62 42%
Heard of/No opinion (DO NOT READ)	102 10%	40 9%	49 9%	12 35%	-	-	102 100%	15 7%	32 5%	51 41%	5 5%	39 5%	47 39%	25 8%	29 6%	45 30%
Never heard of (DO NOT READ)	7 1%	7 2%	-	-	-	-	-	1 0%	3 0%	1 1%	-	5 1%	-	1 0%	3 1%	-

	FED GOV TRUST			VAPE FAM		YOUTH CONCERN		FLAVOR BAN		RAISE AGE		MORE FLAVORS		INFORM FLAVOR		VOTE FLAVOR	
	=====			=====		=====		=====		=====		=====		=====		=====	
	TOTAL	TRUST	DIS- TRUST	FAM- ILIAR	NOT FAM- ILIAR	CONC- ERNED	NOT CONC- ERNED	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	MORE LIKELY	LESS LIKELY
TOTAL	1004 100%	326 32%	643 64%	450 45%	532 53%	853 85%	128 13%	468 47%	458 46%	744 74%	198 20%	438 44%	438 44%	657 65%	239 24%	483 48%	182 18%
TOTAL FAVORABLE	181 18%	91 28%	83 13%	116 26%	63 12%	149 17%	28 22%	84 18%	94 21%	135 18%	41 21%	128 29%	41 9%	145 22%	23 10%	120 25%	23 13%
TOTAL UNFAVORABLE	714 71%	194 60%	500 78%	301 67%	404 76%	631 74%	75 59%	345 74%	315 69%	543 73%	131 66%	265 61%	360 82%	444 68%	196 82%	326 67%	140 77%
Strongly favorable	69 7%	42 13%	24 4%	49 11%	18 3%	55 6%	10 8%	26 6%	41 9%	48 6%	18 9%	47 11%	16 4%	50 8%	13 5%	45 9%	11 6%
Somewhat favorable	112 11%	49 15%	59 9%	67 15%	45 8%	94 11%	18 14%	58 12%	53 12%	87 12%	23 12%	81 18%	25 6%	95 14%	10 4%	75 16%	12 7%
Somewhat unfavorable	194 19%	50 15%	142 22%	85 19%	106 20%	170 20%	22 17%	67 14%	113 25%	147 20%	41 21%	101 23%	69 16%	141 21%	41 17%	108 22%	40 22%
Strongly unfavorable	520 52%	144 44%	358 56%	216 48%	298 56%	461 54%	53 41%	278 59%	202 44%	396 53%	90 45%	164 37%	291 66%	303 46%	155 65%	218 45%	100 55%
Heard of/No opinion (DO NOT READ)	102 10%	39 12%	55 9%	31 7%	60 11%	68 8%	23 18%	38 8%	43 9%	59 8%	26 13%	41 9%	34 8%	62 9%	20 8%	32 7%	18 10%
Never heard of (DO NOT READ)	7 1%	2 1%	5 1%	2 0%	5 1%	5 1%	2 2%	1 0%	6 1%	7 1%	-	4 1%	3 1%	6 1%	-	5 1%	1 1%

	CUR VAPERS										EDUCATION					
	VAPE USE					NOT CONS- ISTANT	QUIT	POL ID		DEM	HS		SOME COLLEGE/ TECH		COLLEGE+	
	TOTAL	CIG	VAPE	MARIJ	ALL	NONE		OCCA SIONALLY	R EGULARLY		IND/LEAN	REP	OR LESS	TECH		
TOTAL	1004 100%	383 38%	164 16%	269 27%	200 20%	285 28%	48 5%	35 3%	37 4%	38 4%	320 32%	350 35%	298 30%	236 24%	349 35%	347 35%
TOTAL FAVORABLE	181 18%	97 25%	58 35%	60 22%	44 22%	13 5%	13 27%	10 29%	17 46%	18 47%	56 18%	54 15%	67 22%	50 21%	63 18%	51 15%
TOTAL UNFAVORABLE	714 71%	249 65%	94 57%	186 69%	127 64%	240 84%	33 69%	22 63%	16 43%	17 45%	236 74%	250 71%	202 68%	158 67%	243 70%	267 77%
Strongly favorable	69 7%	36 9%	21 13%	20 7%	19 10%	5 2%	5 10%	6 17%	6 16%	4 11%	19 6%	17 5%	32 11%	25 11%	20 6%	18 5%
Somewhat favorable	112 11%	61 16%	37 23%	40 15%	25 13%	8 3%	8 17%	4 11%	11 30%	14 37%	37 12%	37 11%	35 12%	25 11%	43 12%	33 10%
Somewhat unfavorable	194 19%	79 21%	32 20%	50 19%	54 27%	37 13%	12 25%	4 11%	8 22%	6 16%	60 19%	80 23%	49 16%	50 21%	71 20%	62 18%
Strongly unfavorable	520 52%	170 44%	62 38%	136 51%	73 37%	203 71%	21 44%	18 51%	8 22%	11 29%	176 55%	170 49%	153 51%	108 46%	172 49%	205 59%
Heard of/No opinion (DO NOT READ)	102 10%	36 9%	11 7%	23 9%	26 13%	29 10%	2 4%	3 9%	4 11%	2 5%	28 9%	44 13%	25 8%	26 11%	40 11%	27 8%
Never heard of (DO NOT READ)	7 1%	1 0%	1 1%	-	3 2%	3 1%	-	-	-	1 3%	-	2 1%	4 1%	2 1%	3 1%	2 1%

BANNER 6 060
10. Cigarette companies

	REGION																			
	KIDS - TEENS				PARENTS		INCOME			NEIGHBORHOOD										
	TOTAL	YES	NO	MOMS	DADS	LESS \$50K	\$50-\$100K	\$100K+	URBAN	SUB-URBAN	SMALL TOWN	NEW ENGLAND	MID ATL-ANTIC	EAST NORTH CENTRAL	WEST NORTH CENTRAL	SOUTH ATL-ANTIC	EAST SOUTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
TOTAL	1004 100%	376 37%	628 63%	220 22%	156 16%	316 31%	304 30%	249 25%	231 23%	440 44%	297 30%	44 4%	136 14%	115 11%	96 10%	218 22%	78 8%	84 8%	93 9%	140 14%
TOTAL FAVORABLE	181 18%	83 22%	98 16%	41 19%	42 27%	53 17%	66 22%	42 17%	53 23%	68 15%	54 18%	9 20%	25 18%	20 17%	12 13%	41 19%	24 31%	11 13%	10 11%	29 21%
TOTAL UNFAVORABLE	714 71%	250 66%	464 74%	157 71%	93 60%	227 72%	209 69%	187 75%	157 68%	326 74%	208 70%	31 70%	95 70%	79 69%	77 80%	156 72%	50 64%	60 71%	70 75%	96 69%
Strongly favorable	69 7%	29 8%	40 6%	14 6%	15 10%	25 8%	22 7%	13 5%	22 10%	25 6%	20 7%	4 9%	9 7%	7 6%	4 4%	16 7%	12 15%	6 7%	4 4%	7 5%
Somewhat favorable	112 11%	54 14%	58 9%	27 12%	27 17%	28 9%	44 14%	29 12%	31 13%	43 10%	34 11%	5 11%	16 12%	13 11%	8 8%	25 11%	12 15%	5 6%	6 6%	22 16%
Somewhat unfavorable	194 19%	72 19%	122 19%	41 19%	31 20%	56 18%	59 19%	63 25%	47 20%	98 22%	48 16%	12 27%	31 23%	18 16%	22 23%	40 18%	18 23%	12 14%	19 20%	22 16%
Strongly unfavorable	520 52%	178 47%	342 54%	116 53%	62 40%	171 54%	150 49%	124 50%	110 48%	228 52%	160 54%	19 43%	64 47%	61 53%	55 57%	116 53%	32 41%	48 57%	51 55%	74 53%
Heard of/No opinion (DO NOT READ)	102 10%	40 11%	62 10%	19 9%	21 13%	31 10%	28 9%	19 8%	21 9%	45 10%	30 10%	3 7%	16 12%	15 13%	6 6%	19 9%	4 5%	11 13%	13 14%	15 11%
Never heard of (DO NOT READ)	7 1%	3 1%	4 1%	3 1%	-	5 2%	1 0%	1 0%	-	1 0%	5 2%	1 2%	-	1 1%	1 1%	2 1%	-	2 2%	-	-

BANNER 1 061
11. Vape manufacturers in the United States

	GENDER/AGE															
	REG PARTY			2024 VOTE			GENDER		AGE			=====				
	TOTAL	REP	DEM	OTHER	TRUMP	HARRIS	OTHER	FEMALE	MALE	18-29	30-49	50+	MEN > 50	MEN 50+	WOMEN > 50	WOMEN 50+
TOTAL	1004 100%	388 39%	368 37%	248 25%	468 47%	464 46%	71 7%	508 51%	496 49%	160 16%	312 31%	527 52%	261 26%	232 23%	211 21%	295 29%
TOTAL FAVORABLE	218 22%	90 23%	78 21%	50 20%	112 24%	93 20%	13 18%	98 19%	120 24%	43 27%	85 27%	88 17%	80 31%	39 17%	48 23%	49 17%
TOTAL UNFAVORABLE	644 64%	247 64%	234 64%	163 66%	291 62%	304 66%	49 69%	338 67%	306 62%	101 63%	180 58%	360 68%	144 55%	160 69%	137 65%	200 68%
Strongly favorable	76 8%	36 9%	25 7%	15 6%	48 10%	22 5%	6 8%	38 7%	38 8%	15 9%	30 10%	31 6%	26 10%	12 5%	19 9%	19 6%
Somewhat favorable	142 14%	54 14%	53 14%	35 14%	64 14%	71 15%	7 10%	60 12%	82 17%	28 18%	55 18%	57 11%	54 21%	27 12%	29 14%	30 10%
Somewhat unfavorable	168 17%	56 14%	60 16%	52 21%	73 16%	85 18%	10 14%	83 16%	85 17%	40 25%	51 16%	77 15%	47 18%	38 16%	44 21%	39 13%
Strongly unfavorable	476 47%	191 49%	174 47%	111 45%	218 47%	219 47%	39 55%	255 50%	221 45%	61 38%	129 41%	283 54%	97 37%	122 53%	93 44%	161 55%
Heard of/No opinion (DO NOT READ)	123 12%	44 11%	49 13%	30 12%	56 12%	58 13%	8 11%	59 12%	64 13%	15 9%	45 14%	63 12%	36 14%	28 12%	24 11%	35 12%
Never heard of (DO NOT READ)	19 2%	7 2%	7 2%	5 2%	9 2%	9 2%	1 1%	13 3%	6 1%	1 1%	2 1%	16 3%	1 0%	5 2%	2 1%	11 4%

BANNER 2 062
11. Vape manufacturers in the United States

	ETHNICITY		ETHNICITY/GENDER			RACE		GENDER/RACE					FDA		
	TOTAL	HISP	NON-HISP	HISP WOMEN	HISP MEN	WHITE	BLACK	NON-WHITE	WHITE WOMEN	WHITE MEN	MIN WOMEN	MIN MEN	FAV	UNFAV	NEUTRAL/NO OP
TOTAL	1004 100%	98 10%	900 90%	56 6%	42 4%	696 69%	135 13%	302 30%	358 36%	338 34%	149 15%	153 15%	587 58%	302 30%	108 11%
TOTAL FAVORABLE	218 22%	25 26%	193 21%	13 23%	12 29%	140 20%	42 31%	77 25%	70 20%	70 21%	28 19%	49 32%	159 27%	44 15%	12 11%
TOTAL UNFAVORABLE	644 64%	62 63%	578 64%	36 64%	26 62%	460 66%	67 50%	179 59%	241 67%	219 65%	96 64%	83 54%	367 63%	214 71%	61 56%
Strongly favorable	76 8%	8 8%	68 8%	3 5%	5 12%	52 7%	15 11%	24 8%	31 9%	21 6%	7 5%	17 11%	51 9%	21 7%	3 3%
Somewhat favorable	142 14%	17 17%	125 14%	10 18%	7 17%	88 13%	27 20%	53 18%	39 11%	49 14%	21 14%	32 21%	108 18%	23 8%	9 8%
Somewhat unfavorable	168 17%	19 19%	149 17%	14 25%	5 12%	121 17%	19 14%	47 16%	58 16%	63 19%	25 17%	22 14%	107 18%	48 16%	13 12%
Strongly unfavorable	476 47%	43 44%	429 48%	22 39%	21 50%	339 49%	48 36%	132 44%	183 51%	156 46%	71 48%	61 40%	260 44%	166 55%	48 44%
Heard of/No opinion (DO NOT READ)	123 12%	10 10%	111 12%	6 11%	4 10%	82 12%	23 17%	41 14%	37 10%	45 13%	22 15%	19 12%	51 9%	39 13%	32 30%
Never heard of (DO NOT READ)	19 2%	1 1%	18 2%	1 2%	-	14 2%	3 2%	5 2%	10 3%	4 1%	3 2%	2 1%	10 2%	5 2%	3 3%

BANNER 3 063
11. Vape manufacturers in the United States

	TRUMP				CIG COMP			VAPE US			VAPE CHINA			SMALL BUS		
	TOTAL	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP
TOTAL	1004 100%	428 43%	540 54%	34 3%	181 18%	714 71%	102 10%	218 22%	644 64%	123 12%	104 10%	723 72%	121 12%	327 33%	513 51%	148 15%
TOTAL FAVORABLE	218 22%	116 27%	97 18%	5 15%	116 64%	86 12%	15 15%	218 100%	-	-	81 78%	114 16%	13 11%	183 56%	20 4%	14 9%
TOTAL UNFAVORABLE	644 64%	257 60%	368 68%	19 56%	41 23%	568 80%	32 31%	-	644 100%	-	20 19%	569 79%	38 31%	96 29%	469 91%	77 52%
Strongly favorable	76 8%	45 11%	31 6%	-	48 27%	25 4%	2 2%	76 35%	-	-	28 27%	41 6%	3 2%	64 20%	8 2%	3 2%
Somewhat favorable	142 14%	71 17%	66 12%	5 15%	68 38%	61 9%	13 13%	142 65%	-	-	53 51%	73 10%	10 8%	119 36%	12 2%	11 7%
Somewhat unfavorable	168 17%	65 15%	98 18%	5 15%	19 10%	134 19%	15 15%	-	168 26%	-	14 13%	136 19%	13 11%	52 16%	91 18%	24 16%
Strongly unfavorable	476 47%	192 45%	270 50%	14 41%	22 12%	434 61%	17 17%	-	476 74%	-	6 6%	433 60%	25 21%	44 13%	378 74%	53 36%
Heard of/No opinion (DO NOT READ)	123 12%	45 11%	66 12%	10 29%	19 10%	52 7%	51 50%	-	-	123 100%	3 3%	36 5%	69 57%	45 14%	20 4%	51 34%
Never heard of (DO NOT READ)	19 2%	10 2%	9 2%	-	5 3%	8 1%	4 4%	-	-	-	-	4 1%	1 1%	3 1%	4 1%	6 4%

BANNER 4 064
11. Vape manufacturers in the United States

	FED GOV TRUST			VAPE FAM		YOUTH CONCERN		FLAVOR BAN		RAISE AGE		MORE FLAVORS		INFORM FLAVOR		VOTE FLAVOR	
	=====			=====		=====		=====		=====		=====		=====		=====	
	TOTAL	TRUST	DIS- TRUST	FAM- ILIAR	NOT FAM- ILIAR	CONC- ERNED	NOT CONC- ERNED	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	MORE LIKELY	LESS LIKELY
TOTAL	1004 100%	326 32%	643 64%	450 45%	532 53%	853 85%	128 13%	468 47%	458 46%	744 74%	198 20%	438 44%	438 44%	657 65%	239 24%	483 48%	182 18%
TOTAL FAVORABLE	218 22%	100 31%	110 17%	137 30%	76 14%	175 21%	39 30%	84 18%	127 28%	166 22%	42 21%	156 36%	45 10%	180 27%	24 10%	146 30%	27 15%
TOTAL UNFAVORABLE	644 64%	187 57%	444 69%	266 59%	372 70%	581 68%	58 45%	347 74%	253 55%	497 67%	123 62%	220 50%	350 80%	383 58%	194 81%	286 59%	136 75%
Strongly favorable	76 8%	35 11%	37 6%	50 11%	23 4%	58 7%	15 12%	24 5%	47 10%	61 8%	9 5%	55 13%	14 3%	66 10%	6 3%	52 11%	8 4%
Somewhat favorable	142 14%	65 20%	73 11%	87 19%	53 10%	117 14%	24 19%	60 13%	80 17%	105 14%	33 17%	101 23%	31 7%	114 17%	18 8%	94 19%	19 10%
Somewhat unfavorable	168 17%	47 14%	120 19%	75 17%	93 17%	144 17%	24 19%	63 13%	90 20%	123 17%	43 22%	83 19%	62 14%	125 19%	31 13%	94 19%	30 16%
Strongly unfavorable	476 47%	140 43%	324 50%	191 42%	279 52%	437 51%	34 27%	284 61%	163 36%	374 50%	80 40%	137 31%	288 66%	258 39%	163 68%	192 40%	106 58%
Heard of/No opinion (DO NOT READ)	123 12%	31 10%	78 12%	43 10%	70 13%	84 10%	26 20%	28 6%	70 15%	68 9%	28 14%	52 12%	38 9%	79 12%	19 8%	41 8%	17 9%
Never heard of (DO NOT READ)	19 2%	8 2%	11 2%	4 1%	14 3%	13 2%	5 4%	9 2%	8 2%	13 2%	5 3%	10 2%	5 1%	15 2%	2 1%	10 2%	2 1%

	CUR VAPERS										EDUCATION					
	VAPE USE					NOT CONS- ISTANT	QUIT	OCCA SIONALLY	R EGULARLY		POL ID			HS OR LESS	SOME COLLEGE/ TECH	COLLEGE+
	TOTAL	CIG	VAPE	MARIJ	ALL						DEM	IND/LEAN	REP			
TOTAL	1004 100%	383 38%	164 16%	269 27%	200 20%	285 28%	48 5%	35 3%	37 4%	38 4%	320 32%	350 35%	298 30%	236 24%	349 35%	347 35%
TOTAL FAVORABLE	218 22%	107 28%	72 44%	68 25%	58 29%	19 7%	12 25%	10 29%	20 54%	27 71%	69 22%	76 22%	71 24%	64 27%	74 21%	65 19%
TOTAL UNFAVORABLE	644 64%	233 61%	74 45%	167 62%	103 52%	226 79%	29 60%	21 60%	12 32%	9 24%	210 66%	220 63%	188 63%	136 58%	221 63%	239 69%
Strongly favorable	76 8%	39 10%	25 15%	24 9%	20 10%	5 2%	4 8%	3 9%	6 16%	11 29%	22 7%	21 6%	32 11%	24 10%	22 6%	26 7%
Somewhat favorable	142 14%	68 18%	47 29%	44 16%	38 19%	14 5%	8 17%	7 20%	14 38%	16 42%	47 15%	55 16%	39 13%	40 17%	52 15%	39 11%
Somewhat unfavorable	168 17%	74 19%	32 20%	50 19%	35 18%	37 13%	11 23%	12 34%	3 8%	5 13%	58 18%	63 18%	42 14%	41 17%	64 18%	52 15%
Strongly unfavorable	476 47%	159 42%	42 26%	117 43%	68 34%	189 66%	18 38%	9 26%	9 24%	4 11%	152 48%	157 45%	146 49%	95 40%	157 45%	187 54%
Heard of/No opinion (DO NOT READ)	123 12%	36 9%	18 11%	32 12%	33 17%	34 12%	7 15%	4 11%	5 14%	2 5%	35 11%	49 14%	31 10%	32 14%	43 12%	40 12%
Never heard of (DO NOT READ)	19 2%	7 2%	-	2 1%	6 3%	6 2%	-	-	-	-	6 2%	5 1%	8 3%	4 2%	11 3%	3 1%

BANNER 6 066
11. Vape manufacturers in the United States

	REGION																			
	KIDS - TEENS					INCOME			NEIGHBORHOOD											
			PARENTS							SUB-		SMALL	NEW	MID	EAST	WEST	SOUTH	EAST	WEST	MOUN-
	TOTAL	YES	NO	MOMS	DADS	LESS \$50K	\$50-\$100K	\$100K+	URBAN	URBAN	TOWN	ENGLAND	ATL-ANTIC	CENTRAL	CENTRAL	ATL-ANTIC	CENTRAL	CENTRAL	TAIN	PACIFIC
TOTAL	1004 100%	376 37%	628 63%	220 22%	156 16%	316 31%	304 30%	249 25%	231 23%	440 44%	297 30%	44 4%	136 14%	115 11%	96 10%	218 22%	78 8%	84 8%	93 9%	140 14%
TOTAL FAVORABLE	218 22%	96 26%	122 19%	50 23%	46 29%	73 23%	63 21%	55 22%	70 30%	84 19%	60 20%	12 27%	31 23%	20 17%	16 17%	51 23%	30 38%	20 24%	12 13%	26 19%
TOTAL UNFAVORABLE	644 64%	230 61%	414 66%	142 65%	88 56%	193 61%	202 66%	167 67%	133 58%	293 67%	192 65%	27 61%	87 64%	76 66%	67 70%	134 61%	37 47%	53 63%	67 72%	96 69%
Strongly favorable	76 8%	37 10%	39 6%	16 7%	21 13%	21 7%	23 8%	22 9%	25 11%	26 6%	24 8%	3 7%	11 8%	10 9%	4 4%	14 6%	14 18%	8 10%	5 5%	7 5%
Somewhat favorable	142 14%	59 16%	83 13%	34 15%	25 16%	52 16%	40 13%	33 13%	45 19%	58 13%	36 12%	9 20%	20 15%	10 9%	12 13%	37 17%	16 21%	12 14%	7 8%	19 14%
Somewhat unfavorable	168 17%	57 15%	111 18%	38 17%	19 12%	49 16%	50 16%	51 20%	35 15%	85 19%	44 15%	8 18%	18 13%	22 19%	20 21%	32 15%	12 15%	9 11%	20 22%	27 19%
Strongly unfavorable	476 47%	173 46%	303 48%	104 47%	69 44%	144 46%	152 50%	116 47%	98 42%	208 47%	148 50%	19 43%	69 51%	54 47%	47 49%	102 47%	25 32%	44 52%	47 51%	69 49%
Heard of/No opinion (DO NOT READ)	123 12%	42 11%	81 13%	24 11%	18 12%	39 12%	35 12%	24 10%	24 10%	53 12%	41 14%	2 5%	15 11%	15 13%	12 13%	28 13%	10 13%	9 11%	14 15%	18 13%
Never heard of (DO NOT READ)	19 2%	8 2%	11 2%	4 2%	4 3%	11 3%	4 1%	3 1%	4 2%	10 2%	4 1%	3 7%	3 2%	4 3%	1 1%	5 2%	1 1%	2 2%	-	-

BANNER 1 067
12. Vape manufacturers in China

	GENDER/AGE															
	REG PARTY			2024 VOTE			GENDER		AGE							
	TOTAL	REP	DEM	OTHER	TRUMP	HARRIS	OTHER	FEMALE	MALE	18-29	30-49	50+	MEN > 50	MEN 50+	WOMEN > 50	WOMEN 50+
TOTAL	1004 100%	388 39%	368 37%	248 25%	468 47%	464 46%	71 7%	508 51%	496 49%	160 16%	312 31%	527 52%	261 26%	232 23%	211 21%	295 29%
TOTAL FAVORABLE	104 10%	40 10%	42 11%	22 9%	46 10%	50 11%	8 11%	41 8%	63 13%	30 19%	43 14%	30 6%	48 18%	15 6%	25 12%	15 5%
TOTAL UNFAVORABLE	723 72%	289 74%	256 70%	178 72%	346 74%	327 70%	49 69%	371 73%	352 71%	106 66%	205 66%	408 77%	170 65%	179 77%	141 67%	229 78%
Strongly favorable	32 3%	14 4%	13 4%	5 2%	16 3%	14 3%	2 3%	11 2%	21 4%	12 8%	14 4%	6 1%	17 7%	4 2%	9 4%	2 1%
Somewhat favorable	72 7%	26 7%	29 8%	17 7%	30 6%	36 8%	6 8%	30 6%	42 8%	18 11%	29 9%	24 5%	31 12%	11 5%	16 8%	13 4%
Somewhat unfavorable	146 15%	39 10%	63 17%	44 18%	53 11%	81 17%	12 17%	68 13%	78 16%	34 21%	48 15%	63 12%	47 18%	30 13%	35 17%	33 11%
Strongly unfavorable	577 57%	250 64%	193 52%	134 54%	293 63%	246 53%	37 52%	303 60%	274 55%	72 45%	157 50%	345 65%	123 47%	149 64%	106 50%	196 66%
Heard of/No opinion (DO NOT READ)	121 12%	36 9%	52 14%	33 13%	47 10%	63 14%	11 15%	61 12%	60 12%	19 12%	47 15%	55 10%	33 13%	27 12%	33 16%	28 9%
Never heard of (DO NOT READ)	56 6%	23 6%	18 5%	15 6%	29 6%	24 5%	3 4%	35 7%	21 4%	5 3%	17 5%	34 6%	10 4%	11 5%	12 6%	23 8%

BANNER 2 068
12. Vape manufacturers in China

	ETHNICITY		ETHNICITY/GENDER			RACE		GENDER/RACE					FDA		
	TOTAL	HISP	NON-HISP	HISP WOMEN	HISP MEN	WHITE	BLACK	NON-WHITE	WHITE WOMEN	WHITE MEN	MIN WOMEN	MIN MEN	FAV	UNFAV	NEUTRAL/NO OP
TOTAL	1004 100%	98 10%	900 90%	56 6%	42 4%	696 69%	135 13%	302 30%	358 36%	338 34%	149 15%	153 15%	587 58%	302 30%	108 11%
TOTAL FAVORABLE	104 10%	13 13%	90 10%	8 14%	5 12%	60 9%	24 18%	44 15%	26 7%	34 10%	15 10%	29 19%	78 13%	20 7%	6 6%
TOTAL UNFAVORABLE	723 72%	68 69%	650 72%	36 64%	32 76%	520 75%	73 54%	197 65%	271 76%	249 74%	99 66%	98 64%	421 72%	230 76%	68 63%
Strongly favorable	32 3%	6 6%	26 3%	3 5%	3 7%	17 2%	8 6%	15 5%	6 2%	11 3%	5 3%	10 7%	22 4%	6 2%	4 4%
Somewhat favorable	72 7%	7 7%	64 7%	5 9%	2 5%	43 6%	16 12%	29 10%	20 6%	23 7%	10 7%	19 12%	56 10%	14 5%	2 2%
Somewhat unfavorable	146 15%	18 18%	126 14%	9 16%	9 21%	95 14%	19 14%	51 17%	45 13%	50 15%	23 15%	28 18%	94 16%	41 14%	11 10%
Strongly unfavorable	577 57%	50 51%	524 58%	27 48%	23 55%	425 61%	54 40%	146 48%	226 63%	199 59%	76 51%	70 46%	327 56%	189 63%	57 53%
Heard of/No opinion (DO NOT READ)	121 12%	11 11%	110 12%	8 14%	3 7%	78 11%	28 21%	43 14%	36 10%	42 12%	25 17%	18 12%	58 10%	37 12%	25 23%
Never heard of (DO NOT READ)	56 6%	6 6%	50 6%	4 7%	2 5%	38 5%	10 7%	18 6%	25 7%	13 4%	10 7%	8 5%	30 5%	15 5%	9 8%

BANNER 3 069
12. Vape manufacturers in China

	TRUMP				CIG COMP			VAPE US			VAPE CHINA			SMALL BUS		
	TOTAL	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP
TOTAL	1004 100%	428 43%	540 54%	34 3%	181 18%	714 71%	102 10%	218 22%	644 64%	123 12%	104 10%	723 72%	121 12%	327 33%	513 51%	148 15%
TOTAL FAVORABLE	104 10%	52 12%	51 9%	1 3%	59 33%	40 6%	5 5%	81 37%	20 3%	3 2%	104 100%	-	-	80 24%	18 4%	5 3%
TOTAL UNFAVORABLE	723 72%	314 73%	391 72%	17 50%	99 55%	580 81%	39 38%	114 52%	569 88%	36 29%	-	723 100%	-	195 60%	442 86%	82 55%
Strongly favorable	32 3%	18 4%	13 2%	1 3%	19 10%	12 2%	1 1%	25 11%	6 1%	1 1%	32 31%	-	-	26 8%	5 1%	1 1%
Somewhat favorable	72 7%	34 8%	38 7%	-	40 22%	28 4%	4 4%	56 26%	14 2%	2 2%	72 69%	-	-	54 17%	13 3%	4 3%
Somewhat unfavorable	146 15%	45 11%	96 18%	5 15%	35 19%	98 14%	12 12%	45 21%	89 14%	10 8%	-	146 20%	-	69 21%	56 11%	19 13%
Strongly unfavorable	577 57%	269 63%	295 55%	12 35%	64 35%	482 68%	27 26%	69 32%	480 75%	26 21%	-	577 80%	-	126 39%	386 75%	63 43%
Heard of/No opinion (DO NOT READ)	121 12%	37 9%	69 13%	14 41%	12 7%	62 9%	47 46%	13 6%	38 6%	69 56%	-	-	121 100%	40 12%	30 6%	49 33%
Never heard of (DO NOT READ)	56 6%	25 6%	29 5%	2 6%	11 6%	32 4%	11 11%	10 5%	17 3%	15 12%	-	-	-	12 4%	23 4%	12 8%

BANNER 4 070
12. Vape manufacturers in China

	FED GOV TRUST			VAPE FAM		YOUTH CONCERN		FLAVOR BAN		RAISE AGE		MORE FLAVORS		INFORM FLAVOR		VOTE FLAVOR	
	=====			=====		=====		=====		=====		=====		=====		=====	
	TOTAL	TRUST	DIS- TRUST	FAM- ILIAR	NOT FAM- ILIAR	CONC- ERNED	NOT CONC- ERNED	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	MORE LIKELY	LESS LIKELY
TOTAL	1004 100%	326 32%	643 64%	450 45%	532 53%	853 85%	128 13%	468 47%	458 46%	744 74%	198 20%	438 44%	438 44%	657 65%	239 24%	483 48%	182 18%
TOTAL FAVORABLE	104 10%	61 19%	39 6%	76 17%	27 5%	84 10%	20 16%	56 12%	45 10%	75 10%	28 14%	76 17%	24 5%	84 13%	15 6%	70 14%	16 9%
TOTAL UNFAVORABLE	723 72%	214 66%	496 77%	319 71%	397 75%	638 75%	80 63%	357 76%	327 71%	563 76%	133 67%	290 66%	356 81%	469 71%	186 78%	350 72%	138 76%
Strongly favorable	32 3%	21 6%	9 1%	26 6%	5 1%	27 3%	5 4%	19 4%	12 3%	24 3%	8 4%	22 5%	9 2%	26 4%	6 3%	20 4%	7 4%
Somewhat favorable	72 7%	40 12%	30 5%	50 11%	22 4%	57 7%	15 12%	37 8%	33 7%	51 7%	20 10%	54 12%	15 3%	58 9%	9 4%	50 10%	9 5%
Somewhat unfavorable	146 15%	38 12%	107 17%	73 16%	71 13%	115 13%	29 23%	56 12%	83 18%	106 14%	38 19%	71 16%	59 13%	113 17%	26 11%	83 17%	34 19%
Strongly unfavorable	577 57%	176 54%	389 60%	246 55%	326 61%	523 61%	51 40%	301 64%	244 53%	457 61%	95 48%	219 50%	297 68%	356 54%	160 67%	267 55%	104 57%
Heard of/No opinion (DO NOT READ)	121 12%	32 10%	80 12%	43 10%	71 13%	96 11%	18 14%	34 7%	63 14%	72 10%	29 15%	55 13%	39 9%	77 12%	24 10%	40 8%	23 13%
Never heard of (DO NOT READ)	56 6%	19 6%	28 4%	12 3%	37 7%	35 4%	10 8%	21 4%	23 5%	34 5%	8 4%	17 4%	19 4%	27 4%	14 6%	23 5%	5 3%

	CUR VAPERS										EDUCATION					
	VAPE USE					NOT CONS- ISTANT	QUIT	OCCA		R EGULARLY	POL ID			HS OR LESS	SOME COLLEGE/ TECH	COLLEGE+
	TOTAL	CIG	VAPE	MARIJ	ALL			SIONALLY			DEM	IND/LEAN	REP			
TOTAL	1004 100%	383 38%	164 16%	269 27%	200 20%	285 28%	48 5%	35 3%	37 4%	38 4%	320 32%	350 35%	298 30%	236 24%	349 35%	347 35%
TOTAL FAVORABLE	104 10%	48 13%	30 18%	42 16%	21 11%	13 5%	7 15%	2 6%	12 32%	9 24%	42 13%	36 10%	25 8%	35 15%	38 11%	24 7%
TOTAL UNFAVORABLE	723 72%	276 72%	108 66%	183 68%	142 71%	221 78%	32 67%	29 83%	20 54%	22 58%	219 68%	248 71%	230 77%	150 64%	239 68%	277 80%
Strongly favorable	32 3%	16 4%	7 4%	15 6%	6 3%	3 1%	2 4%	-	3 8%	2 5%	15 5%	9 3%	7 2%	12 5%	10 3%	8 2%
Somewhat favorable	72 7%	32 8%	23 14%	27 10%	15 8%	10 4%	5 10%	2 6%	9 24%	7 18%	27 8%	27 8%	18 6%	23 10%	28 8%	16 5%
Somewhat unfavorable	146 15%	62 16%	32 20%	43 16%	41 21%	23 8%	7 15%	12 34%	6 16%	7 18%	59 18%	53 15%	33 11%	34 14%	56 16%	44 13%
Strongly unfavorable	577 57%	214 56%	76 46%	140 52%	101 51%	198 69%	25 52%	17 49%	14 38%	15 39%	160 50%	195 56%	197 66%	116 49%	183 52%	233 67%
Heard of/No opinion (DO NOT READ)	121 12%	35 9%	22 13%	32 12%	27 14%	34 12%	7 15%	3 9%	5 14%	6 16%	41 13%	48 14%	25 8%	31 13%	47 13%	37 11%
Never heard of (DO NOT READ)	56 6%	24 6%	4 2%	12 4%	10 5%	17 6%	2 4%	1 3%	-	1 3%	18 6%	18 5%	18 6%	20 8%	25 7%	9 3%

BANNER 6 072
12. Vape manufacturers in China

	REGION																			
	KIDS - TEENS				PARENTS		INCOME			NEIGHBORHOOD										
	TOTAL	YES	NO	MOMS	DADS	LESS \$50K	\$50-\$100K	\$100K+	URBAN	SUB-URBAN	SMALL TOWN	NEW ENGLAND	MID ATL-ANTIC	EAST NORTH CENTRAL	WEST NORTH CENTRAL	SOUTH ATL-ANTIC	EAST SOUTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
TOTAL	1004 100%	376 37%	628 63%	220 22%	156 16%	316 31%	304 30%	249 25%	231 23%	440 44%	297 30%	44 4%	136 14%	115 11%	96 10%	218 22%	78 8%	84 8%	93 9%	140 14%
TOTAL FAVORABLE	104 10%	44 12%	60 10%	21 10%	23 15%	36 11%	34 11%	25 10%	37 16%	43 10%	23 8%	4 9%	16 12%	11 10%	3 3%	22 10%	15 19%	7 8%	9 10%	17 12%
TOTAL UNFAVORABLE	723 72%	261 69%	462 74%	152 69%	109 70%	214 68%	218 72%	189 76%	147 64%	324 74%	222 75%	34 77%	93 68%	82 71%	77 80%	162 74%	49 63%	57 68%	68 73%	101 72%
Strongly favorable	32 3%	15 4%	17 3%	5 2%	10 6%	9 3%	12 4%	8 3%	14 6%	11 3%	7 2%	-	3 2%	3 3%	1 1%	7 3%	7 9%	1 1%	4 4%	6 4%
Somewhat favorable	72 7%	29 8%	43 7%	16 7%	13 8%	27 9%	22 7%	17 7%	23 10%	32 7%	16 5%	4 9%	13 10%	8 7%	2 2%	15 7%	8 10%	6 7%	5 5%	11 8%
Somewhat unfavorable	146 15%	56 15%	90 14%	28 13%	28 18%	48 15%	36 12%	44 18%	30 13%	69 16%	43 14%	11 25%	15 11%	10 9%	22 23%	32 15%	13 17%	6 7%	14 15%	23 16%
Strongly unfavorable	577 57%	205 55%	372 59%	124 56%	81 52%	166 53%	182 60%	145 58%	117 51%	255 58%	179 60%	23 52%	78 57%	72 63%	55 57%	130 60%	36 46%	51 61%	54 58%	78 56%
Heard of/No opinion (DO NOT READ)	121 12%	46 12%	75 12%	31 14%	15 10%	39 12%	35 12%	26 10%	32 14%	54 12%	30 10%	3 7%	18 13%	15 13%	13 14%	19 9%	10 13%	14 17%	10 11%	19 14%
Never heard of (DO NOT READ)	56 6%	25 7%	31 5%	16 7%	9 6%	27 9%	17 6%	9 4%	15 6%	19 4%	22 7%	3 7%	9 7%	7 6%	3 3%	15 7%	4 5%	6 7%	6 6%	3 2%

BANNER 1 073
13. American small businesses that sell vaping products

	GENDER/AGE															
	REG PARTY			2024 VOTE			GENDER		AGE			=====				
	TOTAL	REP	DEM	OTHER	TRUMP	HARRIS	OTHER	FEMALE	MALE	18-29	30-49	50+	MEN > 50	MEN 50+	WOMEN > 50	WOMEN 50+
TOTAL	1004 100%	388 39%	368 37%	248 25%	468 47%	464 46%	71 7%	508 51%	496 49%	160 16%	312 31%	527 52%	261 26%	232 23%	211 21%	295 29%
TOTAL FAVORABLE	327 33%	130 34%	114 31%	83 33%	170 36%	138 30%	19 27%	142 28%	185 37%	70 44%	124 40%	131 25%	120 46%	64 28%	74 35%	67 23%
TOTAL UNFAVORABLE	513 51%	213 55%	186 51%	114 46%	240 51%	238 51%	35 49%	292 57%	221 45%	68 43%	130 42%	312 59%	95 36%	124 53%	103 49%	188 64%
Strongly favorable	117 12%	50 13%	39 11%	28 11%	64 14%	44 9%	9 13%	54 11%	63 13%	29 18%	45 14%	43 8%	43 16%	20 9%	31 15%	23 8%
Somewhat favorable	210 21%	80 21%	75 20%	55 22%	106 23%	94 20%	10 14%	88 17%	122 25%	41 26%	79 25%	88 17%	77 30%	44 19%	43 20%	44 15%
Somewhat unfavorable	205 20%	73 19%	83 23%	49 20%	82 18%	105 23%	18 25%	116 23%	89 18%	41 26%	52 17%	112 21%	42 16%	47 20%	51 24%	65 22%
Strongly unfavorable	308 31%	140 36%	103 28%	65 26%	158 34%	133 29%	17 24%	176 35%	132 27%	27 17%	78 25%	200 38%	53 20%	77 33%	52 25%	123 42%
Heard of/No opinion (DO NOT READ)	148 15%	38 10%	61 17%	49 20%	50 11%	82 18%	15 21%	63 12%	85 17%	22 14%	53 17%	73 14%	43 16%	42 18%	32 15%	31 11%
Never heard of (DO NOT READ)	16 2%	7 2%	7 2%	2 1%	8 2%	6 1%	2 3%	11 2%	5 1%	-	5 2%	11 2%	3 1%	2 1%	2 1%	9 3%

BANNER 2 074
13. American small businesses that sell vaping products

	ETHNICITY		ETHNICITY/GENDER			RACE		GENDER/RACE					FDA		
	TOTAL	HISP	NON-HISP	HISP WOMEN	HISP MEN	WHITE	BLACK	NON-WHITE	WHITE WOMEN	WHITE MEN	MIN WOMEN	MIN MEN	FAV	UNFAV	NEUTRAL/NO OP
TOTAL	1004 100%	98 10%	900 90%	56 6%	42 4%	696 69%	135 13%	302 30%	358 36%	338 34%	149 15%	153 15%	587 58%	302 30%	108 11%
TOTAL FAVORABLE	327 33%	30 31%	296 33%	13 23%	17 40%	225 32%	54 40%	100 33%	107 30%	118 35%	35 23%	65 42%	226 39%	77 25%	22 20%
TOTAL UNFAVORABLE	513 51%	53 54%	457 51%	33 59%	20 48%	365 52%	55 41%	145 48%	203 57%	162 48%	88 59%	57 37%	295 50%	172 57%	45 42%
Strongly favorable	117 12%	10 10%	107 12%	3 5%	7 17%	80 11%	20 15%	36 12%	40 11%	40 12%	14 9%	22 14%	76 13%	32 11%	8 7%
Somewhat favorable	210 21%	20 20%	189 21%	10 18%	10 24%	145 21%	34 25%	64 21%	67 19%	78 23%	21 14%	43 28%	150 26%	45 15%	14 13%
Somewhat unfavorable	205 20%	20 20%	185 21%	16 29%	4 10%	154 22%	18 13%	51 17%	81 23%	73 22%	35 23%	16 10%	123 21%	64 21%	18 17%
Strongly unfavorable	308 31%	33 34%	272 30%	17 30%	16 38%	211 30%	37 27%	94 31%	122 34%	89 26%	53 36%	41 27%	172 29%	108 36%	27 25%
Heard of/No opinion (DO NOT READ)	148 15%	13 13%	133 15%	8 14%	5 12%	95 14%	23 17%	52 17%	40 11%	55 16%	23 15%	29 19%	58 10%	50 17%	38 35%
Never heard of (DO NOT READ)	16 2%	2 2%	14 2%	2 4%	-	11 2%	3 2%	5 2%	8 2%	3 1%	3 2%	2 1%	8 1%	3 1%	3 3%

BANNER 3 075
13. American small businesses that sell vaping products

	TRUMP				CIG COMP			VAPE US			VAPE CHINA			SMALL BUS		
	TOTAL	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP
TOTAL	1004 100%	428 43%	540 54%	34 3%	181 18%	714 71%	102 10%	218 22%	644 64%	123 12%	104 10%	723 72%	121 12%	327 33%	513 51%	148 15%
TOTAL FAVORABLE	327 33%	161 38%	154 29%	12 35%	131 72%	170 24%	25 25%	183 84%	96 15%	45 37%	80 77%	195 27%	40 33%	327 100%	-	-
TOTAL UNFAVORABLE	513 51%	216 50%	287 53%	10 29%	35 19%	446 62%	29 28%	20 9%	469 73%	20 16%	18 17%	442 61%	30 25%	-	513 100%	-
Strongly favorable	117 12%	65 15%	50 9%	2 6%	62 34%	48 7%	6 6%	78 36%	25 4%	12 10%	39 38%	61 8%	11 9%	117 36%	-	-
Somewhat favorable	210 21%	96 22%	104 19%	10 29%	69 38%	122 17%	19 19%	105 48%	71 11%	33 27%	41 39%	134 19%	29 24%	210 64%	-	-
Somewhat unfavorable	205 20%	75 18%	126 23%	4 12%	17 9%	173 24%	15 15%	11 5%	183 28%	10 8%	9 9%	171 24%	14 12%	-	205 40%	-
Strongly unfavorable	308 31%	141 33%	161 30%	6 18%	18 10%	273 38%	14 14%	9 4%	286 44%	10 8%	9 9%	271 37%	16 13%	-	308 60%	-
Heard of/No opinion (DO NOT READ)	148 15%	43 10%	92 17%	11 32%	13 7%	90 13%	45 44%	14 6%	77 12%	51 41%	5 5%	82 11%	49 40%	-	-	148 100%
Never heard of (DO NOT READ)	16 2%	8 2%	7 1%	1 3%	2 1%	8 1%	3 3%	1 0%	2 0%	7 6%	1 1%	4 1%	2 2%	-	-	-

BANNER 4 076
13. American small businesses that sell vaping products

	FED GOV TRUST			VAPE FAM		YOUTH CONCERN		FLAVOR BAN		RAISE AGE		MORE FLAVORS		INFORM FLAVOR		VOTE FLAVOR	
	=====			=====		=====		=====		=====		=====		=====		=====	
	TOTAL	TRUST	DIS- TRUST	FAM- ILIAR	NOT FAM- ILIAR	CONC- ERNED	NOT CONC- ERNED	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	MORE LIKELY	LESS LIKELY
TOTAL	1004 100%	326 32%	643 64%	450 45%	532 53%	853 85%	128 13%	468 47%	458 46%	744 74%	198 20%	438 44%	438 44%	657 65%	239 24%	483 48%	182 18%
TOTAL FAVORABLE	327 33%	132 40%	188 29%	193 43%	129 24%	265 31%	58 45%	108 23%	205 45%	238 32%	72 36%	219 50%	79 18%	275 42%	38 16%	206 43%	38 21%
TOTAL UNFAVORABLE	513 51%	155 48%	343 53%	195 43%	312 59%	467 55%	41 32%	301 64%	186 41%	404 54%	87 44%	161 37%	298 68%	287 44%	167 70%	213 44%	121 66%
Strongly favorable	117 12%	51 16%	62 10%	73 16%	41 8%	91 11%	23 18%	46 10%	67 15%	87 12%	24 12%	86 20%	28 6%	102 16%	12 5%	77 16%	12 7%
Somewhat favorable	210 21%	81 25%	126 20%	120 27%	88 17%	174 20%	35 27%	62 13%	138 30%	151 20%	48 24%	133 30%	51 12%	173 26%	26 11%	129 27%	26 14%
Somewhat unfavorable	205 20%	56 17%	145 23%	79 18%	124 23%	180 21%	23 18%	103 22%	93 20%	161 22%	37 19%	85 19%	101 23%	135 21%	49 21%	86 18%	44 24%
Strongly unfavorable	308 31%	99 30%	198 31%	116 26%	188 35%	287 34%	18 14%	198 42%	93 20%	243 33%	50 25%	76 17%	197 45%	152 23%	118 49%	127 26%	77 42%
Heard of/No opinion (DO NOT READ)	148 15%	33 10%	104 16%	59 13%	80 15%	112 13%	24 19%	52 11%	62 14%	92 12%	38 19%	55 13%	53 12%	87 13%	30 13%	57 12%	21 12%
Never heard of (DO NOT READ)	16 2%	6 2%	8 1%	3 1%	11 2%	9 1%	5 4%	7 1%	5 1%	10 1%	1 1%	3 1%	8 2%	8 1%	4 2%	7 1%	2 1%

BANNER 5 077
13. American small businesses that sell vaping products

	CUR VAPERS										EDUCATION					
	VAPE USE					NOT CONS- ISTANT	QUIT	OCCA SIONALLY		R EGULARLY	POL ID			HS OR LESS	SOME COLLEGE/ TECH	COLLEGE+
	TOTAL	CIG	VAPE	MARIJ	ALL						DEM	IND/LEAN	REP			
TOTAL	1004 100%	383 38%	164 16%	269 27%	200 20%	285 28%	48 5%	35 3%	37 4%	38 4%	320 32%	350 35%	298 30%	236 24%	349 35%	347 35%
TOTAL FAVORABLE	327 33%	147 38%	94 57%	99 37%	99 50%	34 12%	25 52%	14 40%	23 62%	29 76%	99 31%	116 33%	103 35%	81 34%	124 36%	99 29%
TOTAL UNFAVORABLE	513 51%	183 48%	47 29%	124 46%	67 34%	201 71%	14 29%	17 49%	8 22%	6 16%	163 51%	171 49%	164 55%	115 49%	167 48%	192 55%
Strongly favorable	117 12%	59 15%	38 23%	39 14%	35 18%	8 3%	8 17%	3 9%	7 19%	18 47%	34 11%	41 12%	39 13%	36 15%	42 12%	29 8%
Somewhat favorable	210 21%	88 23%	56 34%	60 22%	64 32%	26 9%	17 35%	11 31%	16 43%	11 29%	65 20%	75 21%	64 21%	45 19%	82 23%	70 20%
Somewhat unfavorable	205 20%	85 22%	26 16%	62 23%	29 15%	65 23%	8 17%	8 23%	5 14%	4 11%	71 22%	76 22%	53 18%	39 17%	65 19%	89 26%
Strongly unfavorable	308 31%	98 26%	21 13%	62 23%	38 19%	136 48%	6 13%	9 26%	3 8%	2 5%	92 29%	95 27%	111 37%	76 32%	102 29%	103 30%
Heard of/No opinion (DO NOT READ)	148 15%	50 13%	23 14%	45 17%	32 16%	42 15%	9 19%	4 11%	6 16%	3 8%	53 17%	60 17%	25 8%	35 15%	51 15%	52 15%
Never heard of (DO NOT READ)	16 2%	3 1%	-	1 0%	2 1%	8 3%	-	-	-	-	5 2%	3 1%	6 2%	5 2%	7 2%	4 1%

BANNER 6 078
13. American small businesses that sell vaping products

	REGION																			
	KIDS - TEENS				PARENTS		INCOME			NEIGHBORHOOD										
	TOTAL	YES	NO	MOMS	DADS	LESS \$50K	\$50-\$100K	\$100K+	URBAN	SUB-URBAN	SMALL TOWN	NEW ENGLAND	MID ATL-ANTIC	EAST NORTH CENTRAL	WEST NORTH CENTRAL	SOUTH ATL-ANTIC	EAST SOUTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
TOTAL	1004 100%	376 37%	628 63%	220 22%	156 16%	316 31%	304 30%	249 25%	231 23%	440 44%	297 30%	44 4%	136 14%	115 11%	96 10%	218 22%	78 8%	84 8%	93 9%	140 14%
TOTAL FAVORABLE	327 33%	136 36%	191 30%	71 32%	65 42%	110 35%	98 32%	84 34%	86 37%	141 32%	90 30%	13 30%	39 29%	35 30%	31 32%	75 34%	36 46%	24 29%	28 30%	46 33%
TOTAL UNFAVORABLE	513 51%	191 51%	322 51%	120 55%	71 46%	157 50%	160 53%	129 52%	103 45%	228 52%	164 55%	22 50%	70 51%	61 53%	49 51%	114 52%	35 45%	45 54%	52 56%	65 46%
Strongly favorable	117 12%	48 13%	69 11%	25 11%	23 15%	37 12%	36 12%	27 11%	33 14%	42 10%	37 12%	4 9%	15 11%	13 11%	9 9%	28 13%	14 18%	11 13%	7 8%	16 11%
Somewhat favorable	210 21%	88 23%	122 19%	46 21%	42 27%	73 23%	62 20%	57 23%	53 23%	99 23%	53 18%	9 20%	24 18%	22 19%	22 23%	47 22%	22 28%	13 15%	21 23%	30 21%
Somewhat unfavorable	205 20%	69 18%	136 22%	43 20%	26 17%	54 17%	67 22%	63 25%	42 18%	96 22%	63 21%	12 27%	28 21%	25 22%	25 26%	40 18%	15 19%	13 15%	20 22%	27 19%
Strongly unfavorable	308 31%	122 32%	186 30%	77 35%	45 29%	103 33%	93 31%	66 27%	61 26%	132 30%	101 34%	10 23%	42 31%	36 31%	24 25%	74 34%	20 26%	32 38%	32 34%	38 27%
Heard of/No opinion (DO NOT READ)	148 15%	43 11%	105 17%	24 11%	19 12%	42 13%	42 14%	33 13%	37 16%	68 15%	36 12%	9 20%	23 17%	15 13%	16 17%	25 11%	6 8%	13 15%	12 13%	29 21%
Never heard of (DO NOT READ)	16 2%	6 2%	10 2%	5 2%	1 1%	7 2%	4 1%	3 1%	5 2%	3 1%	7 2%	- 2%	4 3%	4 3%	- 2%	4 2%	1 1%	2 2%	1 1%	- 1%

BANNER 1 079
14. Which of the following do you believe is the GREATEST threat facing young people today?

	GENDER/AGE															
	REG PARTY			2024 VOTE			GENDER		AGE							
	TOTAL	REP	DEM	OTHER	TRUMP	HARRIS	OTHER	FEMALE	MALE	18-29	30-49	50+	MEN > 50	MEN 50+	WOMEN > 50	WOMEN 50+
TOTAL	1004 100%	388 39%	368 37%	248 25%	468 47%	464 46%	71 7%	508 51%	496 49%	160 16%	312 31%	527 52%	261 26%	232 23%	211 21%	295 29%
Social media use and online content	278 28%	122 31%	86 23%	70 28%	150 32%	115 25%	13 18%	131 26%	147 30%	44 28%	81 26%	151 29%	74 28%	72 31%	51 24%	79 27%
Artificial intelligence replacing future job opportunities	135 13%	45 12%	55 15%	35 14%	53 11%	69 15%	13 18%	69 14%	66 13%	31 19%	44 14%	59 11%	38 15%	27 12%	37 18%	32 11%
Vaping and use of nicotine products	56 6%	22 6%	25 7%	9 4%	27 6%	24 5%	5 7%	35 7%	21 4%	8 5%	26 8%	22 4%	15 6%	6 3%	19 9%	16 5%
Mental health challenges such as depression, anxiety, and isolation	210 21%	60 15%	102 28%	48 19%	77 16%	121 26%	12 17%	111 22%	99 20%	35 22%	78 25%	95 18%	62 24%	36 16%	51 24%	59 20%
Substance abuse (alcohol or drugs)	129 13%	65 17%	37 10%	27 11%	75 16%	44 9%	10 14%	52 10%	77 16%	17 11%	40 13%	72 14%	41 16%	36 16%	16 8%	36 12%
Violence or crime	89 9%	31 8%	40 11%	18 7%	37 8%	48 10%	3 4%	50 10%	39 8%	17 11%	20 6%	52 10%	13 5%	26 11%	24 11%	26 9%
Other (SPECIFY) (DO NOT READ)	67 7%	29 7%	13 4%	25 10%	30 6%	29 6%	8 11%	36 7%	31 6%	4 3%	14 4%	49 9%	11 4%	20 9%	7 3%	29 10%
Depends/Unsure (DO NOT READ)	40 4%	14 4%	10 3%	16 6%	19 4%	14 3%	7 10%	24 5%	16 3%	4 3%	9 3%	27 5%	7 3%	9 4%	6 3%	18 6%

BANNER 2 080
14. Which of the following do you believe is the GREATEST threat facing young people today?

	ETHNICITY			ETHNICITY/GENDER		RACE		GENDER/RACE					FDA		
	TOTAL	HISP	NON-HISP	HISP WOMEN	HISP MEN	WHITE	BLACK	NON-WHITE	WHITE WOMEN	WHITE MEN	MIN WOMEN	MIN MEN	FAV	UNFAV	NEUTRAL/NO OP
TOTAL	1004 100%	98 10%	900 90%	56 6%	42 4%	696 69%	135 13%	302 30%	358 36%	338 34%	149 15%	153 15%	587 58%	302 30%	108 11%
Social media use and online content	278 28%	21 21%	256 28%	13 23%	8 19%	210 30%	27 20%	65 22%	96 27%	114 34%	35 23%	30 20%	168 29%	81 27%	27 25%
Artificial intelligence replacing future job opportunities	135 13%	20 20%	115 13%	9 16%	11 26%	88 13%	22 16%	47 16%	49 14%	39 12%	20 13%	27 18%	80 14%	34 11%	20 19%
Vaping and use of nicotine products	56 6%	7 7%	49 5%	5 9%	2 5%	30 4%	12 9%	26 9%	20 6%	10 3%	15 10%	11 7%	32 5%	17 6%	7 6%
Mental health challenges such as depression, anxiety, and isolation	210 21%	18 18%	189 21%	10 18%	8 19%	144 21%	25 19%	64 21%	76 21%	68 20%	34 23%	30 20%	114 19%	70 23%	25 23%
Substance abuse (alcohol or drugs)	129 13%	11 11%	117 13%	4 7%	7 17%	92 13%	20 15%	37 12%	39 11%	53 16%	13 9%	24 16%	78 13%	40 13%	11 10%
Violence or crime	89 9%	11 11%	78 9%	7 13%	4 10%	48 7%	24 18%	41 14%	29 8%	19 6%	21 14%	20 13%	65 11%	18 6%	5 5%
Other (SPECIFY) (DO NOT READ)	67 7%	6 6%	61 7%	4 7%	2 5%	54 8%	2 1%	13 4%	30 8%	24 7%	6 4%	7 5%	30 5%	29 10%	7 6%
Depends/Unsure (DO NOT READ)	40 4%	4 4%	35 4%	4 7%	-	30 4%	3 2%	9 3%	19 5%	11 3%	5 3%	4 3%	20 3%	13 4%	6 6%

BANNER 3 081
14. Which of the following do you believe is the GREATEST threat facing young people today?

	TRUMP				CIG COMP			VAPE US			VAPE CHINA			SMALL BUS		
	TOTAL	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP
TOTAL	1004 100%	428 43%	540 54%	34 3%	181 18%	714 71%	102 10%	218 22%	644 64%	123 12%	104 10%	723 72%	121 12%	327 33%	513 51%	148 15%
Social media use and online content	278 28%	148 35%	121 22%	8 24%	54 30%	186 26%	36 35%	60 28%	181 28%	36 29%	27 26%	211 29%	34 28%	91 28%	140 27%	46 31%
Artificial intelligence replacing future job opportunities	135 13%	51 12%	79 15%	5 15%	29 16%	97 14%	9 9%	40 18%	80 12%	14 11%	24 23%	87 12%	19 16%	56 17%	58 11%	21 14%
Vaping and use of nicotine products	56 6%	24 6%	31 6%	1 3%	13 7%	36 5%	6 6%	12 6%	36 6%	6 5%	6 6%	41 6%	6 5%	16 5%	30 6%	9 6%
Mental health challenges such as depression, anxiety, and isolation	210 21%	66 15%	137 25%	7 21%	31 17%	165 23%	12 12%	41 19%	136 21%	30 24%	18 17%	153 21%	28 23%	69 21%	103 20%	32 22%
Substance abuse (alcohol or drugs)	129 13%	59 14%	62 11%	8 24%	26 14%	89 12%	14 14%	25 11%	86 13%	13 11%	9 9%	97 13%	12 10%	37 11%	72 14%	18 12%
Violence or crime	89 9%	35 8%	53 10%	1 3%	16 9%	65 9%	8 8%	28 13%	50 8%	9 7%	13 13%	60 8%	9 7%	33 10%	46 9%	7 5%
Other (SPECIFY) (DO NOT READ)	67 7%	27 6%	38 7%	2 6%	9 5%	49 7%	9 9%	9 4%	50 8%	6 5%	5 5%	49 7%	8 7%	19 6%	42 8%	6 4%
Depends/Unsure (DO NOT READ)	40 4%	18 4%	19 4%	2 6%	3 2%	27 4%	8 8%	3 1%	25 4%	9 7%	2 2%	25 3%	5 4%	6 2%	22 4%	9 6%

BANNER 4 082
14. Which of the following do you believe is the GREATEST threat facing young people today?

	FED GOV TRUST			VAPE FAM		YOUTH CONCERN		FLAVOR BAN		RAISE AGE		MORE FLAVORS		INFORM FLAVOR		VOTE FLAVOR	
	=====			=====		=====		=====		=====		=====		=====		=====	
	TOTAL	TRUST	DIS- TRUST	FAM- ILIAR	NOT FAM- ILIAR	CONC- ERNED	NOT CONC- ERNED	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	MORE LIKELY	LESS LIKELY
TOTAL	1004 100%	326 32%	643 64%	450 45%	532 53%	853 85%	128 13%	468 47%	458 46%	744 74%	198 20%	438 44%	438 44%	657 65%	239 24%	483 48%	182 18%
Social media use and online content	278 28%	98 30%	175 27%	135 30%	143 27%	243 28%	30 23%	120 26%	137 30%	212 28%	56 28%	129 29%	118 27%	193 29%	59 25%	140 29%	42 23%
Artificial intelligence replacing future job opportunities	135 13%	37 11%	93 14%	64 14%	68 13%	119 14%	15 12%	57 12%	68 15%	100 13%	27 14%	61 14%	57 13%	96 15%	27 11%	74 15%	18 10%
Vaping and use of nicotine products	56 6%	24 7%	31 5%	23 5%	33 6%	44 5%	12 9%	35 7%	19 4%	38 5%	14 7%	32 7%	19 4%	38 6%	14 6%	27 6%	19 10%
Mental health challenges such as depression, anxiety, and isolation	210 21%	55 17%	151 23%	96 21%	108 20%	177 21%	30 23%	86 18%	114 25%	148 20%	49 25%	85 19%	97 22%	137 21%	57 24%	99 20%	43 24%
Substance abuse (alcohol or drugs)	129 13%	54 17%	71 11%	47 10%	80 15%	110 13%	15 12%	79 17%	44 10%	109 15%	17 9%	55 13%	63 14%	81 12%	37 15%	62 13%	28 15%
Violence or crime	89 9%	40 12%	45 7%	43 10%	43 8%	76 9%	10 8%	43 9%	34 7%	64 9%	16 8%	40 9%	40 9%	54 8%	21 9%	49 10%	17 9%
Other (SPECIFY) (DO NOT READ)	67 7%	12 4%	53 8%	31 7%	34 6%	55 6%	10 8%	34 7%	28 6%	49 7%	15 8%	28 6%	30 7%	42 6%	21 9%	20 4%	11 6%
Depends/Unsure (DO NOT READ)	40 4%	6 2%	24 4%	11 2%	23 4%	29 3%	6 5%	14 3%	14 3%	24 3%	4 2%	8 2%	14 3%	16 2%	3 1%	12 2%	4 2%

BANNER 5 083
14. Which of the following do you believe is the GREATEST threat facing young people today?

	CUR VAPERS											EDUCATION					
	VAPE USE						NOT CONS- ISTANT	QUIT	POL ID		DEM	IND/LEAN	REP	HS OR LESS	SOME COLLEGE/ TECH	COLLEGE+	
	TOTAL	CIG	VAPE	MARIJ	ALL	NONE			OCCA SIONALLY	R EGULARLY							
TOTAL	1004 100%	383 38%	164 16%	269 27%	200 20%	285 28%	48 5%	35 3%	37 4%	38 4%	320 32%	350 35%	298 30%	236 24%	349 35%	347 35%	
Social media use and online content	278 28%	117 31%	47 29%	76 28%	60 30%	76 27%	17 35%	9 26%	6 16%	13 34%	74 23%	101 29%	93 31%	58 25%	88 25%	110 32%	
Artificial intelligence replacing future job opportunities	135 13%	46 12%	29 18%	42 16%	33 17%	33 12%	7 15%	7 20%	9 24%	5 13%	42 13%	63 18%	26 9%	36 15%	39 11%	49 14%	
Vaping and use of nicotine products	56 6%	20 5%	7 4%	18 7%	9 5%	15 5%	2 4%	2 6%	2 5%	-	20 6%	17 5%	18 6%	17 7%	20 6%	18 5%	
Mental health challenges such as depression, anxiety, and isolation	210 21%	79 21%	37 23%	64 24%	41 21%	52 18%	8 17%	6 17%	14 38%	7 18%	86 27%	75 21%	42 14%	41 17%	76 22%	77 22%	
Substance abuse (alcohol or drugs)	129 13%	44 11%	21 13%	28 10%	28 14%	41 14%	10 21%	6 17%	1 3%	4 11%	39 12%	32 9%	53 18%	33 14%	48 14%	38 11%	
Violence or crime	89 9%	36 9%	12 7%	19 7%	14 7%	28 10%	3 6%	1 3%	3 8%	5 13%	35 11%	25 7%	29 10%	33 14%	32 9%	21 6%	
Other (SPECIFY) (DO NOT READ)	67 7%	30 8%	8 5%	16 6%	10 5%	21 7%	1 2%	2 6%	1 3%	4 11%	14 4%	23 7%	26 9%	12 5%	30 9%	18 5%	
Depends/Unsure (DO NOT READ)	40 4%	11 3%	3 2%	6 2%	5 3%	19 7%	-	2 6%	1 3%	-	10 3%	14 4%	11 4%	6 3%	16 5%	16 5%	

BANNER 6 084
14. Which of the following do you believe is the GREATEST threat facing young people today?

	REGION																					
	KIDS - TEENS						PARENTS		INCOME			NEIGHBORHOOD										
	TOTAL	YES	NO	MOMS	DADS	LESS \$50K	\$50-\$100K	\$100K+	URBAN	SUB-URBAN	SMALL TOWN	NEW ENGLAND	ATL-ANTIC	EAST NORTH CENTRAL	WEST NORTH CENTRAL	SOUTH ATL-ANTIC	EAST SOUTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC		
TOTAL	1004 100%	376 37%	628 63%	220 22%	156 16%	316 31%	304 30%	249 25%	231 23%	440 44%	297 30%	44 4%	136 14%	115 11%	96 10%	218 22%	78 8%	84 8%	93 9%	140 14%		
Social media use and online content	278 28%	107 28%	171 27%	54 25%	53 34%	64 20%	87 29%	83 33%	56 24%	126 29%	86 29%	8 18%	37 27%	26 23%	33 34%	59 27%	24 31%	23 27%	29 31%	39 28%		
Artificial intelligence replacing future job opportunities	135 13%	42 11%	93 15%	26 12%	16 10%	35 11%	49 16%	31 12%	35 15%	52 12%	45 15%	7 16%	14 10%	21 18%	14 15%	20 9%	12 15%	10 12%	11 12%	26 19%		
Vaping and use of nicotine products	56 6%	25 7%	31 5%	16 7%	9 6%	20 6%	24 8%	10 4%	10 4%	32 7%	13 4%	3 7%	6 4%	5 4%	5 5%	15 7%	5 6%	3 4%	5 5%	9 6%		
Mental health challenges such as depression, anxiety, and isolation	210 21%	74 20%	136 22%	50 23%	24 15%	71 22%	51 17%	65 26%	46 20%	99 23%	56 19%	15 34%	32 24%	19 17%	25 26%	42 19%	16 21%	12 14%	20 22%	29 21%		
Substance abuse (alcohol or drugs)	129 13%	53 14%	76 12%	29 13%	24 15%	46 15%	44 14%	21 8%	33 14%	51 12%	42 14%	6 14%	21 15%	13 11%	11 11%	34 16%	10 13%	9 11%	10 11%	15 11%		
Violence or crime	89 9%	36 10%	53 8%	23 10%	13 8%	42 13%	28 9%	10 4%	26 11%	39 9%	22 7%	2 5%	10 7%	14 12%	3 3%	24 11%	7 9%	12 14%	7 8%	10 7%		
Other (SPECIFY) (DO NOT READ)	67 7%	26 7%	41 7%	11 5%	15 10%	21 7%	12 4%	21 8%	14 6%	25 6%	21 7%	2 5%	11 8%	8 7%	3 3%	16 7%	3 4%	7 8%	6 6%	11 8%		
Depends/Unsure (DO NOT READ)	40 4%	13 3%	27 4%	11 5%	2 1%	17 5%	9 3%	8 3%	11 5%	16 4%	12 4%	1 2%	5 4%	9 8%	2 2%	8 4%	1 1%	8 10%	5 5%	1 1%		

BANNER 1 085

15. When it comes to public health recommendations, how much do you trust the federal government to act in the best interest of people like you?

	REG PARTY			2024 VOTE			GENDER		AGE			GENDER/AGE				
	TOTAL	=====			=====			=====		=====			MEN > 50	MEN 50+	WOMEN > 50	WOMEN 50+
		REP	DEM	OTHER	TRUMP	HARRIS	OTHER	FEMALE	MALE	18-29	30-49	50+				
TOTAL	1004 100%	388 39%	368 37%	248 25%	468 47%	464 46%	71 7%	508 51%	496 49%	160 16%	312 31%	527 52%	261 26%	232 23%	211 21%	295 29%
A great deal	75 7%	40 10%	23 6%	12 5%	47 10%	24 5%	4 6%	38 7%	37 7%	9 6%	24 8%	41 8%	18 7%	18 8%	15 7%	23 8%
A fair amount	251 25%	114 29%	94 26%	43 17%	138 29%	103 22%	10 14%	127 25%	124 25%	44 28%	73 23%	134 25%	67 26%	57 25%	50 24%	77 26%
Not too much	325 32%	129 33%	104 28%	92 37%	157 34%	142 31%	25 35%	171 34%	154 31%	58 36%	102 33%	164 31%	83 32%	70 30%	77 36%	94 32%
Not at all	318 32%	92 24%	137 37%	89 36%	111 24%	180 39%	27 38%	153 30%	165 33%	47 29%	104 33%	164 31%	89 34%	75 32%	62 29%	89 30%
Depends/Unsure (DO NOT READ)	35 3%	13 3%	10 3%	12 5%	15 3%	15 3%	5 7%	19 4%	16 3%	2 1%	9 3%	24 5%	4 2%	12 5%	7 3%	12 4%

15. When it comes to public health recommendations, how much do you trust the federal government to act in the best interest of people like you?

	ETHNICITY			ETHNICITY/GENDER		RACE		GENDER/RACE					FDA		
	TOTAL	HISP	NON-HISP	HISP WOMEN	HISP MEN	WHITE	BLACK	NON-WHITE	WHITE WOMEN	WHITE MEN	MIN WOMEN	MIN MEN	FAV	UNFAV	NEUTRAL/ NO OP
TOTAL	1004 100%	98 10%	900 90%	56 6%	42 4%	696 69%	135 13%	302 30%	358 36%	338 34%	149 15%	153 15%	587 58%	302 30%	108 11%
A great deal	75 7%	6 6%	68 8%	2 4%	4 10%	47 7%	16 12%	27 9%	28 8%	19 6%	10 7%	17 11%	65 11%	6 2%	3 3%
A fair amount	251 25%	19 19%	231 26%	11 20%	8 19%	177 25%	41 30%	74 25%	92 26%	85 25%	35 23%	39 25%	200 34%	32 11%	17 16%
Not too much	325 32%	38 39%	286 32%	21 38%	17 40%	230 33%	42 31%	95 31%	125 35%	105 31%	46 31%	49 32%	189 32%	97 32%	37 34%
Not at all	318 32%	32 33%	285 32%	20 36%	12 29%	219 31%	32 24%	95 31%	101 28%	118 35%	51 34%	44 29%	118 20%	160 53%	39 36%
Depends/Unsure (DO NOT READ)	35 3%	3 3%	30 3%	2 4%	1 2%	23 3%	4 3%	11 4%	12 3%	11 3%	7 5%	4 3%	15 3%	7 2%	12 11%

15. When it comes to public health recommendations, how much do you trust the federal government to act in the best interest of people like you?

	TRUMP				CIG COMP			VAPE US			VAPE CHINA			SMALL BUS		
	TOTAL	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP
TOTAL	1004 100%	428 43%	540 54%	34 3%	181 18%	714 71%	102 10%	218 22%	644 64%	123 12%	104 10%	723 72%	121 12%	327 33%	513 51%	148 15%
A great deal	75 7%	53 12%	21 4%	1 3%	34 19%	35 5%	6 6%	33 15%	34 5%	5 4%	22 21%	44 6%	2 2%	39 12%	28 5%	5 3%
A fair amount	251 25%	136 32%	108 20%	7 21%	57 31%	159 22%	33 32%	67 31%	153 24%	26 21%	39 38%	170 24%	30 25%	93 28%	127 25%	28 19%
Not too much	325 32%	141 33%	171 32%	13 38%	50 28%	246 34%	27 26%	71 33%	212 33%	34 28%	25 24%	245 34%	38 31%	100 31%	169 33%	53 36%
Not at all	318 32%	85 20%	220 41%	12 35%	33 18%	254 36%	28 27%	39 18%	232 36%	44 36%	14 13%	251 35%	42 35%	88 27%	174 34%	51 34%
Depends/Unsure (DO NOT READ)	35 3%	13 3%	20 4%	1 3%	7 4%	20 3%	8 8%	8 4%	13 2%	14 11%	4 4%	13 2%	9 7%	7 2%	15 3%	11 7%

BANNER 4 088

15. When it comes to public health recommendations, how much do you trust the federal government to act in the best interest of people like you?

	FED GOV TRUST			VAPE FAM		YOUTH CONCERN		FLAVOR BAN		RAISE AGE		MORE FLAVORS		INFORM FLAVOR		VOTE FLAVOR	
	=====			=====		=====		=====		=====		=====		=====		=====	
	TOTAL	TRUST	DIS- TRUST	FAM- ILIAR	NOT FAM- ILIAR	CONC- ERNED	NOT CONC- ERNED	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	MORE LIKELY	LESS LIKELY
TOTAL	1004 100%	326 32%	643 64%	450 45%	532 53%	853 85%	128 13%	468 47%	458 46%	744 74%	198 20%	438 44%	438 44%	657 65%	239 24%	483 48%	182 18%
A great deal	75 7%	75 23%	-	54 12%	21 4%	64 8%	10 8%	52 11%	21 5%	66 9%	7 4%	44 10%	23 5%	52 8%	18 8%	44 9%	13 7%
A fair amount	251 25%	251 77%	-	122 27%	128 24%	221 26%	24 19%	132 28%	105 23%	201 27%	36 18%	131 30%	99 23%	171 26%	58 24%	123 25%	55 30%
Not too much	325 32%	-	325 51%	127 28%	192 36%	278 33%	42 33%	141 30%	159 35%	241 32%	61 31%	143 33%	140 32%	216 33%	74 31%	161 33%	53 29%
Not at all	318 32%	-	318 49%	139 31%	173 33%	270 32%	44 34%	129 28%	162 35%	215 29%	92 46%	114 26%	164 37%	206 31%	84 35%	144 30%	56 31%
Depends/Unsure (DO NOT READ)	35 3%	-	-	8 2%	18 3%	20 2%	8 6%	14 3%	11 2%	21 3%	2 1%	6 1%	12 3%	12 2%	5 2%	11 2%	5 3%

15. When it comes to public health recommendations, how much do you trust the federal government to act in the best interest of people like you?

	CUR VAPERS										EDUCATION					
	VAPE USE					NOT CONS- ISTANT	POL ID		SOME COLLEGE/							
	TOTAL	CIG	VAPE	MARIJ	ALL		NONE	QUIT	OCCA SIONALLY	R EGULARLY	DEM	IND/LEAN	REP	OR LESS	TECH	COLLEGE+
TOTAL	1004	383	164	269	200	285	48	35	37	38	320	350	298	236	349	347
	100%	38%	16%	27%	20%	28%	5%	3%	4%	4%	32%	35%	30%	24%	35%	35%
A great deal	75	32	18	22	8	19	6	1	6	5	20	18	37	28	26	18
	7%	8%	11%	8%	4%	7%	13%	3%	16%	13%	6%	5%	12%	12%	7%	5%
A fair amount	251	109	42	66	35	76	11	6	15	10	85	65	96	63	93	86
	25%	28%	26%	25%	18%	27%	23%	17%	41%	26%	27%	19%	32%	27%	27%	25%
Not too much	325	126	56	100	74	82	15	20	11	6	83	134	98	69	121	111
	32%	33%	34%	37%	37%	29%	31%	57%	30%	16%	26%	38%	33%	29%	35%	32%
Not at all	318	109	45	78	77	92	15	7	4	17	122	120	57	68	98	120
	32%	28%	27%	29%	39%	32%	31%	20%	11%	45%	38%	34%	19%	29%	28%	35%
Depends/Unsure (DO NOT READ)	35	7	3	3	6	16	1	1	1	-	10	13	10	8	11	12
	3%	2%	2%	1%	3%	6%	2%	3%	3%		3%	4%	3%	3%	3%	3%

15. When it comes to public health recommendations, how much do you trust the federal government to act in the best interest of people like you?

	REGION																			
	KIDS - TEENS				PARENTS		INCOME			NEIGHBORHOOD										
	TOTAL	YES	NO	MOMS	DADS	LESS \$50K	\$50-\$100K	\$100K+	URBAN	SUB-URBAN	SMALL TOWN	NEW ENGLAND	MID-ANTIC	EAST NORTH CENTRAL	WEST NORTH CENTRAL	SOUTH ATL-ANTIC	EAST SOUTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
TOTAL	1004 100%	376 37%	628 63%	220 22%	156 16%	316 31%	304 30%	249 25%	231 23%	440 44%	297 30%	44 4%	136 14%	115 11%	96 10%	218 22%	78 8%	84 8%	93 9%	140 14%
A great deal	75 7%	32 9%	43 7%	16 7%	16 10%	28 9%	23 8%	17 7%	22 10%	26 6%	27 9%	3 7%	11 8%	12 10%	2 2%	18 8%	7 9%	9 11%	8 9%	5 4%
A fair amount	251 25%	113 30%	138 22%	73 33%	40 26%	92 29%	77 25%	55 22%	68 29%	115 26%	64 22%	11 25%	31 23%	30 26%	16 17%	67 31%	22 28%	24 29%	18 19%	32 23%
Not too much	325 32%	106 28%	219 35%	62 28%	44 28%	88 28%	105 35%	87 35%	68 29%	158 36%	85 29%	16 36%	46 34%	31 27%	39 41%	56 26%	27 35%	25 30%	32 34%	53 38%
Not at all	318 32%	118 31%	200 32%	62 28%	56 36%	99 31%	89 29%	83 33%	63 27%	129 29%	109 37%	9 20%	45 33%	40 35%	39 41%	67 31%	21 27%	22 26%	30 32%	45 32%
Depends/Unsure (DO NOT READ)	35 3%	7 2%	28 4%	7 3%	-	9 3%	10 3%	7 3%	10 4%	12 3%	12 4%	5 11%	3 2%	2 2%	-	10 5%	1 1%	4 5%	5 5%	5 4%

BANNER 1 091
16A. The federal government should set limits on adults purchasing products that may have health risks like non-nutritious food. PROBE: And is that strongly or somewhat agree/disagree?

	GENDER/AGE															
	REG PARTY			2024 VOTE			GENDER		AGE			=====				
	TOTAL	REP	DEM	OTHER	TRUMP	HARRIS	OTHER	FEMALE	MALE	18-29	30-49	50+	MEN > 50	MEN 50+	WOMEN > 50	WOMEN 50+
TOTAL	526 100%	189 36%	202 38%	135 26%	225 43%	264 50%	36 7%	266 51%	260 49%	71 13%	162 31%	291 55%	128 24%	131 25%	105 20%	160 30%
TOTAL AGREE	182 35%	73 39%	72 36%	37 27%	81 36%	85 32%	16 44%	92 35%	90 35%	29 41%	58 36%	94 32%	47 37%	42 32%	40 38%	52 33%
TOTAL DISAGREE	311 59%	104 55%	120 59%	87 64%	129 57%	166 63%	16 44%	153 58%	158 61%	35 49%	99 61%	176 60%	75 59%	83 63%	59 56%	93 58%
Strongly agree	78 15%	42 22%	24 12%	12 9%	42 19%	31 12%	5 14%	41 15%	37 14%	11 15%	26 16%	40 14%	19 15%	17 13%	18 17%	23 14%
Somewhat agree	104 20%	31 16%	48 24%	25 19%	39 17%	54 20%	11 31%	51 19%	53 20%	18 25%	32 20%	54 19%	28 22%	25 19%	22 21%	29 18%
Somewhat disagree	114 22%	37 20%	46 23%	31 23%	45 20%	63 24%	6 17%	59 22%	55 21%	15 21%	34 21%	65 22%	23 18%	32 24%	26 25%	33 21%
Strongly disagree	197 37%	67 35%	74 37%	56 41%	84 37%	103 39%	10 28%	94 35%	103 40%	20 28%	65 40%	111 38%	52 41%	51 39%	33 31%	60 38%
Depends/unsure (DO NOT READ)	33 6%	12 6%	10 5%	11 8%	15 7%	13 5%	4 11%	21 8%	12 5%	7 10%	5 3%	21 7%	6 5%	6 5%	6 6%	15 9%

BANNER 2 092
16A. The federal government should set limits on adults purchasing products that may have health risks like non-nutritious food. PROBE: And is that strongly or somewhat agree/disagree?

	ETHNICITY		ETHNICITY/GENDER			RACE			GENDER/RACE				FDA		
	TOTAL	HISP	NON-HISP	HISP WOMEN	HISP MEN	WHITE	BLACK	NON-WHITE	WHITE WOMEN	WHITE MEN	MIN WOMEN	MIN MEN	FAV	UNFAV	NEUTRAL/NO OP
TOTAL	526 100%	56 11%	464 88%	32 6%	24 5%	362 69%	71 13%	161 31%	189 36%	173 33%	77 15%	84 16%	297 56%	165 31%	58 11%
TOTAL AGREE	182 35%	18 32%	163 35%	11 34%	7 29%	124 34%	30 42%	57 35%	68 36%	56 32%	24 31%	33 39%	119 40%	43 26%	16 28%
TOTAL DISAGREE	311 59%	35 63%	272 59%	19 59%	16 67%	217 60%	35 49%	92 57%	107 57%	110 64%	46 60%	46 55%	161 54%	115 70%	34 59%
Strongly agree	78 15%	8 14%	69 15%	6 19%	2 8%	55 15%	12 17%	22 14%	29 15%	26 15%	12 16%	10 12%	46 15%	24 15%	7 12%
Somewhat agree	104 20%	10 18%	94 20%	5 16%	5 21%	69 19%	18 25%	35 22%	39 21%	30 17%	12 16%	23 27%	73 25%	19 12%	9 16%
Somewhat disagree	114 22%	12 21%	99 21%	7 22%	5 21%	77 21%	13 18%	36 22%	41 22%	36 21%	18 23%	18 21%	65 22%	42 25%	7 12%
Strongly disagree	197 37%	23 41%	173 37%	12 38%	11 46%	140 39%	22 31%	56 35%	66 35%	74 43%	28 36%	28 33%	96 32%	73 44%	27 47%
Depends/unsure (DO NOT READ)	33 6%	3 5%	29 6%	2 6%	1 4%	21 6%	6 8%	12 7%	14 7%	7 4%	7 9%	5 6%	17 6%	7 4%	8 14%

BANNER 3 093
16A. The federal government should set limits on adults purchasing products that may have health risks like non-nutritious food. PROBE: And is that strongly or somewhat agree/disagree?

	TRUMP				CIG COMP			VAPE US			VAPE CHINA			SMALL BUS		
	TOTAL	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP
TOTAL	526 100%	211 40%	294 56%	19 4%	94 18%	372 71%	57 11%	108 21%	338 64%	69 13%	49 9%	377 72%	73 14%	158 30%	269 51%	89 17%
TOTAL AGREE	182 35%	87 41%	89 30%	5 26%	43 46%	125 34%	14 25%	45 42%	114 34%	18 26%	26 53%	125 33%	21 29%	55 35%	92 34%	29 33%
TOTAL DISAGREE	311 59%	110 52%	190 65%	11 58%	46 49%	228 61%	35 61%	58 54%	207 61%	42 61%	22 45%	236 63%	41 56%	99 63%	163 61%	46 52%
Strongly agree	78 15%	46 22%	30 10%	2 11%	24 26%	47 13%	7 12%	21 19%	46 14%	9 13%	12 24%	52 14%	7 10%	24 15%	43 16%	8 9%
Somewhat agree	104 20%	41 19%	59 20%	3 16%	19 20%	78 21%	7 12%	24 22%	68 20%	9 13%	14 29%	73 19%	14 19%	31 20%	49 18%	21 24%
Somewhat disagree	114 22%	37 18%	74 25%	3 16%	10 11%	93 25%	10 18%	20 19%	81 24%	12 17%	7 14%	85 23%	18 25%	29 18%	69 26%	15 17%
Strongly disagree	197 37%	73 35%	116 39%	8 42%	36 38%	135 36%	25 44%	38 35%	126 37%	30 43%	15 31%	151 40%	23 32%	70 44%	94 35%	31 35%
Depends/unsure (DO NOT READ)	33 6%	14 7%	15 5%	3 16%	5 5%	19 5%	8 14%	5 5%	17 5%	9 13%	1 2%	16 4%	11 15%	4 3%	14 5%	14 16%

BANNER 4 094
16A. The federal government should set limits on adults purchasing products that may have health risks like non-nutritious food. PROBE: And is that strongly or somewhat agree/disagree?

	FED GOV TRUST			VAPE FAM		YOUTH CONCERN		FLAVOR BAN		RAISE AGE		MORE FLAVORS		INFORM FLAVOR		VOTE FLAVOR	
	=====			=====		=====		=====		=====		=====		=====		=====	
	TOTAL	TRUST	DIS- TRUST	FAM- ILIAR	NOT FAM- ILIAR	CONC- ERNED	NOT CONC- ERNED	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	MORE LIKELY	LESS LIKELY
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
TOTAL	526 100%	158 30%	350 67%	224 43%	289 55%	444 84%	71 13%	235 45%	239 45%	388 74%	104 20%	220 42%	236 45%	339 64%	127 24%	244 46%	97 18%
TOTAL AGREE	182 35%	87 55%	90 26%	94 42%	84 29%	167 38%	12 17%	113 48%	55 23%	142 37%	29 28%	88 40%	78 33%	117 35%	48 38%	84 34%	42 43%
TOTAL DISAGREE	311 59%	61 39%	243 69%	121 54%	186 64%	253 57%	54 76%	112 48%	170 71%	224 58%	69 66%	125 57%	147 62%	207 61%	73 57%	150 61%	51 53%
Strongly agree	78 15%	41 26%	33 9%	40 18%	35 12%	71 16%	5 7%	49 21%	24 10%	61 16%	14 13%	40 18%	30 13%	47 14%	23 18%	36 15%	23 24%
Somewhat agree	104 20%	46 29%	57 16%	54 24%	49 17%	96 22%	7 10%	64 27%	31 13%	81 21%	15 14%	48 22%	48 20%	70 21%	25 20%	48 20%	19 20%
Somewhat disagree	114 22%	25 16%	87 25%	48 21%	65 22%	91 20%	21 30%	43 18%	58 24%	86 22%	19 18%	38 17%	60 25%	78 23%	29 23%	52 21%	25 26%
Strongly disagree	197 37%	36 23%	156 45%	73 33%	121 42%	162 36%	33 46%	69 29%	112 47%	138 36%	50 48%	87 40%	87 37%	129 38%	44 35%	98 40%	26 27%
Depends/unsure (DO NOT READ)	33 6%	10 6%	17 5%	9 4%	19 7%	24 5%	5 7%	10 4%	14 6%	22 6%	6 6%	7 3%	11 5%	15 4%	6 5%	10 4%	4 4%

BANNER 5 095
16A. The federal government should set limits on adults purchasing products that may have health risks like non-nutritious food. PROBE: And is that strongly or somewhat agree/disagree?

	CUR VAPERS										EDUCATION					
	VAPE USE						NOT CONS- ISTANT	POL ID		DEM	HS		SOME COLLEGE/ TECH		COLLEGE+	
	TOTAL	CIG	VAPE	MARIJ	ALL	NONE		OCCA SIONALLY	R EGULARLY		IND/LEAN	REP	OR LESS	TECH		
TOTAL	526 100%	208 40%	91 17%	147 28%	110 21%	143 27%	27 5%	23 4%	14 3%	22 4%	174 33%	190 36%	142 27%	107 20%	200 38%	185 35%
TOTAL AGREE	182 35%	74 36%	37 41%	52 35%	31 28%	52 36%	12 44%	8 35%	6 43%	8 36%	60 34%	59 31%	56 39%	45 42%	63 32%	62 34%
TOTAL DISAGREE	311 59%	124 60%	47 52%	83 56%	74 67%	80 56%	14 52%	14 61%	4 29%	13 59%	106 61%	116 61%	78 55%	56 52%	120 60%	114 62%
Strongly agree	78 15%	28 13%	13 14%	18 12%	17 15%	19 13%	3 11%	3 13%	5 36%	1 5%	21 12%	23 12%	30 21%	20 19%	25 13%	26 14%
Somewhat agree	104 20%	46 22%	24 26%	34 23%	14 13%	33 23%	9 33%	5 22%	1 7%	7 32%	39 22%	36 19%	26 18%	25 23%	38 19%	36 19%
Somewhat disagree	114 22%	48 23%	18 20%	40 27%	18 16%	29 20%	4 15%	9 39%	-	5 23%	45 26%	37 19%	28 20%	19 18%	40 20%	48 26%
Strongly disagree	197 37%	76 37%	29 32%	43 29%	56 51%	51 36%	10 37%	5 22%	4 29%	8 36%	61 35%	79 42%	50 35%	37 35%	80 40%	66 36%
Depends/unsure (DO NOT READ)	33 6%	10 5%	7 8%	12 8%	5 5%	11 8%	1 4%	1 4%	4 29%	1 5%	8 5%	15 8%	8 6%	6 6%	17 9%	9 5%

BANNER 6 096
16A. The federal government should set limits on adults purchasing products that may have health risks like non-nutritious food. PROBE: And is that strongly or somewhat agree/disagree?

	REGION																			
	KIDS - TEENS				PARENTS		INCOME			NEIGHBORHOOD										
	TOTAL	YES	NO	MOMS	DADS	LESS \$50K	\$50-\$100K	\$100K+	URBAN	SUB-URBAN	SMALL TOWN	NEW ENGLAND	MID ATL-ANTIC	EAST NORTH CENTRAL	WEST NORTH CENTRAL	SOUTH ATL-ANTIC	EAST SOUTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
TOTAL	526 100%	191 36%	335 64%	111 21%	80 15%	167 32%	153 29%	140 27%	121 23%	231 44%	152 29%	20 4%	65 12%	64 12%	53 10%	112 21%	40 8%	45 9%	49 9%	78 15%
TOTAL AGREE	182 35%	69 36%	113 34%	39 35%	30 38%	59 35%	57 37%	43 31%	49 40%	75 32%	48 32%	6 30%	24 37%	20 31%	20 38%	40 36%	11 28%	16 36%	17 35%	28 36%
TOTAL DISAGREE	311 59%	115 60%	196 59%	68 61%	47 59%	92 55%	88 58%	91 65%	58 48%	146 63%	95 63%	12 60%	35 54%	39 61%	31 58%	62 55%	28 70%	28 62%	29 59%	47 60%
Strongly agree	78 15%	35 18%	43 13%	17 15%	18 23%	19 11%	27 18%	20 14%	21 17%	29 13%	23 15%	2 10%	10 15%	9 14%	5 9%	16 14%	7 18%	7 16%	11 22%	11 14%
Somewhat agree	104 20%	34 18%	70 21%	22 20%	12 15%	40 24%	30 20%	23 16%	28 23%	46 20%	25 16%	4 20%	14 22%	11 17%	15 28%	24 21%	4 10%	9 20%	6 12%	17 22%
Somewhat disagree	114 22%	40 21%	74 22%	22 20%	18 23%	37 22%	25 16%	39 28%	29 24%	50 22%	32 21%	7 35%	14 22%	15 23%	13 25%	23 21%	8 20%	12 27%	10 20%	12 15%
Strongly disagree	197 37%	75 39%	122 36%	46 41%	29 36%	55 33%	63 41%	52 37%	29 24%	96 42%	63 41%	5 25%	21 32%	24 38%	18 34%	39 35%	20 50%	16 36%	19 39%	35 45%
Depends/unsure (DO NOT READ)	33 6%	7 4%	26 8%	4 4%	3 4%	16 10%	8 5%	6 4%	14 12%	10 4%	9 6%	2 10%	6 9%	5 8%	2 4%	10 9%	1 3%	1 2%	3 6%	3 4%

BANNER 1 097
16B. The federal government should set limits on adults purchasing products like alcohol, tobacco, and drugs. PROBE: And is that strongly or somewhat agree/disagree?

	REG PARTY			2024 VOTE			GENDER		AGE			GENDER/AGE				
	TOTAL	REP	DEM	OTHER	TRUMP	HARRIS	OTHER	FEMALE	MALE	18-29	30-49	50+	=====			
													MEN > 50	MEN 50+	WOMEN > 50	WOMEN 50+
TOTAL	479 100%	199 42%	166 35%	114 24%	243 51%	201 42%	35 7%	243 51%	236 49%	89 19%	150 31%	237 49%	133 28%	101 21%	106 22%	136 28%
TOTAL AGREE	189 39%	80 40%	77 46%	32 28%	90 37%	85 42%	14 40%	112 46%	77 33%	40 45%	64 43%	84 35%	47 35%	30 30%	57 54%	54 40%
TOTAL DISAGREE	259 54%	110 55%	82 49%	67 59%	141 58%	101 50%	17 49%	112 46%	147 62%	47 53%	80 53%	130 55%	82 62%	63 62%	45 42%	67 49%
Strongly agree	101 21%	42 21%	44 27%	15 13%	47 19%	46 23%	8 23%	58 24%	43 18%	21 24%	34 23%	45 19%	27 20%	16 16%	28 26%	29 21%
Somewhat agree	88 18%	38 19%	33 20%	17 15%	43 18%	39 19%	6 17%	54 22%	34 14%	19 21%	30 20%	39 16%	20 15%	14 14%	29 27%	25 18%
Somewhat disagree	94 20%	41 21%	34 20%	19 17%	51 21%	37 18%	6 17%	33 14%	61 26%	24 27%	29 19%	41 17%	35 26%	26 26%	18 17%	15 11%
Strongly disagree	165 34%	69 35%	48 29%	48 42%	90 37%	64 32%	11 31%	79 33%	86 36%	23 26%	51 34%	89 38%	47 35%	37 37%	27 25%	52 38%
Depends/unsure (DO NOT READ)	31 6%	9 5%	7 4%	15 13%	12 5%	15 7%	4 11%	19 8%	12 5%	2 2%	6 4%	23 10%	4 3%	8 8%	4 4%	15 11%

BANNER 2 098
16B. The federal government should set limits on adults purchasing products like alcohol, tobacco, and drugs. PROBE: And is that strongly or somewhat agree/disagree?

	ETHNICITY			ETHNICITY/GENDER		RACE			GENDER/RACE				FDA		
	TOTAL	HISP	NON-HISP	HISP WOMEN	HISP MEN	WHITE	BLACK	NON-WHITE	WHITE WOMEN	WHITE MEN	MIN WOMEN	MIN MEN	FAV	UNFAV	NEUTRAL/NO OP
TOTAL	479 100%	42 9%	437 91%	24 5%	18 4%	335 70%	64 13%	141 29%	170 35%	165 34%	72 15%	69 14%	290 61%	138 29%	50 10%
TOTAL AGREE	189 39%	22 52%	167 38%	14 58%	8 44%	126 38%	27 42%	62 44%	76 45%	50 30%	35 49%	27 39%	122 42%	55 40%	12 24%
TOTAL DISAGREE	259 54%	18 43%	241 55%	8 33%	10 56%	186 56%	33 52%	72 51%	81 48%	105 64%	31 43%	41 59%	151 52%	76 55%	31 62%
Strongly agree	101 21%	14 33%	87 20%	8 33%	6 33%	61 18%	15 23%	39 28%	36 21%	25 15%	21 29%	18 26%	61 21%	34 25%	6 12%
Somewhat agree	88 18%	8 19%	80 18%	6 25%	2 11%	65 19%	12 19%	23 16%	40 24%	25 15%	14 19%	9 13%	61 21%	21 15%	6 12%
Somewhat disagree	94 20%	7 17%	87 20%	2 8%	5 28%	69 21%	14 22%	25 18%	25 15%	44 27%	8 11%	17 25%	57 20%	25 18%	11 22%
Strongly disagree	165 34%	11 26%	154 35%	6 25%	5 28%	117 35%	19 30%	47 33%	56 33%	61 37%	23 32%	24 35%	94 32%	51 37%	20 40%
Depends/unsure (DO NOT READ)	31 6%	2 5%	29 7%	2 8%	-	23 7%	4 6%	7 5%	13 8%	10 6%	6 8%	1 1%	17 6%	7 5%	7 14%

BANNER 3 099
16B. The federal government should set limits on adults purchasing products like alcohol, tobacco, and drugs. PROBE: And is that strongly or somewhat agree/disagree?

	TRUMP				CIG COMP			VAPE US			VAPE CHINA			SMALL BUS		
	TOTAL	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP
TOTAL	479 100%	217 45%	247 52%	15 3%	87 18%	343 72%	45 9%	110 23%	307 64%	54 11%	55 11%	347 72%	48 10%	169 35%	245 51%	59 12%
TOTAL AGREE	189 39%	83 38%	101 41%	5 33%	32 37%	145 42%	12 27%	46 42%	126 41%	15 28%	27 49%	135 39%	16 33%	65 38%	109 44%	13 22%
TOTAL DISAGREE	259 54%	125 58%	126 51%	8 53%	52 60%	179 52%	25 56%	61 55%	162 53%	32 59%	27 49%	190 55%	27 56%	96 57%	120 49%	39 66%
Strongly agree	101 21%	43 20%	55 22%	3 20%	17 20%	79 23%	5 11%	25 23%	64 21%	12 22%	16 29%	72 21%	9 19%	32 19%	62 25%	6 10%
Somewhat agree	88 18%	40 18%	46 19%	2 13%	15 17%	66 19%	7 16%	21 19%	62 20%	3 6%	11 20%	63 18%	7 15%	33 20%	47 19%	7 12%
Somewhat disagree	94 20%	45 21%	47 19%	2 13%	18 21%	69 20%	7 16%	20 18%	65 21%	9 17%	12 22%	70 20%	9 19%	28 17%	48 20%	16 27%
Strongly disagree	165 34%	80 37%	79 32%	6 40%	34 39%	110 32%	18 40%	41 37%	97 32%	23 43%	15 27%	120 35%	18 38%	68 40%	72 29%	23 39%
Depends/unsure (DO NOT READ)	31 6%	9 4%	20 8%	2 13%	3 3%	19 6%	8 18%	3 3%	19 6%	7 13%	1 2%	22 6%	5 10%	8 5%	16 7%	7 12%

BANNER 4 100
16B. The federal government should set limits on adults purchasing products like alcohol, tobacco, and drugs. PROBE: And is that strongly or somewhat agree/disagree?

	FED GOV TRUST			VAPE FAM		YOUTH CONCERN		FLAVOR BAN		RAISE AGE		MORE FLAVORS		INFORM FLAVOR		VOTE FLAVOR	
	TOTAL	TRUST	DIS- TRUST	FAM- ILIAR	NOT FAM- ILIAR	CONC- ERNED	NOT CONC- ERNED	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	MORE LIKELY	LESS LIKELY
TOTAL	479 100%	168 35%	294 61%	227 47%	243 51%	410 86%	57 12%	234 49%	219 46%	356 74%	95 20%	218 46%	203 42%	318 66%	113 24%	239 50%	86 18%
TOTAL AGREE	189 39%	84 50%	100 34%	99 44%	89 37%	173 42%	14 25%	128 55%	55 25%	154 43%	26 27%	82 38%	92 45%	115 36%	51 45%	93 39%	46 53%
TOTAL DISAGREE	259 54%	76 45%	176 60%	116 51%	139 57%	214 52%	40 70%	92 39%	156 71%	185 52%	64 67%	131 60%	98 48%	190 60%	55 49%	138 58%	36 42%
Strongly agree	101 21%	45 27%	52 18%	47 21%	53 22%	93 23%	7 12%	67 29%	31 14%	86 24%	11 12%	37 17%	55 27%	61 19%	26 23%	46 19%	25 29%
Somewhat agree	88 18%	39 23%	48 16%	52 23%	36 15%	80 20%	7 12%	61 26%	24 11%	68 19%	15 16%	45 21%	37 18%	54 17%	25 22%	47 20%	21 24%
Somewhat disagree	94 20%	30 18%	61 21%	46 20%	46 19%	81 20%	12 21%	32 14%	59 27%	67 19%	24 25%	49 22%	37 18%	68 21%	24 21%	59 25%	13 15%
Strongly disagree	165 34%	46 27%	115 39%	70 31%	93 38%	133 32%	28 49%	60 26%	97 44%	118 33%	40 42%	82 38%	61 30%	122 38%	31 27%	79 33%	23 27%
Depends/unsure (DO NOT READ)	31 6%	8 5%	18 6%	12 5%	15 6%	23 6%	3 5%	14 6%	8 4%	17 5%	5 5%	5 2%	13 6%	13 4%	7 6%	8 3%	4 5%

BANNER 5 101
16B. The federal government should set limits on adults purchasing products like alcohol, tobacco, and drugs. PROBE: And is that strongly or somewhat agree/disagree?

	CUR VAPERS										EDUCATION					
	VAPE USE					NOT				POL ID			SOME			
	TOTAL	CIG	VAPE	MARIJ	ALL	NONE	CONS- ISTANT	QUIT	OCCA SIONALLY	R EGULARLY	DEM	IND/LEAN	REP	OR LESS	COLLEGE/ TECH	COLLEGE+
TOTAL	479 100%	175 37%	73 15%	122 25%	90 19%	143 30%	21 4%	12 3%	23 5%	16 3%	146 30%	161 34%	156 33%	129 27%	149 31%	162 34%
TOTAL AGREE	189 39%	70 40%	27 37%	46 38%	28 31%	61 43%	11 52%	4 33%	7 30%	5 31%	72 49%	46 29%	64 41%	58 45%	53 36%	63 39%
TOTAL DISAGREE	259 54%	100 57%	44 60%	69 57%	58 64%	66 46%	8 38%	8 67%	16 70%	11 69%	67 46%	101 63%	83 53%	67 52%	85 57%	87 54%
Strongly agree	101 21%	38 22%	13 18%	23 19%	14 16%	34 24%	5 24%	2 17%	4 17%	2 13%	38 26%	24 15%	36 23%	32 25%	20 13%	41 25%
Somewhat agree	88 18%	32 18%	14 19%	23 19%	14 16%	27 19%	6 29%	2 17%	3 13%	3 19%	34 23%	22 14%	28 18%	26 20%	33 22%	22 14%
Somewhat disagree	94 20%	34 19%	18 25%	23 19%	18 20%	28 20%	5 24%	4 33%	7 30%	2 13%	26 18%	42 26%	25 16%	27 21%	29 19%	30 19%
Strongly disagree	165 34%	66 38%	26 36%	46 38%	40 44%	38 27%	3 14%	4 33%	9 39%	9 56%	41 28%	59 37%	58 37%	40 31%	56 38%	57 35%
Depends/unsure (DO NOT READ)	31 6%	5 3%	2 3%	7 6%	4 4%	16 11%	2 10%	-	-	-	7 5%	14 9%	9 6%	4 3%	11 7%	12 7%

BANNER 6 102
16B. The federal government should set limits on adults purchasing products like alcohol, tobacco, and drugs. PROBE: And is that strongly or somewhat agree/disagree?

	REGION																			
	KIDS - TEENS				PARENTS		INCOME			NEIGHBORHOOD			MID		EAST		WEST		SOUTH	
	TOTAL	YES	NO	MOMS	DADS	LESS \$50K	\$50-\$100K	\$100K+	URBAN	SUB-URBAN	SMALL TOWN	NEW ENGLAND	ATL-ANTIC	NORTH CENTRAL	NORTH CENTRAL	ATL-ANTIC	EAST SOUTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
TOTAL	479 100%	185 39%	294 61%	109 23%	76 16%	149 31%	151 32%	109 23%	110 23%	209 44%	145 30%	24 5%	71 15%	51 11%	44 9%	106 22%	38 8%	39 8%	44 9%	62 13%
TOTAL AGREE	189 39%	82 44%	107 36%	56 51%	26 34%	68 46%	62 41%	40 37%	48 44%	80 38%	58 40%	10 42%	27 38%	16 31%	18 41%	50 47%	15 39%	15 38%	15 34%	23 37%
TOTAL DISAGREE	259 54%	92 50%	167 57%	46 42%	46 61%	68 46%	86 57%	64 59%	55 50%	120 57%	74 51%	10 42%	40 56%	32 63%	24 55%	44 42%	22 58%	23 59%	26 59%	38 61%
Strongly agree	101 21%	46 25%	55 19%	31 28%	15 20%	37 25%	29 19%	25 23%	25 23%	42 20%	33 23%	7 29%	11 15%	9 18%	6 14%	27 25%	7 18%	9 23%	11 25%	14 23%
Somewhat agree	88 18%	36 19%	52 18%	25 23%	11 14%	31 21%	33 22%	15 14%	23 21%	38 18%	25 17%	3 13%	16 23%	7 14%	12 27%	23 22%	8 21%	6 15%	4 9%	9 15%
Somewhat disagree	94 20%	27 15%	67 23%	15 14%	12 16%	25 17%	31 21%	22 20%	21 19%	45 22%	26 18%	6 25%	17 24%	13 25%	9 20%	8 8%	9 24%	5 13%	8 18%	19 31%
Strongly disagree	165 34%	65 35%	100 34%	31 28%	34 45%	43 29%	55 36%	42 39%	34 31%	75 36%	48 33%	4 17%	23 32%	19 37%	15 34%	36 34%	13 34%	18 46%	18 41%	19 31%
Depends/unsure (DO NOT READ)	31 6%	11 6%	20 7%	7 6%	4 5%	13 9%	3 2%	5 5%	7 6%	9 4%	13 9%	4 17%	4 6%	3 6%	2 5%	12 11%	1 3%	1 3%	3 7%	1 2%

BANNER 1 103
17. Adults should generally be trusted to make their own choices about the products they buy and use, so long as associated health risks have been disclosed. PROBE: And is that strongly or somewhat agree/disagree?

	REG PARTY			2024 VOTE			GENDER		AGE			GENDER/AGE				
	TOTAL	REP	DEM	OTHER	TRUMP	HARRIS	OTHER	FEMALE	MALE	18-29	30-49	50+	MEN > 50	MEN 50+	WOMEN > 50	WOMEN 50+
TOTAL	1004 100%	388 39%	368 37%	248 25%	468 47%	464 46%	71 7%	508 51%	496 49%	160 16%	312 31%	527 52%	261 26%	232 23%	211 21%	295 29%
TOTAL AGREE	884 88%	339 87%	324 88%	221 89%	419 90%	410 88%	54 76%	438 86%	446 90%	141 88%	278 89%	460 87%	237 91%	206 89%	182 86%	254 86%
TOTAL DISAGREE	87 9%	38 10%	34 9%	15 6%	36 8%	41 9%	10 14%	50 10%	37 7%	12 8%	29 9%	46 9%	18 7%	19 8%	23 11%	27 9%
Strongly agree	592 59%	231 60%	209 57%	152 61%	286 61%	268 58%	38 54%	289 57%	303 61%	91 57%	186 60%	311 59%	155 59%	146 63%	122 58%	165 56%
Somewhat agree	292 29%	108 28%	115 31%	69 28%	133 28%	142 31%	16 23%	149 29%	143 29%	50 31%	92 29%	149 28%	82 31%	60 26%	60 28%	89 30%
Somewhat disagree	49 5%	20 5%	21 6%	8 3%	17 4%	27 6%	5 7%	32 6%	17 3%	8 5%	18 6%	23 4%	9 3%	8 3%	17 8%	15 5%
Strongly disagree	38 4%	18 5%	13 4%	7 3%	19 4%	14 3%	5 7%	18 4%	20 4%	4 3%	11 4%	23 4%	9 3%	11 5%	6 3%	12 4%
Depends/unsure (DO NOT READ)	33 3%	11 3%	10 3%	12 5%	13 3%	13 3%	7 10%	20 4%	13 3%	7 4%	5 2%	21 4%	6 2%	7 3%	6 3%	14 5%

BANNER 2 104
17. Adults should generally be trusted to make their own choices about the products they buy and use, so long as associated health risks have been disclosed. PROBE: And is that strongly or somewhat agree/disagree?

	ETHNICITY			ETHNICITY/GENDER		RACE		GENDER/RACE				FDA			
	TOTAL	HISP	NON-HISP	HISP WOMEN	HISP MEN	WHITE	BLACK	NON-WHITE	WHITE WOMEN	WHITE MEN	MIN WOMEN	MIN MEN	FAV	UNFAV	NEUTRAL/NO OP
TOTAL	1004 100%	98 10%	900 90%	56 6%	42 4%	696 69%	135 13%	302 30%	358 36%	338 34%	149 15%	153 15%	587 58%	302 30%	108 11%
TOTAL AGREE	884 88%	76 78%	804 89%	41 73%	35 83%	628 90%	122 90%	250 83%	316 88%	312 92%	121 81%	129 84%	541 92%	251 83%	87 81%
TOTAL DISAGREE	87 9%	17 17%	68 8%	12 21%	5 12%	50 7%	6 4%	37 12%	29 8%	21 6%	21 14%	16 10%	32 5%	45 15%	9 8%
Strongly agree	592 59%	53 54%	538 60%	28 50%	25 60%	424 61%	82 61%	166 55%	207 58%	217 64%	81 54%	85 56%	348 59%	176 58%	66 61%
Somewhat agree	292 29%	23 23%	266 30%	13 23%	10 24%	204 29%	40 30%	84 28%	109 30%	95 28%	40 27%	44 29%	193 33%	75 25%	21 19%
Somewhat disagree	49 5%	11 11%	38 4%	9 16%	2 5%	29 4%	3 2%	20 7%	18 5%	11 3%	14 9%	6 4%	21 4%	21 7%	7 6%
Strongly disagree	38 4%	6 6%	30 3%	3 5%	3 7%	21 3%	3 2%	17 6%	11 3%	10 3%	7 5%	10 7%	11 2%	24 8%	2 2%
Depends/unsure (DO NOT READ)	33 3%	5 5%	28 3%	3 5%	2 5%	18 3%	7 5%	15 5%	13 4%	5 1%	7 5%	8 5%	14 2%	6 2%	12 11%

BANNER 3 105
17. Adults should generally be trusted to make their own choices about the products they buy and use, so long as associated health risks have been disclosed. PROBE: And is that strongly or somewhat agree/disagree?

	TRUMP				CIG COMP			VAPE US			VAPE CHINA			SMALL BUS		
	TOTAL	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP
TOTAL	1004 100%	428 43%	540 54%	34 3%	181 18%	714 71%	102 10%	218 22%	644 64%	123 12%	104 10%	723 72%	121 12%	327 33%	513 51%	148 15%
TOTAL AGREE	884 88%	384 90%	472 87%	27 79%	175 97%	623 87%	82 80%	205 94%	558 87%	105 85%	96 92%	637 88%	106 88%	311 95%	435 85%	129 87%
TOTAL DISAGREE	87 9%	32 7%	52 10%	3 9%	4 2%	73 10%	8 8%	7 3%	70 11%	7 6%	6 6%	70 10%	4 3%	10 3%	63 12%	9 6%
Strongly agree	592 59%	263 61%	307 57%	21 62%	117 65%	409 57%	63 62%	142 65%	361 56%	80 65%	61 59%	424 59%	76 63%	217 66%	283 55%	88 59%
Somewhat agree	292 29%	121 28%	165 31%	6 18%	58 32%	214 30%	19 19%	63 29%	197 31%	25 20%	35 34%	213 29%	30 25%	94 29%	152 30%	41 28%
Somewhat disagree	49 5%	18 4%	30 6%	1 3%	3 2%	41 6%	4 4%	4 2%	40 6%	3 2%	4 4%	39 5%	3 2%	8 2%	33 6%	4 3%
Strongly disagree	38 4%	14 3%	22 4%	2 6%	1 1%	32 4%	4 4%	3 1%	30 5%	4 3%	2 2%	31 4%	1 1%	2 1%	30 6%	5 3%
Depends/unsure (DO NOT READ)	33 3%	12 3%	16 3%	4 12%	2 1%	18 3%	12 12%	6 3%	16 2%	11 9%	2 2%	16 2%	11 9%	6 2%	15 3%	10 7%

BANNER 4 106
17. Adults should generally be trusted to make their own choices about the products they buy and use, so long as associated health risks have been disclosed. PROBE: And is that strongly or somewhat agree/disagree?

	FED GOV TRUST			VAPE FAM		YOUTH CONCERN		FLAVOR BAN		RAISE AGE		MORE FLAVORS		INFORM FLAVOR		VOTE FLAVOR	
	=====			=====		=====										=====	
	TOTAL	TRUST	DIS- TRUST	FAM- ILIAR	NOT FAM- ILIAR	CONC- ERNED	NOT CONC- ERNED	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	MORE LIKELY	LESS LIKELY
		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
TOTAL	1004 100%	326 32%	643 64%	450 45%	532 53%	853 85%	128 13%	468 47%	458 46%	744 74%	198 20%	438 44%	438 44%	657 65%	239 24%	483 48%	182 18%
TOTAL AGREE	884 88%	297 91%	563 88%	404 90%	468 88%	772 91%	101 79%	413 88%	409 89%	681 92%	160 81%	406 93%	368 84%	609 93%	187 78%	450 93%	135 74%
TOTAL DISAGREE	87 9%	19 6%	64 10%	36 8%	50 9%	59 7%	23 18%	42 9%	39 9%	45 6%	33 17%	22 5%	57 13%	37 6%	41 17%	26 5%	37 20%
Strongly agree	592 59%	170 52%	407 63%	271 60%	309 58%	511 60%	72 56%	246 53%	306 67%	460 62%	105 53%	287 66%	235 54%	430 65%	104 44%	320 66%	72 40%
Somewhat agree	292 29%	127 39%	156 24%	133 30%	159 30%	261 31%	29 23%	167 36%	103 22%	221 30%	55 28%	119 27%	133 30%	179 27%	83 35%	130 27%	63 35%
Somewhat disagree	49 5%	11 3%	38 6%	23 5%	26 5%	33 4%	14 11%	20 4%	24 5%	28 4%	16 8%	17 4%	29 7%	22 3%	22 9%	13 3%	20 11%
Strongly disagree	38 4%	8 2%	26 4%	13 3%	24 5%	26 3%	9 7%	22 5%	15 3%	17 2%	17 9%	5 1%	28 6%	15 2%	19 8%	13 3%	17 9%
Depends/unsure (DO NOT READ)	33 3%	10 3%	16 2%	10 2%	14 3%	22 3%	4 3%	13 3%	10 2%	18 2%	5 3%	10 2%	13 3%	11 2%	11 5%	7 1%	10 5%

BANNER 5 107
17. Adults should generally be trusted to make their own choices about the products they buy and use, so long as associated health risks have been disclosed. PROBE: And is that strongly or somewhat agree/disagree?

	CUR VAPERS											EDUCATION					
	VAPE USE						NOT CONS- ISTANT	OCCA		R EGULARLY	POL ID			HS OR LESS	SOME COLLEGE/ TECH		COLLEGE+
	TOTAL	CIG	VAPE	MARIJ	ALL	NONE		SIONALLY	DEM		IND/LEAN	REP					
TOTAL	1004 100%	383 38%	164 16%	269 27%	200 20%	285 28%	48 5%	35 3%	37 4%	38 4%	320 32%	350 35%	298 30%	236 24%	349 35%	347 35%	
TOTAL AGREE	884 88%	361 94%	149 91%	238 88%	184 92%	242 85%	45 94%	31 89%	32 86%	35 92%	282 88%	304 87%	265 89%	205 87%	301 86%	311 90%	
TOTAL DISAGREE	87 9%	17 4%	10 6%	21 8%	15 8%	29 10%	2 4%	4 11%	3 8%	1 3%	27 8%	36 10%	23 8%	16 7%	39 11%	29 8%	
Strongly agree	592 59%	249 65%	98 60%	154 57%	137 69%	151 53%	30 63%	17 49%	21 57%	25 66%	175 55%	213 61%	181 61%	140 59%	194 56%	211 61%	
Somewhat agree	292 29%	112 29%	51 31%	84 31%	47 24%	91 32%	15 31%	14 40%	11 30%	10 26%	107 33%	91 26%	84 28%	65 28%	107 31%	100 29%	
Somewhat disagree	49 5%	12 3%	5 3%	18 7%	8 4%	11 4%	2 4%	2 6%	1 3%	-	13 4%	24 7%	11 4%	9 4%	21 6%	19 5%	
Strongly disagree	38 4%	5 1%	5 3%	3 1%	7 4%	18 6%	-	2 6%	2 5%	1 3%	14 4%	12 3%	12 4%	7 3%	18 5%	10 3%	
Depends/unsure (DO NOT READ)	33 3%	5 1%	5 3%	10 4%	1 1%	14 5%	1 2%	-	2 5%	2 5%	11 3%	10 3%	10 3%	15 6%	9 3%	7 2%	

BANNER 6 108
17. Adults should generally be trusted to make their own choices about the products they buy and use, so long as associated health risks have been disclosed. PROBE: And is that strongly or somewhat agree/disagree?

	REGION																						
	KIDS - TEENS						PARENTS			INCOME			NEIGHBORHOOD										
							LESS	\$50-		SUB-		SMALL	NEW	MID	EAST	WEST	SOUTH	EAST	WEST	MOUN-			
	TOTAL	YES	NO	MOMS	DADS	\$50K	\$100K	\$100K+	URBAN	URBAN	TOWN	ENGLAND	ATL-	NORTH	CENTRAL	CENTRAL	ATL-	SOUTH	CENTRAL	CENTRAL	PACIFIC		
TOTAL	1004	376	628	220	156	316	304	249	231	440	297	44	136	115	96	218	78	84	93	140			
	100%	37%	63%	22%	16%	31%	30%	25%	23%	44%	30%	4%	14%	11%	10%	22%	8%	8%	9%	14%			
TOTAL AGREE	884	332	552	187	145	267	265	226	208	380	261	38	118	100	86	192	72	76	78	124			
	88%	88%	88%	85%	93%	84%	87%	91%	90%	86%	88%	86%	87%	87%	90%	88%	92%	90%	84%	89%			
TOTAL DISAGREE	87	33	54	24	9	31	29	22	13	48	25	5	13	11	7	19	6	4	9	13			
	9%	9%	9%	11%	6%	10%	10%	9%	6%	11%	8%	11%	10%	10%	7%	9%	8%	5%	10%	9%			
Strongly agree	592	219	373	118	101	160	186	155	119	262	187	20	77	63	64	119	47	63	56	83			
	59%	58%	59%	54%	65%	51%	61%	62%	52%	60%	63%	45%	57%	55%	67%	55%	60%	75%	60%	59%			
Somewhat agree	292	113	179	69	44	107	79	71	89	118	74	18	41	37	22	73	25	13	22	41			
	29%	30%	29%	31%	28%	34%	26%	29%	39%	27%	25%	41%	30%	32%	23%	33%	32%	15%	24%	29%			
Somewhat disagree	49	21	28	14	7	11	22	15	5	28	15	2	7	8	3	12	4	2	4	7			
	5%	6%	4%	6%	4%	3%	7%	6%	2%	6%	5%	5%	5%	7%	3%	6%	5%	2%	4%	5%			
Strongly disagree	38	12	26	10	2	20	7	7	8	20	10	3	6	3	4	7	2	2	5	6			
	4%	3%	4%	5%	1%	6%	2%	3%	3%	5%	3%	7%	4%	3%	4%	3%	3%	2%	5%	4%			
Depends/unsure (DO NOT READ)	33	11	22	9	2	18	10	1	10	12	11	1	5	4	3	7	-	4	6	3			
	3%	3%	4%	4%	1%	6%	3%	0%	4%	3%	4%	2%	4%	3%	3%	3%		5%	6%	2%			

BANNER 1 109
18. The federal government is too involved in telling adults what choices they should be making about their personal lives, including what they eat, drink, say, or believe. PROBE: And is that strongly or somewhat agree/disagree?

	REG PARTY			2024 VOTE			GENDER		AGE			GENDER/AGE				
	TOTAL	REP	DEM	OTHER	TRUMP	HARRIS	OTHER	FEMALE	MALE	18-29	30-49	50+	MEN	MEN	WOMEN	WOMEN
													> 50	50+	> 50	50+
TOTAL	1004 100%	388 39%	368 37%	248 25%	468 47%	464 46%	71 7%	508 51%	496 49%	160 16%	312 31%	527 52%	261 26%	232 23%	211 21%	295 29%
TOTAL AGREE	674 67%	266 69%	235 64%	173 70%	329 70%	296 64%	48 68%	340 67%	334 67%	109 68%	197 63%	364 69%	172 66%	160 69%	134 64%	204 69%
TOTAL DISAGREE	270 27%	95 24%	117 32%	58 23%	108 23%	144 31%	18 25%	134 26%	136 27%	47 29%	96 31%	126 24%	74 28%	61 26%	69 33%	65 22%
Strongly agree	413 41%	163 42%	141 38%	109 44%	202 43%	180 39%	31 44%	198 39%	215 43%	61 38%	116 37%	234 44%	105 40%	109 47%	72 34%	125 42%
Somewhat agree	261 26%	103 27%	94 26%	64 26%	127 27%	116 25%	17 24%	142 28%	119 24%	48 30%	81 26%	130 25%	67 26%	51 22%	62 29%	79 27%
Somewhat disagree	146 15%	45 12%	68 18%	33 13%	55 12%	79 17%	12 17%	76 15%	70 14%	35 22%	50 16%	61 12%	39 15%	31 13%	46 22%	30 10%
Strongly disagree	124 12%	50 13%	49 13%	25 10%	53 11%	65 14%	6 8%	58 11%	66 13%	12 8%	46 15%	65 12%	35 13%	30 13%	23 11%	35 12%
Depends/unsure (DO NOT READ)	60 6%	27 7%	16 4%	17 7%	31 7%	24 5%	5 7%	34 7%	26 5%	4 3%	19 6%	37 7%	15 6%	11 5%	8 4%	26 9%

BANNER 2 110
18. The federal government is too involved in telling adults what choices they should be making about their personal lives, including what they eat, drink, say, or believe. PROBE: And is that strongly or somewhat agree/disagree?

	ETHNICITY			ETHNICITY/GENDER			RACE		GENDER/RACE				FDA		
	TOTAL	HISP	NON-HISP	HISP WOMEN	HISP MEN	WHITE	BLACK	NON-WHITE	WHITE WOMEN	WHITE MEN	MIN WOMEN	MIN MEN	FAV	UNFAV	NEUTRAL/NO OP
TOTAL	1004 100%	98 10%	900 90%	56 6%	42 4%	696 69%	135 13%	302 30%	358 36%	338 34%	149 15%	153 15%	587 58%	302 30%	108 11%
TOTAL AGREE	674 67%	64 65%	609 68%	37 66%	27 64%	483 69%	86 64%	188 62%	244 68%	239 71%	95 64%	93 61%	393 67%	212 70%	67 62%
TOTAL DISAGREE	270 27%	31 32%	236 26%	17 30%	14 33%	170 24%	42 31%	97 32%	87 24%	83 25%	47 32%	50 33%	165 28%	73 24%	28 26%
Strongly agree	413 41%	32 33%	381 42%	16 29%	16 38%	303 44%	53 39%	109 36%	145 41%	158 47%	52 35%	57 37%	221 38%	145 48%	46 43%
Somewhat agree	261 26%	32 33%	228 25%	21 38%	11 26%	180 26%	33 24%	79 26%	99 28%	81 24%	43 29%	36 24%	172 29%	67 22%	21 19%
Somewhat disagree	146 15%	17 17%	127 14%	10 18%	7 17%	96 14%	21 16%	50 17%	51 14%	45 13%	25 17%	25 16%	90 15%	37 12%	15 14%
Strongly disagree	124 12%	14 14%	109 12%	7 13%	7 17%	74 11%	21 16%	47 16%	36 10%	38 11%	22 15%	25 16%	75 13%	36 12%	13 12%
Depends/unsure (DO NOT READ)	60 6%	3 3%	55 6%	2 4%	1 2%	43 6%	7 5%	17 6%	27 8%	16 5%	7 5%	10 7%	29 5%	17 6%	13 12%

BANNER 3 111
18. The federal government is too involved in telling adults what choices they should be making about their personal lives, including what they eat, drink, say, or believe. PROBE: And is that strongly or somewhat agree/disagree?

	TRUMP				CIG COMP			VAPE US			VAPE CHINA			SMALL BUS		
	TOTAL	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP
TOTAL	1004 100%	428 43%	540 54%	34 3%	181 18%	714 71%	102 10%	218 22%	644 64%	123 12%	104 10%	723 72%	121 12%	327 33%	513 51%	148 15%
TOTAL AGREE	674 67%	304 71%	351 65%	19 56%	145 80%	464 65%	60 59%	171 78%	409 64%	80 65%	80 77%	485 67%	78 64%	252 77%	322 63%	91 61%
TOTAL DISAGREE	270 27%	102 24%	160 30%	8 24%	31 17%	212 30%	26 25%	39 18%	199 31%	27 22%	20 19%	205 28%	27 22%	67 20%	157 31%	40 27%
Strongly agree	413 41%	184 43%	214 40%	15 44%	87 48%	281 39%	42 41%	106 49%	238 37%	62 50%	37 36%	304 42%	52 43%	164 50%	190 37%	56 38%
Somewhat agree	261 26%	120 28%	137 25%	4 12%	58 32%	183 26%	18 18%	65 30%	171 27%	18 15%	43 41%	181 25%	26 21%	88 27%	132 26%	35 24%
Somewhat disagree	146 15%	53 12%	89 16%	4 12%	12 7%	117 16%	16 16%	19 9%	111 17%	12 10%	7 7%	117 16%	13 11%	34 10%	87 17%	21 14%
Strongly disagree	124 12%	49 11%	71 13%	4 12%	19 10%	95 13%	10 10%	20 9%	88 14%	15 12%	13 13%	88 12%	14 12%	33 10%	70 14%	19 13%
Depends/unsure (DO NOT READ)	60 6%	22 5%	29 5%	7 21%	5 3%	38 5%	16 16%	8 4%	36 6%	16 13%	4 4%	33 5%	16 13%	8 2%	34 7%	17 11%

BANNER 4 112
18. The federal government is too involved in telling adults what choices they should be making about their personal lives, including what they eat, drink, say, or believe. PROBE: And is that strongly or somewhat agree/disagree?

	FED GOV TRUST			VAPE FAM		YOUTH CONCERN		FLAVOR BAN		RAISE AGE		MORE FLAVORS		INFORM FLAVOR		VOTE FLAVOR	
	=====			=====		=====		=====		=====		=====		=====		=====	
	TOTAL	TRUST	DIS-	FAM-	NOT	CONC-	NOT	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	MORE	LESS
			TRUST														
				ILIAR	FAM-	ERNED	CONC-									LIKELY	LIKELY
					ILIAR		ERNED										
TOTAL	1004	326	643	450	532	853	128	468	458	744	198	438	438	657	239	483	182
	100%	32%	64%	45%	53%	85%	13%	47%	46%	74%	20%	44%	44%	65%	24%	48%	18%
TOTAL AGREE	674	203	456	302	365	590	79	296	332	517	130	329	267	485	132	359	105
	67%	62%	71%	67%	69%	69%	62%	63%	72%	69%	66%	75%	61%	74%	55%	74%	58%
TOTAL DISAGREE	270	105	158	129	137	218	42	144	106	187	60	93	144	144	91	106	64
	27%	32%	25%	29%	26%	26%	33%	31%	23%	25%	30%	21%	33%	22%	38%	22%	35%
Strongly agree	413	101	303	181	228	358	50	170	216	318	77	212	154	302	79	231	50
	41%	31%	47%	40%	43%	42%	39%	36%	47%	43%	39%	48%	35%	46%	33%	48%	27%
Somewhat agree	261	102	153	121	137	232	29	126	116	199	53	117	113	183	53	128	55
	26%	31%	24%	27%	26%	27%	23%	27%	25%	27%	27%	27%	26%	28%	22%	27%	30%
Somewhat disagree	146	56	86	63	80	116	25	75	59	99	35	49	77	81	48	57	36
	15%	17%	13%	14%	15%	14%	20%	16%	13%	13%	18%	11%	18%	12%	20%	12%	20%
Strongly disagree	124	49	72	66	57	102	17	69	47	88	25	44	67	63	43	49	28
	12%	15%	11%	15%	11%	12%	13%	15%	10%	12%	13%	10%	15%	10%	18%	10%	15%
Depends/unsure (DO NOT READ)	60	18	29	19	30	45	7	28	20	40	8	16	27	28	16	18	13
	6%	6%	5%	4%	6%	5%	5%	6%	4%	5%	4%	4%	6%	4%	7%	4%	7%

BANNER 5 113
18. The federal government is too involved in telling adults what choices they should be making about their personal lives, including what they eat, drink, say, or believe. PROBE: And is that strongly or somewhat agree/disagree?

	CUR VAPERS											EDUCATION					
	VAPE USE					NOT CONS- ISTANT	POL ID		SOME								
	TOTAL	CIG	VAPE	MARIJ	ALL		NONE	QUIT	OCCA SIONALLY	R EGULARLY	DEM	IND/LEAN	REF	OR LESS	COLLEGE/ TECH	COLLEGE+	
TOTAL	1004 100%	383 38%	164 16%	269 27%	200 20%	285 28%	48 5%	35 3%	37 4%	38 4%	320 32%	350 35%	298 30%	236 24%	349 35%	347 35%	
TOTAL AGREE	674 67%	276 72%	122 74%	189 70%	144 72%	176 62%	30 63%	28 80%	26 70%	33 87%	204 64%	238 68%	208 70%	159 67%	236 68%	233 67%	
TOTAL DISAGREE	270 27%	97 25%	36 22%	68 25%	47 24%	79 28%	17 35%	5 14%	9 24%	4 11%	104 33%	88 25%	70 23%	55 23%	93 27%	99 29%	
Strongly agree	413 41%	167 44%	75 46%	100 37%	99 50%	105 37%	14 29%	17 49%	19 51%	21 55%	118 37%	152 43%	128 43%	93 39%	140 40%	153 44%	
Somewhat agree	261 26%	109 28%	47 29%	89 33%	45 23%	71 25%	16 33%	11 31%	7 19%	12 32%	86 27%	86 25%	80 27%	66 28%	96 28%	80 23%	
Somewhat disagree	146 15%	54 14%	20 12%	43 16%	23 12%	46 16%	9 19%	5 14%	3 8%	2 5%	63 20%	50 14%	28 9%	26 11%	53 15%	55 16%	
Strongly disagree	124 12%	43 11%	16 10%	25 9%	24 12%	33 12%	8 17%	- 16%	6 16%	2 5%	41 13%	38 11%	42 14%	29 12%	40 11%	44 13%	
Depends/unsure (DO NOT READ)	60 6%	10 3%	6 4%	12 4%	9 5%	30 11%	1 2%	2 6%	2 5%	1 3%	12 4%	24 7%	20 7%	22 9%	20 6%	15 4%	

BANNER 6 114
18. The federal government is too involved in telling adults what choices they should be making about their personal lives, including what they eat, drink, say, or believe. PROBE: And is that strongly or somewhat agree/disagree?

	REGION																			
	KIDS - TEENS					PARENTS			INCOME			NEIGHBORHOOD								
	TOTAL	YES	NO	MOMS	DADS	LESS \$50K	\$50-\$100K	\$100K+	URBAN	SUB-URBAN	SMALL TOWN	NEW ENGLAND	MID-ATL-ANTIC	EAST NORTH CENTRAL	WEST NORTH CENTRAL	SOUTH-ATL-ANTIC	EAST SOUTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
TOTAL	1004 100%	376 37%	628 63%	220 22%	156 16%	316 31%	304 30%	249 25%	231 23%	440 44%	297 30%	44 4%	136 14%	115 11%	96 10%	218 22%	78 8%	84 8%	93 9%	140 14%
TOTAL AGREE	674 67%	262 70%	412 66%	143 65%	119 76%	213 67%	211 69%	165 66%	153 66%	294 67%	203 68%	28 64%	80 59%	76 66%	71 74%	146 67%	52 67%	65 77%	61 66%	95 68%
TOTAL DISAGREE	270 27%	96 26%	174 28%	64 29%	32 21%	79 25%	78 26%	78 31%	64 28%	125 28%	72 24%	13 30%	43 32%	36 31%	23 24%	53 24%	24 31%	14 17%	26 28%	38 27%
Strongly agree	413 41%	170 45%	243 39%	84 38%	86 55%	124 39%	131 43%	102 41%	78 34%	175 40%	146 49%	17 39%	48 35%	48 42%	43 45%	88 40%	34 44%	53 63%	36 39%	46 33%
Somewhat agree	261 26%	92 24%	169 27%	59 27%	33 21%	89 28%	80 26%	63 25%	75 32%	119 27%	57 19%	11 25%	32 24%	28 24%	28 29%	58 27%	18 23%	12 14%	25 27%	49 35%
Somewhat disagree	146 15%	49 13%	97 15%	33 15%	16 10%	44 14%	36 12%	47 19%	38 16%	64 15%	38 13%	8 18%	23 17%	15 13%	15 16%	29 13%	16 21%	4 5%	14 15%	22 16%
Strongly disagree	124 12%	47 13%	77 12%	31 14%	16 10%	35 11%	42 14%	31 12%	26 11%	61 14%	34 11%	5 11%	20 15%	21 18%	8 8%	24 11%	8 10%	10 12%	12 13%	16 11%
Depends/unsure (DO NOT READ)	60 6%	18 5%	42 7%	13 6%	5 3%	24 8%	15 5%	6 2%	14 6%	21 5%	22 7%	3 7%	13 10%	3 3%	2 2%	19 9%	2 3%	5 6%	6 6%	7 5%

BANNER 1 115
19. Recently, there has been discussion about updating policies and usage of certain products-such as marijuana, psychedelics, and nicotine-based on new medical and scientific research. Which of the following comes closest to your view? (READ AND ROTATE)

	REG PARTY			2024 VOTE			GENDER		AGE			GENDER/AGE				
	TOTAL	=====			=====			=====		=====			=====			
		REP	DEM	OTHER	TRUMP	HARRIS	OTHER	FEMALE	MALE	18-29	30-49	50+	MEN > 50	MEN 50+	WOMEN > 50	WOMEN 50+
TOTAL	1004 100%	388 39%	368 37%	248 25%	468 47%	464 46%	71 7%	508 51%	496 49%	160 16%	312 31%	527 52%	261 26%	232 23%	211 21%	295 29%
Public policy should be updated to reflect new scientific and medical evidence that show potential benefits	731 73%	258 66%	281 76%	192 77%	322 69%	364 78%	45 63%	352 69%	379 76%	118 74%	231 74%	379 72%	199 76%	177 76%	150 71%	202 68%
Public policy should avoid major changes, even if new research suggests potential benefits	121 12%	71 18%	34 9%	16 6%	75 16%	37 8%	9 13%	58 11%	63 13%	23 14%	35 11%	63 12%	32 12%	31 13%	26 12%	32 11%
Depends/Unsure (DO NOT READ)	152 15%	59 15%	53 14%	40 16%	71 15%	63 14%	17 24%	98 19%	54 11%	19 12%	46 15%	85 16%	30 11%	24 10%	35 17%	61 21%

BANNER 2 116
19. Recently, there has been discussion about updating policies and usage of certain products-such as marijuana, psychedelics, and nicotine-based on new medical and scientific research. Which of the following comes closest to your view? (READ AND ROTATE)

	ETHNICITY			ETHNICITY/GENDER		RACE		GENDER/RACE				FDA			
	TOTAL	HISP	NON-HISP	HISP WOMEN	HISP MEN	WHITE	BLACK	NON-WHITE	WHITE WOMEN	WHITE MEN	MIN WOMEN	MIN MEN	FAV	UNFAV	NEUTRAL/NO OP
TOTAL	1004	98	900	56	42	696	135	302	358	338	149	153	587	302	108
	100%	10%	90%	6%	4%	69%	13%	30%	36%	34%	15%	15%	58%	30%	11%
Public policy should be updated to reflect new scientific and medical evidence that show potential benefits	731	75	653	42	33	509	97	217	244	265	108	109	428	222	78
	73%	77%	73%	75%	79%	73%	72%	72%	68%	78%	72%	71%	73%	74%	72%
Public policy should avoid major changes, even if new research suggests potential benefits	121	10	110	5	5	85	19	36	43	42	15	21	74	38	9
	12%	10%	12%	9%	12%	12%	14%	12%	12%	12%	10%	14%	13%	13%	8%
Depends/Unsure (DO NOT READ)	152	13	137	9	4	102	19	49	71	31	26	23	85	42	21
	15%	13%	15%	16%	10%	15%	14%	16%	20%	9%	17%	15%	14%	14%	19%

BANNER 3 117
19. Recently, there has been discussion about updating policies and usage of certain products-such as marijuana, psychedelics, and nicotine-based on new medical and scientific research. Which of the following comes closest to your view? (READ AND ROTATE)

	TRUMP				CIG COMP				VAPE US				VAPE CHINA				SMALL BUS			
	TOTAL	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP				
TOTAL	1004	428	540	34	181	714	102	218	644	123	104	723	121	327	513	148				
	100%	43%	54%	3%	18%	71%	10%	22%	64%	12%	10%	72%	12%	33%	51%	15%				
Public policy should be updated to reflect new scientific and medical evidence that show potential benefits	731	291	414	25	123	537	67	158	477	86	69	544	86	249	364	110				
	73%	68%	77%	74%	68%	75%	66%	72%	74%	70%	66%	75%	71%	76%	71%	74%				
Public policy should avoid major changes, even if new research suggests potential benefits	121	76	42	3	29	79	12	31	76	12	24	79	12	44	63	12				
	12%	18%	8%	9%	16%	11%	12%	14%	12%	10%	23%	11%	10%	13%	12%	8%				
Depends/Unsure (DO NOT READ)	152	61	84	6	29	98	23	29	91	25	11	100	23	34	86	26				
	15%	14%	16%	18%	16%	14%	23%	13%	14%	20%	11%	14%	19%	10%	17%	18%				

BANNER 4 118
19. Recently, there has been discussion about updating policies and usage of certain products-such as marijuana, psychedelics, and nicotine-based on new medical and scientific research. Which of the following comes closest to your view? (READ AND ROTATE)

	FED GOV TRUST			VAPE FAM		YOUTH CONCERN		FLAVOR BAN		RAISE AGE		MORE FLAVORS		INFORM FLAVOR		VOTE FLAVOR	
	=====			=====		=====		=====		=====		=====		=====		=====	
	TOTAL	TRUST	DIS- TRUST	FAM- ILIAR	NOT FAM- ILIAR	CONC- ERNED	NOT CONC- ERNED	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	MORE LIKELY	LESS LIKELY
TOTAL	1004 100%	326 32%	643 64%	450 45%	532 53%	853 85%	128 13%	468 47%	458 46%	744 74%	198 20%	438 44%	438 44%	657 65%	239 24%	483 48%	182 18%
Public policy should be updated to reflect new scientific and medical evidence that show potential benefits	731 73%	239 73%	475 74%	334 74%	389 73%	640 75%	81 63%	335 72%	353 77%	559 75%	140 71%	336 77%	321 73%	509 77%	162 68%	375 78%	114 63%
Public policy should avoid major changes, even if new research suggests potential benefits	121 12%	44 13%	72 11%	61 14%	58 11%	98 11%	19 15%	65 14%	48 10%	86 12%	30 15%	55 13%	51 12%	77 12%	31 13%	61 13%	28 15%
Depends/Unsure (DO NOT READ)	152 15%	43 13%	96 15%	55 12%	85 16%	115 13%	28 22%	68 15%	57 12%	99 13%	28 14%	47 11%	66 15%	71 11%	46 19%	47 10%	40 22%

BANNER 5 119
19. Recently, there has been discussion about updating policies and usage of certain products-such as marijuana, psychedelics, and nicotine-based on new medical and scientific research. Which of the following comes closest to your view? (READ AND ROTATE)

	CUR VAPERS										EDUCATION					
	VAPE USE						POL ID				SOME COLLEGE/					
	TOTAL	CIG	VAPE	MARIJ	ALL	NONE	NOT CONS- INSTANT	QUIT	OCCA SIONALLY	R EGULARLY	DEM	IND/LEAN	REP	HS OR LESS	TECH	COLLEGE+
TOTAL	1004	383	164	269	200	285	48	35	37	38	320	350	298	236	349	347
	100%	38%	16%	27%	20%	28%	5%	3%	4%	4%	32%	35%	30%	24%	35%	35%
Public policy should be updated to reflect new scientific and medical evidence that show potential benefits	731	300	125	206	161	187	40	25	24	31	242	260	202	155	237	284
	73%	78%	76%	77%	81%	66%	83%	71%	65%	82%	76%	74%	68%	66%	68%	82%
Public policy should avoid major changes, even if new research suggests potential benefits	121	45	22	38	15	37	5	5	6	5	33	35	50	34	49	30
	12%	12%	13%	14%	8%	13%	10%	14%	16%	13%	10%	10%	17%	14%	14%	9%
Depends/Unsure (DO NOT READ)	152	38	17	25	24	61	3	5	7	2	45	55	46	47	63	33
	15%	10%	10%	9%	12%	21%	6%	14%	19%	5%	14%	16%	15%	20%	18%	10%

BANNER 6 120
19. Recently, there has been discussion about updating policies and usage of certain products-such as marijuana, psychedelics, and nicotine-based on new medical and scientific research. Which of the following comes closest to your view? (READ AND ROTATE)

	REGION																			
	KIDS - TEENS					PARENTS			INCOME			NEIGHBORHOOD								
	TOTAL	YES	NO	MOMS	DADS	LESS \$50K	\$50-\$100K	\$100K+	URBAN	SUB-URBAN	SMALL TOWN	NEW ENGLAND	MID ATL-ANTIC	EAST NORTH CENTRAL	WEST NORTH CENTRAL	SOUTH ATL-ANTIC	EAST SOUTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
TOTAL	1004	376	628	220	156	316	304	249	231	440	297	44	136	115	96	218	78	84	93	140
	100%	37%	63%	22%	16%	31%	30%	25%	23%	44%	30%	4%	14%	11%	10%	22%	8%	8%	9%	14%
Public policy should be updated to reflect new scientific and medical evidence that show potential benefits	731	263	468	146	117	203	222	200	155	318	227	31	96	71	80	173	56	57	64	103
	73%	70%	75%	66%	75%	64%	73%	80%	67%	72%	76%	70%	71%	62%	83%	79%	72%	68%	69%	74%
Public policy should avoid major changes, even if new research suggests potential benefits	121	53	68	30	23	47	32	29	34	59	27	5	17	21	9	17	13	7	13	19
	12%	14%	11%	14%	15%	15%	11%	12%	15%	13%	9%	11%	13%	18%	9%	8%	17%	8%	14%	14%
Depends/Unsure (DO NOT READ)	152	60	92	44	16	66	50	20	42	63	43	8	23	23	7	28	9	20	16	18
	15%	16%	15%	20%	10%	21%	16%	8%	18%	14%	14%	18%	17%	20%	7%	13%	12%	24%	17%	13%

BANNER 1 121
20. How familiar are you with recent public policy decisions and federal government regulations regarding flavored vaping products?

	GENDER/AGE															
	REG PARTY			2024 VOTE			GENDER		AGE							
	TOTAL	REP	DEM	OTHER	TRUMP	HARRIS	OTHER	FEMALE	MALE	18-29	30-49	50+	MEN > 50	MEN 50+	WOMEN > 50	WOMEN 50+
TOTAL	1004 100%	388 39%	368 37%	248 25%	468 47%	464 46%	71 7%	508 51%	496 49%	160 16%	312 31%	527 52%	261 26%	232 23%	211 21%	295 29%
TOTAL FAMILIAR	450 45%	155 40%	181 49%	114 46%	193 41%	226 49%	31 44%	212 42%	238 48%	90 56%	166 53%	190 36%	145 56%	90 39%	111 53%	100 34%
TOTAL NOT FAMILIAR	532 53%	225 58%	181 49%	126 51%	266 57%	231 50%	34 48%	283 56%	249 50%	65 41%	142 46%	324 61%	111 43%	138 59%	96 45%	186 63%
Very familiar	125 12%	46 12%	52 14%	27 11%	61 13%	59 13%	5 7%	60 12%	65 13%	20 13%	51 16%	51 10%	40 15%	22 9%	31 15%	29 10%
Somewhat familiar	325 32%	109 28%	129 35%	87 35%	132 28%	167 36%	26 37%	152 30%	173 35%	70 44%	115 37%	139 26%	105 40%	68 29%	80 38%	71 24%
Not very familiar	256 25%	112 29%	83 23%	61 25%	133 28%	106 23%	16 23%	132 26%	124 25%	43 27%	76 24%	137 26%	64 25%	60 26%	55 26%	77 26%
Not at all familiar	276 27%	113 29%	98 27%	65 26%	133 28%	125 27%	18 25%	151 30%	125 25%	22 14%	66 21%	187 35%	47 18%	78 34%	41 19%	109 37%
Depends/unsure (DO NOT READ)	22 2%	8 2%	6 2%	8 3%	9 2%	7 2%	6 8%	13 3%	9 2%	5 3%	4 1%	13 2%	5 2%	4 2%	4 2%	9 3%

BANNER 2 122
20. How familiar are you with recent public policy decisions and federal government regulations regarding flavored vaping products?

	ETHNICITY			ETHNICITY/GENDER		RACE		GENDER/RACE				FDA			
	TOTAL	HISP	NON-HISP	HISP WOMEN	HISP MEN	WHITE	BLACK	NON-WHITE	WHITE WOMEN	WHITE MEN	MIN WOMEN	MIN MEN	FAV	UNFAV	NEUTRAL/NO OP
TOTAL	1004 100%	98 10%	900 90%	56 6%	42 4%	696 69%	135 13%	302 30%	358 36%	338 34%	149 15%	153 15%	587 58%	302 30%	108 11%
TOTAL FAMILIAR	450 45%	39 40%	409 45%	21 38%	18 43%	307 44%	75 56%	139 46%	153 43%	154 46%	59 40%	80 52%	278 47%	132 44%	37 34%
TOTAL NOT FAMILIAR	532 53%	54 55%	475 53%	32 57%	22 52%	378 54%	56 41%	152 50%	198 55%	180 53%	84 56%	68 44%	303 52%	164 54%	63 58%
Very familiar	125 12%	9 9%	115 13%	4 7%	5 12%	81 12%	26 19%	42 14%	42 12%	39 12%	18 12%	24 16%	84 14%	33 11%	7 6%
Somewhat familiar	325 32%	30 31%	294 33%	17 30%	13 31%	226 32%	49 36%	97 32%	111 31%	115 34%	41 28%	56 37%	194 33%	99 33%	30 28%
Not very familiar	256 25%	25 26%	228 25%	15 27%	10 24%	177 25%	31 23%	78 26%	88 25%	89 26%	44 30%	34 22%	154 26%	79 26%	23 21%
Not at all familiar	276 27%	29 30%	247 27%	17 30%	12 29%	201 29%	25 19%	74 25%	110 31%	91 27%	40 27%	34 22%	149 25%	85 28%	40 37%
Depends/unsure (DO NOT READ)	22 2%	5 5%	16 2%	3 5%	2 5%	11 2%	4 3%	11 4%	7 2%	4 1%	6 4%	5 3%	6 1%	6 2%	8 7%

BANNER 3 123
20. How familiar are you with recent public policy decisions and federal government regulations regarding flavored vaping products?

	TRUMP				CIG COMP			VAPE US			VAPE CHINA			SMALL BUS		
	TOTAL	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP
TOTAL	1004 100%	428 43%	540 54%	34 3%	181 18%	714 71%	102 10%	218 22%	644 64%	123 12%	104 10%	723 72%	121 12%	327 33%	513 51%	148 15%
TOTAL FAMILIAR	450 45%	179 42%	258 48%	12 35%	116 64%	301 42%	31 30%	137 63%	266 41%	43 35%	76 73%	319 44%	43 36%	193 59%	195 38%	59 40%
TOTAL NOT FAMILIAR	532 53%	243 57%	273 51%	16 47%	63 35%	404 57%	60 59%	76 35%	372 58%	70 57%	27 26%	397 55%	71 59%	129 39%	312 61%	80 54%
Very familiar	125 12%	58 14%	62 11%	5 15%	44 24%	72 10%	7 7%	51 23%	60 9%	13 11%	35 34%	77 11%	9 7%	64 20%	47 9%	13 9%
Somewhat familiar	325 32%	121 28%	196 36%	7 21%	72 40%	229 32%	24 24%	86 39%	206 32%	30 24%	41 39%	242 33%	34 28%	129 39%	148 29%	46 31%
Not very familiar	256 25%	123 29%	125 23%	8 24%	43 24%	186 26%	26 25%	52 24%	176 27%	23 19%	21 20%	196 27%	27 22%	79 24%	137 27%	36 24%
Not at all familiar	276 27%	120 28%	148 27%	8 24%	20 11%	218 31%	34 33%	24 11%	196 30%	47 38%	6 6%	201 28%	44 36%	50 15%	175 34%	44 30%
Depends/unsure (DO NOT READ)	22 2%	6 1%	9 2%	6 18%	2 1%	9 1%	11 11%	5 2%	6 1%	10 8%	1 1%	7 1%	7 6%	5 2%	6 1%	9 6%

BANNER 4 124
20. How familiar are you with recent public policy decisions and federal government regulations regarding flavored vaping products?

	FED GOV TRUST			VAPE FAM		YOUTH CONCERN		FLAVOR BAN		RAISE AGE		MORE FLAVORS		INFORM FLAVOR		VOTE FLAVOR	
	=====			=====		=====		=====		=====		=====		=====		=====	
	TOTAL	TRUST	DIS- TRUST	FAM- ILIAR	NOT FAM- ILIAR	CONC- ERNED	NOT CONC- ERNED	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	MORE LIKELY	LESS LIKELY
TOTAL	1004 100%	326 32%	643 64%	450 45%	532 53%	853 85%	128 13%	468 47%	458 46%	744 74%	198 20%	438 44%	438 44%	657 65%	239 24%	483 48%	182 18%
TOTAL FAMILIAR	450 45%	176 54%	266 41%	450 100%	-	394 46%	51 40%	230 49%	199 43%	339 46%	91 46%	235 54%	181 41%	317 48%	97 41%	244 51%	87 48%
TOTAL NOT FAMILIAR	532 53%	149 46%	365 57%	-	532 100%	449 53%	72 56%	231 49%	254 55%	394 53%	104 53%	197 45%	251 57%	336 51%	134 56%	236 49%	90 49%
Very familiar	125 12%	58 18%	63 10%	125 28%	-	108 13%	17 13%	72 15%	47 10%	94 13%	24 12%	77 18%	38 9%	85 13%	30 13%	73 15%	25 14%
Somewhat familiar	325 32%	118 36%	203 32%	325 72%	-	286 34%	34 27%	158 34%	152 33%	245 33%	67 34%	158 36%	143 33%	232 35%	67 28%	171 35%	62 34%
Not very familiar	256 25%	78 24%	172 27%	-	256 48%	216 25%	36 28%	102 22%	137 30%	203 27%	45 23%	116 26%	109 25%	181 28%	58 24%	129 27%	42 23%
Not at all familiar	276 27%	71 22%	193 30%	-	276 52%	233 27%	36 28%	129 28%	117 26%	191 26%	59 30%	81 18%	142 32%	155 24%	76 32%	107 22%	48 26%
Depends/unsure (DO NOT READ)	22 2%	1 0%	12 2%	-	-	10 1%	5 4%	7 1%	5 1%	11 1%	3 2%	6 1%	6 1%	4 1%	8 3%	3 1%	5 3%

BANNER 5 125
20. How familiar are you with recent public policy decisions and federal government regulations regarding flavored vaping products?

	CUR VAPERS											EDUCATION				
	VAPE USE					NOT CONS- ISTANT	POL ID				HS OR LESS	SOME COLLEGE/ TECH		COLLEGE+		
	TOTAL	CIG	VAPE	MARIJ	ALL		NONE	QUIT	OCCA SIONALLY	R EGULARLY		DEM	IND/LEAN		REP	
TOTAL	1004 100%	383 38%	164 16%	269 27%	200 20%	285 28%	48 5%	35 3%	37 4%	38 4%	320 32%	350 35%	298 30%	236 24%	349 35%	347 35%
TOTAL FAMILIAR	450 45%	193 50%	108 66%	134 50%	103 52%	87 31%	28 58%	26 74%	27 73%	27 71%	157 49%	156 45%	121 41%	106 45%	134 38%	172 50%
TOTAL NOT FAMILIAR	532 53%	187 49%	55 34%	132 49%	94 47%	187 66%	20 42%	9 26%	10 27%	11 29%	159 50%	185 53%	170 57%	122 52%	205 59%	173 50%
Very familiar	125 12%	53 14%	35 21%	39 14%	36 18%	16 6%	12 25%	8 23%	6 16%	9 24%	48 15%	34 10%	40 13%	35 15%	33 9%	47 14%
Somewhat familiar	325 32%	140 37%	73 45%	95 35%	67 34%	71 25%	16 33%	18 51%	21 57%	18 47%	109 34%	122 35%	81 27%	71 30%	101 29%	125 36%
Not very familiar	256 25%	94 25%	36 22%	69 26%	54 27%	73 26%	14 29%	6 17%	9 24%	7 18%	76 24%	92 26%	83 28%	52 22%	96 28%	91 26%
Not at all familiar	276 27%	93 24%	19 12%	63 23%	40 20%	114 40%	6 13%	3 9%	1 3%	4 11%	83 26%	93 27%	87 29%	70 30%	109 31%	82 24%
Depends/unsure (DO NOT READ)	22 2%	3 1%	1 1%	3 1%	3 2%	11 4%	-	-	-	-	4 1%	9 3%	7 2%	8 3%	10 3%	2 1%

BANNER 6 126
20. How familiar are you with recent public policy decisions and federal government regulations regarding flavored vaping products?

	REGION																			
	KIDS - TEENS				PARENTS		INCOME			NEIGHBORHOOD			MID		EAST		WEST		SOUTH	
	TOTAL	YES	NO	MOMS	DADS	LESS \$50K	\$50-\$100K	\$100K+	URBAN	SUB-URBAN	SMALL TOWN	NEW ENGLAND	ATL-ANTIC	NORTH CENTRAL	NORTH CENTRAL	ATL-ANTIC	SOUTH CENTRAL	SOUTH CENTRAL	MOUN-TAIN	PACIFIC
TOTAL	1004 100%	376 37%	628 63%	220 22%	156 16%	316 31%	304 30%	249 25%	231 23%	440 44%	297 30%	44 4%	136 14%	115 11%	96 10%	218 22%	78 8%	84 8%	93 9%	140 14%
TOTAL FAMILIAR	450 45%	172 46%	278 44%	92 42%	80 51%	133 42%	145 48%	121 49%	124 54%	190 43%	120 40%	22 50%	52 38%	55 48%	37 39%	97 44%	46 59%	33 39%	40 43%	68 49%
TOTAL NOT FAMILIAR	532 53%	200 53%	332 53%	126 57%	74 47%	176 56%	155 51%	126 51%	100 43%	244 55%	169 57%	21 48%	79 58%	57 50%	58 60%	117 54%	32 41%	50 60%	48 52%	70 50%
Very familiar	125 12%	52 14%	73 12%	28 13%	24 15%	37 12%	44 14%	31 12%	35 15%	55 13%	32 11%	9 20%	10 7%	18 16%	10 10%	18 8%	15 19%	14 17%	10 11%	21 15%
Somewhat familiar	325 32%	120 32%	205 33%	64 29%	56 36%	96 30%	101 33%	90 36%	89 39%	135 31%	88 30%	13 30%	42 31%	37 32%	27 28%	79 36%	31 40%	19 23%	30 32%	47 34%
Not very familiar	256 25%	106 28%	150 24%	64 29%	42 27%	81 26%	77 25%	68 27%	52 23%	124 28%	72 24%	14 32%	39 29%	24 21%	35 36%	53 24%	15 19%	21 25%	20 22%	35 25%
Not at all familiar	276 27%	94 25%	182 29%	62 28%	32 21%	95 30%	78 26%	58 23%	48 21%	120 27%	97 33%	7 16%	40 29%	33 29%	23 24%	64 29%	17 22%	29 35%	28 30%	35 25%
Depends/unsure (DO NOT READ)	22 2%	4 1%	18 3%	2 1%	2 1%	7 2%	4 1%	2 1%	7 3%	6 1%	8 3%	1 2%	5 4%	3 3%	1 1%	4 2%	- 1%	1 1%	5 5%	2 1%

BANNER 1 127
21. Thinking generally, which of the following comes closest to your view on federal vaping regulations?

	REG PARTY			2024 VOTE			GENDER		AGE			GENDER/AGE				
	=====			=====			=====		=====			=====	=====	=====	=====	
	TOTAL	REP	DEM	OTHER	TRUMP	HARRIS	OTHER	FEMALE	MALE	18-29	30-49	50+	MEN > 50	MEN 50+	WOMEN > 50	WOMEN 50+
TOTAL	1004 100%	388 39%	368 37%	248 25%	468 47%	464 46%	71 7%	508 51%	496 49%	160 16%	312 31%	527 52%	261 26%	232 23%	211 21%	295 29%
We need new and better federal regulations grounded in science	194 19%	65 17%	82 22%	47 19%	85 18%	100 22%	9 13%	91 18%	103 21%	36 23%	60 19%	97 18%	59 23%	44 19%	37 18%	53 18%
We need to do a better job enforcing the regulations already in place	177 18%	76 20%	64 17%	37 15%	89 19%	79 17%	9 13%	93 18%	84 17%	33 21%	49 16%	93 18%	47 18%	36 16%	35 17%	57 19%
We need both equally	497 50%	186 48%	190 52%	121 49%	221 47%	242 52%	33 46%	254 50%	243 49%	76 48%	158 51%	261 50%	120 46%	121 52%	114 54%	140 47%
Neither (DO NOT READ)	76 8%	34 9%	18 5%	24 10%	41 9%	21 5%	14 20%	37 7%	39 8%	11 7%	31 10%	34 6%	24 9%	15 6%	18 9%	19 6%
Depends/Unsure (DO NOT READ)	60 6%	27 7%	14 4%	19 8%	32 7%	22 5%	6 8%	33 6%	27 5%	4 3%	14 4%	42 8%	11 4%	16 7%	7 3%	26 9%

21. Thinking generally, which of the following comes closest to your view on federal vaping regulations?

	ETHNICITY			ETHNICITY/GENDER			RACE			GENDER/RACE				FDA		
	TOTAL	HISP	NON-HISP	HISP WOMEN	HISP MEN	WHITE	BLACK	NON-WHITE	WHITE WOMEN	WHITE MEN	MIN WOMEN	MIN MEN	FAV	UNFAV	NEUTRAL/NO OP	
TOTAL	1004 100%	98 10%	900 90%	56 6%	42 4%	696 69%	135 13%	302 30%	358 36%	338 34%	149 15%	153 15%	587 58%	302 30%	108 11%	
We need new and better federal regulations grounded in science	194 19%	18 18%	175 19%	9 16%	9 21%	139 20%	24 18%	53 18%	68 19%	71 21%	23 15%	30 20%	120 20%	51 17%	22 20%	
We need to do a better job enforcing the regulations already in place	177 18%	20 20%	155 17%	8 14%	12 29%	111 16%	32 24%	64 21%	63 18%	48 14%	29 19%	35 23%	113 19%	50 17%	13 12%	
We need both equally	497 50%	49 50%	446 50%	31 55%	18 43%	347 50%	70 52%	148 49%	177 49%	170 50%	77 52%	71 46%	297 51%	146 48%	51 47%	
Neither (DO NOT READ)	76 8%	7 7%	68 8%	5 9%	2 5%	52 7%	4 3%	24 8%	25 7%	27 8%	12 8%	12 8%	30 5%	38 13%	7 6%	
Depends/Unsure (DO NOT READ)	60 6%	4 4%	56 6%	3 5%	1 2%	47 7%	5 4%	13 4%	25 7%	22 7%	8 5%	5 3%	27 5%	17 6%	15 14%	

BANNER 3 129
21. Thinking generally, which of the following comes closest to your view on federal vaping regulations?

	TRUMP				CIG COMP			VAPE US			VAPE CHINA			SMALL BUS		
	TOTAL	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP
TOTAL	1004	428	540	34	181	714	102	218	644	123	104	723	121	327	513	148
	100%	43%	54%	3%	18%	71%	10%	22%	64%	12%	10%	72%	12%	33%	51%	15%
We need new and better federal regulations grounded in science	194	81	107	5	37	145	12	52	124	17	36	136	15	74	94	25
	19%	19%	20%	15%	20%	20%	12%	24%	19%	14%	35%	19%	12%	23%	18%	17%
We need to do a better job enforcing the regulations already in place	177	84	92	1	47	115	14	51	110	12	29	128	10	65	91	19
	18%	20%	17%	3%	26%	16%	14%	23%	17%	10%	28%	18%	8%	20%	18%	13%
We need both equally	497	201	282	14	81	369	43	89	344	55	32	382	64	149	272	70
	50%	47%	52%	41%	45%	52%	42%	41%	53%	45%	31%	53%	53%	46%	53%	47%
Neither (DO NOT READ)	76	35	33	7	11	46	17	16	35	22	6	44	17	28	28	16
	8%	8%	6%	21%	6%	6%	17%	7%	5%	18%	6%	6%	14%	9%	5%	11%
Depends/Unsure (DO NOT READ)	60	27	26	7	5	39	16	10	31	17	1	33	15	11	28	18
	6%	6%	5%	21%	3%	5%	16%	5%	5%	14%	1%	5%	12%	3%	5%	12%

BANNER 4 130
21. Thinking generally, which of the following comes closest to your view on federal vaping regulations?

	FED GOV TRUST			VAPE FAM		YOUTH CONCERN		FLAVOR BAN		RAISE AGE		MORE FLAVORS		INFORM FLAVOR		VOTE FLAVOR	
	=====			=====		=====		=====		=====		=====		=====		=====	
	TOTAL	TRUST	DIS- TRUST	FAM- ILIAR	NOT FAM- ILIAR	CONC- ERNED	NOT CONC- ERNED	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	MORE LIKELY	LESS LIKELY
TOTAL	1004 100%	326 32%	643 64%	450 45%	532 53%	853 85%	128 13%	468 47%	458 46%	744 74%	198 20%	438 44%	438 44%	657 65%	239 24%	483 48%	182 18%
We need new and better federal regulations grounded in science	194 19%	72 22%	117 18%	100 22%	91 17%	172 20%	20 16%	96 21%	91 20%	156 21%	30 15%	92 21%	85 19%	129 20%	53 22%	106 22%	33 18%
We need to do a better job enforcing the regulations already in place	177 18%	72 22%	98 15%	93 21%	81 15%	159 19%	17 13%	108 23%	61 13%	139 19%	33 17%	87 20%	72 16%	114 17%	53 22%	93 19%	43 24%
We need both equally	497 50%	154 47%	331 51%	225 50%	270 51%	433 51%	61 48%	231 49%	237 52%	375 50%	95 48%	211 48%	232 53%	342 52%	104 44%	229 47%	82 45%
Neither (DO NOT READ)	76 8%	13 4%	59 9%	23 5%	47 9%	49 6%	22 17%	12 3%	49 11%	36 5%	31 16%	33 8%	26 6%	42 6%	20 8%	34 7%	17 9%
Depends/Unsure (DO NOT READ)	60 6%	15 5%	38 6%	9 2%	43 8%	40 5%	8 6%	21 4%	20 4%	38 5%	9 5%	15 3%	23 5%	30 5%	9 4%	21 4%	7 4%

BANNER 5 131
21. Thinking generally, which of the following comes closest to your view on federal vaping regulations?

	CUR VAPERS										EDUCATION					
	VAPE USE					NOT CONS- ISTANT	QUIT	POL ID		DEM						HS OR LESS
	TOTAL	CIG	VAPE	MARIJ	ALL	NONE		OCCA SIONALLY	R EGULARLY		IND/LEAN	REP	SOME COLLEGE/ TECH		COLLEGE+	
TOTAL	1004 100%	383 38%	164 16%	269 27%	200 20%	285 28%	48 5%	35 3%	37 4%	38 4%	320 32%	350 35%	298 30%	236 24%	349 35%	347 35%
We need new and better federal regulations grounded in science	194 19%	84 22%	36 22%	53 20%	46 23%	43 15%	13 27%	4 11%	9 24%	10 26%	78 24%	63 18%	49 16%	43 18%	60 17%	77 22%
We need to do a better job enforcing the regulations already in place	177 18%	68 18%	32 20%	51 19%	24 12%	57 20%	8 17%	8 23%	10 27%	6 16%	56 18%	61 17%	58 19%	43 18%	58 17%	62 18%
We need both equally	497 50%	189 49%	72 44%	139 52%	102 51%	143 50%	22 46%	21 60%	13 35%	13 34%	154 48%	176 50%	147 49%	113 48%	170 49%	177 51%
Neither (DO NOT READ)	76 8%	19 5%	15 9%	10 4%	19 10%	23 8%	2 4%	- 11%	4 21%	8 21%	16 5%	32 9%	19 6%	19 8%	36 10%	17 5%
Depends/Unsure (DO NOT READ)	60 6%	23 6%	9 5%	16 6%	9 5%	19 7%	3 6%	2 6%	1 3%	1 3%	16 5%	18 5%	25 8%	18 8%	25 7%	14 4%

BANNER 6 132
21. Thinking generally, which of the following comes closest to your view on federal vaping regulations?

	REGION																			
						INCOME			NEIGHBORHOOD											
	KIDS - TEENS			PARENTS																
	TOTAL	YES	NO	MOMS	DADS	LESS \$50K	\$50-\$100K	\$100K+	URBAN	SUB-URBAN	SMALL TOWN	NEW ENGLAND	ATL-ANTIC	EAST NORTH CENTRAL	WEST NORTH CENTRAL	SOUTH ATL-ANTIC	EAST SOUTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
TOTAL	1004 100%	376 37%	628 63%	220 22%	156 16%	316 31%	304 30%	249 25%	231 23%	440 44%	297 30%	44 4%	136 14%	115 11%	96 10%	218 22%	78 8%	84 8%	93 9%	140 14%
We need new and better federal regulations grounded in science	194 19%	73 19%	121 19%	44 20%	29 19%	60 19%	52 17%	58 23%	53 23%	89 20%	48 16%	11 25%	20 15%	25 22%	30 31%	43 20%	16 21%	12 14%	17 18%	20 14%
We need to do a better job enforcing the regulations already in place	177 18%	71 19%	106 17%	38 17%	33 21%	52 16%	61 20%	46 18%	51 22%	76 17%	45 15%	14 32%	23 17%	15 13%	12 13%	37 17%	15 19%	12 14%	16 17%	33 24%
We need both equally	497 50%	175 47%	322 51%	105 48%	70 45%	154 49%	152 50%	120 48%	96 42%	217 49%	161 54%	15 34%	67 49%	63 55%	41 43%	108 50%	39 50%	49 58%	44 47%	71 51%
Neither (DO NOT READ)	76 8%	30 8%	46 7%	17 8%	13 8%	26 8%	22 7%	16 6%	15 6%	32 7%	26 9%	2 5%	13 10%	7 6%	10 10%	15 7%	5 6%	6 7%	9 10%	9 6%
Depends/Unsure (DO NOT READ)	60 6%	27 7%	33 5%	16 7%	11 7%	24 8%	17 6%	9 4%	16 7%	26 6%	17 6%	2 5%	13 10%	5 4%	3 3%	15 7%	3 4%	5 6%	7 8%	7 5%

BANNER 1 133
22. Which of the following concerns you most when thinking about the vaping industry today?

	GENDER/AGE															
	REG PARTY			2024 VOTE			GENDER		AGE							
	TOTAL	REP	DEM	OTHER	TRUMP	HARRIS	OTHER	FEMALE	MALE	18-29	30-49	50+	MEN > 50	MEN 50+	WOMEN > 50	WOMEN 50+
TOTAL	1004 100%	388 39%	368 37%	248 25%	468 47%	464 46%	71 7%	508 51%	496 49%	160 16%	312 31%	527 52%	261 26%	232 23%	211 21%	295 29%
Illegal or unregulated vape products entering the U.S. from foreign manufacturers, including China	327 33%	153 39%	85 23%	89 36%	186 40%	124 27%	17 24%	164 32%	163 33%	38 24%	91 29%	197 37%	66 25%	96 41%	63 30%	101 34%
American vape manufacturers facing unclear or restrictive regulations	94 9%	29 7%	48 13%	17 7%	39 8%	49 11%	6 8%	43 8%	51 10%	21 13%	31 10%	42 8%	31 12%	20 9%	21 10%	22 7%
American Small businesses that rely on legal vaping products being hurt by unfair laws	86 9%	29 7%	38 10%	19 8%	33 7%	43 9%	10 14%	38 7%	48 10%	18 11%	30 10%	38 7%	30 11%	18 8%	18 9%	20 7%
Youth access to vaping products through illegal sales or bad actors	328 33%	122 31%	141 38%	65 26%	139 30%	171 37%	17 24%	175 34%	153 31%	60 38%	110 35%	155 29%	91 35%	61 26%	79 37%	94 32%
I have no concerns about the vaping industry (DO NOT READ)	75 7%	28 7%	21 6%	26 10%	37 8%	32 7%	6 8%	32 6%	43 9%	11 7%	25 8%	38 7%	23 9%	19 8%	13 6%	19 6%
Depends/unsure (DO NOT READ)	94 9%	27 7%	35 10%	32 13%	34 7%	45 10%	15 21%	56 11%	38 8%	12 8%	25 8%	57 11%	20 8%	18 8%	17 8%	39 13%

BANNER 2 134
22. Which of the following concerns you most when thinking about the vaping industry today?

	ETHNICITY			ETHNICITY/GENDER		RACE			GENDER/RACE				FDA		
	TOTAL	HISP	NON-HISP	HISP WOMEN	HISP MEN	WHITE	BLACK	NON-WHITE	WHITE WOMEN	WHITE MEN	MIN WOMEN	MIN MEN	FAV	UNFAV	NEUTRAL/NO OP
TOTAL	1004 100%	98 10%	900 90%	56 6%	42 4%	696 69%	135 13%	302 30%	358 36%	338 34%	149 15%	153 15%	587 58%	302 30%	108 11%
Illegal or unregulated vape products entering the U.S. from foreign manufacturers, including China	327 33%	22 22%	305 34%	12 21%	10 24%	250 36%	35 26%	77 25%	126 35%	124 37%	38 26%	39 25%	201 34%	100 33%	26 24%
American vape manufacturers facing unclear or restrictive regulations	94 9%	12 12%	81 9%	9 16%	3 7%	57 8%	16 12%	36 12%	27 8%	30 9%	16 11%	20 13%	55 9%	30 10%	9 8%
American Small businesses that rely on legal vaping products being hurt by unfair laws	86 9%	10 10%	76 8%	7 13%	3 7%	54 8%	13 10%	32 11%	22 6%	32 9%	16 11%	16 10%	40 7%	37 12%	8 7%
Youth access to vaping products through illegal sales or bad actors	328 33%	29 30%	297 33%	13 23%	16 38%	220 32%	52 39%	104 34%	120 34%	100 30%	54 36%	50 33%	200 34%	87 29%	39 36%
I have no concerns about the vaping industry (DO NOT READ)	75 7%	9 9%	64 7%	4 7%	5 12%	52 7%	11 8%	22 7%	23 6%	29 9%	9 6%	13 8%	46 8%	20 7%	9 8%
Depends/unsure (DO NOT READ)	94 9%	16 16%	77 9%	11 20%	5 12%	63 9%	8 6%	31 10%	40 11%	23 7%	16 11%	15 10%	45 8%	28 9%	17 16%

BANNER 3 135
22. Which of the following concerns you most when thinking about the vaping industry today?

	TRUMP				CIG COMP			VAPE US			VAPE CHINA			SMALL BUS		
	TOTAL	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP
TOTAL	1004	428	540	34	181	714	102	218	644	123	104	723	121	327	513	148
	100%	43%	54%	3%	18%	71%	10%	22%	64%	12%	10%	72%	12%	33%	51%	15%
Illegal or unregulated vape products entering the U.S. from foreign manufacturers, including China	327	175	144	8	68	238	18	71	234	22	22	279	18	106	187	33
	33%	41%	27%	24%	38%	33%	18%	33%	36%	18%	21%	39%	15%	32%	36%	22%
American vape manufacturers facing unclear or restrictive regulations	94	35	56	3	22	57	14	27	56	9	20	58	12	39	41	11
	9%	8%	10%	9%	12%	8%	14%	12%	9%	7%	19%	8%	10%	12%	8%	7%
American Small businesses that rely on legal vaping products being hurt by unfair laws	86	30	52	4	22	50	13	35	33	16	17	47	15	43	28	12
	9%	7%	10%	12%	12%	7%	13%	16%	5%	13%	16%	7%	12%	13%	5%	8%
Youth access to vaping products through illegal sales or bad actors	328	121	199	7	47	256	23	53	235	34	32	244	38	94	187	43
	33%	28%	37%	21%	26%	36%	23%	24%	36%	28%	31%	34%	31%	29%	36%	29%
I have no concerns about the vaping industry (DO NOT READ)	75	36	34	5	13	45	17	20	29	22	11	39	17	27	19	26
	7%	8%	6%	15%	7%	6%	17%	9%	5%	18%	11%	5%	14%	8%	4%	18%
Depends/unsure (DO NOT READ)	94	31	55	7	9	68	17	12	57	20	2	56	21	18	51	23
	9%	7%	10%	21%	5%	10%	17%	6%	9%	16%	2%	8%	17%	6%	10%	16%

BANNER 4 136
22. Which of the following concerns you most when thinking about the vaping industry today?

	FED GOV TRUST			VAPE FAM		YOUTH CONCERN		FLAVOR BAN		RAISE AGE		MORE FLAVORS		INFORM FLAVOR		VOTE FLAVOR	
	=====			=====		=====		=====		=====		=====		=====		=====	
	TOTAL	TRUST	DIS- TRUST	FAM- ILIAR	NOT FAM- ILIAR	CONC- ERNED	NOT CONC- ERNED	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	MORE LIKELY	LESS LIKELY
TOTAL	1004 100%	326 32%	643 64%	450 45%	532 53%	853 85%	128 13%	468 47%	458 46%	744 74%	198 20%	438 44%	438 44%	657 65%	239 24%	483 48%	182 18%
Illegal or unregulated vape products entering the U.S. from foreign manufacturers, including China	327 33%	100 31%	222 35%	161 36%	164 31%	296 35%	30 23%	166 35%	149 33%	263 35%	56 28%	155 35%	151 34%	221 34%	80 33%	178 37%	53 29%
American vape manufacturers facing unclear or restrictive regulations	94 9%	39 12%	52 8%	56 12%	36 7%	77 9%	17 13%	57 12%	34 7%	65 9%	28 14%	47 11%	44 10%	67 10%	22 9%	47 10%	24 13%
American Small businesses that rely on legal vaping products being hurt by unfair laws	86 9%	29 9%	55 9%	42 9%	40 8%	58 7%	26 20%	25 5%	56 12%	51 7%	31 16%	49 11%	32 7%	64 10%	19 8%	46 10%	20 11%
Youth access to vaping products through illegal sales or bad actors	328 33%	103 32%	213 33%	139 31%	187 35%	304 36%	21 16%	158 34%	153 33%	254 34%	54 27%	132 30%	157 36%	215 33%	89 37%	154 32%	60 33%
I have no concerns about the vaping industry (DO NOT READ)	75 7%	21 6%	47 7%	20 4%	50 9%	42 5%	29 23%	23 5%	37 8%	53 7%	14 7%	26 6%	28 6%	46 7%	11 5%	29 6%	7 4%
Depends/unsure (DO NOT READ)	94 9%	34 10%	54 8%	32 7%	55 10%	76 9%	5 4%	39 8%	29 6%	58 8%	15 8%	29 7%	26 6%	44 7%	18 8%	29 6%	18 10%

BANNER 5 137
22. Which of the following concerns you most when thinking about the vaping industry today?

	CUR VAPERS										EDUCATION					
	VAPE USE					NOT CONS- ISTANT	POL ID		HS OR LESS	SOME COLLEGE/ TECH		COLLEGE+				
	TOTAL	CIG	VAPE	MARIJ	ALL		NONE	QUIT		OCCA SIONALLY	R EGULARLY		DEM	IND/LEAN	REP	
TOTAL	1004	383	164	269	200	285	48	35	37	38	320	350	298	236	349	347
	100%	38%	16%	27%	20%	28%	5%	3%	4%	4%	32%	35%	30%	24%	35%	35%
Illegal or unregulated vape products entering the U.S. from foreign manufacturers, including China	327	141	48	81	68	91	11	11	13	11	80	112	124	60	112	126
	33%	37%	29%	30%	34%	32%	23%	31%	35%	29%	25%	32%	42%	25%	32%	36%
American vape manufacturers facing unclear or restrictive regulations	94	37	22	34	19	18	4	4	5	9	45	32	17	28	32	31
	9%	10%	13%	13%	10%	6%	8%	11%	14%	24%	14%	9%	6%	12%	9%	9%
American Small businesses that rely on legal vaping products being hurt by unfair laws	86	31	21	30	17	17	3	5	9	3	29	37	17	24	33	22
	9%	8%	13%	11%	9%	6%	6%	14%	24%	8%	9%	11%	6%	10%	9%	6%
Youth access to vaping products through illegal sales or bad actors	328	122	51	88	56	110	23	11	7	8	116	107	97	71	115	122
	33%	32%	31%	33%	28%	39%	48%	31%	19%	21%	36%	31%	33%	30%	33%	35%
I have no concerns about the vaping industry (DO NOT READ)	75	20	11	13	22	19	2	1	1	6	17	31	22	23	23	22
	7%	5%	7%	5%	11%	7%	4%	3%	3%	16%	5%	9%	7%	10%	7%	6%
Depends/unsure (DO NOT READ)	94	32	11	23	18	30	5	3	2	1	33	31	21	30	34	24
	9%	8%	7%	9%	9%	11%	10%	9%	5%	3%	10%	9%	7%	13%	10%	7%

BANNER 6 138
22. Which of the following concerns you most when thinking about the vaping industry today?

	REGION																					
	KIDS - TEENS		PARENTS		INCOME			NEIGHBORHOOD														
						LESS	\$50-			SUB-	SMALL		MID	EAST	WEST	SOUTH	EAST	WEST	MOUN-			
	TOTAL	YES	NO	MOMS	DADS	\$50K	\$100K	\$100K+	URBAN	URBAN	TOWN	NEW	ATL-	NORTH	NORTH	ATL-	SOUTH	SOUTH	SOUTH	AIN	PACIFIC	
TOTAL	1004	376	628	220	156	316	304	249	231	440	297	44	136	115	96	218	78	84	93	140		
	100%	37%	63%	22%	16%	31%	30%	25%	23%	44%	30%	4%	14%	11%	10%	22%	8%	8%	9%	14%		
Illegal or unregulated vape products entering the U.S. from foreign manufacturers, including China	327	116	211	64	52	82	109	95	54	156	107	19	40	36	39	73	24	26	30	40		
	33%	31%	34%	29%	33%	26%	36%	38%	23%	35%	36%	43%	29%	31%	41%	33%	31%	31%	32%	29%		
American vape manufacturers facing unclear or restrictive regulations	94	42	52	23	19	34	28	23	20	49	24	4	15	10	5	18	7	5	10	20		
	9%	11%	8%	10%	12%	11%	9%	9%	9%	11%	8%	9%	11%	9%	5%	8%	9%	6%	11%	14%		
American Small businesses that rely on legal vaping products being hurt by unfair laws	86	32	54	16	16	31	26	16	20	42	20	2	16	13	9	10	9	7	8	12		
	9%	9%	9%	7%	10%	10%	9%	6%	9%	10%	7%	5%	12%	11%	9%	5%	12%	8%	9%	9%		
Youth access to vaping products through illegal sales or bad actors	328	125	203	81	44	108	91	85	94	128	95	11	44	39	31	74	31	24	30	44		
	33%	33%	32%	37%	28%	34%	30%	34%	41%	29%	32%	25%	32%	34%	32%	34%	40%	29%	32%	31%		
I have no concerns about the vaping industry (DO NOT READ)	75	25	50	11	14	27	25	12	19	28	22	4	5	7	7	15	4	14	6	13		
	7%	7%	8%	5%	9%	9%	8%	5%	8%	6%	7%	9%	4%	6%	7%	7%	5%	17%	6%	9%		
Depends/unsure (DO NOT READ)	94	36	58	25	11	34	25	18	24	37	29	4	16	10	5	28	3	8	9	11		
	9%	10%	9%	11%	7%	11%	8%	7%	10%	8%	10%	9%	12%	9%	5%	13%	4%	10%	10%	8%		

BANNER 1 139
23. How concerned are you about vaping use among middle and high school students?

	GENDER/AGE															
	REG PARTY			2024 VOTE			GENDER		AGE							
	TOTAL	REP	DEM	OTHER	TRUMP	HARRIS	OTHER	FEMALE	MALE	18-29	30-49	50+	MEN > 50	MEN 50+	WOMEN > 50	WOMEN 50+
TOTAL	1004 100%	388 39%	368 37%	248 25%	468 47%	464 46%	71 7%	508 51%	496 49%	160 16%	312 31%	527 52%	261 26%	232 23%	211 21%	295 29%
TOTAL CONCERNED	853 85%	341 88%	313 85%	199 80%	406 87%	396 85%	50 70%	454 89%	399 80%	146 91%	250 80%	452 86%	204 78%	192 83%	192 91%	260 88%
TOTAL NOT CONCERNED	128 13%	42 11%	51 14%	35 14%	52 11%	60 13%	16 23%	44 9%	84 17%	11 7%	56 18%	61 12%	52 20%	32 14%	15 7%	29 10%
Very concerned	563 56%	229 59%	209 57%	125 50%	270 58%	259 56%	33 46%	318 63%	245 49%	88 55%	155 50%	316 60%	116 44%	127 55%	127 60%	189 64%
Somewhat concerned	290 29%	112 29%	104 28%	74 30%	136 29%	137 30%	17 24%	136 27%	154 31%	58 36%	95 30%	136 26%	88 34%	65 28%	65 31%	71 24%
Not very concerned	74 7%	23 6%	34 9%	17 7%	27 6%	38 8%	9 13%	28 6%	46 9%	6 4%	37 12%	31 6%	32 12%	14 6%	11 5%	17 6%
Not at all concerned	54 5%	19 5%	17 5%	18 7%	25 5%	22 5%	7 10%	16 3%	38 8%	5 3%	19 6%	30 6%	20 8%	18 8%	4 2%	12 4%
Depends/unsure (DO NOT READ)	23 2%	5 1%	4 1%	14 6%	10 2%	8 2%	5 7%	10 2%	13 3%	3 2%	6 2%	14 3%	5 2%	8 3%	4 2%	6 2%

BANNER 2 140
23. How concerned are you about vaping use among middle and high school students?

	ETHNICITY		ETHNICITY/GENDER			RACE		GENDER/RACE					FDA		
	TOTAL	HISP	NON-HISP	HISP WOMEN	HISP MEN	WHITE	BLACK	NON-WHITE	WHITE WOMEN	WHITE MEN	MIN WOMEN	MIN MEN	FAV	UNFAV	NEUTRAL/NO OP
TOTAL	1004 100%	98 10%	900 90%	56 6%	42 4%	696 69%	135 13%	302 30%	358 36%	338 34%	149 15%	153 15%	587 58%	302 30%	108 11%
TOTAL CONCERNED	853 85%	81 83%	769 85%	48 86%	33 79%	595 85%	118 87%	252 83%	320 89%	275 81%	133 89%	119 78%	514 88%	245 81%	90 83%
TOTAL NOT CONCERNED	128 13%	16 16%	109 12%	7 13%	9 21%	85 12%	14 10%	43 14%	31 9%	54 16%	13 9%	30 20%	65 11%	50 17%	12 11%
Very concerned	563 56%	57 58%	504 56%	35 63%	22 52%	385 55%	78 58%	173 57%	218 61%	167 49%	99 66%	74 48%	329 56%	173 57%	58 54%
Somewhat concerned	290 29%	24 24%	265 29%	13 23%	11 26%	210 30%	40 30%	79 26%	102 28%	108 32%	34 23%	45 29%	185 32%	72 24%	32 30%
Not very concerned	74 7%	10 10%	63 7%	5 9%	5 12%	47 7%	10 7%	27 9%	20 6%	27 8%	8 5%	19 12%	41 7%	25 8%	8 7%
Not at all concerned	54 5%	6 6%	46 5%	2 4%	4 10%	38 5%	4 3%	16 5%	11 3%	27 8%	5 3%	11 7%	24 4%	25 8%	4 4%
Depends/unsure (DO NOT READ)	23 2%	1 1%	22 2%	1 2%	-	16 2%	3 2%	7 2%	7 2%	9 3%	3 2%	4 3%	8 1%	7 2%	6 6%

BANNER 3 141
23. How concerned are you about vaping use among middle and high school students?

	TRUMP				CIG COMP			VAPE US			VAPE CHINA			SMALL BUS		
	TOTAL	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP
TOTAL	1004 100%	428 43%	540 54%	34 3%	181 18%	714 71%	102 10%	218 22%	644 64%	123 12%	104 10%	723 72%	121 12%	327 33%	513 51%	148 15%
TOTAL CONCERNED	853 85%	376 88%	450 83%	26 76%	149 82%	631 88%	68 67%	175 80%	581 90%	84 68%	84 81%	638 88%	96 79%	265 81%	467 91%	112 76%
TOTAL NOT CONCERNED	128 13%	47 11%	76 14%	5 15%	28 15%	75 11%	23 23%	39 18%	58 9%	26 21%	20 19%	80 11%	18 15%	58 18%	41 8%	24 16%
Very concerned	563 56%	251 59%	290 54%	22 65%	86 48%	435 61%	38 37%	89 41%	419 65%	46 37%	41 39%	444 61%	56 46%	141 43%	357 70%	60 41%
Somewhat concerned	290 29%	125 29%	160 30%	4 12%	63 35%	196 27%	30 29%	86 39%	162 25%	38 31%	43 41%	194 27%	40 33%	124 38%	110 21%	52 35%
Not very concerned	74 7%	28 7%	44 8%	2 6%	17 9%	41 6%	14 14%	23 11%	36 6%	11 9%	14 13%	47 7%	8 7%	36 11%	24 5%	11 7%
Not at all concerned	54 5%	19 4%	32 6%	3 9%	11 6%	34 5%	9 9%	16 7%	22 3%	15 12%	6 6%	33 5%	10 8%	22 7%	17 3%	13 9%
Depends/unsure (DO NOT READ)	23 2%	5 1%	14 3%	3 9%	4 2%	8 1%	11 11%	4 2%	5 1%	13 11%	-	5 1%	7 6%	4 1%	5 1%	12 8%

BANNER 4 142
23. How concerned are you about vaping use among middle and high school students?

	FED GOV TRUST			VAPE FAM		YOUTH CONCERN		FLAVOR BAN		RAISE AGE		MORE FLAVORS		INFORM FLAVOR		VOTE FLAVOR	
	=====			=====		=====		=====		=====		=====		=====		=====	
	TOTAL	TRUST	DIS- TRUST	FAM- ILIAR	NOT FAM- ILIAR	CONC- ERNED	NOT CONC- ERNED	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	MORE LIKELY	LESS LIKELY
TOTAL	1004 100%	326 32%	643 64%	450 45%	532 53%	853 85%	128 13%	468 47%	458 46%	744 74%	198 20%	438 44%	438 44%	657 65%	239 24%	483 48%	182 18%
TOTAL CONCERNED	853 85%	285 87%	548 85%	394 88%	449 84%	853 100%	-	429 92%	370 81%	671 90%	144 73%	378 86%	382 87%	570 87%	204 85%	431 89%	147 81%
TOTAL NOT CONCERNED	128 13%	34 10%	86 13%	51 11%	72 14%	-	128 100%	33 7%	85 19%	67 9%	52 26%	58 13%	51 12%	82 12%	31 13%	50 10%	31 17%
Very concerned	563 56%	180 55%	371 58%	252 56%	301 57%	563 66%	-	306 65%	227 50%	457 61%	85 43%	229 52%	278 63%	354 54%	153 64%	272 56%	104 57%
Somewhat concerned	290 29%	105 32%	177 28%	142 32%	148 28%	290 34%	-	123 26%	143 31%	214 29%	59 30%	149 34%	104 24%	216 33%	51 21%	159 33%	43 24%
Not very concerned	74 7%	22 7%	49 8%	31 7%	41 8%	-	74 58%	19 4%	50 11%	45 6%	25 13%	35 8%	30 7%	47 7%	20 8%	30 6%	21 12%
Not at all concerned	54 5%	12 4%	37 6%	20 4%	31 6%	-	54 42%	14 3%	35 8%	22 3%	27 14%	23 5%	21 5%	35 5%	11 5%	20 4%	10 5%
Depends/unsure (DO NOT READ)	23 2%	7 2%	9 1%	5 1%	11 2%	-	-	6 1%	3 1%	6 1%	2 1%	2 0%	5 1%	5 1%	4 2%	2 0%	4 2%

BANNER 5 143
23. How concerned are you about vaping use among middle and high school students?

	CUR VAPERS										EDUCATION					
	VAPE USE					NOT CONS- ISTANT					POL ID					
	TOTAL	CIG	VAPE	MARIJ	ALL	NONE	QUIT	OCCA SIONALLY	R EGULARLY	DEM	IND/LEAN	REP	OR LESS	SOME COLLEGE/ TECH	COLLEGE+	
TOTAL	1004	383	164	269	200	285	48	35	37	38	320	350	298	236	349	347
	100%	38%	16%	27%	20%	28%	5%	3%	4%	4%	32%	35%	30%	24%	35%	35%
TOTAL CONCERNED	853	331	137	228	162	254	44	28	32	27	277	279	267	193	289	307
	85%	86%	84%	85%	81%	89%	92%	80%	86%	71%	87%	80%	90%	82%	83%	88%
TOTAL NOT CONCERNED	128	47	25	36	35	24	4	6	4	11	37	58	29	35	53	33
	13%	12%	15%	13%	18%	8%	8%	17%	11%	29%	12%	17%	10%	15%	15%	10%
Very concerned	563	203	69	124	104	191	30	11	13	12	182	175	181	133	178	205
	56%	53%	42%	46%	52%	67%	63%	31%	35%	32%	57%	50%	61%	56%	51%	59%
Somewhat concerned	290	128	68	104	58	63	14	17	19	15	95	104	86	60	111	102
	29%	33%	41%	39%	29%	22%	29%	49%	51%	39%	30%	30%	29%	25%	32%	29%
Not very concerned	74	28	16	23	19	11	2	3	4	7	27	30	16	17	36	17
	7%	7%	10%	9%	10%	4%	4%	9%	11%	18%	8%	9%	5%	7%	10%	5%
Not at all concerned	54	19	9	13	16	13	2	3	-	4	10	28	13	18	17	16
	5%	5%	5%	5%	8%	5%	4%	9%		11%	3%	8%	4%	8%	5%	5%
Depends/unsure (DO NOT READ)	23	5	2	5	3	7	-	1	1	-	6	13	2	8	7	7
	2%	1%	1%	2%	2%	2%		3%	3%		2%	4%	1%	3%	2%	2%

BANNER 6 144
23. How concerned are you about vaping use among middle and high school students?

	REGION																			
	KIDS - TEENS				PARENTS		INCOME			NEIGHBORHOOD			MID		EAST		WEST		SOUTH	
	TOTAL	YES	NO	MOMS	DADS	LESS \$50K	\$50-\$100K	\$100K+	URBAN	SUB-URBAN	SMALL TOWN	NEW ENGLAND	ATL-ANTIC	NORTH CENTRAL	NORTH CENTRAL	ATL-ANTIC	SOUTH CENTRAL	SOUTH CENTRAL	MOUN-TAIN	PACIFIC
TOTAL	1004 100%	376 37%	628 63%	220 22%	156 16%	316 31%	304 30%	249 25%	231 23%	440 44%	297 30%	44 4%	136 14%	115 11%	96 10%	218 22%	78 8%	84 8%	93 9%	140 14%
TOTAL CONCERNED	853 85%	329 88%	524 83%	198 90%	131 84%	263 83%	259 85%	216 87%	199 86%	367 83%	258 87%	34 77%	115 85%	98 85%	76 79%	191 88%	68 87%	72 86%	78 84%	121 86%
TOTAL NOT CONCERNED	128 13%	39 10%	89 14%	17 8%	22 14%	44 14%	39 13%	30 12%	23 10%	63 14%	35 12%	9 20%	16 12%	16 14%	18 19%	18 8%	10 13%	11 13%	11 12%	19 14%
Very concerned	563 56%	226 60%	337 54%	145 66%	81 52%	173 55%	176 58%	132 53%	130 56%	239 54%	171 58%	18 41%	71 52%	65 57%	55 57%	129 59%	42 54%	46 55%	59 63%	78 56%
Somewhat concerned	290 29%	103 27%	187 30%	53 24%	50 32%	90 28%	83 27%	84 34%	69 30%	128 29%	87 29%	16 36%	44 32%	33 29%	21 22%	62 28%	26 33%	26 31%	19 20%	43 31%
Not very concerned	74 7%	26 7%	48 8%	12 5%	14 9%	25 8%	22 7%	19 8%	18 8%	36 8%	17 6%	5 11%	10 7%	10 9%	11 11%	11 5%	6 8%	2 2%	6 6%	13 9%
Not at all concerned	54 5%	13 3%	41 7%	5 2%	8 5%	19 6%	17 6%	11 4%	5 2%	27 6%	18 6%	4 9%	6 4%	6 5%	7 7%	7 3%	4 5%	9 11%	5 5%	6 4%
Depends/unsure (DO NOT READ)	23 2%	8 2%	15 2%	5 2%	3 2%	9 3%	6 2%	3 1%	9 4%	10 2%	4 1%	1 2%	5 4%	1 1%	2 2%	9 4%	- 1%	1 1%	4 4%	- -

BANNER 1 145
24. Who do you believe bears the GREATEST responsibility for preventing underage youth from accessing and using flavored vapes?

	GENDER/AGE															
	REG PARTY			2024 VOTE			GENDER		AGE							
	TOTAL	REP	DEM	OTHER	TRUMP	HARRIS	OTHER	FEMALE	MALE	18-29	30-49	50+	MEN > 50	MEN 50+	WOMEN > 50	WOMEN 50+
TOTAL	1004 100%	388 39%	368 37%	248 25%	468 47%	464 46%	71 7%	508 51%	496 49%	160 16%	312 31%	527 52%	261 26%	232 23%	211 21%	295 29%
The federal government	120 12%	36 9%	58 16%	26 10%	41 9%	73 16%	5 7%	62 12%	58 12%	28 18%	36 12%	55 10%	30 11%	27 12%	34 16%	28 9%
Vape manufacturers and companies	126 13%	42 11%	63 17%	21 8%	46 10%	69 15%	11 15%	68 13%	58 12%	25 16%	45 14%	55 10%	34 13%	24 10%	36 17%	31 11%
Retailers and store owners who sell the products	207 21%	84 22%	77 21%	46 19%	97 21%	94 20%	16 23%	104 20%	103 21%	32 20%	64 21%	109 21%	53 20%	49 21%	43 20%	60 20%
Parents and other guardians	456 45%	191 49%	141 38%	124 50%	235 50%	194 42%	27 38%	226 44%	230 46%	59 37%	133 43%	264 50%	113 43%	117 50%	79 37%	147 50%
Middle schools and high schools	34 3%	15 4%	10 3%	9 4%	24 5%	8 2%	2 3%	13 3%	21 4%	11 7%	12 4%	11 2%	16 6%	5 2%	7 3%	6 2%
Depends/unsure (DO NOT READ)	61 6%	20 5%	19 5%	22 9%	25 5%	26 6%	10 14%	35 7%	26 5%	5 3%	22 7%	33 6%	15 6%	10 4%	12 6%	23 8%

24. Who do you believe bears the GREATEST responsibility for preventing underage youth from accessing and using flavored vapes?

	ETHNICITY			ETHNICITY/GENDER			RACE		GENDER/RACE				FDA		
	TOTAL	HISP	NON-HISP	HISP WOMEN	HISP MEN	WHITE	BLACK	NON-WHITE	WHITE WOMEN	WHITE MEN	MIN WOMEN	MIN MEN	FAV	UNFAV	NEUTRAL/NO OP
TOTAL	1004 100%	98 10%	900 90%	56 6%	42 4%	696 69%	135 13%	302 30%	358 36%	338 34%	149 15%	153 15%	587 58%	302 30%	108 11%
The federal government	120 12%	9 9%	111 12%	5 9%	4 10%	83 12%	20 15%	36 12%	42 12%	41 12%	20 13%	16 10%	74 13%	36 12%	10 9%
Vape manufacturers and companies	126 13%	16 16%	110 12%	12 21%	4 10%	79 11%	23 17%	47 16%	39 11%	40 12%	29 19%	18 12%	80 14%	34 11%	10 9%
Retailers and store owners who sell the products	207 21%	24 24%	182 20%	13 23%	11 26%	141 20%	26 19%	65 22%	73 20%	68 20%	30 20%	35 23%	129 22%	59 20%	17 16%
Parents and other guardians	456 45%	42 43%	411 46%	23 41%	19 45%	327 47%	51 38%	127 42%	165 46%	162 48%	61 41%	66 43%	256 44%	145 48%	55 51%
Middle schools and high schools	34 3%	2 2%	31 3%	-	2 5%	23 3%	6 4%	11 4%	11 3%	12 4%	2 1%	9 6%	23 4%	8 3%	3 3%
Depends/unsure (DO NOT READ)	61 6%	5 5%	55 6%	3 5%	2 5%	43 6%	9 7%	16 5%	28 8%	15 4%	7 5%	9 6%	25 4%	20 7%	13 12%

BANNER 3 147
24. Who do you believe bears the GREATEST responsibility for preventing underage youth from accessing and using flavored vapes?

	TRUMP				CIG COMP			VAPE US			VAPE CHINA			SMALL BUS		
	TOTAL	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP
TOTAL	1004 100%	428 43%	540 54%	34 3%	181 18%	714 71%	102 10%	218 22%	644 64%	123 12%	104 10%	723 72%	121 12%	327 33%	513 51%	148 15%
The federal government	120 12%	43 10%	73 14%	4 12%	27 15%	80 11%	12 12%	30 14%	78 12%	11 9%	18 17%	82 11%	16 13%	36 11%	65 13%	19 13%
Vape manufacturers and companies	126 13%	48 11%	75 14%	3 9%	25 14%	93 13%	8 8%	30 14%	89 14%	6 5%	20 19%	95 13%	7 6%	37 11%	71 14%	15 10%
Retailers and store owners who sell the products	207 21%	86 20%	117 22%	4 12%	31 17%	160 22%	14 14%	46 21%	134 21%	21 17%	19 18%	155 21%	19 16%	66 20%	113 22%	24 16%
Parents and other guardians	456 45%	207 48%	233 43%	15 44%	73 40%	332 46%	48 47%	89 41%	296 46%	62 50%	37 36%	333 46%	65 54%	160 49%	220 43%	72 49%
Middle schools and high schools	34 3%	20 5%	11 2%	3 9%	16 9%	12 2%	6 6%	14 6%	14 2%	6 5%	6 6%	22 3%	3 2%	16 5%	14 3%	3 2%
Depends/unsure (DO NOT READ)	61 6%	24 6%	31 6%	5 15%	9 5%	37 5%	14 14%	9 4%	33 5%	17 14%	4 4%	36 5%	11 9%	12 4%	30 6%	15 10%

BANNER 4 148
24. Who do you believe bears the GREATEST responsibility for preventing underage youth from accessing and using flavored vapes?

	FED GOV TRUST			VAPE FAM		YOUTH CONCERN		FLAVOR BAN		RAISE AGE		MORE FLAVORS		INFORM FLAVOR		VOTE FLAVOR	
	=====			=====		=====		=====		=====		=====		=====		=====	
	TOTAL	TRUST	DIS- TRUST	FAM- ILIAR	NOT FAM- ILIAR	CONC- ERNED	NOT CONC- ERNED	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	MORE LIKELY	LESS LIKELY
TOTAL	1004 100%	326 32%	643 64%	450 45%	532 53%	853 85%	128 13%	468 47%	458 46%	744 74%	198 20%	438 44%	438 44%	657 65%	239 24%	483 48%	182 18%
The federal government	120 12%	40 12%	77 12%	68 15%	51 10%	112 13%	7 5%	83 18%	30 7%	95 13%	19 10%	46 11%	63 14%	68 10%	40 17%	48 10%	34 19%
Vape manufacturers and companies	126 13%	51 16%	70 11%	67 15%	58 11%	111 13%	13 10%	77 16%	43 9%	97 13%	23 12%	60 14%	59 13%	80 12%	37 15%	54 11%	35 19%
Retailers and store owners who sell the products	207 21%	73 22%	128 20%	90 20%	114 21%	175 21%	30 23%	93 20%	103 22%	160 22%	42 21%	94 21%	95 22%	154 23%	38 16%	112 23%	37 20%
Parents and other guardians	456 45%	125 38%	320 50%	180 40%	266 50%	387 45%	63 49%	167 36%	252 55%	334 45%	99 50%	200 46%	191 44%	307 47%	107 45%	237 49%	61 34%
Middle schools and high schools	34 3%	19 6%	15 2%	21 5%	13 2%	29 3%	4 3%	20 4%	14 3%	25 3%	9 5%	22 5%	10 2%	25 4%	7 3%	20 4%	5 3%
Depends/unsure (DO NOT READ)	61 6%	18 6%	33 5%	24 5%	30 6%	39 5%	11 9%	28 6%	16 3%	33 4%	6 3%	16 4%	20 5%	23 4%	10 4%	12 2%	10 5%

BANNER 5 149
24. Who do you believe bears the GREATEST responsibility for preventing underage youth from accessing and using flavored vapes?

	CUR VAPERS											EDUCATION				
	VAPE USE					NOT CONS- ISTANT	POL ID			HS OR LESS	SOME COLLEGE/ TECH	COLLEGE+				
	TOTAL	CIG	VAPE	MARIJ	ALL		NONE	DEM	IND/LEAN				REP			
TOTAL	1004 100%	383 38%	164 16%	269 27%	200 20%	285 28%	48 5%	35 3%	37 4%	38 4%	320 32%	350 35%	298 30%	236 24%	349 35%	347 35%
The federal government	120 12%	34 9%	17 10%	36 13%	27 14%	36 13%	7 15%	1 3%	4 11%	4 11%	47 15%	41 12%	28 9%	25 11%	34 10%	50 14%
Vape manufacturers and companies	126 13%	51 13%	17 10%	41 15%	20 10%	34 12%	5 10%	4 11%	7 19%	1 3%	49 15%	47 13%	28 9%	29 12%	41 12%	49 14%
Retailers and store owners who sell the products	207 21%	79 21%	40 24%	51 19%	46 23%	56 20%	12 25%	8 23%	10 27%	10 26%	74 23%	63 18%	65 22%	54 23%	81 23%	59 17%
Parents and other guardians	456 45%	184 48%	70 43%	120 45%	98 49%	128 45%	20 42%	18 51%	9 24%	18 47%	124 39%	171 49%	144 48%	100 42%	164 47%	160 46%
Middle schools and high schools	34 3%	15 4%	10 6%	8 3%	8 4%	4 1%	1 2%	2 6%	4 11%	3 8%	10 3%	9 3%	12 4%	7 3%	15 4%	8 2%
Depends/unsure (DO NOT READ)	61 6%	20 5%	10 6%	13 5%	1 1%	27 9%	3 6%	2 6%	3 8%	2 5%	16 5%	19 5%	21 7%	21 9%	14 4%	21 6%

BANNER 6 150
24. Who do you believe bears the GREATEST responsibility for preventing underage youth from accessing and using flavored vapes?

	REGION																			
	KIDS - TEENS				PARENTS		INCOME			NEIGHBORHOOD										
	TOTAL	YES	NO	MOMS	DADS	LESS \$50K	\$50-\$100K	\$100K+	URBAN	SUB-URBAN	SMALL TOWN	NEW ENGLAND	ATL-ANTIC	EAST NORTH CENTRAL	WEST NORTH CENTRAL	SOUTH ATL-ANTIC	EAST SOUTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
TOTAL	1004 100%	376 37%	628 63%	220 22%	156 16%	316 31%	304 30%	249 25%	231 23%	440 44%	297 30%	44 4%	136 14%	115 11%	96 10%	218 22%	78 8%	84 8%	93 9%	140 14%
The federal government	120 12%	42 11%	78 12%	22 10%	20 13%	34 11%	37 12%	33 13%	26 11%	59 13%	29 10%	6 14%	21 15%	15 13%	15 16%	27 12%	7 9%	5 6%	12 13%	12 9%
Vape manufacturers and companies	126 13%	46 12%	80 13%	26 12%	20 13%	42 13%	44 14%	28 11%	40 17%	57 13%	27 9%	7 16%	16 12%	11 10%	7 7%	28 13%	20 26%	4 5%	14 15%	19 14%
Retailers and store owners who sell the products	207 21%	80 21%	127 20%	50 23%	30 19%	74 23%	69 23%	42 17%	46 20%	94 21%	65 22%	8 18%	26 19%	29 25%	15 16%	42 19%	16 21%	21 25%	14 15%	36 26%
Parents and other guardians	456 45%	177 47%	279 44%	102 46%	75 48%	130 41%	128 42%	124 50%	90 39%	194 44%	150 51%	17 39%	59 43%	46 40%	48 50%	103 47%	30 38%	46 55%	46 49%	61 44%
Middle schools and high schools	34 3%	13 3%	21 3%	7 3%	6 4%	11 3%	12 4%	9 4%	10 4%	14 3%	9 3%	4 9%	5 4%	2 2%	4 4%	6 3%	3 4%	2 2%	3 3%	5 4%
Depends/unsure (DO NOT READ)	61 6%	18 5%	43 7%	13 6%	5 3%	25 8%	14 5%	13 5%	19 8%	22 5%	17 6%	2 5%	9 7%	12 10%	7 7%	12 6%	2 3%	6 7%	4 4%	7 5%

BANNER 1 151

25. Which of the following people do you agree with more (ROTATE P1/P2)? And would that be strongly or somewhat agree with P1/P2? Person 1: (Some/other) people say that as long as flavored vaping products exist, teenagers will find a way to get them. The only way to truly protect our youth is to issue a complete ban on all flavored vapes, even if it means adults can no longer buy them. Person 2: (Some/other) people say a complete ban goes too far and punishes adults. Instead, we should focus on keeping vapes away from kids by banning products that clearly target youth-like devices with games, apps, or cartoon designs-and by requiring stronger age checks, stricter penalties for stores that sell to minors, and tighter rules on how these products are advertised.

	REG PARTY			2024 VOTE			GENDER		AGE			GENDER/AGE				
	=====			=====			=====		=====			=====				
	TOTAL	REP	DEM	OTHER	TRUMP	HARRIS	OTHER	FEMALE	MALE	18-29	30-49	50+	MEN > 50	MEN 50+	WOMEN > 50	WOMEN 50+
TOTAL	1004 100%	388 39%	368 37%	248 25%	468 47%	464 46%	71 7%	508 51%	496 49%	160 16%	312 31%	527 52%	261 26%	232 23%	211 21%	295 29%
TOTAL PERSON 1	414 41%	170 44%	159 43%	85 34%	197 42%	189 41%	27 38%	209 41%	205 41%	72 45%	114 37%	226 43%	103 39%	101 44%	83 39%	125 42%
TOTAL PERSON 2	515 51%	189 49%	186 51%	140 56%	240 51%	241 52%	34 48%	253 50%	262 53%	79 49%	177 57%	256 49%	142 54%	118 51%	114 54%	138 47%
Strongly agree Person 1	264 26%	115 30%	100 27%	49 20%	124 26%	123 27%	16 23%	138 27%	126 25%	38 24%	67 21%	157 30%	57 22%	68 29%	48 23%	89 30%
Somewhat agree Person 1	150 15%	55 14%	59 16%	36 15%	73 16%	66 14%	11 15%	71 14%	79 16%	34 21%	47 15%	69 13%	46 18%	33 14%	35 17%	36 12%
Somewhat agree Person 2	214 21%	73 19%	92 25%	49 20%	91 19%	112 24%	11 15%	109 21%	105 21%	34 21%	71 23%	108 20%	57 22%	48 21%	48 23%	60 20%
Strongly agree Person 2	301 30%	116 30%	94 26%	91 37%	149 32%	129 28%	23 32%	144 28%	157 32%	45 28%	106 34%	148 28%	85 33%	70 30%	66 31%	78 26%
Depends/unsure (DO NOT READ)	75 7%	29 7%	23 6%	23 9%	31 7%	34 7%	10 14%	46 9%	29 6%	9 6%	21 7%	45 9%	16 6%	13 6%	14 7%	32 11%

BANNER 2 152

25. Which of the following people do you agree with more (ROTATE P1/P2)? And would that be strongly or somewhat agree with P1/P2? Person 1: (Some/other) people say that as long as flavored vaping products exist, teenagers will find a way to get them. The only way to truly protect our youth is to issue a complete ban on all flavored vapes, even if it means adults can no longer buy them. Person 2: (Some/other) people say a complete ban goes too far and punishes adults. Instead, we should focus on keeping vapes away from kids by banning products that clearly target youth-like devices with games, apps, or cartoon designs-and by requiring stronger age checks, stricter penalties for stores that sell to minors, and tighter rules on how these products are advertised.

	ETHNICITY		ETHNICITY/GENDER			RACE		GENDER/RACE					FDA		
	TOTAL	HISP	NON-HISP	HISP WOMEN	HISP MEN	WHITE	BLACK	NON-WHITE	WHITE WOMEN	WHITE MEN	MIN WOMEN	MIN MEN	FAV	UNFAV	NEUTRAL/NO OP
TOTAL	1004	98	900	56	42	696	135	302	358	338	149	153	587	302	108
	100%	10%	90%	6%	4%	69%	13%	30%	36%	34%	15%	15%	58%	30%	11%
TOTAL PERSON 1	414	48	364	27	21	278	60	131	144	134	64	67	256	111	43
	41%	49%	40%	48%	50%	40%	44%	43%	40%	40%	43%	44%	44%	37%	40%
TOTAL PERSON 2	515	42	470	24	18	362	70	152	176	186	77	75	298	168	48
	51%	43%	52%	43%	43%	52%	52%	50%	49%	55%	52%	49%	51%	56%	44%
Strongly agree Person 1	264	29	233	18	11	182	32	77	98	84	39	38	158	78	24
	26%	30%	26%	32%	26%	26%	24%	25%	27%	25%	26%	25%	27%	26%	22%
Somewhat agree Person 1	150	19	131	9	10	96	28	54	46	50	25	29	98	33	19
	15%	19%	15%	16%	24%	14%	21%	18%	13%	15%	17%	19%	17%	11%	18%
Somewhat agree Person 2	214	18	195	12	6	148	29	66	73	75	36	30	120	72	21
	21%	18%	22%	21%	14%	21%	21%	22%	20%	22%	24%	20%	20%	24%	19%
Strongly agree Person 2	301	24	275	12	12	214	41	86	103	111	41	45	178	96	27
	30%	24%	31%	21%	29%	31%	30%	28%	29%	33%	28%	29%	30%	32%	25%
Depends/unsure (DO NOT READ)	75	8	66	5	3	56	5	19	38	18	8	11	33	23	17
	7%	8%	7%	9%	7%	8%	4%	6%	11%	5%	5%	7%	6%	8%	16%

BANNER 3 153

25. Which of the following people do you agree with more (ROTATE P1/P2)? And would that be strongly or somewhat agree with P1/P2? Person 1: (Some/other) people say that as long as flavored vaping products exist, teenagers will find a way to get them. The only way to truly protect our youth is to issue a complete ban on all flavored vapes, even if it means adults can no longer buy them. Person 2: (Some/other) people say a complete ban goes too far and punishes adults. Instead, we should focus on keeping vapes away from kids by banning products that clearly target youth-like devices with games, apps, or cartoon designs-and by requiring stronger age checks, stricter penalties for stores that sell to minors, and tighter rules on how these products are advertised.

	TRUMP				CIG COMP			VAPE US			VAPE CHINA			SMALL BUS		
	TOTAL	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP
TOTAL	1004 100%	428 43%	540 54%	34 3%	181 18%	714 71%	102 10%	218 22%	644 64%	123 12%	104 10%	723 72%	121 12%	327 33%	513 51%	148 15%
TOTAL PERSON 1	414 41%	184 43%	215 40%	14 41%	89 49%	294 41%	30 29%	87 40%	290 45%	32 26%	53 51%	319 44%	31 26%	125 38%	243 47%	41 28%
TOTAL PERSON 2	515 51%	216 50%	284 53%	15 44%	84 46%	372 52%	56 55%	113 52%	319 50%	72 59%	47 45%	363 50%	75 62%	186 57%	235 46%	89 60%
Strongly agree Person 1	264 26%	114 27%	139 26%	11 32%	52 29%	192 27%	19 19%	44 20%	191 30%	25 20%	25 24%	212 29%	18 15%	69 21%	164 32%	28 19%
Somewhat agree Person 1	150 15%	70 16%	76 14%	3 9%	37 20%	102 14%	11 11%	43 20%	99 15%	7 6%	28 27%	107 15%	13 11%	56 17%	79 15%	13 9%
Somewhat agree Person 2	214 21%	80 19%	127 24%	7 21%	31 17%	156 22%	26 25%	49 22%	130 20%	32 26%	26 25%	138 19%	39 32%	76 23%	98 19%	39 26%
Strongly agree Person 2	301 30%	136 32%	157 29%	8 24%	53 29%	216 30%	30 29%	64 29%	189 29%	40 33%	21 20%	225 31%	36 30%	110 34%	137 27%	50 34%
Depends/unsure (DO NOT READ)	75 7%	28 7%	41 8%	5 15%	8 4%	48 7%	16 16%	18 8%	35 5%	19 15%	4 4%	41 6%	15 12%	16 5%	35 7%	18 12%

BANNER 4 154

25. Which of the following people do you agree with more (ROTATE P1/P2)? And would that be strongly or somewhat agree with P1/P2? Person 1: (Some/other) people say that as long as flavored vaping products exist, teenagers will find a way to get them. The only way to truly protect our youth is to issue a complete ban on all flavored vapes, even if it means adults can no longer buy them. Person 2: (Some/other) people say a complete ban goes too far and punishes adults. Instead, we should focus on keeping vapes away from kids by banning products that clearly target youth-like devices with games, apps, or cartoon designs-and by requiring stronger age checks, stricter penalties for stores that sell to minors, and tighter rules on how these products are advertised.

	FED GOV		TRUST		VAPE FAM		YOUTH CONCERN										VOTE FLAVOR	
	=====		=====		=====		=====		=====		=====		=====		=====		=====	
	DIS-		FAM-		NOT		NOT		FLAVOR BAN		RAISE AGE		MORE FLAVORS		INFORM FLAVOR		MORE	
	TOTAL	TRUST	TRUST	ILIAR	ILIAR	ERNED	ERNED	ERNED	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	LIKELY	LESS
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
TOTAL	1004	326	643	450	532	853	128		468	458	744	198	438	438	657	239	483	182
	100%	32%	64%	45%	53%	85%	13%		47%	46%	74%	20%	44%	44%	65%	24%	48%	18%
TOTAL PERSON 1	414	153	253	202	205	371	39		284	111	326	70	168	209	244	136	200	98
	41%	47%	39%	45%	39%	43%	30%		61%	24%	44%	35%	38%	48%	37%	57%	41%	54%
TOTAL PERSON 2	515	156	345	225	286	440	71		161	324	382	114	253	209	392	85	269	74
	51%	48%	54%	50%	54%	52%	55%		34%	71%	51%	58%	58%	48%	60%	36%	56%	41%
Strongly agree Person 1	264	90	167	123	134	234	26		191	63	208	45	98	146	150	92	125	66
	26%	28%	26%	27%	25%	27%	20%		41%	14%	28%	23%	22%	33%	23%	38%	26%	36%
Somewhat agree Person 1	150	63	86	79	71	137	13		93	48	118	25	70	63	94	44	75	32
	15%	19%	13%	18%	13%	16%	10%		20%	10%	16%	13%	16%	14%	14%	18%	16%	18%
Somewhat agree Person 2	214	75	133	90	123	175	36		79	118	147	53	89	92	148	45	104	38
	21%	23%	21%	20%	23%	21%	28%		17%	26%	20%	27%	20%	21%	23%	19%	22%	21%
Strongly agree Person 2	301	81	212	135	163	265	35		82	206	235	61	164	117	244	40	165	36
	30%	25%	33%	30%	31%	31%	27%		18%	45%	32%	31%	37%	27%	37%	17%	34%	20%
Depends/unsure (DO NOT READ)	75	17	45	23	41	42	18		23	23	36	14	17	20	21	18	14	10
	7%	5%	7%	5%	8%	5%	14%		5%	5%	5%	7%	4%	5%	3%	8%	3%	5%

BANNER 5 155
25. Which of the following people do you agree with more (ROTATE P1/P2)? And would that be strongly or somewhat agree with P1/P2? Person 1: (Some/other) people say that as long as flavored vaping products exist, teenagers will find a way to get them. The only way to truly protect our youth is to issue a complete ban on all flavored vapes, even if it means adults can no longer buy them. Person 2: (Some/other) people say a complete ban goes too far and punishes adults. Instead, we should focus on keeping vapes away from kids by banning products that clearly target youth-like devices with games, apps, or cartoon designs-and by requiring stronger age checks, stricter penalties for stores that sell to minors, and tighter rules on how these products are advertised.

	CUR VAPERS										EDUCATION					
	VAPE USE					NOT CONS- ISTANT				POL ID			HS OR LESS	SOME COLLEGE/ TECH		COLLEGE+
	TOTAL	CIG	VAPE	MARIJ	ALL	NONE	QUIT	OCCA SIONALLY	R EGULARLY	DEM	IND/LEAN	REP		TECH	COLLEGE+	
TOTAL	1004 100%	383 38%	164 16%	269 27%	200 20%	285 28%	48 5%	35 3%	37 4%	38 4%	320 32%	350 35%	298 30%	236 24%	349 35%	347 35%
TOTAL PERSON 1	414 41%	157 41%	54 33%	103 38%	78 39%	127 45%	17 35%	9 26%	14 38%	11 29%	133 42%	130 37%	136 46%	102 43%	137 39%	145 42%
TOTAL PERSON 2	515 51%	208 54%	102 62%	152 57%	110 55%	130 46%	29 60%	25 71%	20 54%	25 66%	168 53%	195 56%	139 47%	107 45%	187 54%	185 53%
Strongly agree Person 1	264 26%	99 26%	22 13%	56 21%	54 27%	84 29%	9 19%	3 9%	3 8%	5 13%	87 27%	71 20%	96 32%	62 26%	86 25%	95 27%
Somewhat agree Person 1	150 15%	58 15%	32 20%	47 17%	24 12%	43 15%	8 17%	6 17%	11 30%	6 16%	46 14%	59 17%	40 13%	40 17%	51 15%	50 14%
Somewhat agree Person 2	214 21%	85 22%	39 24%	68 25%	40 20%	58 20%	12 25%	10 29%	8 22%	8 21%	83 26%	77 22%	49 16%	47 20%	86 25%	69 20%
Strongly agree Person 2	301 30%	123 32%	63 38%	84 31%	70 35%	72 25%	17 35%	15 43%	12 32%	17 45%	85 27%	118 34%	90 30%	60 25%	101 29%	116 33%
Depends/unsure (DO NOT READ)	75 7%	18 5%	8 5%	14 5%	12 6%	28 10%	2 4%	1 3%	3 8%	2 5%	19 6%	25 7%	23 8%	27 11%	25 7%	17 5%

BANNER 6 156

25. Which of the following people do you agree with more (ROTATE P1/P2)? And would that be strongly or somewhat agree with P1/P2? Person 1: (Some/other) people say that as long as flavored vaping products exist, teenagers will find a way to get them. The only way to truly protect our youth is to issue a complete ban on all flavored vapes, even if it means adults can no longer buy them. Person 2: (Some/other) people say a complete ban goes too far and punishes adults. Instead, we should focus on keeping vapes away from kids by banning products that clearly target youth-like devices with games, apps, or cartoon designs-and by requiring stronger age checks, stricter penalties for stores that sell to minors, and tighter rules on how these products are advertised.

												REGION											
KIDS - TEENS						PARENTS		INCOME			NEIGHBORHOOD												
TOTAL		YES	NO	MOMS	DADS	LESS \$50K	\$50-\$100K	\$100K+	URBAN	SUB-URBAN	SMALL TOWN	NEW ENGLAND	MID-ANTIC	EAST NORTH CENTRAL	WEST NORTH CENTRAL	SOUTH ATL-ANTIC	EAST SOUTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC			
TOTAL		1004 100%	376 37%	628 63%	220 22%	156 16%	316 31%	304 30%	249 25%	231 23%	440 44%	297 30%	44 4%	136 14%	115 11%	96 10%	218 22%	78 8%	84 8%	93 9%	140 14%		
TOTAL PERSON 1		414 41%	152 40%	262 42%	93 42%	59 38%	127 40%	135 44%	100 40%	97 42%	187 43%	116 39%	18 41%	56 41%	53 46%	39 41%	78 36%	35 45%	25 30%	38 41%	72 51%		
TOTAL PERSON 2		515 51%	198 53%	317 50%	106 48%	92 59%	157 50%	154 51%	136 55%	115 50%	227 52%	157 53%	22 50%	68 50%	52 45%	52 54%	119 55%	40 51%	53 63%	47 51%	62 44%		
Strongly agree Person 1		264 26%	101 27%	163 26%	60 27%	41 26%	76 24%	87 29%	65 26%	56 24%	118 27%	80 27%	16 36%	36 26%	35 30%	27 28%	47 22%	19 24%	20 24%	23 25%	41 29%		
Somewhat agree Person 1		150 15%	51 14%	99 16%	33 15%	18 12%	51 16%	48 16%	35 14%	41 18%	69 16%	36 12%	2 5%	20 15%	18 16%	12 13%	31 14%	16 21%	5 6%	15 16%	31 22%		
Somewhat agree Person 2		214 21%	81 22%	133 21%	44 20%	37 24%	75 24%	70 23%	48 19%	53 23%	90 20%	65 22%	6 14%	32 24%	20 17%	14 15%	49 22%	18 23%	25 30%	22 24%	28 20%		
Strongly agree Person 2		301 30%	117 31%	184 29%	62 28%	55 35%	82 26%	84 28%	88 35%	62 27%	137 31%	92 31%	16 36%	36 26%	32 28%	38 40%	70 32%	22 28%	28 33%	25 27%	34 24%		
Depends/unsure (DO NOT READ)		75 7%	26 7%	49 8%	21 10%	5 3%	32 10%	15 5%	13 5%	19 8%	26 6%	24 8%	4 9%	12 9%	10 9%	5 5%	21 10%	3 4%	6 7%	8 9%	6 4%		

BANNER 1 157
26. As you may know, former President Joe Biden's administration attempted to ban the sale of all flavored vaping products for adults. Do you support or oppose banning flavored vaping products for adults? And would that be strongly or somewhat support/oppose?

	REG PARTY			2024 VOTE			GENDER		AGE			GENDER/AGE				
	TOTAL	REP	DEM	OTHER	TRUMP	HARRIS	OTHER	FEMALE	MALE	18-29	30-49	50+	MEN > 50	MEN 50+	WOMEN > 50	WOMEN 50+
TOTAL	1004 100%	388 39%	368 37%	248 25%	468 47%	464 46%	71 7%	508 51%	496 49%	160 16%	312 31%	527 52%	261 26%	232 23%	211 21%	295 29%
TOTAL SUPPORT	468 47%	167 43%	200 54%	101 41%	191 41%	246 53%	31 44%	255 50%	213 43%	73 46%	133 43%	260 49%	103 39%	108 47%	103 49%	152 52%
TOTAL OPPOSE	458 46%	198 51%	142 39%	118 48%	249 53%	179 39%	30 42%	213 42%	245 49%	75 47%	156 50%	224 43%	138 53%	106 46%	93 44%	118 40%
Strongly support	264 26%	100 26%	106 29%	58 23%	109 23%	141 30%	14 20%	143 28%	121 24%	30 19%	63 20%	169 32%	44 17%	75 32%	49 23%	94 32%
Somewhat support	204 20%	67 17%	94 26%	43 17%	82 18%	105 23%	17 24%	112 22%	92 19%	43 27%	70 22%	91 17%	59 23%	33 14%	54 26%	58 20%
Somewhat oppose	201 20%	74 19%	73 20%	54 22%	92 20%	97 21%	12 17%	109 21%	92 19%	43 27%	61 20%	95 18%	51 20%	41 18%	53 25%	54 18%
Strongly oppose	257 26%	124 32%	69 19%	64 26%	157 34%	82 18%	18 25%	104 20%	153 31%	32 20%	95 30%	129 24%	87 33%	65 28%	40 19%	64 22%
Depends/unsure (DO NOT READ)	78 8%	23 6%	26 7%	29 12%	28 6%	39 8%	10 14%	40 8%	38 8%	12 8%	23 7%	43 8%	20 8%	18 8%	15 7%	25 8%

BANNER 2 158
26. As you may know, former President Joe Biden's administration attempted to ban the sale of all flavored vaping products for adults. Do you support or oppose banning flavored vaping products for adults? And would that be strongly or somewhat support/oppose?

	ETHNICITY			ETHNICITY/GENDER		RACE		GENDER/RACE				FDA			
	TOTAL	HISP	NON-HISP	HISP WOMEN	HISP MEN	WHITE	BLACK	NON-WHITE	WHITE WOMEN	WHITE MEN	MIN WOMEN	MIN MEN	FAV	UNFAV	NEUTRAL/NO OP
TOTAL	1004 100%	98 10%	900 90%	56 6%	42 4%	696 69%	135 13%	302 30%	358 36%	338 34%	149 15%	153 15%	587 58%	302 30%	108 11%
TOTAL SUPPORT	468 47%	42 43%	424 47%	26 46%	16 38%	314 45%	77 57%	150 50%	178 50%	136 40%	77 52%	73 48%	295 50%	127 42%	41 38%
TOTAL OPPOSE	458 46%	47 48%	407 45%	24 43%	23 55%	327 47%	48 36%	129 43%	155 43%	172 51%	57 38%	72 47%	260 44%	150 50%	48 44%
Strongly support	264 26%	25 26%	237 26%	15 27%	10 24%	179 26%	38 28%	81 27%	98 27%	81 24%	45 30%	36 24%	162 28%	76 25%	24 22%
Somewhat support	204 20%	17 17%	187 21%	11 20%	6 14%	135 19%	39 29%	69 23%	80 22%	55 16%	32 21%	37 24%	133 23%	51 17%	17 16%
Somewhat oppose	201 20%	21 21%	178 20%	14 25%	7 17%	138 20%	21 16%	62 21%	76 21%	62 18%	32 21%	30 20%	113 19%	70 23%	18 17%
Strongly oppose	257 26%	26 27%	229 25%	10 18%	16 38%	189 27%	27 20%	67 22%	79 22%	110 33%	25 17%	42 27%	147 25%	80 26%	30 28%
Depends/unsure (DO NOT READ)	78 8%	9 9%	69 8%	6 11%	3 7%	55 8%	10 7%	23 8%	25 7%	30 9%	15 10%	8 5%	32 5%	25 8%	19 18%

BANNER 3 159
26. As you may know, former President Joe Biden's administration attempted to ban the sale of all flavored vaping products for adults. Do you support or oppose banning flavored vaping products for adults? And would that be strongly or somewhat support/oppose?

	TRUMP				CIG COMP			VAPE US			VAPE CHINA			SMALL BUS		
	TOTAL	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP
TOTAL	1004 100%	428 43%	540 54%	34 3%	181 18%	714 71%	102 10%	218 22%	644 64%	123 12%	104 10%	723 72%	121 12%	327 33%	513 51%	148 15%
TOTAL SUPPORT	468 47%	183 43%	273 51%	12 35%	84 46%	345 48%	38 37%	84 39%	347 54%	28 23%	56 54%	357 49%	34 28%	108 33%	301 59%	52 35%
TOTAL OPPOSE	458 46%	222 52%	220 41%	16 47%	94 52%	315 44%	43 42%	127 58%	253 39%	70 57%	45 43%	327 45%	63 52%	205 63%	186 36%	62 42%
Strongly support	264 26%	112 26%	145 27%	7 21%	39 22%	205 29%	19 19%	32 15%	213 33%	15 12%	21 20%	216 30%	15 12%	50 15%	188 37%	24 16%
Somewhat support	204 20%	71 17%	128 24%	5 15%	45 25%	140 20%	19 19%	52 24%	134 21%	13 11%	35 34%	141 20%	19 16%	58 18%	113 22%	28 19%
Somewhat oppose	201 20%	76 18%	121 22%	4 12%	24 13%	155 22%	18 18%	32 15%	135 21%	30 24%	13 13%	145 20%	29 24%	63 19%	105 20%	28 19%
Strongly oppose	257 26%	146 34%	99 18%	12 35%	70 39%	160 22%	25 25%	95 44%	118 18%	40 33%	32 31%	182 25%	34 28%	142 43%	81 16%	34 23%
Depends/unsure (DO NOT READ)	78 8%	23 5%	47 9%	6 18%	3 2%	54 8%	21 21%	7 3%	44 7%	25 20%	3 3%	39 5%	24 20%	14 4%	26 5%	34 23%

BANNER 4 160
26. As you may know, former President Joe Biden's administration attempted to ban the sale of all flavored vaping products for adults. Do you support or oppose banning flavored vaping products for adults? And would that be strongly or somewhat support/oppose?

	FED GOV TRUST			VAPE FAM		YOUTH CONCERN		FLAVOR BAN		RAISE AGE		MORE FLAVORS		INFORM FLAVOR		VOTE FLAVOR	
	=====			=====		=====										=====	
	TOTAL	TRUST	DIS- TRUST	FAM- ILIAR	NOT FAM- ILIAR	CONC- ERNED	NOT CONC- ERNED	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	MORE LIKELY	LESS LIKELY
TOTAL	1004 100%	326 32%	643 64%	450 45%	532 53%	853 85%	128 13%	468 47%	458 46%	744 74%	198 20%	438 44%	438 44%	657 65%	239 24%	483 48%	182 18%
TOTAL SUPPORT	468 47%	184 56%	270 42%	230 51%	231 43%	429 50%	33 26%	468 100%	-	379 51%	74 37%	166 38%	279 64%	268 41%	157 66%	201 42%	116 64%
TOTAL OPPOSE	458 46%	126 39%	321 50%	199 44%	254 48%	370 43%	85 66%	-	458 100%	331 44%	111 56%	263 60%	139 32%	364 55%	64 27%	265 55%	54 30%
Strongly support	264 26%	99 30%	157 24%	117 26%	141 27%	242 28%	18 14%	264 56%	-	211 28%	42 21%	77 18%	176 40%	124 19%	112 47%	108 22%	73 40%
Somewhat support	204 20%	85 26%	113 18%	113 25%	90 17%	187 22%	15 12%	204 44%	-	168 23%	32 16%	89 20%	103 24%	144 22%	45 19%	93 19%	43 24%
Somewhat oppose	201 20%	68 21%	130 20%	91 20%	107 20%	158 19%	41 32%	-	201 44%	151 20%	44 22%	89 20%	84 19%	144 22%	40 17%	107 22%	33 18%
Strongly oppose	257 26%	58 18%	191 30%	108 24%	147 28%	212 25%	44 34%	-	257 56%	180 24%	67 34%	174 40%	55 13%	220 33%	24 10%	158 33%	21 12%
Depends/unsure (DO NOT READ)	78 8%	16 5%	52 8%	21 5%	47 9%	54 6%	10 8%	-	-	34 5%	13 7%	9 2%	20 5%	25 4%	18 8%	17 4%	12 7%

BANNER 5 161
26. As you may know, former President Joe Biden's administration attempted to ban the sale of all flavored vaping products for adults. Do you support or oppose banning flavored vaping products for adults? And would that be strongly or somewhat support/oppose?

	CUR VAPERS										EDUCATION					
	VAPE USE					NOT CONS- ISTANT	POL ID			HS OR LESS	SOME COLLEGE/ TECH		COLLEGE+			
	TOTAL	CIG	VAPE	MARIJ	ALL	NONE	QUIT	OCCA SIONALLY	R EGULARLY	DEM	IND/LEAN	REP				
TOTAL	1004 100%	383 38%	164 16%	269 27%	200 20%	285 28%	48 5%	35 3%	37 4%	38 4%	320 32%	350 35%	298 30%	236 24%	349 35%	347 35%
TOTAL SUPPORT	468 47%	183 48%	53 32%	123 46%	65 33%	161 56%	16 33%	12 34%	15 41%	8 21%	176 55%	143 41%	135 45%	119 50%	160 46%	158 46%
TOTAL OPPOSE	458 46%	178 46%	105 64%	126 47%	124 62%	98 34%	26 54%	23 66%	22 59%	30 79%	124 39%	174 50%	145 49%	93 39%	164 47%	163 47%
Strongly support	264 26%	97 25%	22 13%	55 20%	32 16%	108 38%	6 13%	4 11%	5 14%	5 13%	94 29%	79 23%	83 28%	69 29%	86 25%	93 27%
Somewhat support	204 20%	86 22%	31 19%	68 25%	33 17%	53 19%	10 21%	8 23%	10 27%	3 8%	82 26%	64 18%	52 17%	50 21%	74 21%	65 19%
Somewhat oppose	201 20%	68 18%	42 26%	59 22%	45 23%	54 19%	12 25%	14 40%	11 30%	4 11%	66 21%	79 23%	50 17%	45 19%	73 21%	68 20%
Strongly oppose	257 26%	110 29%	63 38%	67 25%	79 40%	44 15%	14 29%	9 26%	11 30%	26 68%	58 18%	95 27%	95 32%	48 20%	91 26%	95 27%
Depends/unsure (DO NOT READ)	78 8%	22 6%	6 4%	20 7%	11 6%	26 9%	6 13%	-	-	-	20 6%	33 9%	18 6%	24 10%	25 7%	26 7%

BANNER 6 162
26. As you may know, former President Joe Biden's administration attempted to ban the sale of all flavored vaping products for adults. Do you support or oppose banning flavored vaping products for adults? And would that be strongly or somewhat support/oppose?

	REGION																						
	KIDS - TEENS						PARENTS			INCOME			NEIGHBORHOOD			REGION							
	TOTAL	YES	NO	MOMS	DADS		LESS \$50K	\$50-\$100K	\$100K+	URBAN	SUB-URBAN	SMALL TOWN	NEW ENGLAND	MID ATL-ANTIC	EAST NORTH CENTRAL	WEST NORTH CENTRAL	SOUTH ATL-ANTIC	EAST SOUTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC		
TOTAL	1004 100%	376 37%	628 63%	220 22%	156 16%		316 31%	304 30%	249 25%	231 23%	440 44%	297 30%	44 4%	136 14%	115 11%	96 10%	218 22%	78 8%	84 8%	93 9%	140 14%		
TOTAL SUPPORT	468 47%	181 48%	287 46%	106 48%	75 48%		157 50%	145 48%	110 44%	117 51%	204 46%	130 44%	21 48%	66 49%	57 50%	39 41%	116 53%	29 37%	35 42%	36 39%	69 49%		
TOTAL OPPOSE	458 46%	168 45%	290 46%	97 44%	71 46%		135 43%	133 44%	126 51%	92 40%	208 47%	142 48%	21 48%	58 43%	51 44%	48 50%	83 38%	47 60%	39 46%	50 54%	61 44%		
Strongly support	264 26%	102 27%	162 26%	59 27%	43 28%		78 25%	79 26%	66 27%	61 26%	117 27%	76 26%	13 30%	32 24%	39 34%	20 21%	67 31%	13 17%	23 27%	24 26%	33 24%		
Somewhat support	204 20%	79 21%	125 20%	47 21%	32 21%		79 25%	66 22%	44 18%	56 24%	87 20%	54 18%	8 18%	34 25%	18 16%	19 20%	49 22%	16 21%	12 14%	12 13%	36 26%		
Somewhat oppose	201 20%	76 20%	125 20%	48 22%	28 18%		69 22%	61 20%	48 19%	44 19%	88 20%	63 21%	11 25%	30 22%	25 22%	25 26%	34 16%	23 29%	13 15%	20 22%	20 14%		
Strongly oppose	257 26%	92 24%	165 26%	49 22%	43 28%		66 21%	72 24%	78 31%	48 21%	120 27%	79 27%	10 23%	28 21%	26 23%	23 24%	49 22%	24 31%	26 31%	30 32%	41 29%		
Depends/unsure (DO NOT READ)	78 8%	27 7%	51 8%	17 8%	10 6%		24 8%	26 9%	13 5%	22 10%	28 6%	25 8%	2 5%	12 9%	7 6%	9 9%	19 9%	2 3%	10 12%	7 8%	10 7%		

BANNER 1 163
27. In 2019, President Trump signed legislation raising the federal purchasing age for all tobacco and vaping products to 21. This was done to prevent youth from accessing these products while keeping them available to adults. Do you support or oppose this approach? And would that be strongly or somewhat support/oppose?

	REG PARTY			2024 VOTE			GENDER		AGE			GENDER/AGE				
	TOTAL	REP	DEM	OTHER	TRUMP	HARRIS	OTHER	FEMALE	MALE	18-29	30-49	50+	MEN	MEN	WOMEN	WOMEN
													> 50	50+	> 50	50+
TOTAL	1004 100%	388 39%	368 37%	248 25%	468 47%	464 46%	71 7%	508 51%	496 49%	160 16%	312 31%	527 52%	261 26%	232 23%	211 21%	295 29%
TOTAL SUPPORT	744 74%	310 80%	260 71%	174 70%	375 80%	323 70%	46 65%	385 76%	359 72%	122 76%	219 70%	400 76%	183 70%	174 75%	158 75%	226 77%
TOTAL OPPOSE	198 20%	63 16%	85 23%	50 20%	71 15%	109 23%	18 25%	87 17%	111 22%	32 20%	75 24%	89 17%	67 26%	43 19%	40 19%	46 16%
Strongly support	463 46%	221 57%	141 38%	101 41%	265 57%	173 37%	25 35%	258 51%	205 41%	65 41%	135 43%	261 50%	99 38%	105 45%	101 48%	156 53%
Somewhat support	281 28%	89 23%	119 32%	73 29%	110 24%	150 32%	21 30%	127 25%	154 31%	57 36%	84 27%	139 26%	84 32%	69 30%	57 27%	70 24%
Somewhat oppose	98 10%	34 9%	46 13%	18 7%	39 8%	52 11%	7 10%	46 9%	52 10%	19 12%	36 12%	42 8%	33 13%	19 8%	22 10%	23 8%
Strongly oppose	100 10%	29 7%	39 11%	32 13%	32 7%	57 12%	11 15%	41 8%	59 12%	13 8%	39 13%	47 9%	34 13%	24 10%	18 9%	23 8%
Depends/unsure (DO NOT READ)	62 6%	15 4%	23 6%	24 10%	22 5%	32 7%	7 10%	36 7%	26 5%	6 4%	18 6%	38 7%	11 4%	15 6%	13 6%	23 8%

BANNER 2 164
27. In 2019, President Trump signed legislation raising the federal purchasing age for all tobacco and vaping products to 21. This was done to prevent youth from accessing these products while keeping them available to adults. Do you support or oppose this approach? And would that be strongly or somewhat support/oppose?

	ETHNICITY			ETHNICITY/GENDER		RACE		GENDER/RACE					FDA		
	TOTAL	HISP	NON-HISP	HISP WOMEN	HISP MEN	WHITE	BLACK	NON-WHITE	WHITE WOMEN	WHITE MEN	MIN WOMEN	MIN MEN	FAV	UNFAV	NEUTRAL/ NO OP
TOTAL	1004 100%	98 10%	900 90%	56 6%	42 4%	696 69%	135 13%	302 30%	358 36%	338 34%	149 15%	153 15%	587 58%	302 30%	108 11%
TOTAL SUPPORT	744 74%	68 69%	673 75%	40 71%	28 67%	525 75%	99 73%	215 71%	275 77%	250 74%	109 73%	106 69%	466 79%	202 67%	72 67%
TOTAL OPPOSE	198 20%	22 22%	173 19%	11 20%	11 26%	129 19%	28 21%	67 22%	59 16%	70 21%	28 19%	39 25%	90 15%	82 27%	25 23%
Strongly support	463 46%	36 37%	425 47%	23 41%	13 31%	342 49%	55 41%	118 39%	188 53%	154 46%	69 46%	49 32%	297 51%	130 43%	33 31%
Somewhat support	281 28%	32 33%	248 28%	17 30%	15 36%	183 26%	44 33%	97 32%	87 24%	96 28%	40 27%	57 37%	169 29%	72 24%	39 36%
Somewhat oppose	98 10%	9 9%	86 10%	4 7%	5 12%	59 8%	17 13%	38 13%	30 8%	29 9%	16 11%	22 14%	50 9%	37 12%	11 10%
Strongly oppose	100 10%	13 13%	87 10%	7 13%	6 14%	70 10%	11 8%	29 10%	29 8%	41 12%	12 8%	17 11%	40 7%	45 15%	14 13%
Depends/unsure (DO NOT READ)	62 6%	8 8%	54 6%	5 9%	3 7%	42 6%	8 6%	20 7%	24 7%	18 5%	12 8%	8 5%	31 5%	18 6%	11 10%

BANNER 3 165
27. In 2019, President Trump signed legislation raising the federal purchasing age for all tobacco and vaping products to 21. This was done to prevent youth from accessing these products while keeping them available to adults. Do you support or oppose this approach? And would that be strongly or somewhat support/oppose?

	TRUMP				CIG COMP			VAPE US			VAPE CHINA			SMALL BUS		
	TOTAL	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP
TOTAL	1004 100%	428 43%	540 54%	34 3%	181 18%	714 71%	102 10%	218 22%	644 64%	123 12%	104 10%	723 72%	121 12%	327 33%	513 51%	148 15%
TOTAL SUPPORT	744 74%	350 82%	370 69%	24 71%	135 75%	543 76%	59 58%	166 76%	497 77%	68 55%	75 72%	563 78%	72 60%	238 73%	404 79%	92 62%
TOTAL OPPOSE	198 20%	61 14%	130 24%	7 21%	41 23%	131 18%	26 25%	42 19%	123 19%	28 23%	28 27%	133 18%	29 24%	72 22%	87 17%	38 26%
Strongly support	463 46%	243 57%	206 38%	14 41%	89 49%	335 47%	34 33%	109 50%	311 48%	37 30%	47 45%	361 50%	36 30%	155 47%	256 50%	47 32%
Somewhat support	281 28%	107 25%	164 30%	10 29%	46 25%	208 29%	25 25%	57 26%	186 29%	31 25%	28 27%	202 28%	36 30%	83 25%	148 29%	45 30%
Somewhat oppose	98 10%	32 7%	65 12%	1 3%	23 13%	64 9%	11 11%	25 11%	66 10%	5 4%	19 18%	68 9%	8 7%	37 11%	42 8%	18 12%
Strongly oppose	100 10%	29 7%	65 12%	6 18%	18 10%	67 9%	15 15%	17 8%	57 9%	23 19%	9 9%	65 9%	21 17%	35 11%	45 9%	20 14%
Depends/unsure (DO NOT READ)	62 6%	17 4%	40 7%	3 9%	5 3%	40 6%	17 17%	10 5%	24 4%	27 22%	1 1%	27 4%	20 17%	17 5%	22 4%	18 12%

BANNER 4 166
27. In 2019, President Trump signed legislation raising the federal purchasing age for all tobacco and vaping products to 21. This was done to prevent youth from accessing these products while keeping them available to adults. Do you support or oppose this approach? And would that be strongly or somewhat support/oppose?

	FED GOV TRUST			VAPE FAM		YOUTH CONCERN		FLAVOR BAN		RAISE AGE		MORE FLAVORS		INFORM FLAVOR		VOTE FLAVOR	
	=====			=====		=====										=====	
	TOTAL	TRUST	DIS- TRUST	FAM- ILIAR	NOT FAM- ILIAR	CONC- ERNED	NOT CONC- ERNED	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	MORE LIKELY	LESS LIKELY
TOTAL	1004 100%	326 32%	643 64%	450 45%	532 53%	853 85%	128 13%	468 47%	458 46%	744 74%	198 20%	438 44%	438 44%	657 65%	239 24%	483 48%	182 18%
TOTAL SUPPORT	744 74%	267 82%	456 71%	339 75%	394 74%	671 79%	67 52%	379 81%	331 72%	744 100%	-	349 80%	319 73%	516 79%	162 68%	391 81%	123 68%
TOTAL OPPOSE	198 20%	43 13%	153 24%	91 20%	104 20%	144 17%	52 41%	74 16%	111 24%	-	198 100%	75 17%	105 24%	122 19%	63 26%	82 17%	52 29%
Strongly support	463 46%	173 53%	278 43%	208 46%	246 46%	424 50%	36 28%	239 51%	211 46%	463 62%	-	228 52%	198 45%	320 49%	108 45%	261 54%	78 43%
Somewhat support	281 28%	94 29%	178 28%	131 29%	148 28%	247 29%	31 24%	140 30%	120 26%	281 38%	-	121 28%	121 28%	196 30%	54 23%	130 27%	45 25%
Somewhat oppose	98 10%	28 9%	69 11%	44 10%	52 10%	77 9%	21 16%	34 7%	58 13%	-	98 49%	36 8%	50 11%	55 8%	37 15%	41 8%	35 19%
Strongly oppose	100 10%	15 5%	84 13%	47 10%	52 10%	67 8%	31 24%	40 9%	53 12%	-	100 51%	39 9%	55 13%	67 10%	26 11%	41 8%	17 9%
Depends/unsure (DO NOT READ)	62 6%	16 5%	34 5%	20 4%	34 6%	38 4%	9 7%	15 3%	16 3%	-	-	14 3%	14 3%	19 3%	14 6%	10 2%	7 4%

BANNER 5 167
27. In 2019, President Trump signed legislation raising the federal purchasing age for all tobacco and vaping products to 21. This was done to prevent youth from accessing these products while keeping them available to adults. Do you support or oppose this approach? And would that be strongly or somewhat support/oppose?

	CUR VAPERS										EDUCATION						
	VAPE USE						NOT CONS- ISTANT	OCCA		R EGULARLY	POL ID			HS OR LESS	SOME COLLEGE/ TECH		COLLEGE+
	TOTAL	CIG	VAPE	MARIJ	ALL	NONE		SIONALLY	DEM		IND/LEAN	REP					
TOTAL	1004 100%	383 38%	164 16%	269 27%	200 20%	285 28%	48 5%	35 3%	37 4%	38 4%	320 32%	350 35%	298 30%	236 24%	349 35%	347 35%	
TOTAL SUPPORT	744 74%	288 75%	112 68%	196 73%	147 74%	217 76%	33 69%	24 69%	24 65%	29 76%	236 74%	234 67%	249 84%	174 74%	246 70%	267 77%	
TOTAL OPPOSE	198 20%	79 21%	42 26%	55 20%	44 22%	50 18%	12 25%	9 26%	11 30%	8 21%	65 20%	87 25%	38 13%	43 18%	80 23%	61 18%	
Strongly support	463 46%	179 47%	73 45%	110 41%	100 50%	133 47%	22 46%	15 43%	15 41%	19 50%	127 40%	137 39%	186 62%	110 47%	148 42%	168 48%	
Somewhat support	281 28%	109 28%	39 24%	86 32%	47 24%	84 29%	11 23%	9 26%	9 24%	10 26%	109 34%	97 28%	63 21%	64 27%	98 28%	99 29%	
Somewhat oppose	98 10%	31 8%	19 12%	25 9%	24 12%	30 11%	5 10%	7 20%	6 16%	1 3%	35 11%	38 11%	20 7%	25 11%	38 11%	26 7%	
Strongly oppose	100 10%	48 13%	23 14%	30 11%	20 10%	20 7%	7 15%	2 6%	5 14%	7 18%	30 9%	49 14%	18 6%	18 8%	42 12%	35 10%	
Depends/unsure (DO NOT READ)	62 6%	16 4%	10 6%	18 7%	9 5%	18 6%	3 6%	2 6%	2 5%	1 3%	19 6%	29 8%	11 4%	19 8%	23 7%	19 5%	

BANNER 6 168
27. In 2019, President Trump signed legislation raising the federal purchasing age for all tobacco and vaping products to 21. This was done to prevent youth from accessing these products while keeping them available to adults. Do you support or oppose this approach? And would that be strongly or somewhat support/oppose?

	REGION																			
	KIDS - TEENS					PARENTS			INCOME			NEIGHBORHOOD								
	TOTAL	YES	NO	MOMS	DADS	LESS \$50K	\$50-\$100K	\$100K+	URBAN	SUB-URBAN	SMALL TOWN	NEW ENGLAND	MID ATL-ANTIC	EAST NORTH CENTRAL	WEST NORTH CENTRAL	SOUTH ATL-ANTIC	EAST SOUTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
TOTAL	1004	376	628	220	156	316	304	249	231	440	297	44	136	115	96	218	78	84	93	140
	100%	37%	63%	22%	16%	31%	30%	25%	23%	44%	30%	4%	14%	11%	10%	22%	8%	8%	9%	14%
TOTAL SUPPORT	744	282	462	172	110	231	230	187	178	334	205	32	101	79	77	172	58	60	70	95
	74%	75%	74%	78%	71%	73%	76%	75%	77%	76%	69%	73%	74%	69%	80%	79%	74%	71%	75%	68%
TOTAL OPPOSE	198	76	122	35	41	63	56	47	38	80	71	11	25	25	11	33	19	18	16	40
	20%	20%	19%	16%	26%	20%	18%	19%	16%	18%	24%	25%	18%	22%	11%	15%	24%	21%	17%	29%
Strongly support	463	175	288	116	59	135	141	122	105	215	126	20	61	53	48	106	28	40	44	63
	46%	47%	46%	53%	38%	43%	46%	49%	45%	49%	42%	45%	45%	46%	50%	49%	36%	48%	47%	45%
Somewhat support	281	107	174	56	51	96	89	65	73	119	79	12	40	26	29	66	30	20	26	32
	28%	28%	28%	25%	33%	30%	29%	26%	32%	27%	27%	27%	29%	23%	30%	30%	38%	24%	28%	23%
Somewhat oppose	98	44	54	22	22	30	33	25	19	52	24	7	14	9	5	17	12	7	7	20
	10%	12%	9%	10%	14%	9%	11%	10%	8%	12%	8%	16%	10%	8%	5%	8%	15%	8%	8%	14%
Strongly oppose	100	32	68	13	19	33	23	22	19	28	47	4	11	16	6	16	7	11	9	20
	10%	9%	11%	6%	12%	10%	8%	9%	8%	6%	16%	9%	8%	14%	6%	7%	9%	13%	10%	14%
Depends/unsure (DO NOT READ)	62	18	44	13	5	22	18	15	15	26	21	1	10	11	8	13	1	6	7	5
	6%	5%	7%	6%	3%	7%	6%	6%	6%	6%	7%	2%	7%	10%	8%	6%	1%	7%	8%	4%

BANNER 1 169
28. In recent months, the FDA has authorized its first two flavored vaping products to be legally sold in the United States for adults ages 21 and older. Previously, the FDA had authorized zero flavored vaping products and had generally limited approvals to tobacco and menthol flavors. Based on what you know, do you support or oppose the FDA opening the door to more flavored vaping products?

	REG PARTY			2024 VOTE			GENDER		AGE			GENDER/AGE				
	TOTAL	REP	DEM	OTHER	TRUMP	HARRIS	OTHER	FEMALE	MALE	18-29	30-49	50+	MEN	MEN	WOMEN	WOMEN
													> 50	50+	> 50	50+
TOTAL	1004 100%	388 39%	368 37%	248 25%	468 47%	464 46%	71 7%	508 51%	496 49%	160 16%	312 31%	527 52%	261 26%	232 23%	211 21%	295 29%
TOTAL SUPPORT	438 44%	185 48%	152 41%	101 41%	226 48%	182 39%	30 42%	216 43%	222 45%	86 54%	163 52%	188 36%	135 52%	86 37%	114 54%	102 35%
TOTAL OPPOSE	438 44%	162 42%	174 47%	102 41%	187 40%	223 48%	27 38%	229 45%	209 42%	57 36%	107 34%	270 51%	93 36%	114 49%	71 34%	156 53%
Strongly support	209 21%	92 24%	67 18%	50 20%	112 24%	80 17%	17 24%	95 19%	114 23%	38 24%	88 28%	83 16%	73 28%	41 18%	53 25%	42 14%
Somewhat support	229 23%	93 24%	85 23%	51 21%	114 24%	102 22%	13 18%	121 24%	108 22%	48 30%	75 24%	105 20%	62 24%	45 19%	61 29%	60 20%
Somewhat oppose	163 16%	55 14%	73 20%	35 14%	66 14%	85 18%	12 17%	82 16%	81 16%	30 19%	51 16%	81 15%	45 17%	36 16%	36 17%	45 15%
Strongly oppose	275 27%	107 28%	101 27%	67 27%	121 26%	138 30%	15 21%	147 29%	128 26%	27 17%	56 18%	189 36%	48 18%	78 34%	35 17%	111 38%
Depends/Unsure (DO NOT READ)	128 13%	41 11%	42 11%	45 18%	55 12%	59 13%	14 20%	63 12%	65 13%	17 11%	42 13%	69 13%	33 13%	32 14%	26 12%	37 13%

BANNER 2 170

28. In recent months, the FDA has authorized its first two flavored vaping products to be legally sold in the United States for adults ages 21 and older. Previously, the FDA had authorized zero flavored vaping products and had generally limited approvals to tobacco and menthol flavors. Based on what you know, do you support or oppose the FDA opening the door to more flavored vaping products?

	ETHNICITY			ETHNICITY/GENDER		RACE		GENDER/RACE					FDA		
	TOTAL	HISP	NON-HISP	HISP WOMEN	HISP MEN	WHITE	BLACK	NON-WHITE	WHITE WOMEN	WHITE MEN	MIN WOMEN	MIN MEN	FAV	UNFAV	NEUTRAL/NO OP
TOTAL	1004	98	900	56	42	696	135	302	358	338	149	153	587	302	108
	100%	10%	90%	6%	4%	69%	13%	30%	36%	34%	15%	15%	58%	30%	11%
TOTAL SUPPORT	438	43	394	27	16	300	71	137	145	155	71	66	290	112	32
	44%	44%	44%	48%	38%	43%	53%	45%	41%	46%	48%	43%	49%	37%	30%
TOTAL OPPOSE	438	42	393	21	21	304	52	129	170	134	58	71	242	147	48
	44%	43%	44%	38%	50%	44%	39%	43%	47%	40%	39%	46%	41%	49%	44%
Strongly support	209	21	187	12	9	144	34	64	64	80	31	33	141	54	10
	21%	21%	21%	21%	21%	21%	25%	21%	18%	24%	21%	22%	24%	18%	9%
Somewhat support	229	22	207	15	7	156	37	73	81	75	40	33	149	58	22
	23%	22%	23%	27%	17%	22%	27%	24%	23%	22%	27%	22%	25%	19%	20%
Somewhat oppose	163	16	146	8	8	105	29	58	59	46	23	35	95	50	17
	16%	16%	16%	14%	19%	15%	21%	19%	16%	14%	15%	23%	16%	17%	16%
Strongly oppose	275	26	247	13	13	199	23	71	111	88	35	36	147	97	31
	27%	27%	27%	23%	31%	29%	17%	24%	31%	26%	23%	24%	25%	32%	29%
Depends/Unsure (DO NOT READ)	128	13	113	8	5	92	12	36	43	49	20	16	55	43	28
	13%	13%	13%	14%	12%	13%	9%	12%	12%	14%	13%	10%	9%	14%	26%

BANNER 3 171

28. In recent months, the FDA has authorized its first two flavored vaping products to be legally sold in the United States for adults ages 21 and older. Previously, the FDA had authorized zero flavored vaping products and had generally limited approvals to tobacco and menthol flavors. Based on what you know, do you support or oppose the FDA opening the door to more flavored vaping products?

	TRUMP				CIG COMP			VAPE US			VAPE CHINA			SMALL BUS		
	TOTAL	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP
TOTAL	1004	428	540	34	181	714	102	218	644	123	104	723	121	327	513	148
	100%	43%	54%	3%	18%	71%	10%	22%	64%	12%	10%	72%	12%	33%	51%	15%
TOTAL SUPPORT	438	216	208	14	128	265	41	156	220	52	76	290	55	219	161	55
	44%	50%	39%	41%	71%	37%	40%	72%	34%	42%	73%	40%	45%	67%	31%	37%
TOTAL OPPOSE	438	169	254	15	41	360	34	45	350	38	24	356	39	79	298	53
	44%	39%	47%	44%	23%	50%	33%	21%	54%	31%	23%	49%	32%	24%	58%	36%
Strongly support	209	110	92	7	75	117	15	93	90	25	42	139	21	120	68	21
	21%	26%	17%	21%	41%	16%	15%	43%	14%	20%	40%	19%	17%	37%	13%	14%
Somewhat support	229	106	116	7	53	148	26	63	130	27	34	151	34	99	93	34
	23%	25%	21%	21%	29%	21%	25%	29%	20%	22%	33%	21%	28%	30%	18%	23%
Somewhat oppose	163	57	100	6	22	124	15	33	110	17	14	118	20	47	91	20
	16%	13%	19%	18%	12%	17%	15%	15%	17%	14%	13%	16%	17%	14%	18%	14%
Strongly oppose	275	112	154	9	19	236	19	12	240	21	10	238	19	32	207	33
	27%	26%	29%	26%	10%	33%	19%	6%	37%	17%	10%	33%	16%	10%	40%	22%
Depends/Unsure (DO NOT READ)	128	43	78	5	12	89	27	17	74	33	4	77	27	29	54	40
	13%	10%	14%	15%	7%	12%	26%	8%	11%	27%	4%	11%	22%	9%	11%	27%

BANNER 4 172

28. In recent months, the FDA has authorized its first two flavored vaping products to be legally sold in the United States for adults ages 21 and older. Previously, the FDA had authorized zero flavored vaping products and had generally limited approvals to tobacco and menthol flavors. Based on what you know, do you support or oppose the FDA opening the door to more flavored vaping products?

	FED GOV TRUST			VAPE FAM		YOUTH CONCERN		FLAVOR BAN		RAISE AGE		MORE FLAVORS		INFORM FLAVOR		VOTE FLAVOR	
	=====			=====		=====										=====	
	TOTAL	TRUST	DIS- TRUST	FAM- ILIAR	NOT FAM- ILIAR	CONC- ERNED	NOT CONC- ERNED	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	LIKELY	LESS LIKELY
TOTAL	1004 100%	326 32%	643 64%	450 45%	532 53%	853 85%	128 13%	468 47%	458 46%	744 74%	198 20%	438 44%	438 44%	657 65%	239 24%	483 48%	182 18%
TOTAL SUPPORT	438 44%	175 54%	257 40%	235 52%	197 37%	378 44%	58 45%	166 35%	263 57%	349 47%	75 38%	438 100%	-	358 54%	59 25%	270 56%	60 33%
TOTAL OPPOSE	438 44%	122 37%	304 47%	181 40%	251 47%	382 45%	51 40%	279 60%	139 30%	319 43%	105 53%	-	438 100%	236 36%	160 67%	172 36%	103 57%
Strongly support	209 21%	81 25%	125 19%	116 26%	89 17%	170 20%	38 30%	82 18%	127 28%	167 22%	37 19%	209 48%	-	176 27%	28 12%	129 27%	26 14%
Somewhat support	229 23%	94 29%	132 21%	119 26%	108 20%	208 24%	20 16%	84 18%	136 30%	182 24%	38 19%	229 52%	-	182 28%	31 13%	141 29%	34 19%
Somewhat oppose	163 16%	45 14%	114 18%	79 18%	82 15%	138 16%	24 19%	73 16%	83 18%	122 16%	37 19%	-	163 37%	113 17%	39 16%	77 16%	31 17%
Strongly oppose	275 27%	77 24%	190 30%	102 23%	169 32%	244 29%	27 21%	206 44%	56 12%	197 26%	68 34%	-	275 63%	123 19%	121 51%	95 20%	72 40%
Depends/Unsure (DO NOT READ)	128 13%	29 9%	82 13%	34 8%	84 16%	93 11%	19 15%	23 5%	56 12%	76 10%	18 9%	-	-	63 10%	20 8%	41 8%	19 10%

BANNER 5 173
28. In recent months, the FDA has authorized its first two flavored vaping products to be legally sold in the United States for adults ages 21 and older. Previously, the FDA had authorized zero flavored vaping products and had generally limited approvals to tobacco and menthol flavors. Based on what you know, do you support or oppose the FDA opening the door to more flavored vaping products?

	CUR VAPERS										EDUCATION					
	VAPE USE					NOT CONS- ISTANT	POL ID									
	TOTAL	CIG	VAPE	MARIJ	ALL	NONE	QUIT	OCCA SIONALLY	R EGULARLY	DEM	IND/LEAN	REP	HS OR LESS	SOME COLLEGE/ TECH	COLLEGE+	
TOTAL	1004 100%	383 38%	164 16%	269 27%	200 20%	285 28%	48 5%	35 3%	37 4%	38 4%	320 32%	350 35%	298 30%	236 24%	349 35%	347 35%
TOTAL SUPPORT	438 44%	190 50%	105 64%	126 47%	111 56%	82 29%	25 52%	20 57%	29 78%	28 74%	136 43%	148 42%	142 48%	109 46%	147 42%	154 44%
TOTAL OPPOSE	438 44%	160 42%	45 27%	111 41%	60 30%	163 57%	15 31%	12 34%	6 16%	10 26%	152 48%	143 41%	126 42%	94 40%	160 46%	152 44%
Strongly support	209 21%	86 22%	57 35%	52 19%	66 33%	33 12%	10 21%	6 17%	18 49%	22 58%	63 20%	71 20%	72 24%	49 21%	74 21%	71 20%
Somewhat support	229 23%	104 27%	48 29%	74 28%	45 23%	49 17%	15 31%	14 40%	11 30%	6 16%	73 23%	77 22%	70 23%	60 25%	73 21%	83 24%
Somewhat oppose	163 16%	65 17%	27 16%	54 20%	25 13%	45 16%	8 17%	9 26%	2 5%	8 21%	65 20%	58 17%	33 11%	31 13%	72 21%	48 14%
Strongly oppose	275 27%	95 25%	18 11%	57 21%	35 18%	118 41%	7 15%	3 9%	4 11%	2 5%	87 27%	85 24%	93 31%	63 27%	88 25%	104 30%
Depends/Unsure (DO NOT READ)	128 13%	33 9%	14 9%	32 12%	29 15%	40 14%	8 17%	3 9%	2 5%	-	32 10%	59 17%	30 10%	33 14%	42 12%	41 12%

BANNER 6 174

28. In recent months, the FDA has authorized its first two flavored vaping products to be legally sold in the United States for adults ages 21 and older. Previously, the FDA had authorized zero flavored vaping products and had generally limited approvals to tobacco and menthol flavors. Based on what you know, do you support or oppose the FDA opening the door to more flavored vaping products?

	REGION																						
						INCOME			NEIGHBORHOOD														
	KIDS - TEENS			PARENTS																			
	TOTAL	YES	NO	MOMS	DADS	LESS \$50K	\$50-\$100K	\$100K+	URBAN	SUB-URBAN	SMALL TOWN	NEW ENGLAND	MID ATL-ANTIC	EAST NORTH CENTRAL	WEST NORTH CENTRAL	SOUTH ATL-ANTIC	EAST SOUTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC			
TOTAL	1004 100%	376 37%	628 63%	220 22%	156 16%	316 31%	304 30%	249 25%	231 23%	440 44%	297 30%	44 4%	136 14%	115 11%	96 10%	218 22%	78 8%	84 8%	93 9%	140 14%			
TOTAL SUPPORT	438 44%	168 45%	270 43%	99 45%	69 44%	131 41%	143 47%	114 46%	110 48%	203 46%	115 39%	16 36%	54 40%	52 45%	43 45%	88 40%	40 51%	40 48%	35 38%	70 50%			
TOTAL OPPOSE	438 44%	168 45%	270 43%	95 43%	73 47%	144 46%	125 41%	105 42%	90 39%	184 42%	142 48%	23 52%	66 49%	46 40%	38 40%	95 44%	35 45%	34 40%	42 45%	59 42%			
Strongly support	209 21%	79 21%	130 21%	43 20%	36 23%	52 16%	74 24%	53 21%	52 23%	94 21%	60 20%	11 25%	27 20%	26 23%	19 20%	48 22%	16 21%	20 24%	15 16%	27 19%			
Somewhat support	229 23%	89 24%	140 22%	56 25%	33 21%	79 25%	69 23%	61 24%	58 25%	109 25%	55 19%	5 11%	27 20%	26 23%	24 25%	40 18%	24 31%	20 24%	20 22%	43 31%			
Somewhat oppose	163 16%	64 17%	99 16%	28 13%	36 23%	56 18%	57 19%	35 14%	40 17%	64 15%	53 18%	7 16%	26 19%	9 8%	18 19%	35 16%	15 19%	15 18%	18 19%	20 14%			
Strongly oppose	275 27%	104 28%	171 27%	67 30%	37 24%	88 28%	68 22%	70 28%	50 22%	120 27%	89 30%	16 36%	40 29%	37 32%	20 21%	60 28%	20 26%	19 23%	24 26%	39 28%			
Depends/Unsure (DO NOT READ)	128 13%	40 11%	88 14%	26 12%	14 9%	41 13%	36 12%	30 12%	31 13%	53 12%	40 13%	5 11%	16 12%	17 15%	15 16%	35 16%	3 4%	10 12%	16 17%	11 8%			

BANNER 1 175
29. And if you were to learn that the FDA approval process for vapor products currently costs manufacturers more than \$1 million per product, which of the following people would you say you agree with more (ROTATE P1/P2)? And would that be strongly or somewhat? Person 1: (Some/other) people say that this cost is appropriate given the public health risks involved with vaping. Person 2: (Some/other) people say this cost is too high and creates unfair barriers for smaller businesses.

	REG PARTY			2024 VOTE			GENDER		AGE			GENDER/AGE				
	TOTAL	REP	DEM	OTHER	TRUMP	HARRIS	OTHER	FEMALE	MALE	18-29	30-49	50+	MEN	MEN	WOMEN	WOMEN
													> 50	50+	> 50	50+
TOTAL	1004 100%	388 39%	368 37%	248 25%	468 47%	464 46%	71 7%	508 51%	496 49%	160 16%	312 31%	527 52%	261 26%	232 23%	211 21%	295 29%
TOTAL PERSON 1	610 61%	222 57%	247 67%	141 57%	267 57%	313 67%	29 41%	305 60%	305 61%	100 63%	184 59%	325 62%	155 59%	149 64%	129 61%	176 60%
TOTAL PERSON 2	258 26%	116 30%	83 23%	59 24%	133 28%	100 22%	25 35%	123 24%	135 27%	46 29%	88 28%	122 23%	80 31%	54 23%	54 26%	68 23%
Strongly agree Person 1	358 36%	133 34%	146 40%	79 32%	156 33%	186 40%	16 23%	188 37%	170 34%	49 31%	101 32%	207 39%	78 30%	91 39%	72 34%	116 39%
Somewhat agree Person 1	252 25%	89 23%	101 27%	62 25%	111 24%	127 27%	13 18%	117 23%	135 27%	51 32%	83 27%	118 22%	77 30%	58 25%	57 27%	60 20%
Somewhat agree Person 2	139 14%	61 16%	51 14%	27 11%	68 15%	57 12%	14 20%	73 14%	66 13%	27 17%	52 17%	60 11%	43 16%	23 10%	36 17%	37 13%
Strongly agree Person 2	119 12%	55 14%	32 9%	32 13%	65 14%	43 9%	11 15%	50 10%	69 14%	19 12%	36 12%	62 12%	37 14%	31 13%	18 9%	31 11%
Depends/unsure (DO NOT READ)	136 14%	50 13%	38 10%	48 19%	68 15%	51 11%	17 24%	80 16%	56 11%	14 9%	40 13%	80 15%	26 10%	29 13%	28 13%	51 17%

BANNER 2 176
29. And if you were to learn that the FDA approval process for vapor products currently costs manufacturers more than \$1 million per product, which of the following people would you say you agree with more (ROTATE P1/P2)? And would that be strongly or somewhat? Person 1: (Some/other) people say that this cost is appropriate given the public health risks involved with vaping. Person 2: (Some/other) people say this cost is too high and creates unfair barriers for smaller businesses.

	ETHNICITY			ETHNICITY/GENDER		RACE		GENDER/RACE				FDA			
	TOTAL	HISP	NON-HISP	HISP WOMEN	HISP MEN	WHITE	BLACK	NON-WHITE	WHITE WOMEN	WHITE MEN	MIN WOMEN	MIN MEN	FAV	UNFAV	NEUTRAL/NO OP
TOTAL	1004 100%	98 10%	900 90%	56 6%	42 4%	696 69%	135 13%	302 30%	358 36%	338 34%	149 15%	153 15%	587 58%	302 30%	108 11%
TOTAL PERSON 1	610 61%	54 55%	553 61%	32 57%	22 52%	423 61%	80 59%	183 61%	218 61%	205 61%	87 58%	96 63%	368 63%	182 60%	57 53%
TOTAL PERSON 2	258 26%	31 32%	225 25%	17 30%	14 33%	172 25%	42 31%	85 28%	79 22%	93 28%	43 29%	42 27%	154 26%	78 26%	24 22%
Strongly agree Person 1	358 36%	34 35%	322 36%	19 34%	15 36%	258 37%	36 27%	97 32%	140 39%	118 35%	48 32%	49 32%	204 35%	116 38%	36 33%
Somewhat agree Person 1	252 25%	20 20%	231 26%	13 23%	7 17%	165 24%	44 33%	86 28%	78 22%	87 26%	39 26%	47 31%	164 28%	66 22%	21 19%
Somewhat agree Person 2	139 14%	18 18%	120 13%	11 20%	7 17%	90 13%	25 19%	49 16%	46 13%	44 13%	27 18%	22 14%	85 14%	41 14%	12 11%
Strongly agree Person 2	119 12%	13 13%	105 12%	6 11%	7 17%	82 12%	17 13%	36 12%	33 9%	49 14%	16 11%	20 13%	69 12%	37 12%	12 11%
Depends/unsure (DO NOT READ)	136 14%	13 13%	122 14%	7 13%	6 14%	101 15%	13 10%	34 11%	61 17%	40 12%	19 13%	15 10%	65 11%	42 14%	27 25%

BANNER 3 177
29. And if you were to learn that the FDA approval process for vapor products currently costs manufacturers more than \$1 million per product, which of the following people would you say you agree with more (ROTATE P1/P2)? And would that be strongly or somewhat? Person 1: (Some/other) people say that this cost is appropriate given the public health risks involved with vaping. Person 2: (Some/other) people say this cost is too high and creates unfair barriers for smaller businesses.

	TRUMP				CIG COMP			VAPE US			VAPE CHINA			SMALL BUS		
	TOTAL	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP
TOTAL	1004 100%	428 43%	540 54%	34 3%	181 18%	714 71%	102 10%	218 22%	644 64%	123 12%	104 10%	723 72%	121 12%	327 33%	513 51%	148 15%
TOTAL PERSON 1	610 61%	249 58%	343 64%	17 50%	104 57%	455 64%	48 47%	112 51%	425 66%	61 50%	58 56%	459 63%	66 55%	171 52%	340 66%	93 63%
TOTAL PERSON 2	258 26%	122 29%	125 23%	11 32%	55 30%	170 24%	31 30%	77 35%	141 22%	35 28%	36 35%	182 25%	25 21%	118 36%	109 21%	26 18%
Strongly agree Person 1	358 36%	152 36%	198 37%	7 21%	51 28%	283 40%	22 22%	52 24%	266 41%	34 28%	22 21%	285 39%	35 29%	80 24%	224 44%	51 34%
Somewhat agree Person 1	252 25%	97 23%	145 27%	10 29%	53 29%	172 24%	26 25%	60 28%	159 25%	27 22%	36 35%	174 24%	31 26%	91 28%	116 23%	42 28%
Somewhat agree Person 2	139 14%	63 15%	69 13%	7 21%	27 15%	94 13%	17 17%	47 22%	72 11%	17 14%	22 21%	96 13%	12 10%	66 20%	58 11%	14 9%
Strongly agree Person 2	119 12%	59 14%	56 10%	4 12%	28 15%	76 11%	14 14%	30 14%	69 11%	18 15%	14 13%	86 12%	13 11%	52 16%	51 10%	12 8%
Depends/unsure (DO NOT READ)	136 14%	57 13%	72 13%	6 18%	22 12%	89 12%	23 23%	29 13%	78 12%	27 22%	10 10%	82 11%	30 25%	38 12%	64 12%	29 20%

BANNER 4 178
29. And if you were to learn that the FDA approval process for vapor products currently costs manufacturers more than \$1 million per product, which of the following people would you say you agree with more (ROTATE P1/P2)? And would that be strongly or somewhat? Person 1: (Some/other) people say that this cost is appropriate given the public health risks involved with vaping. Person 2: (Some/other) people say this cost is too high and creates unfair barriers for smaller businesses.

	FED GOV TRUST			VAPE FAM		YOUTH CONCERN		FLAVOR BAN		RAISE AGE		MORE FLAVORS		INFORM FLAVOR		VOTE FLAVOR	
	=====			=====		=====		=====		=====		=====		=====		=====	
	TOTAL	TRUST	DIS- TRUST	FAM- ILIAR	NOT FAM- ILIAR	CONC- ERNED	NOT CONC- ERNED	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	MORE LIKELY	LESS LIKELY
TOTAL	1004 100%	326 32%	643 64%	450 45%	532 53%	853 85%	128 13%	468 47%	458 46%	744 74%	198 20%	438 44%	438 44%	657 65%	239 24%	483 48%	182 18%
TOTAL PERSON 1	610 61%	196 60%	400 62%	280 62%	323 61%	542 64%	62 48%	344 74%	236 52%	485 65%	104 53%	267 61%	300 68%	395 60%	163 68%	301 62%	110 60%
TOTAL PERSON 2	258 26%	99 30%	154 24%	123 27%	131 25%	205 24%	50 39%	81 17%	165 36%	170 23%	76 38%	140 32%	93 21%	191 29%	52 22%	136 28%	48 26%
Strongly agree Person 1	358 36%	115 35%	233 36%	158 35%	195 37%	323 38%	31 24%	217 46%	125 27%	295 40%	51 26%	143 33%	192 44%	210 32%	114 48%	165 34%	70 38%
Somewhat agree Person 1	252 25%	81 25%	167 26%	122 27%	128 24%	219 26%	31 24%	127 27%	111 24%	190 26%	53 27%	124 28%	108 25%	185 28%	49 21%	136 28%	40 22%
Somewhat agree Person 2	139 14%	58 18%	79 12%	67 15%	71 13%	107 13%	30 23%	45 10%	86 19%	94 13%	37 19%	74 17%	50 11%	98 15%	29 12%	74 15%	26 14%
Strongly agree Person 2	119 12%	41 13%	75 12%	56 12%	60 11%	98 11%	20 16%	36 8%	79 17%	76 10%	39 20%	66 15%	43 10%	93 14%	23 10%	62 13%	22 12%
Depends/unsure (DO NOT READ)	136 14%	31 10%	89 14%	47 10%	78 15%	106 12%	16 13%	43 9%	57 12%	89 12%	18 9%	31 7%	45 10%	71 11%	24 10%	46 10%	24 13%

BANNER 5 179
29. And if you were to learn that the FDA approval process for vapor products currently costs manufacturers more than \$1 million per product, which of the following people would you say you agree with more (ROTATE P1/P2)? And would that be strongly or somewhat? Person 1: (Some/other) people say that this cost is appropriate given the public health risks involved with vaping. Person 2: (Some/other) people say this cost is too high and creates unfair barriers for smaller businesses.

	CUR VAPERS										EDUCATION					
	VAPE USE						POL ID									
	TOTAL	CIG	VAPE	MARIJ	ALL	NONE	NOT CONS- ISTANT	QUIT	OCCA SIONALLY	R EGULARLY	DEM	IND/LEAN	REP	HS OR LESS	SOME COLLEGE/ TECH	COLLEGE+
TOTAL	1004	383	164	269	200	285	48	35	37	38	320	350	298	236	349	347
	100%	38%	16%	27%	20%	28%	5%	3%	4%	4%	32%	35%	30%	24%	35%	35%
TOTAL PERSON 1	610	248	90	187	101	177	30	19	20	19	215	208	168	131	195	237
	61%	65%	55%	70%	51%	62%	63%	54%	54%	50%	67%	59%	56%	56%	56%	68%
TOTAL PERSON 2	258	95	53	58	73	57	13	11	14	14	72	95	84	68	101	72
	26%	25%	32%	22%	37%	20%	27%	31%	38%	37%	23%	27%	28%	29%	29%	21%
Strongly agree Person 1	358	142	39	100	64	112	14	8	6	9	122	116	108	65	115	152
	36%	37%	24%	37%	32%	39%	29%	23%	16%	24%	38%	33%	36%	28%	33%	44%
Somewhat agree Person 1	252	106	51	87	37	65	16	11	14	10	93	92	60	66	80	85
	25%	28%	31%	32%	19%	23%	33%	31%	38%	26%	29%	26%	20%	28%	23%	24%
Somewhat agree Person 2	139	58	34	30	33	31	8	6	11	9	43	47	43	41	51	38
	14%	15%	21%	11%	17%	11%	17%	17%	30%	24%	13%	13%	14%	17%	15%	11%
Strongly agree Person 2	119	37	19	28	40	26	5	5	3	5	29	48	41	27	50	34
	12%	10%	12%	10%	20%	9%	10%	14%	8%	13%	9%	14%	14%	11%	14%	10%
Depends/unsure (DO NOT READ)	136	40	21	24	26	51	5	5	3	5	33	47	46	37	53	38
	14%	10%	13%	9%	13%	18%	10%	14%	8%	13%	10%	13%	15%	16%	15%	11%

BANNER 6 180
29. And if you were to learn that the FDA approval process for vapor products currently costs manufacturers more than \$1 million per product, which of the following people would you say you agree with more (ROTATE P1/P2)? And would that be strongly or somewhat? Person 1: (Some/other) people say that this cost is appropriate given the public health risks involved with vaping. Person 2: (Some/other) people say this cost is too high and creates unfair barriers for smaller businesses.

	REGION																								
	KIDS - TEENS					PARENTS			INCOME			NEIGHBORHOOD			=====										
	TOTAL	YES	NO	MOMS	DADS	LESS \$50K	\$50-\$100K	\$100K+	URBAN	SUB-URBAN	SMALL TOWN	NEW ENGLAND	MID-ANTIC	EAST NORTH CENTRAL	WEST NORTH CENTRAL	SOUTH ATL-ANTIC	EAST SOUTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC					
TOTAL	1004 100%	376 37%	628 63%	220 22%	156 16%	316 31%	304 30%	249 25%	231 23%	440 44%	297 30%	44 4%	136 14%	115 11%	96 10%	218 22%	78 8%	84 8%	93 9%	140 14%					
TOTAL PERSON 1	610 61%	230 61%	380 61%	129 59%	101 65%	178 56%	190 63%	159 64%	132 57%	269 61%	185 62%	25 57%	79 58%	68 59%	71 74%	136 62%	55 71%	40 48%	52 56%	84 60%					
TOTAL PERSON 2	258 26%	96 26%	162 26%	58 26%	38 24%	87 28%	76 25%	64 26%	66 29%	115 26%	71 24%	15 34%	41 30%	32 28%	13 14%	47 22%	16 21%	28 33%	27 29%	39 28%					
Strongly agree Person 1	358 36%	135 36%	223 36%	79 36%	56 36%	101 32%	101 33%	105 42%	76 33%	157 36%	112 38%	17 39%	46 34%	40 35%	41 43%	84 39%	32 41%	23 27%	28 30%	47 34%					
Somewhat agree Person 1	252 25%	95 25%	157 25%	50 23%	45 29%	77 24%	89 29%	54 22%	56 24%	112 25%	73 25%	8 18%	33 24%	28 24%	30 31%	52 24%	23 29%	17 20%	24 26%	37 26%					
Somewhat agree Person 2	139 14%	52 14%	87 14%	31 14%	21 13%	53 17%	35 12%	37 15%	37 16%	61 14%	38 13%	12 27%	22 16%	14 12%	5 5%	27 12%	10 13%	12 14%	15 16%	22 16%					
Strongly agree Person 2	119 12%	44 12%	75 12%	27 12%	17 11%	34 11%	41 13%	27 11%	29 13%	54 12%	33 11%	3 7%	19 14%	18 16%	8 8%	20 9%	6 8%	16 19%	12 13%	17 12%					
Depends/unsure (DO NOT READ)	136 14%	50 13%	86 14%	33 15%	17 11%	51 16%	38 13%	26 10%	33 14%	56 13%	41 14%	4 9%	16 12%	15 13%	12 13%	35 16%	7 9%	16 19%	14 15%	17 12%					

BANNER 1 181
30. The past 15 presidents of a major anti-tobacco research group said U.S. health agencies are too focused on youth vaping and are ignoring the science showing flavored vapes can help adult smokers quit.

	REG PARTY							2024 VOTE		GENDER		AGE			GENDER/AGE			
	TOTAL	=====			=====			=====		=====		=====			=====		=====	
		REP	DEM	OTHER	TRUMP	HARRIS	OTHER	FEMALE	MALE	18-29	30-49	50+	MEN > 50	MEN 50+	WOMEN > 50	WOMEN 50+		
TOTAL	1004 100%	388 39%	368 37%	248 25%	468 47%	464 46%	71 7%	508 51%	496 49%	160 16%	312 31%	527 52%	261 26%	232 23%	211 21%	295 29%		
TOTAL MORE LIKELY	449 45%	168 43%	168 46%	113 46%	215 46%	211 45%	23 32%	214 42%	235 47%	94 59%	150 48%	203 39%	136 52%	98 42%	108 51%	105 36%		
TOTAL LESS LIKELY	292 29%	119 31%	107 29%	66 27%	135 29%	135 29%	22 31%	162 32%	130 26%	36 23%	82 26%	173 33%	59 23%	70 30%	59 28%	103 35%		
Much more likely to support the availability of flavored vaping products for adults	198 20%	80 21%	66 18%	52 21%	100 21%	86 19%	12 17%	90 18%	108 22%	37 23%	72 23%	89 17%	65 25%	43 19%	44 21%	46 16%		
Somewhat more likely to support the availability of flavored vaping products for adults	251 25%	88 23%	102 28%	61 25%	115 25%	125 27%	11 15%	124 24%	127 26%	57 36%	78 25%	114 22%	71 27%	55 24%	64 30%	59 20%		
Somewhat less likely to support the availability of flavored vaping products for adults	115 11%	44 11%	47 13%	24 10%	54 12%	51 11%	10 14%	63 12%	52 10%	20 13%	40 13%	55 10%	30 11%	22 9%	30 14%	33 11%		
Much less likely to support the availability of flavored vaping products for adults	177 18%	75 19%	60 16%	42 17%	81 17%	84 18%	12 17%	99 19%	78 16%	16 10%	42 13%	118 22%	29 11%	48 21%	29 14%	70 24%		
Makes no difference (DO NOT READ)	200 20%	76 20%	71 19%	53 21%	90 19%	89 19%	21 30%	91 18%	109 22%	24 15%	62 20%	112 21%	57 22%	51 22%	29 14%	61 21%		
Depends/unsure (DO NOT READ)	63 6%	25 6%	22 6%	16 6%	28 6%	29 6%	5 7%	41 8%	22 4%	6 4%	18 6%	39 7%	9 3%	13 6%	15 7%	26 9%		

BANNER 2 182
30. The past 15 presidents of a major anti-tobacco research group said U.S. health agencies are too focused on youth vaping and are ignoring the science showing flavored vapes can help adult smokers quit.

	ETHNICITY			ETHNICITY/GENDER		RACE			GENDER/RACE				FDA		
	TOTAL	HISP	NON-HISP	HISP WOMEN	HISP MEN	WHITE	BLACK	NON-WHITE	WHITE WOMEN	WHITE MEN	MIN WOMEN	MIN MEN	FAV	UNFAV	NEUTRAL/NO OP
TOTAL	1004 100%	98 10%	900 90%	56 6%	42 4%	696 69%	135 13%	302 30%	358 36%	338 34%	149 15%	153 15%	587 58%	302 30%	108 11%
TOTAL MORE LIKELY	449 45%	30 31%	417 46%	18 32%	12 29%	314 45%	76 56%	134 44%	147 41%	167 49%	67 45%	67 44%	285 49%	125 41%	37 34%
TOTAL LESS LIKELY	292 29%	45 46%	245 27%	22 39%	23 55%	192 28%	30 22%	98 32%	113 32%	79 23%	49 33%	49 32%	169 29%	99 33%	24 22%
Much more likely to support the availability of flavored vaping products for adults	198 20%	13 13%	183 20%	9 16%	4 10%	146 21%	30 22%	51 17%	67 19%	79 23%	23 15%	28 18%	123 21%	59 20%	15 14%
Somewhat more likely to support the availability of flavored vaping products for adults	251 25%	17 17%	234 26%	9 16%	8 19%	168 24%	46 34%	83 27%	80 22%	88 26%	44 30%	39 25%	162 28%	66 22%	22 20%
Somewhat less likely to support the availability of flavored vaping products for adults	115 11%	20 20%	95 11%	8 14%	12 29%	71 10%	18 13%	44 15%	42 12%	29 9%	21 14%	23 15%	69 12%	34 11%	12 11%
Much less likely to support the availability of flavored vaping products for adults	177 18%	25 26%	150 17%	14 25%	11 26%	121 17%	12 9%	54 18%	71 20%	50 15%	28 19%	26 17%	100 17%	65 22%	12 11%
Makes no difference (DO NOT READ)	200 20%	12 12%	186 21%	9 16%	3 7%	142 20%	27 20%	55 18%	66 18%	76 22%	24 16%	31 20%	101 17%	68 23%	30 28%
Depends/unsure (DO NOT READ)	63 6%	11 11%	52 6%	7 13%	4 10%	48 7%	2 1%	15 5%	32 9%	16 5%	9 6%	6 4%	32 5%	10 3%	17 16%

BANNER 3 183
30. The past 15 presidents of a major anti-tobacco research group said U.S. health agencies are too focused on youth vaping and are ignoring the science showing flavored vapes can help adult smokers quit.

	TRUMP				CIG COMP			VAPE US			VAPE CHINA			SMALL BUS		
	TOTAL	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP
TOTAL	1004 100%	428 43%	540 54%	34 3%	181 18%	714 71%	102 10%	218 22%	644 64%	123 12%	104 10%	723 72%	121 12%	327 33%	513 51%	148 15%
TOTAL MORE LIKELY	449 45%	204 48%	237 44%	7 21%	117 65%	289 40%	41 40%	154 71%	235 36%	54 44%	77 74%	306 42%	50 41%	219 67%	170 33%	59 40%
TOTAL LESS LIKELY	292 29%	125 29%	156 29%	11 32%	31 17%	232 32%	27 26%	27 12%	239 37%	19 15%	12 12%	244 34%	20 17%	53 16%	202 39%	31 21%
Much more likely to support the availability of flavored vaping products for adults	198 20%	100 23%	93 17%	4 12%	61 34%	121 17%	14 14%	88 40%	76 12%	31 25%	41 39%	129 18%	21 17%	120 37%	54 11%	24 16%
Somewhat more likely to support the availability of flavored vaping products for adults	251 25%	104 24%	144 27%	3 9%	56 31%	168 24%	27 26%	66 30%	159 25%	23 19%	36 35%	177 24%	29 24%	99 30%	116 23%	35 24%
Somewhat less likely to support the availability of flavored vaping products for adults	115 11%	42 10%	66 12%	7 21%	14 8%	89 12%	12 12%	17 8%	85 13%	10 8%	7 7%	89 12%	9 7%	35 11%	64 12%	12 8%
Much less likely to support the availability of flavored vaping products for adults	177 18%	83 19%	90 17%	4 12%	17 9%	143 20%	15 15%	10 5%	154 24%	9 7%	5 5%	155 21%	11 9%	18 6%	138 27%	19 13%
Makes no difference (DO NOT READ)	200 20%	75 18%	114 21%	11 32%	23 13%	150 21%	25 25%	22 10%	142 22%	32 26%	12 12%	150 21%	26 21%	40 12%	117 23%	39 26%
Depends/unsure (DO NOT READ)	63 6%	24 6%	33 6%	5 15%	10 6%	43 6%	9 9%	15 7%	28 4%	18 15%	3 3%	23 3%	25 21%	15 5%	24 5%	19 13%

BANNER 4 184
30. The past 15 presidents of a major anti-tobacco research group said U.S. health agencies are too focused on youth vaping and are ignoring the science showing flavored vapes can help adult smokers quit.

	FED GOV TRUST			VAPE FAM		YOUTH CONCERN		FLAVOR BAN		RAISE AGE		MORE FLAVORS		INFORM FLAVOR		VOTE FLAVOR	
	=====			=====		=====		=====		=====		=====		=====		=====	
	TOTAL	TRUST	DIS- TRUST	FAM- ILIAR	NOT FAM- ILIAR	CONC- ERNED	NOT CONC- ERNED	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	MORE LIKELY	LESS LIKELY
TOTAL	1004 100%	326 32%	643 64%	450 45%	532 53%	853 85%	128 13%	468 47%	458 46%	744 74%	198 20%	438 44%	438 44%	657 65%	239 24%	483 48%	182 18%
TOTAL MORE LIKELY	449 45%	159 49%	281 44%	224 50%	224 42%	393 46%	54 42%	157 34%	275 60%	353 47%	85 43%	296 68%	108 25%	391 60%	42 18%	292 60%	40 22%
TOTAL LESS LIKELY	292 29%	102 31%	188 29%	130 29%	154 29%	259 30%	31 24%	189 40%	91 20%	218 29%	64 32%	75 17%	202 46%	146 22%	124 52%	111 23%	99 54%
Much more likely to support the availability of flavored vaping products for adults	198 20%	65 20%	128 20%	106 24%	91 17%	166 19%	30 23%	51 11%	139 30%	147 20%	45 23%	146 33%	36 8%	176 27%	15 6%	133 28%	14 8%
Somewhat more likely to support the availability of flavored vaping products for adults	251 25%	94 29%	153 24%	118 26%	133 25%	227 27%	24 19%	106 23%	136 30%	206 28%	40 20%	150 34%	72 16%	215 33%	27 11%	159 33%	26 14%
Somewhat less likely to support the availability of flavored vaping products for adults	115 11%	44 13%	70 11%	53 12%	56 11%	98 11%	17 13%	67 14%	46 10%	88 12%	21 11%	45 10%	66 15%	67 10%	39 16%	49 10%	38 21%
Much less likely to support the availability of flavored vaping products for adults	177 18%	58 18%	118 18%	77 17%	98 18%	161 19%	14 11%	122 26%	45 10%	130 17%	43 22%	30 7%	136 31%	79 12%	85 36%	62 13%	61 34%
Makes no difference (DO NOT READ)	200 20%	53 16%	135 21%	78 17%	118 22%	155 18%	33 26%	100 21%	74 16%	137 18%	40 20%	52 12%	107 24%	98 15%	61 26%	67 14%	31 17%
Depends/unsure (DO NOT READ)	63 6%	12 4%	39 6%	18 4%	36 7%	46 5%	10 8%	22 5%	18 4%	36 5%	9 5%	15 3%	21 5%	22 3%	12 5%	13 3%	12 7%

BANNER 5 185
30. The past 15 presidents of a major anti-tobacco research group said U.S. health agencies are too focused on youth vaping and are ignoring the science showing flavored vapes can help adult smokers quit.

	CUR VAPERS										EDUCATION					
	VAPE USE						NOT CONS- ISTANT	POL ID								
	TOTAL	CIG	VAPE	MARIJ	ALL	NONE		QUIT	OCCA SIONALLY	R EGULARLY	DEM	IND/LEAN	REP	HS OR LESS	SOME COLLEGE/ TECH	COLLEGE+
TOTAL	1004 100%	383 38%	164 16%	269 27%	200 20%	285 28%	48 5%	35 3%	37 4%	38 4%	320 32%	350 35%	298 30%	236 24%	349 35%	347 35%
TOTAL MORE LIKELY	449 45%	188 49%	107 65%	127 47%	118 59%	85 30%	26 54%	23 66%	25 68%	31 82%	157 49%	159 45%	122 41%	105 44%	153 44%	154 44%
TOTAL LESS LIKELY	292 29%	101 26%	25 15%	68 25%	49 25%	105 37%	7 15%	10 29%	5 14%	1 3%	81 25%	105 30%	92 31%	61 26%	105 30%	103 30%
Much more likely to support the availability of flavored vaping products for adults	198 20%	82 21%	54 33%	55 20%	65 33%	26 9%	11 23%	8 23%	15 41%	19 50%	62 19%	69 20%	60 20%	45 19%	67 19%	64 18%
Somewhat more likely to support the availability of flavored vaping products for adults	251 25%	106 28%	53 32%	72 27%	53 27%	59 21%	15 31%	15 43%	10 27%	12 32%	95 30%	90 26%	62 21%	60 25%	86 25%	90 26%
Somewhat less likely to support the availability of flavored vaping products for adults	115 11%	39 10%	14 9%	32 12%	24 12%	32 11%	3 6%	6 17%	3 8%	1 3%	33 10%	47 13%	28 9%	24 10%	38 11%	44 13%
Much less likely to support the availability of flavored vaping products for adults	177 18%	62 16%	11 7%	36 13%	25 13%	73 26%	4 8%	4 11%	2 5%	-	48 15%	58 17%	64 21%	37 16%	67 19%	59 17%
Makes no difference (DO NOT READ)	200 20%	75 20%	20 12%	59 22%	29 15%	68 24%	10 21%	2 6%	4 11%	3 8%	64 20%	68 19%	60 20%	45 19%	72 21%	73 21%
Depends/unsure (DO NOT READ)	63 6%	19 5%	12 7%	15 6%	4 2%	27 9%	5 10%	-	3 8%	3 8%	18 6%	18 5%	24 8%	25 11%	19 5%	17 5%

BANNER 6 186
30. The past 15 presidents of a major anti-tobacco research group said U.S. health agencies are too focused on youth vaping and are ignoring the science showing flavored vapes can help adult smokers quit.

	REGION																			
	KIDS - TEENS				PARENTS		INCOME			NEIGHBORHOOD										
	TOTAL	YES	NO	MOMS	DADS	LESS \$50K	\$50-\$100K	\$100K+	URBAN	SUB-URBAN	SMALL TOWN	NEW ENGLAND	MID ATL-ANTIC	EAST NORTH CENTRAL	WEST NORTH CENTRAL	SOUTH ATL-ANTIC	EAST SOUTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
TOTAL	1004 100%	376 37%	628 63%	220 22%	156 16%	316 31%	304 30%	249 25%	231 23%	440 44%	297 30%	44 4%	136 14%	115 11%	96 10%	218 22%	78 8%	84 8%	93 9%	140 14%
TOTAL MORE LIKELY	449 45%	172 46%	277 44%	102 46%	70 45%	151 48%	135 44%	114 46%	110 48%	201 46%	125 42%	21 48%	47 35%	55 48%	48 50%	99 45%	39 50%	36 43%	35 38%	69 49%
TOTAL LESS LIKELY	292 29%	113 30%	179 29%	69 31%	44 28%	83 26%	93 31%	73 29%	62 27%	119 27%	100 34%	12 27%	55 40%	31 27%	24 25%	53 24%	24 31%	24 29%	29 31%	40 29%
Much more likely to support the availability of flavored vaping products for adults	198 20%	72 19%	126 20%	39 18%	33 21%	59 19%	65 21%	44 18%	36 16%	95 22%	60 20%	9 20%	16 12%	21 18%	22 23%	40 18%	19 24%	20 24%	19 20%	32 23%
Somewhat more likely to support the availability of flavored vaping products for adults	251 25%	100 27%	151 24%	63 29%	37 24%	92 29%	70 23%	70 28%	74 32%	106 24%	65 22%	12 27%	31 23%	34 30%	26 27%	59 27%	20 26%	16 19%	16 17%	37 26%
Somewhat less likely to support the availability of flavored vaping products for adults	115 11%	41 11%	74 12%	23 10%	18 12%	31 10%	40 13%	26 10%	28 12%	52 12%	32 11%	5 11%	23 17%	7 6%	8 8%	22 10%	15 19%	9 11%	11 12%	15 11%
Much less likely to support the availability of flavored vaping products for adults	177 18%	72 19%	105 17%	46 21%	26 17%	52 16%	53 17%	47 19%	34 15%	67 15%	68 23%	7 16%	32 24%	24 21%	16 17%	31 14%	9 12%	15 18%	18 19%	25 18%
Makes no difference (DO NOT READ)	200 20%	73 19%	127 20%	35 16%	38 24%	59 19%	56 18%	54 22%	40 17%	97 22%	53 18%	8 18%	25 18%	20 17%	23 24%	52 24%	11 14%	18 21%	23 25%	20 14%
Depends/unsure (DO NOT READ)	63 6%	18 5%	45 7%	14 6%	4 3%	23 7%	20 7%	8 3%	19 8%	23 5%	19 6%	3 7%	9 7%	9 8%	1 1%	14 6%	4 5%	6 7%	6 6%	11 8%

BANNER 1 187

31. Banning flavored vaping products could threaten more than 10,000 small businesses, over 129,000 jobs in the US, and cost the US economy \$33 billion.

	REG PARTY			2024 VOTE			GENDER		AGE			GENDER/AGE				
	TOTAL	=====			=====			=====		=====			=====			
		REP	DEM	OTHER	TRUMP	HARRIS	OTHER	FEMALE	MALE	18-29	30-49	50+	MEN > 50	MEN 50+	WOMEN > 50	WOMEN 50+
TOTAL	1004 100%	388 39%	368 37%	248 25%	468 47%	464 46%	71 7%	508 51%	496 49%	160 16%	312 31%	527 52%	261 26%	232 23%	211 21%	295 29%
TOTAL MORE LIKELY	400 40%	156 40%	145 39%	99 40%	202 43%	179 39%	19 27%	182 36%	218 44%	84 53%	147 47%	168 32%	133 51%	84 36%	98 46%	84 28%
TOTAL LESS LIKELY	318 32%	124 32%	125 34%	69 28%	141 30%	150 32%	26 37%	172 34%	146 29%	45 28%	88 28%	183 35%	66 25%	79 34%	67 32%	104 35%
Much more likely to support the availability of flavored vaping products for adults	195 19%	88 23%	62 17%	45 18%	114 24%	75 16%	6 8%	85 17%	110 22%	40 25%	71 23%	84 16%	67 26%	43 19%	44 21%	41 14%
Somewhat more likely to support the availability of flavored vaping products for adults	205 20%	68 18%	83 23%	54 22%	88 19%	104 22%	13 18%	97 19%	108 22%	44 28%	76 24%	84 16%	66 25%	41 18%	54 26%	43 15%
Somewhat less likely to support the availability of flavored vaping products for adults	139 14%	52 13%	59 16%	28 11%	59 13%	66 14%	13 18%	77 15%	62 13%	30 19%	50 16%	58 11%	41 16%	21 9%	39 18%	37 13%
Much less likely to support the availability of flavored vaping products for adults	179 18%	72 19%	66 18%	41 17%	82 18%	84 18%	13 18%	95 19%	84 17%	15 9%	38 12%	125 24%	25 10%	58 25%	28 13%	67 23%
Makes no difference (DO NOT READ)	226 23%	86 22%	76 21%	64 26%	97 21%	107 23%	22 31%	119 23%	107 22%	27 17%	61 20%	136 26%	53 20%	53 23%	35 17%	83 28%
Depends/unsure (DO NOT READ)	60 6%	22 6%	22 6%	16 6%	28 6%	28 6%	4 6%	35 7%	25 5%	4 3%	16 5%	40 8%	9 3%	16 7%	11 5%	24 8%

31. Banning flavored vaping products could threaten more than 10,000 small businesses, over 129,000 jobs in the US, and cost the US economy \$33 billion.

	ETHNICITY		ETHNICITY/GENDER			RACE			GENDER/RACE				FDA		
	TOTAL	HISP	NON-HISP	HISP WOMEN	HISP MEN	WHITE	BLACK	NON-WHITE	WHITE WOMEN	WHITE MEN	MIN WOMEN	MIN MEN	FAV	UNFAV	NEUTRAL/NO OP
TOTAL	1004 100%	98 10%	900 90%	56 6%	42 4%	696 69%	135 13%	302 30%	358 36%	338 34%	149 15%	153 15%	587 58%	302 30%	108 11%
TOTAL MORE LIKELY	400 40%	41 42%	357 40%	19 34%	22 52%	265 38%	71 53%	135 45%	121 34%	144 43%	61 41%	74 48%	256 44%	101 33%	41 38%
TOTAL LESS LIKELY	318 32%	32 33%	284 32%	17 30%	15 36%	216 31%	43 32%	99 33%	122 34%	94 28%	50 34%	49 32%	178 30%	103 34%	34 31%
Much more likely to support the availability of flavored vaping products for adults	195 19%	15 15%	179 20%	7 13%	8 19%	145 21%	32 24%	50 17%	65 18%	80 24%	20 13%	30 20%	133 23%	47 16%	15 14%
Somewhat more likely to support the availability of flavored vaping products for adults	205 20%	26 27%	178 20%	12 21%	14 33%	120 17%	39 29%	85 28%	56 16%	64 19%	41 28%	44 29%	123 21%	54 18%	26 24%
Somewhat less likely to support the availability of flavored vaping products for adults	139 14%	15 15%	124 14%	8 14%	7 17%	92 13%	21 16%	47 16%	54 15%	38 11%	23 15%	24 16%	74 13%	47 16%	16 15%
Much less likely to support the availability of flavored vaping products for adults	179 18%	17 17%	160 18%	9 16%	8 19%	124 18%	22 16%	52 17%	68 19%	56 17%	27 18%	25 16%	104 18%	56 19%	18 17%
Makes no difference (DO NOT READ)	226 23%	18 18%	206 23%	15 27%	3 7%	168 24%	18 13%	55 18%	88 25%	80 24%	30 20%	25 16%	121 21%	80 26%	25 23%
Depends/unsure (DO NOT READ)	60 6%	7 7%	53 6%	5 9%	2 5%	47 7%	3 2%	13 4%	27 8%	20 6%	8 5%	5 3%	32 5%	18 6%	8 7%

31. Banning flavored vaping products could threaten more than 10,000 small businesses, over 129,000 jobs in the US, and cost the US economy \$33 billion.

	TRUMP				CIG COMP			VAPE US			VAPE CHINA			SMALL BUS		
	TOTAL	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP
TOTAL	1004 100%	428 43%	540 54%	34 3%	181 18%	714 71%	102 10%	218 22%	644 64%	123 12%	104 10%	723 72%	121 12%	327 33%	513 51%	148 15%
TOTAL MORE LIKELY	400 40%	193 45%	198 37%	9 26%	108 60%	244 34%	44 43%	146 67%	194 30%	52 42%	72 69%	264 37%	46 38%	210 64%	129 25%	59 40%
TOTAL LESS LIKELY	318 32%	125 29%	180 33%	13 38%	38 21%	251 35%	28 27%	40 18%	250 39%	24 20%	18 17%	256 35%	34 28%	62 19%	210 41%	41 28%
Much more likely to support the availability of flavored vaping products for adults	195 19%	109 25%	80 15%	6 18%	66 36%	104 15%	22 22%	87 40%	72 11%	32 26%	41 39%	119 16%	24 20%	127 39%	46 9%	22 15%
Somewhat more likely to support the availability of flavored vaping products for adults	205 20%	84 20%	118 22%	3 9%	42 23%	140 20%	22 22%	59 27%	122 19%	20 16%	31 30%	145 20%	22 18%	83 25%	83 16%	37 25%
Somewhat less likely to support the availability of flavored vaping products for adults	139 14%	49 11%	83 15%	7 21%	20 11%	105 15%	13 13%	26 12%	98 15%	12 10%	10 10%	104 14%	19 16%	39 12%	74 14%	22 15%
Much less likely to support the availability of flavored vaping products for adults	179 18%	76 18%	97 18%	6 18%	18 10%	146 20%	15 15%	14 6%	152 24%	12 10%	8 8%	152 21%	15 12%	23 7%	136 27%	19 13%
Makes no difference (DO NOT READ)	226 23%	86 20%	129 24%	10 29%	24 13%	178 25%	22 22%	22 10%	168 26%	31 25%	12 12%	172 24%	22 18%	40 12%	150 29%	29 20%
Depends/unsure (DO NOT READ)	60 6%	24 6%	33 6%	2 6%	11 6%	41 6%	8 8%	10 5%	32 5%	16 13%	2 2%	31 4%	19 16%	15 5%	24 5%	19 13%

31. Banning flavored vaping products could threaten more than 10,000 small businesses, over 129,000 jobs in the US, and cost the US economy \$33 billion.

	FED GOV TRUST			VAPE FAM		YOUTH CONCERN		FLAVOR BAN		RAISE AGE		MORE FLAVORS		INFORM FLAVOR		VOTE FLAVOR	
	=====			=====		=====		=====		=====		=====		=====		=====	
	TOTAL	TRUST	DIS- TRUST	FAM- ILIAR	NOT FAM- ILIAR	CONC- ERNED	NOT CONC- ERNED	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	MORE LIKELY	LESS LIKELY
TOTAL	1004 100%	326 32%	643 64%	450 45%	532 53%	853 85%	128 13%	468 47%	458 46%	744 74%	198 20%	438 44%	438 44%	657 65%	239 24%	483 48%	182 18%
TOTAL MORE LIKELY	400 40%	145 44%	245 38%	205 46%	188 35%	341 40%	56 44%	135 29%	251 55%	312 42%	75 38%	260 59%	102 23%	351 53%	31 13%	269 56%	39 21%
TOTAL LESS LIKELY	318 32%	100 31%	212 33%	146 32%	168 32%	279 33%	37 29%	184 39%	112 24%	224 30%	85 43%	97 22%	201 46%	158 24%	134 56%	121 25%	101 55%
Much more likely to support the availability of flavored vaping products for adults																	
	195 19%	65 20%	126 20%	108 24%	82 15%	165 19%	28 22%	46 10%	144 31%	152 20%	36 18%	147 34%	38 9%	180 27%	9 4%	136 28%	17 9%
Somewhat more likely to support the availability of flavored vaping products for adults																	
	205 20%	80 25%	119 19%	97 22%	106 20%	176 21%	28 22%	89 19%	107 23%	160 22%	39 20%	113 26%	64 15%	171 26%	22 9%	133 28%	22 12%
Somewhat less likely to support the availability of flavored vaping products for adults																	
	139 14%	38 12%	101 16%	74 16%	63 12%	115 13%	24 19%	66 14%	65 14%	89 12%	43 22%	57 13%	74 17%	79 12%	49 21%	63 13%	38 21%
Much less likely to support the availability of flavored vaping products for adults																	
	179 18%	62 19%	111 17%	72 16%	105 20%	164 19%	13 10%	118 25%	47 10%	135 18%	42 21%	40 9%	127 29%	79 12%	85 36%	58 12%	63 35%
Makes no difference (DO NOT READ)	226 23%	62 19%	151 23%	77 17%	143 27%	184 22%	30 23%	129 28%	71 16%	169 23%	32 16%	63 14%	117 27%	118 18%	69 29%	76 16%	30 16%
Depends/unsure (DO NOT READ)	60 6%	19 6%	35 5%	22 5%	33 6%	49 6%	5 4%	20 4%	24 5%	39 5%	6 3%	18 4%	18 4%	30 5%	5 2%	17 4%	12 7%

31. Banning flavored vaping products could threaten more than 10,000 small businesses, over 129,000 jobs in the US, and cost the US economy \$33 billion.

	CUR VAPERS										EDUCATION					
	VAPE USE						NOT CONS- ISTANT	POL ID								
	TOTAL	CIG	VAPE	MARIJ	ALL	NONE		QUIT	OCCA SIONALLY	R EGULARLY	DEM	IND/LEAN	REP	HS OR LESS	SOME COLLEGE/ TECH	COLLEGE+
TOTAL	1004 100%	383 38%	164 16%	269 27%	200 20%	285 28%	48 5%	35 3%	37 4%	38 4%	320 32%	350 35%	298 30%	236 24%	349 35%	347 35%
TOTAL MORE LIKELY	400 40%	175 46%	101 62%	117 43%	107 54%	71 25%	25 52%	20 57%	24 65%	31 82%	131 41%	152 43%	108 36%	96 41%	145 42%	130 37%
TOTAL LESS LIKELY	318 32%	103 27%	31 19%	81 30%	55 28%	109 38%	11 23%	8 23%	5 14%	4 11%	104 33%	102 29%	98 33%	71 30%	110 32%	110 32%
Much more likely to support the availability of flavored vaping products for adults	195 19%	90 23%	54 33%	53 20%	68 34%	21 7%	12 25%	10 29%	14 38%	18 47%	58 18%	65 19%	67 22%	49 21%	75 21%	57 16%
Somewhat more likely to support the availability of flavored vaping products for adults	205 20%	85 22%	47 29%	64 24%	39 20%	50 18%	13 27%	10 29%	10 27%	13 34%	73 23%	87 25%	41 14%	47 20%	70 20%	73 21%
Somewhat less likely to support the availability of flavored vaping products for adults	139 14%	43 11%	20 12%	43 16%	29 15%	35 12%	8 17%	6 17%	4 11%	1 3%	53 17%	47 13%	32 11%	38 16%	53 15%	35 10%
Much less likely to support the availability of flavored vaping products for adults	179 18%	60 16%	11 7%	38 14%	26 13%	74 26%	3 6%	2 6%	1 3%	3 8%	51 16%	55 16%	66 22%	33 14%	57 16%	75 22%
Makes no difference (DO NOT READ)	226 23%	87 23%	21 13%	58 22%	29 15%	84 29%	9 19%	6 17%	4 11%	1 3%	67 21%	76 22%	72 24%	45 19%	77 22%	91 26%
Depends/unsure (DO NOT READ)	60 6%	18 5%	11 7%	13 5%	9 5%	21 7%	3 6%	1 3%	4 11%	2 5%	18 6%	20 6%	20 7%	24 10%	17 5%	16 5%

31. Banning flavored vaping products could threaten more than 10,000 small businesses, over 129,000 jobs in the US, and cost the US economy \$33 billion.

	REGION																			
	KIDS - TEENS				PARENTS		INCOME			NEIGHBORHOOD										
	TOTAL	YES	NO	MOMS	DADS	LESS \$50K	\$50-\$100K	\$100K+	URBAN	SUB-URBAN	SMALL TOWN	NEW ENGLAND	MID ATL-ANTIC	EAST NORTH CENTRAL	WEST NORTH CENTRAL	SOUTH ATL-ANTIC	EAST SOUTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
TOTAL	1004 100%	376 37%	628 63%	220 22%	156 16%	316 31%	304 30%	249 25%	231 23%	440 44%	297 30%	44 4%	136 14%	115 11%	96 10%	218 22%	78 8%	84 8%	93 9%	140 14%
TOTAL MORE LIKELY	400 40%	156 41%	244 39%	84 38%	72 46%	125 40%	137 45%	97 39%	100 43%	183 42%	107 36%	16 36%	46 34%	40 35%	44 46%	96 44%	36 46%	34 40%	25 27%	63 45%
TOTAL LESS LIKELY	318 32%	119 32%	199 32%	70 32%	49 31%	102 32%	89 29%	75 30%	69 30%	128 29%	109 37%	16 36%	50 37%	44 38%	25 26%	56 26%	24 31%	27 32%	31 33%	45 32%
Much more likely to support the availability of flavored vaping products for adults	195 19%	81 22%	114 18%	45 20%	36 23%	66 21%	61 20%	48 19%	45 19%	90 20%	57 19%	9 20%	21 15%	22 19%	20 21%	41 19%	21 27%	22 26%	16 17%	23 16%
Somewhat more likely to support the availability of flavored vaping products for adults	205 20%	75 20%	130 21%	39 18%	36 23%	59 19%	76 25%	49 20%	55 24%	93 21%	50 17%	7 16%	25 18%	18 16%	24 25%	55 25%	15 19%	12 14%	9 10%	40 29%
Somewhat less likely to support the availability of flavored vaping products for adults	139 14%	53 14%	86 14%	35 16%	18 12%	50 16%	39 13%	32 13%	31 13%	60 14%	44 15%	9 20%	21 15%	19 17%	12 13%	22 10%	11 14%	12 14%	16 17%	17 12%
Much less likely to support the availability of flavored vaping products for adults	179 18%	66 18%	113 18%	35 16%	31 20%	52 16%	50 16%	43 17%	38 16%	68 15%	65 22%	7 16%	29 21%	25 22%	13 14%	34 16%	13 17%	15 18%	15 16%	28 20%
Makes no difference (DO NOT READ)	226 23%	79 21%	147 23%	49 22%	30 19%	66 21%	58 19%	68 27%	47 20%	101 23%	66 22%	12 27%	30 22%	25 22%	21 22%	51 23%	17 22%	18 21%	28 30%	24 17%
Depends/unsure (DO NOT READ)	60 6%	22 6%	38 6%	17 8%	5 3%	23 7%	20 7%	9 4%	15 6%	28 6%	15 5%	- 7%	10 7%	6 5%	6 6%	15 7%	1 1%	5 6%	9 10%	8 6%

BANNER 1 193
32. 1 in every 7 American adults still smokes cigarettes daily, an activity which will kill nearly half a million Americans this year. Switching to vaping could reduce those numbers and save lives.

	REG PARTY			2024 VOTE			GENDER		AGE			GENDER/AGE				
	TOTAL	=====			=====			=====		=====			MEN > 50	MEN 50+	WOMEN > 50	WOMEN 50+
		REP	DEM	OTHER	TRUMP	HARRIS	OTHER	FEMALE	MALE	18-29	30-49	50+				
TOTAL	1004 100%	388 39%	368 37%	248 25%	468 47%	464 46%	71 7%	508 51%	496 49%	160 16%	312 31%	527 52%	261 26%	232 23%	211 21%	295 29%
TOTAL MORE LIKELY	484 48%	182 47%	181 49%	121 49%	228 49%	226 49%	30 42%	245 48%	239 48%	95 59%	166 53%	222 42%	145 56%	93 40%	116 55%	129 44%
TOTAL LESS LIKELY	262 26%	106 27%	104 28%	52 21%	121 26%	122 26%	19 27%	143 28%	119 24%	34 21%	76 24%	150 28%	55 21%	63 27%	55 26%	87 29%
Much more likely to support the availability of flavored vaping products for adults	246 25%	101 26%	83 23%	62 25%	126 27%	104 22%	16 23%	125 25%	121 24%	49 31%	90 29%	107 20%	78 30%	43 19%	61 29%	64 22%
Somewhat more likely to support the availability of flavored vaping products for adults	238 24%	81 21%	98 27%	59 24%	102 22%	122 26%	14 20%	120 24%	118 24%	46 29%	76 24%	115 22%	67 26%	50 22%	55 26%	65 22%
Somewhat less likely to support the availability of flavored vaping products for adults	99 10%	41 11%	41 11%	17 7%	43 9%	48 10%	8 11%	52 10%	47 9%	22 14%	35 11%	41 8%	29 11%	18 8%	28 13%	23 8%
Much less likely to support the availability of flavored vaping products for adults	163 16%	65 17%	63 17%	35 14%	78 17%	74 16%	11 15%	91 18%	72 15%	12 8%	41 13%	109 21%	26 10%	45 19%	27 13%	64 22%
Makes no difference (DO NOT READ)	200 20%	78 20%	62 17%	60 24%	93 20%	88 19%	18 25%	86 17%	114 23%	24 15%	52 17%	122 23%	54 21%	59 25%	22 10%	63 21%
Depends/unsure (DO NOT READ)	58 6%	22 6%	21 6%	15 6%	26 6%	28 6%	4 6%	34 7%	24 5%	7 4%	18 6%	33 6%	7 3%	17 7%	18 9%	16 5%

BANNER 2 194
32. 1 in every 7 American adults still smokes cigarettes daily, an activity which will kill nearly half a million Americans this year. Switching to vaping could reduce those numbers and save lives.

	ETHNICITY		ETHNICITY/GENDER			RACE			GENDER/RACE				FDA		
	TOTAL	HISP	NON-HISP	HISP WOMEN	HISP MEN	WHITE	BLACK	NON-WHITE	WHITE WOMEN	WHITE MEN	MIN WOMEN	MIN MEN	FAV	UNFAV	NEUTRAL/NO OP
TOTAL	1004 100%	98 10%	900 90%	56 6%	42 4%	696 69%	135 13%	302 30%	358 36%	338 34%	149 15%	153 15%	587 58%	302 30%	108 11%
TOTAL MORE LIKELY	484 48%	41 42%	441 49%	21 38%	20 48%	333 48%	86 64%	150 50%	171 48%	162 48%	74 50%	76 50%	310 53%	126 42%	45 42%
TOTAL LESS LIKELY	262 26%	30 31%	229 25%	18 32%	12 29%	178 26%	30 22%	82 27%	101 28%	77 23%	42 28%	40 26%	143 24%	89 29%	28 26%
Much more likely to support the availability of flavored vaping products for adults	246 25%	23 23%	222 25%	13 23%	10 24%	170 24%	41 30%	75 25%	86 24%	84 25%	39 26%	36 24%	161 27%	63 21%	21 19%
Somewhat more likely to support the availability of flavored vaping products for adults	238 24%	18 18%	219 24%	8 14%	10 24%	163 23%	45 33%	75 25%	85 24%	78 23%	35 23%	40 26%	149 25%	63 21%	24 22%
Somewhat less likely to support the availability of flavored vaping products for adults	99 10%	13 13%	84 9%	10 18%	3 7%	64 9%	14 10%	35 12%	33 9%	31 9%	19 13%	16 10%	52 9%	31 10%	16 15%
Much less likely to support the availability of flavored vaping products for adults	163 16%	17 17%	145 16%	8 14%	9 21%	114 16%	16 12%	47 16%	68 19%	46 14%	23 15%	24 16%	91 16%	58 19%	12 11%
Makes no difference (DO NOT READ)	200 20%	19 19%	180 20%	13 23%	6 14%	140 20%	15 11%	57 19%	58 16%	82 24%	27 18%	30 20%	104 18%	75 25%	20 19%
Depends/unsure (DO NOT READ)	58 6%	8 8%	50 6%	4 7%	4 10%	45 6%	4 3%	13 4%	28 8%	17 5%	6 4%	7 5%	30 5%	12 4%	15 14%

BANNER 3 195
32. 1 in every 7 American adults still smokes cigarettes daily, an activity which will kill nearly half a million Americans this year. Switching to vaping could reduce those numbers and save lives.

	TRUMP				CIG COMP			VAPE US			VAPE CHINA			SMALL BUS		
	TOTAL	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP
TOTAL	1004 100%	428 43%	540 54%	34 3%	181 18%	714 71%	102 10%	218 22%	644 64%	123 12%	104 10%	723 72%	121 12%	327 33%	513 51%	148 15%
TOTAL MORE LIKELY	484 48%	223 52%	250 46%	11 32%	124 69%	320 45%	38 37%	157 72%	261 41%	60 49%	74 71%	334 46%	59 49%	233 71%	194 38%	54 36%
TOTAL LESS LIKELY	262 26%	112 26%	141 26%	9 26%	28 15%	205 29%	26 25%	27 12%	209 32%	19 15%	19 18%	212 29%	18 15%	43 13%	176 34%	37 25%
Much more likely to support the availability of flavored vaping products for adults	246 25%	128 30%	112 21%	6 18%	77 43%	145 20%	22 22%	98 45%	107 17%	38 31%	47 45%	157 22%	31 26%	143 44%	75 15%	28 19%
Somewhat more likely to support the availability of flavored vaping products for adults	238 24%	95 22%	138 26%	5 15%	47 26%	175 25%	16 16%	59 27%	154 24%	22 18%	27 26%	177 24%	28 23%	90 28%	119 23%	26 18%
Somewhat less likely to support the availability of flavored vaping products for adults	99 10%	36 8%	57 11%	6 18%	14 8%	68 10%	16 16%	20 9%	68 11%	10 8%	15 14%	71 10%	9 7%	29 9%	51 10%	16 11%
Much less likely to support the availability of flavored vaping products for adults	163 16%	76 18%	84 16%	3 9%	14 8%	137 19%	10 10%	7 3%	141 22%	9 7%	4 4%	141 20%	9 7%	14 4%	125 24%	21 14%
Makes no difference (DO NOT READ)	200 20%	71 17%	118 22%	10 29%	23 13%	152 21%	24 24%	23 11%	145 23%	27 22%	9 9%	149 21%	23 19%	38 12%	121 24%	36 24%
Depends/unsure (DO NOT READ)	58 6%	22 5%	31 6%	4 12%	6 3%	37 5%	14 14%	11 5%	29 5%	17 14%	2 2%	28 4%	21 17%	13 4%	22 4%	21 14%

BANNER 4 196
32. 1 in every 7 American adults still smokes cigarettes daily, an activity which will kill nearly half a million Americans this year. Switching to vaping could reduce those numbers and save lives.

	FED GOV TRUST			VAPE FAM		YOUTH CONCERN		FLAVOR BAN		RAISE AGE		MORE FLAVORS		INFORM FLAVOR		VOTE FLAVOR	
	=====			=====		=====		=====		=====		=====		=====		=====	
	TOTAL	TRUST	DIS- TRUST	FAM- ILIAR	NOT FAM- ILIAR	CONC- ERNED	NOT CONC- ERNED	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	MORE LIKELY	LESS LIKELY
TOTAL	1004 100%	326 32%	643 64%	450 45%	532 53%	853 85%	128 13%	468 47%	458 46%	744 74%	198 20%	438 44%	438 44%	657 65%	239 24%	483 48%	182 18%
TOTAL MORE LIKELY	484 48%	173 53%	303 47%	246 55%	233 44%	426 50%	57 45%	182 39%	286 62%	380 51%	89 45%	297 68%	145 33%	420 64%	43 18%	323 67%	42 23%
TOTAL LESS LIKELY	262 26%	88 27%	167 26%	113 25%	145 27%	226 26%	33 26%	164 35%	87 19%	195 26%	61 31%	79 18%	165 38%	118 18%	123 51%	96 20%	96 53%
Much more likely to support the availability of flavored vaping products for adults	246 25%	83 25%	158 25%	137 30%	105 20%	213 25%	32 25%	71 15%	170 37%	192 26%	46 23%	179 41%	49 11%	221 34%	15 6%	177 37%	16 9%
Somewhat more likely to support the availability of flavored vaping products for adults	238 24%	90 28%	145 23%	109 24%	128 24%	213 25%	25 20%	111 24%	116 25%	188 25%	43 22%	118 27%	96 22%	199 30%	28 12%	146 30%	26 14%
Somewhat less likely to support the availability of flavored vaping products for adults	99 10%	34 10%	61 9%	48 11%	48 9%	80 9%	18 14%	53 11%	42 9%	72 10%	25 13%	40 9%	49 11%	55 8%	40 17%	46 10%	37 20%
Much less likely to support the availability of flavored vaping products for adults	163 16%	54 17%	106 16%	65 14%	97 18%	146 17%	15 12%	111 24%	45 10%	123 17%	36 18%	39 9%	116 26%	63 10%	83 35%	50 10%	59 32%
Makes no difference (DO NOT READ)	200 20%	51 16%	139 22%	68 15%	127 24%	155 18%	34 27%	101 22%	67 15%	135 18%	40 20%	54 12%	103 24%	94 14%	67 28%	45 9%	36 20%
Depends/unsure (DO NOT READ)	58 6%	14 4%	34 5%	23 5%	27 5%	46 5%	4 3%	21 4%	18 4%	34 5%	8 4%	8 2%	25 6%	25 4%	6 3%	19 4%	8 4%

BANNER 5 197
32. 1 in every 7 American adults still smokes cigarettes daily, an activity which will kill nearly half a million Americans this year. Switching to vaping could reduce those numbers and save lives.

	CUR VAPERS										EDUCATION					
	VAPE USE						NOT CONS-ISTANT				POL ID			HS COLLEGE/TECH COLLEGE+		
	TOTAL	CIG	VAPE	MARIJ	ALL	NONE	QUIT	OCCA SIONALLY	R EGULARLY	DEM	IND/LEAN	REP	OR LESS			
TOTAL	1004	383	164	269	200	285	48	35	37	38	320	350	298	236	349	347
	100%	38%	16%	27%	20%	28%	5%	3%	4%	4%	32%	35%	30%	24%	35%	35%
TOTAL MORE LIKELY	484	196	120	141	121	100	34	22	27	34	168	165	141	114	166	169
	48%	51%	73%	52%	61%	35%	71%	63%	73%	89%	53%	47%	47%	48%	48%	49%
TOTAL LESS LIKELY	262	93	22	68	36	89	6	8	5	2	85	89	77	59	97	81
	26%	24%	13%	25%	18%	31%	13%	23%	14%	5%	27%	25%	26%	25%	28%	23%
Much more likely to support the availability of flavored vaping products for adults	246	107	66	68	73	35	14	10	18	21	79	84	77	53	85	86
	25%	28%	40%	25%	37%	12%	29%	29%	49%	55%	25%	24%	26%	22%	24%	25%
Somewhat more likely to support the availability of flavored vaping products for adults	238	89	54	73	48	65	20	12	9	13	89	81	64	61	81	83
	24%	23%	33%	27%	24%	23%	42%	34%	24%	34%	28%	23%	21%	26%	23%	24%
Somewhat less likely to support the availability of flavored vaping products for adults	99	35	8	33	17	21	1	5	1	1	32	41	22	29	39	24
	10%	9%	5%	12%	9%	7%	2%	14%	3%	3%	10%	12%	7%	12%	11%	7%
Much less likely to support the availability of flavored vaping products for adults	163	58	14	35	19	68	5	3	4	1	53	48	55	30	58	57
	16%	15%	9%	13%	10%	24%	10%	9%	11%	3%	17%	14%	18%	13%	17%	16%
Makes no difference (DO NOT READ)	200	80	13	48	36	74	6	4	2	-	52	76	61	44	65	82
	20%	21%	8%	18%	18%	26%	13%	11%	5%		16%	22%	20%	19%	19%	24%
Depends/unsure (DO NOT READ)	58	14	9	12	7	22	2	1	3	2	15	20	19	19	21	15
	6%	4%	5%	4%	4%	8%	4%	3%	8%	5%	5%	6%	6%	8%	6%	4%

BANNER 6 198
32. 1 in every 7 American adults still smokes cigarettes daily, an activity which will kill nearly half a million Americans this year. Switching to vaping could reduce those numbers and save lives.

	REGION																					
	KIDS - TEENS						PARENTS		INCOME			NEIGHBORHOOD										
	TOTAL	YES	NO	MOMS	DADS	LESS \$50K	\$50-\$100K	\$100K+	URBAN	SUB-URBAN	SMALL TOWN	NEW ENGLAND	MID ATL-ANTIC	EAST NORTH CENTRAL	WEST NORTH CENTRAL	SOUTH ATL-ANTIC	EAST SOUTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC		
TOTAL	1004 100%	376 37%	628 63%	220 22%	156 16%	316 31%	304 30%	249 25%	231 23%	440 44%	297 30%	44 4%	136 14%	115 11%	96 10%	218 22%	78 8%	84 8%	93 9%	140 14%		
TOTAL MORE LIKELY	484 48%	190 51%	294 47%	109 50%	81 52%	153 48%	150 49%	130 52%	119 52%	219 50%	136 46%	24 55%	56 41%	53 46%	48 50%	108 50%	43 55%	43 51%	36 39%	73 52%		
TOTAL LESS LIKELY	262 26%	98 26%	164 26%	62 28%	36 23%	80 25%	77 25%	60 24%	57 25%	110 25%	83 28%	8 18%	45 33%	38 33%	25 26%	46 21%	19 24%	19 23%	22 24%	40 29%		
Much more likely to support the availability of flavored vaping products for adults	246 25%	97 26%	149 24%	56 25%	41 26%	77 24%	81 27%	57 23%	60 26%	113 26%	66 22%	9 20%	25 18%	25 22%	21 22%	58 27%	25 32%	25 30%	22 24%	36 26%		
Somewhat more likely to support the availability of flavored vaping products for adults	238 24%	93 25%	145 23%	53 24%	40 26%	76 24%	69 23%	73 29%	59 26%	106 24%	70 24%	15 34%	31 23%	28 24%	27 28%	50 23%	18 23%	18 21%	14 15%	37 26%		
Somewhat less likely to support the availability of flavored vaping products for adults	99 10%	32 9%	67 11%	20 9%	12 8%	34 11%	30 10%	18 7%	28 12%	44 10%	24 8%	2 5%	14 10%	12 10%	6 6%	20 9%	10 13%	7 8%	11 12%	17 12%		
Much less likely to support the availability of flavored vaping products for adults	163 16%	66 18%	97 15%	42 19%	24 15%	46 15%	47 15%	42 17%	29 13%	66 15%	59 20%	6 14%	31 23%	26 23%	19 20%	26 12%	9 12%	12 14%	11 12%	23 16%		
Makes no difference (DO NOT READ)	200 20%	68 18%	132 21%	34 15%	34 22%	60 19%	60 20%	53 21%	42 18%	91 21%	56 19%	10 23%	26 19%	16 14%	19 20%	51 23%	14 18%	18 21%	26 28%	20 14%		
Depends/unsure (DO NOT READ)	58 6%	20 5%	38 6%	15 7%	5 3%	23 7%	17 6%	6 2%	13 6%	20 5%	22 7%	2 5%	9 7%	8 7%	4 4%	13 6%	2 3%	4 5%	9 10%	7 5%		

BANNER 1 199
33. Youth vaping has dropped about 70% since 2019, when President Trump raised the age to purchase tobacco and vaping products to 21. Vaping rates among teens are now back to 2012 levels.

	REG PARTY							2024 VOTE			GENDER		AGE			GENDER/AGE			
	=====			=====				=====			=====		=====			=====			
	TOTAL	REP	DEM	OTHER	TRUMP	HARRIS	OTHER	FEMALE	MALE	18-29	30-49	50+	MEN > 50	MEN 50+	WOMEN > 50	WOMEN 50+			
TOTAL	1004 100%	388 39%	368 37%	248 25%	468 47%	464 46%	71 7%	508 51%	496 49%	160 16%	312 31%	527 52%	261 26%	232 23%	211 21%	295 29%			
TOTAL MORE LIKELY	408 41%	161 41%	151 41%	96 39%	204 44%	184 40%	20 28%	191 38%	217 44%	83 52%	132 42%	192 36%	124 48%	92 40%	91 43%	100 34%			
TOTAL LESS LIKELY	306 30%	121 31%	120 33%	65 26%	137 29%	142 31%	26 37%	172 34%	134 27%	44 28%	91 29%	169 32%	68 26%	65 28%	67 32%	104 35%			
Much more likely to support the availability of flavored vaping products for adults	201 20%	86 22%	69 19%	46 19%	108 23%	83 18%	10 14%	98 19%	103 21%	38 24%	67 21%	96 18%	59 23%	44 19%	46 22%	52 18%			
Somewhat more likely to support the availability of flavored vaping products for adults	207 21%	75 19%	82 22%	50 20%	96 21%	101 22%	10 14%	93 18%	114 23%	45 28%	65 21%	96 18%	65 25%	48 21%	45 21%	48 16%			
Somewhat less likely to support the availability of flavored vaping products for adults	118 12%	46 12%	52 14%	20 8%	54 12%	49 11%	14 20%	65 13%	53 11%	28 18%	41 13%	48 9%	38 15%	15 6%	31 15%	33 11%			
Much less likely to support the availability of flavored vaping products for adults	188 19%	75 19%	68 18%	45 18%	83 18%	93 20%	12 17%	107 21%	81 16%	16 10%	50 16%	121 23%	30 11%	50 22%	36 17%	71 24%			
Makes no difference (DO NOT READ)	213 21%	74 19%	75 20%	64 26%	88 19%	104 22%	21 30%	97 19%	116 23%	24 15%	64 21%	123 23%	56 21%	59 25%	32 15%	64 22%			
Depends/unsure (DO NOT READ)	77 8%	32 8%	22 6%	23 9%	39 8%	34 7%	4 6%	48 9%	29 6%	9 6%	25 8%	43 8%	13 5%	16 7%	21 10%	27 9%			

BANNER 2 200
33. Youth vaping has dropped about 70% since 2019, when President Trump raised the age to purchase tobacco and vaping products to 21. Vaping rates among teens are now back to 2012 levels.

	ETHNICITY		ETHNICITY/GENDER			RACE		GENDER/RACE					FDA		
	TOTAL	HISP	NON-HISP	HISP WOMEN	HISP MEN	WHITE	BLACK	NON-WHITE	WHITE WOMEN	WHITE MEN	MIN WOMEN	MIN MEN	FAV	UNFAV	NEUTRAL/NO OP
TOTAL	1004 100%	98 10%	900 90%	56 6%	42 4%	696 69%	135 13%	302 30%	358 36%	338 34%	149 15%	153 15%	587 58%	302 30%	108 11%
TOTAL MORE LIKELY	408 41%	44 45%	364 40%	23 41%	21 50%	274 39%	70 52%	134 44%	128 36%	146 43%	63 42%	71 46%	257 44%	115 38%	33 31%
TOTAL LESS LIKELY	306 30%	33 34%	271 30%	20 36%	13 31%	213 31%	35 26%	90 30%	122 34%	91 27%	50 34%	40 26%	184 31%	92 30%	28 26%
Much more likely to support the availability of flavored vaping products for adults	201 20%	17 17%	184 20%	9 16%	8 19%	141 20%	35 26%	60 20%	70 20%	71 21%	28 19%	32 21%	131 22%	58 19%	11 10%
Somewhat more likely to support the availability of flavored vaping products for adults	207 21%	27 28%	180 20%	14 25%	13 31%	133 19%	35 26%	74 25%	58 16%	75 22%	35 23%	39 25%	126 21%	57 19%	22 20%
Somewhat less likely to support the availability of flavored vaping products for adults	118 12%	14 14%	103 11%	9 16%	5 12%	77 11%	17 13%	41 14%	43 12%	34 10%	22 15%	19 12%	74 13%	32 11%	12 11%
Much less likely to support the availability of flavored vaping products for adults	188 19%	19 19%	168 19%	11 20%	8 19%	136 20%	18 13%	49 16%	79 22%	57 17%	28 19%	21 14%	110 19%	60 20%	16 15%
Makes no difference (DO NOT READ)	213 21%	17 17%	193 21%	12 21%	5 12%	144 21%	28 21%	66 22%	66 18%	78 23%	30 20%	36 24%	100 17%	79 26%	33 31%
Depends/unsure (DO NOT READ)	77 8%	4 4%	72 8%	1 2%	3 7%	65 9%	2 1%	12 4%	42 12%	23 7%	6 4%	6 4%	46 8%	16 5%	14 13%

BANNER 3 201
33. Youth vaping has dropped about 70% since 2019, when President Trump raised the age to purchase tobacco and vaping products to 21. Vaping rates among teens are now back to 2012 levels.

	TRUMP				CIG COMP			VAPE US			VAPE CHINA			SMALL BUS		
	TOTAL	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP
TOTAL	1004 100%	428 43%	540 54%	34 3%	181 18%	714 71%	102 10%	218 22%	644 64%	123 12%	104 10%	723 72%	121 12%	327 33%	513 51%	148 15%
TOTAL MORE LIKELY	408 41%	192 45%	200 37%	16 47%	108 60%	262 37%	37 36%	135 62%	216 34%	53 43%	63 61%	283 39%	48 40%	206 63%	150 29%	48 32%
TOTAL LESS LIKELY	306 30%	127 30%	172 32%	7 21%	38 21%	242 34%	25 25%	37 17%	243 38%	19 15%	19 18%	253 35%	18 15%	62 19%	210 41%	30 20%
Much more likely to support the availability of flavored vaping products for adults	201 20%	107 25%	88 16%	6 18%	59 33%	121 17%	20 20%	78 36%	90 14%	31 25%	32 31%	139 19%	23 19%	112 34%	64 12%	23 16%
Somewhat more likely to support the availability of flavored vaping products for adults	207 21%	85 20%	112 21%	10 29%	49 27%	141 20%	17 17%	57 26%	126 20%	22 18%	31 30%	144 20%	25 21%	94 29%	86 17%	25 17%
Somewhat less likely to support the availability of flavored vaping products for adults	118 12%	46 11%	69 13%	3 9%	22 12%	85 12%	10 10%	25 11%	83 13%	9 7%	15 14%	91 13%	6 5%	37 11%	70 14%	9 6%
Much less likely to support the availability of flavored vaping products for adults	188 19%	81 19%	103 19%	4 12%	16 9%	157 22%	15 15%	12 6%	160 25%	10 8%	4 4%	162 22%	12 10%	25 8%	140 27%	21 14%
Makes no difference (DO NOT READ)	213 21%	72 17%	131 24%	9 26%	22 12%	159 22%	28 27%	27 12%	146 23%	34 28%	16 15%	143 20%	36 30%	35 11%	121 24%	50 34%
Depends/unsure (DO NOT READ)	77 8%	37 9%	37 7%	2 6%	13 7%	51 7%	12 12%	19 9%	39 6%	17 14%	6 6%	44 6%	19 16%	24 7%	32 6%	20 14%

BANNER 4 202
33. Youth vaping has dropped about 70% since 2019, when President Trump raised the age to purchase tobacco and vaping products to 21. Vaping rates among teens are now back to 2012 levels.

	FED GOV TRUST			VAPE FAM		YOUTH CONCERN		FLAVOR BAN		RAISE AGE		MORE FLAVORS		INFORM FLAVOR		VOTE FLAVOR	
	=====			=====		=====		=====		=====		=====		=====		=====	
	TOTAL	TRUST	DIS- TRUST	FAM- ILIAR	NOT FAM- ILIAR	CONC- ERNED	NOT CONC- ERNED	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	MORE LIKELY	LESS LIKELY
TOTAL	1004 100%	326 32%	643 64%	450 45%	532 53%	853 85%	128 13%	468 47%	458 46%	744 74%	198 20%	438 44%	438 44%	657 65%	239 24%	483 48%	182 18%
TOTAL MORE LIKELY	408 41%	152 47%	249 39%	210 47%	195 37%	354 42%	51 40%	158 34%	236 52%	326 44%	68 34%	267 61%	106 24%	350 53%	42 18%	274 57%	45 25%
TOTAL LESS LIKELY	306 30%	95 29%	205 32%	138 31%	161 30%	268 31%	35 27%	187 40%	106 23%	228 31%	69 35%	78 18%	216 49%	151 23%	128 54%	119 25%	97 53%
Much more likely to support the availability of flavored vaping products for adults	201 20%	68 21%	128 20%	107 24%	94 18%	169 20%	32 25%	66 14%	129 28%	157 21%	35 18%	148 34%	42 10%	175 27%	17 7%	141 29%	17 9%
Somewhat more likely to support the availability of flavored vaping products for adults	207 21%	84 26%	121 19%	103 23%	101 19%	185 22%	19 15%	92 20%	107 23%	169 23%	33 17%	119 27%	64 15%	175 27%	25 10%	133 28%	28 15%
Somewhat less likely to support the availability of flavored vaping products for adults	118 12%	35 11%	80 12%	61 14%	53 10%	99 12%	19 15%	60 13%	54 12%	85 11%	27 14%	47 11%	66 15%	75 11%	36 15%	56 12%	35 19%
Much less likely to support the availability of flavored vaping products for adults	188 19%	60 18%	125 19%	77 17%	108 20%	169 20%	16 13%	127 27%	52 11%	143 19%	42 21%	31 7%	150 34%	76 12%	92 38%	63 13%	62 34%
Makes no difference (DO NOT READ)	213 21%	50 15%	149 23%	77 17%	130 24%	167 20%	36 28%	97 21%	86 19%	141 19%	51 26%	68 16%	92 21%	111 17%	61 26%	66 14%	33 18%
Depends/unsure (DO NOT READ)	77 8%	29 9%	40 6%	25 6%	46 9%	64 8%	6 5%	26 6%	30 7%	49 7%	10 5%	25 6%	24 5%	45 7%	8 3%	24 5%	7 4%

BANNER 5 203
33. Youth vaping has dropped about 70% since 2019, when President Trump raised the age to purchase tobacco and vaping products to 21. Vaping rates among teens are now back to 2012 levels.

	CUR VAPERS										EDUCATION					
	VAPE USE						NOT CONS-ISTANT				POL ID			HS COLLEGE/TECH COLLEGE+		
	TOTAL	CIG	VAPE	MARIJ	ALL	NONE	QUIT	OCCA	R	DEM	IND/LEAN	REP	OR LESS	SOME COLLEGE/TECH	COLLEGE+	
TOTAL	1004	383	164	269	200	285	48	35	37	38	320	350	298	236	349	347
	100%	38%	16%	27%	20%	28%	5%	3%	4%	4%	32%	35%	30%	24%	35%	35%
TOTAL MORE LIKELY	408	172	101	109	100	80	29	21	24	25	135	145	118	97	141	139
	41%	45%	62%	41%	50%	28%	60%	60%	65%	66%	42%	41%	40%	41%	40%	40%
TOTAL LESS LIKELY	306	114	32	87	49	104	8	9	6	7	103	97	92	71	110	102
	30%	30%	20%	32%	25%	36%	17%	26%	16%	18%	32%	28%	31%	30%	32%	29%
Much more likely to support the availability of flavored vaping products for adults	201	87	52	52	59	28	14	9	13	16	62	67	67	48	76	61
	20%	23%	32%	19%	30%	10%	29%	26%	35%	42%	19%	19%	22%	20%	22%	18%
Somewhat more likely to support the availability of flavored vaping products for adults	207	85	49	57	41	52	15	12	11	9	73	78	51	49	65	78
	21%	22%	30%	21%	21%	18%	31%	34%	30%	24%	23%	22%	17%	21%	19%	22%
Somewhat less likely to support the availability of flavored vaping products for adults	118	40	20	38	25	31	5	7	5	3	48	40	27	30	48	33
	12%	10%	12%	14%	13%	11%	10%	20%	14%	8%	15%	11%	9%	13%	14%	10%
Much less likely to support the availability of flavored vaping products for adults	188	74	12	49	24	73	3	2	1	4	55	57	65	41	62	69
	19%	19%	7%	18%	12%	26%	6%	6%	3%	11%	17%	16%	22%	17%	18%	20%
Makes no difference (DO NOT READ)	213	72	21	58	38	74	8	3	7	2	62	81	62	40	78	86
	21%	19%	13%	22%	19%	26%	17%	9%	19%	5%	19%	23%	21%	17%	22%	25%
Depends/unsure (DO NOT READ)	77	25	10	15	13	27	3	2	-	4	20	27	26	28	20	20
	8%	7%	6%	6%	7%	9%	6%	6%		11%	6%	8%	9%	12%	6%	6%

BANNER 6 204
33. Youth vaping has dropped about 70% since 2019, when President Trump raised the age to purchase tobacco and vaping products to 21. Vaping rates among teens are now back to 2012 levels.

	REGION																			
	KIDS - TEENS				PARENTS		INCOME			NEIGHBORHOOD			MID		EAST		WEST		SOUTH	
	TOTAL	YES	NO	MOMS	DADS	LESS \$50K	\$50-\$100K	\$100K+	URBAN	SUB-URBAN	SMALL TOWN	NEW ENGLAND	ATL-ANTIC	EAST NORTH CENTRAL	WEST NORTH CENTRAL	SOUTH ATL-ANTIC	EAST SOUTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
TOTAL	1004 100%	376 37%	628 63%	220 22%	156 16%	316 31%	304 30%	249 25%	231 23%	440 44%	297 30%	44 4%	136 14%	115 11%	96 10%	218 22%	78 8%	84 8%	93 9%	140 14%
TOTAL MORE LIKELY	408 41%	166 44%	242 39%	91 41%	75 48%	126 40%	130 43%	106 43%	104 45%	182 41%	113 38%	17 39%	44 32%	42 37%	49 51%	87 40%	36 46%	33 39%	35 38%	65 46%
TOTAL LESS LIKELY	306 30%	116 31%	190 30%	73 33%	43 28%	97 31%	91 30%	75 30%	63 27%	129 29%	100 34%	16 36%	53 39%	34 30%	24 25%	56 26%	25 32%	25 30%	30 32%	43 31%
Much more likely to support the availability of flavored vaping products for adults	201 20%	79 21%	122 19%	50 23%	29 19%	59 19%	71 23%	48 19%	46 20%	84 19%	65 22%	8 18%	19 14%	23 20%	23 24%	41 19%	18 23%	22 26%	21 23%	26 19%
Somewhat more likely to support the availability of flavored vaping products for adults	207 21%	87 23%	120 19%	41 19%	46 29%	67 21%	59 19%	58 23%	58 25%	98 22%	48 16%	9 20%	25 18%	19 17%	26 27%	46 21%	18 23%	11 13%	14 15%	39 28%
Somewhat less likely to support the availability of flavored vaping products for adults	118 12%	39 10%	79 13%	26 12%	13 8%	34 11%	47 15%	24 10%	27 12%	47 11%	43 14%	4 9%	18 13%	11 10%	5 5%	26 12%	12 15%	9 11%	17 18%	16 11%
Much less likely to support the availability of flavored vaping products for adults	188 19%	77 20%	111 18%	47 21%	30 19%	63 20%	44 14%	51 20%	36 16%	82 19%	57 19%	12 27%	35 26%	23 20%	19 20%	30 14%	13 17%	16 19%	13 14%	27 19%
Makes no difference (DO NOT READ)	213 21%	72 19%	141 22%	38 17%	34 22%	66 21%	61 20%	54 22%	47 20%	99 23%	57 19%	6 14%	28 21%	24 21%	19 20%	60 28%	13 17%	19 23%	21 23%	23 16%
Depends/unsure (DO NOT READ)	77 8%	22 6%	55 9%	18 8%	4 3%	27 9%	22 7%	14 6%	17 7%	30 7%	27 9%	5 11%	11 8%	15 13%	4 4%	15 7%	4 5%	7 8%	7 8%	9 6%

BANNER 1 205
34. Vaping is nearly twice as effective as nicotine gum or patches in helping adults quit smoking.

	GENDER/AGE															
	REG PARTY			2024 VOTE			GENDER		AGE							
	TOTAL	REP	DEM	OTHER	TRUMP	HARRIS	OTHER	FEMALE	MALE	18-29	30-49	50+	MEN > 50	MEN 50+	WOMEN > 50	WOMEN 50+
TOTAL	1004 100%	388 39%	368 37%	248 25%	468 47%	464 46%	71 7%	508 51%	496 49%	160 16%	312 31%	527 52%	261 26%	232 23%	211 21%	295 29%
TOTAL MORE LIKELY	502 50%	181 47%	199 54%	122 49%	225 48%	246 53%	31 44%	237 47%	265 53%	101 63%	162 52%	237 45%	155 59%	109 47%	108 51%	128 43%
TOTAL LESS LIKELY	236 24%	99 26%	84 23%	53 21%	117 25%	98 21%	21 30%	135 27%	101 20%	38 24%	66 21%	131 25%	49 19%	51 22%	55 26%	80 27%
Much more likely to support the availability of flavored vaping products for adults	249 25%	104 27%	79 21%	66 27%	130 28%	103 22%	16 23%	116 23%	133 27%	45 28%	87 28%	117 22%	76 29%	57 25%	56 27%	60 20%
Somewhat more likely to support the availability of flavored vaping products for adults	253 25%	77 20%	120 33%	56 23%	95 20%	143 31%	15 21%	121 24%	132 27%	56 35%	75 24%	120 23%	79 30%	52 22%	52 25%	68 23%
Somewhat less likely to support the availability of flavored vaping products for adults	74 7%	31 8%	25 7%	18 7%	38 8%	29 6%	7 10%	41 8%	33 7%	18 11%	29 9%	27 5%	21 8%	12 5%	26 12%	15 5%
Much less likely to support the availability of flavored vaping products for adults	162 16%	68 18%	59 16%	35 14%	79 17%	69 15%	14 20%	94 19%	68 14%	20 13%	37 12%	104 20%	28 11%	39 17%	29 14%	65 22%
Makes no difference (DO NOT READ)	200 20%	84 22%	65 18%	51 21%	95 20%	89 19%	15 21%	95 19%	105 21%	14 9%	63 20%	121 23%	47 18%	57 25%	30 14%	64 22%
Depends/unsure (DO NOT READ)	66 7%	24 6%	20 5%	22 9%	31 7%	31 7%	4 6%	41 8%	25 5%	7 4%	21 7%	38 7%	10 4%	15 6%	18 9%	23 8%

BANNER 2 206
34. Vaping is nearly twice as effective as nicotine gum or patches in helping adults quit smoking.

	ETHNICITY		ETHNICITY/GENDER			RACE		GENDER/RACE					FDA		
	TOTAL	HISP	NON-HISP	HISP WOMEN	HISP MEN	WHITE	BLACK	NON-WHITE	WHITE WOMEN	WHITE MEN	MIN WOMEN	MIN MEN	FAV	UNFAV	NEUTRAL/NO OP
TOTAL	1004 100%	98 10%	900 90%	56 6%	42 4%	696 69%	135 13%	302 30%	358 36%	338 34%	149 15%	153 15%	587 58%	302 30%	108 11%
TOTAL MORE LIKELY	502 50%	42 43%	458 51%	23 41%	19 45%	343 49%	84 62%	158 52%	163 46%	180 53%	74 50%	84 55%	311 53%	140 46%	49 45%
TOTAL LESS LIKELY	236 24%	29 30%	205 23%	14 25%	15 36%	159 23%	29 21%	75 25%	97 27%	62 18%	38 26%	37 24%	142 24%	73 24%	19 18%
Much more likely to support the availability of flavored vaping products for adults	249 25%	22 22%	226 25%	13 23%	9 21%	177 25%	39 29%	71 24%	80 22%	97 29%	36 24%	35 23%	165 28%	63 21%	20 19%
Somewhat more likely to support the availability of flavored vaping products for adults	253 25%	20 20%	232 26%	10 18%	10 24%	166 24%	45 33%	87 29%	83 23%	83 25%	38 26%	49 32%	146 25%	77 25%	29 27%
Somewhat less likely to support the availability of flavored vaping products for adults	74 7%	10 10%	63 7%	3 5%	7 17%	47 7%	14 10%	27 9%	28 8%	19 6%	13 9%	14 9%	49 8%	18 6%	7 6%
Much less likely to support the availability of flavored vaping products for adults	162 16%	19 19%	142 16%	11 20%	8 19%	112 16%	15 11%	48 16%	69 19%	43 13%	25 17%	23 15%	93 16%	55 18%	12 11%
Makes no difference (DO NOT READ)	200 20%	16 16%	182 20%	12 21%	4 10%	145 21%	19 14%	52 17%	67 19%	78 23%	27 18%	25 16%	106 18%	68 23%	25 23%
Depends/unsure (DO NOT READ)	66 7%	11 11%	55 6%	7 13%	4 10%	49 7%	3 2%	17 6%	31 9%	18 5%	10 7%	7 5%	28 5%	21 7%	15 14%

BANNER 3 207
34. Vaping is nearly twice as effective as nicotine gum or patches in helping adults quit smoking.

	TRUMP				CIG COMP			VAPE US			VAPE CHINA			SMALL BUS		
	TOTAL	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP
TOTAL	1004 100%	428 43%	540 54%	34 3%	181 18%	714 71%	102 10%	218 22%	644 64%	123 12%	104 10%	723 72%	121 12%	327 33%	513 51%	148 15%
TOTAL MORE LIKELY	502 50%	215 50%	275 51%	12 35%	122 67%	334 47%	43 42%	155 71%	282 44%	60 49%	74 71%	344 48%	64 53%	236 72%	201 39%	62 42%
TOTAL LESS LIKELY	236 24%	107 25%	122 23%	7 21%	25 14%	187 26%	23 23%	29 13%	189 29%	12 10%	16 15%	196 27%	14 12%	39 12%	171 33%	23 16%
Much more likely to support the availability of flavored vaping products for adults	249 25%	125 29%	117 22%	7 21%	71 39%	151 21%	24 24%	92 42%	114 18%	40 33%	41 39%	162 22%	34 28%	145 44%	77 15%	27 18%
Somewhat more likely to support the availability of flavored vaping products for adults	253 25%	90 21%	158 29%	5 15%	51 28%	183 26%	19 19%	63 29%	168 26%	20 16%	33 32%	182 25%	30 25%	91 28%	124 24%	35 24%
Somewhat less likely to support the availability of flavored vaping products for adults	74 7%	36 8%	33 6%	5 15%	11 6%	55 8%	8 8%	13 6%	58 9%	3 2%	7 7%	62 9%	3 2%	20 6%	46 9%	7 5%
Much less likely to support the availability of flavored vaping products for adults	162 16%	71 17%	89 16%	2 6%	14 8%	132 18%	15 15%	16 7%	131 20%	9 7%	9 9%	134 19%	11 9%	19 6%	125 24%	16 11%
Makes no difference (DO NOT READ)	200 20%	78 18%	110 20%	11 32%	28 15%	147 21%	24 24%	23 11%	138 21%	33 27%	11 11%	147 20%	26 21%	38 12%	116 23%	42 28%
Depends/unsure (DO NOT READ)	66 7%	28 7%	33 6%	4 12%	6 3%	46 6%	12 12%	11 5%	35 5%	18 15%	3 3%	36 5%	17 14%	14 4%	25 5%	21 14%

BANNER 4 208
34. Vaping is nearly twice as effective as nicotine gum or patches in helping adults quit smoking.

	FED GOV TRUST			VAPE FAM		YOUTH CONCERN		FLAVOR BAN		RAISE AGE		MORE FLAVORS		INFORM FLAVOR		VOTE FLAVOR	
	=====			=====		=====		=====		=====		=====		=====		=====	
	TOTAL	TRUST	DIS- TRUST	FAM- ILIAR	NOT FAM- ILIAR	CONC- ERNED	NOT CONC- ERNED	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	MORE LIKELY	LESS LIKELY
TOTAL	1004 100%	326 32%	643 64%	450 45%	532 53%	853 85%	128 13%	468 47%	458 46%	744 74%	198 20%	438 44%	438 44%	657 65%	239 24%	483 48%	182 18%
TOTAL MORE LIKELY	502 50%	168 52%	325 51%	258 57%	241 45%	439 51%	59 46%	194 41%	291 64%	392 53%	95 48%	301 69%	163 37%	430 65%	54 23%	332 69%	46 25%
TOTAL LESS LIKELY	236 24%	91 28%	139 22%	109 24%	122 23%	203 24%	31 24%	152 32%	74 16%	163 22%	65 33%	67 15%	153 35%	103 16%	113 47%	83 17%	88 48%
Much more likely to support the availability of flavored vaping products for adults	249 25%	82 25%	163 25%	122 27%	125 23%	212 25%	35 27%	69 15%	175 38%	196 26%	44 22%	174 40%	59 13%	227 35%	15 6%	180 37%	15 8%
Somewhat more likely to support the availability of flavored vaping products for adults	253 25%	86 26%	162 25%	136 30%	116 22%	227 27%	24 19%	125 27%	116 25%	196 26%	51 26%	127 29%	104 24%	203 31%	39 16%	152 31%	31 17%
Somewhat less likely to support the availability of flavored vaping products for adults	74 7%	29 9%	44 7%	34 8%	39 7%	57 7%	17 13%	42 9%	29 6%	47 6%	25 13%	33 8%	36 8%	45 7%	24 10%	33 7%	25 14%
Much less likely to support the availability of flavored vaping products for adults	162 16%	62 19%	95 15%	75 17%	83 16%	146 17%	14 11%	110 24%	45 10%	116 16%	40 20%	34 8%	117 27%	58 9%	89 37%	50 10%	63 35%
Makes no difference (DO NOT READ)	200 20%	53 16%	139 22%	61 14%	134 25%	160 19%	30 23%	106 23%	65 14%	152 20%	28 14%	55 13%	98 22%	97 15%	62 26%	53 11%	38 21%
Depends/unsure (DO NOT READ)	66 7%	14 4%	40 6%	22 5%	35 7%	51 6%	8 6%	16 3%	28 6%	37 5%	10 5%	15 3%	24 5%	27 4%	10 4%	15 3%	10 5%

BANNER 5 209
34. Vaping is nearly twice as effective as nicotine gum or patches in helping adults quit smoking.

	CUR VAPERS										EDUCATION					
	VAPE USE						NOT CONS-ISTANT				POL ID			HS COLLEGE/TECH COLLEGE+		
	TOTAL	CIG	VAPE	MARIJ	ALL	NONE	QUIT	OCCA SIONALLY	R EGULARLY	DEM	IND/LEAN	REP	OR LESS			
TOTAL	1004 100%	383 38%	164 16%	269 27%	200 20%	285 28%	48 5%	35 3%	37 4%	38 4%	320 32%	350 35%	298 30%	236 24%	349 35%	347 35%
TOTAL MORE LIKELY	502 50%	213 56%	117 71%	152 57%	113 57%	103 36%	31 65%	22 63%	27 73%	34 89%	185 58%	176 50%	130 44%	103 44%	182 52%	180 52%
TOTAL LESS LIKELY	236 24%	85 22%	22 13%	53 20%	38 19%	82 29%	6 13%	9 26%	6 16%	-	62 19%	85 24%	78 26%	67 28%	84 24%	65 19%
Much more likely to support the availability of flavored vaping products for adults	249 25%	108 28%	56 34%	69 26%	71 36%	36 13%	11 23%	9 26%	15 41%	19 50%	73 23%	94 27%	77 26%	50 21%	94 27%	87 25%
Somewhat more likely to support the availability of flavored vaping products for adults	253 25%	105 27%	61 37%	83 31%	42 21%	67 24%	20 42%	13 37%	12 32%	15 39%	112 35%	82 23%	53 18%	53 22%	88 25%	93 27%
Somewhat less likely to support the availability of flavored vaping products for adults	74 7%	25 7%	11 7%	19 7%	17 9%	17 6%	1 2%	6 17%	4 11%	-	18 6%	37 11%	18 6%	24 10%	29 8%	18 5%
Much less likely to support the availability of flavored vaping products for adults	162 16%	60 16%	11 7%	34 13%	21 11%	65 23%	5 10%	3 9%	2 5%	-	44 14%	48 14%	60 20%	43 18%	55 16%	47 14%
Makes no difference (DO NOT READ)	200 20%	67 17%	16 10%	51 19%	39 20%	73 26%	7 15%	4 11%	3 8%	2 5%	53 17%	70 20%	68 23%	43 18%	61 17%	84 24%
Depends/unsure (DO NOT READ)	66 7%	18 5%	9 5%	13 5%	10 5%	27 9%	4 8%	-	1 3%	2 5%	20 6%	19 5%	22 7%	23 10%	22 6%	18 5%

BANNER 6 210
34. Vaping is nearly twice as effective as nicotine gum or patches in helping adults quit smoking.

	REGION																			
	KIDS - TEENS		PARENTS		INCOME			NEIGHBORHOOD												
	TOTAL	YES	NO	MOMS	DADS	LESS \$50K	\$50-\$100K	\$100K+	URBAN	SUB-URBAN	SMALL TOWN	NEW ENGLAND	MID ATL-ANTIC	EAST NORTH CENTRAL	WEST NORTH CENTRAL	SOUTH ATL-ANTIC	EAST SOUTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
TOTAL	1004 100%	376 37%	628 63%	220 22%	156 16%	316 31%	304 30%	249 25%	231 23%	440 44%	297 30%	44 4%	136 14%	115 11%	96 10%	218 22%	78 8%	84 8%	93 9%	140 14%
TOTAL MORE LIKELY	502 50%	189 50%	313 50%	101 46%	88 56%	157 50%	153 50%	129 52%	123 53%	213 48%	151 51%	21 48%	61 45%	54 47%	51 53%	109 50%	47 60%	37 44%	45 48%	77 55%
TOTAL LESS LIKELY	236 24%	94 25%	142 23%	63 29%	31 20%	68 22%	72 24%	55 22%	48 21%	103 23%	74 25%	10 23%	40 29%	33 29%	18 19%	45 21%	20 26%	18 21%	19 20%	33 24%
Much more likely to support the availability of flavored vaping products for adults	249 25%	96 26%	153 24%	52 24%	44 28%	78 25%	77 25%	66 27%	57 25%	108 25%	78 26%	10 23%	25 18%	25 22%	29 30%	51 23%	22 28%	22 26%	22 24%	43 31%
Somewhat more likely to support the availability of flavored vaping products for adults	253 25%	93 25%	160 25%	49 22%	44 28%	79 25%	76 25%	63 25%	66 29%	105 24%	73 25%	11 25%	36 26%	29 25%	22 23%	58 27%	25 32%	15 18%	23 25%	34 24%
Somewhat less likely to support the availability of flavored vaping products for adults	74 7%	28 7%	46 7%	19 9%	9 6%	23 7%	28 9%	14 6%	19 8%	37 8%	17 6%	4 9%	13 10%	6 5%	4 4%	13 6%	9 12%	6 7%	8 9%	11 8%
Much less likely to support the availability of flavored vaping products for adults	162 16%	66 18%	96 15%	44 20%	22 14%	45 14%	44 14%	41 16%	29 13%	66 15%	57 19%	6 14%	27 20%	27 23%	14 15%	32 15%	11 14%	12 14%	11 12%	22 16%
Makes no difference (DO NOT READ)	200 20%	75 20%	125 20%	42 19%	33 21%	62 20%	61 20%	57 23%	45 19%	93 21%	55 19%	11 25%	23 17%	18 16%	21 22%	51 23%	10 13%	23 27%	19 20%	24 17%
Depends/unsure (DO NOT READ)	66 7%	18 5%	48 8%	14 6%	4 3%	29 9%	18 6%	8 3%	15 6%	31 7%	17 6%	2 5%	12 9%	10 9%	6 6%	13 6%	1 1%	6 7%	10 11%	6 4%

BANNER 1 211
35. Studies have shown that adult cigarette smokers who used flavored vapes, including fruit, mint/menthol, and candy/dessert flavors, were significantly more likely to quit smoking than those who didn't.

	GENDER/AGE															
	REG PARTY			2024 VOTE			GENDER		AGE			=====				
	TOTAL	REP	DEM	OTHER	TRUMP	HARRIS	OTHER	FEMALE	MALE	18-29	30-49	50+	MEN > 50	MEN 50+	WOMEN > 50	WOMEN 50+
TOTAL	1004 100%	388 39%	368 37%	248 25%	468 47%	464 46%	71 7%	508 51%	496 49%	160 16%	312 31%	527 52%	261 26%	232 23%	211 21%	295 29%
TOTAL MORE LIKELY	528 53%	202 52%	201 55%	125 50%	247 53%	250 54%	31 44%	253 50%	275 55%	105 66%	169 54%	253 48%	159 61%	115 50%	115 55%	138 47%
TOTAL LESS LIKELY	231 23%	93 24%	85 23%	53 21%	112 24%	98 21%	20 28%	135 27%	96 19%	29 18%	69 22%	131 25%	46 18%	49 21%	52 25%	82 28%
Much more likely to support the availability of flavored vaping products for adults	261 26%	105 27%	89 24%	67 27%	133 28%	113 24%	15 21%	122 24%	139 28%	46 29%	98 31%	117 22%	87 33%	52 22%	57 27%	65 22%
Somewhat more likely to support the availability of flavored vaping products for adults	267 27%	97 25%	112 30%	58 23%	114 24%	137 30%	16 23%	131 26%	136 27%	59 37%	71 23%	136 26%	72 28%	63 27%	58 27%	73 25%
Somewhat less likely to support the availability of flavored vaping products for adults	85 8%	31 8%	37 10%	17 7%	42 9%	35 8%	8 11%	44 9%	41 8%	15 9%	36 12%	34 6%	26 10%	15 6%	25 12%	19 6%
Much less likely to support the availability of flavored vaping products for adults	146 15%	62 16%	48 13%	36 15%	70 15%	63 14%	12 17%	91 18%	55 11%	14 9%	33 11%	97 18%	20 8%	34 15%	27 13%	63 21%
Makes no difference (DO NOT READ)	189 19%	74 19%	65 18%	50 20%	84 18%	89 19%	16 23%	89 18%	100 20%	20 13%	54 17%	113 21%	46 18%	53 23%	28 13%	60 20%
Depends/unsure (DO NOT READ)	56 6%	19 5%	17 5%	20 8%	25 5%	27 6%	4 6%	31 6%	25 5%	6 4%	20 6%	30 6%	10 4%	15 6%	16 8%	15 5%

BANNER 2 212
35. Studies have shown that adult cigarette smokers who used flavored vapes, including fruit, mint/menthol, and candy/dessert flavors, were significantly more likely to quit smoking than those who didn't.

	ETHNICITY		ETHNICITY/GENDER			RACE			GENDER/RACE				FDA		
	TOTAL	HISP	NON-HISP	HISP WOMEN	HISP MEN	WHITE	BLACK	NON-WHITE	WHITE WOMEN	WHITE MEN	MIN WOMEN	MIN MEN	FAV	UNFAV	NEUTRAL/NO OP
TOTAL	1004 100%	98 10%	900 90%	56 6%	42 4%	696 69%	135 13%	302 30%	358 36%	338 34%	149 15%	153 15%	587 58%	302 30%	108 11%
TOTAL MORE LIKELY	528 53%	48 49%	479 53%	25 45%	23 55%	368 53%	84 62%	159 53%	179 50%	189 56%	74 50%	85 56%	327 56%	146 48%	51 47%
TOTAL LESS LIKELY	231 23%	24 24%	204 23%	13 23%	11 26%	159 23%	25 19%	70 23%	95 27%	64 19%	40 27%	30 20%	139 24%	68 23%	23 21%
Much more likely to support the availability of flavored vaping products for adults	261 26%	23 23%	237 26%	13 23%	10 24%	190 27%	39 29%	70 23%	90 25%	100 30%	32 21%	38 25%	171 29%	65 22%	23 21%
Somewhat more likely to support the availability of flavored vaping products for adults	267 27%	25 26%	242 27%	12 21%	13 31%	178 26%	45 33%	89 29%	89 25%	89 26%	42 28%	47 31%	156 27%	81 27%	28 26%
Somewhat less likely to support the availability of flavored vaping products for adults	85 8%	12 12%	72 8%	7 13%	5 12%	55 8%	12 9%	30 10%	26 7%	29 9%	18 12%	12 8%	53 9%	23 8%	9 8%
Much less likely to support the availability of flavored vaping products for adults	146 15%	12 12%	132 15%	6 11%	6 14%	104 15%	13 10%	40 13%	69 19%	35 10%	22 15%	18 12%	86 15%	45 15%	14 13%
Makes no difference (DO NOT READ)	189 19%	17 17%	170 19%	12 21%	5 12%	128 18%	24 18%	58 19%	61 17%	67 20%	27 18%	31 20%	100 17%	68 23%	21 19%
Depends/unsure (DO NOT READ)	56 6%	9 9%	47 5%	6 11%	3 7%	41 6%	2 1%	15 5%	23 6%	18 5%	8 5%	7 5%	21 4%	20 7%	13 12%

BANNER 3 213
35. Studies have shown that adult cigarette smokers who used flavored vapes, including fruit, mint/menthol, and candy/dessert flavors, were significantly more likely to quit smoking than those who didn't.

	TRUMP				CIG COMP			VAPE US			VAPE CHINA			SMALL BUS		
	TOTAL	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP
TOTAL	1004 100%	428 43%	540 54%	34 3%	181 18%	714 71%	102 10%	218 22%	644 64%	123 12%	104 10%	723 72%	121 12%	327 33%	513 51%	148 15%
TOTAL MORE LIKELY	528 53%	237 55%	278 51%	12 35%	133 73%	351 49%	39 38%	160 73%	296 46%	63 51%	70 67%	376 52%	62 51%	245 75%	213 42%	65 44%
TOTAL LESS LIKELY	231 23%	100 23%	121 22%	10 29%	24 13%	184 26%	23 23%	29 13%	184 29%	15 12%	21 20%	185 26%	16 13%	43 13%	161 31%	24 16%
Much more likely to support the availability of flavored vaping products for adults	261 26%	128 30%	126 23%	6 18%	82 45%	160 22%	17 17%	97 44%	120 19%	41 33%	49 47%	174 24%	28 23%	153 47%	81 16%	27 18%
Somewhat more likely to support the availability of flavored vaping products for adults	267 27%	109 25%	152 28%	6 18%	51 28%	191 27%	22 22%	63 29%	176 27%	22 18%	21 20%	202 28%	34 28%	92 28%	132 26%	38 26%
Somewhat less likely to support the availability of flavored vaping products for adults	85 8%	35 8%	45 8%	5 15%	14 8%	63 9%	8 8%	13 6%	64 10%	7 6%	15 14%	60 8%	7 6%	24 7%	49 10%	9 6%
Much less likely to support the availability of flavored vaping products for adults	146 15%	65 15%	76 14%	5 15%	10 6%	121 17%	15 15%	16 7%	120 19%	8 7%	6 6%	125 17%	9 7%	19 6%	112 22%	15 10%
Makes no difference (DO NOT READ)	189 19%	69 16%	109 20%	11 32%	17 9%	143 20%	28 27%	19 9%	136 21%	27 22%	9 9%	140 19%	25 21%	30 9%	114 22%	41 28%
Depends/unsure (DO NOT READ)	56 6%	22 5%	32 6%	1 3%	7 4%	36 5%	12 12%	10 5%	28 4%	18 15%	4 4%	22 3%	18 15%	9 3%	25 5%	18 12%

BANNER 4 214
35. Studies have shown that adult cigarette smokers who used flavored vapes, including fruit, mint/menthol, and candy/dessert flavors, were significantly more likely to quit smoking than those who didn't.

	FED GOV TRUST			VAPE FAM		YOUTH CONCERN		FLAVOR BAN		RAISE AGE		MORE FLAVORS		INFORM FLAVOR		VOTE FLAVOR	
	=====			=====		=====		=====		=====		=====		=====		=====	
	TOTAL	TRUST	DIS- TRUST	FAM- ILIAR	NOT FAM- ILIAR	CONC- ERNED	NOT CONC- ERNED	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	MORE LIKELY	LESS LIKELY
TOTAL	1004 100%	326 32%	643 64%	450 45%	532 53%	853 85%	128 13%	468 47%	458 46%	744 74%	198 20%	438 44%	438 44%	657 65%	239 24%	483 48%	182 18%
TOTAL MORE LIKELY	528 53%	171 52%	348 54%	252 56%	271 51%	456 53%	70 55%	190 41%	316 69%	411 55%	99 50%	309 71%	176 40%	453 69%	56 23%	336 70%	52 29%
TOTAL LESS LIKELY	231 23%	88 27%	136 21%	105 23%	121 23%	203 24%	26 20%	153 33%	68 15%	168 23%	56 28%	69 16%	151 34%	102 16%	114 48%	87 18%	90 49%
Much more likely to support the availability of flavored vaping products for adults	261 26%	90 28%	166 26%	137 30%	120 23%	222 26%	37 29%	72 15%	179 39%	197 26%	53 27%	181 41%	59 13%	236 36%	15 6%	189 39%	12 7%
Somewhat more likely to support the availability of flavored vaping products for adults	267 27%	81 25%	182 28%	115 26%	151 28%	234 27%	33 26%	118 25%	137 30%	214 29%	46 23%	128 29%	117 27%	217 33%	41 17%	147 30%	40 22%
Somewhat less likely to support the availability of flavored vaping products for adults	85 8%	33 10%	50 8%	43 10%	40 8%	69 8%	15 12%	56 12%	26 6%	61 8%	22 11%	42 10%	40 9%	50 8%	33 14%	42 9%	29 16%
Much less likely to support the availability of flavored vaping products for adults	146 15%	55 17%	86 13%	62 14%	81 15%	134 16%	11 9%	97 21%	42 9%	107 14%	34 17%	27 6%	111 25%	52 8%	81 34%	45 9%	61 34%
Makes no difference (DO NOT READ)	189 19%	54 17%	127 20%	75 17%	109 20%	151 18%	28 22%	103 22%	57 12%	133 18%	37 19%	50 11%	93 21%	82 12%	63 26%	48 10%	35 19%
Depends/unsure (DO NOT READ)	56 6%	13 4%	32 5%	18 4%	31 6%	43 5%	4 3%	22 5%	17 4%	32 4%	6 3%	10 2%	18 4%	20 3%	6 3%	12 2%	5 3%

BANNER 5 215
35. Studies have shown that adult cigarette smokers who used flavored vapes, including fruit, mint/menthol, and candy/dessert flavors, were significantly more likely to quit smoking than those who didn't.

	CUR VAPERS										EDUCATION					
	VAPE USE						POL ID									
	TOTAL	CIG	VAPE	MARIJ	ALL	NONE	NOT CONS- ISTANT	QUIT	OCCA SIONALLY	R EGULARLY	DEM	IND/LEAN	REP	HS OR LESS	SOME COLLEGE/ TECH	COLLEGE+
TOTAL	1004 100%	383 38%	164 16%	269 27%	200 20%	285 28%	48 5%	35 3%	37 4%	38 4%	320 32%	350 35%	298 30%	236 24%	349 35%	347 35%
TOTAL MORE LIKELY	528 53%	215 56%	117 71%	148 55%	129 65%	114 40%	30 63%	21 60%	29 78%	34 89%	181 57%	186 53%	149 50%	115 49%	192 55%	183 53%
TOTAL LESS LIKELY	231 23%	80 21%	22 13%	58 22%	36 18%	81 28%	8 17%	8 23%	4 11%	1 3%	66 21%	78 22%	76 26%	60 25%	85 24%	68 20%
Much more likely to support the availability of flavored vaping products for adults	261 26%	116 30%	67 41%	77 29%	75 38%	37 13%	16 33%	11 31%	15 41%	23 61%	82 26%	93 27%	78 26%	53 22%	97 28%	86 25%
Somewhat more likely to support the availability of flavored vaping products for adults	267 27%	99 26%	50 30%	71 26%	54 27%	77 27%	14 29%	10 29%	14 38%	11 29%	99 31%	93 27%	71 24%	62 26%	95 27%	97 28%
Somewhat less likely to support the availability of flavored vaping products for adults	85 8%	29 8%	12 7%	27 10%	18 9%	20 7%	5 10%	4 11%	3 8%	-	28 9%	33 9%	21 7%	24 10%	31 9%	26 7%
Much less likely to support the availability of flavored vaping products for adults	146 15%	51 13%	10 6%	31 12%	18 9%	61 21%	3 6%	4 11%	1 3%	1 3%	38 12%	45 13%	55 18%	36 15%	54 15%	42 12%
Makes no difference (DO NOT READ)	189 19%	72 19%	18 11%	51 19%	29 15%	67 24%	7 15%	6 17%	3 8%	1 3%	57 18%	65 19%	59 20%	39 17%	58 17%	79 23%
Depends/unsure (DO NOT READ)	56 6%	16 4%	7 4%	12 4%	6 3%	23 8%	3 6%	-	1 3%	2 5%	16 5%	21 6%	14 5%	22 9%	14 4%	17 5%

BANNER 6 216
35. Studies have shown that adult cigarette smokers who used flavored vapes, including fruit, mint/menthol, and candy/dessert flavors, were significantly more likely to quit smoking than those who didn't.

	REGION																			
	KIDS - TEENS				PARENTS		INCOME			NEIGHBORHOOD										
	TOTAL	YES	NO	MOMS	DADS	LESS \$50K	\$50-\$100K	\$100K+	URBAN	SUB-URBAN	SMALL TOWN	NEW ENGLAND	MID ATL-ANTIC	EAST NORTH CENTRAL	WEST NORTH CENTRAL	SOUTH ATL-ANTIC	EAST SOUTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
TOTAL	1004 100%	376 37%	628 63%	220 22%	156 16%	316 31%	304 30%	249 25%	231 23%	440 44%	297 30%	44 4%	136 14%	115 11%	96 10%	218 22%	78 8%	84 8%	93 9%	140 14%
TOTAL MORE LIKELY	528 53%	200 53%	328 52%	108 49%	92 59%	171 54%	162 53%	129 52%	124 54%	232 53%	157 53%	18 41%	61 45%	60 52%	58 60%	116 53%	43 55%	42 50%	48 52%	82 59%
TOTAL LESS LIKELY	231 23%	87 23%	144 23%	59 27%	28 18%	68 22%	70 23%	58 23%	45 19%	101 23%	75 25%	14 32%	43 32%	25 22%	20 21%	41 19%	25 32%	16 19%	19 20%	28 20%
Much more likely to support the availability of flavored vaping products for adults	261 26%	105 28%	156 25%	57 26%	48 31%	84 27%	87 29%	58 23%	61 26%	116 26%	76 26%	9 20%	24 18%	26 23%	27 28%	59 27%	26 33%	26 31%	23 25%	41 29%
Somewhat more likely to support the availability of flavored vaping products for adults	267 27%	95 25%	172 27%	51 23%	44 28%	87 28%	75 25%	71 29%	63 27%	116 26%	81 27%	9 20%	37 27%	34 30%	31 32%	57 26%	17 22%	16 19%	25 27%	41 29%
Somewhat less likely to support the availability of flavored vaping products for adults	85 8%	33 9%	52 8%	21 10%	12 8%	29 9%	24 8%	24 10%	19 8%	40 9%	26 9%	8 18%	17 13%	4 3%	8 8%	17 8%	9 12%	6 7%	6 6%	10 7%
Much less likely to support the availability of flavored vaping products for adults	146 15%	54 14%	92 15%	38 17%	16 10%	39 12%	46 15%	34 14%	26 11%	61 14%	49 16%	6 14%	26 19%	21 18%	12 13%	24 11%	16 21%	10 12%	13 14%	18 13%
Makes no difference (DO NOT READ)	189 19%	73 19%	116 18%	40 18%	33 21%	60 19%	53 17%	54 22%	48 21%	79 18%	53 18%	12 27%	21 15%	20 17%	13 14%	52 24%	8 10%	22 26%	17 18%	24 17%
Depends/unsure (DO NOT READ)	56 6%	16 4%	40 6%	13 6%	3 2%	17 5%	19 6%	8 3%	14 6%	28 6%	12 4%	-	11 8%	10 9%	5 5%	9 4%	2 3%	4 5%	9 10%	6 4%

BANNER 1 217
36. Countries around the world, including the United Kingdom and Sweden, have embraced smokeless nicotine products like vapes, and are experiencing major improvements in public health as a result.

	REG PARTY			2024 VOTE			GENDER		AGE			GENDER/AGE				
	TOTAL	=====			=====			=====		=====			MEN	MEN	WOMEN	WOMEN
		REP	DEM	OTHER	TRUMP	HARRIS	OTHER	FEMALE	MALE	18-29	30-49	50+	> 50	50+	> 50	50+
TOTAL	1004 100%	388 39%	368 37%	248 25%	468 47%	464 46%	71 7%	508 51%	496 49%	160 16%	312 31%	527 52%	261 26%	232 23%	211 21%	295 29%
TOTAL MORE LIKELY	520 52%	193 50%	194 53%	133 54%	244 52%	248 53%	28 39%	257 51%	263 53%	110 69%	159 51%	249 47%	148 57%	114 49%	121 57%	135 46%
TOTAL LESS LIKELY	221 22%	90 23%	86 23%	45 18%	101 22%	96 21%	24 34%	126 25%	95 19%	30 19%	76 24%	114 22%	53 20%	41 18%	53 25%	73 25%
Much more likely to support the availability of flavored vaping products for adults	267 27%	100 26%	94 26%	73 29%	129 28%	120 26%	18 25%	133 26%	134 27%	54 34%	91 29%	121 23%	83 32%	51 22%	62 29%	70 24%
Somewhat more likely to support the availability of flavored vaping products for adults	253 25%	93 24%	100 27%	60 24%	115 25%	128 28%	10 14%	124 24%	129 26%	56 35%	68 22%	128 24%	65 25%	63 27%	59 28%	65 22%
Somewhat less likely to support the availability of flavored vaping products for adults	87 9%	38 10%	37 10%	12 5%	42 9%	32 7%	13 18%	51 10%	36 7%	18 11%	36 12%	33 6%	26 10%	10 4%	28 13%	23 8%
Much less likely to support the availability of flavored vaping products for adults	134 13%	52 13%	49 13%	33 13%	59 13%	64 14%	11 15%	75 15%	59 12%	12 8%	40 13%	81 15%	27 10%	31 13%	25 12%	50 17%
Makes no difference (DO NOT READ)	201 20%	80 21%	66 18%	55 22%	92 20%	92 20%	16 23%	90 18%	111 22%	18 11%	55 18%	126 24%	49 19%	61 26%	24 11%	65 22%
Depends/unsure (DO NOT READ)	62 6%	25 6%	22 6%	15 6%	31 7%	28 6%	3 4%	35 7%	27 5%	2 1%	22 7%	38 7%	11 4%	16 7%	13 6%	22 7%

BANNER 2 218
36. Countries around the world, including the United Kingdom and Sweden, have embraced smokeless nicotine products like vapes, and are experiencing major improvements in public health as a result.

	ETHNICITY		ETHNICITY/GENDER			RACE		GENDER/RACE					FDA		
	TOTAL	HISP	NON-HISP	HISP WOMEN	HISP MEN	WHITE	BLACK	NON-WHITE	WHITE WOMEN	WHITE MEN	MIN WOMEN	MIN MEN	FAV	UNFAV	NEUTRAL/NO OP
TOTAL	1004 100%	98 10%	900 90%	56 6%	42 4%	696 69%	135 13%	302 30%	358 36%	338 34%	149 15%	153 15%	587 58%	302 30%	108 11%
TOTAL MORE LIKELY	520 52%	49 50%	469 52%	25 45%	24 57%	366 53%	78 58%	153 51%	183 51%	183 54%	74 50%	79 52%	324 55%	148 49%	45 42%
TOTAL LESS LIKELY	221 22%	27 28%	192 21%	15 27%	12 29%	143 21%	33 24%	76 25%	86 24%	57 17%	40 27%	36 24%	137 23%	62 21%	20 19%
Much more likely to support the availability of flavored vaping products for adults	267 27%	26 27%	240 27%	16 29%	10 24%	185 27%	46 34%	81 27%	91 25%	94 28%	42 28%	39 25%	166 28%	80 26%	19 18%
Somewhat more likely to support the availability of flavored vaping products for adults	253 25%	23 23%	229 25%	9 16%	14 33%	181 26%	32 24%	72 24%	92 26%	89 26%	32 21%	40 26%	158 27%	68 23%	26 24%
Somewhat less likely to support the availability of flavored vaping products for adults	87 9%	11 11%	75 8%	8 14%	3 7%	56 8%	15 11%	31 10%	32 9%	24 7%	19 13%	12 8%	59 10%	22 7%	6 6%
Much less likely to support the availability of flavored vaping products for adults	134 13%	16 16%	117 13%	7 13%	9 21%	87 13%	18 13%	45 15%	54 15%	33 10%	21 14%	24 16%	78 13%	40 13%	14 13%
Makes no difference (DO NOT READ)	201 20%	16 16%	183 20%	12 21%	4 10%	135 19%	22 16%	63 21%	60 17%	75 22%	29 19%	34 22%	96 16%	77 25%	28 26%
Depends/unsure (DO NOT READ)	62 6%	6 6%	56 6%	4 7%	2 5%	52 7%	2 1%	10 3%	29 8%	23 7%	6 4%	4 3%	30 5%	15 5%	15 14%

BANNER 3 219
36. Countries around the world, including the United Kingdom and Sweden, have embraced smokeless nicotine products like vapes, and are experiencing major improvements in public health as a result.

	TRUMP				CIG COMP			VAPE US			VAPE CHINA			SMALL BUS		
	TOTAL	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP
TOTAL	1004 100%	428 43%	540 54%	34 3%	181 18%	714 71%	102 10%	218 22%	644 64%	123 12%	104 10%	723 72%	121 12%	327 33%	513 51%	148 15%
TOTAL MORE LIKELY	520 52%	227 53%	278 51%	14 41%	114 63%	352 49%	50 49%	150 69%	297 46%	65 53%	69 66%	368 51%	63 52%	232 71%	217 42%	68 46%
TOTAL LESS LIKELY	221 22%	97 23%	120 22%	4 12%	31 17%	171 24%	18 18%	29 13%	173 27%	14 11%	23 22%	177 24%	13 11%	39 12%	154 30%	23 16%
Much more likely to support the availability of flavored vaping products for adults	267 27%	127 30%	132 24%	7 21%	75 41%	167 23%	22 22%	95 44%	121 19%	46 37%	44 42%	176 24%	34 28%	152 46%	79 15%	34 23%
Somewhat more likely to support the availability of flavored vaping products for adults	253 25%	100 23%	146 27%	7 21%	39 22%	185 26%	28 27%	55 25%	176 27%	19 15%	25 24%	192 27%	29 24%	80 24%	138 27%	34 23%
Somewhat less likely to support the availability of flavored vaping products for adults	87 9%	38 9%	48 9%	1 3%	18 10%	61 9%	8 8%	13 6%	67 10%	6 5%	15 14%	63 9%	5 4%	20 6%	55 11%	9 6%
Much less likely to support the availability of flavored vaping products for adults	134 13%	59 14%	72 13%	3 9%	13 7%	110 15%	10 10%	16 7%	106 16%	8 7%	8 8%	114 16%	8 7%	19 6%	99 19%	14 9%
Makes no difference (DO NOT READ)	201 20%	78 18%	109 20%	14 41%	26 14%	150 21%	24 24%	25 11%	143 22%	29 24%	8 8%	148 20%	26 21%	44 13%	114 22%	38 26%
Depends/unsure (DO NOT READ)	62 6%	26 6%	33 6%	2 6%	10 6%	41 6%	10 10%	14 6%	31 5%	15 12%	4 4%	30 4%	19 16%	12 4%	28 5%	19 13%

BANNER 4 220
36. Countries around the world, including the United Kingdom and Sweden, have embraced smokeless nicotine products like vapes, and are experiencing major improvements in public health as a result.

	FED GOV TRUST			VAPE FAM		YOUTH CONCERN		FLAVOR BAN		RAISE AGE		MORE FLAVORS		INFORM FLAVOR		VOTE FLAVOR	
	=====			=====		=====		=====		=====		=====		=====		=====	
	TOTAL	TRUST	DIS- TRUST	FAM- ILIAR	NOT FAM- ILIAR	CONC- ERNED	NOT CONC- ERNED	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	MORE LIKELY	LESS LIKELY
TOTAL	1004 100%	326 32%	643 64%	450 45%	532 53%	853 85%	128 13%	468 47%	458 46%	744 74%	198 20%	438 44%	438 44%	657 65%	239 24%	483 48%	182 18%
TOTAL MORE LIKELY	520 52%	173 53%	338 53%	252 56%	262 49%	454 53%	62 48%	192 41%	306 67%	418 56%	88 44%	295 67%	176 40%	443 67%	54 23%	328 68%	47 26%
TOTAL LESS LIKELY	221 22%	83 25%	133 21%	102 23%	116 22%	186 22%	33 26%	147 31%	63 14%	154 21%	59 30%	69 16%	141 32%	101 15%	107 45%	89 18%	92 51%
Much more likely to support the availability of flavored vaping products for adults	267 27%	82 25%	180 28%	135 30%	127 24%	230 27%	35 27%	68 15%	191 42%	212 28%	46 23%	170 39%	71 16%	242 37%	15 6%	189 39%	12 7%
Somewhat more likely to support the availability of flavored vaping products for adults	253 25%	91 28%	158 25%	117 26%	135 25%	224 26%	27 21%	124 26%	115 25%	206 28%	42 21%	125 29%	105 24%	201 31%	39 16%	139 29%	35 19%
Somewhat less likely to support the availability of flavored vaping products for adults	87 9%	35 11%	52 8%	41 9%	44 8%	68 8%	18 14%	50 11%	33 7%	54 7%	29 15%	35 8%	45 10%	47 7%	35 15%	39 8%	39 21%
Much less likely to support the availability of flavored vaping products for adults	134 13%	48 15%	81 13%	61 14%	72 14%	118 14%	15 12%	97 21%	30 7%	100 13%	30 15%	34 8%	96 22%	54 8%	72 30%	50 10%	53 29%
Makes no difference (DO NOT READ)	201 20%	51 16%	140 22%	74 16%	121 23%	167 20%	27 21%	104 22%	71 16%	138 19%	42 21%	59 13%	99 23%	90 14%	71 30%	52 11%	38 21%
Depends/unsure (DO NOT READ)	62 6%	19 6%	32 5%	22 5%	33 6%	46 5%	6 5%	25 5%	18 4%	34 5%	9 5%	15 3%	22 5%	23 4%	7 3%	14 3%	5 3%

BANNER 5 221
36. Countries around the world, including the United Kingdom and Sweden, have embraced smokeless nicotine products like vapes, and are experiencing major improvements in public health as a result.

	CUR VAPERS											EDUCATION					
	VAPE USE						NOT CONS- ISTANT	POL ID		HS OR LESS	SOME COLLEGE/ TECH	COLLEGE+					
	TOTAL	CIG	VAPE	MARIJ	ALL	NONE		DEM	IND/LEAN				REP				
TOTAL	1004 100%	383 38%	164 16%	269 27%	200 20%	285 28%	48 5%	35 3%	37 4%	38 4%	320 32%	350 35%	298 30%	236 24%	349 35%	347 35%	
TOTAL MORE LIKELY	520 52%	216 56%	117 71%	151 56%	119 60%	117 41%	33 69%	22 63%	28 76%	32 84%	177 55%	182 52%	146 49%	111 47%	187 54%	186 54%	
TOTAL LESS LIKELY	221 22%	74 19%	24 15%	59 22%	35 18%	72 25%	7 15%	8 23%	6 16%	2 5%	65 20%	81 23%	68 23%	63 27%	77 22%	65 19%	
Much more likely to support the availability of flavored vaping products for adults	267 27%	111 29%	63 38%	76 28%	77 39%	42 15%	17 35%	9 26%	15 41%	20 53%	90 28%	95 27%	73 24%	56 24%	98 28%	95 27%	
Somewhat more likely to support the availability of flavored vaping products for adults	253 25%	105 27%	54 33%	75 28%	42 21%	75 26%	16 33%	13 37%	13 35%	12 32%	87 27%	87 25%	73 24%	55 23%	89 26%	91 26%	
Somewhat less likely to support the availability of flavored vaping products for adults	87 9%	30 8%	10 6%	28 10%	19 10%	19 7%	3 6%	4 11%	2 5%	1 3%	25 8%	38 11%	23 8%	31 13%	30 9%	22 6%	
Much less likely to support the availability of flavored vaping products for adults	134 13%	44 11%	14 9%	31 12%	16 8%	53 19%	4 8%	4 11%	4 11%	1 3%	40 13%	43 12%	45 15%	32 14%	47 13%	43 12%	
Makes no difference (DO NOT READ)	201 20%	72 19%	16 10%	49 18%	40 20%	74 26%	6 13%	5 14%	1 3%	2 5%	60 19%	65 19%	65 22%	37 16%	67 19%	80 23%	
Depends/unsure (DO NOT READ)	62 6%	21 5%	7 4%	10 4%	6 3%	22 8%	2 4%	-	2 5%	2 5%	18 6%	22 6%	19 6%	25 11%	18 5%	16 5%	

BANNER 6 222
36. Countries around the world, including the United Kingdom and Sweden, have embraced smokeless nicotine products like vapes, and are experiencing major improvements in public health as a result.

	REGION																								
	KIDS - TEENS					PARENTS		INCOME			NEIGHBORHOOD														
	TOTAL	YES	NO	MOMS	DADS	LESS \$50K	\$50-\$100K	\$100K+	URBAN	SUB-URBAN	SMALL TOWN	NEW ENGLAND	MID ATL-ANTIC	EAST NORTH CENTRAL	WEST NORTH CENTRAL	SOUTH ATL-ANTIC	EAST SOUTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC					
TOTAL	1004 100%	376 37%	628 63%	220 22%	156 16%	316 31%	304 30%	249 25%	231 23%	440 44%	297 30%	44 4%	136 14%	115 11%	96 10%	218 22%	78 8%	84 8%	93 9%	140 14%					
TOTAL MORE LIKELY	520 52%	200 53%	320 51%	114 52%	86 55%	169 53%	157 52%	128 51%	128 55%	231 53%	146 49%	22 50%	56 41%	58 50%	57 59%	113 52%	47 60%	43 51%	47 51%	77 55%					
TOTAL LESS LIKELY	221 22%	79 21%	142 23%	54 25%	25 16%	67 21%	75 25%	51 20%	44 19%	100 23%	70 24%	10 23%	40 29%	23 20%	20 21%	39 18%	16 21%	18 21%	23 25%	32 23%					
Much more likely to support the availability of flavored vaping products for adults	267 27%	105 28%	162 26%	61 28%	44 28%	88 28%	89 29%	58 23%	68 29%	118 27%	75 25%	11 25%	26 19%	29 25%	25 26%	55 25%	27 35%	28 33%	30 32%	36 26%					
Somewhat more likely to support the availability of flavored vaping products for adults	253 25%	95 25%	158 25%	53 24%	42 27%	81 26%	68 22%	70 28%	60 26%	113 26%	71 24%	11 25%	30 22%	29 25%	32 33%	58 27%	20 26%	15 18%	17 18%	41 29%					
Somewhat less likely to support the availability of flavored vaping products for adults	87 9%	31 8%	56 9%	23 10%	8 5%	29 9%	28 9%	21 8%	21 9%	41 9%	24 8%	3 7%	20 15%	7 6%	6 6%	10 5%	9 12%	6 7%	13 14%	13 9%					
Much less likely to support the availability of flavored vaping products for adults	134 13%	48 13%	86 14%	31 14%	17 11%	38 12%	47 15%	30 12%	23 10%	59 13%	46 15%	7 16%	20 15%	16 14%	14 15%	29 13%	7 9%	12 14%	10 11%	19 14%					
Makes no difference (DO NOT READ)	201 20%	79 21%	122 19%	40 18%	39 25%	57 18%	54 18%	59 24%	42 18%	79 18%	68 23%	10 23%	32 24%	23 20%	14 15%	50 23%	13 17%	18 21%	17 18%	24 17%					
Depends/unsure (DO NOT READ)	62 6%	18 5%	44 7%	12 5%	6 4%	23 7%	18 6%	11 4%	17 7%	30 7%	13 4%	2 5%	8 6%	11 10%	5 5%	16 7%	2 3%	5 6%	6 6%	7 5%					

BANNER 1 223
37. The FDA has stated that vapor products contain fewer harmful substances than traditional cigarettes, and that switching completely from cigarettes to vapor products would have a significant public health benefit. Given this, do you think the FDA's current approach to regulating vapor products is...

	REG PARTY			2024 VOTE			GENDER		AGE			GENDER/AGE				
	TOTAL	REP	DEM	OTHER	TRUMP	HARRIS	OTHER	FEMALE	MALE	18-29	30-49	50+	MEN > 50	MEN 50+	WOMEN > 50	WOMEN 50+
TOTAL	1004 100%	388 39%	368 37%	248 25%	468 47%	464 46%	71 7%	508 51%	496 49%	160 16%	312 31%	527 52%	261 26%	232 23%	211 21%	295 29%
Too strict, making it harder for adult smokers to access less harmful alternatives	161 16%	63 16%	62 17%	36 15%	83 18%	67 14%	11 15%	75 15%	86 17%	32 20%	58 19%	70 13%	55 21%	30 13%	35 17%	40 14%
About right, balancing public health risks and benefits appropriately	397 40%	138 36%	152 41%	107 43%	176 38%	198 43%	23 32%	192 38%	205 41%	78 49%	130 42%	188 36%	118 45%	87 38%	90 43%	101 34%
Not strict enough, given the health risks vapor products still pose	310 31%	130 34%	116 32%	64 26%	144 31%	146 31%	19 27%	169 33%	141 28%	38 24%	81 26%	190 36%	60 23%	80 34%	59 28%	110 37%
Depends/unsure (DO NOT READ)	136 14%	57 15%	38 10%	41 17%	65 14%	53 11%	18 25%	72 14%	64 13%	12 8%	43 14%	79 15%	28 11%	35 15%	27 13%	44 15%

BANNER 2 224
37. The FDA has stated that vapor products contain fewer harmful substances than traditional cigarettes, and that switching completely from cigarettes to vapor products would have a significant public health benefit. Given this, do you think the FDA's current approach to regulating vapor products is...

	ETHNICITY			ETHNICITY/GENDER		RACE		GENDER/RACE				FDA			
	TOTAL	HISP	NON-HISP	HISP WOMEN	HISP MEN	WHITE	BLACK	NON-WHITE	WHITE WOMEN	WHITE MEN	MIN WOMEN	MIN MEN	FAV	UNFAV	NEUTRAL/NO OP
TOTAL	1004	98	900	56	42	696	135	302	358	338	149	153	587	302	108
	100%	10%	90%	6%	4%	69%	13%	30%	36%	34%	15%	15%	58%	30%	11%
Too strict, making it harder for adult smokers to access less harmful alternatives	161	15	145	7	8	111	26	49	55	56	20	29	102	48	11
	16%	15%	16%	13%	19%	16%	19%	16%	15%	17%	13%	19%	17%	16%	10%
About right, balancing public health risks and benefits appropriately	397	31	366	19	12	282	62	114	135	147	57	57	250	108	36
	40%	32%	41%	34%	29%	41%	46%	38%	38%	43%	38%	37%	43%	36%	33%
Not strict enough, given the health risks vapor products still pose	310	37	271	20	17	209	34	99	119	90	50	49	174	101	33
	31%	38%	30%	36%	40%	30%	25%	33%	33%	27%	34%	32%	30%	33%	31%
Depends/unsure (DO NOT READ)	136	15	118	10	5	94	13	40	49	45	22	18	61	45	28
	14%	15%	13%	18%	12%	14%	10%	13%	14%	13%	15%	12%	10%	15%	26%

BANNER 3 225
37. The FDA has stated that vapor products contain fewer harmful substances than traditional cigarettes, and that switching completely from cigarettes to vapor products would have a significant public health benefit. Given this, do you think the FDA's current approach to regulating vapor products is...

	TRUMP				CIG COMP			VAPE US			VAPE CHINA			SMALL BUS		
	TOTAL	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP
TOTAL	1004 100%	428 43%	540 54%	34 3%	181 18%	714 71%	102 10%	218 22%	644 64%	123 12%	104 10%	723 72%	121 12%	327 33%	513 51%	148 15%
Too strict, making it harder for adult smokers to access less harmful alternatives	161 16%	81 19%	73 14%	7 21%	53 29%	93 13%	12 12%	66 30%	73 11%	18 15%	35 34%	103 14%	16 13%	93 28%	52 10%	14 9%
About right, balancing public health risks and benefits appropriately	397 40%	158 37%	226 42%	12 35%	79 44%	282 39%	35 34%	106 49%	237 37%	50 41%	51 49%	272 38%	58 48%	161 49%	169 33%	63 43%
Not strict enough, given the health risks vapor products still pose	310 31%	134 31%	168 31%	8 24%	34 19%	252 35%	22 22%	31 14%	254 39%	19 15%	11 11%	263 36%	22 18%	45 14%	227 44%	34 23%
Depends/unsure (DO NOT READ)	136 14%	55 13%	73 14%	7 21%	15 8%	87 12%	33 32%	15 7%	80 12%	36 29%	7 7%	85 12%	25 21%	28 9%	65 13%	37 25%

BANNER 4 226
37. The FDA has stated that vapor products contain fewer harmful substances than traditional cigarettes, and that switching completely from cigarettes to vapor products would have a significant public health benefit. Given this, do you think the FDA's current approach to regulating vapor products is...

	FED GOV TRUST			VAPE FAM		YOUTH CONCERN		FLAVOR BAN		RAISE AGE		MORE FLAVORS		INFORM FLAVOR		VOTE FLAVOR	
	=====			=====		=====		=====		=====		=====		=====		=====	
	TOTAL	TRUST	DIS- TRUST	FAM- ILIAR	NOT FAM- ILIAR	CONC- ERNED	NOT CONC- ERNED	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	MORE LIKELY	LESS LIKELY
TOTAL	1004 100%	326 32%	643 64%	450 45%	532 53%	853 85%	128 13%	468 47%	458 46%	744 74%	198 20%	438 44%	438 44%	657 65%	239 24%	483 48%	182 18%
Too strict, making it harder for adult smokers to access less harmful alternatives	161 16%	52 16%	106 16%	84 19%	76 14%	127 15%	33 26%	45 10%	112 24%	113 15%	45 23%	120 27%	34 8%	135 21%	17 7%	107 22%	23 13%
About right, balancing public health risks and benefits appropriately	397 40%	137 42%	251 39%	198 44%	193 36%	353 41%	42 33%	171 37%	202 44%	317 43%	65 33%	205 47%	148 34%	326 50%	52 22%	230 48%	39 21%
Not strict enough, given the health risks vapor products still pose	310 31%	99 30%	203 32%	129 29%	179 34%	272 32%	34 27%	206 44%	91 20%	234 31%	63 32%	75 17%	211 48%	134 20%	144 60%	103 21%	101 55%
Depends/unsure (DO NOT READ)	136 14%	38 12%	83 13%	39 9%	84 16%	101 12%	19 15%	46 10%	53 12%	80 11%	25 13%	38 9%	45 10%	62 9%	26 11%	43 9%	19 10%

BANNER 5 227
37. The FDA has stated that vapor products contain fewer harmful substances than traditional cigarettes, and that switching completely from cigarettes to vapor products would have a significant public health benefit. Given this, do you think the FDA's current approach to regulating vapor products is...

	CUR VAPERS										EDUCATION					
	VAPE USE					NOT CONS- ISTANT	POL ID			HS OR LESS	SOME COLLEGE/ TECH		COLLEGE+			
	TOTAL	CIG	VAPE	MARIJ	ALL	NONE	QUIT	OCCA SIONALLY	R EGULARLY	DEM	IND/LEAN	REP	OR LESS	TECH	COLLEGE+	
TOTAL	1004 100%	383 38%	164 16%	269 27%	200 20%	285 28%	48 5%	35 3%	37 4%	38 4%	320 32%	350 35%	298 30%	236 24%	349 35%	347 35%
Too strict, making it harder for adult smokers to access less harmful alternatives	161 16%	75 20%	40 24%	44 16%	54 27%	16 6%	13 27%	5 14%	10 27%	11 29%	51 16%	63 18%	40 13%	38 16%	56 16%	54 16%
About right, balancing public health risks and benefits appropriately	397 40%	162 42%	76 46%	120 45%	85 43%	104 36%	20 42%	20 57%	17 46%	17 45%	140 44%	142 41%	107 36%	85 36%	149 43%	146 42%
Not strict enough, given the health risks vapor products still pose	310 31%	106 28%	28 17%	77 29%	43 22%	118 41%	10 21%	7 20%	5 14%	6 16%	88 28%	101 29%	111 37%	84 36%	96 28%	103 30%
Depends/unsure (DO NOT READ)	136 14%	40 10%	20 12%	28 10%	18 9%	47 16%	5 10%	3 9%	5 14%	4 11%	41 13%	44 13%	40 13%	29 12%	48 14%	44 13%

BANNER 6 228
37. The FDA has stated that vapor products contain fewer harmful substances than traditional cigarettes, and that switching completely from cigarettes to vapor products would have a significant public health benefit. Given this, do you think the FDA's current approach to regulating vapor products is...

	REGION																			
	KIDS - TEENS				PARENTS		INCOME			NEIGHBORHOOD										
	TOTAL	YES	NO	MOMS	DADS	LESS \$50K	\$50-\$100K	\$100K+	URBAN	SUB-URBAN	SMALL TOWN	NEW ENGLAND	MID ATL-ANTIC	EAST NORTH CENTRAL	WEST NORTH CENTRAL	SOUTH ATL-ANTIC	EAST SOUTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
TOTAL	1004	376	628	220	156	316	304	249	231	440	297	44	136	115	96	218	78	84	93	140
	100%	37%	63%	22%	16%	31%	30%	25%	23%	44%	30%	4%	14%	11%	10%	22%	8%	8%	9%	14%
Too strict, making it harder for adult smokers to access less harmful alternatives	161	70	91	38	32	53	49	44	40	70	44	9	16	17	17	39	13	15	7	28
	16%	19%	14%	17%	21%	17%	16%	18%	17%	16%	15%	20%	12%	15%	18%	18%	17%	18%	8%	20%
About right, balancing public health risks and benefits appropriately	397	139	258	79	60	119	132	104	100	181	111	15	45	41	44	81	32	34	42	63
	40%	37%	41%	36%	38%	38%	43%	42%	43%	41%	37%	34%	33%	36%	46%	37%	41%	40%	45%	45%
Not strict enough, given the health risks vapor products still pose	310	111	199	69	42	111	82	72	64	125	105	15	56	38	28	68	22	20	30	33
	31%	30%	32%	31%	27%	35%	27%	29%	28%	28%	35%	34%	41%	33%	29%	31%	28%	24%	32%	24%
Depends/unsure (DO NOT READ)	136	56	80	34	22	33	41	29	27	64	37	5	19	19	7	30	11	15	14	16
	14%	15%	13%	15%	14%	10%	13%	12%	12%	15%	12%	11%	14%	17%	7%	14%	14%	18%	15%	11%

BANNER 1 229
38. Running a public campaign to tell adult cigarette smokers about vaping and nicotine pouches as alternatives. PROBE: And would that be strongly or somewhat support/oppose?

	GENDER/AGE															
	REG PARTY			2024 VOTE			GENDER		AGE							
	TOTAL	REP	DEM	OTHER	TRUMP	HARRIS	OTHER	FEMALE	MALE	18-29	30-49	50+	MEN > 50	MEN 50+	WOMEN > 50	WOMEN 50+
TOTAL	1004 100%	388 39%	368 37%	248 25%	468 47%	464 46%	71 7%	508 51%	496 49%	160 16%	312 31%	527 52%	261 26%	232 23%	211 21%	295 29%
TOTAL SUPPORT	593 59%	235 61%	219 60%	139 56%	284 61%	278 60%	30 42%	295 58%	298 60%	110 69%	187 60%	293 56%	160 61%	137 59%	137 65%	156 53%
TOTAL OPPOSE	288 29%	115 30%	107 29%	66 27%	128 27%	131 28%	29 41%	150 30%	138 28%	35 22%	92 29%	159 30%	73 28%	63 27%	54 26%	96 33%
Strongly support	309 31%	135 35%	104 28%	70 28%	155 33%	135 29%	19 27%	159 31%	150 30%	56 35%	89 29%	163 31%	82 31%	68 29%	63 30%	95 32%
Somewhat support	284 28%	100 26%	115 31%	69 28%	129 28%	143 31%	11 15%	136 27%	148 30%	54 34%	98 31%	130 25%	78 30%	69 30%	74 35%	61 21%
Somewhat oppose	128 13%	54 14%	49 13%	25 10%	62 13%	50 11%	16 23%	76 15%	52 10%	16 10%	44 14%	68 13%	31 12%	21 9%	29 14%	47 16%
Strongly oppose	160 16%	61 16%	58 16%	41 17%	66 14%	81 17%	13 18%	74 15%	86 17%	19 12%	48 15%	91 17%	42 16%	42 18%	25 12%	49 17%
Depends/unsure (DO NOT READ)	123 12%	38 10%	42 11%	43 17%	56 12%	55 12%	12 17%	63 12%	60 12%	15 9%	33 11%	75 14%	28 11%	32 14%	20 9%	43 15%

BANNER 2 230
38. Running a public campaign to tell adult cigarette smokers about vaping and nicotine pouches as alternatives. PROBE: And would that be strongly or somewhat support/oppose?

	ETHNICITY		ETHNICITY/GENDER			RACE		GENDER/RACE					FDA		
	TOTAL	HISP	NON-HISP	HISP WOMEN	HISP MEN	WHITE	BLACK	NON-WHITE	WHITE WOMEN	WHITE MEN	MIN WOMEN	MIN MEN	FAV	UNFAV	NEUTRAL/NO OP
TOTAL	1004 100%	98 10%	900 90%	56 6%	42 4%	696 69%	135 13%	302 30%	358 36%	338 34%	149 15%	153 15%	587 58%	302 30%	108 11%
TOTAL SUPPORT	593 59%	56 57%	535 59%	30 54%	26 62%	415 60%	83 61%	175 58%	207 58%	208 62%	87 58%	88 58%	381 65%	156 52%	54 50%
TOTAL OPPOSE	288 29%	27 28%	258 29%	17 30%	10 24%	200 29%	38 28%	86 28%	107 30%	93 28%	43 29%	43 28%	145 25%	112 37%	29 27%
Strongly support	309 31%	29 30%	279 31%	17 30%	12 29%	228 33%	32 24%	79 26%	117 33%	111 33%	41 28%	38 25%	200 34%	80 26%	28 26%
Somewhat support	284 28%	27 28%	256 28%	13 23%	14 33%	187 27%	51 38%	96 32%	90 25%	97 29%	46 31%	50 33%	181 31%	76 25%	26 24%
Somewhat oppose	128 13%	8 8%	120 13%	8 14%	-	90 13%	24 18%	38 13%	56 16%	34 10%	20 13%	18 12%	70 12%	43 14%	13 12%
Strongly oppose	160 16%	19 19%	138 15%	9 16%	10 24%	110 16%	14 10%	48 16%	51 14%	59 17%	23 15%	25 16%	75 13%	69 23%	16 15%
Depends/unsure (DO NOT READ)	123 12%	15 15%	107 12%	9 16%	6 14%	81 12%	14 10%	41 14%	44 12%	37 11%	19 13%	22 14%	61 10%	34 11%	25 23%

BANNER 3 231
38. Running a public campaign to tell adult cigarette smokers about vaping and nicotine pouches as alternatives. PROBE: And would that be strongly or somewhat support/oppose?

	TRUMP				CIG COMP			VAPE US			VAPE CHINA			SMALL BUS		
	TOTAL	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP
TOTAL	1004 100%	428 43%	540 54%	34 3%	181 18%	714 71%	102 10%	218 22%	644 64%	123 12%	104 10%	723 72%	121 12%	327 33%	513 51%	148 15%
TOTAL SUPPORT	593 59%	272 64%	307 57%	14 41%	134 74%	406 57%	49 48%	165 76%	354 55%	65 53%	80 77%	423 59%	68 56%	240 73%	271 53%	76 51%
TOTAL OPPOSE	288 29%	112 26%	166 31%	10 29%	33 18%	223 31%	31 30%	36 17%	220 34%	26 21%	14 13%	231 32%	28 23%	65 20%	180 35%	40 27%
Strongly support	309 31%	154 36%	149 28%	6 18%	66 36%	215 30%	25 25%	89 41%	188 29%	28 23%	47 45%	222 31%	28 23%	128 39%	146 28%	33 22%
Somewhat support	284 28%	118 28%	158 29%	8 24%	68 38%	191 27%	24 24%	76 35%	166 26%	37 30%	33 32%	201 28%	40 33%	112 34%	125 24%	43 29%
Somewhat oppose	128 13%	53 12%	69 13%	6 18%	18 10%	95 13%	14 14%	20 9%	90 14%	14 11%	11 11%	94 13%	15 12%	37 11%	68 13%	20 14%
Strongly oppose	160 16%	59 14%	97 18%	4 12%	15 8%	128 18%	17 17%	16 7%	130 20%	12 10%	3 3%	137 19%	13 11%	28 9%	112 22%	20 14%
Depends/unsure (DO NOT READ)	123 12%	44 10%	67 12%	10 29%	14 8%	85 12%	22 22%	17 8%	70 11%	32 26%	10 10%	69 10%	25 21%	22 7%	62 12%	32 22%

BANNER 4 232
38. Running a public campaign to tell adult cigarette smokers about vaping and nicotine pouches as alternatives. PROBE: And would that be strongly or somewhat support/oppose?

	FED GOV TRUST			VAPE FAM		YOUTH CONCERN		FLAVOR BAN		RAISE AGE		MORE FLAVORS		INFORM FLAVOR		VOTE FLAVOR	
	=====			=====		=====		=====		=====		=====		=====		=====	
	TOTAL	TRUST	DIS- TRUST	FAM- ILIAR	NOT FAM- ILIAR	CONC- ERNED	NOT CONC- ERNED	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	MORE LIKELY	LESS LIKELY
TOTAL	1004 100%	326 32%	643 64%	450 45%	532 53%	853 85%	128 13%	468 47%	458 46%	744 74%	198 20%	438 44%	438 44%	657 65%	239 24%	483 48%	182 18%
TOTAL SUPPORT	593 59%	210 64%	370 58%	286 64%	303 57%	519 61%	69 54%	266 57%	303 66%	486 65%	89 45%	328 75%	222 51%	459 70%	99 41%	357 74%	72 40%
TOTAL OPPOSE	288 29%	88 27%	194 30%	126 28%	154 29%	242 28%	43 34%	160 34%	112 24%	191 26%	85 43%	83 19%	178 41%	143 22%	120 50%	97 20%	91 50%
Strongly support	309 31%	113 35%	190 30%	151 34%	155 29%	273 32%	35 27%	144 31%	156 34%	250 34%	47 24%	174 40%	115 26%	231 35%	59 25%	192 40%	41 23%
Somewhat support	284 28%	97 30%	180 28%	135 30%	148 28%	246 29%	34 27%	122 26%	147 32%	236 32%	42 21%	154 35%	107 24%	228 35%	40 17%	165 34%	31 17%
Somewhat oppose	128 13%	46 14%	79 12%	55 12%	69 13%	104 12%	23 18%	60 13%	59 13%	86 12%	35 18%	46 11%	74 17%	82 12%	40 17%	48 10%	36 20%
Strongly oppose	160 16%	42 13%	115 18%	71 16%	85 16%	138 16%	20 16%	100 21%	53 12%	105 14%	50 25%	37 8%	104 24%	61 9%	80 33%	49 10%	55 30%
Depends/unsure (DO NOT READ)	123 12%	28 9%	79 12%	38 8%	75 14%	92 11%	16 13%	42 9%	43 9%	67 9%	24 12%	27 6%	38 9%	55 8%	20 8%	29 6%	19 10%

BANNER 5 233
38. Running a public campaign to tell adult cigarette smokers about vaping and nicotine pouches as alternatives. PROBE: And would that be strongly or somewhat support/oppose?

	CUR VAPERS											EDUCATION				
	VAPE USE						NOT CONS- ISTANT	POL ID			SOME COLLEGE/ TECH					
	TOTAL	CIG	VAPE	MARIJ	ALL	NONE	QUIT	OCCA SIONALLY	R EGULARLY	DEM	IND/LEAN	REP	HS OR LESS	COLLEGE+ COLLEGE+		
TOTAL	1004 100%	383 38%	164 16%	269 27%	200 20%	285 28%	48 5%	35 3%	37 4%	38 4%	320 32%	350 35%	298 30%	236 24%	349 35%	347 35%
TOTAL SUPPORT	593 59%	238 62%	124 76%	163 61%	123 62%	156 55%	36 75%	23 66%	29 78%	34 89%	198 62%	196 56%	187 63%	140 59%	202 58%	214 62%
TOTAL OPPOSE	288 29%	107 28%	30 18%	79 29%	53 27%	86 30%	8 17%	10 29%	7 19%	3 8%	82 26%	108 31%	85 29%	70 30%	97 28%	95 27%
Strongly support	309 31%	119 31%	51 31%	78 29%	71 36%	84 29%	17 35%	5 14%	9 24%	18 47%	99 31%	101 29%	101 34%	74 31%	119 34%	95 27%
Somewhat support	284 28%	119 31%	73 45%	85 32%	52 26%	72 25%	19 40%	18 51%	20 54%	16 42%	99 31%	95 27%	86 29%	66 28%	83 24%	119 34%
Somewhat oppose	128 13%	45 12%	14 9%	37 14%	26 13%	33 12%	1 2%	4 11%	6 16%	2 5%	40 13%	47 13%	35 12%	38 16%	47 13%	33 10%
Strongly oppose	160 16%	62 16%	16 10%	42 16%	27 14%	53 19%	7 15%	6 17%	1 3%	1 3%	42 13%	61 17%	50 17%	32 14%	50 14%	62 18%
Depends/unsure (DO NOT READ)	123 12%	38 10%	10 6%	27 10%	24 12%	43 15%	4 8%	2 6%	1 3%	1 3%	40 13%	46 13%	26 9%	26 11%	50 14%	38 11%

BANNER 6 234
38. Running a public campaign to tell adult cigarette smokers about vaping and nicotine pouches as alternatives. PROBE: And would that be strongly or somewhat support/oppose?

	REGION																			
	KIDS - TEENS				PARENTS		INCOME			NEIGHBORHOOD			MID		EAST		WEST		SOUTH	
	TOTAL	YES	NO	MOMS	DADS	LESS \$50K	\$50-\$100K	\$100K+	URBAN	SUB-URBAN	SMALL TOWN	NEW ENGLAND	ATL-ANTIC	NORTH CENTRAL	NORTH CENTRAL	ATL-ANTIC	EAST CENTRAL	WEST CENTRAL	MOUN-TAIN	PACIFIC
TOTAL	1004 100%	376 37%	628 63%	220 22%	156 16%	316 31%	304 30%	249 25%	231 23%	440 44%	297 30%	44 4%	136 14%	115 11%	96 10%	218 22%	78 8%	84 8%	93 9%	140 14%
TOTAL SUPPORT	593 59%	233 62%	360 57%	134 61%	99 63%	182 58%	187 62%	158 63%	146 63%	267 61%	167 56%	27 61%	76 56%	64 56%	52 54%	130 60%	50 64%	52 62%	51 55%	91 65%
TOTAL OPPOSE	288 29%	101 27%	187 30%	60 27%	41 26%	94 30%	79 26%	69 28%	51 22%	121 28%	101 34%	13 30%	41 30%	36 31%	37 39%	59 27%	18 23%	23 27%	28 30%	33 24%
Strongly support	309 31%	122 32%	187 30%	71 32%	51 33%	101 32%	100 33%	74 30%	74 32%	138 31%	87 29%	15 34%	39 29%	28 24%	24 25%	64 29%	30 38%	31 37%	29 31%	49 35%
Somewhat support	284 28%	111 30%	173 28%	63 29%	48 31%	81 26%	87 29%	84 34%	72 31%	129 29%	80 27%	12 27%	37 27%	36 31%	28 29%	66 30%	20 26%	21 25%	22 24%	42 30%
Somewhat oppose	128 13%	47 13%	81 13%	29 13%	18 12%	47 15%	40 13%	28 11%	22 10%	56 13%	42 14%	6 14%	18 13%	14 12%	17 18%	26 12%	11 14%	11 13%	15 16%	10 7%
Strongly oppose	160 16%	54 14%	106 17%	31 14%	23 15%	47 15%	39 13%	41 16%	29 13%	65 15%	59 20%	7 16%	23 17%	22 19%	20 21%	33 15%	7 9%	12 14%	13 14%	23 16%
Depends/unsure (DO NOT READ)	123 12%	42 11%	81 13%	26 12%	16 10%	40 13%	38 13%	22 9%	34 15%	52 12%	29 10%	4 9%	19 14%	15 13%	7 7%	29 13%	10 13%	9 11%	14 15%	16 11%

BANNER 1 235
39. Increasing penalties for stores that sell vapes to minors, including taking away licenses after repeat violations. PROBE: And would that be strongly or somewhat support/oppose?

	GENDER/AGE															
	REG PARTY			2024 VOTE			GENDER		AGE							
	TOTAL	REP	DEM	OTHER	TRUMP	HARRIS	OTHER	FEMALE	MALE	18-29	30-49	50+	MEN > 50	MEN 50+	WOMEN > 50	WOMEN 50+
TOTAL	1004 100%	388 39%	368 37%	248 25%	468 47%	464 46%	71 7%	508 51%	496 49%	160 16%	312 31%	527 52%	261 26%	232 23%	211 21%	295 29%
TOTAL SUPPORT	839 84%	335 86%	297 81%	207 83%	400 85%	386 83%	52 73%	427 84%	412 83%	136 85%	247 79%	451 86%	211 81%	198 85%	172 82%	253 86%
TOTAL OPPOSE	113 11%	35 9%	56 15%	22 9%	45 10%	55 12%	13 18%	53 10%	60 12%	19 12%	50 16%	44 8%	40 15%	20 9%	29 14%	24 8%
Strongly support	683 68%	285 73%	230 63%	168 68%	339 72%	303 65%	40 56%	351 69%	332 67%	103 64%	193 62%	384 73%	162 62%	168 72%	134 64%	216 73%
Somewhat support	156 16%	50 13%	67 18%	39 16%	61 13%	83 18%	12 17%	76 15%	80 16%	33 21%	54 17%	67 13%	49 19%	30 13%	38 18%	37 13%
Somewhat oppose	58 6%	17 4%	30 8%	11 4%	24 5%	27 6%	7 10%	27 5%	31 6%	9 6%	28 9%	21 4%	21 8%	10 4%	16 8%	11 4%
Strongly oppose	55 5%	18 5%	26 7%	11 4%	21 4%	28 6%	6 8%	26 5%	29 6%	10 6%	22 7%	23 4%	19 7%	10 4%	13 6%	13 4%
Depends/unsure (DO NOT READ)	52 5%	18 5%	15 4%	19 8%	23 5%	23 5%	6 8%	28 6%	24 5%	5 3%	15 5%	32 6%	10 4%	14 6%	10 5%	18 6%

BANNER 2 236
39. Increasing penalties for stores that sell vapes to minors, including taking away licenses after repeat violations. PROBE: And would that be strongly or somewhat support/oppose?

	ETHNICITY		ETHNICITY/GENDER			RACE		GENDER/RACE					FDA		
	TOTAL	HISP	NON-HISP	HISP WOMEN	HISP MEN	WHITE	BLACK	NON-WHITE	WHITE WOMEN	WHITE MEN	MIN WOMEN	MIN MEN	FAV	UNFAV	NEUTRAL/NO OP
TOTAL	1004 100%	98 10%	900 90%	56 6%	42 4%	696 69%	135 13%	302 30%	358 36%	338 34%	149 15%	153 15%	587 58%	302 30%	108 11%
TOTAL SUPPORT	839 84%	69 70%	767 85%	39 70%	30 71%	604 87%	107 79%	230 76%	314 88%	290 86%	112 75%	118 77%	508 87%	242 80%	85 79%
TOTAL OPPOSE	113 11%	21 21%	91 10%	11 20%	10 24%	58 8%	22 16%	54 18%	26 7%	32 9%	27 18%	27 18%	52 9%	50 17%	10 9%
Strongly support	683 68%	55 56%	626 70%	31 55%	24 57%	507 73%	79 59%	171 57%	264 74%	243 72%	86 58%	85 56%	407 69%	207 69%	67 62%
Somewhat support	156 16%	14 14%	141 16%	8 14%	6 14%	97 14%	28 21%	59 20%	50 14%	47 14%	26 17%	33 22%	101 17%	35 12%	18 17%
Somewhat oppose	58 6%	7 7%	50 6%	4 7%	3 7%	30 4%	14 10%	27 9%	12 3%	18 5%	15 10%	12 8%	25 4%	24 8%	9 8%
Strongly oppose	55 5%	14 14%	41 5%	7 13%	7 17%	28 4%	8 6%	27 9%	14 4%	14 4%	12 8%	15 10%	27 5%	26 9%	1 1%
Depends/unsure (DO NOT READ)	52 5%	8 8%	42 5%	6 11%	2 5%	34 5%	6 4%	18 6%	18 5%	16 5%	10 7%	8 5%	27 5%	10 3%	13 12%

BANNER 3 237
39. Increasing penalties for stores that sell vapes to minors, including taking away licenses after repeat violations. PROBE: And would that be strongly or somewhat support/oppose?

	TRUMP				CIG COMP			VAPE US			VAPE CHINA			SMALL BUS		
	TOTAL	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP
TOTAL	1004 100%	428 43%	540 54%	34 3%	181 18%	714 71%	102 10%	218 22%	644 64%	123 12%	104 10%	723 72%	121 12%	327 33%	513 51%	148 15%
TOTAL SUPPORT	839 84%	367 86%	448 83%	23 68%	148 82%	617 86%	69 68%	182 83%	559 87%	84 68%	81 78%	628 87%	94 78%	275 84%	443 86%	116 78%
TOTAL OPPOSE	113 11%	39 9%	68 13%	6 18%	20 11%	75 11%	17 17%	19 9%	70 11%	20 16%	15 14%	77 11%	14 12%	38 12%	57 11%	13 9%
Strongly support	683 68%	315 74%	349 65%	18 53%	107 59%	515 72%	56 55%	133 61%	466 72%	72 59%	55 53%	520 72%	73 60%	216 66%	379 74%	85 57%
Somewhat support	156 16%	52 12%	99 18%	5 15%	41 23%	102 14%	13 13%	49 22%	93 14%	12 10%	26 25%	108 15%	21 17%	59 18%	64 12%	31 21%
Somewhat oppose	58 6%	21 5%	32 6%	5 15%	13 7%	38 5%	6 6%	12 6%	36 6%	8 7%	11 11%	37 5%	7 6%	20 6%	27 5%	7 5%
Strongly oppose	55 5%	18 4%	36 7%	1 3%	7 4%	37 5%	11 11%	7 3%	34 5%	12 10%	4 4%	40 6%	7 6%	18 6%	30 6%	6 4%
Depends/unsure (DO NOT READ)	52 5%	22 5%	24 4%	5 15%	13 7%	22 3%	16 16%	17 8%	15 2%	19 15%	8 8%	18 2%	13 11%	14 4%	13 3%	19 13%

BANNER 4 238
39. Increasing penalties for stores that sell vapes to minors, including taking away licenses after repeat violations. PROBE: And would that be strongly or somewhat support/oppose?

	FED GOV TRUST			VAPE FAM		YOUTH CONCERN		FLAVOR BAN		RAISE AGE		MORE FLAVORS		INFORM FLAVOR		VOTE FLAVOR	
	=====			=====		=====		=====		=====		=====		=====		=====	
	TOTAL	TRUST	DIS- TRUST	FAM- ILIAR	NOT FAM- ILIAR	CONC- ERNED	NOT CONC- ERNED	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	MORE LIKELY	LESS LIKELY
TOTAL	1004 100%	326 32%	643 64%	450 45%	532 53%	853 85%	128 13%	468 47%	458 46%	744 74%	198 20%	438 44%	438 44%	657 65%	239 24%	483 48%	182 18%
TOTAL SUPPORT	839 84%	277 85%	543 84%	379 84%	450 85%	751 88%	82 64%	414 88%	376 82%	672 90%	137 69%	378 86%	371 85%	588 89%	184 77%	429 89%	139 76%
TOTAL OPPOSE	113 11%	33 10%	73 11%	53 12%	58 11%	76 9%	34 27%	44 9%	62 14%	53 7%	52 26%	48 11%	56 13%	57 9%	46 19%	43 9%	37 20%
Strongly support	683 68%	222 68%	446 69%	296 66%	378 71%	619 73%	61 48%	333 71%	311 68%	553 74%	107 54%	303 69%	306 70%	475 72%	147 62%	346 72%	113 62%
Somewhat support	156 16%	55 17%	97 15%	83 18%	72 14%	132 15%	21 16%	81 17%	65 14%	119 16%	30 15%	75 17%	65 15%	113 17%	37 15%	83 17%	26 14%
Somewhat oppose	58 6%	20 6%	33 5%	30 7%	27 5%	40 5%	17 13%	24 5%	31 7%	28 4%	26 13%	29 7%	25 6%	30 5%	26 11%	20 4%	26 14%
Strongly oppose	55 5%	13 4%	40 6%	23 5%	31 6%	36 4%	17 13%	20 4%	31 7%	25 3%	26 13%	19 4%	31 7%	27 4%	20 8%	23 5%	11 6%
Depends/unsure (DO NOT READ)	52 5%	16 5%	27 4%	18 4%	24 5%	26 3%	12 9%	10 2%	20 4%	19 3%	9 5%	12 3%	11 3%	12 2%	9 4%	11 2%	6 3%

BANNER 5 239
39. Increasing penalties for stores that sell vapes to minors, including taking away licenses after repeat violations. PROBE: And would that be strongly or somewhat support/oppose?

	CUR VAPERS											EDUCATION				
	VAPE USE						NOT CONS- ISTANT	POL ID			SOME COLLEGE/					
	TOTAL	CIG	VAPE	MARIJ	ALL	NONE		QUIT	OCCA SIONALLY	R EGULARLY	DEM	IND/LEAN	REP	HS OR LESS	TECH	COLLEGE+
TOTAL	1004 100%	383 38%	164 16%	269 27%	200 20%	285 28%	48 5%	35 3%	37 4%	38 4%	320 32%	350 35%	298 30%	236 24%	349 35%	347 35%
TOTAL SUPPORT	839 84%	329 86%	139 85%	228 85%	174 87%	242 85%	44 92%	27 77%	31 84%	34 89%	262 82%	284 81%	267 90%	192 81%	290 83%	299 86%
TOTAL OPPOSE	113 11%	41 11%	16 10%	31 12%	22 11%	27 9%	2 4%	6 17%	3 8%	3 8%	46 14%	42 12%	22 7%	26 11%	44 13%	36 10%
Strongly support	683 68%	271 71%	104 63%	171 64%	141 71%	207 73%	36 75%	21 60%	18 49%	26 68%	202 63%	226 65%	233 78%	158 67%	234 67%	243 70%
Somewhat support	156 16%	58 15%	35 21%	57 21%	33 17%	35 12%	8 17%	6 17%	13 35%	8 21%	60 19%	58 17%	34 11%	34 14%	56 16%	56 16%
Somewhat oppose	58 6%	19 5%	9 5%	13 5%	11 6%	15 5%	1 2%	6 17%	1 3%	1 3%	24 8%	23 7%	11 4%	13 6%	26 7%	16 5%
Strongly oppose	55 5%	22 6%	7 4%	18 7%	11 6%	12 4%	1 2%	-	2 5%	2 5%	22 7%	19 5%	11 4%	13 6%	18 5%	20 6%
Depends/unsure (DO NOT READ)	52 5%	13 3%	9 5%	10 4%	4 2%	16 6%	2 4%	2 6%	3 8%	1 3%	12 4%	24 7%	9 3%	18 8%	15 4%	12 3%

BANNER 6 240
39. Increasing penalties for stores that sell vapes to minors, including taking away licenses after repeat violations. PROBE: And would that be strongly or somewhat support/oppose?

	REGION																			
	KIDS - TEENS				PARENTS		INCOME			NEIGHBORHOOD			MID		EAST		WEST		SOUTH	
	TOTAL	YES	NO	MOMS	DADS	LESS \$50K	\$50-\$100K	\$100K+	URBAN	SUB-URBAN	SMALL TOWN	NEW ENGLAND	ATL-ANTIC	NORTH CENTRAL	NORTH CENTRAL	ATL-ANTIC	EAST CENTRAL	WEST CENTRAL	MOUN-TAIN	PACIFIC
TOTAL	1004 100%	376 37%	628 63%	220 22%	156 16%	316 31%	304 30%	249 25%	231 23%	440 44%	297 30%	44 4%	136 14%	115 11%	96 10%	218 22%	78 8%	84 8%	93 9%	140 14%
TOTAL SUPPORT	839 84%	320 85%	519 83%	185 84%	135 87%	257 81%	260 86%	214 86%	190 82%	366 83%	259 87%	37 84%	106 78%	100 87%	85 89%	185 85%	65 83%	69 82%	77 83%	115 82%
TOTAL OPPOSE	113 11%	39 10%	74 12%	23 10%	16 10%	42 13%	30 10%	26 10%	25 11%	55 13%	27 9%	4 9%	21 15%	11 10%	8 8%	18 8%	11 14%	10 12%	11 12%	19 14%
Strongly support	683 68%	256 68%	427 68%	149 68%	107 69%	205 65%	205 67%	185 74%	143 62%	301 68%	218 73%	30 68%	85 63%	81 70%	69 72%	150 69%	50 64%	61 73%	69 74%	88 63%
Somewhat support	156 16%	64 17%	92 15%	36 16%	28 18%	52 16%	55 18%	29 12%	47 20%	65 15%	41 14%	7 16%	21 15%	19 17%	16 17%	35 16%	15 19%	8 10%	8 9%	27 19%
Somewhat oppose	58 6%	21 6%	37 6%	14 6%	7 4%	20 6%	19 6%	14 6%	14 6%	30 7%	10 3%	3 7%	10 7%	5 4%	4 4%	12 6%	6 8%	4 5%	7 8%	7 5%
Strongly oppose	55 5%	18 5%	37 6%	9 4%	9 6%	22 7%	11 4%	12 5%	11 5%	25 6%	17 6%	1 2%	11 8%	6 5%	4 4%	6 3%	5 6%	6 7%	4 4%	12 9%
Depends/unsure (DO NOT READ)	52 5%	17 5%	35 6%	12 5%	5 3%	17 5%	14 5%	9 4%	16 7%	19 4%	11 4%	3 7%	9 7%	4 3%	3 3%	15 7%	2 3%	5 6%	5 5%	6 4%

BANNER 1 241
40. Banning vape devices made to appeal to children, such as those with video games, phone apps, cartoon characters, or designs that look like school supplies or drinks. PROBE: And would that be strongly or somewhat support/oppose?

	REG PARTY			2024 VOTE			GENDER		AGE			GENDER/AGE				
	TOTAL	REP	DEM	OTHER	TRUMP	HARRIS	OTHER	FEMALE	MALE	18-29	30-49	50+	MEN > 50	MEN 50+	WOMEN > 50	WOMEN 50+
TOTAL	1004 100%	388 39%	368 37%	248 25%	468 47%	464 46%	71 7%	508 51%	496 49%	160 16%	312 31%	527 52%	261 26%	232 23%	211 21%	295 29%
TOTAL SUPPORT	781 78%	306 79%	287 78%	188 76%	370 79%	365 79%	45 63%	396 78%	385 78%	124 78%	232 74%	421 80%	200 77%	182 78%	156 74%	239 81%
TOTAL OPPOSE	167 17%	63 16%	64 17%	40 16%	75 16%	73 16%	19 27%	84 17%	83 17%	27 17%	60 19%	79 15%	47 18%	36 16%	40 19%	43 15%
Strongly support	654 65%	255 66%	240 65%	159 64%	310 66%	306 66%	37 52%	343 68%	311 63%	96 60%	182 58%	373 71%	151 58%	158 68%	127 60%	215 73%
Somewhat support	127 13%	51 13%	47 13%	29 12%	60 13%	59 13%	8 11%	53 10%	74 15%	28 18%	50 16%	48 9%	49 19%	24 10%	29 14%	24 8%
Somewhat oppose	63 6%	21 5%	26 7%	16 6%	28 6%	25 5%	10 14%	30 6%	33 7%	13 8%	29 9%	20 4%	23 9%	10 4%	19 9%	10 3%
Strongly oppose	104 10%	42 11%	38 10%	24 10%	47 10%	48 10%	9 13%	54 11%	50 10%	14 9%	31 10%	59 11%	24 9%	26 11%	21 10%	33 11%
Depends/unsure (DO NOT READ)	56 6%	19 5%	17 5%	20 8%	23 5%	26 6%	7 10%	28 6%	28 6%	9 6%	20 6%	27 5%	14 5%	14 6%	15 7%	13 4%

BANNER 2 242
40. Banning vape devices made to appeal to children, such as those with video games, phone apps, cartoon characters, or designs that look like school supplies or drinks. PROBE: And would that be strongly or somewhat support/oppose?

	ETHNICITY			ETHNICITY/GENDER		RACE		GENDER/RACE					FDA		
	TOTAL	HISP	NON-HISP	HISP WOMEN	HISP MEN	WHITE	BLACK	NON-WHITE	WHITE WOMEN	WHITE MEN	MIN WOMEN	MIN MEN	FAV	UNFAV	NEUTRAL/NO OP
TOTAL	1004 100%	98 10%	900 90%	56 6%	42 4%	696 69%	135 13%	302 30%	358 36%	338 34%	149 15%	153 15%	587 58%	302 30%	108 11%
TOTAL SUPPORT	781 78%	68 69%	709 79%	38 68%	30 71%	560 80%	93 69%	215 71%	287 80%	273 81%	108 72%	107 70%	470 80%	227 75%	81 75%
TOTAL OPPOSE	167 17%	22 22%	144 16%	12 21%	10 24%	101 15%	33 24%	66 22%	53 15%	48 14%	31 21%	35 23%	92 16%	61 20%	12 11%
Strongly support	654 65%	54 55%	597 66%	28 50%	26 62%	476 68%	74 55%	172 57%	258 72%	218 64%	84 56%	88 58%	385 66%	197 65%	70 65%
Somewhat support	127 13%	14 14%	112 12%	10 18%	4 10%	84 12%	19 14%	43 14%	29 8%	55 16%	24 16%	19 12%	85 14%	30 10%	11 10%
Somewhat oppose	63 6%	7 7%	56 6%	3 5%	4 10%	37 5%	14 10%	26 9%	19 5%	18 5%	11 7%	15 10%	34 6%	22 7%	6 6%
Strongly oppose	104 10%	15 15%	88 10%	9 16%	6 14%	64 9%	19 14%	40 13%	34 9%	30 9%	20 13%	20 13%	58 10%	39 13%	6 6%
Depends/unsure (DO NOT READ)	56 6%	8 8%	47 5%	6 11%	2 5%	35 5%	9 7%	21 7%	18 5%	17 5%	10 7%	11 7%	25 4%	14 5%	15 14%

BANNER 3 243
40. Banning vape devices made to appeal to children, such as those with video games, phone apps, cartoon characters, or designs that look like school supplies or drinks. PROBE: And would that be strongly or somewhat support/oppose?

	TRUMP				CIG COMP			VAPE US			VAPE CHINA			SMALL BUS		
	TOTAL	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP
TOTAL	1004 100%	428 43%	540 54%	34 3%	181 18%	714 71%	102 10%	218 22%	644 64%	123 12%	104 10%	723 72%	121 12%	327 33%	513 51%	148 15%
TOTAL SUPPORT	781 78%	345 81%	416 77%	19 56%	142 78%	580 81%	56 55%	169 78%	523 81%	78 63%	71 68%	597 83%	80 66%	256 78%	414 81%	104 70%
TOTAL OPPOSE	167 17%	63 15%	94 17%	10 29%	27 15%	112 16%	25 25%	35 16%	104 16%	24 20%	24 23%	109 15%	26 21%	52 16%	88 17%	23 16%
Strongly support	654 65%	283 66%	354 66%	16 47%	107 59%	501 70%	43 42%	123 56%	455 71%	68 55%	45 43%	513 71%	68 56%	196 60%	366 71%	88 59%
Somewhat support	127 13%	62 14%	62 11%	3 9%	35 19%	79 11%	13 13%	46 21%	68 11%	10 8%	26 25%	84 12%	12 10%	60 18%	48 9%	16 11%
Somewhat oppose	63 6%	24 6%	34 6%	5 15%	9 5%	41 6%	12 12%	15 7%	35 5%	11 9%	12 12%	35 5%	12 10%	20 6%	30 6%	9 6%
Strongly oppose	104 10%	39 9%	60 11%	5 15%	18 10%	71 10%	13 13%	20 9%	69 11%	13 11%	12 12%	74 10%	14 12%	32 10%	58 11%	14 9%
Depends/unsure (DO NOT READ)	56 6%	20 5%	30 6%	5 15%	12 7%	22 3%	21 21%	14 6%	17 3%	21 17%	9 9%	17 2%	15 12%	19 6%	11 2%	21 14%

BANNER 4 244
40. Banning vape devices made to appeal to children, such as those with video games, phone apps, cartoon characters, or designs that look like school supplies or drinks. PROBE: And would that be strongly or somewhat support/oppose?

	FED GOV TRUST			VAPE FAM		YOUTH CONCERN		FLAVOR BAN		RAISE AGE		MORE FLAVORS		INFORM FLAVOR		VOTE FLAVOR	
	=====			=====		=====										=====	
	TOTAL	TRUST	DIS- TRUST	FAM- ILIAR	NOT FAM- ILIAR	CONC- ERNED	NOT CONC- ERNED	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	MORE LIKELY	LESS LIKELY
TOTAL	1004 100%	326 32%	643 64%	450 45%	532 53%	853 85%	128 13%	468 47%	458 46%	744 74%	198 20%	438 44%	438 44%	657 65%	239 24%	483 48%	182 18%
TOTAL SUPPORT	781 78%	265 81%	494 77%	350 78%	423 80%	706 83%	70 55%	394 84%	342 75%	623 84%	125 63%	357 82%	343 78%	542 82%	173 72%	398 82%	133 73%
TOTAL OPPOSE	167 17%	44 13%	119 19%	79 18%	83 16%	119 14%	45 35%	65 14%	94 21%	99 13%	62 31%	66 15%	87 20%	98 15%	58 24%	74 15%	45 25%
Strongly support	654 65%	206 63%	430 67%	277 62%	370 70%	597 70%	53 41%	331 71%	282 62%	527 71%	98 49%	283 65%	302 69%	442 67%	153 64%	320 66%	108 59%
Somewhat support	127 13%	59 18%	64 10%	73 16%	53 10%	109 13%	17 13%	63 13%	60 13%	96 13%	27 14%	74 17%	41 9%	100 15%	20 8%	78 16%	25 14%
Somewhat oppose	63 6%	19 6%	42 7%	35 8%	27 5%	45 5%	17 13%	20 4%	38 8%	34 5%	25 13%	28 6%	30 7%	34 5%	25 10%	27 6%	23 13%
Strongly oppose	104 10%	25 8%	77 12%	44 10%	56 11%	74 9%	28 22%	45 10%	56 12%	65 9%	37 19%	38 9%	57 13%	64 10%	33 14%	47 10%	22 12%
Depends/unsure (DO NOT READ)	56 6%	17 5%	30 5%	21 5%	26 5%	28 3%	13 10%	9 2%	22 5%	22 3%	11 6%	15 3%	8 2%	17 3%	8 3%	11 2%	4 2%

BANNER 5 245
40. Banning vape devices made to appeal to children, such as those with video games, phone apps, cartoon characters, or designs that look like school supplies or drinks. PROBE: And would that be strongly or somewhat support/oppose?

	CUR VAPERS										EDUCATION					
	VAPE USE						NOT CONS- ISTANT	POL ID								COLLEGE+ COLLEGE/
	TOTAL	CIG	VAPE	MARIJ	ALL	NONE		QUIT	OCCA SIONALLY	R EGULARLY	DEM	IND/LEAN	REP	HS OR LESS	SOME TECH	
TOTAL	1004 100%	383 38%	164 16%	269 27%	200 20%	285 28%	48 5%	35 3%	37 4%	38 4%	320 32%	350 35%	298 30%	236 24%	349 35%	347 35%
TOTAL SUPPORT	781 78%	310 81%	136 83%	217 81%	152 76%	226 79%	43 90%	29 83%	27 73%	32 84%	253 79%	259 74%	245 82%	177 75%	260 74%	294 85%
TOTAL OPPOSE	167 17%	58 15%	18 11%	40 15%	40 20%	45 16%	2 4%	5 14%	5 14%	6 16%	52 16%	68 19%	42 14%	41 17%	70 20%	40 12%
Strongly support	654 65%	253 66%	95 58%	170 63%	130 65%	199 70%	29 60%	18 51%	19 51%	25 66%	207 65%	213 61%	214 72%	146 62%	212 61%	252 73%
Somewhat support	127 13%	57 15%	41 25%	47 17%	22 11%	27 9%	14 29%	11 31%	8 22%	7 18%	46 14%	46 13%	31 10%	31 13%	48 14%	42 12%
Somewhat oppose	63 6%	19 5%	10 6%	16 6%	17 9%	14 5%	- -	3 9%	5 14%	2 5%	22 7%	24 7%	16 5%	20 8%	28 8%	12 3%
Strongly oppose	104 10%	39 10%	8 5%	24 9%	23 12%	31 11%	2 4%	2 6%	- -	4 11%	30 9%	44 13%	26 9%	21 9%	42 12%	28 8%
Depends/unsure (DO NOT READ)	56 6%	15 4%	10 6%	12 4%	8 4%	14 5%	3 6%	1 3%	5 14%	- -	15 5%	23 7%	11 4%	18 8%	19 5%	13 4%

BANNER 6 246
40. Banning vape devices made to appeal to children, such as those with video games, phone apps, cartoon characters, or designs that look like school supplies or drinks. PROBE: And would that be strongly or somewhat support/oppose?

	REGION																			
	KIDS - TEENS					PARENTS			INCOME			NEIGHBORHOOD								
	TOTAL	YES	NO	MOMS	DADS	LESS \$50K	\$50-\$100K	\$100K+	URBAN	SUB-URBAN	SMALL TOWN	NEW ENGLAND	MID ATL-ANTIC	EAST NORTH CENTRAL	WEST NORTH CENTRAL	SOUTH ATL-ANTIC	EAST SOUTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
TOTAL	1004	376	628	220	156	316	304	249	231	440	297	44	136	115	96	218	78	84	93	140
	100%	37%	63%	22%	16%	31%	30%	25%	23%	44%	30%	4%	14%	11%	10%	22%	8%	8%	9%	14%
TOTAL SUPPORT	781	293	488	166	127	234	241	204	191	331	232	37	104	89	75	176	61	69	63	107
	78%	78%	78%	75%	81%	74%	79%	82%	83%	75%	78%	84%	76%	77%	78%	81%	78%	82%	68%	76%
TOTAL OPPOSE	167	68	99	44	24	62	51	35	25	87	52	4	25	18	15	27	16	12	22	28
	17%	18%	16%	20%	15%	20%	17%	14%	11%	20%	18%	9%	18%	16%	16%	12%	21%	14%	24%	20%
Strongly support	654	243	411	138	105	194	195	175	151	273	205	27	77	77	66	151	47	67	54	88
	65%	65%	65%	63%	67%	61%	64%	70%	65%	62%	69%	61%	57%	67%	69%	69%	60%	80%	58%	63%
Somewhat support	127	50	77	28	22	40	46	29	40	58	27	10	27	12	9	25	14	2	9	19
	13%	13%	12%	13%	14%	13%	15%	12%	17%	13%	9%	23%	20%	10%	9%	11%	18%	2%	10%	14%
Somewhat oppose	63	23	40	16	7	25	22	11	12	39	12	-	9	4	10	10	4	5	11	10
	6%	6%	6%	7%	4%	8%	7%	4%	5%	9%	4%		7%	3%	10%	5%	5%	6%	12%	7%
Strongly oppose	104	45	59	28	17	37	29	24	13	48	40	4	16	14	5	17	12	7	11	18
	10%	12%	9%	13%	11%	12%	10%	10%	6%	11%	13%	9%	12%	12%	5%	8%	15%	8%	12%	13%
Depends/unsure (DO NOT READ)	56	15	41	10	5	20	12	10	15	22	13	3	7	8	6	15	1	3	8	5
	6%	4%	7%	5%	3%	6%	4%	4%	6%	5%	4%	7%	5%	7%	6%	7%	1%	4%	9%	4%

BANNER 1 247
41. Banning marketing aimed at kids, like cartoon characters, celebrity endorsements, or branding that looks like candy. PROBE: And would that be strongly or somewhat support/oppose?

	GENDER/AGE															
	REG PARTY			2024 VOTE			GENDER		AGE							
	TOTAL	REP	DEM	OTHER	TRUMP	HARRIS	OTHER	FEMALE	MALE	18-29	30-49	50+	MEN > 50	MEN 50+	WOMEN > 50	WOMEN 50+
TOTAL	1004 100%	388 39%	368 37%	248 25%	468 47%	464 46%	71 7%	508 51%	496 49%	160 16%	312 31%	527 52%	261 26%	232 23%	211 21%	295 29%
TOTAL SUPPORT	804 80%	318 82%	289 79%	197 79%	381 81%	374 81%	48 68%	407 80%	397 80%	121 76%	254 81%	425 81%	210 80%	185 80%	165 78%	240 81%
TOTAL OPPOSE	147 15%	54 14%	64 17%	29 12%	64 14%	65 14%	18 25%	74 15%	73 15%	31 19%	40 13%	76 14%	41 16%	32 14%	30 14%	44 15%
Strongly support	675 67%	266 69%	239 65%	170 69%	319 68%	317 68%	38 54%	355 70%	320 65%	92 58%	192 62%	387 73%	149 57%	169 73%	135 64%	218 74%
Somewhat support	129 13%	52 13%	50 14%	27 11%	62 13%	57 12%	10 14%	52 10%	77 16%	29 18%	62 20%	38 7%	61 23%	16 7%	30 14%	22 7%
Somewhat oppose	61 6%	19 5%	31 8%	11 4%	24 5%	27 6%	10 14%	33 6%	28 6%	16 10%	18 6%	27 5%	18 7%	10 4%	16 8%	17 6%
Strongly oppose	86 9%	35 9%	33 9%	18 7%	40 9%	38 8%	8 11%	41 8%	45 9%	15 9%	22 7%	49 9%	23 9%	22 9%	14 7%	27 9%
Depends/unsure (DO NOT READ)	53 5%	16 4%	15 4%	22 9%	23 5%	25 5%	5 7%	27 5%	26 5%	8 5%	18 6%	26 5%	10 4%	15 6%	16 8%	11 4%

BANNER 2 248
41. Banning marketing aimed at kids, like cartoon characters, celebrity endorsements, or branding that looks like candy. PROBE: And would that be strongly or somewhat support/oppose?

	ETHNICITY			ETHNICITY/GENDER		RACE		GENDER/RACE				FDA			
	TOTAL	HISP	NON-HISP	HISP WOMEN	HISP MEN	WHITE	BLACK	NON-WHITE	WHITE WOMEN	WHITE MEN	MIN WOMEN	MIN MEN	FAV	UNFAV	NEUTRAL/NO OP
TOTAL	1004 100%	98 10%	900 90%	56 6%	42 4%	696 69%	135 13%	302 30%	358 36%	338 34%	149 15%	153 15%	587 58%	302 30%	108 11%
TOTAL SUPPORT	804 80%	69 70%	732 81%	38 68%	31 74%	571 82%	103 76%	227 75%	294 82%	277 82%	112 75%	115 75%	480 82%	239 79%	80 74%
TOTAL OPPOSE	147 15%	22 22%	124 14%	14 25%	8 19%	89 13%	26 19%	58 19%	47 13%	42 12%	27 18%	31 20%	85 14%	49 16%	13 12%
Strongly support	675 67%	55 56%	618 69%	29 52%	26 62%	493 71%	78 58%	176 58%	262 73%	231 68%	92 62%	84 55%	391 67%	210 70%	73 68%
Somewhat support	129 13%	14 14%	114 13%	9 16%	5 12%	78 11%	25 19%	51 17%	32 9%	46 14%	20 13%	31 20%	89 15%	29 10%	7 6%
Somewhat oppose	61 6%	11 11%	49 5%	8 14%	3 7%	32 5%	13 10%	29 10%	20 6%	12 4%	13 9%	16 10%	31 5%	23 8%	7 6%
Strongly oppose	86 9%	11 11%	75 8%	6 11%	5 12%	57 8%	13 10%	29 10%	27 8%	30 9%	14 9%	15 10%	54 9%	26 9%	6 6%
Depends/unsure (DO NOT READ)	53 5%	7 7%	44 5%	4 7%	3 7%	36 5%	6 4%	17 6%	17 5%	19 6%	10 7%	7 5%	22 4%	14 5%	15 14%

BANNER 3 249
41. Banning marketing aimed at kids, like cartoon characters, celebrity endorsements, or branding that looks like candy. PROBE: And would that be strongly or somewhat support/oppose?

	TRUMP				CIG COMP			VAPE US			VAPE CHINA			SMALL BUS		
	TOTAL	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP
TOTAL	1004 100%	428 43%	540 54%	34 3%	181 18%	714 71%	102 10%	218 22%	644 64%	123 12%	104 10%	723 72%	121 12%	327 33%	513 51%	148 15%
TOTAL SUPPORT	804 80%	350 82%	429 79%	24 71%	139 77%	596 83%	64 63%	168 77%	537 83%	86 70%	77 74%	604 84%	85 70%	265 81%	424 83%	106 72%
TOTAL OPPOSE	147 15%	58 14%	83 15%	6 18%	29 16%	98 14%	19 19%	37 17%	89 14%	19 15%	24 23%	99 14%	20 17%	49 15%	78 15%	18 12%
Strongly support	675 67%	290 68%	365 68%	19 56%	97 54%	523 73%	51 50%	120 55%	472 73%	74 60%	45 43%	524 72%	74 61%	201 61%	377 73%	93 63%
Somewhat support	129 13%	60 14%	64 12%	5 15%	42 23%	73 10%	13 13%	48 22%	65 10%	12 10%	32 31%	80 11%	11 9%	64 20%	47 9%	13 9%
Somewhat oppose	61 6%	23 5%	34 6%	4 12%	16 9%	35 5%	9 9%	22 10%	29 5%	8 7%	12 12%	34 5%	11 9%	27 8%	24 5%	8 5%
Strongly oppose	86 9%	35 8%	49 9%	2 6%	13 7%	63 9%	10 10%	15 7%	60 9%	11 9%	12 12%	65 9%	9 7%	22 7%	54 11%	10 7%
Depends/unsure (DO NOT READ)	53 5%	20 5%	28 5%	4 12%	13 7%	20 3%	19 19%	13 6%	18 3%	18 15%	3 3%	20 3%	16 13%	13 4%	11 2%	24 16%

BANNER 4 250
41. Banning marketing aimed at kids, like cartoon characters, celebrity endorsements, or branding that looks like candy. PROBE: And would that be strongly or somewhat support/oppose?

	FED GOV TRUST			VAPE FAM		YOUTH CONCERN		FLAVOR BAN		RAISE AGE		MORE FLAVORS		INFORM FLAVOR		VOTE FLAVOR	
	DIS-TRUST			NOT FAM-ILIAR		NOT CONC-ERNED										MORE LESS LIKELY LIKELY	
	TOTAL	TRUST	TRUST	FAM-ILIAR	FAM-ILIAR	CONC-ERNED	CONC-ERNED	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	MORE LIKELY	LESS LIKELY
TOTAL	1004 100%	326 32%	643 64%	450 45%	532 53%	853 85%	128 13%	468 47%	458 46%	744 74%	198 20%	438 44%	438 44%	657 65%	239 24%	483 48%	182 18%
TOTAL SUPPORT	804 80%	263 81%	517 80%	360 80%	435 82%	719 84%	77 60%	400 85%	360 79%	633 85%	137 69%	368 84%	353 81%	559 85%	176 74%	406 84%	127 70%
TOTAL OPPOSE	147 15%	47 14%	98 15%	70 16%	73 14%	111 13%	35 27%	55 12%	82 18%	87 12%	54 27%	59 13%	76 17%	84 13%	53 22%	70 14%	45 25%
Strongly support	675 67%	208 64%	445 69%	283 63%	383 72%	611 72%	57 45%	336 72%	298 65%	538 72%	106 54%	293 67%	309 71%	462 70%	153 64%	334 69%	103 57%
Somewhat support	129 13%	55 17%	72 11%	77 17%	52 10%	108 13%	20 16%	64 14%	62 14%	95 13%	31 16%	75 17%	44 10%	97 15%	23 10%	72 15%	24 13%
Somewhat oppose	61 6%	26 8%	34 5%	35 8%	22 4%	43 5%	17 13%	18 4%	36 8%	34 5%	21 11%	34 8%	23 5%	33 5%	24 10%	23 5%	25 14%
Strongly oppose	86 9%	21 6%	64 10%	35 8%	51 10%	68 8%	18 14%	37 8%	46 10%	53 7%	33 17%	25 6%	53 12%	51 8%	29 12%	47 10%	20 11%
Depends/unsure (DO NOT READ)	53 5%	16 5%	28 4%	20 4%	24 5%	23 3%	16 13%	13 3%	16 3%	24 3%	7 4%	11 3%	9 2%	14 2%	10 4%	7 1%	10 5%

BANNER 5 251
41. Banning marketing aimed at kids, like cartoon characters, celebrity endorsements, or branding that looks like candy. PROBE: And would that be strongly or somewhat support/oppose?

	CUR VAPERS										EDUCATION					
	VAPE USE						NOT CONS- ISTANT	POL ID								
	TOTAL	CIG	VAPE	MARIJ	ALL	NONE		OCCA SIONALLY	R EGULARLY	DEM	IND/LEAN	REP	HS OR LESS	SOME COLLEGE/ TECH	COLLEGE+	
TOTAL	1004	383	164	269	200	285	48	35	37	38	320	350	298	236	349	347
	100%	38%	16%	27%	20%	28%	5%	3%	4%	4%	32%	35%	30%	24%	35%	35%
TOTAL SUPPORT	804	312	131	216	165	235	43	26	28	30	255	269	255	186	267	299
	80%	81%	80%	80%	83%	82%	90%	74%	76%	79%	80%	77%	86%	79%	77%	86%
TOTAL OPPOSE	147	57	24	41	28	35	4	7	6	6	49	60	33	35	63	36
	15%	15%	15%	15%	14%	12%	8%	20%	16%	16%	15%	17%	11%	15%	18%	10%
Strongly support	675	259	95	172	141	207	33	19	18	21	212	225	218	149	227	255
	67%	68%	58%	64%	71%	73%	69%	54%	49%	55%	66%	64%	73%	63%	65%	73%
Somewhat support	129	53	36	44	24	28	10	7	10	9	43	44	37	37	40	44
	13%	14%	22%	16%	12%	10%	21%	20%	27%	24%	13%	13%	12%	16%	11%	13%
Somewhat oppose	61	23	12	20	12	11	1	4	3	4	23	24	13	17	32	11
	6%	6%	7%	7%	6%	4%	2%	11%	8%	11%	7%	7%	4%	7%	9%	3%
Strongly oppose	86	34	12	21	16	24	3	3	3	2	26	36	20	18	31	25
	9%	9%	7%	8%	8%	8%	6%	9%	8%	5%	8%	10%	7%	8%	9%	7%
Depends/unsure (DO NOT READ)	53	14	9	12	7	15	1	2	3	2	16	21	10	15	19	12
	5%	4%	5%	4%	4%	5%	2%	6%	8%	5%	5%	6%	3%	6%	5%	3%

BANNER 6 252
41. Banning marketing aimed at kids, like cartoon characters, celebrity endorsements, or branding that looks like candy. PROBE: And would that be strongly or somewhat support/oppose?

	REGION																			
	KIDS - TEENS				PARENTS		INCOME			NEIGHBORHOOD										
	TOTAL	YES	NO	MOMS	DADS	LESS \$50K	\$50-\$100K	\$100K+	URBAN	SUB-URBAN	SMALL TOWN	NEW ENGLAND	MID ATL-ANTIC	EAST NORTH CENTRAL	WEST NORTH CENTRAL	SOUTH ATL-ANTIC	EAST SOUTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
TOTAL	1004 100%	376 37%	628 63%	220 22%	156 16%	316 31%	304 30%	249 25%	231 23%	440 44%	297 30%	44 4%	136 14%	115 11%	96 10%	218 22%	78 8%	84 8%	93 9%	140 14%
TOTAL SUPPORT	804 80%	304 81%	500 80%	173 79%	131 84%	249 79%	245 81%	205 82%	187 81%	351 80%	238 80%	34 77%	105 77%	89 77%	79 82%	176 81%	63 81%	73 87%	68 73%	117 84%
TOTAL OPPOSE	147 15%	57 15%	90 14%	37 17%	20 13%	51 16%	46 15%	32 13%	25 11%	72 16%	47 16%	6 14%	27 20%	18 16%	11 11%	29 13%	10 13%	9 11%	19 20%	18 13%
Strongly support	675 67%	248 66%	427 68%	143 65%	105 67%	203 64%	196 64%	179 72%	147 64%	292 66%	212 71%	29 66%	83 61%	76 66%	68 71%	152 70%	48 62%	64 76%	60 65%	95 68%
Somewhat support	129 13%	56 15%	73 12%	30 14%	26 17%	46 15%	49 16%	26 10%	40 17%	59 13%	26 9%	5 11%	22 16%	13 11%	11 11%	24 11%	15 19%	9 11%	8 9%	22 16%
Somewhat oppose	61 6%	23 6%	38 6%	15 7%	8 5%	24 8%	22 7%	10 4%	16 7%	31 7%	14 5%	3 7%	14 10%	8 7%	3 3%	11 5%	7 9%	2 2%	9 10%	4 3%
Strongly oppose	86 9%	34 9%	52 8%	22 10%	12 8%	27 9%	24 8%	22 9%	9 4%	41 9%	33 11%	3 7%	13 10%	10 9%	8 8%	18 8%	3 4%	7 8%	10 11%	14 10%
Depends/unsure (DO NOT READ)	53 5%	15 4%	38 6%	10 5%	5 3%	16 5%	13 4%	12 5%	19 8%	17 4%	12 4%	4 9%	4 3%	8 7%	6 6%	13 6%	5 6%	2 2%	6 6%	5 4%

BANNER 1 253
42. Requiring vape products to be kept behind the counter or in locked displays so customers cannot access them without assistance. PROBE: And would that be strongly or somewhat support/oppose?

	GENDER/AGE															
	REG PARTY			2024 VOTE			GENDER		AGE							
	TOTAL	REP	DEM	OTHER	TRUMP	HARRIS	OTHER	FEMALE	MALE	18-29	30-49	50+	MEN > 50	MEN 50+	WOMEN > 50	WOMEN 50+
TOTAL	1004 100%	388 39%	368 37%	248 25%	468 47%	464 46%	71 7%	508 51%	496 49%	160 16%	312 31%	527 52%	261 26%	232 23%	211 21%	295 29%
TOTAL SUPPORT	869 87%	341 88%	317 86%	211 85%	405 87%	411 89%	52 73%	444 87%	425 86%	138 86%	259 83%	467 89%	215 82%	207 89%	182 86%	260 88%
TOTAL OPPOSE	91 9%	33 9%	37 10%	21 8%	44 9%	34 7%	13 18%	43 8%	48 10%	18 11%	41 13%	32 6%	38 15%	10 4%	21 10%	22 7%
Strongly support	712 71%	288 74%	251 68%	173 70%	337 72%	329 71%	45 63%	377 74%	335 68%	98 61%	208 67%	403 76%	157 60%	176 76%	149 71%	227 77%
Somewhat support	157 16%	53 14%	66 18%	38 15%	68 15%	82 18%	7 10%	67 13%	90 18%	40 25%	51 16%	64 12%	58 22%	31 13%	33 16%	33 11%
Somewhat oppose	51 5%	16 4%	23 6%	12 5%	23 5%	21 5%	7 10%	27 5%	24 5%	9 6%	24 8%	18 3%	19 7%	5 2%	14 7%	13 4%
Strongly oppose	40 4%	17 4%	14 4%	9 4%	21 4%	13 3%	6 8%	16 3%	24 5%	9 6%	17 5%	14 3%	19 7%	5 2%	7 3%	9 3%
Depends/unsure (DO NOT READ)	44 4%	14 4%	14 4%	16 6%	19 4%	19 4%	6 8%	21 4%	23 5%	4 3%	12 4%	28 5%	8 3%	15 6%	8 4%	13 4%

BANNER 2 254
42. Requiring vape products to be kept behind the counter or in locked displays so customers cannot access them without assistance. PROBE: And would that be strongly or somewhat support/oppose?

	ETHNICITY		ETHNICITY/GENDER		RACE		GENDER/RACE				FDA				
	TOTAL	HISP	NON-HISP	HISP WOMEN	HISP MEN	WHITE	BLACK	NON-WHITE	WHITE WOMEN	WHITE MEN	MIN WOMEN	MIN MEN	FAV	UNFAV	NEUTRAL/NO OP
TOTAL	1004 100%	98 10%	900 90%	56 6%	42 4%	696 69%	135 13%	302 30%	358 36%	338 34%	149 15%	153 15%	587 58%	302 30%	108 11%
TOTAL SUPPORT	869 87%	78 80%	787 87%	44 79%	34 81%	616 89%	110 81%	247 82%	322 90%	294 87%	121 81%	126 82%	525 89%	251 83%	90 83%
TOTAL OPPOSE	91 9%	16 16%	74 8%	10 18%	6 14%	47 7%	19 14%	44 15%	21 6%	26 8%	22 15%	22 14%	44 7%	39 13%	6 6%
Strongly support	712 71%	66 67%	642 71%	37 66%	29 69%	510 73%	84 62%	197 65%	272 76%	238 70%	104 70%	93 61%	420 72%	214 71%	76 70%
Somewhat support	157 16%	12 12%	145 16%	7 13%	5 12%	106 15%	26 19%	50 17%	50 14%	56 17%	17 11%	33 22%	105 18%	37 12%	14 13%
Somewhat oppose	51 5%	10 10%	41 5%	6 11%	4 10%	28 4%	9 7%	23 8%	14 4%	14 4%	13 9%	10 7%	25 4%	23 8%	3 3%
Strongly oppose	40 4%	6 6%	33 4%	4 7%	2 5%	19 3%	10 7%	21 7%	7 2%	12 4%	9 6%	12 8%	19 3%	16 5%	3 3%
Depends/unsure (DO NOT READ)	44 4%	4 4%	39 4%	2 4%	2 5%	33 5%	6 4%	11 4%	15 4%	18 5%	6 4%	5 3%	18 3%	12 4%	12 11%

BANNER 3 255
42. Requiring vape products to be kept behind the counter or in locked displays so customers cannot access them without assistance. PROBE: And would that be strongly or somewhat support/oppose?

	TRUMP				CIG COMP			VAPE US			VAPE CHINA			SMALL BUS		
	TOTAL	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP
TOTAL	1004 100%	428 43%	540 54%	34 3%	181 18%	714 71%	102 10%	218 22%	644 64%	123 12%	104 10%	723 72%	121 12%	327 33%	513 51%	148 15%
TOTAL SUPPORT	869 87%	372 87%	471 87%	25 74%	149 82%	641 90%	73 72%	181 83%	582 90%	90 73%	86 83%	648 90%	98 81%	281 86%	465 91%	115 78%
TOTAL OPPOSE	91 9%	40 9%	47 9%	4 12%	23 13%	54 8%	14 14%	24 11%	51 8%	13 11%	13 13%	62 9%	10 8%	33 10%	42 8%	13 9%
Strongly support	712 71%	312 73%	381 71%	18 53%	105 58%	550 77%	53 52%	126 58%	503 78%	75 61%	53 51%	552 76%	82 68%	213 65%	405 79%	91 61%
Somewhat support	157 16%	60 14%	90 17%	7 21%	44 24%	91 13%	20 20%	55 25%	79 12%	15 12%	33 32%	96 13%	16 13%	68 21%	60 12%	24 16%
Somewhat oppose	51 5%	17 4%	31 6%	3 9%	12 7%	31 4%	8 8%	11 5%	29 5%	9 7%	8 8%	31 4%	7 6%	23 7%	20 4%	6 4%
Strongly oppose	40 4%	23 5%	16 3%	1 3%	11 6%	23 3%	6 6%	13 6%	22 3%	4 3%	5 5%	31 4%	3 2%	10 3%	22 4%	7 5%
Depends/unsure (DO NOT READ)	44 4%	16 4%	22 4%	5 15%	9 5%	19 3%	15 15%	13 6%	11 2%	20 16%	5 5%	13 2%	13 11%	13 4%	6 1%	20 14%

BANNER 4 256
42. Requiring vape products to be kept behind the counter or in locked displays so customers cannot access them without assistance. PROBE: And would that be strongly or somewhat support/oppose?

	FED GOV TRUST			VAPE FAM		YOUTH CONCERN		FLAVOR BAN		RAISE AGE		MORE FLAVORS		INFORM FLAVOR		VOTE FLAVOR	
		DIS-		FAM-	NOT	CONC-	NOT									MORE	LESS
	TOTAL	TRUST	TRUST	ILIAR	FAM-ILIAR	ERNED	CONC-ERNED	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	LIKELY	LIKELY
TOTAL	1004	326	643	450	532	853	128	468	458	744	198	438	438	657	239	483	182
	100%	32%	64%	45%	53%	85%	13%	47%	46%	74%	20%	44%	44%	65%	24%	48%	18%
TOTAL SUPPORT	869	280	562	394	464	778	83	434	385	690	146	388	388	599	193	438	140
	87%	86%	87%	88%	87%	91%	65%	93%	84%	93%	74%	89%	89%	91%	81%	91%	77%
TOTAL OPPOSE	91	33	57	46	42	52	37	26	60	41	43	42	43	48	37	37	36
	9%	10%	9%	10%	8%	6%	29%	6%	13%	6%	22%	10%	10%	7%	15%	8%	20%
Strongly support	712	214	475	307	396	645	61	355	316	575	110	302	333	485	160	357	108
	71%	66%	74%	68%	74%	76%	48%	76%	69%	77%	56%	69%	76%	74%	67%	74%	59%
Somewhat support	157	66	87	87	68	133	22	79	69	115	36	86	55	114	33	81	32
	16%	20%	14%	19%	13%	16%	17%	17%	15%	15%	18%	20%	13%	17%	14%	17%	18%
Somewhat oppose	51	20	30	26	24	26	23	15	34	21	25	23	26	28	21	16	25
	5%	6%	5%	6%	5%	3%	18%	3%	7%	3%	13%	5%	6%	4%	9%	3%	14%
Strongly oppose	40	13	27	20	18	26	14	11	26	20	18	19	17	20	16	21	11
	4%	4%	4%	4%	3%	3%	11%	2%	6%	3%	9%	4%	4%	3%	7%	4%	6%
Depends/unsure (DO NOT READ)	44	13	24	10	26	23	8	8	13	13	9	8	7	10	9	8	6
	4%	4%	4%	2%	5%	3%	6%	2%	3%	2%	5%	2%	2%	2%	4%	2%	3%

BANNER 5 257
42. Requiring vape products to be kept behind the counter or in locked displays so customers cannot access them without assistance. PROBE: And would that be strongly or somewhat support/oppose?

	CUR VAPERS										EDUCATION					
	VAPE USE					NOT CONS- ISTANT					POL ID					SOME COLLEGE/ TECH
	TOTAL	CIG	VAPE	MARIJ	ALL	NONE	QUIT	OCCA SIONALLY	R EGULARLY	DEM	IND/LEAN	REP	OR LESS	HS	COLLEGE+	
TOTAL	1004 100%	383 38%	164 16%	269 27%	200 20%	285 28%	48 5%	35 3%	37 4%	38 4%	320 32%	350 35%	298 30%	236 24%	349 35%	347 35%
TOTAL SUPPORT	869 87%	338 88%	131 80%	225 84%	187 94%	252 88%	41 85%	27 77%	28 76%	32 84%	281 88%	288 82%	272 91%	198 84%	296 85%	312 90%
TOTAL OPPOSE	91 9%	35 9%	25 15%	33 12%	9 5%	20 7%	4 8%	7 20%	7 19%	6 16%	28 9%	43 12%	18 6%	22 9%	43 12%	23 7%
Strongly support	712 71%	267 70%	95 58%	172 64%	152 76%	220 77%	33 69%	21 60%	19 51%	19 50%	219 68%	235 67%	235 79%	155 66%	247 71%	257 74%
Somewhat support	157 16%	71 19%	36 22%	53 20%	35 18%	32 11%	8 17%	6 17%	9 24%	13 34%	62 19%	53 15%	37 12%	43 18%	49 14%	55 16%
Somewhat oppose	51 5%	19 5%	15 9%	17 6%	6 3%	11 4%	2 4%	4 11%	6 16%	3 8%	18 6%	27 8%	5 2%	10 4%	29 8%	11 3%
Strongly oppose	40 4%	16 4%	10 6%	16 6%	3 2%	9 3%	2 4%	3 9%	1 3%	3 8%	10 3%	16 5%	13 4%	12 5%	14 4%	12 3%
Depends/unsure (DO NOT READ)	44 4%	10 3%	8 5%	11 4%	4 2%	13 5%	3 6%	1 3%	2 5%	-	11 3%	19 5%	8 3%	16 7%	10 3%	12 3%

BANNER 6 258
42. Requiring vape products to be kept behind the counter or in locked displays so customers cannot access them without assistance. PROBE: And would that be strongly or somewhat support/oppose?

	REGION																			
	KIDS - TEENS		PARENTS		INCOME			NEIGHBORHOOD												
	TOTAL	YES	NO	MOMS	DADS	LESS \$50K	\$50-\$100K	\$100K+	URBAN	SUB-URBAN	SMALL TOWN	NEW ENGLAND	MID ATL-ANTIC	EAST NORTH CENTRAL	WEST NORTH CENTRAL	SOUTH ATL-ANTIC	EAST SOUTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
TOTAL	1004 100%	376 37%	628 63%	220 22%	156 16%	316 31%	304 30%	249 25%	231 23%	440 44%	297 30%	44 4%	136 14%	115 11%	96 10%	218 22%	78 8%	84 8%	93 9%	140 14%
TOTAL SUPPORT	869 87%	323 86%	546 87%	187 85%	136 87%	267 84%	267 88%	219 88%	200 87%	376 85%	264 89%	36 82%	114 84%	99 86%	84 88%	192 88%	66 85%	76 90%	77 83%	125 89%
TOTAL OPPOSE	91 9%	42 11%	49 8%	26 12%	16 10%	36 11%	23 8%	22 9%	19 8%	48 11%	23 8%	4 9%	18 13%	10 9%	8 8%	13 6%	11 14%	6 7%	10 11%	11 8%
Strongly support	712 71%	269 72%	443 71%	161 73%	108 69%	205 65%	221 73%	181 73%	149 65%	307 70%	232 78%	28 64%	85 63%	82 71%	75 78%	165 76%	47 60%	64 76%	69 74%	97 69%
Somewhat support	157 16%	54 14%	103 16%	26 12%	28 18%	62 20%	46 15%	38 15%	51 22%	69 16%	32 11%	8 18%	29 21%	17 15%	9 9%	27 12%	19 24%	12 14%	8 9%	28 20%
Somewhat oppose	51 5%	27 7%	24 4%	17 8%	10 6%	23 7%	12 4%	13 5%	12 5%	29 7%	10 3%	2 5%	6 4%	5 4%	4 4%	9 4%	7 9%	4 5%	6 6%	8 6%
Strongly oppose	40 4%	15 4%	25 4%	9 4%	6 4%	13 4%	11 4%	9 4%	7 3%	19 4%	13 4%	2 5%	12 9%	5 4%	4 4%	4 2%	4 5%	2 2%	4 4%	3 2%
Depends/unsure (DO NOT READ)	44 4%	11 3%	33 5%	7 3%	4 3%	13 4%	14 5%	8 3%	12 5%	16 4%	10 3%	4 9%	4 3%	6 5%	4 4%	13 6%	1 1%	2 2%	6 6%	4 3%

BANNER 1 259
43. Requiring strong age verification for all local and online vape purchases. PROBE: And would that be strongly or somewhat support/oppose?

	REG PARTY			2024 VOTE			GENDER		AGE			GENDER/AGE				
	TOTAL	REP	DEM	OTHER	TRUMP	HARRIS	OTHER	FEMALE	MALE	18-29	30-49	50+	=====			
													MEN > 50	MEN 50+	WOMEN > 50	WOMEN 50+
TOTAL	1004 100%	388 39%	368 37%	248 25%	468 47%	464 46%	71 7%	508 51%	496 49%	160 16%	312 31%	527 52%	261 26%	232 23%	211 21%	295 29%
TOTAL SUPPORT	867 86%	338 87%	316 86%	213 86%	402 86%	411 89%	53 75%	437 86%	430 87%	134 84%	261 84%	467 89%	216 83%	211 91%	179 85%	256 87%
TOTAL OPPOSE	87 9%	36 9%	37 10%	14 6%	46 10%	30 6%	11 15%	43 8%	44 9%	21 13%	35 11%	31 6%	34 13%	10 4%	22 10%	21 7%
Strongly support	739 74%	293 76%	266 72%	180 73%	351 75%	343 74%	44 62%	383 75%	356 72%	102 64%	216 69%	416 79%	169 65%	184 79%	149 71%	232 79%
Somewhat support	128 13%	45 12%	50 14%	33 13%	51 11%	68 15%	9 13%	54 11%	74 15%	32 20%	45 14%	51 10%	47 18%	27 12%	30 14%	24 8%
Somewhat oppose	58 6%	25 6%	26 7%	7 3%	32 7%	21 5%	5 7%	28 6%	30 6%	14 9%	24 8%	20 4%	22 8%	8 3%	16 8%	12 4%
Strongly oppose	29 3%	11 3%	11 3%	7 3%	14 3%	9 2%	6 8%	15 3%	14 3%	7 4%	11 4%	11 2%	12 5%	2 1%	6 3%	9 3%
Depends/unsure (DO NOT READ)	50 5%	14 4%	15 4%	21 8%	20 4%	23 5%	7 10%	28 6%	22 4%	5 3%	16 5%	29 6%	11 4%	11 5%	10 5%	18 6%

43. Requiring strong age verification for all local and online vape purchases. PROBE: And would that be strongly or somewhat support/oppose?

	ETHNICITY		ETHNICITY/GENDER			RACE		GENDER/RACE					FDA		
	TOTAL	HISP	NON-HISP	HISP WOMEN	HISP MEN	WHITE	BLACK	NON-WHITE	WHITE WOMEN	WHITE MEN	MIN WOMEN	MIN MEN	FAV	UNFAV	NEUTRAL/NO OP
TOTAL	1004 100%	98 10%	900 90%	56 6%	42 4%	696 69%	135 13%	302 30%	358 36%	338 34%	149 15%	153 15%	587 58%	302 30%	108 11%
TOTAL SUPPORT	867 86%	79 81%	784 87%	44 79%	35 83%	612 88%	113 84%	249 82%	313 87%	299 88%	123 83%	126 82%	520 89%	252 83%	92 85%
TOTAL OPPOSE	87 9%	14 14%	72 8%	9 16%	5 12%	49 7%	16 12%	38 13%	24 7%	25 7%	19 13%	19 12%	46 8%	34 11%	6 6%
Strongly support	739 74%	61 62%	674 75%	32 57%	29 69%	533 77%	93 69%	200 66%	279 78%	254 75%	103 69%	97 63%	438 75%	221 73%	79 73%
Somewhat support	128 13%	18 18%	110 12%	12 21%	6 14%	79 11%	20 15%	49 16%	34 9%	45 13%	20 13%	29 19%	82 14%	31 10%	13 12%
Somewhat oppose	58 6%	8 8%	49 5%	5 9%	3 7%	34 5%	9 7%	24 8%	17 5%	17 5%	11 7%	13 8%	27 5%	25 8%	5 5%
Strongly oppose	29 3%	6 6%	23 3%	4 7%	2 5%	15 2%	7 5%	14 5%	7 2%	8 2%	8 5%	6 4%	19 3%	9 3%	1 1%
Depends/unsure (DO NOT READ)	50 5%	5 5%	44 5%	3 5%	2 5%	35 5%	6 4%	15 5%	21 6%	14 4%	7 5%	8 5%	21 4%	16 5%	10 9%

BANNER 3 261
43. Requiring strong age verification for all local and online vape purchases. PROBE: And would that be strongly or somewhat support/oppose?

	TRUMP				CIG COMP			VAPE US			VAPE CHINA			SMALL BUS		
	TOTAL	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP
TOTAL	1004 100%	428 43%	540 54%	34 3%	181 18%	714 71%	102 10%	218 22%	644 64%	123 12%	104 10%	723 72%	121 12%	327 33%	513 51%	148 15%
TOTAL SUPPORT	867 86%	366 86%	475 88%	25 74%	148 82%	640 90%	75 74%	177 81%	581 90%	95 77%	82 79%	647 89%	99 82%	286 87%	459 89%	116 78%
TOTAL OPPOSE	87 9%	41 10%	41 8%	5 15%	22 12%	53 7%	11 11%	27 12%	42 7%	14 11%	20 19%	51 7%	10 8%	30 9%	42 8%	11 7%
Strongly support	739 74%	320 75%	397 74%	21 62%	115 64%	568 80%	53 52%	140 64%	512 80%	77 63%	53 51%	575 80%	80 66%	228 70%	406 79%	100 68%
Somewhat support	128 13%	46 11%	78 14%	4 12%	33 18%	72 10%	22 22%	37 17%	69 11%	18 15%	29 28%	72 10%	19 16%	58 18%	53 10%	16 11%
Somewhat oppose	58 6%	25 6%	29 5%	4 12%	15 8%	37 5%	6 6%	18 8%	28 4%	10 8%	14 13%	34 5%	6 5%	21 6%	26 5%	9 6%
Strongly oppose	29 3%	16 4%	12 2%	1 3%	7 4%	16 2%	5 5%	9 4%	14 2%	4 3%	6 6%	17 2%	4 3%	9 3%	16 3%	2 1%
Depends/unsure (DO NOT READ)	50 5%	21 5%	24 4%	4 12%	11 6%	21 3%	16 16%	14 6%	21 3%	14 11%	2 2%	25 3%	12 10%	11 3%	12 2%	21 14%

43. Requiring strong age verification for all local and online vape purchases. PROBE: And would that be strongly or somewhat support/oppose?

	FED GOV TRUST			VAPE FAM		YOUTH CONCERN		FLAVOR BAN		RAISE AGE		MORE FLAVORS		INFORM FLAVOR		VOTE FLAVOR	
	DIS-TRUST			NOT FAM-ILIAR		NOT CONC-ERNED										MORE LESS	
	TOTAL	TRUST	TRUST	FAM-ILIAR	NOT FAM-ILIAR	CONC-ERNED	NOT CONC-ERNED	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	LIKELY	LESS LIKELY
TOTAL	1004 100%	326 32%	643 64%	450 45%	532 53%	853 85%	128 13%	468 47%	458 46%	744 74%	198 20%	438 44%	438 44%	657 65%	239 24%	483 48%	182 18%
TOTAL SUPPORT	867 86%	276 85%	564 88%	394 88%	463 87%	768 90%	93 73%	422 90%	394 86%	681 92%	150 76%	386 88%	381 87%	601 91%	189 79%	443 92%	137 75%
TOTAL OPPOSE	87 9%	35 11%	51 8%	43 10%	42 8%	62 7%	23 18%	30 6%	51 11%	45 6%	36 18%	42 10%	42 10%	44 7%	35 15%	36 7%	32 18%
Strongly support	739 74%	236 72%	479 74%	330 73%	399 75%	671 79%	64 50%	366 78%	332 72%	598 80%	113 57%	318 73%	337 77%	510 78%	164 69%	384 80%	113 62%
Somewhat support	128 13%	40 12%	85 13%	64 14%	64 12%	97 11%	29 23%	56 12%	62 14%	83 11%	37 19%	68 16%	44 10%	91 14%	25 10%	59 12%	24 13%
Somewhat oppose	58 6%	25 8%	32 5%	33 7%	24 5%	40 5%	16 13%	20 4%	34 7%	30 4%	24 12%	29 7%	26 6%	28 4%	25 10%	21 4%	26 14%
Strongly oppose	29 3%	10 3%	19 3%	10 2%	18 3%	22 3%	7 5%	10 2%	17 4%	15 2%	12 6%	13 3%	16 4%	16 2%	10 4%	15 3%	6 3%
Depends/unsure (DO NOT READ)	50 5%	15 5%	28 4%	13 3%	27 5%	23 3%	12 9%	16 3%	13 3%	18 2%	12 6%	10 2%	15 3%	12 2%	15 6%	4 1%	13 7%

BANNER 5 263
43. Requiring strong age verification for all local and online vape purchases. PROBE: And would that be strongly or somewhat support/oppose?

	CUR VAPERS										EDUCATION					
	VAPE USE						NOT CONS- ISTANT	QUIT	POL ID		DEM	IND/LEAN	REP	HS OR LESS	SOME COLLEGE/ TECH	COLLEGE+
	TOTAL	CIG	VAPE	MARIJ	ALL	NONE			OCCA SIONALLY	R EGULARLY						
TOTAL	1004 100%	383 38%	164 16%	269 27%	200 20%	285 28%	48 5%	35 3%	37 4%	38 4%	320 32%	350 35%	298 30%	236 24%	349 35%	347 35%
TOTAL SUPPORT	867 86%	341 89%	132 80%	227 84%	185 93%	247 87%	43 90%	25 71%	28 76%	33 87%	279 87%	297 85%	265 89%	192 81%	296 85%	316 91%
TOTAL OPPOSE	87 9%	33 9%	25 15%	27 10%	10 5%	20 7%	4 8%	9 26%	8 22%	3 8%	28 9%	35 10%	20 7%	31 13%	33 9%	19 5%
Strongly support	739 74%	289 75%	102 62%	185 69%	154 77%	223 78%	35 73%	19 54%	19 51%	27 71%	232 73%	245 70%	238 80%	158 67%	248 71%	278 80%
Somewhat support	128 13%	52 14%	30 18%	42 16%	31 16%	24 8%	8 17%	6 17%	9 24%	6 16%	47 15%	52 15%	27 9%	34 14%	48 14%	38 11%
Somewhat oppose	58 6%	20 5%	15 9%	15 6%	8 4%	14 5%	2 4%	7 20%	6 16%	-	21 7%	22 6%	13 4%	22 9%	24 7%	9 3%
Strongly oppose	29 3%	13 3%	10 6%	12 4%	2 1%	6 2%	2 4%	2 6%	2 5%	3 8%	7 2%	13 4%	7 2%	9 4%	9 3%	10 3%
Depends/unsure (DO NOT READ)	50 5%	9 2%	7 4%	15 6%	5 3%	18 6%	1 2%	1 3%	1 3%	2 5%	13 4%	18 5%	13 4%	13 6%	20 6%	12 3%

BANNER 6 264
43. Requiring strong age verification for all local and online vape purchases. PROBE: And would that be strongly or somewhat support/oppose?

	REGION																			
	KIDS - TEENS				PARENTS		INCOME			NEIGHBORHOOD										
	TOTAL	YES	NO	MOMS	DADS	LESS \$50K	\$50-\$100K	\$100K+	URBAN	SUB-URBAN	SMALL TOWN	NEW ENGLAND	MID ATL-ANTIC	EAST NORTH CENTRAL	WEST NORTH CENTRAL	SOUTH ATL-ANTIC	EAST SOUTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
TOTAL	1004 100%	376 37%	628 63%	220 22%	156 16%	316 31%	304 30%	249 25%	231 23%	440 44%	297 30%	44 4%	136 14%	115 11%	96 10%	218 22%	78 8%	84 8%	93 9%	140 14%
TOTAL SUPPORT	867 86%	324 86%	543 86%	186 85%	138 88%	258 82%	264 87%	226 91%	201 87%	375 85%	265 89%	35 80%	112 82%	99 86%	85 89%	195 89%	66 85%	74 88%	77 83%	124 89%
TOTAL OPPOSE	87 9%	33 9%	54 9%	20 9%	13 8%	42 13%	23 8%	16 6%	18 8%	46 10%	22 7%	6 14%	18 13%	9 8%	8 8%	9 4%	11 14%	7 8%	8 9%	11 8%
Strongly support	739 74%	277 74%	462 74%	162 74%	115 74%	214 68%	223 73%	194 78%	162 70%	317 72%	238 80%	29 66%	92 68%	82 71%	77 80%	171 78%	54 69%	67 80%	66 71%	101 72%
Somewhat support	128 13%	47 13%	81 13%	24 11%	23 15%	44 14%	41 13%	32 13%	39 17%	58 13%	27 9%	6 14%	20 15%	17 15%	8 8%	24 11%	12 15%	7 8%	11 12%	23 16%
Somewhat oppose	58 6%	20 5%	38 6%	12 5%	8 5%	30 9%	17 6%	8 3%	13 6%	34 8%	10 3%	3 7%	12 9%	4 3%	6 6%	6 3%	7 9%	5 6%	7 8%	8 6%
Strongly oppose	29 3%	13 3%	16 3%	8 4%	5 3%	12 4%	6 2%	8 3%	5 2%	12 3%	12 4%	3 7%	6 4%	5 4%	2 2%	3 1%	4 5%	2 2%	1 1%	3 2%
Depends/unsure (DO NOT READ)	50 5%	19 5%	31 5%	14 6%	5 3%	16 5%	17 6%	7 3%	12 5%	19 4%	10 3%	3 7%	6 4%	7 6%	3 3%	14 6%	1 1%	3 4%	8 9%	5 4%

BANNER 1 265
44. Making it affordable for small businesses to get vaping products approved so they can compete with big tobacco companies. PROBE: And would that be strongly or somewhat support/oppose?

	GENDER/AGE															
	REG PARTY			2024 VOTE			GENDER		AGE							
	TOTAL	REP	DEM	OTHER	TRUMP	HARRIS	OTHER	FEMALE	MALE	18-29	30-49	50+	MEN > 50	MEN 50+	WOMEN > 50	WOMEN 50+
TOTAL	1004 100%	388 39%	368 37%	248 25%	468 47%	464 46%	71 7%	508 51%	496 49%	160 16%	312 31%	527 52%	261 26%	232 23%	211 21%	295 29%
TOTAL SUPPORT	494 49%	192 49%	180 49%	122 49%	231 49%	231 50%	31 44%	239 47%	255 51%	104 65%	165 53%	223 42%	152 58%	102 44%	117 55%	121 41%
TOTAL OPPOSE	314 31%	124 32%	120 33%	70 28%	147 31%	146 31%	21 30%	158 31%	156 31%	30 19%	91 29%	190 36%	69 26%	85 37%	52 25%	105 36%
Strongly support	255 25%	103 27%	87 24%	65 26%	129 28%	109 23%	16 23%	116 23%	139 28%	51 32%	77 25%	127 24%	78 30%	61 26%	50 24%	66 22%
Somewhat support	239 24%	89 23%	93 25%	57 23%	102 22%	122 26%	15 21%	123 24%	116 23%	53 33%	88 28%	96 18%	74 28%	41 18%	67 32%	55 19%
Somewhat oppose	105 10%	35 9%	43 12%	27 11%	47 10%	53 11%	5 7%	50 10%	55 11%	15 9%	39 13%	51 10%	31 12%	24 10%	23 11%	27 9%
Strongly oppose	209 21%	89 23%	77 21%	43 17%	100 21%	93 20%	16 23%	108 21%	101 20%	15 9%	52 17%	139 26%	38 15%	61 26%	29 14%	78 26%
Makes no difference (DO NOT READ)	119 12%	42 11%	45 12%	32 13%	53 11%	56 12%	10 14%	62 12%	57 11%	17 11%	35 11%	67 13%	30 11%	27 12%	22 10%	40 14%
Depends/unsure (DO NOT READ)	77 8%	30 8%	23 6%	24 10%	37 8%	31 7%	9 13%	49 10%	28 6%	9 6%	21 7%	47 9%	10 4%	18 8%	20 9%	29 10%

BANNER 2 266
44. Making it affordable for small businesses to get vaping products approved so they can compete with big tobacco companies. PROBE: And would that be strongly or somewhat support/oppose?

	ETHNICITY			ETHNICITY/GENDER		RACE		GENDER/RACE					FDA		
	TOTAL	HISP	NON-HISP	HISP WOMEN	HISP MEN	WHITE	BLACK	NON-WHITE	WHITE WOMEN	WHITE MEN	MIN WOMEN	MIN MEN	FAV	UNFAV	NEUTRAL/NO OP
TOTAL	1004 100%	98 10%	900 90%	56 6%	42 4%	696 69%	135 13%	302 30%	358 36%	338 34%	149 15%	153 15%	587 58%	302 30%	108 11%
TOTAL SUPPORT	494 49%	41 42%	452 50%	20 36%	21 50%	347 50%	79 59%	146 48%	173 48%	174 51%	66 44%	80 52%	315 54%	134 44%	43 40%
TOTAL OPPOSE	314 31%	31 32%	280 31%	17 30%	14 33%	222 32%	33 24%	87 29%	112 31%	110 33%	45 30%	42 27%	176 30%	110 36%	26 24%
Strongly support	255 25%	22 22%	232 26%	9 16%	13 31%	183 26%	36 27%	71 24%	88 25%	95 28%	28 19%	43 28%	160 27%	74 25%	20 19%
Somewhat support	239 24%	19 19%	220 24%	11 20%	8 19%	164 24%	43 32%	75 25%	85 24%	79 23%	38 26%	37 24%	155 26%	60 20%	23 21%
Somewhat oppose	105 10%	11 11%	93 10%	7 13%	4 10%	66 9%	17 13%	37 12%	29 8%	37 11%	21 14%	16 10%	60 10%	37 12%	7 6%
Strongly oppose	209 21%	20 20%	187 21%	10 18%	10 24%	156 22%	16 12%	50 17%	83 23%	73 22%	24 16%	26 17%	116 20%	73 24%	19 18%
Makes no difference (DO NOT READ)	119 12%	11 11%	106 12%	9 16%	2 5%	80 11%	16 12%	39 13%	41 11%	39 12%	21 14%	18 12%	59 10%	39 13%	21 19%
Depends/unsure (DO NOT READ)	77 8%	15 15%	62 7%	10 18%	5 12%	47 7%	7 5%	30 10%	32 9%	15 4%	17 11%	13 8%	37 6%	19 6%	18 17%

BANNER 3 267
44. Making it affordable for small businesses to get vaping products approved so they can compete with big tobacco companies. PROBE: And would that be strongly or somewhat support/oppose?

	TRUMP				CIG COMP			VAPE US			VAPE CHINA			SMALL BUS		
	TOTAL	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP
TOTAL	1004 100%	428 43%	540 54%	34 3%	181 18%	714 71%	102 10%	218 22%	644 64%	123 12%	104 10%	723 72%	121 12%	327 33%	513 51%	148 15%
TOTAL SUPPORT	494 49%	222 52%	260 48%	12 35%	126 70%	325 46%	38 37%	159 73%	262 41%	62 50%	74 71%	342 47%	56 46%	241 74%	184 36%	65 44%
TOTAL OPPOSE	314 31%	125 29%	177 33%	12 35%	36 20%	245 34%	33 32%	30 14%	251 39%	29 24%	19 18%	247 34%	36 30%	52 16%	216 42%	41 28%
Strongly support	255 25%	124 29%	125 23%	6 18%	67 37%	167 23%	19 19%	87 40%	124 19%	40 33%	38 37%	173 24%	32 26%	139 43%	81 16%	35 24%
Somewhat support	239 24%	98 23%	135 25%	6 18%	59 33%	158 22%	19 19%	72 33%	138 21%	22 18%	36 35%	169 23%	24 20%	102 31%	103 20%	30 20%
Somewhat oppose	105 10%	39 9%	62 11%	4 12%	21 12%	71 10%	13 13%	21 10%	69 11%	14 11%	14 13%	71 10%	16 13%	29 9%	57 11%	17 11%
Strongly oppose	209 21%	86 20%	115 21%	8 24%	15 8%	174 24%	20 20%	9 4%	182 28%	15 12%	5 5%	176 24%	20 17%	23 7%	159 31%	24 16%
Makes no difference (DO NOT READ)	119 12%	46 11%	67 12%	5 15%	11 6%	93 13%	14 14%	14 6%	88 14%	15 12%	7 7%	92 13%	12 10%	18 6%	73 14%	25 17%
Depends/unsure (DO NOT READ)	77 8%	35 8%	36 7%	5 15%	8 4%	51 7%	17 17%	15 7%	43 7%	17 14%	4 4%	42 6%	17 14%	16 5%	40 8%	17 11%

BANNER 4 268
44. Making it affordable for small businesses to get vaping products approved so they can compete with big tobacco companies. PROBE: And would that be strongly or somewhat support/oppose?

	FED GOV TRUST			VAPE FAM		YOUTH CONCERN		FLAVOR BAN		RAISE AGE		MORE FLAVORS		INFORM FLAVOR		VOTE FLAVOR	
	=====			=====		=====		=====		=====		=====		=====		=====	
	TOTAL	TRUST	DIS- TRUST	FAM- ILIAR	NOT FAM- ILIAR	CONC- ERNED	NOT CONC- ERNED	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	MORE LIKELY	LESS LIKELY
TOTAL	1004 100%	326 32%	643 64%	450 45%	532 53%	853 85%	128 13%	468 47%	458 46%	744 74%	198 20%	438 44%	438 44%	657 65%	239 24%	483 48%	182 18%
TOTAL SUPPORT	494 49%	170 52%	317 49%	254 56%	238 45%	431 51%	60 47%	180 38%	296 65%	387 52%	89 45%	303 69%	143 33%	435 66%	41 17%	328 68%	41 23%
TOTAL OPPOSE	314 31%	101 31%	205 32%	131 29%	175 33%	268 31%	38 30%	201 43%	93 20%	221 30%	82 41%	82 19%	216 49%	125 19%	162 68%	97 20%	113 62%
Strongly support	255 25%	86 26%	165 26%	130 29%	124 23%	219 26%	33 26%	80 17%	166 36%	190 26%	55 28%	168 38%	62 14%	227 35%	19 8%	169 35%	19 10%
Somewhat support	239 24%	84 26%	152 24%	124 28%	114 21%	212 25%	27 21%	100 21%	130 28%	197 26%	34 17%	135 31%	81 18%	208 32%	22 9%	159 33%	22 12%
Somewhat oppose	105 10%	36 11%	66 10%	50 11%	50 9%	83 10%	19 15%	61 13%	35 8%	69 9%	31 16%	39 9%	61 14%	61 9%	38 16%	38 8%	34 19%
Strongly oppose	209 21%	65 20%	139 22%	81 18%	125 23%	185 22%	19 15%	140 30%	58 13%	152 20%	51 26%	43 10%	155 35%	64 10%	124 52%	59 12%	79 43%
Makes no difference (DO NOT READ)	119 12%	37 11%	74 12%	45 10%	71 13%	94 11%	22 17%	60 13%	39 9%	91 12%	17 9%	33 8%	56 13%	66 10%	27 11%	36 7%	19 10%
Depends/unsure (DO NOT READ)	77 8%	18 6%	47 7%	20 4%	48 9%	60 7%	8 6%	27 6%	30 7%	45 6%	10 5%	20 5%	23 5%	31 5%	9 4%	22 5%	9 5%

BANNER 5 269
44. Making it affordable for small businesses to get vaping products approved so they can compete with big tobacco companies. PROBE: And would that be strongly or somewhat support/oppose?

	CUR VAPERS										EDUCATION					
	VAPE USE					NOT CONS- ISTANT	QUIT	OCCA		R EGULARLY	POL ID			HS OR LESS	SOME COLLEGE/ TECH	COLLEGE+
	TOTAL	CIG	VAPE	MARIJ	ALL			SIONALLY	DEM		IND/LEAN	REP				
TOTAL	1004	383	164	269	200	285	48	35	37	38	320	350	298	236	349	347
	100%	38%	16%	27%	20%	28%	5%	3%	4%	4%	32%	35%	30%	24%	35%	35%
TOTAL SUPPORT	494	196	107	143	128	104	30	18	24	33	157	178	146	112	178	168
	49%	51%	65%	53%	64%	36%	63%	51%	65%	87%	49%	51%	49%	47%	51%	48%
TOTAL OPPOSE	314	126	36	85	37	107	12	13	6	4	98	105	100	80	100	115
	31%	33%	22%	32%	19%	38%	25%	37%	16%	11%	31%	30%	34%	34%	29%	33%
Strongly support	255	101	55	67	83	37	19	9	6	19	78	90	78	65	94	79
	25%	26%	34%	25%	42%	13%	40%	26%	16%	50%	24%	26%	26%	28%	27%	23%
Somewhat support	239	95	52	76	45	67	11	9	18	14	79	88	68	47	84	89
	24%	25%	32%	28%	23%	24%	23%	26%	49%	37%	25%	25%	23%	20%	24%	26%
Somewhat oppose	105	43	17	37	17	26	7	6	1	2	43	36	25	42	28	31
	10%	11%	10%	14%	9%	9%	15%	17%	3%	5%	13%	10%	8%	18%	8%	9%
Strongly oppose	209	83	19	48	20	81	5	7	5	2	55	69	75	38	72	84
	21%	22%	12%	18%	10%	28%	10%	20%	14%	5%	17%	20%	25%	16%	21%	24%
Makes no difference (DO NOT READ)	119	42	15	30	23	43	5	3	4	1	40	42	33	24	43	42
	12%	11%	9%	11%	12%	15%	10%	9%	11%	3%	13%	12%	11%	10%	12%	12%
Depends/unsure (DO NOT READ)	77	19	6	11	12	31	1	1	3	-	25	25	19	20	28	22
	8%	5%	4%	4%	6%	11%	2%	3%	8%		8%	7%	6%	8%	8%	6%

BANNER 6 270
44. Making it affordable for small businesses to get vaping products approved so they can compete with big tobacco companies. PROBE: And would that be strongly or somewhat support/oppose?

	REGION																			
	KIDS - TEENS				PARENTS		INCOME			NEIGHBORHOOD			MID		EAST		WEST		SOUTH	
	TOTAL	YES	NO	MOMS	DADS	LESS \$50K	\$50-\$100K	\$100K+	URBAN	SUB-URBAN	SMALL TOWN	NEW ENGLAND	ATL-ANTIC	NORTH CENTRAL	NORTH CENTRAL	ATL-ANTIC	EAST SOUTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
TOTAL	1004 100%	376 37%	628 63%	220 22%	156 16%	316 31%	304 30%	249 25%	231 23%	440 44%	297 30%	44 4%	136 14%	115 11%	96 10%	218 22%	78 8%	84 8%	93 9%	140 14%
TOTAL SUPPORT	494 49%	194 52%	300 48%	105 48%	89 57%	153 48%	163 54%	127 51%	119 52%	216 49%	145 49%	21 48%	59 43%	59 51%	47 49%	110 50%	46 59%	43 51%	42 45%	67 48%
TOTAL OPPOSE	314 31%	116 31%	198 32%	71 32%	45 29%	96 30%	86 28%	84 34%	73 32%	136 31%	96 32%	16 36%	52 38%	37 32%	30 31%	56 26%	23 29%	22 26%	31 33%	47 34%
Strongly support	255 25%	97 26%	158 25%	50 23%	47 30%	81 26%	80 26%	68 27%	59 26%	111 25%	76 26%	12 27%	24 18%	30 26%	26 27%	63 29%	16 21%	25 30%	26 28%	33 24%
Somewhat support	239 24%	97 26%	142 23%	55 25%	42 27%	72 23%	83 27%	59 24%	60 26%	105 24%	69 23%	9 20%	35 26%	29 25%	21 22%	47 22%	30 38%	18 21%	16 17%	34 24%
Somewhat oppose	105 10%	33 9%	72 11%	19 9%	14 9%	36 11%	33 11%	28 11%	32 14%	50 11%	22 7%	6 14%	20 15%	9 8%	11 11%	18 8%	8 10%	6 7%	8 9%	19 14%
Strongly oppose	209 21%	83 22%	126 20%	52 24%	31 20%	60 19%	53 17%	56 22%	41 18%	86 20%	74 25%	10 23%	32 24%	28 24%	19 20%	38 17%	15 19%	16 19%	23 25%	28 20%
Makes no difference (DO NOT READ)	119 12%	35 9%	84 13%	22 10%	13 8%	37 12%	35 12%	25 10%	16 7%	62 14%	32 11%	2 5%	17 13%	10 9%	10 10%	33 15%	5 6%	10 12%	12 13%	20 14%
Depends/unsure (DO NOT READ)	77 8%	31 8%	46 7%	22 10%	9 6%	30 9%	20 7%	13 5%	23 10%	26 6%	24 8%	5 11%	8 6%	9 8%	9 9%	19 9%	4 5%	9 11%	8 9%	6 4%

BANNER 1 271
45. Repealing the current FDA approval rules for vapor products and replacing them with science-based guidelines that set clear standards manufacturers must meet. PROBE: And would that be strongly or somewhat support/oppose?

	REG PARTY			2024 VOTE			GENDER		AGE			GENDER/AGE				
	TOTAL	REP	DEM	OTHER	TRUMP	HARRIS	OTHER	FEMALE	MALE	18-29	30-49	50+	MEN > 50	MEN 50+	WOMEN > 50	WOMEN 50+
TOTAL	1004 100%	388 39%	368 37%	248 25%	468 47%	464 46%	71 7%	508 51%	496 49%	160 16%	312 31%	527 52%	261 26%	232 23%	211 21%	295 29%
TOTAL SUPPORT	714 71%	271 70%	258 70%	185 75%	328 70%	338 73%	48 68%	351 69%	363 73%	118 74%	219 70%	374 71%	187 72%	174 75%	150 71%	200 68%
TOTAL OPPOSE	129 13%	55 14%	52 14%	22 9%	61 13%	57 12%	11 15%	62 12%	67 14%	18 11%	47 15%	63 12%	42 16%	24 10%	23 11%	39 13%
Strongly support	437 44%	163 42%	161 44%	113 46%	195 42%	215 46%	27 38%	215 42%	222 45%	67 42%	130 42%	238 45%	112 43%	109 47%	85 40%	129 44%
Somewhat support	277 28%	108 28%	97 26%	72 29%	133 28%	123 27%	21 30%	136 27%	141 28%	51 32%	89 29%	136 26%	75 29%	65 28%	65 31%	71 24%
Somewhat oppose	58 6%	23 6%	23 6%	12 5%	28 6%	25 5%	5 7%	30 6%	28 6%	8 5%	25 8%	25 5%	19 7%	9 4%	14 7%	16 5%
Strongly oppose	71 7%	32 8%	29 8%	10 4%	33 7%	32 7%	6 8%	32 6%	39 8%	10 6%	22 7%	38 7%	23 9%	15 6%	9 4%	23 8%
Makes no difference (DO NOT READ)	77 8%	27 7%	31 8%	19 8%	37 8%	34 7%	5 7%	42 8%	35 7%	12 8%	21 7%	43 8%	16 6%	19 8%	17 8%	24 8%
Depends/unsure (DO NOT READ)	84 8%	35 9%	27 7%	22 9%	42 9%	35 8%	7 10%	53 10%	31 6%	12 8%	25 8%	47 9%	16 6%	15 6%	21 10%	32 11%

BANNER 2 272
45. Repealing the current FDA approval rules for vapor products and replacing them with science-based guidelines that set clear standards manufacturers must meet. PROBE: And would that be strongly or somewhat support/oppose?

	ETHNICITY			ETHNICITY/GENDER		RACE		GENDER/RACE				FDA			
	TOTAL	HISP	NON-HISP	HISP WOMEN	HISP MEN	WHITE	BLACK	NON-WHITE	WHITE WOMEN	WHITE MEN	MIN WOMEN	MIN MEN	FAV	UNFAV	NEUTRAL/NO OP
TOTAL	1004 100%	98 10%	900 90%	56 6%	42 4%	696 69%	135 13%	302 30%	358 36%	338 34%	149 15%	153 15%	587 58%	302 30%	108 11%
TOTAL SUPPORT	714 71%	60 61%	653 73%	34 61%	26 62%	508 73%	100 74%	201 67%	254 71%	254 75%	96 64%	105 69%	434 74%	205 68%	74 69%
TOTAL OPPOSE	129 13%	18 18%	108 12%	9 16%	9 21%	80 11%	18 13%	48 16%	40 11%	40 12%	22 15%	26 17%	72 12%	49 16%	6 6%
Strongly support	437 44%	42 43%	394 44%	22 39%	20 48%	321 46%	49 36%	113 37%	162 45%	159 47%	52 35%	61 40%	260 44%	135 45%	42 39%
Somewhat support	277 28%	18 18%	259 29%	12 21%	6 14%	187 27%	51 38%	88 29%	92 26%	95 28%	44 30%	44 29%	174 30%	70 23%	32 30%
Somewhat oppose	58 6%	9 9%	48 5%	6 11%	3 7%	35 5%	9 7%	23 8%	18 5%	17 5%	12 8%	11 7%	28 5%	26 9%	2 2%
Strongly oppose	71 7%	9 9%	60 7%	3 5%	6 14%	45 6%	9 7%	25 8%	22 6%	23 7%	10 7%	15 10%	44 7%	23 8%	4 4%
Makes no difference (DO NOT READ)	77 8%	9 9%	67 7%	7 13%	2 5%	49 7%	10 7%	28 9%	25 7%	24 7%	17 11%	11 7%	39 7%	28 9%	10 9%
Depends/unsure (DO NOT READ)	84 8%	11 11%	72 8%	6 11%	5 12%	59 8%	7 5%	25 8%	39 11%	20 6%	14 9%	11 7%	42 7%	20 7%	18 17%

BANNER 3 273
45. Repealing the current FDA approval rules for vapor products and replacing them with science-based guidelines that set clear standards manufacturers must meet. PROBE: And would that be strongly or somewhat support/oppose?

	TRUMP				CIG COMP			VAPE US			VAPE CHINA			SMALL BUS		
	TOTAL	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP
TOTAL	1004 100%	428 43%	540 54%	34 3%	181 18%	714 71%	102 10%	218 22%	644 64%	123 12%	104 10%	723 72%	121 12%	327 33%	513 51%	148 15%
TOTAL SUPPORT	714 71%	316 74%	379 70%	19 56%	140 77%	511 72%	58 57%	163 75%	464 72%	72 59%	85 82%	518 72%	81 67%	253 77%	357 70%	96 65%
TOTAL OPPOSE	129 13%	48 11%	78 14%	3 9%	17 9%	94 13%	17 17%	26 12%	86 13%	16 13%	11 11%	100 14%	11 9%	41 13%	73 14%	13 9%
Strongly support	437 44%	188 44%	239 44%	10 29%	79 44%	324 45%	31 30%	88 40%	293 45%	51 41%	42 40%	331 46%	47 39%	149 46%	224 44%	62 42%
Somewhat support	277 28%	128 30%	140 26%	9 26%	61 34%	187 26%	27 26%	75 34%	171 27%	21 17%	43 41%	187 26%	34 28%	104 32%	133 26%	34 23%
Somewhat oppose	58 6%	21 5%	35 6%	2 6%	11 6%	41 6%	5 5%	17 8%	33 5%	7 6%	7 7%	43 6%	6 5%	28 9%	26 5%	2 1%
Strongly oppose	71 7%	27 6%	43 8%	1 3%	6 3%	53 7%	12 12%	9 4%	53 8%	9 7%	4 4%	57 8%	5 4%	13 4%	47 9%	11 7%
Makes no difference (DO NOT READ)	77 8%	28 7%	43 8%	6 18%	11 6%	57 8%	9 9%	11 5%	51 8%	14 11%	6 6%	56 8%	10 8%	15 5%	45 9%	16 11%
Depends/unsure (DO NOT READ)	84 8%	36 8%	40 7%	6 18%	13 7%	52 7%	18 18%	18 8%	43 7%	21 17%	2 2%	49 7%	19 16%	18 6%	38 7%	23 16%

BANNER 4 274
45. Repealing the current FDA approval rules for vapor products and replacing them with science-based guidelines that set clear standards manufacturers must meet. PROBE: And would that be strongly or somewhat support/oppose?

	FED GOV TRUST			VAPE FAM		YOUTH CONCERN		FLAVOR BAN		RAISE AGE		MORE FLAVORS		INFORM FLAVOR		VOTE FLAVOR	
	=====			=====		=====										=====	
	TOTAL	TRUST	DIS- TRUST	FAM- ILIAR	NOT FAM- ILIAR	CONC- ERNED	NOT CONC- ERNED	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	MORE LIKELY	LESS LIKELY
TOTAL	1004 100%	326 32%	643 64%	450 45%	532 53%	853 85%	128 13%	468 47%	458 46%	744 74%	198 20%	438 44%	438 44%	657 65%	239 24%	483 48%	182 18%
TOTAL SUPPORT	714 71%	234 72%	464 72%	339 75%	368 69%	639 75%	71 55%	346 74%	335 73%	567 76%	125 63%	340 78%	308 70%	538 82%	136 57%	396 82%	99 54%
TOTAL OPPOSE	129 13%	44 13%	83 13%	62 14%	64 12%	94 11%	31 24%	54 12%	68 15%	75 10%	46 23%	50 11%	69 16%	57 9%	65 27%	52 11%	50 27%
Strongly support	437 44%	130 40%	295 46%	201 45%	231 43%	391 46%	43 34%	205 44%	219 48%	345 46%	79 40%	205 47%	195 45%	330 50%	84 35%	244 51%	58 32%
Somewhat support	277 28%	104 32%	169 26%	138 31%	137 26%	248 29%	28 22%	141 30%	116 25%	222 30%	46 23%	135 31%	113 26%	208 32%	52 22%	152 31%	41 23%
Somewhat oppose	58 6%	19 6%	38 6%	29 6%	29 5%	38 4%	18 14%	18 4%	38 8%	32 4%	24 12%	30 7%	25 6%	34 5%	21 9%	28 6%	20 11%
Strongly oppose	71 7%	25 8%	45 7%	33 7%	35 7%	56 7%	13 10%	36 8%	30 7%	43 6%	22 11%	20 5%	44 10%	23 4%	44 18%	24 5%	30 16%
Makes no difference (DO NOT READ)	77 8%	23 7%	49 8%	27 6%	47 9%	59 7%	12 9%	38 8%	25 5%	50 7%	17 9%	20 5%	38 9%	30 5%	25 10%	17 4%	17 9%
Depends/unsure (DO NOT READ)	84 8%	25 8%	47 7%	22 5%	53 10%	61 7%	14 11%	30 6%	30 7%	52 7%	10 5%	28 6%	23 5%	32 5%	13 5%	18 4%	16 9%

BANNER 5 275
45. Repealing the current FDA approval rules for vapor products and replacing them with science-based guidelines that set clear standards manufacturers must meet. PROBE: And would that be strongly or somewhat support/oppose?

	CUR VAPERS										EDUCATION					
	VAPE USE					NOT CONS- ISTANT	POL ID			DEM	HS		SOME		COLLEGE/ TECH	COLLEGE+
	TOTAL	CIG	VAPE	MARIJ	ALL	NONE	QUIT	OCCA SIONALLY	R EGULARLY	IND/LEAN	REP	OR LESS	COLLEGE/ TECH	COLLEGE+		
TOTAL	1004 100%	383 38%	164 16%	269 27%	200 20%	285 28%	48 5%	35 3%	37 4%	38 4%	320 32%	350 35%	298 30%	236 24%	349 35%	347 35%
TOTAL SUPPORT	714 71%	303 79%	122 74%	206 77%	148 74%	183 64%	37 77%	22 63%	28 76%	33 87%	229 72%	249 71%	218 73%	155 66%	258 74%	253 73%
TOTAL OPPOSE	129 13%	36 9%	25 15%	37 14%	19 10%	41 14%	4 8%	11 31%	7 19%	3 8%	40 13%	52 15%	32 11%	38 16%	41 12%	43 12%
Strongly support	437 44%	196 51%	71 43%	120 45%	96 48%	104 36%	21 44%	15 43%	12 32%	22 58%	141 44%	149 43%	135 45%	91 39%	156 45%	156 45%
Somewhat support	277 28%	107 28%	51 31%	86 32%	52 26%	79 28%	16 33%	7 20%	16 43%	11 29%	88 28%	100 29%	83 28%	64 27%	102 29%	97 28%
Somewhat oppose	58 6%	14 4%	14 9%	14 5%	12 6%	15 5%	2 4%	7 20%	4 11%	1 3%	18 6%	29 8%	11 4%	15 6%	21 6%	19 5%
Strongly oppose	71 7%	22 6%	11 7%	23 9%	7 4%	26 9%	2 4%	4 11%	3 8%	2 5%	22 7%	23 7%	21 7%	23 10%	20 6%	24 7%
Makes no difference (DO NOT READ)	77 8%	20 5%	6 4%	13 5%	14 7%	33 12%	5 10%	-	-	-	28 9%	24 7%	22 7%	21 9%	26 7%	23 7%
Depends/unsure (DO NOT READ)	84 8%	24 6%	11 7%	13 5%	19 10%	28 10%	2 4%	2 6%	2 5%	2 5%	23 7%	25 7%	26 9%	22 9%	24 7%	28 8%

BANNER 6 276
45. Repealing the current FDA approval rules for vapor products and replacing them with science-based guidelines that set clear standards manufacturers must meet. PROBE: And would that be strongly or somewhat support/oppose?

	REGION																			
	KIDS - TEENS				PARENTS		INCOME			NEIGHBORHOOD										
							LESS	\$50-		SUB-	SMALL	NEW	MID	EAST	WEST	SOUTH	EAST	WEST	MOUN-	
	TOTAL	YES	NO	MOMS	DADS	\$50K	\$100K	\$100K+	URBAN	URBAN	TOWN	ENGLAND	ATL- ANTIC	NORTH CENTRAL	NORTH CENTRAL	ATL- ANTIC	SOUTH CENTRAL	SOUTH CENTRAL	TAIN	PACIFIC
TOTAL	1004	376	628	220	156	316	304	249	231	440	297	44	136	115	96	218	78	84	93	140
	100%	37%	63%	22%	16%	31%	30%	25%	23%	44%	30%	4%	14%	11%	10%	22%	8%	8%	9%	14%
TOTAL SUPPORT	714	273	441	155	118	209	230	191	171	304	221	32	95	81	68	158	54	60	64	102
	71%	73%	70%	70%	76%	66%	76%	77%	74%	69%	74%	73%	70%	70%	71%	72%	69%	71%	69%	73%
TOTAL OPPOSE	129	51	78	29	22	43	33	35	23	68	32	6	23	13	10	21	15	8	15	18
	13%	14%	12%	13%	14%	14%	11%	14%	10%	15%	11%	14%	17%	11%	10%	10%	19%	10%	16%	13%
Strongly support	437	160	277	91	69	112	143	122	94	187	144	18	47	52	44	101	33	41	39	62
	44%	43%	44%	41%	44%	35%	47%	49%	41%	43%	48%	41%	35%	45%	46%	46%	42%	49%	42%	44%
Somewhat support	277	113	164	64	49	97	87	69	77	117	77	14	48	29	24	57	21	19	25	40
	28%	30%	26%	29%	31%	31%	29%	28%	33%	27%	26%	32%	35%	25%	25%	26%	27%	23%	27%	29%
Somewhat oppose	58	26	32	17	9	18	16	16	13	31	11	2	7	6	6	9	9	2	9	8
	6%	7%	5%	8%	6%	6%	5%	6%	6%	7%	4%	5%	5%	5%	6%	4%	12%	2%	10%	6%
Strongly oppose	71	25	46	12	13	25	17	19	10	37	21	4	16	7	4	12	6	6	6	10
	7%	7%	7%	5%	8%	8%	6%	8%	4%	8%	7%	9%	12%	6%	4%	6%	8%	7%	6%	7%
Makes no difference (DO NOT READ)	77	26	51	17	9	34	18	12	16	37	17	2	7	9	9	20	5	9	6	10
	8%	7%	8%	8%	6%	11%	6%	5%	7%	8%	6%	5%	5%	8%	9%	9%	6%	11%	6%	7%
Depends/unsure (DO NOT READ)	84	26	58	19	7	30	23	11	21	31	27	4	11	12	9	19	4	7	8	10
	8%	7%	9%	9%	4%	9%	8%	4%	9%	7%	9%	9%	8%	10%	9%	9%	5%	8%	9%	7%

BANNER 1 277
46. Requiring vapor products to meet specific scientific benchmarks - such as ingredient purity standards and nicotine level limits - instead of going through an application process that currently sets no guidelines for manufacturers. PROBE: And would that be strongly or somewhat support/oppose?

	TOTAL	REG PARTY			2024 VOTE			GENDER		AGE			GENDER/AGE			
		REP	DEM	OTHER	TRUMP	HARRIS	OTHER	FEMALE	MALE	18-29	30-49	50+	MEN > 50	MEN 50+	WOMEN > 50	WOMEN 50+
TOTAL	1004 100%	388 39%	368 37%	248 25%	468 47%	464 46%	71 7%	508 51%	496 49%	160 16%	312 31%	527 52%	261 26%	232 23%	211 21%	295 29%
TOTAL SUPPORT	772 77%	299 77%	283 77%	190 77%	353 75%	366 79%	52 73%	382 75%	390 79%	119 74%	232 74%	418 79%	198 76%	190 82%	153 73%	228 77%
TOTAL OPPOSE	112 11%	42 11%	45 12%	25 10%	54 12%	49 11%	9 13%	56 11%	56 11%	25 16%	41 13%	46 9%	37 14%	19 8%	29 14%	27 9%
Strongly support	565 56%	210 54%	213 58%	142 57%	255 54%	269 58%	41 58%	277 55%	288 58%	81 51%	164 53%	318 60%	139 53%	148 64%	106 50%	170 58%
Somewhat support	207 21%	89 23%	70 19%	48 19%	98 21%	97 21%	11 15%	105 21%	102 21%	38 24%	68 22%	100 19%	59 23%	42 18%	47 22%	58 20%
Somewhat oppose	55 5%	17 4%	21 6%	17 7%	24 5%	27 6%	4 6%	27 5%	28 6%	14 9%	20 6%	21 4%	16 6%	12 5%	18 9%	9 3%
Strongly oppose	57 6%	25 6%	24 7%	8 3%	30 6%	22 5%	5 7%	29 6%	28 6%	11 7%	21 7%	25 5%	21 8%	7 3%	11 5%	18 6%
Makes no difference (DO NOT READ)	59 6%	22 6%	22 6%	15 6%	29 6%	24 5%	6 8%	35 7%	24 5%	10 6%	23 7%	26 5%	14 5%	10 4%	19 9%	16 5%
Depends/unsure (DO NOT READ)	61 6%	25 6%	18 5%	18 7%	32 7%	25 5%	4 6%	35 7%	26 5%	6 4%	16 5%	37 7%	12 5%	13 6%	10 5%	24 8%

BANNER 2 278
46. Requiring vapor products to meet specific scientific benchmarks - such as ingredient purity standards and nicotine level limits - instead of going through an application process that currently sets no guidelines for manufacturers. PROBE: And would that be strongly or somewhat support/oppose?

	ETHNICITY			ETHNICITY/GENDER		RACE			GENDER/RACE				FDA		
	TOTAL	HISP	NON-HISP	HISP WOMEN	HISP MEN	WHITE	BLACK	NON-WHITE	WHITE WOMEN	WHITE MEN	MIN WOMEN	MIN MEN	FAV	UNFAV	NEUTRAL/NO OP
TOTAL	1004 100%	98 10%	900 90%	56 6%	42 4%	696 69%	135 13%	302 30%	358 36%	338 34%	149 15%	153 15%	587 58%	302 30%	108 11%
TOTAL SUPPORT	772 77%	67 68%	702 78%	37 66%	30 71%	550 79%	103 76%	216 72%	277 77%	273 81%	104 70%	112 73%	476 81%	214 71%	79 73%
TOTAL OPPOSE	112 11%	19 19%	92 10%	12 21%	7 17%	66 9%	15 11%	46 15%	32 9%	34 10%	24 16%	22 14%	58 10%	45 15%	8 7%
Strongly support	565 56%	48 49%	516 57%	25 45%	23 55%	410 59%	70 52%	150 50%	205 57%	205 61%	71 48%	79 52%	343 58%	161 53%	59 55%
Somewhat support	207 21%	19 19%	186 21%	12 21%	7 17%	140 20%	33 24%	66 22%	72 20%	68 20%	33 22%	33 22%	133 23%	53 18%	20 19%
Somewhat oppose	55 5%	7 7%	48 5%	5 9%	2 5%	32 5%	11 8%	23 8%	16 4%	16 5%	11 7%	12 8%	32 5%	18 6%	4 4%
Strongly oppose	57 6%	12 12%	44 5%	7 13%	5 12%	34 5%	4 3%	23 8%	16 4%	18 5%	13 9%	10 7%	26 4%	27 9%	4 4%
Makes no difference (DO NOT READ)	59 6%	6 6%	53 6%	4 7%	2 5%	35 5%	13 10%	24 8%	23 6%	12 4%	12 8%	12 8%	23 4%	25 8%	10 9%
Depends/unsure (DO NOT READ)	61 6%	6 6%	53 6%	3 5%	3 7%	45 6%	4 3%	16 5%	26 7%	19 6%	9 6%	7 5%	30 5%	18 6%	11 10%

BANNER 3 279
46. Requiring vapor products to meet specific scientific benchmarks - such as ingredient purity standards and nicotine level limits - instead of going through an application process that currently sets no guidelines for manufacturers. PROBE: And would that be strongly or somewhat support/oppose?

	TRUMP				CIG COMP			VAPE US			VAPE CHINA			SMALL BUS		
	TOTAL	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP
TOTAL	1004 100%	428 43%	540 54%	34 3%	181 18%	714 71%	102 10%	218 22%	644 64%	123 12%	104 10%	723 72%	121 12%	327 33%	513 51%	148 15%
TOTAL SUPPORT	772 77%	333 78%	416 77%	22 65%	148 82%	554 78%	65 64%	178 82%	496 77%	81 66%	78 75%	570 79%	89 74%	271 83%	384 75%	110 74%
TOTAL OPPOSE	112 11%	47 11%	61 11%	4 12%	17 9%	80 11%	14 14%	21 10%	77 12%	14 11%	18 17%	78 11%	12 10%	35 11%	66 13%	8 5%
Strongly support	565 56%	236 55%	313 58%	15 44%	105 58%	415 58%	42 41%	116 53%	383 59%	59 48%	48 46%	433 60%	64 53%	186 57%	299 58%	77 52%
Somewhat support	207 21%	97 23%	103 19%	7 21%	43 24%	139 19%	23 23%	62 28%	113 18%	22 18%	30 29%	137 19%	25 21%	85 26%	85 17%	33 22%
Somewhat oppose	55 5%	23 5%	30 6%	2 6%	14 8%	34 5%	6 6%	18 8%	31 5%	6 5%	12 12%	35 5%	5 4%	24 7%	27 5%	2 1%
Strongly oppose	57 6%	24 6%	31 6%	2 6%	3 2%	46 6%	8 8%	3 1%	46 7%	8 7%	6 6%	43 6%	7 6%	11 3%	39 8%	6 4%
Makes no difference (DO NOT READ)	59 6%	22 5%	31 6%	6 18%	4 2%	43 6%	12 12%	5 2%	42 7%	11 9%	3 3%	39 5%	11 9%	8 2%	35 7%	14 9%
Depends/unsure (DO NOT READ)	61 6%	26 6%	32 6%	2 6%	12 7%	37 5%	11 11%	14 6%	29 5%	17 14%	5 5%	36 5%	9 7%	13 4%	28 5%	16 11%

BANNER 4 280
46. Requiring vapor products to meet specific scientific benchmarks - such as ingredient purity standards and nicotine level limits - instead of going through an application process that currently sets no guidelines for manufacturers. PROBE: And would that be strongly or somewhat support/oppose?

	FED GOV TRUST			VAPE FAM		YOUTH CONCERN		FLAVOR BAN		RAISE AGE		MORE FLAVORS		INFORM FLAVOR		VOTE FLAVOR	
	=====			=====		=====										=====	
	TOTAL	TRUST	DIS- TRUST	FAM- ILIAR	NOT FAM- ILIAR	CONC- ERNED	NOT CONC- ERNED	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	MORE LIKELY	LESS LIKELY
TOTAL	1004 100%	326 32%	643 64%	450 45%	532 53%	853 85%	128 13%	468 47%	458 46%	744 74%	198 20%	438 44%	438 44%	657 65%	239 24%	483 48%	182 18%
TOTAL SUPPORT	772 77%	256 79%	494 77%	356 79%	406 76%	683 80%	83 65%	371 79%	361 79%	608 82%	136 69%	364 83%	333 76%	573 87%	152 64%	427 88%	103 57%
TOTAL OPPOSE	112 11%	35 11%	76 12%	57 13%	52 10%	79 9%	31 24%	46 10%	59 13%	62 8%	42 21%	50 11%	57 13%	51 8%	53 22%	33 7%	53 29%
Strongly support	565 56%	176 54%	373 58%	252 56%	304 57%	507 59%	54 42%	271 58%	270 59%	455 61%	89 45%	264 60%	251 57%	423 64%	107 45%	316 65%	66 36%
Somewhat support	207 21%	80 25%	121 19%	104 23%	102 19%	176 21%	29 23%	100 21%	91 20%	153 21%	47 24%	100 23%	82 19%	150 23%	45 19%	111 23%	37 20%
Somewhat oppose	55 5%	21 6%	33 5%	36 8%	18 3%	41 5%	13 10%	25 5%	28 6%	34 5%	16 8%	32 7%	21 5%	32 5%	19 8%	20 4%	22 12%
Strongly oppose	57 6%	14 4%	43 7%	21 5%	34 6%	38 4%	18 14%	21 4%	31 7%	28 4%	26 13%	18 4%	36 8%	19 3%	34 14%	13 3%	31 17%
Makes no difference (DO NOT READ)	59 6%	17 5%	38 6%	20 4%	37 7%	49 6%	5 4%	33 7%	16 3%	40 5%	11 6%	11 3%	29 7%	21 3%	22 9%	14 3%	15 8%
Depends/unsure (DO NOT READ)	61 6%	18 6%	35 5%	17 4%	37 7%	42 5%	9 7%	18 4%	22 5%	34 5%	9 5%	13 3%	19 4%	12 2%	12 5%	9 2%	11 6%

BANNER 5 281
46. Requiring vapor products to meet specific scientific benchmarks - such as ingredient purity standards and nicotine level limits - instead of going through an application process that currently sets no guidelines for manufacturers. PROBE: And would that be strongly or somewhat support/oppose?

	CUR VAPERS										EDUCATION					
	VAPE USE						NOT CONS- ISTANT	POL ID								COLLEGE+ COLLEGE+
	TOTAL	CIG	VAPE	MARIJ	ALL	NONE		QUIT	OCCA SIONALLY	R EGULARLY	DEM	IND/LEAN	REP	HS OR LESS	SOME COLLEGE/ TECH	
TOTAL	1004 100%	383 38%	164 16%	269 27%	200 20%	285 28%	48 5%	35 3%	37 4%	38 4%	320 32%	350 35%	298 30%	236 24%	349 35%	347 35%
TOTAL SUPPORT	772 77%	310 81%	136 83%	221 82%	167 84%	202 71%	42 88%	28 80%	27 73%	35 92%	251 78%	264 75%	238 80%	168 71%	268 77%	281 81%
TOTAL OPPOSE	112 11%	37 10%	20 12%	30 11%	14 7%	35 12%	2 4%	6 17%	10 27%	1 3%	33 10%	49 14%	27 9%	32 14%	49 14%	27 8%
Strongly support	565 56%	229 60%	95 58%	152 57%	127 64%	151 53%	30 63%	19 54%	18 49%	25 66%	182 57%	197 56%	173 58%	115 49%	197 56%	210 61%
Somewhat support	207 21%	81 21%	41 25%	69 26%	40 20%	51 18%	12 25%	9 26%	9 24%	10 26%	69 22%	67 19%	65 22%	53 22%	71 20%	71 20%
Somewhat oppose	55 5%	20 5%	13 8%	17 6%	8 4%	14 5%	- 5%	5 14%	6 16%	1 3%	17 5%	27 8%	11 4%	14 6%	24 7%	16 5%
Strongly oppose	57 6%	17 4%	7 4%	13 5%	6 3%	21 7%	2 4%	1 3%	4 11%	- 11%	16 5%	22 6%	16 5%	18 8%	25 7%	11 3%
Makes no difference (DO NOT READ)	59 6%	17 4%	2 1%	9 3%	8 4%	30 11%	1 2%	- 2%	- 2%	1 3%	21 7%	19 5%	15 5%	15 6%	18 5%	21 6%
Depends/unsure (DO NOT READ)	61 6%	19 5%	6 4%	9 3%	11 6%	18 6%	3 6%	1 3%	- 3%	1 3%	15 5%	18 5%	18 6%	21 9%	14 4%	18 5%

BANNER 6 282
46. Requiring vapor products to meet specific scientific benchmarks - such as ingredient purity standards and nicotine level limits - instead of going through an application process that currently sets no guidelines for manufacturers. PROBE: And would that be strongly or somewhat support/oppose?

	REGION																					
	KIDS - TEENS					PARENTS		INCOME			NEIGHBORHOOD											
						LESS	\$50-		SUB-		SMALL	NEW	MID	EAST	WEST	SOUTH	EAST	WEST	MOUN-	PACIFIC		
	TOTAL	YES	NO	MOMS	DADS	\$50K	\$100K	\$100K+	URBAN	URBAN	TOWN		ANTIC	NORTH	CENTRAL	CENTRAL	ATL-	SOUTH			CENTRAL	CENTRAL
TOTAL	1004	376	628	220	156	316	304	249	231	440	297	44	136	115	96	218	78	84	93	140		
	100%	37%	63%	22%	16%	31%	30%	25%	23%	44%	30%	4%	14%	11%	10%	22%	8%	8%	9%	14%		
TOTAL SUPPORT	772	292	480	165	127	225	245	204	180	335	237	37	101	84	73	173	55	67	72	110		
	77%	78%	76%	75%	81%	71%	81%	82%	78%	76%	80%	84%	74%	73%	76%	79%	71%	80%	77%	79%		
TOTAL OPPOSE	112	47	65	27	20	39	32	28	17	59	32	3	18	17	14	13	15	5	8	19		
	11%	13%	10%	12%	13%	12%	11%	11%	7%	13%	11%	7%	13%	15%	15%	6%	19%	6%	9%	14%		
Strongly support	565	211	354	113	98	153	175	158	118	253	181	30	73	63	53	116	38	55	55	82		
	56%	56%	56%	51%	63%	48%	58%	63%	51%	58%	61%	68%	54%	55%	55%	53%	49%	65%	59%	59%		
Somewhat support	207	81	126	52	29	72	70	46	62	82	56	7	28	21	20	57	17	12	17	28		
	21%	22%	20%	24%	19%	23%	23%	18%	27%	19%	19%	16%	21%	18%	21%	26%	22%	14%	18%	20%		
Somewhat oppose	55	21	34	12	9	17	17	15	11	29	14	2	7	6	9	6	11	2	3	9		
	5%	6%	5%	5%	6%	5%	6%	6%	5%	7%	5%	5%	5%	5%	9%	3%	14%	2%	3%	6%		
Strongly oppose	57	26	31	15	11	22	15	13	6	30	18	1	11	11	5	7	4	3	5	10		
	6%	7%	5%	7%	7%	7%	5%	5%	3%	7%	6%	2%	8%	10%	5%	3%	5%	4%	5%	7%		
Makes no difference (DO NOT READ)	59	17	42	12	5	26	14	7	17	23	14	2	10	5	4	15	5	4	7	7		
	6%	5%	7%	5%	3%	8%	5%	3%	7%	5%	5%	5%	7%	4%	4%	7%	6%	5%	8%	5%		
Depends/unsure (DO NOT READ)	61	20	41	16	4	26	13	10	17	23	14	2	7	9	5	17	3	8	6	4		
	6%	5%	7%	7%	3%	8%	4%	4%	7%	5%	5%	5%	5%	8%	5%	8%	4%	10%	6%	3%		

BANNER 1 283
47. Allowing vapor products with pending FDA applications to remain on the market temporarily while a new approval system is implemented, with exceptions for products that target youth. PROBE: And would that be strongly or somewhat support/oppose?

	GENDER/AGE															
	REG PARTY			2024 VOTE			GENDER		AGE							
	TOTAL	REP	DEM	OTHER	TRUMP	HARRIS	OTHER	FEMALE	MALE	18-29	30-49	50+	MEN > 50	MEN 50+	WOMEN > 50	WOMEN 50+
TOTAL	1004 100%	388 39%	368 37%	248 25%	468 47%	464 46%	71 7%	508 51%	496 49%	160 16%	312 31%	527 52%	261 26%	232 23%	211 21%	295 29%
TOTAL SUPPORT	538 54%	206 53%	198 54%	134 54%	252 54%	247 53%	38 54%	259 51%	279 56%	97 61%	169 54%	268 51%	151 58%	126 54%	115 55%	142 48%
TOTAL OPPOSE	330 33%	131 34%	128 35%	71 29%	150 32%	159 34%	21 30%	172 34%	158 32%	43 27%	100 32%	186 35%	81 31%	76 33%	62 29%	110 37%
Strongly support	279 28%	114 29%	100 27%	65 26%	137 29%	125 27%	17 24%	124 24%	155 31%	49 31%	94 30%	134 25%	86 33%	68 29%	57 27%	66 22%
Somewhat support	259 26%	92 24%	98 27%	69 28%	115 25%	122 26%	21 30%	135 27%	124 25%	48 30%	75 24%	134 25%	65 25%	58 25%	58 27%	76 26%
Somewhat oppose	121 12%	42 11%	49 13%	30 12%	52 11%	59 13%	10 14%	65 13%	56 11%	21 13%	44 14%	56 11%	34 13%	22 9%	31 15%	34 12%
Strongly oppose	209 21%	89 23%	79 21%	41 17%	98 21%	100 22%	11 15%	107 21%	102 21%	22 14%	56 18%	130 25%	47 18%	54 23%	31 15%	76 26%
Makes no difference (DO NOT READ)	61 6%	24 6%	20 5%	17 7%	31 7%	24 5%	6 8%	29 6%	32 6%	10 6%	21 7%	30 6%	17 7%	15 6%	14 7%	15 5%
Depends/unsure (DO NOT READ)	75 7%	27 7%	22 6%	26 10%	35 7%	34 7%	6 8%	48 9%	27 5%	10 6%	22 7%	43 8%	12 5%	15 6%	20 9%	28 9%

BANNER 2 284
47. Allowing vapor products with pending FDA applications to remain on the market temporarily while a new approval system is implemented, with exceptions for products that target youth. PROBE: And would that be strongly or somewhat support/oppose?

	ETHNICITY			ETHNICITY/GENDER		RACE			GENDER/RACE				FDA		
	TOTAL	HISP	NON-HISP	HISP WOMEN	HISP MEN	WHITE	BLACK	NON-WHITE	WHITE WOMEN	WHITE MEN	MIN WOMEN	MIN MEN	FAV	UNFAV	NEUTRAL/NO OP
TOTAL	1004 100%	98 10%	900 90%	56 6%	42 4%	696 69%	135 13%	302 30%	358 36%	338 34%	149 15%	153 15%	587 58%	302 30%	108 11%
TOTAL SUPPORT	538 54%	43 44%	493 55%	22 39%	21 50%	380 55%	75 56%	154 51%	180 50%	200 59%	78 52%	76 50%	333 57%	150 50%	54 50%
TOTAL OPPOSE	330 33%	39 40%	289 32%	22 39%	17 40%	227 33%	42 31%	102 34%	124 35%	103 30%	48 32%	54 35%	187 32%	113 37%	26 24%
Strongly support	279 28%	25 26%	252 28%	12 21%	13 31%	197 28%	36 27%	79 26%	85 24%	112 33%	38 26%	41 27%	167 28%	83 27%	29 27%
Somewhat support	259 26%	18 18%	241 27%	10 18%	8 19%	183 26%	39 29%	75 25%	95 27%	88 26%	40 27%	35 23%	166 28%	67 22%	25 23%
Somewhat oppose	121 12%	12 12%	108 12%	7 13%	5 12%	80 11%	20 15%	41 14%	48 13%	32 9%	17 11%	24 16%	72 12%	31 10%	15 14%
Strongly oppose	209 21%	27 28%	181 20%	15 27%	12 29%	147 21%	22 16%	61 20%	76 21%	71 21%	31 21%	30 20%	115 20%	82 27%	11 10%
Makes no difference (DO NOT READ)	61 6%	9 9%	52 6%	6 11%	3 7%	34 5%	11 8%	27 9%	17 5%	17 5%	12 8%	15 10%	28 5%	23 8%	10 9%
Depends/unsure (DO NOT READ)	75 7%	7 7%	66 7%	6 11%	1 2%	55 8%	7 5%	19 6%	37 10%	18 5%	11 7%	8 5%	39 7%	16 5%	18 17%

BANNER 3 285
47. Allowing vapor products with pending FDA applications to remain on the market temporarily while a new approval system is implemented, with exceptions for products that target youth. PROBE: And would that be strongly or somewhat support/oppose?

	TRUMP				CIG COMP			VAPE US			VAPE CHINA			SMALL BUS		
	TOTAL	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP
TOTAL	1004 100%	428 43%	540 54%	34 3%	181 18%	714 71%	102 10%	218 22%	644 64%	123 12%	104 10%	723 72%	121 12%	327 33%	513 51%	148 15%
TOTAL SUPPORT	538 54%	236 55%	283 52%	18 53%	125 69%	362 51%	45 44%	160 73%	308 48%	57 46%	77 74%	383 53%	54 45%	222 68%	234 46%	75 51%
TOTAL OPPOSE	330 33%	134 31%	188 35%	8 24%	40 22%	258 36%	32 31%	42 19%	255 40%	29 24%	18 17%	261 36%	39 32%	80 24%	208 41%	39 26%
Strongly support	279 28%	129 30%	138 26%	11 32%	73 40%	180 25%	23 23%	88 40%	155 24%	31 25%	38 37%	210 29%	22 18%	120 37%	117 23%	41 28%
Somewhat support	259 26%	107 25%	145 27%	7 21%	52 29%	182 25%	22 22%	72 33%	153 24%	26 21%	39 38%	173 24%	32 26%	102 31%	117 23%	34 23%
Somewhat oppose	121 12%	51 12%	67 12%	3 9%	22 12%	87 12%	12 12%	25 11%	86 13%	9 7%	11 11%	87 12%	16 13%	39 12%	66 13%	14 9%
Strongly oppose	209 21%	83 19%	121 22%	5 15%	18 10%	171 24%	20 20%	17 8%	169 26%	20 16%	7 7%	174 24%	23 19%	41 13%	142 28%	25 17%
Makes no difference (DO NOT READ)	61 6%	28 7%	29 5%	4 12%	8 4%	42 6%	11 11%	5 2%	40 6%	16 13%	5 5%	39 5%	12 10%	10 3%	35 7%	15 10%
Depends/unsure (DO NOT READ)	75 7%	30 7%	40 7%	4 12%	8 4%	52 7%	14 14%	11 5%	41 6%	21 17%	4 4%	40 6%	16 13%	15 5%	36 7%	19 13%

BANNER 4 286
47. Allowing vapor products with pending FDA applications to remain on the market temporarily while a new approval system is implemented, with exceptions for products that target youth. PROBE: And would that be strongly or somewhat support/oppose?

	FED GOV TRUST			VAPE FAM		YOUTH CONCERN		FLAVOR BAN		RAISE AGE		MORE FLAVORS		INFORM FLAVOR		VOTE FLAVOR		
	DIS-TRUST		FAM-ILIAR	NOT FAM-ILIAR	CONC-ERNED	NOT CONC-ERNED	MORE									LESS		
	TOTAL	TRUST	TRUST	ILIAR	ILIAR	ERNED	ERNED	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	LIKELY
TOTAL	1004 100%	326 32%	643 64%	450 45%	532 53%	853 85%	128 13%	468 47%	458 46%	744 74%	198 20%	438 44%	438 44%	657 65%	239 24%	483 48%	182 18%	
TOTAL SUPPORT	538 54%	190 58%	339 53%	270 60%	263 49%	468 55%	67 52%	226 48%	293 64%	418 56%	99 50%	301 69%	191 44%	461 70%	54 23%	328 68%	57 31%	
TOTAL OPPOSE	330 33%	100 31%	223 35%	134 30%	190 36%	279 33%	46 36%	186 40%	122 27%	237 32%	81 41%	109 25%	194 44%	148 23%	157 66%	118 24%	111 61%	
Strongly support	279 28%	98 30%	177 28%	143 32%	132 25%	247 29%	32 25%	118 25%	153 33%	223 30%	48 24%	167 38%	92 21%	242 37%	25 10%	178 37%	28 15%	
Somewhat support	259 26%	92 28%	162 25%	127 28%	131 25%	221 26%	35 27%	108 23%	140 31%	195 26%	51 26%	134 31%	99 23%	219 33%	29 12%	150 31%	29 16%	
Somewhat oppose	121 12%	45 14%	75 12%	50 11%	70 13%	95 11%	25 20%	57 12%	56 12%	82 11%	33 17%	51 12%	58 13%	74 11%	42 18%	51 11%	36 20%	
Strongly oppose	209 21%	55 17%	148 23%	84 19%	120 23%	184 22%	21 16%	129 28%	66 14%	155 21%	48 24%	58 13%	136 31%	74 11%	115 48%	67 14%	75 41%	
Makes no difference (DO NOT READ)	61 6%	18 6%	39 6%	23 5%	35 7%	48 6%	9 7%	28 6%	19 4%	39 5%	11 6%	14 3%	25 6%	21 3%	18 8%	15 3%	7 4%	
Depends/unsure (DO NOT READ)	75 7%	18 6%	42 7%	23 5%	44 8%	58 7%	6 5%	28 6%	24 5%	50 7%	7 4%	14 3%	28 6%	27 4%	10 4%	22 5%	7 4%	

BANNER 5 287
47. Allowing vapor products with pending FDA applications to remain on the market temporarily while a new approval system is implemented, with exceptions for products that target youth. PROBE: And would that be strongly or somewhat support/oppose?

	CUR VAPERS										EDUCATION					
	VAPE USE						POL ID									
	TOTAL	CIG	VAPE	MARIJ	ALL	NONE	NOT CONS- ISTANT	QUIT	OCCA SIONALLY	R EGULARLY	DEM	IND/LEAN	REP	HS OR LESS	SOME COLLEGE/ TECH	COLLEGE+
TOTAL	1004 100%	383 38%	164 16%	269 27%	200 20%	285 28%	48 5%	35 3%	37 4%	38 4%	320 32%	350 35%	298 30%	236 24%	349 35%	347 35%
TOTAL SUPPORT	538 54%	217 57%	105 64%	151 56%	132 66%	122 43%	27 56%	21 60%	23 62%	31 82%	173 54%	185 53%	165 55%	121 51%	181 52%	195 56%
TOTAL OPPOSE	330 33%	127 33%	47 29%	94 35%	48 24%	110 39%	17 35%	12 34%	12 32%	4 11%	108 34%	116 33%	98 33%	76 32%	122 35%	115 33%
Strongly support	279 28%	115 30%	55 34%	70 26%	82 41%	50 18%	15 31%	12 34%	11 30%	16 42%	84 26%	94 27%	90 30%	57 24%	85 24%	110 32%
Somewhat support	259 26%	102 27%	50 30%	81 30%	50 25%	72 25%	12 25%	9 26%	12 32%	15 39%	89 28%	91 26%	75 25%	64 27%	96 28%	85 24%
Somewhat oppose	121 12%	44 11%	17 10%	43 16%	18 9%	36 13%	4 8%	4 11%	7 19%	2 5%	47 15%	44 13%	27 9%	32 14%	45 13%	40 12%
Strongly oppose	209 21%	83 22%	30 18%	51 19%	30 15%	74 26%	13 27%	8 23%	5 14%	2 5%	61 19%	72 21%	71 24%	44 19%	77 22%	75 22%
Makes no difference (DO NOT READ)	61 6%	18 5%	5 3%	11 4%	9 5%	25 9%	3 6%	1 3%	1 3%	-	17 5%	22 6%	17 6%	16 7%	20 6%	20 6%
Depends/unsure (DO NOT READ)	75 7%	21 5%	7 4%	13 5%	11 6%	28 10%	1 2%	1 3%	1 3%	3 8%	22 7%	27 8%	18 6%	23 10%	26 7%	17 5%

BANNER 6 288
47. Allowing vapor products with pending FDA applications to remain on the market temporarily while a new approval system is implemented, with exceptions for products that target youth. PROBE: And would that be strongly or somewhat support/oppose?

	REGION																					
	KIDS - TEENS					PARENTS		INCOME			NEIGHBORHOOD											
						LESS	\$50-		SUB-		SMALL	NEW	MID	EAST	WEST	SOUTH	EAST	WEST	MOUN-	PACIFIC		
	TOTAL	YES	NO	MOMS	DADS	\$50K	\$100K	\$100K+	URBAN	URBAN	TOWN		ANTIC	ANTIC	CENTRAL	CENTRAL	ATL-	SOUTH			SOUTH	CENTRAL
TOTAL	1004	376	628	220	156	316	304	249	231	440	297	44	136	115	96	218	78	84	93	140		
	100%	37%	63%	22%	16%	31%	30%	25%	23%	44%	30%	4%	14%	11%	10%	22%	8%	8%	9%	14%		
TOTAL SUPPORT	538	207	331	112	95	151	175	147	126	225	172	28	57	59	58	117	50	48	43	78		
	54%	55%	53%	51%	61%	48%	58%	59%	55%	51%	58%	64%	42%	51%	60%	54%	64%	57%	46%	56%		
TOTAL OPPOSE	330	119	211	75	44	109	95	82	69	160	91	14	58	38	28	65	22	24	35	46		
	33%	32%	34%	34%	28%	34%	31%	33%	30%	36%	31%	32%	43%	33%	29%	30%	28%	29%	38%	33%		
Strongly support	279	111	168	57	54	70	83	82	65	114	90	13	29	31	30	60	23	33	22	38		
	28%	30%	27%	26%	35%	22%	27%	33%	28%	26%	30%	30%	21%	27%	31%	28%	29%	39%	24%	27%		
Somewhat support	259	96	163	55	41	81	92	65	61	111	82	15	28	28	28	57	27	15	21	40		
	26%	26%	26%	25%	26%	26%	30%	26%	26%	25%	28%	34%	21%	24%	29%	26%	35%	18%	23%	29%		
Somewhat oppose	121	46	75	31	15	40	40	28	34	58	27	4	22	11	8	24	8	11	13	20		
	12%	12%	12%	14%	10%	13%	13%	11%	15%	13%	9%	9%	16%	10%	8%	11%	10%	13%	14%	14%		
Strongly oppose	209	73	136	44	29	69	55	54	35	102	64	10	36	27	20	41	14	13	22	26		
	21%	19%	22%	20%	19%	22%	18%	22%	15%	23%	22%	23%	26%	23%	21%	19%	18%	15%	24%	19%		
Makes no difference (DO NOT READ)	61	21	40	14	7	20	20	7	17	25	14	-	13	7	3	16	3	4	8	7		
	6%	6%	6%	6%	4%	6%	7%	3%	7%	6%	5%		10%	6%	3%	7%	4%	5%	9%	5%		
Depends/unsure (DO NOT READ)	75	29	46	19	10	36	14	13	19	30	20	2	8	11	7	20	3	8	7	9		
	7%	8%	7%	9%	6%	11%	5%	5%	8%	7%	7%	5%	6%	10%	7%	9%	4%	10%	8%	6%		

BANNER 1 289
48. Creating a faster and clearer FDA approval process for vapor products so more products can be manufactured in America instead of imported from foreign countries, including China. PROBE: And would that be strongly or somewhat support/oppose?

	GENDER/AGE															
	REG PARTY			2024 VOTE			GENDER		AGE							
	TOTAL	REP	DEM	OTHER	TRUMP	HARRIS	OTHER	FEMALE	MALE	18-29	30-49	50+	MEN > 50	MEN 50+	WOMEN > 50	WOMEN 50+
TOTAL	1004 100%	388 39%	368 37%	248 25%	468 47%	464 46%	71 7%	508 51%	496 49%	160 16%	312 31%	527 52%	261 26%	232 23%	211 21%	295 29%
TOTAL SUPPORT	624 62%	266 69%	209 57%	149 60%	319 68%	264 57%	40 56%	306 60%	318 64%	103 64%	198 63%	320 61%	171 66%	146 63%	130 62%	174 59%
TOTAL OPPOSE	227 23%	68 18%	109 30%	50 20%	84 18%	124 27%	19 27%	111 22%	116 23%	35 22%	73 23%	119 23%	63 24%	53 23%	45 21%	66 22%
Strongly support	396 39%	172 44%	126 34%	98 40%	216 46%	152 33%	27 38%	193 38%	203 41%	64 40%	125 40%	206 39%	111 43%	92 40%	78 37%	114 39%
Somewhat support	228 23%	94 24%	83 23%	51 21%	103 22%	112 24%	13 18%	113 22%	115 23%	39 24%	73 23%	114 22%	60 23%	54 23%	52 25%	60 20%
Somewhat oppose	95 9%	24 6%	48 13%	23 9%	31 7%	53 11%	11 15%	46 9%	49 10%	16 10%	38 12%	41 8%	28 11%	21 9%	26 12%	20 7%
Strongly oppose	132 13%	44 11%	61 17%	27 11%	53 11%	71 15%	8 11%	65 13%	67 14%	19 12%	35 11%	78 15%	35 13%	32 14%	19 9%	46 16%
Makes no difference (DO NOT READ)	88 9%	29 7%	33 9%	26 10%	33 7%	50 11%	5 7%	56 11%	32 6%	15 9%	27 9%	45 9%	19 7%	12 5%	23 11%	33 11%
Depends/unsure (DO NOT READ)	65 6%	25 6%	17 5%	23 9%	32 7%	26 6%	7 10%	35 7%	30 6%	7 4%	14 4%	43 8%	8 3%	21 9%	13 6%	22 7%

BANNER 2 290
48. Creating a faster and clearer FDA approval process for vapor products so more products can be manufactured in America instead of imported from foreign countries, including China. PROBE: And would that be strongly or somewhat support/oppose?

	ETHNICITY			ETHNICITY/GENDER			RACE		GENDER/RACE				FDA		
	TOTAL	HISP	NON-HISP	HISP WOMEN	HISP MEN	WHITE	BLACK	NON-WHITE	WHITE WOMEN	WHITE MEN	MIN WOMEN	MIN MEN	FAV	UNFAV	NEUTRAL/NO OP
TOTAL	1004	98	900	56	42	696	135	302	358	338	149	153	587	302	108
	100%	10%	90%	6%	4%	69%	13%	30%	36%	34%	15%	15%	58%	30%	11%
TOTAL SUPPORT	624	51	572	27	24	450	83	172	221	229	84	88	397	171	54
	62%	52%	64%	48%	57%	65%	61%	57%	62%	68%	56%	58%	68%	57%	50%
TOTAL OPPOSE	227	30	194	16	14	137	33	88	70	67	41	47	123	81	21
	23%	31%	22%	29%	33%	20%	24%	29%	20%	20%	28%	31%	21%	27%	19%
Strongly support	396	38	357	20	18	280	53	114	135	145	57	57	248	112	35
	39%	39%	40%	36%	43%	40%	39%	38%	38%	43%	38%	37%	42%	37%	32%
Somewhat support	228	13	215	7	6	170	30	58	86	84	27	31	149	59	19
	23%	13%	24%	13%	14%	24%	22%	19%	24%	25%	18%	20%	25%	20%	18%
Somewhat oppose	95	13	81	9	4	55	18	39	26	29	20	19	52	34	8
	9%	13%	9%	16%	10%	8%	13%	13%	7%	9%	13%	12%	9%	11%	7%
Strongly oppose	132	17	113	7	10	82	15	49	44	38	21	28	71	47	13
	13%	17%	13%	13%	24%	12%	11%	16%	12%	11%	14%	18%	12%	16%	12%
Makes no difference (DO NOT READ)	88	9	78	9	-	62	13	25	39	23	17	8	41	30	16
	9%	9%	9%	16%		9%	10%	8%	11%	7%	11%	5%	7%	10%	15%
Depends/unsure (DO NOT READ)	65	8	56	4	4	47	6	17	28	19	7	10	26	20	17
	6%	8%	6%	7%	10%	7%	4%	6%	8%	6%	5%	7%	4%	7%	16%

BANNER 3 291
48. Creating a faster and clearer FDA approval process for vapor products so more products can be manufactured in America instead of imported from foreign countries, including China. PROBE: And would that be strongly or somewhat support/oppose?

	TRUMP				CIG COMP			VAPE US			VAPE CHINA			SMALL BUS		
	TOTAL	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP
TOTAL	1004 100%	428 43%	540 54%	34 3%	181 18%	714 71%	102 10%	218 22%	644 64%	123 12%	104 10%	723 72%	121 12%	327 33%	513 51%	148 15%
TOTAL SUPPORT	624 62%	300 70%	308 57%	16 47%	130 72%	437 61%	52 51%	170 78%	377 59%	67 54%	79 76%	452 63%	70 58%	260 80%	279 54%	82 55%
TOTAL OPPOSE	227 23%	72 17%	147 27%	8 24%	31 17%	172 24%	24 24%	35 16%	171 27%	19 15%	22 21%	172 24%	19 16%	49 15%	149 29%	28 19%
Strongly support	396 39%	206 48%	179 33%	11 32%	90 50%	270 38%	31 30%	112 51%	229 36%	48 39%	45 43%	295 41%	38 31%	170 52%	172 34%	53 36%
Somewhat support	228 23%	94 22%	129 24%	5 15%	40 22%	167 23%	21 21%	58 27%	148 23%	19 15%	34 33%	157 22%	32 26%	90 28%	107 21%	29 20%
Somewhat oppose	95 9%	24 6%	68 13%	3 9%	15 8%	70 10%	10 10%	21 10%	63 10%	10 8%	12 12%	69 10%	9 7%	27 8%	57 11%	10 7%
Strongly oppose	132 13%	48 11%	79 15%	5 15%	16 9%	102 14%	14 14%	14 6%	108 17%	9 7%	10 10%	103 14%	10 8%	22 7%	92 18%	18 12%
Makes no difference (DO NOT READ)	88 9%	25 6%	55 10%	7 21%	8 4%	67 9%	13 13%	6 3%	59 9%	19 15%	2 2%	62 9%	18 15%	8 2%	55 11%	21 14%
Depends/unsure (DO NOT READ)	65 6%	31 7%	30 6%	3 9%	12 7%	38 5%	13 13%	7 3%	37 6%	18 15%	1 1%	37 5%	14 12%	10 3%	30 6%	17 11%

BANNER 4 292
48. Creating a faster and clearer FDA approval process for vapor products so more products can be manufactured in America instead of imported from foreign countries, including China. PROBE: And would that be strongly or somewhat support/oppose?

	FED GOV TRUST			VAPE FAM		YOUTH CONCERN		FLAVOR BAN		RAISE AGE		MORE FLAVORS		INFORM FLAVOR		VOTE FLAVOR	
	=====			=====		=====		=====		=====		=====		=====		=====	
		DIS-		NOT		NOT										MORE	LESS
	TOTAL	TRUST	TRUST	FAM-ILIAR	ILIAR	CONC-ERNED	CONC-ERNED	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	LIKELY	LIKELY
TOTAL	1004 100%	326 32%	643 64%	450 45%	532 53%	853 85%	128 13%	468 47%	458 46%	744 74%	198 20%	438 44%	438 44%	657 65%	239 24%	483 48%	182 18%
TOTAL SUPPORT	624 62%	217 67%	393 61%	304 68%	316 59%	550 64%	71 55%	255 54%	341 74%	501 67%	100 51%	330 75%	235 54%	518 79%	72 30%	378 78%	68 37%
TOTAL OPPOSE	227 23%	73 22%	148 23%	99 22%	121 23%	188 22%	36 28%	136 29%	79 17%	143 19%	78 39%	72 16%	135 31%	89 14%	126 53%	75 16%	87 48%
Strongly support	396 39%	132 40%	254 40%	192 43%	201 38%	348 41%	45 35%	152 32%	231 50%	324 44%	59 30%	228 52%	136 31%	338 51%	37 15%	256 53%	31 17%
Somewhat support	228 23%	85 26%	139 22%	112 25%	115 22%	202 24%	26 20%	103 22%	110 24%	177 24%	41 21%	102 23%	99 23%	180 27%	35 15%	122 25%	37 20%
Somewhat oppose	95 9%	31 10%	61 9%	46 10%	46 9%	74 9%	19 15%	51 11%	40 9%	60 8%	32 16%	37 8%	50 11%	51 8%	39 16%	37 8%	33 18%
Strongly oppose	132 13%	42 13%	87 14%	53 12%	75 14%	114 13%	17 13%	85 18%	39 9%	83 11%	46 23%	35 8%	85 19%	38 6%	87 36%	38 8%	54 30%
Makes no difference (DO NOT READ)	88 9%	22 7%	62 10%	34 8%	52 10%	68 8%	14 11%	52 11%	21 5%	65 9%	12 6%	24 5%	45 10%	29 4%	32 13%	15 3%	19 10%
Depends/unsure (DO NOT READ)	65 6%	14 4%	40 6%	13 3%	43 8%	47 6%	7 5%	25 5%	17 4%	35 5%	8 4%	12 3%	23 5%	21 3%	9 4%	15 3%	8 4%

BANNER 5 293
48. Creating a faster and clearer FDA approval process for vapor products so more products can be manufactured in America instead of imported from foreign countries, including China. PROBE: And would that be strongly or somewhat support/oppose?

	CUR VAPERS											EDUCATION					
	VAPE USE						NOT CONS- ISTANT	OCCA		R EGULARLY	POL ID			HS OR LESS	SOME COLLEGE/ TECH		COLLEGE+
	TOTAL	CIG	VAPE	MARIJ	ALL	NONE		SIONALLY			DEM	IND/LEAN	REP				
TOTAL	1004 100%	383 38%	164 16%	269 27%	200 20%	285 28%	48 5%	35 3%	37 4%	38 4%	320 32%	350 35%	298 30%	236 24%	349 35%	347 35%	
TOTAL SUPPORT	624 62%	261 68%	122 74%	171 64%	143 72%	149 52%	32 67%	28 80%	26 70%	32 84%	192 60%	212 61%	203 68%	143 61%	225 64%	212 61%	
TOTAL OPPOSE	227 23%	76 20%	24 15%	68 25%	34 17%	77 27%	8 17%	6 17%	6 16%	4 11%	84 26%	81 23%	57 19%	56 24%	77 22%	79 23%	
Strongly support	396 39%	160 42%	72 44%	101 38%	101 51%	97 34%	19 40%	11 31%	16 43%	23 61%	112 35%	136 39%	134 45%	84 36%	140 40%	141 41%	
Somewhat support	228 23%	101 26%	50 30%	70 26%	42 21%	52 18%	13 27%	17 49%	10 27%	9 24%	80 25%	76 22%	69 23%	59 25%	85 24%	71 20%	
Somewhat oppose	95 9%	35 9%	16 10%	36 13%	15 8%	24 8%	4 8%	5 14%	4 11%	3 8%	41 13%	36 10%	18 6%	27 11%	33 9%	31 9%	
Strongly oppose	132 13%	41 11%	8 5%	32 12%	19 10%	53 19%	4 8%	1 3%	2 5%	1 3%	43 13%	45 13%	39 13%	29 12%	44 13%	48 14%	
Makes no difference (DO NOT READ)	88 9%	29 8%	12 7%	18 7%	15 8%	33 12%	5 10%	1 3%	5 14%	1 3%	29 9%	36 10%	18 6%	19 8%	22 6%	41 12%	
Depends/unsure (DO NOT READ)	65 6%	17 4%	6 4%	12 4%	8 4%	26 9%	3 6%	-	-	1 3%	15 5%	21 6%	20 7%	18 8%	25 7%	15 4%	

BANNER 6 294
48. Creating a faster and clearer FDA approval process for vapor products so more products can be manufactured in America instead of imported from foreign countries, including China. PROBE: And would that be strongly or somewhat support/oppose?

	REGION																					
	KIDS - TEENS				PARENTS		INCOME			NEIGHBORHOOD												
							LESS	\$50-		SUB-		SMALL	NEW	MID	EAST	WEST	SOUTH	EAST	WEST	MOUN-		
	TOTAL	YES	NO	MOMS	DADS	\$50K	\$100K	\$100K+	URBAN	URBAN	TOWN	ENGLAND	ATL- ANTIC	NORTH CENTRAL	NORTH CENTRAL	ATL- ANTIC	SOUTH CENTRAL	SOUTH CENTRAL	TAIN	PACIFIC		
TOTAL	1004 100%	376 37%	628 63%	220 22%	156 16%	316 31%	304 30%	249 25%	231 23%	440 44%	297 30%	44 4%	136 14%	115 11%	96 10%	218 22%	78 8%	84 8%	93 9%	140 14%		
TOTAL SUPPORT	624 62%	253 67%	371 59%	143 65%	110 71%	187 59%	207 68%	160 64%	147 64%	269 61%	193 65%	25 57%	81 60%	73 63%	62 65%	141 65%	54 69%	55 65%	49 53%	84 60%		
TOTAL OPPOSE	227 23%	74 20%	153 24%	40 18%	34 22%	81 26%	51 17%	65 26%	47 20%	107 24%	66 22%	13 30%	30 22%	22 19%	17 18%	40 18%	20 26%	18 21%	28 30%	39 28%		
Strongly support	396 39%	166 44%	230 37%	93 42%	73 47%	112 35%	130 43%	105 42%	90 39%	172 39%	124 42%	20 45%	43 32%	46 40%	38 40%	95 44%	34 44%	37 44%	32 34%	51 36%		
Somewhat support	228 23%	87 23%	141 22%	50 23%	37 24%	75 24%	77 25%	55 22%	57 25%	97 22%	69 23%	5 11%	38 28%	27 23%	24 25%	46 21%	20 26%	18 21%	17 18%	33 24%		
Somewhat oppose	95 9%	29 8%	66 11%	16 7%	13 8%	32 10%	26 9%	25 10%	26 11%	45 10%	21 7%	6 14%	9 7%	8 7%	8 8%	16 7%	12 15%	7 8%	11 12%	18 13%		
Strongly oppose	132 13%	45 12%	87 14%	24 11%	21 13%	49 16%	25 8%	40 16%	21 9%	62 14%	45 15%	7 16%	21 15%	14 12%	9 9%	24 11%	8 10%	11 13%	17 18%	21 15%		
Makes no difference (DO NOT READ)	88 9%	30 8%	58 9%	25 11%	5 3%	26 8%	29 10%	15 6%	25 11%	41 9%	15 5%	4 9%	16 12%	9 8%	10 10%	25 11%	3 4%	6 7%	7 8%	8 6%		
Depends/unsure (DO NOT READ)	65 6%	19 5%	46 7%	12 5%	7 4%	22 7%	17 6%	9 4%	12 5%	23 5%	23 8%	2 5%	9 7%	11 10%	7 7%	12 6%	1 1%	5 6%	9 10%	9 9%		

BANNER 1 295
49. It should be harder to get a new cigarette approved for sale than a vaping product that is considered less harmful for adult smokers. PROBE: And would that be strongly or somewhat support/oppose?

	GENDER/AGE															
	REG PARTY			2024 VOTE			GENDER		AGE							
	TOTAL	REP	DEM	OTHER	TRUMP	HARRIS	OTHER	FEMALE	MALE	18-29	30-49	50+	MEN > 50	MEN 50+	WOMEN > 50	WOMEN 50+
TOTAL	1004 100%	388 39%	368 37%	248 25%	468 47%	464 46%	71 7%	508 51%	496 49%	160 16%	312 31%	527 52%	261 26%	232 23%	211 21%	295 29%
TOTAL SUPPORT	567 56%	215 55%	221 60%	131 53%	255 54%	281 61%	30 42%	286 56%	281 57%	93 58%	184 59%	288 55%	148 57%	131 56%	129 61%	157 53%
TOTAL OPPOSE	217 22%	91 23%	75 20%	51 21%	109 23%	87 19%	21 30%	100 20%	117 24%	40 25%	66 21%	109 21%	69 26%	47 20%	37 18%	62 21%
Strongly support	336 33%	133 34%	119 32%	84 34%	150 32%	166 36%	19 27%	173 34%	163 33%	51 32%	104 33%	181 34%	76 29%	87 38%	79 37%	94 32%
Somewhat support	231 23%	82 21%	102 28%	47 19%	105 22%	115 25%	11 15%	113 22%	118 24%	42 26%	80 26%	107 20%	72 28%	44 19%	50 24%	63 21%
Somewhat oppose	92 9%	37 10%	35 10%	20 8%	42 9%	39 8%	11 15%	43 8%	49 10%	16 10%	33 11%	42 8%	31 12%	18 8%	18 9%	24 8%
Strongly oppose	125 12%	54 14%	40 11%	31 13%	67 14%	48 10%	10 14%	57 11%	68 14%	24 15%	33 11%	67 13%	38 15%	29 13%	19 9%	38 13%
Makes no difference (DO NOT READ)	138 14%	43 11%	51 14%	44 18%	64 14%	63 14%	11 15%	72 14%	66 13%	18 11%	35 11%	84 16%	29 11%	37 16%	24 11%	47 16%
Depends/unsure (DO NOT READ)	82 8%	39 10%	21 6%	22 9%	40 9%	33 7%	9 13%	50 10%	32 6%	9 6%	27 9%	46 9%	15 6%	17 7%	21 10%	29 10%

BANNER 2 296
49. It should be harder to get a new cigarette approved for sale than a vaping product that is considered less harmful for adult smokers. PROBE: And would that be strongly or somewhat support/oppose?

	ETHNICITY		ETHNICITY/GENDER			RACE		GENDER/RACE					FDA		
	TOTAL	HISP	NON-HISP	HISP WOMEN	HISP MEN	WHITE	BLACK	NON-WHITE	WHITE WOMEN	WHITE MEN	MIN WOMEN	MIN MEN	FAV	UNFAV	NEUTRAL/NO OP
TOTAL	1004 100%	98 10%	900 90%	56 6%	42 4%	696 69%	135 13%	302 30%	358 36%	338 34%	149 15%	153 15%	587 58%	302 30%	108 11%
TOTAL SUPPORT	567 56%	55 56%	511 57%	30 54%	25 60%	391 56%	88 65%	175 58%	201 56%	190 56%	85 57%	90 59%	372 63%	143 47%	50 46%
TOTAL OPPOSE	217 22%	20 20%	193 21%	12 21%	8 19%	151 22%	22 16%	64 21%	68 19%	83 25%	32 21%	32 21%	116 20%	80 26%	19 18%
Strongly support	336 33%	29 30%	307 34%	15 27%	14 33%	234 34%	54 40%	101 33%	120 34%	114 34%	53 36%	48 31%	218 37%	91 30%	27 25%
Somewhat support	231 23%	26 27%	204 23%	15 27%	11 26%	157 23%	34 25%	74 25%	81 23%	76 22%	32 21%	42 27%	154 26%	52 17%	23 21%
Somewhat oppose	92 9%	8 8%	83 9%	5 9%	3 7%	66 9%	11 8%	26 9%	30 8%	36 11%	13 9%	13 8%	50 9%	31 10%	10 9%
Strongly oppose	125 12%	12 12%	110 12%	7 13%	5 12%	85 12%	11 8%	38 13%	38 11%	47 14%	19 13%	19 12%	66 11%	49 16%	9 8%
Makes no difference (DO NOT READ)	138 14%	18 18%	120 13%	10 18%	8 19%	91 13%	18 13%	45 15%	51 14%	40 12%	20 13%	25 16%	57 10%	56 19%	24 22%
Depends/unsure (DO NOT READ)	82 8%	5 5%	76 8%	4 7%	1 2%	63 9%	7 5%	18 6%	38 11%	25 7%	12 8%	6 4%	42 7%	23 8%	15 14%

BANNER 3 297
49. It should be harder to get a new cigarette approved for sale than a vaping product that is considered less harmful for adult smokers. PROBE: And would that be strongly or somewhat support/oppose?

	TRUMP				CIG COMP			VAPE US			VAPE CHINA			SMALL BUS		
	TOTAL	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP
TOTAL	1004 100%	428 43%	540 54%	34 3%	181 18%	714 71%	102 10%	218 22%	644 64%	123 12%	104 10%	723 72%	121 12%	327 33%	513 51%	148 15%
TOTAL SUPPORT	567 56%	244 57%	307 57%	15 44%	111 61%	409 57%	43 42%	150 69%	345 54%	63 51%	70 67%	412 57%	61 50%	214 65%	273 53%	73 49%
TOTAL OPPOSE	217 22%	97 23%	110 20%	10 29%	45 25%	147 21%	24 24%	44 20%	147 23%	22 18%	24 23%	160 22%	21 17%	70 21%	117 23%	29 20%
Strongly support	336 33%	153 36%	174 32%	8 24%	58 32%	251 35%	25 25%	93 43%	200 31%	41 33%	42 40%	244 34%	39 32%	132 40%	161 31%	42 28%
Somewhat support	231 23%	91 21%	133 25%	7 21%	53 29%	158 22%	18 18%	57 26%	145 23%	22 18%	28 27%	168 23%	22 18%	82 25%	112 22%	31 21%
Somewhat oppose	92 9%	41 10%	47 9%	4 12%	21 12%	61 9%	9 9%	19 9%	62 10%	9 7%	12 12%	66 9%	8 7%	29 9%	50 10%	12 8%
Strongly oppose	125 12%	56 13%	63 12%	6 18%	24 13%	86 12%	15 15%	25 11%	85 13%	13 11%	12 12%	94 13%	13 11%	41 13%	67 13%	17 11%
Makes no difference (DO NOT READ)	138 14%	51 12%	80 15%	7 21%	13 7%	107 15%	18 18%	13 6%	103 16%	19 15%	7 7%	96 13%	24 20%	21 6%	86 17%	29 20%
Depends/unsure (DO NOT READ)	82 8%	36 8%	43 8%	2 6%	12 7%	51 7%	17 17%	11 5%	49 8%	19 15%	3 3%	55 8%	15 12%	22 7%	37 7%	17 11%

BANNER 4 298
49. It should be harder to get a new cigarette approved for sale than a vaping product that is considered less harmful for adult smokers. PROBE: And would that be strongly or somewhat support/oppose?

	FED GOV TRUST			VAPE FAM		YOUTH CONCERN		FLAVOR BAN		RAISE AGE		MORE FLAVORS		INFORM FLAVOR		VOTE FLAVOR	
	=====			=====		=====		=====		=====		=====		=====		=====	
	TOTAL	TRUST	DIS- TRUST	FAM- ILIAR	NOT FAM- ILIAR	CONC- ERNED	NOT CONC- ERNED	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	MORE LIKELY	LESS LIKELY
TOTAL	1004 100%	326 32%	643 64%	450 45%	532 53%	853 85%	128 13%	468 47%	458 46%	744 74%	198 20%	438 44%	438 44%	657 65%	239 24%	483 48%	182 18%
TOTAL SUPPORT	567 56%	200 61%	356 55%	279 62%	282 53%	509 60%	53 41%	274 59%	267 58%	449 60%	99 50%	284 65%	240 55%	446 68%	95 40%	339 70%	73 40%
TOTAL OPPOSE	217 22%	67 21%	145 23%	99 22%	113 21%	168 20%	44 34%	95 20%	114 25%	141 19%	66 33%	96 22%	102 23%	118 18%	86 36%	86 18%	69 38%
Strongly support	336 33%	114 35%	217 34%	156 35%	176 33%	300 35%	33 26%	148 32%	174 38%	268 36%	57 29%	173 39%	138 32%	268 41%	55 23%	212 44%	40 22%
Somewhat support	231 23%	86 26%	139 22%	123 27%	106 20%	209 25%	20 16%	126 27%	93 20%	181 24%	42 21%	111 25%	102 23%	178 27%	40 17%	127 26%	33 18%
Somewhat oppose	92 9%	31 10%	59 9%	43 10%	48 9%	68 8%	23 18%	42 9%	47 10%	66 9%	23 12%	37 8%	48 11%	59 9%	27 11%	40 8%	28 15%
Strongly oppose	125 12%	36 11%	86 13%	56 12%	65 12%	100 12%	21 16%	53 11%	67 15%	75 10%	43 22%	59 13%	54 12%	59 9%	59 25%	46 10%	41 23%
Makes no difference (DO NOT READ)	138 14%	37 11%	92 14%	47 10%	88 17%	114 13%	21 16%	72 15%	45 10%	99 13%	24 12%	34 8%	67 15%	58 9%	48 20%	39 8%	29 16%
Depends/unsure (DO NOT READ)	82 8%	22 7%	50 8%	25 6%	49 9%	62 7%	10 8%	27 6%	32 7%	55 7%	9 5%	24 5%	29 7%	35 5%	10 4%	19 4%	11 6%

BANNER 5 299
49. It should be harder to get a new cigarette approved for sale than a vaping product that is considered less harmful for adult smokers. PROBE: And would that be strongly or somewhat support/oppose?

	CUR VAPERS										EDUCATION					
	VAPE USE					NOT CONS- ISTANT	QUIT	OCCA		R EGULARLY	POL ID			HS OR LESS	SOME COLLEGE/ TECH	COLLEGE+
	TOTAL	CIG	VAPE	MARIJ	ALL	NONE		SIONALLY			DEM	IND/LEAN	REP			
TOTAL	1004 100%	383 38%	164 16%	269 27%	200 20%	285 28%	48 5%	35 3%	37 4%	38 4%	320 32%	350 35%	298 30%	236 24%	349 35%	347 35%
TOTAL SUPPORT	567 56%	232 61%	110 67%	166 62%	116 58%	146 51%	35 73%	18 51%	27 73%	28 74%	201 63%	185 53%	170 57%	135 57%	203 58%	199 57%
TOTAL OPPOSE	217 22%	82 21%	34 21%	57 21%	42 21%	54 19%	5 10%	13 37%	8 22%	7 18%	55 17%	92 26%	63 21%	48 20%	77 22%	73 21%
Strongly support	336 33%	140 37%	62 38%	93 35%	69 35%	91 32%	20 42%	7 20%	15 41%	18 47%	108 34%	113 32%	107 36%	77 33%	126 36%	110 32%
Somewhat support	231 23%	92 24%	48 29%	73 27%	47 24%	55 19%	15 31%	11 31%	12 32%	10 26%	93 29%	72 21%	63 21%	58 25%	77 22%	89 26%
Somewhat oppose	92 9%	35 9%	10 6%	26 10%	20 10%	21 7%	1 2%	5 14%	2 5%	2 5%	27 8%	40 11%	23 8%	24 10%	34 10%	28 8%
Strongly oppose	125 12%	47 12%	24 15%	31 12%	22 11%	33 12%	4 8%	8 23%	6 16%	5 13%	28 9%	52 15%	40 13%	24 10%	43 12%	45 13%
Makes no difference (DO NOT READ)	138 14%	45 12%	12 7%	28 10%	29 15%	55 19%	3 6%	3 9%	2 5%	2 5%	45 14%	49 14%	36 12%	31 13%	48 14%	48 14%
Depends/unsure (DO NOT READ)	82 8%	24 6%	8 5%	18 7%	13 7%	30 11%	5 10%	1 3%	-	1 3%	19 6%	24 7%	29 10%	22 9%	21 6%	27 8%

BANNER 6 300
49. It should be harder to get a new cigarette approved for sale than a vaping product that is considered less harmful for adult smokers. PROBE: And would that be strongly or somewhat support/oppose?

	REGION																			
	KIDS - TEENS				PARENTS		INCOME			NEIGHBORHOOD										
	TOTAL	YES	NO	MOMS	DADS	LESS \$50K	\$50-\$100K	\$100K+	URBAN	SUB-URBAN	SMALL TOWN	NEW ENGLAND	MID ATL-ANTIC	EAST NORTH CENTRAL	WEST NORTH CENTRAL	SOUTH ATL-ANTIC	EAST SOUTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
TOTAL	1004 100%	376 37%	628 63%	220 22%	156 16%	316 31%	304 30%	249 25%	231 23%	440 44%	297 30%	44 4%	136 14%	115 11%	96 10%	218 22%	78 8%	84 8%	93 9%	140 14%
TOTAL SUPPORT	567 56%	225 60%	342 54%	125 57%	100 64%	179 57%	178 59%	150 60%	148 64%	250 57%	159 54%	26 59%	76 56%	62 54%	52 54%	120 55%	53 68%	52 62%	45 48%	81 58%
TOTAL OPPOSE	217 22%	75 20%	142 23%	42 19%	33 21%	65 21%	64 21%	56 22%	34 15%	107 24%	68 23%	10 23%	35 26%	25 22%	25 26%	36 17%	14 18%	15 18%	26 28%	31 22%
Strongly support	336 33%	136 36%	200 32%	74 34%	62 40%	104 33%	106 35%	85 34%	81 35%	157 36%	90 30%	13 30%	40 29%	39 34%	32 33%	65 30%	32 41%	39 46%	30 32%	46 33%
Somewhat support	231 23%	89 24%	142 23%	51 23%	38 24%	75 24%	72 24%	65 26%	67 29%	93 21%	69 23%	13 30%	36 26%	23 20%	20 21%	55 25%	21 27%	13 15%	15 16%	35 25%
Somewhat oppose	92 9%	29 8%	63 10%	17 8%	12 8%	30 9%	34 11%	19 8%	15 6%	45 10%	29 10%	6 14%	12 9%	6 5%	13 14%	16 7%	8 10%	6 7%	13 14%	12 9%
Strongly oppose	125 12%	46 12%	79 13%	25 11%	21 13%	35 11%	30 10%	37 15%	19 8%	62 14%	39 13%	4 9%	23 17%	19 17%	12 13%	20 9%	6 8%	9 11%	13 14%	19 14%
Makes no difference (DO NOT READ)	138 14%	53 14%	85 14%	34 15%	19 12%	47 15%	39 13%	28 11%	30 13%	56 13%	43 14%	4 9%	19 14%	13 11%	13 14%	38 17%	8 10%	13 15%	13 14%	17 12%
Depends/unsure (DO NOT READ)	82 8%	23 6%	59 9%	19 9%	4 3%	25 8%	23 8%	15 6%	19 8%	27 6%	27 9%	4 9%	6 4%	15 13%	6 6%	24 11%	3 4%	4 5%	9 10%	11 8%

BANNER 1 301
50. More than 25 million American adults use flavored vaping products. FDA regulations should reflect this consumer demand while maintaining protections to prevent youth access. PROBE: And would that be strongly or somewhat support/oppose?

	REG PARTY			2024 VOTE			GENDER		AGE			GENDER/AGE				
	TOTAL	REP	DEM	OTHER	TRUMP	HARRIS	OTHER	FEMALE	MALE	18-29	30-49	50+	MEN > 50	MEN 50+	WOMEN > 50	WOMEN 50+
TOTAL	1004 100%	388 39%	368 37%	248 25%	468 47%	464 46%	71 7%	508 51%	496 49%	160 16%	312 31%	527 52%	261 26%	232 23%	211 21%	295 29%
TOTAL SUPPORT	676 67%	268 69%	254 69%	154 62%	326 70%	307 66%	42 59%	337 66%	339 68%	115 72%	219 70%	338 64%	188 72%	149 64%	146 69%	189 64%
TOTAL OPPOSE	161 16%	63 16%	60 16%	38 15%	74 16%	71 15%	16 23%	76 15%	85 17%	23 14%	50 16%	88 17%	46 18%	39 17%	27 13%	49 17%
Strongly support	406 40%	169 44%	146 40%	91 37%	204 44%	176 38%	25 35%	205 40%	201 41%	56 35%	132 42%	216 41%	107 41%	93 40%	81 38%	123 42%
Somewhat support	270 27%	99 26%	108 29%	63 25%	122 26%	131 28%	17 24%	132 26%	138 28%	59 37%	87 28%	122 23%	81 31%	56 24%	65 31%	66 22%
Somewhat oppose	67 7%	26 7%	24 7%	17 7%	28 6%	31 7%	8 11%	31 6%	36 7%	12 8%	28 9%	27 5%	23 9%	13 6%	17 8%	14 5%
Strongly oppose	94 9%	37 10%	36 10%	21 8%	46 10%	40 9%	8 11%	45 9%	49 10%	11 7%	22 7%	61 12%	23 9%	26 11%	10 5%	35 12%
Makes no difference (DO NOT READ)	95 9%	27 7%	36 10%	32 13%	33 7%	54 12%	8 11%	50 10%	45 9%	17 11%	24 8%	53 10%	19 7%	25 11%	22 10%	28 9%
Depends/unsure (DO NOT READ)	72 7%	30 8%	18 5%	24 10%	35 7%	32 7%	5 7%	45 9%	27 5%	5 3%	19 6%	48 9%	8 3%	19 8%	16 8%	29 10%

BANNER 2 302
50. More than 25 million American adults use flavored vaping products. FDA regulations should reflect this consumer demand while maintaining protections to prevent youth access. PROBE: And would that be strongly or somewhat support/oppose?

	ETHNICITY			ETHNICITY/GENDER		RACE			GENDER/RACE				FDA		
	TOTAL	HISP	NON-HISP	HISP WOMEN	HISP MEN	WHITE	BLACK	NON-WHITE	WHITE WOMEN	WHITE MEN	MIN WOMEN	MIN MEN	FAV	UNFAV	NEUTRAL/NO OP
TOTAL	1004 100%	98 10%	900 90%	56 6%	42 4%	696 69%	135 13%	302 30%	358 36%	338 34%	149 15%	153 15%	587 58%	302 30%	108 11%
TOTAL SUPPORT	676 67%	59 60%	614 68%	29 52%	30 71%	474 68%	96 71%	197 65%	241 67%	233 69%	95 64%	102 67%	431 73%	180 60%	64 59%
TOTAL OPPOSE	161 16%	20 20%	140 16%	13 23%	7 17%	103 15%	18 13%	58 19%	48 13%	55 16%	28 19%	30 20%	77 13%	70 23%	11 10%
Strongly support	406 40%	38 39%	366 41%	19 34%	19 45%	284 41%	57 42%	119 39%	142 40%	142 42%	62 42%	57 37%	266 45%	108 36%	32 30%
Somewhat support	270 27%	21 21%	248 28%	10 18%	11 26%	190 27%	39 29%	78 26%	99 28%	91 27%	33 22%	45 29%	165 28%	72 24%	32 30%
Somewhat oppose	67 7%	9 9%	57 6%	6 11%	3 7%	39 6%	10 7%	28 9%	17 5%	22 7%	14 9%	14 9%	33 6%	28 9%	5 5%
Strongly oppose	94 9%	11 11%	83 9%	7 13%	4 10%	64 9%	8 6%	30 10%	31 9%	33 10%	14 9%	16 10%	44 7%	42 14%	6 6%
Makes no difference (DO NOT READ)	95 9%	11 11%	83 9%	9 16%	2 5%	61 9%	17 13%	33 11%	31 9%	30 9%	19 13%	14 9%	43 7%	33 11%	19 18%
Depends/unsure (DO NOT READ)	72 7%	8 8%	63 7%	5 9%	3 7%	58 8%	4 3%	14 5%	38 11%	20 6%	7 5%	7 5%	36 6%	19 6%	14 13%

BANNER 3 303
50. More than 25 million American adults use flavored vaping products. FDA regulations should reflect this consumer demand while maintaining protections to prevent youth access. PROBE: And would that be strongly or somewhat support/oppose?

	TRUMP				CIG COMP			VAPE US			VAPE CHINA			SMALL BUS		
	TOTAL	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP
TOTAL	1004 100%	428 43%	540 54%	34 3%	181 18%	714 71%	102 10%	218 22%	644 64%	123 12%	104 10%	723 72%	121 12%	327 33%	513 51%	148 15%
TOTAL SUPPORT	676 67%	299 70%	355 66%	21 62%	139 77%	471 66%	61 60%	172 79%	417 65%	74 60%	79 76%	493 68%	73 60%	270 83%	313 61%	86 58%
TOTAL OPPOSE	161 16%	67 16%	91 17%	3 9%	21 12%	126 18%	14 14%	24 11%	123 19%	13 11%	16 15%	125 17%	15 12%	29 9%	109 21%	21 14%
Strongly support	406 40%	193 45%	199 37%	13 38%	85 47%	287 40%	31 30%	109 50%	242 38%	49 40%	47 45%	297 41%	45 37%	175 54%	179 35%	51 34%
Somewhat support	270 27%	106 25%	156 29%	8 24%	54 30%	184 26%	30 29%	63 29%	175 27%	25 20%	32 31%	196 27%	28 23%	95 29%	134 26%	35 24%
Somewhat oppose	67 7%	27 6%	39 7%	1 3%	12 7%	47 7%	8 8%	14 6%	47 7%	6 5%	10 10%	46 6%	8 7%	19 6%	41 8%	6 4%
Strongly oppose	94 9%	40 9%	52 10%	2 6%	9 5%	79 11%	6 6%	10 5%	76 12%	7 6%	6 6%	79 11%	7 6%	10 3%	68 13%	15 10%
Makes no difference (DO NOT READ)	95 9%	28 7%	59 11%	8 24%	8 4%	73 10%	14 14%	10 5%	67 10%	17 14%	4 4%	70 10%	15 12%	15 5%	58 11%	21 14%
Depends/unsure (DO NOT READ)	72 7%	34 8%	35 6%	2 6%	13 7%	44 6%	13 13%	12 6%	37 6%	19 15%	5 5%	35 5%	18 15%	13 4%	33 6%	20 14%

BANNER 4 304
50. More than 25 million American adults use flavored vaping products. FDA regulations should reflect this consumer demand while maintaining protections to prevent youth access. PROBE: And would that be strongly or somewhat support/oppose?

	FED GOV TRUST			VAPE FAM		YOUTH CONCERN		FLAVOR BAN		RAISE AGE		MORE FLAVORS		INFORM FLAVOR		VOTE FLAVOR	
	=====			=====		=====										=====	
	TOTAL	TRUST	DIS- TRUST	FAM- ILIAR	NOT FAM- ILIAR	CONC- ERNED	NOT CONC- ERNED	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	LIKELY	LESS LIKELY
TOTAL	1004 100%	326 32%	643 64%	450 45%	532 53%	853 85%	128 13%	468 47%	458 46%	744 74%	198 20%	438 44%	438 44%	657 65%	239 24%	483 48%	182 18%
TOTAL SUPPORT	676 67%	226 69%	435 68%	325 72%	343 64%	594 70%	78 61%	291 62%	356 78%	535 72%	121 61%	346 79%	267 61%	566 86%	82 34%	415 86%	76 42%
TOTAL OPPOSE	161 16%	53 16%	106 16%	70 16%	88 17%	131 15%	26 20%	95 20%	56 12%	105 14%	48 24%	51 12%	95 22%	44 7%	108 45%	39 8%	80 44%
Strongly support	406 40%	126 39%	269 42%	191 42%	208 39%	359 42%	44 34%	154 33%	236 52%	331 44%	62 31%	228 52%	142 32%	347 53%	43 18%	269 56%	39 21%
Somewhat support	270 27%	100 31%	166 26%	134 30%	135 25%	235 28%	34 27%	137 29%	120 26%	204 27%	59 30%	118 27%	125 29%	219 33%	39 16%	146 30%	37 20%
Somewhat oppose	67 7%	21 6%	45 7%	29 6%	37 7%	52 6%	13 10%	30 6%	34 7%	42 6%	22 11%	29 7%	31 7%	25 4%	39 16%	18 4%	36 20%
Strongly oppose	94 9%	32 10%	61 9%	41 9%	51 10%	79 9%	13 10%	65 14%	22 5%	63 8%	26 13%	22 5%	64 15%	19 3%	69 29%	21 4%	44 24%
Makes no difference (DO NOT READ)	95 9%	26 8%	61 9%	36 8%	56 11%	75 9%	15 12%	55 12%	24 5%	61 8%	23 12%	22 5%	50 11%	30 5%	34 14%	19 4%	14 8%
Depends/unsure (DO NOT READ)	72 7%	21 6%	41 6%	19 4%	45 8%	53 6%	9 7%	27 6%	22 5%	43 6%	6 3%	19 4%	26 6%	17 3%	15 6%	10 2%	12 7%

BANNER 5 305
50. More than 25 million American adults use flavored vaping products. FDA regulations should reflect this consumer demand while maintaining protections to prevent youth access. PROBE: And would that be strongly or somewhat support/oppose?

	CUR VAPERS											EDUCATION					
	VAPE USE						NOT CONS- ISTANT	OCCA		R EGULARLY	POL ID			HS OR LESS	SOME COLLEGE/ TECH		COLLEGE+
	TOTAL	CIG	VAPE	MARIJ	ALL	NONE		SIONALLY			DEM	IND/LEAN	REP				
TOTAL	1004 100%	383 38%	164 16%	269 27%	200 20%	285 28%	48 5%	35 3%	37 4%	38 4%	320 32%	350 35%	298 30%	236 24%	349 35%	347 35%	
TOTAL SUPPORT	676 67%	278 73%	127 77%	187 70%	156 78%	174 61%	33 69%	28 80%	27 73%	35 92%	221 69%	226 65%	210 70%	147 62%	245 70%	236 68%	
TOTAL OPPOSE	161 16%	56 15%	17 10%	47 17%	21 11%	54 19%	6 13%	5 14%	5 14%	1 3%	55 17%	58 17%	43 14%	44 19%	52 15%	53 15%	
Strongly support	406 40%	166 43%	71 43%	107 40%	101 51%	99 35%	18 38%	10 29%	17 46%	23 61%	124 39%	123 35%	144 48%	81 34%	148 42%	142 41%	
Somewhat support	270 27%	112 29%	56 34%	80 30%	55 28%	75 26%	15 31%	18 51%	10 27%	12 32%	97 30%	103 29%	66 22%	66 28%	97 28%	94 27%	
Somewhat oppose	67 7%	19 5%	9 5%	23 9%	10 5%	21 7%	3 6%	3 9%	3 8%	-	24 8%	27 8%	15 5%	22 9%	20 6%	20 6%	
Strongly oppose	94 9%	37 10%	8 5%	24 9%	11 6%	33 12%	3 6%	2 6%	2 5%	1 3%	31 10%	31 9%	28 9%	22 9%	32 9%	33 10%	
Makes no difference (DO NOT READ)	95 9%	32 8%	12 7%	23 9%	15 8%	31 11%	5 10%	1 3%	4 11%	1 3%	25 8%	45 13%	22 7%	19 8%	27 8%	43 12%	
Depends/unsure (DO NOT READ)	72 7%	17 4%	8 5%	12 4%	8 4%	26 9%	4 8%	1 3%	1 3%	1 3%	19 6%	21 6%	23 8%	26 11%	25 7%	15 4%	

BANNER 6 306
50. More than 25 million American adults use flavored vaping products. FDA regulations should reflect this consumer demand while maintaining protections to prevent youth access. PROBE: And would that be strongly or somewhat support/oppose?

	REGION																					
	KIDS - TEENS					PARENTS		INCOME			NEIGHBORHOOD			=====								
	=====					LESS	\$50-		SUB-		SMALL	NEW	MID	EAST	WEST	SOUTH	EAST	WEST	MOUN-			
	TOTAL	YES	NO	MOMS	DADS	\$50K	\$100K	\$100K+	URBAN	URBAN	TOWN	ENGLAND	ANTIC	CENTRAL	CENTRAL	ANTIC	CENTRAL	CENTRAL	CENTRAL	PACIFIC		
TOTAL	1004	376	628	220	156	316	304	249	231	440	297	44	136	115	96	218	78	84	93	140		
	100%	37%	63%	22%	16%	31%	30%	25%	23%	44%	30%	4%	14%	11%	10%	22%	8%	8%	9%	14%		
TOTAL SUPPORT	676	275	401	154	121	203	218	178	160	293	207	28	88	83	57	146	61	60	57	96		
	67%	73%	64%	70%	78%	64%	72%	71%	69%	67%	70%	64%	65%	72%	59%	67%	78%	71%	61%	69%		
TOTAL OPPOSE	161	55	106	36	19	51	41	47	31	75	49	11	28	13	24	27	9	11	18	20		
	16%	15%	17%	16%	12%	16%	13%	19%	13%	17%	16%	25%	21%	11%	25%	12%	12%	13%	19%	14%		
Strongly support	406	170	236	96	74	112	134	109	91	175	129	17	46	45	42	85	39	42	34	56		
	40%	45%	38%	44%	47%	35%	44%	44%	39%	40%	43%	39%	34%	39%	44%	39%	50%	50%	37%	40%		
Somewhat support	270	105	165	58	47	91	84	69	69	118	78	11	42	38	15	61	22	18	23	40		
	27%	28%	26%	26%	30%	29%	28%	28%	30%	27%	26%	25%	31%	33%	16%	28%	28%	21%	25%	29%		
Somewhat oppose	67	20	47	14	6	20	21	18	16	31	18	3	13	8	9	8	5	5	6	10		
	7%	5%	7%	6%	4%	6%	7%	7%	7%	7%	6%	7%	10%	7%	9%	4%	6%	6%	6%	7%		
Strongly oppose	94	35	59	22	13	31	20	29	15	44	31	8	15	5	15	19	4	6	12	10		
	9%	9%	9%	10%	8%	10%	7%	12%	6%	10%	10%	18%	11%	4%	16%	9%	5%	7%	13%	7%		
Makes no difference (DO NOT READ)	95	27	68	16	11	35	26	16	22	44	24	3	11	9	8	26	4	7	11	16		
	9%	7%	11%	7%	7%	11%	9%	6%	10%	10%	8%	7%	8%	8%	8%	12%	5%	8%	12%	11%		
Depends/unsure (DO NOT READ)	72	19	53	14	5	27	19	8	18	28	17	2	9	10	7	19	4	6	7	8		
	7%	5%	8%	6%	3%	9%	6%	3%	8%	6%	6%	5%	7%	9%	7%	9%	5%	7%	8%	6%		

BANNER 1 307
51. Knowing what you know now, do you support or oppose the FDA adjusting its regulations to make it easier for American companies to manufacture flavored vaping products for adults who are trying to quit smoking cigarettes, while maintaining strict protections to prevent youth access?

	REG PARTY			2024 VOTE			GENDER		AGE			GENDER/AGE				
	=====			=====			=====		=====			MEN	MEN	WOMEN	WOMEN	
	TOTAL	REP	DEM	OTHER	TRUMP	HARRIS	OTHER	FEMALE	MALE	18-29	30-49	50+	> 50	50+	> 50	50+
TOTAL	1004 100%	388 39%	368 37%	248 25%	468 47%	464 46%	71 7%	508 51%	496 49%	160 16%	312 31%	527 52%	261 26%	232 23%	211 21%	295 29%
TOTAL SUPPORT	657 65%	252 65%	235 64%	170 69%	321 69%	293 63%	43 61%	323 64%	334 67%	117 73%	213 68%	325 62%	187 72%	146 63%	143 68%	179 61%
TOTAL OPPOSE	239 24%	90 23%	100 27%	49 20%	94 20%	125 27%	20 28%	126 25%	113 23%	31 19%	64 21%	143 27%	56 21%	57 25%	39 18%	86 29%
Strongly support	381 38%	159 41%	133 36%	89 36%	204 44%	152 33%	25 35%	180 35%	201 41%	66 41%	125 40%	189 36%	116 44%	85 37%	75 36%	104 35%
Somewhat support	276 27%	93 24%	102 28%	81 33%	117 25%	141 30%	18 25%	143 28%	133 27%	51 32%	88 28%	136 26%	71 27%	61 26%	68 32%	75 25%
Somewhat oppose	88 9%	30 8%	41 11%	17 7%	35 7%	45 10%	8 11%	50 10%	38 8%	15 9%	26 8%	46 9%	20 8%	18 8%	21 10%	28 9%
Strongly oppose	151 15%	60 15%	59 16%	32 13%	59 13%	80 17%	12 17%	76 15%	75 15%	16 10%	38 12%	97 18%	36 14%	39 17%	18 9%	58 20%
Depends/Unsure (DO NOT READ)	108 11%	46 12%	33 9%	29 12%	53 11%	46 10%	8 11%	59 12%	49 10%	12 8%	35 11%	59 11%	18 7%	29 13%	29 14%	30 10%

BANNER 2 308
51. Knowing what you know now, do you support or oppose the FDA adjusting its regulations to make it easier for American companies to manufacture flavored vaping products for adults who are trying to quit smoking cigarettes, while maintaining strict protections to prevent youth access?

	ETHNICITY		ETHNICITY/GENDER			RACE		GENDER/RACE					FDA		
	TOTAL	HISP	NON-HISP	HISP WOMEN	HISP MEN	WHITE	BLACK	NON-WHITE	WHITE WOMEN	WHITE MEN	MIN WOMEN	MIN MEN	FAV	UNFAV	NEUTRAL/NO OP
TOTAL	1004 100%	98 10%	900 90%	56 6%	42 4%	696 69%	135 13%	302 30%	358 36%	338 34%	149 15%	153 15%	587 58%	302 30%	108 11%
TOTAL SUPPORT	657 65%	60 61%	595 66%	31 55%	29 69%	453 65%	102 76%	202 67%	224 63%	229 68%	98 66%	104 68%	410 70%	179 59%	65 60%
TOTAL OPPOSE	239 24%	23 23%	214 24%	16 29%	7 17%	165 24%	22 16%	72 24%	90 25%	75 22%	36 24%	36 24%	126 21%	91 30%	20 19%
Strongly support	381 38%	34 35%	346 38%	16 29%	18 43%	262 38%	59 44%	117 39%	125 35%	137 41%	54 36%	63 41%	241 41%	104 34%	36 33%
Somewhat support	276 27%	26 27%	249 28%	15 27%	11 26%	191 27%	43 32%	85 28%	99 28%	92 27%	44 30%	41 27%	169 29%	75 25%	29 27%
Somewhat oppose	88 9%	12 12%	76 8%	9 16%	3 7%	52 7%	14 10%	35 12%	29 8%	23 7%	21 14%	14 9%	50 9%	29 10%	8 7%
Strongly oppose	151 15%	11 11%	138 15%	7 13%	4 10%	113 16%	8 6%	37 12%	61 17%	52 15%	15 10%	22 14%	76 13%	62 21%	12 11%
Depends/Unsure (DO NOT READ)	108 11%	15 15%	91 10%	9 16%	6 14%	78 11%	11 8%	28 9%	44 12%	34 10%	15 10%	13 8%	51 9%	32 11%	23 21%

BANNER 3 309
51. Knowing what you know now, do you support or oppose the FDA adjusting its regulations to make it easier for American companies to manufacture flavored vaping products for adults who are trying to quit smoking cigarettes, while maintaining strict protections to prevent youth access?

	TRUMP				CIG COMP			VAPE US			VAPE CHINA			SMALL BUS		
	TOTAL	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP
TOTAL	1004 100%	428 43%	540 54%	34 3%	181 18%	714 71%	102 10%	218 22%	644 64%	123 12%	104 10%	723 72%	121 12%	327 33%	513 51%	148 15%
TOTAL SUPPORT	657 65%	295 69%	339 63%	22 65%	145 80%	444 62%	62 61%	180 83%	383 59%	79 64%	84 81%	469 65%	77 64%	275 84%	287 56%	87 59%
TOTAL OPPOSE	239 24%	86 20%	147 27%	6 18%	23 13%	196 27%	20 20%	24 11%	194 30%	19 15%	15 14%	186 26%	24 20%	38 12%	167 33%	30 20%
Strongly support	381 38%	189 44%	178 33%	13 38%	97 54%	244 34%	35 34%	119 55%	206 32%	51 41%	53 51%	269 37%	44 36%	181 55%	149 29%	50 34%
Somewhat support	276 27%	106 25%	161 30%	9 26%	48 27%	200 28%	27 26%	61 28%	177 27%	28 23%	31 30%	200 28%	33 27%	94 29%	138 27%	37 25%
Somewhat oppose	88 9%	30 7%	54 10%	4 12%	15 8%	63 9%	10 10%	13 6%	64 10%	9 7%	11 11%	57 8%	12 10%	23 7%	50 10%	13 9%
Strongly oppose	151 15%	56 13%	93 17%	2 6%	8 4%	133 19%	10 10%	11 5%	130 20%	10 8%	4 4%	129 18%	12 10%	15 5%	117 23%	17 11%
Depends/Unsure (DO NOT READ)	108 11%	47 11%	54 10%	6 18%	13 7%	74 10%	20 20%	14 6%	67 10%	25 20%	5 5%	68 9%	20 17%	14 4%	59 12%	31 21%

BANNER 4 310
51. Knowing what you know now, do you support or oppose the FDA adjusting its regulations to make it easier for American companies to manufacture flavored vaping products for adults who are trying to quit smoking cigarettes, while maintaining strict protections to prevent youth access?

	FED GOV TRUST			VAPE FAM		YOUTH CONCERN		FLAVOR BAN		RAISE AGE		MORE FLAVORS		INFORM FLAVOR		VOTE FLAVOR	
	=====			=====		=====		=====		=====		=====		=====		=====	
	TOTAL	TRUST	DIS- TRUST	FAM- ILIAR	NOT FAM- ILIAR	CONC- ERNED	NOT CONC- ERNED	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	MORE LIKELY	LESS LIKELY
TOTAL	1004 100%	326 32%	643 64%	450 45%	532 53%	853 85%	128 13%	468 47%	458 46%	744 74%	198 20%	438 44%	438 44%	657 65%	239 24%	483 48%	182 18%
TOTAL SUPPORT	657 65%	223 68%	422 66%	317 70%	336 63%	570 67%	82 64%	268 57%	364 79%	516 69%	122 62%	358 82%	236 54%	657 100%	-	417 86%	53 29%
TOTAL OPPOSE	239 24%	76 23%	158 25%	97 22%	134 25%	204 24%	31 24%	157 34%	64 14%	162 22%	63 32%	59 13%	160 37%	-	239 100%	50 10%	114 63%
Strongly support	381 38%	123 38%	250 39%	187 42%	190 36%	324 38%	53 41%	127 27%	243 53%	306 41%	65 33%	234 53%	115 26%	381 58%	-	270 56%	18 10%
Somewhat support	276 27%	100 31%	172 27%	130 29%	146 27%	246 29%	29 23%	141 30%	121 26%	210 28%	57 29%	124 28%	121 28%	276 42%	-	147 30%	35 19%
Somewhat oppose	88 9%	34 10%	53 8%	41 9%	45 8%	73 9%	13 10%	45 10%	33 7%	56 8%	25 13%	33 8%	47 11%	-	88 37%	27 6%	37 20%
Strongly oppose	151 15%	42 13%	105 16%	56 12%	89 17%	131 15%	18 14%	112 24%	31 7%	106 14%	38 19%	26 6%	113 26%	-	151 63%	23 5%	77 42%
Depends/Unsure (DO NOT READ)	108 11%	27 8%	63 10%	36 8%	62 12%	79 9%	15 12%	43 9%	30 7%	66 9%	13 7%	21 5%	42 10%	-	-	16 3%	15 8%

BANNER 5 311
51. Knowing what you know now, do you support or oppose the FDA adjusting its regulations to make it easier for American companies to manufacture flavored vaping products for adults who are trying to quit smoking cigarettes, while maintaining strict protections to prevent youth access?

	CUR VAPERS										EDUCATION					
	VAPE USE						NOT CONS- ISTANT	POL ID			SOME					COLLEGE+ COLLEGE/
	TOTAL	CIG	VAPE	MARIJ	ALL	NONE		QUIT	OCCA SIONALLY	R EGULARLY	DEM	IND/LEAN	REP	HS OR LESS	TECH	
TOTAL	1004 100%	383 38%	164 16%	269 27%	200 20%	285 28%	48 5%	35 3%	37 4%	38 4%	320 32%	350 35%	298 30%	236 24%	349 35%	347 35%
TOTAL SUPPORT	657 65%	277 72%	132 80%	189 70%	154 77%	153 54%	32 67%	30 86%	28 76%	38 100%	211 66%	234 67%	198 66%	154 65%	229 66%	232 67%
TOTAL OPPOSE	239 24%	77 20%	22 13%	59 22%	30 15%	93 33%	12 25%	3 9%	6 16%	-	80 25%	87 25%	64 21%	54 23%	89 26%	78 22%
Strongly support	381 38%	175 46%	83 51%	117 43%	101 51%	69 24%	24 50%	15 43%	15 41%	27 71%	119 37%	129 37%	126 42%	92 39%	134 38%	131 38%
Somewhat support	276 27%	102 27%	49 30%	72 27%	53 27%	84 29%	8 17%	15 43%	13 35%	11 29%	92 29%	105 30%	72 24%	62 26%	95 27%	101 29%
Somewhat oppose	88 9%	27 7%	8 5%	26 10%	16 8%	27 9%	5 10%	1 3%	1 3%	-	41 13%	29 8%	16 5%	22 9%	37 11%	21 6%
Strongly oppose	151 15%	50 13%	14 9%	33 12%	14 7%	66 23%	7 15%	2 6%	5 14%	-	39 12%	58 17%	48 16%	32 14%	52 15%	57 16%
Depends/Unsure (DO NOT READ)	108 11%	29 8%	10 6%	21 8%	16 8%	39 14%	4 8%	2 6%	3 8%	-	29 9%	29 8%	36 12%	28 12%	31 9%	37 11%

BANNER 6 312
51. Knowing what you know now, do you support or oppose the FDA adjusting its regulations to make it easier for American companies to manufacture flavored vaping products for adults who are trying to quit smoking cigarettes, while maintaining strict protections to prevent youth access?

	REGION																					
	KIDS - TEENS					PARENTS			INCOME			NEIGHBORHOOD										
	TOTAL	YES	NO	MOMS	DADS	LESS \$50K	\$50-\$100K	\$100K+	URBAN	SUB-URBAN	SMALL TOWN	NEW ENGLAND	MID-ATL-ANTIC	EAST NORTH CENTRAL	WEST NORTH CENTRAL	SOUTH-ATL-ANTIC	EAST SOUTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC		
TOTAL	1004 100%	376 37%	628 63%	220 22%	156 16%	316 31%	304 30%	249 25%	231 23%	440 44%	297 30%	44 4%	136 14%	115 11%	96 10%	218 22%	78 8%	84 8%	93 9%	140 14%		
TOTAL SUPPORT	657 65%	253 67%	404 64%	142 65%	111 71%	196 62%	207 68%	177 71%	155 67%	292 66%	195 66%	26 59%	79 58%	66 57%	62 65%	150 69%	57 73%	62 74%	59 63%	96 69%		
TOTAL OPPOSE	239 24%	90 24%	149 24%	55 25%	35 22%	83 26%	66 22%	57 23%	50 22%	106 24%	74 25%	12 27%	42 31%	30 26%	26 27%	42 19%	16 21%	11 13%	25 27%	35 25%		
Strongly support	381 38%	151 40%	230 37%	78 35%	73 47%	115 36%	123 40%	95 38%	89 39%	169 38%	116 39%	14 32%	47 35%	37 32%	34 35%	86 39%	31 40%	46 55%	30 32%	56 40%		
Somewhat support	276 27%	102 27%	174 28%	64 29%	38 24%	81 26%	84 28%	82 33%	66 29%	123 28%	79 27%	12 27%	32 24%	29 25%	28 29%	64 29%	26 33%	16 19%	29 31%	40 29%		
Somewhat oppose	88 9%	34 9%	54 9%	19 9%	15 10%	35 11%	26 9%	18 7%	26 11%	36 8%	24 8%	5 11%	13 10%	9 8%	14 15%	12 6%	7 9%	5 6%	9 10%	14 10%		
Strongly oppose	151 15%	56 15%	95 15%	36 16%	20 13%	48 15%	40 13%	39 16%	24 10%	70 16%	50 17%	7 16%	29 21%	21 18%	12 13%	30 14%	9 12%	6 7%	16 17%	21 15%		
Depends/Unsure (DO NOT READ)	108 11%	33 9%	75 12%	23 10%	10 6%	37 12%	31 10%	15 6%	26 11%	42 10%	28 9%	6 14%	15 11%	19 17%	8 8%	26 12%	5 6%	11 13%	9 10%	9 6%		

BANNER 1 313
52. If a candidate running for political office supported keeping flavored vaping products available to adults who are trying to quit smoking, while simultaneously supporting strict enforcement to prevent youth access, would that make you more likely or less likely to vote for that candidate?

	REG PARTY			2024 VOTE			GENDER		AGE			GENDER/AGE				
	TOTAL	REP	DEM	OTHER	TRUMP	HARRIS	OTHER	FEMALE	MALE	18-29	30-49	50+	MEN > 50	MEN 50+	WOMEN > 50	WOMEN 50+
TOTAL	1004 100%	388 39%	368 37%	248 25%	468 47%	464 46%	71 7%	508 51%	496 49%	160 16%	312 31%	527 52%	261 26%	232 23%	211 21%	295 29%
TOTAL MORE LIKELY	483 48%	200 52%	174 47%	109 44%	241 51%	212 46%	30 42%	244 48%	239 48%	87 54%	160 51%	233 44%	133 51%	105 45%	114 54%	128 43%
TOTAL LESS LIKELY	182 18%	70 18%	84 23%	28 11%	77 16%	88 19%	17 24%	103 20%	79 16%	25 16%	60 19%	96 18%	43 16%	35 15%	42 20%	61 21%
Much more likely	211 21%	99 26%	77 21%	35 14%	109 23%	89 19%	13 18%	105 21%	106 21%	35 22%	76 24%	99 19%	63 24%	43 19%	48 23%	56 19%
Somewhat more likely	272 27%	101 26%	97 26%	74 30%	132 28%	123 27%	17 24%	139 27%	133 27%	52 33%	84 27%	134 25%	70 27%	62 27%	66 31%	72 24%
Somewhat less likely	77 8%	28 7%	35 10%	14 6%	32 7%	38 8%	7 10%	47 9%	30 6%	15 9%	32 10%	30 6%	20 8%	10 4%	27 13%	20 7%
Much less likely	105 10%	42 11%	49 13%	14 6%	45 10%	50 11%	10 14%	56 11%	49 10%	10 6%	28 9%	66 13%	23 9%	25 11%	15 7%	41 14%
Would make no difference to my vote (DO NOT READ)	254 25%	86 22%	86 23%	82 33%	113 24%	125 27%	16 23%	116 23%	138 28%	39 24%	67 21%	148 28%	68 26%	70 30%	38 18%	78 26%
Depends/unsure (DO NOT READ)	85 8%	32 8%	24 7%	29 12%	37 8%	39 8%	8 11%	45 9%	40 8%	9 6%	25 8%	50 9%	17 7%	22 9%	17 8%	28 9%

BANNER 2 314
52. If a candidate running for political office supported keeping flavored vaping products available to adults who are trying to quit smoking, while simultaneously supporting strict enforcement to prevent youth access, would that make you more likely or less likely to vote for that candidate?

	ETHNICITY			ETHNICITY/GENDER		RACE		GENDER/RACE				FDA			
	TOTAL	HISP	NON-HISP	HISP WOMEN	HISP MEN	WHITE	BLACK	NON-WHITE	WHITE WOMEN	WHITE MEN	MIN WOMEN	MIN MEN	FAV	UNFAV	NEUTRAL/NO OP
TOTAL	1004 100%	98 10%	900 90%	56 6%	42 4%	696 69%	135 13%	302 30%	358 36%	338 34%	149 15%	153 15%	587 58%	302 30%	108 11%
TOTAL MORE LIKELY	483 48%	46 47%	437 49%	23 41%	23 55%	330 47%	78 58%	151 50%	172 48%	158 47%	71 48%	80 52%	316 54%	125 41%	41 38%
TOTAL LESS LIKELY	182 18%	24 24%	155 17%	15 27%	9 21%	117 17%	22 16%	64 21%	67 19%	50 15%	36 24%	28 18%	95 16%	73 24%	13 12%
Much more likely	211 21%	18 18%	193 21%	9 16%	9 21%	141 20%	39 29%	68 23%	73 20%	68 20%	31 21%	37 24%	137 23%	56 19%	18 17%
Somewhat more likely	272 27%	28 29%	244 27%	14 25%	14 33%	189 27%	39 29%	83 27%	99 28%	90 27%	40 27%	43 28%	179 30%	69 23%	23 21%
Somewhat less likely	77 8%	14 14%	62 7%	9 16%	5 12%	40 6%	15 11%	37 12%	26 7%	14 4%	21 14%	16 10%	39 7%	32 11%	5 5%
Much less likely	105 10%	10 10%	93 10%	6 11%	4 10%	77 11%	7 5%	27 9%	41 11%	36 11%	15 10%	12 8%	56 10%	41 14%	8 7%
Would make no difference to my vote (DO NOT READ)	254 25%	17 17%	236 26%	11 20%	6 14%	187 27%	26 19%	65 22%	85 24%	102 30%	31 21%	34 22%	136 23%	81 27%	36 33%
Depends/unsure (DO NOT READ)	85 8%	11 11%	72 8%	7 13%	4 10%	62 9%	9 7%	22 7%	34 9%	28 8%	11 7%	11 7%	40 7%	23 8%	18 17%

BANNER 3 315
52. If a candidate running for political office supported keeping flavored vaping products available to adults who are trying to quit smoking, while simultaneously supporting strict enforcement to prevent youth access, would that make you more likely or less likely to vote for that candidate?

	TRUMP				CIG COMP			VAPE US			VAPE CHINA			SMALL BUS		
	TOTAL	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP
TOTAL	1004 100%	428 43%	540 54%	34 3%	181 18%	714 71%	102 10%	218 22%	644 64%	123 12%	104 10%	723 72%	121 12%	327 33%	513 51%	148 15%
TOTAL MORE LIKELY	483 48%	233 54%	235 44%	15 44%	120 66%	326 46%	32 31%	146 67%	286 44%	41 33%	70 67%	350 48%	40 33%	206 63%	213 42%	57 39%
TOTAL LESS LIKELY	182 18%	68 16%	109 20%	5 15%	23 13%	140 20%	18 18%	27 12%	136 21%	17 14%	16 15%	138 19%	23 19%	38 12%	121 24%	21 14%
Much more likely	211 21%	115 27%	92 17%	4 12%	56 31%	142 20%	11 11%	68 31%	116 18%	23 19%	37 36%	142 20%	21 17%	103 31%	85 17%	21 14%
Somewhat more likely	272 27%	118 28%	143 26%	11 32%	64 35%	184 26%	21 21%	78 36%	170 26%	18 15%	33 32%	208 29%	19 16%	103 31%	128 25%	36 24%
Somewhat less likely	77 8%	27 6%	48 9%	2 6%	14 8%	53 7%	10 10%	18 8%	51 8%	8 7%	9 9%	52 7%	13 11%	24 7%	38 7%	14 9%
Much less likely	105 10%	41 10%	61 11%	3 9%	9 5%	87 12%	8 8%	9 4%	85 13%	9 7%	7 7%	86 12%	10 8%	14 4%	83 16%	7 5%
Would make no difference to my vote (DO NOT READ)	254 25%	94 22%	152 28%	7 21%	26 14%	190 27%	38 37%	36 17%	172 27%	41 33%	14 13%	184 25%	39 32%	67 20%	137 27%	47 32%
Depends/unsure (DO NOT READ)	85 8%	33 8%	44 8%	7 21%	12 7%	58 8%	14 14%	9 4%	50 8%	24 20%	4 4%	51 7%	19 16%	16 5%	42 8%	23 16%

BANNER 4 316
52. If a candidate running for political office supported keeping flavored vaping products available to adults who are trying to quit smoking, while simultaneously supporting strict enforcement to prevent youth access, would that make you more likely or less likely to vote for that candidate?

	FED GOV TRUST			VAPE FAM		YOUTH CONCERN		FLAVOR BAN		RAISE AGE		MORE FLAVORS		INFORM FLAVOR		VOTE FLAVOR	
	DIS-TRUST			FAM-ILIAR	NOT FAM-ILIAR	CONC-ERNED	NOT CONC-ERNED									MORE	LESS
	TOTAL	TRUST	TRUST	ILIAR	ILIAR	ERNED	ERNED	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	LIKELY	LIKELY
TOTAL	1004 100%	326 32%	643 64%	450 45%	532 53%	853 85%	128 13%	468 47%	458 46%	744 74%	198 20%	438 44%	438 44%	657 65%	239 24%	483 48%	182 18%
TOTAL MORE LIKELY	483 48%	167 51%	305 47%	244 54%	236 44%	431 51%	50 39%	201 43%	265 58%	391 53%	82 41%	270 62%	172 39%	417 63%	50 21%	483 100%	-
TOTAL LESS LIKELY	182 18%	68 21%	109 17%	87 19%	90 17%	147 17%	31 24%	116 25%	54 12%	123 17%	52 26%	60 14%	103 24%	53 8%	114 48%	-	182 100%
Much more likely	211 21%	76 23%	130 20%	112 25%	98 18%	186 22%	25 20%	80 17%	124 27%	174 23%	33 17%	135 31%	61 14%	191 29%	13 5%	211 44%	-
Somewhat more likely	272 27%	91 28%	175 27%	132 29%	138 26%	245 29%	25 20%	121 26%	141 31%	217 29%	49 25%	135 31%	111 25%	226 34%	37 15%	272 56%	-
Somewhat less likely	77 8%	25 8%	50 8%	36 8%	38 7%	54 6%	20 16%	42 9%	28 6%	49 7%	24 12%	33 8%	37 8%	35 5%	39 16%	-	77 42%
Much less likely	105 10%	43 13%	59 9%	51 11%	52 10%	93 11%	11 9%	74 16%	26 6%	74 10%	28 14%	27 6%	66 15%	18 3%	75 31%	-	105 58%
Would make no difference to my vote (DO NOT READ)	254 25%	74 23%	174 27%	88 20%	163 31%	208 24%	37 29%	118 25%	109 24%	177 24%	54 27%	92 21%	127 29%	159 24%	60 25%	-	-
Depends/unsure (DO NOT READ)	85 8%	17 5%	55 9%	31 7%	43 8%	67 8%	10 8%	33 7%	30 7%	53 7%	10 5%	16 4%	36 8%	28 4%	15 6%	-	-

BANNER 5 317
52. If a candidate running for political office supported keeping flavored vaping products available to adults who are trying to quit smoking, while simultaneously supporting strict enforcement to prevent youth access, would that make you more likely or less likely to vote for that candidate?

	CUR VAPERS											EDUCATION					
	VAPE USE						NOT CONS- ISTANT	OCCA		R	POL ID			HS OR LESS	SOME COLLEGE/ TECH		COLLEGE+
	TOTAL	CIG	VAPE	MARIJ	ALL	NONE		SIONALLY	EGULARLY		DEM	IND/LEAN	REP				
TOTAL	1004 100%	383 38%	164 16%	269 27%	200 20%	285 28%	48 5%	35 3%	37 4%	38 4%	320 32%	350 35%	298 30%	236 24%	349 35%	347 35%	
TOTAL MORE LIKELY	483 48%	197 51%	103 63%	127 47%	105 53%	122 43%	30 63%	21 60%	23 62%	26 68%	164 51%	153 44%	156 52%	121 51%	170 49%	164 47%	
TOTAL LESS LIKELY	182 18%	61 16%	25 15%	54 20%	23 12%	62 22%	6 13%	9 26%	7 19%	2 5%	62 19%	65 19%	51 17%	48 20%	68 19%	53 15%	
Much more likely	211 21%	78 20%	39 24%	48 18%	60 30%	42 15%	14 29%	7 20%	4 11%	12 32%	69 22%	59 17%	78 26%	52 22%	82 23%	64 18%	
Somewhat more likely	272 27%	119 31%	64 39%	79 29%	45 23%	80 28%	16 33%	14 40%	19 51%	14 37%	95 30%	94 27%	78 26%	69 29%	88 25%	100 29%	
Somewhat less likely	77 8%	27 7%	16 10%	28 10%	13 7%	17 6%	3 6%	6 17%	4 11%	2 5%	29 9%	28 8%	18 6%	23 10%	37 11%	13 4%	
Much less likely	105 10%	34 9%	9 5%	26 10%	10 5%	45 16%	3 6%	3 9%	3 8%	-	33 10%	37 11%	33 11%	25 11%	31 9%	40 12%	
Would make no difference to my vote (DO NOT READ)	254 25%	103 27%	32 20%	76 28%	59 30%	74 26%	9 19%	5 14%	7 19%	9 24%	72 23%	105 30%	68 23%	47 20%	90 26%	107 31%	
Depends/unsure (DO NOT READ)	85 8%	22 6%	4 2%	12 4%	13 7%	27 9%	3 6%	-	-	1 3%	22 7%	27 8%	23 8%	20 8%	21 6%	23 7%	

BANNER 6 318
52. If a candidate running for political office supported keeping flavored vaping products available to adults who are trying to quit smoking, while simultaneously supporting strict enforcement to prevent youth access, would that make you more likely or less likely to vote for that candidate?

	REGION																					
	KIDS - TEENS					PARENTS		INCOME			NEIGHBORHOOD											
	=====		=====		=====		=====		=====		=====		NEW ENGLAND	MID ATL-ANTIC	EAST NORTH CENTRAL	WEST NORTH CENTRAL	SOUTH ATL-ANTIC	EAST SOUTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC	
	TOTAL	YES	NO	MOMS	DADS	LESS \$50K	\$50-\$100K	\$100K+	URBAN	SUB-URBAN	SMALL TOWN											
TOTAL	1004 100%	376 37%	628 63%	220 22%	156 16%	316 31%	304 30%	249 25%	231 23%	440 44%	297 30%	44 4%	136 14%	115 11%	96 10%	218 22%	78 8%	84 8%	93 9%	140 14%		
TOTAL MORE LIKELY	483 48%	200 53%	283 45%	115 52%	85 54%	146 46%	156 51%	128 51%	119 52%	212 48%	145 49%	17 39%	58 43%	49 43%	46 48%	110 50%	39 50%	43 51%	47 51%	74 53%		
TOTAL LESS LIKELY	182 18%	69 18%	113 18%	41 19%	28 18%	73 23%	52 17%	36 14%	43 19%	90 20%	42 14%	9 20%	33 24%	21 18%	16 17%	36 17%	13 17%	11 13%	13 14%	30 21%		
Much more likely	211 21%	91 24%	120 19%	54 25%	37 24%	65 21%	69 23%	52 21%	56 24%	94 21%	60 20%	4 9%	28 21%	22 19%	20 21%	46 21%	16 21%	28 33%	19 20%	28 20%		
Somewhat more likely	272 27%	109 29%	163 26%	61 28%	48 31%	81 26%	87 29%	76 31%	63 27%	118 27%	85 29%	13 30%	30 22%	27 23%	26 27%	64 29%	23 29%	15 18%	28 30%	46 33%		
Somewhat less likely	77 8%	29 8%	48 8%	18 8%	11 7%	32 10%	23 8%	14 6%	24 10%	31 7%	22 7%	2 5%	17 13%	6 5%	7 7%	12 6%	8 10%	5 6%	7 8%	13 9%		
Much less likely	105 10%	40 11%	65 10%	23 10%	17 11%	41 13%	29 10%	22 9%	19 8%	59 13%	20 7%	7 16%	16 12%	15 13%	9 9%	24 11%	5 6%	6 7%	6 6%	17 12%		
Would make no difference to my vote (DO NOT READ)	254 25%	76 20%	178 28%	44 20%	32 21%	72 23%	76 25%	70 28%	52 23%	110 25%	85 29%	14 32%	34 25%	33 29%	29 30%	54 25%	19 24%	21 25%	24 26%	26 19%		
Depends/unsure (DO NOT READ)	85 8%	31 8%	54 9%	20 9%	11 7%	25 8%	20 7%	15 6%	17 7%	28 6%	25 8%	4 9%	11 8%	12 10%	5 5%	18 8%	7 9%	9 11%	9 10%	10 7%		

BANNER 1 319
53. When it comes to you personally, which of the following have you tried or used?

	REG PARTY			2024 VOTE			GENDER		AGE			GENDER/AGE				
	TOTAL	=====			=====			=====		=====			=====			
		REP	DEM	OTHER	TRUMP	HARRIS	OTHER	FEMALE	MALE	18-29	30-49	50+	MEN > 50	MEN 50+	WOMEN > 50	WOMEN 50+
TOTAL	1004 100%	388 39%	368 37%	248 25%	468 47%	464 46%	71 7%	508 51%	496 49%	160 16%	312 31%	527 52%	261 26%	232 23%	211 21%	295 29%
Cigarette/Cigar	383 38%	152 39%	137 37%	94 38%	180 38%	177 38%	25 35%	171 34%	212 43%	44 28%	119 38%	218 41%	105 40%	105 45%	58 27%	113 38%
Nicotine Vaping / E- cigarette product	164 16%	62 16%	62 17%	40 16%	80 17%	74 16%	10 14%	72 14%	92 19%	35 22%	70 22%	57 11%	59 23%	31 13%	46 22%	26 9%
Marijuana (vaping, gummies or smoking)	269 27%	79 20%	115 31%	75 30%	101 22%	148 32%	19 27%	127 25%	142 29%	56 35%	86 28%	126 24%	85 33%	56 24%	57 27%	70 24%
All of the above (DO NOT READ)	200 20%	66 17%	77 21%	57 23%	87 19%	100 22%	13 18%	86 17%	114 23%	40 25%	83 27%	75 14%	73 28%	40 17%	50 24%	35 12%
None of the above (DO NOT READ)	285 28%	127 33%	98 27%	60 24%	153 33%	110 24%	22 31%	173 34%	112 23%	37 23%	68 22%	179 34%	49 19%	63 27%	56 27%	116 39%
Depends/unsure (DO NOT READ)	27 3%	9 2%	8 2%	10 4%	10 2%	16 3%	1 1%	16 3%	11 2%	2 1%	9 3%	15 3%	3 1%	7 3%	8 4%	8 3%

BANNER 2 320
53. When it comes to you personally, which of the following have you tried or used?

	ETHNICITY		ETHNICITY/GENDER			RACE		GENDER/RACE					FDA		
	TOTAL	HISP	NON-HISP	HISP WOMEN	HISP MEN	WHITE	BLACK	NON-WHITE	WHITE WOMEN	WHITE MEN	MIN WOMEN	MIN MEN	FAV	UNFAV	NEUTRAL/NO OP
TOTAL	1004 100%	98 10%	900 90%	56 6%	42 4%	696 69%	135 13%	302 30%	358 36%	338 34%	149 15%	153 15%	587 58%	302 30%	108 11%
Cigarette/Cigar	383 38%	37 38%	346 38%	20 36%	17 40%	276 40%	48 36%	106 35%	126 35%	150 44%	45 30%	61 40%	237 40%	112 37%	32 30%
Nicotine Vaping / E-cigarette product	164 16%	16 16%	147 16%	7 13%	9 21%	121 17%	18 13%	42 14%	58 16%	63 19%	14 9%	28 18%	96 16%	50 17%	17 16%
Marijuana (vaping, gummies or smoking)	269 27%	29 30%	239 27%	16 29%	13 31%	176 25%	43 32%	92 30%	86 24%	90 27%	41 28%	51 33%	163 28%	76 25%	29 27%
All of the above (DO NOT READ)	200 20%	16 16%	183 20%	5 9%	11 26%	140 20%	30 22%	59 20%	67 19%	73 22%	19 13%	40 26%	117 20%	59 20%	23 21%
None of the above (DO NOT READ)	285 28%	29 30%	255 28%	17 30%	12 29%	197 28%	34 25%	85 28%	118 33%	79 23%	54 36%	31 20%	157 27%	88 29%	36 33%
Depends/unsure (DO NOT READ)	27 3%	3 3%	22 2%	2 4%	1 2%	18 3%	4 3%	8 3%	11 3%	7 2%	5 3%	3 2%	12 2%	10 3%	5 5%

BANNER 3 321
53. When it comes to you personally, which of the following have you tried or used?

	TRUMP				CIG COMP			VAPE US			VAPE CHINA			SMALL BUS		
	TOTAL	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP
TOTAL	1004 100%	428 43%	540 54%	34 3%	181 18%	714 71%	102 10%	218 22%	644 64%	123 12%	104 10%	723 72%	121 12%	327 33%	513 51%	148 15%
Cigarette/Cigar	383 38%	176 41%	197 36%	9 26%	97 54%	249 35%	36 35%	107 49%	233 36%	36 29%	48 46%	276 38%	35 29%	147 45%	183 36%	50 34%
Nicotine Vaping / E- cigarette product	164 16%	79 18%	79 15%	5 15%	58 32%	94 13%	11 11%	72 33%	74 11%	18 15%	30 29%	108 15%	22 18%	94 29%	47 9%	23 16%
Marijuana (vaping, gummies or smoking)	269 27%	99 23%	164 30%	5 15%	60 33%	186 26%	23 23%	68 31%	167 26%	32 26%	42 40%	183 25%	32 26%	99 30%	124 24%	45 30%
All of the above (DO NOT READ)	200 20%	72 17%	119 22%	8 24%	44 24%	127 18%	26 25%	58 27%	103 16%	33 27%	21 20%	142 20%	27 22%	99 30%	67 13%	32 22%
None of the above (DO NOT READ)	285 28%	135 32%	139 26%	10 29%	13 7%	240 34%	29 28%	19 9%	226 35%	34 28%	13 13%	221 31%	34 28%	34 10%	201 39%	42 28%
Depends/unsure (DO NOT READ)	27 3%	9 2%	15 3%	3 9%	5 3%	20 3%	2 2%	3 1%	18 3%	5 4%	1 1%	18 2%	4 3%	6 2%	14 3%	5 3%

BANNER 4 322
53. When it comes to you personally, which of the following have you tried or used?

	FED GOV TRUST			VAPE FAM		YOUTH CONCERN		FLAVOR BAN		RAISE AGE		MORE FLAVORS		INFORM FLAVOR		VOTE FLAVOR	
	=====			=====		=====		=====		=====		=====		=====		=====	
	TOTAL	TRUST	DIS- TRUST	FAM- ILIAR	NOT FAM- ILIAR	CONC- ERNED	NOT CONC- ERNED	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	MORE LIKELY	LESS LIKELY
TOTAL	1004 100%	326 32%	643 64%	450 45%	532 53%	853 85%	128 13%	468 47%	458 46%	744 74%	198 20%	438 44%	438 44%	657 65%	239 24%	483 48%	182 18%
Cigarette/Cigar	383 38%	141 43%	235 37%	193 43%	187 35%	331 39%	47 37%	183 39%	178 39%	288 39%	79 40%	190 43%	160 37%	277 42%	77 32%	197 41%	61 34%
Nicotine Vaping / E- cigarette product	164 16%	60 18%	101 16%	108 24%	55 10%	137 16%	25 20%	53 11%	105 23%	112 15%	42 21%	105 24%	45 10%	132 20%	22 9%	103 21%	25 14%
Marijuana (vaping, gummies or smoking)	269 27%	88 27%	178 28%	134 30%	132 25%	228 27%	36 28%	123 26%	126 28%	196 26%	55 28%	126 29%	111 25%	189 29%	59 25%	127 26%	54 30%
All of the above (DO NOT READ)	200 20%	43 13%	151 23%	103 23%	94 18%	162 19%	35 27%	65 14%	124 27%	147 20%	44 22%	111 25%	60 14%	154 23%	30 13%	105 22%	23 13%
None of the above (DO NOT READ)	285 28%	95 29%	174 27%	87 19%	187 35%	254 30%	24 19%	161 34%	98 21%	217 29%	50 25%	82 19%	163 37%	153 23%	93 39%	122 25%	62 34%
Depends/unsure (DO NOT READ)	27 3%	7 2%	18 3%	12 3%	13 2%	19 2%	4 3%	11 2%	10 2%	14 2%	5 3%	9 2%	9 2%	8 1%	5 2%	4 1%	4 2%

BANNER 5 323
53. When it comes to you personally, which of the following have you tried or used?

	CUR VAPERS										EDUCATION					
	VAPE USE						NOT CONS- ISTANT	POL ID				HS OR LESS	SOME COLLEGE/ TECH		COLLEGE+	
	TOTAL	CIG	VAPE	MARIJ	ALL	NONE		DEM	IND/LEAN	REP	OCCE SIONALLY		R EGULARLY			
TOTAL	1004 100%	383 38%	164 16%	269 27%	200 20%	285 28%	48 5%	35 3%	37 4%	38 4%	320 32%	350 35%	298 30%	236 24%	349 35%	347 35%
Cigarette/Cigar	383 38%	383 100%	117 71%	179 67%	10 5%	4 1%	32 67%	26 74%	24 65%	31 82%	121 38%	130 37%	126 42%	87 37%	129 37%	148 43%
Nicotine Vaping / E- cigarette product	164 16%	117 31%	164 100%	81 30%	9 5%	-	48 100%	35 100%	37 100%	38 100%	53 17%	64 18%	47 16%	36 15%	55 16%	61 18%
Marijuana (vaping, gummies or smoking)	269 27%	179 47%	81 49%	269 100%	7 4%	-	26 54%	18 51%	14 38%	20 53%	94 29%	109 31%	64 21%	57 24%	92 26%	105 30%
All of the above (DO NOT READ)	200 20%	10 3%	9 5%	7 3%	200 100%	-	5 10%	2 6%	-	2 5%	64 20%	82 23%	47 16%	48 20%	73 21%	63 18%
None of the above (DO NOT READ)	285 28%	4 1%	-	-	-	285 100%	-	-	-	-	93 29%	83 24%	98 33%	67 28%	101 29%	97 28%
Depends/unsure (DO NOT READ)	27 3%	-	-	-	-	-	-	-	-	-	7 2%	4 1%	4 1%	6 3%	4 1%	4 1%

BANNER 6 324
53. When it comes to you personally, which of the following have you tried or used?

	REGION																			
	KIDS - TEENS				PARENTS		INCOME			NEIGHBORHOOD										
	TOTAL	YES	NO	MOMS	DADS	LESS \$50K	\$50-\$100K	\$100K+	URBAN	SUB-URBAN	SMALL TOWN	NEW ENGLAND	MID-ATL-ANTIC	EAST NORTH CENTRAL	WEST NORTH CENTRAL	SOUTH ATL-ANTIC	EAST SOUTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
TOTAL	1004 100%	376 37%	628 63%	220 22%	156 16%	316 31%	304 30%	249 25%	231 23%	440 44%	297 30%	44 4%	136 14%	115 11%	96 10%	218 22%	78 8%	84 8%	93 9%	140 14%
Cigarette/Cigar	383 38%	157 42%	226 36%	79 36%	78 50%	105 33%	116 38%	113 45%	94 41%	162 37%	121 41%	18 41%	48 35%	48 42%	38 40%	86 39%	28 36%	38 45%	28 30%	51 36%
Nicotine Vaping / E-cigarette product	164 16%	65 17%	99 16%	33 15%	32 21%	51 16%	51 17%	45 18%	38 16%	73 17%	52 18%	10 23%	21 15%	14 12%	12 13%	36 17%	19 24%	15 18%	14 15%	23 16%
Marijuana (vaping, gummies or smoking)	269 27%	83 22%	186 30%	42 19%	41 26%	82 26%	85 28%	75 30%	72 31%	124 28%	69 23%	11 25%	42 31%	30 26%	31 32%	56 26%	17 22%	19 23%	18 19%	45 32%
All of the above (DO NOT READ)	200 20%	82 22%	118 19%	47 21%	35 22%	63 20%	71 23%	50 20%	42 18%	96 22%	56 19%	10 23%	27 20%	20 17%	26 27%	42 19%	15 19%	12 14%	17 18%	31 22%
None of the above (DO NOT READ)	285 28%	104 28%	181 29%	71 32%	33 21%	100 32%	77 25%	64 26%	61 26%	121 28%	92 31%	10 23%	43 32%	29 25%	16 17%	62 28%	24 31%	28 33%	34 37%	39 28%
Depends/unsure (DO NOT READ)	27 3%	6 2%	21 3%	5 2%	1 1%	5 2%	4 1%	2 1%	4 2%	5 1%	5 2%	-	1 1%	6 5%	3 3%	9 4%	4 5%	-	1 1%	3 2%

BANNER 1 325
54. (ASK AMONG THOSE WHO ANSWERED E-CIGARETTE/VAPE IN PREVIOUS QUESTION) And when it comes to nicotine e-cigarette and vaping, which of the following best describes your usage?

	REG PARTY			2024 VOTE			GENDER		AGE			GENDER/AGE				
	TOTAL	=====			=====			=====		=====			=====			
		REP	DEM	OTHER	TRUMP	HARRIS	OTHER	FEMALE	MALE	18-29	30-49	50+	MEN > 50	MEN 50+	WOMEN > 50	WOMEN 50+
TOTAL	164 100%	62 38%	62 38%	40 24%	80 49%	74 45%	10 6%	72 44%	92 56%	35 21%	70 43%	57 35%	59 36%	31 19%	46 28%	26 16%
I have tried it a few times but never used it consistently	48 29%	18 29%	22 35%	8 20%	22 28%	26 35%	-	17 24%	31 34%	10 29%	20 29%	17 30%	19 32%	11 35%	11 24%	6 23%
I used to vape it often but don't anymore	35 21%	16 26%	10 16%	9 23%	20 25%	14 19%	1 10%	17 24%	18 20%	7 20%	17 24%	11 19%	14 24%	4 13%	10 22%	7 27%
I still use it occasionally	37 23%	15 24%	12 19%	10 25%	17 21%	16 22%	4 40%	16 22%	21 23%	10 29%	16 23%	11 19%	12 20%	9 29%	14 30%	2 8%
I still use it regularly	38 23%	12 19%	15 24%	11 28%	19 24%	16 22%	3 30%	18 25%	20 22%	8 23%	16 23%	13 23%	13 22%	6 19%	11 24%	7 27%
Depends/unsure (DO NOT READ)	6 4%	1 2%	3 5%	2 5%	2 3%	2 3%	2 20%	4 6%	2 2%	-	1 1%	5 9%	1 2%	1 3%	-	4 15%

BANNER 2 326
54. (ASK AMONG THOSE WHO ANSWERED E-CIGARETTE/VAPE IN PREVIOUS QUESTION) And when it comes to nicotine e-cigarette and vaping, which of the following best describes your usage?

	ETHNICITY		ETHNICITY/GENDER			RACE		GENDER/RACE					FDA		
	TOTAL	HISP	NON-HISP	HISP WOMEN	HISP MEN	WHITE	BLACK	NON-WHITE	WHITE WOMEN	WHITE MEN	MIN WOMEN	MIN MEN	FAV	UNFAV	NEUTRAL/NO OP
TOTAL	164 100%	16 10%	147 90%	7 4%	9 5%	121 74%	18 11%	42 26%	58 35%	63 38%	14 9%	28 17%	96 59%	50 30%	17 10%
I have tried it a few times but never used it consistently	48 29%	3 19%	45 31%	1 14%	2 22%	37 31%	6 33%	11 26%	14 24%	23 37%	3 21%	8 29%	26 27%	14 28%	8 47%
I used to vape it often but don't anymore	35 21%	3 19%	31 21%	1 14%	2 22%	28 23%	2 11%	7 17%	15 26%	13 21%	2 14%	5 18%	18 19%	15 30%	2 12%
I still use it occasionally	37 23%	5 31%	32 22%	3 43%	2 22%	24 20%	6 33%	13 31%	11 19%	13 21%	5 36%	8 29%	26 27%	8 16%	3 18%
I still use it regularly	38 23%	3 19%	35 24%	1 14%	2 22%	29 24%	3 17%	8 19%	16 28%	13 21%	2 14%	6 21%	22 23%	11 22%	4 24%
Depends/unsure (DO NOT READ)	6 4%	2 13%	4 3%	1 14%	1 11%	3 2%	1 6%	3 7%	2 3%	1 2%	2 14%	1 4%	4 4%	2 4%	-

BANNER 3 327
54. (ASK AMONG THOSE WHO ANSWERED E-CIGARETTE/VAPE IN PREVIOUS QUESTION) And when it comes to nicotine e-cigarette and vaping, which of the following best describes your usage?

	TRUMP				CIG COMP			VAPE US			VAPE CHINA			SMALL BUS		
	TOTAL	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP
TOTAL	164 100%	79 48%	79 48%	5 3%	58 35%	94 57%	11 7%	72 44%	74 45%	18 11%	30 18%	108 66%	22 13%	94 57%	47 29%	23 14%
I have tried it a few times but never used it consistently	48 29%	20 25%	25 32%	2 40%	13 22%	33 35%	2 18%	12 17%	29 39%	7 39%	7 23%	32 30%	7 32%	25 27%	14 30%	9 39%
I used to vape it often but don't anymore	35 21%	18 23%	16 20%	1 20%	10 17%	22 23%	3 27%	10 14%	21 28%	4 22%	2 7%	29 27%	3 14%	14 15%	17 36%	4 17%
I still use it occasionally	37 23%	21 27%	15 19%	1 20%	17 29%	16 17%	4 36%	20 28%	12 16%	5 28%	12 40%	20 19%	5 23%	23 24%	8 17%	6 26%
I still use it regularly	38 23%	17 22%	20 25%	1 20%	18 31%	17 18%	2 18%	27 38%	9 12%	2 11%	9 30%	22 20%	6 27%	29 31%	6 13%	3 13%
Depends/unsure (DO NOT READ)	6 4%	3 4%	3 4%	-	-	6 6%	-	3 4%	3 4%	-	-	5 5%	1 5%	3 3%	2 4%	1 4%

BANNER 4 328
54. (ASK AMONG THOSE WHO ANSWERED E-CIGARETTE/VAPE IN PREVIOUS QUESTION) And when it comes to nicotine e-cigarette and vaping, which of the following best describes your usage?

	FED GOV TRUST			VAPE FAM		YOUTH CONCERN		FLAVOR BAN		RAISE AGE		MORE FLAVORS		INFORM FLAVOR		VOTE FLAVOR	
	=====			=====		=====		=====		=====		=====		=====		=====	
	TOTAL	TRUST	DIS- TRUST	FAM- ILIAR	NOT FAM- ILIAR	CONC- ERNED	NOT CONC- ERNED	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	MORE LIKELY	LESS LIKELY
TOTAL	164 100%	60 37%	101 62%	108 66%	55 34%	137 84%	25 15%	53 32%	105 64%	112 68%	42 26%	105 64%	45 27%	132 80%	22 13%	103 63%	25 15%
I have tried it a few times but never used it consistently	48 29%	17 28%	30 30%	28 26%	20 36%	44 32%	4 16%	16 30%	26 25%	33 29%	12 29%	25 24%	15 33%	32 24%	12 55%	30 29%	6 24%
I used to vape it often but don't anymore	35 21%	7 12%	27 27%	26 24%	9 16%	28 20%	6 24%	12 23%	23 22%	24 21%	9 21%	20 19%	12 27%	30 23%	3 14%	21 20%	9 36%
I still use it occasionally	37 23%	21 35%	15 15%	27 25%	10 18%	32 23%	4 16%	15 28%	22 21%	24 21%	11 26%	29 28%	6 13%	28 21%	6 27%	23 22%	7 28%
I still use it regularly	38 23%	15 25%	23 23%	27 25%	11 20%	27 20%	11 44%	8 15%	30 29%	29 26%	8 19%	28 27%	10 22%	38 29%	-	26 25%	2 8%
Depends/unsure (DO NOT READ)	6 4%	-	6 6%	-	5 9%	6 4%	-	2 4%	4 4%	2 2%	2 5%	3 3%	2 4%	4 3%	1 5%	3 3%	1 4%

BANNER 5 329
54. (ASK AMONG THOSE WHO ANSWERED E-CIGARETTE/VAPE IN PREVIOUS QUESTION) And when it comes to nicotine e-cigarette and vaping, which of the following best describes your usage?

	CUR VAPERS										EDUCATION					
	VAPE USE					NOT CONS- ISTANT					POL ID					
	TOTAL	CIG	VAPE	MARIJ	ALL		NONE	QUIT	OCCA SIONALLY	R EGULARLY	DEM	IND/LEAN	REP	HS OR LESS	SOME COLLEGE/ TECH	COLLEGE+
TOTAL	164 100%	117 71%	164 100%	81 49%	9 5%	-	48 29%	35 21%	37 23%	38 23%	53 32%	64 39%	47 29%	36 22%	55 34%	61 37%
I have tried it a few times but never used it consistently	48 29%	32 27%	48 29%	26 32%	5 56%	-	48 100%	-	-	-	19 36%	16 25%	13 28%	16 44%	7 13%	21 34%
I used to vape it often but don't anymore	35 21%	26 22%	35 21%	18 22%	2 22%	-	-	35 100%	-	-	6 11%	19 30%	10 21%	6 17%	15 27%	13 21%
I still use it occasionally	37 23%	24 21%	37 23%	14 17%	-	-	-	-	37 100%	-	11 21%	13 20%	13 28%	7 19%	15 27%	13 21%
I still use it regularly	38 23%	31 26%	38 23%	20 25%	2 22%	-	-	-	-	38 100%	14 26%	14 22%	10 21%	7 19%	15 27%	11 18%
Depends/unsure (DO NOT READ)	6 4%	4 3%	6 4%	3 4%	-	-	-	-	-	-	3 6%	2 3%	1 2%	-	3 5%	3 5%

BANNER 6 330
54. (ASK AMONG THOSE WHO ANSWERED E-CIGARETTE/VAPE IN PREVIOUS QUESTION) And when it comes to nicotine e-cigarette and vaping, which of the following best describes your usage?

	REGION																				
						INCOME			NEIGHBORHOOD												
	KIDS - TEENS			PARENTS																	
	TOTAL	YES	NO	MOMS	DADS	LESS \$50K	\$50-\$100K	\$100K+	URBAN	SUB-URBAN	SMALL TOWN	NEW ENGLAND	MID ATL-ANTIC	EAST NORTH CENTRAL	WEST NORTH CENTRAL	SOUTH ATL-ANTIC	EAST SOUTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC	
TOTAL	164 100%	65 40%	99 60%	33 20%	32 20%	51 31%	51 31%	45 27%	38 23%	73 45%	52 32%	10 6%	21 13%	14 9%	12 7%	36 22%	19 12%	15 9%	14 9%	23 14%	
I have tried it a few times but never used it consistently	48 29%	18 28%	30 30%	9 27%	9 28%	15 29%	16 31%	14 31%	12 32%	20 27%	16 31%	3 30%	5 24%	5 36%	5 42%	9 25%	6 32%	4 27%	4 29%	7 30%	
I used to vape it often but don't anymore	35 21%	9 14%	26 26%	4 12%	5 16%	8 16%	10 20%	11 24%	8 21%	16 22%	11 21%	2 20%	4 19%	1 7%	5 42%	5 14%	4 21%	5 33%	2 14%	7 30%	
I still use it occasionally	37 23%	20 31%	17 17%	9 27%	11 34%	10 20%	14 27%	11 24%	5 13%	19 26%	13 25%	1 10%	5 24%	5 36%	1 8%	9 25%	4 21%	2 13%	5 36%	5 22%	
I still use it regularly	38 23%	16 25%	22 22%	10 30%	6 19%	15 29%	11 22%	8 18%	12 32%	15 21%	10 19%	4 40%	5 24%	1 7%	1 8%	12 33%	5 26%	4 27%	3 21%	3 13%	
Depends/unsure (DO NOT READ)	6 4%	2 3%	4 4%	1 3%	1 3%	3 6%	-	1 2%	1 3%	3 4%	2 4%	-	2 10%	2 14%	-	1 3%	-	-	-	1 4%	

BANNER 1 331
55. In politics today, and regardless of how you are registered, do you consider yourself to be a (ROTATE TOP TO BOTTOM, BOTTOM TO TOP) ...?

	GENDER/AGE															
	REG PARTY			2024 VOTE			GENDER		AGE							
	TOTAL	REP	DEM	OTHER	TRUMP	HARRIS	OTHER	FEMALE	MALE	18-29	30-49	50+	MEN > 50	MEN 50+	WOMEN > 50	WOMEN 50+
TOTAL	1004 100%	388 39%	368 37%	248 25%	468 47%	464 46%	71 7%	508 51%	496 49%	160 16%	312 31%	527 52%	261 26%	232 23%	211 21%	295 29%
TOTAL DEMOCRAT	320 32%	18 5%	274 74%	28 11%	37 8%	271 58%	11 15%	171 34%	149 30%	60 38%	100 32%	158 30%	82 31%	66 28%	78 37%	92 31%
TOTAL INDEPENDENT	350 35%	82 21%	84 23%	184 74%	142 30%	162 35%	46 65%	156 31%	194 39%	69 43%	123 39%	157 30%	115 44%	79 34%	77 36%	78 26%
TOTAL REPUBLICAN	298 30%	276 71%	3 1%	19 8%	275 59%	17 4%	6 8%	166 33%	132 27%	23 14%	76 24%	197 37%	50 19%	80 34%	49 23%	117 40%
Strong Democrat	229 23%	12 3%	202 55%	15 6%	19 4%	202 44%	7 10%	123 24%	106 21%	43 27%	70 22%	115 22%	60 23%	46 20%	53 25%	69 23%
Not so strong Democrat	91 9%	6 2%	72 20%	13 5%	18 4%	69 15%	4 6%	48 9%	43 9%	17 11%	30 10%	43 8%	22 8%	20 9%	25 12%	23 8%
Independent leaning Democrat	103 10%	10 3%	53 14%	40 16%	12 3%	77 17%	14 20%	50 10%	53 11%	24 15%	40 13%	39 7%	35 13%	18 8%	29 14%	21 7%
Independent	168 17%	28 7%	28 8%	112 45%	64 14%	80 17%	24 34%	81 16%	87 18%	31 19%	51 16%	85 16%	47 18%	40 17%	35 17%	45 15%
Independent leaning Republican	79 8%	44 11%	3 1%	32 13%	66 14%	5 1%	8 11%	25 5%	54 11%	14 9%	32 10%	33 6%	33 13%	21 9%	13 6%	12 4%
Not so strong Republican	68 7%	60 15%	1 0%	7 3%	54 12%	12 3%	2 3%	35 7%	33 7%	6 4%	21 7%	40 8%	13 5%	19 8%	14 7%	21 7%
Strong Republican	230 23%	216 56%	2 1%	12 5%	221 47%	5 1%	4 6%	131 26%	99 20%	17 11%	55 18%	157 30%	37 14%	61 26%	35 17%	96 33%
Depends/Unsure (DO NOT READ)	36 4%	12 3%	7 2%	17 7%	14 3%	14 3%	8 11%	15 3%	21 4%	8 5%	13 4%	15 3%	14 5%	7 3%	7 3%	8 3%

55. In politics today, and regardless of how you are registered, do you consider yourself to be a (ROTATE TOP TO BOTTOM, BOTTOM TO TOP) ...?

	ETHNICITY			ETHNICITY/GENDER		RACE		GENDER/RACE					FDA		
	TOTAL	HISP	NON-HISP	HISP WOMEN	HISP MEN	WHITE	BLACK	NON-WHITE	WHITE WOMEN	WHITE MEN	MIN WOMEN	MIN MEN	FAV	UNFAV	NEUTRAL/NO OP
TOTAL	1004 100%	98 10%	900 90%	56 6%	42 4%	696 69%	135 13%	302 30%	358 36%	338 34%	149 15%	153 15%	587 58%	302 30%	108 11%
TOTAL DEMOCRAT	320 32%	40 41%	279 31%	27 48%	13 31%	178 26%	76 56%	140 46%	95 27%	83 25%	75 50%	65 42%	194 33%	89 29%	33 31%
TOTAL INDEPENDENT	350 35%	39 40%	309 34%	19 34%	20 48%	239 34%	42 31%	110 36%	107 30%	132 39%	49 33%	61 40%	182 31%	126 42%	39 36%
TOTAL REPUBLICAN	298 30%	17 17%	280 31%	9 16%	8 19%	256 37%	13 10%	41 14%	143 40%	113 33%	23 15%	18 12%	196 33%	72 24%	30 28%
Strong Democrat	229 23%	29 30%	199 22%	18 32%	11 26%	125 18%	58 43%	102 34%	68 19%	57 17%	54 36%	48 31%	144 25%	63 21%	19 18%
Not so strong Democrat	91 9%	11 11%	80 9%	9 16%	2 5%	53 8%	18 13%	38 13%	27 8%	26 8%	21 14%	17 11%	50 9%	26 9%	14 13%
Independent leaning Democrat	103 10%	12 12%	89 10%	8 14%	4 10%	63 9%	16 12%	40 13%	26 7%	37 11%	24 16%	16 10%	55 9%	39 13%	9 8%
Independent	168 17%	16 16%	152 17%	7 13%	9 21%	119 17%	22 16%	48 16%	63 18%	56 17%	18 12%	30 20%	84 14%	58 19%	23 21%
Independent leaning Republican	79 8%	11 11%	68 8%	4 7%	7 17%	57 8%	4 3%	22 7%	18 5%	39 12%	7 5%	15 10%	43 7%	29 10%	7 6%
Not so strong Republican	68 7%	4 4%	64 7%	1 2%	3 7%	57 8%	4 3%	11 4%	28 8%	29 9%	7 5%	4 3%	42 7%	17 6%	9 8%
Strong Republican	230 23%	13 13%	216 24%	8 14%	5 12%	199 29%	9 7%	30 10%	115 32%	84 25%	16 11%	14 9%	154 26%	55 18%	21 19%
Depends/Unsure (DO NOT READ)	36 4%	2 2%	32 4%	1 2%	1 2%	23 3%	4 3%	11 4%	13 4%	10 3%	2 1%	9 6%	15 3%	15 5%	6 6%

BANNER 3 333
55. In politics today, and regardless of how you are registered, do you consider yourself to be a (ROTATE TOP TO BOTTOM, BOTTOM TO TOP) ...?

	TRUMP				CIG COMP			VAPE US			VAPE CHINA			SMALL BUS		
	TOTAL	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP
TOTAL	1004 100%	428 43%	540 54%	34 3%	181 18%	714 71%	102 10%	218 22%	644 64%	123 12%	104 10%	723 72%	121 12%	327 33%	513 51%	148 15%
TOTAL DEMOCRAT	320 32%	34 8%	281 52%	5 15%	56 31%	236 33%	28 27%	69 32%	210 33%	35 28%	42 40%	219 30%	41 34%	99 30%	163 32%	53 36%
TOTAL INDEPENDENT	350 35%	119 28%	212 39%	17 50%	54 30%	250 35%	44 43%	76 35%	220 34%	49 40%	36 35%	248 34%	48 40%	116 35%	171 33%	60 41%
TOTAL REPUBLICAN	298 30%	261 61%	30 6%	7 21%	67 37%	202 28%	25 25%	71 33%	188 29%	31 25%	25 24%	230 32%	25 21%	103 31%	164 32%	25 17%
Strong Democrat	229 23%	20 5%	207 38%	2 6%	36 20%	175 25%	18 18%	48 22%	156 24%	20 16%	28 27%	163 23%	23 19%	64 20%	122 24%	38 26%
Not so strong Democrat	91 9%	14 3%	74 14%	3 9%	20 11%	61 9%	10 10%	21 10%	54 8%	15 12%	14 13%	56 8%	18 15%	35 11%	41 8%	15 10%
Independent leaning Democrat	103 10%	14 3%	88 16%	1 3%	13 7%	77 11%	12 12%	17 8%	67 10%	18 15%	13 13%	71 10%	19 16%	32 10%	48 9%	23 16%
Independent	168 17%	54 13%	101 19%	11 32%	25 14%	117 16%	25 25%	44 20%	98 15%	23 19%	19 18%	111 15%	24 20%	56 17%	82 16%	27 18%
Independent leaning Republican	79 8%	51 12%	23 4%	5 15%	16 9%	56 8%	7 7%	15 7%	55 9%	8 7%	4 4%	66 9%	5 4%	28 9%	41 8%	10 7%
Not so strong Republican	68 7%	46 11%	20 4%	2 6%	13 7%	51 7%	4 4%	16 7%	45 7%	5 4%	3 3%	54 7%	6 5%	23 7%	40 8%	5 3%
Strong Republican	230 23%	215 50%	10 2%	5 15%	54 30%	151 21%	21 21%	55 25%	143 22%	26 21%	22 21%	176 24%	19 16%	80 24%	124 24%	20 14%
Depends/Unsure (DO NOT READ)	36 4%	14 3%	17 3%	5 15%	4 2%	26 4%	5 5%	2 1%	26 4%	8 7%	1 1%	26 4%	7 6%	9 3%	15 3%	10 7%

55. In politics today, and regardless of how you are registered, do you consider yourself to be a (ROTATE TOP TO BOTTOM, BOTTOM TO TOP) ...?

	FED GOV TRUST			VAPE FAM		YOUTH CONCERN		FLAVOR BAN		RAISE AGE		MORE FLAVORS		INFORM FLAVOR		VOTE FLAVOR	
	=====			=====		=====		=====		=====		=====		=====		=====	
	TOTAL	TRUST	DIS- TRUST	FAM- ILIAR	NOT FAM- ILIAR	CONC- ERNED	NOT CONC- ERNED	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	MORE LIKELY	LESS LIKELY
TOTAL	1004 100%	326 32%	643 64%	450 45%	532 53%	853 85%	128 13%	468 47%	458 46%	744 74%	198 20%	438 44%	438 44%	657 65%	239 24%	483 48%	182 18%
TOTAL DEMOCRAT	320 32%	105 32%	205 32%	157 35%	159 30%	277 32%	37 29%	176 38%	124 27%	236 32%	65 33%	136 31%	152 35%	211 32%	80 33%	164 34%	62 34%
TOTAL INDEPENDENT	350 35%	83 25%	254 40%	156 35%	185 35%	279 33%	58 45%	143 31%	174 38%	234 31%	87 44%	148 34%	143 33%	234 36%	87 36%	153 32%	65 36%
TOTAL REPUBLICAN	298 30%	133 41%	155 24%	121 27%	170 32%	267 31%	29 23%	135 29%	145 32%	249 33%	38 19%	142 32%	126 29%	198 30%	64 27%	156 32%	51 28%
Strong Democrat	229 23%	73 22%	149 23%	119 26%	107 20%	199 23%	26 20%	132 28%	81 18%	166 22%	47 24%	100 23%	108 25%	155 24%	51 21%	125 26%	42 23%
Not so strong Democrat	91 9%	32 10%	56 9%	38 8%	52 10%	78 9%	11 9%	44 9%	43 9%	70 9%	18 9%	36 8%	44 10%	56 9%	29 12%	39 8%	20 11%
Independent leaning Democrat	103 10%	22 7%	79 12%	50 11%	50 9%	80 9%	22 17%	44 9%	50 11%	68 9%	29 15%	52 12%	39 9%	66 10%	34 14%	39 8%	31 17%
Independent	168 17%	44 13%	115 18%	77 17%	85 16%	134 16%	24 19%	72 15%	74 16%	112 15%	36 18%	58 13%	71 16%	108 16%	39 16%	69 14%	27 15%
Independent leaning Republican	79 8%	17 5%	60 9%	29 6%	50 9%	65 8%	12 9%	27 6%	50 11%	54 7%	22 11%	38 9%	33 8%	60 9%	14 6%	45 9%	7 4%
Not so strong Republican	68 7%	19 6%	46 7%	30 7%	38 7%	60 7%	8 6%	30 6%	35 8%	50 7%	15 8%	33 8%	26 6%	44 7%	11 5%	34 7%	15 8%
Strong Republican	230 23%	114 35%	109 17%	91 20%	132 25%	207 24%	21 16%	105 22%	110 24%	199 27%	23 12%	109 25%	100 23%	154 23%	53 22%	122 25%	36 20%
Depends/Unsure (DO NOT READ)	36 4%	5 2%	29 5%	16 4%	18 3%	30 4%	4 3%	14 3%	15 3%	25 3%	8 4%	12 3%	17 4%	14 2%	8 3%	10 2%	4 2%

BANNER 5 335
55. In politics today, and regardless of how you are registered, do you consider yourself to be a (ROTATE TOP TO BOTTOM, BOTTOM TO TOP) ...?

	CUR VAPERS										EDUCATION					
	VAPE USE					NOT CONS- ISTANT				POL ID			HS OR LESS	SOME COLLEGE/ TECH		COLLEGE+
	TOTAL	CIG	VAPE	MARIJ	ALL	NONE	QUIT	OCCA SIONALLY	R EGULARLY	DEM	IND/LEAN	REP		TECH	COLLEGE+	
TOTAL	1004 100%	383 38%	164 16%	269 27%	200 20%	285 28%	48 5%	35 3%	37 4%	38 4%	320 32%	350 35%	298 30%	236 24%	349 35%	347 35%
TOTAL DEMOCRAT	320 32%	121 32%	53 32%	94 35%	64 32%	93 33%	19 40%	6 17%	11 30%	14 37%	320 100%	-	-	81 34%	113 32%	113 33%
TOTAL INDEPENDENT	350 35%	130 34%	64 39%	109 41%	82 41%	83 29%	16 33%	19 54%	13 35%	14 37%	-	350 100%	-	68 29%	127 36%	132 38%
TOTAL REPUBLICAN	298 30%	126 33%	47 29%	64 24%	47 24%	98 34%	13 27%	10 29%	13 35%	10 26%	-	-	298 100%	83 35%	99 28%	97 28%
Strong Democrat	229 23%	89 23%	37 23%	71 26%	45 23%	69 24%	13 27%	4 11%	7 19%	10 26%	229 72%	-	-	56 24%	77 22%	90 26%
Not so strong Democrat	91 9%	32 8%	16 10%	23 9%	19 10%	24 8%	6 13%	2 6%	4 11%	4 11%	91 28%	-	-	25 11%	36 10%	23 7%
Independent leaning Democrat	103 10%	29 8%	15 9%	42 16%	26 13%	19 7%	3 6%	7 20%	5 14%	-	-	103 29%	-	26 11%	35 10%	38 11%
Independent	168 17%	67 17%	34 21%	49 18%	39 20%	37 13%	9 19%	9 26%	6 16%	8 21%	-	168 48%	-	30 13%	59 17%	65 19%
Independent leaning Republican	79 8%	34 9%	15 9%	18 7%	17 9%	27 9%	4 8%	3 9%	2 5%	6 16%	-	79 23%	-	12 5%	33 9%	29 8%
Not so strong Republican	68 7%	27 7%	10 6%	16 6%	13 7%	23 8%	2 4%	5 14%	3 8%	-	-	-	68 23%	15 6%	27 8%	23 7%
Strong Republican	230 23%	99 26%	37 23%	48 18%	34 17%	75 26%	11 23%	5 14%	10 27%	10 26%	-	-	230 77%	68 29%	72 21%	74 21%
Depends/Unsure (DO NOT READ)	36 4%	6 2%	-	2 1%	7 4%	11 4%	-	-	-	-	-	-	-	4 2%	10 3%	5 1%

BANNER 6 336
55. In politics today, and regardless of how you are registered, do you consider yourself to be a (ROTATE TOP TO BOTTOM, BOTTOM TO TOP) ...?

	REGION																			
	KIDS - TEENS		PARENTS		INCOME			NEIGHBORHOOD												
	TOTAL	YES	NO	MOMS	DADS	LESS \$50K	\$50-\$100K	\$100K+	URBAN	SUB-URBAN	SMALL TOWN	NEW ENGLAND	MID ATL-ANTIC	EAST NORTH CENTRAL	WEST NORTH CENTRAL	SOUTH ATL-ANTIC	EAST SOUTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
TOTAL	1004 100%	376 37%	628 63%	220 22%	156 16%	316 31%	304 30%	249 25%	231 23%	440 44%	297 30%	44 4%	136 14%	115 11%	96 10%	218 22%	78 8%	84 8%	93 9%	140 14%
TOTAL DEMOCRAT	320 32%	125 33%	195 31%	75 34%	50 32%	111 35%	106 35%	79 32%	98 42%	155 35%	63 21%	14 32%	46 34%	42 37%	30 31%	66 30%	28 36%	18 21%	27 29%	49 35%
TOTAL INDEPENDENT	350 35%	110 29%	240 38%	55 25%	55 35%	103 33%	107 35%	83 33%	81 35%	155 35%	105 35%	23 52%	39 29%	36 31%	38 40%	71 33%	19 24%	27 32%	42 45%	55 39%
TOTAL REPUBLICAN	298 30%	130 35%	168 27%	85 39%	45 29%	97 31%	87 29%	79 32%	48 21%	120 27%	122 41%	7 16%	44 32%	34 30%	25 26%	73 33%	28 36%	36 43%	21 23%	30 21%
Strong Democrat	229 23%	84 22%	145 23%	49 22%	35 22%	76 24%	74 24%	63 25%	76 33%	105 24%	47 16%	7 16%	31 23%	34 30%	22 23%	52 24%	16 21%	15 18%	19 20%	33 24%
Not so strong Democrat	91 9%	41 11%	50 8%	26 12%	15 10%	35 11%	32 11%	16 6%	22 10%	50 11%	16 5%	7 16%	15 11%	8 7%	8 8%	14 6%	12 15%	3 4%	8 9%	16 11%
Independent leaning Democrat	103 10%	31 8%	72 11%	13 6%	18 12%	33 10%	32 11%	26 10%	27 12%	53 12%	22 7%	5 11%	9 7%	12 10%	12 13%	17 8%	6 8%	6 7%	12 13%	24 17%
Independent	168 17%	48 13%	120 19%	32 15%	16 10%	54 17%	49 16%	34 14%	44 19%	65 15%	53 18%	11 25%	20 15%	14 12%	17 18%	40 18%	9 12%	12 14%	20 22%	25 18%
Independent leaning Republican	79 8%	31 8%	48 8%	10 5%	21 13%	16 5%	26 9%	23 9%	10 4%	37 8%	30 10%	7 16%	10 7%	10 9%	9 9%	14 6%	4 5%	9 11%	10 11%	6 4%
Not so strong Republican	68 7%	27 7%	41 7%	18 8%	9 6%	20 6%	24 8%	18 7%	13 6%	31 7%	22 7%	2 5%	11 8%	11 10%	4 4%	17 8%	5 6%	9 11%	3 3%	6 4%
Strong Republican	230 23%	103 27%	127 20%	67 30%	36 23%	77 24%	63 21%	61 24%	35 15%	89 20%	100 34%	5 11%	33 24%	23 20%	21 22%	56 26%	23 29%	27 32%	18 19%	24 17%
Depends/Unsure (DO NOT READ)	36 4%	11 3%	25 4%	5 2%	6 4%	5 2%	4 1%	8 3%	4 2%	10 2%	7 2%	- 2%	7 5%	3 3%	3 3%	8 4%	3 4%	3 4%	3 3%	6 4%

BANNER 1 337
56. What is the highest level of formal education that you have completed?

	REG PARTY			2024 VOTE			GENDER		AGE			GENDER/AGE				
	TOTAL												MEN > 50	MEN 50+	WOMEN > 50	WOMEN 50+
		REP	DEM	OTHER	TRUMP	HARRIS	OTHER	FEMALE	MALE	18-29	30-49	50+				
TOTAL	1004 100%	388 39%	368 37%	248 25%	468 47%	464 46%	71 7%	508 51%	496 49%	160 16%	312 31%	527 52%	261 26%	232 23%	211 21%	295 29%
Less than high school	27 3%	17 4%	6 2%	4 2%	14 3%	11 2%	2 3%	13 3%	14 3%	7 4%	12 4%	8 2%	12 5%	2 1%	7 3%	6 2%
High school graduate	209 21%	78 20%	81 22%	50 20%	107 23%	92 20%	10 14%	115 23%	94 19%	39 24%	68 22%	102 19%	60 23%	34 15%	47 22%	68 23%
Some college	197 20%	81 21%	71 19%	45 18%	97 21%	89 19%	11 15%	106 21%	91 18%	33 21%	48 15%	115 22%	41 16%	49 21%	40 19%	66 22%
College graduate with Associate or 2-year degree	152 15%	59 15%	53 14%	40 16%	74 16%	68 15%	10 14%	84 17%	68 14%	24 15%	46 15%	80 15%	36 14%	32 14%	34 16%	48 16%
College graduate with a Bachelor or 4-year degree	214 21%	80 21%	81 22%	53 21%	95 20%	103 22%	15 21%	88 17%	126 25%	30 19%	83 27%	100 19%	68 26%	57 25%	45 21%	43 15%
Post-graduate degree	133 13%	39 10%	57 15%	37 15%	45 10%	73 16%	15 21%	71 14%	62 13%	12 8%	35 11%	85 16%	25 10%	36 16%	22 10%	49 17%
Technical or vocational school graduate	39 4%	21 5%	9 2%	9 4%	23 5%	12 3%	4 6%	17 3%	22 4%	8 5%	11 4%	20 4%	9 3%	13 6%	10 5%	7 2%
depends/Unsure (DO NOT READ)	4 0%	2 1%	2 1%	-	3 1%	1 0%	-	1 0%	3 1%	1 1%	2 1%	1 0%	2 1%	1 0%	1 0%	-
Decline to state (DO NOT READ)	29 3%	11 3%	8 2%	10 4%	10 2%	15 3%	4 6%	13 3%	16 3%	6 4%	7 2%	16 3%	8 3%	8 3%	5 2%	8 3%

BANNER 2 338
56. What is the highest level of formal education that you have completed?

	ETHNICITY		ETHNICITY/GENDER			RACE		GENDER/RACE				FDA			
	TOTAL	HISP	NON-HISP	HISP WOMEN	HISP MEN	WHITE	BLACK	NON-WHITE	WHITE WOMEN	WHITE MEN	MIN WOMEN	MIN MEN	FAV	UNFAV	NEUTRAL/NO OP
TOTAL	1004 100%	98 10%	900 90%	56 6%	42 4%	696 69%	135 13%	302 30%	358 36%	338 34%	149 15%	153 15%	587 58%	302 30%	108 11%
Less than high school	27 3%	1 1%	26 3%	1 2%	-	18 3%	6 4%	9 3%	9 3%	9 3%	4 3%	5 3%	16 3%	5 2%	6 6%
High school graduate	209 21%	15 15%	194 22%	11 20%	4 10%	146 21%	38 28%	63 21%	82 23%	64 19%	33 22%	30 20%	132 22%	50 17%	24 22%
Some college	197 20%	24 24%	172 19%	13 23%	11 26%	131 19%	30 22%	66 22%	75 21%	56 17%	31 21%	35 23%	117 20%	57 19%	23 21%
College graduate with Associate or 2-year degree	152 15%	22 22%	129 14%	18 32%	4 10%	95 14%	22 16%	56 19%	51 14%	44 13%	32 21%	24 16%	90 15%	53 18%	8 7%
College graduate with a Bachelor or 4-year degree	214 21%	23 23%	190 21%	9 16%	14 33%	151 22%	21 16%	61 20%	60 17%	91 27%	28 19%	33 22%	126 21%	63 21%	24 22%
Post-graduate degree	133 13%	6 6%	126 14%	3 5%	3 7%	105 15%	10 7%	26 9%	58 16%	47 14%	13 9%	13 8%	73 12%	44 15%	15 14%
Technical or vocational school graduate	39 4%	4 4%	35 4%	-	4 10%	30 4%	2 1%	9 3%	15 4%	15 4%	2 1%	7 5%	23 4%	16 5%	-
depends/Unsure (DO NOT READ)	4 0%	-	4 0%	-	-	2 0%	2 1%	2 1%	-	2 1%	1 1%	1 1%	1 0%	3 1%	-
Decline to state (DO NOT READ)	29 3%	3 3%	24 3%	1 2%	2 5%	18 3%	4 3%	10 3%	8 2%	10 3%	5 3%	5 3%	9 2%	11 4%	8 7%

BANNER 3 339
56. What is the highest level of formal education that you have completed?

	TRUMP				CIG COMP			VAPE US			VAPE CHINA			SMALL BUS		
	TOTAL	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP
TOTAL	1004 100%	428 43%	540 54%	34 3%	181 18%	714 71%	102 10%	218 22%	644 64%	123 12%	104 10%	723 72%	121 12%	327 33%	513 51%	148 15%
Less than high school	27 3%	16 4%	10 2%	1 3%	8 4%	13 2%	6 6%	8 4%	15 2%	4 3%	8 8%	13 2%	5 4%	12 4%	12 2%	3 2%
High school graduate	209 21%	96 22%	104 19%	9 26%	42 23%	145 20%	20 20%	56 26%	121 19%	28 23%	27 26%	137 19%	26 21%	69 21%	103 20%	32 22%
Some college	197 20%	93 22%	99 18%	5 15%	39 22%	135 19%	21 21%	40 18%	123 19%	27 22%	14 13%	138 19%	30 25%	69 21%	94 18%	29 20%
College graduate with Associate or 2-year degree	152 15%	64 15%	81 15%	7 21%	24 13%	108 15%	19 19%	34 16%	98 15%	16 13%	24 23%	101 14%	17 14%	55 17%	73 14%	22 15%
College graduate with a Bachelor or 4-year degree	214 21%	81 19%	126 23%	6 18%	35 19%	161 23%	18 18%	48 22%	143 22%	22 18%	19 18%	167 23%	21 17%	62 19%	116 23%	34 23%
Post-graduate degree	133 13%	45 11%	84 16%	3 9%	16 9%	106 15%	9 9%	17 8%	96 15%	18 15%	5 5%	110 15%	16 13%	37 11%	76 15%	18 12%
Technical or vocational school graduate	39 4%	19 4%	19 4%	1 3%	10 6%	26 4%	3 3%	9 4%	28 4%	1 1%	6 6%	31 4%	1 1%	13 4%	23 4%	3 2%
depends/Unsure (DO NOT READ)	4 0%	3 1%	-	1 3%	2 1%	1 0%	1 1%	1 0%	2 0%	1 1%	-	3 0%	1 1%	1 0%	2 0%	1 1%
Decline to state (DO NOT READ)	29 3%	11 3%	17 3%	1 3%	5 3%	19 3%	5 5%	5 2%	18 3%	6 5%	1 1%	23 3%	4 3%	9 3%	14 3%	6 4%

BANNER 4 340
56. What is the highest level of formal education that you have completed?

	FED GOV TRUST			VAPE FAM		YOUTH CONCERN		FLAVOR BAN		RAISE AGE		MORE FLAVORS		INFORM FLAVOR		VOTE FLAVOR	
	=====			=====		=====		=====		=====		=====		=====		=====	
	TOTAL	TRUST	DIS- TRUST	FAM- ILIAR	NOT FAM- ILIAR	CONC- ERNED	NOT CONC- ERNED	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	MORE LIKELY	LESS LIKELY
TOTAL	1004 100%	326 32%	643 64%	450 45%	532 53%	853 85%	128 13%	468 47%	458 46%	744 74%	198 20%	438 44%	438 44%	657 65%	239 24%	483 48%	182 18%
Less than high school	27 3%	12 4%	14 2%	13 3%	13 2%	22 3%	4 3%	14 3%	9 2%	15 2%	9 5%	12 3%	11 3%	15 2%	7 3%	11 2%	8 4%
High school graduate	209 21%	79 24%	123 19%	93 21%	109 20%	171 20%	31 24%	105 22%	84 18%	159 21%	34 17%	97 22%	83 19%	139 21%	47 20%	110 23%	40 22%
Some college	197 20%	68 21%	121 19%	74 16%	120 23%	161 19%	32 25%	90 19%	97 21%	139 19%	45 23%	79 18%	93 21%	127 19%	49 21%	94 19%	38 21%
College graduate with Associate or 2-year degree	152 15%	51 16%	98 15%	60 13%	85 16%	128 15%	21 16%	70 15%	67 15%	107 14%	35 18%	68 16%	67 15%	102 16%	40 17%	76 16%	30 16%
College graduate with a Bachelor or 4-year degree	214 21%	69 21%	138 21%	106 24%	107 20%	190 22%	22 17%	98 21%	104 23%	172 23%	31 16%	109 25%	83 19%	152 23%	40 17%	110 23%	27 15%
Post-graduate degree	133 13%	35 11%	93 14%	66 15%	66 12%	117 14%	11 9%	60 13%	59 13%	95 13%	30 15%	45 10%	69 16%	80 12%	38 16%	54 11%	26 14%
Technical or vocational school graduate	39 4%	6 2%	32 5%	21 5%	18 3%	37 4%	2 2%	17 4%	21 5%	33 4%	6 3%	16 4%	17 4%	28 4%	11 5%	19 4%	9 5%
depends/Unsure (DO NOT READ)	4 0%	1 0%	3 0%	4 1%	-	3 0%	1 1%	1 0%	3 1%	3 0%	1 1%	2 0%	2 0%	1 0%	1 0%	2 0%	-
Decline to state (DO NOT READ)	29 3%	5 2%	21 3%	13 3%	14 3%	24 3%	4 3%	13 3%	14 3%	21 3%	7 4%	10 2%	13 3%	13 2%	6 3%	7 1%	4 2%

BANNER 5 341
56. What is the highest level of formal education that you have completed?

	CUR VAPERS										EDUCATION					
	VAPE USE						NOT CONS- ISTANT	QUIT	OCCA SIONALLY	R EGULARLY	POL ID			HS OR LESS	SOME COLLEGE/ TECH	COLLEGE+
	TOTAL	CIG	VAPE	MARIJ	ALL	NONE					DEM	IND/LEAN	REP			
TOTAL	1004 100%	383 38%	164 16%	269 27%	200 20%	285 28%	48 5%	35 3%	37 4%	38 4%	320 32%	350 35%	298 30%	236 24%	349 35%	347 35%
Less than high school	27 3%	11 3%	4 2%	6 2%	6 3%	3 1%	2 4%	- 0%	2 5%	- 0%	11 3%	6 2%	10 3%	27 11%	- 0%	- 0%
High school graduate	209 21%	76 20%	32 20%	51 19%	42 21%	64 22%	14 29%	6 17%	5 14%	7 18%	70 22%	62 18%	73 24%	209 89%	- 0%	- 0%
Some college	197 20%	73 19%	29 18%	54 20%	44 22%	54 19%	5 10%	7 20%	4 11%	10 26%	65 20%	67 19%	58 19%	- 0%	197 56%	- 0%
College graduate with Associate or 2-year degree	152 15%	56 15%	26 16%	38 14%	29 15%	47 16%	2 4%	8 23%	11 30%	5 13%	48 15%	60 17%	41 14%	- 0%	152 44%	- 0%
College graduate with a Bachelor or 4-year degree	214 21%	88 23%	37 23%	69 26%	47 24%	57 20%	13 27%	8 23%	7 19%	7 18%	70 22%	79 23%	62 21%	- 0%	- 0%	214 62%
Post-graduate degree	133 13%	60 16%	24 15%	36 13%	16 8%	40 14%	8 17%	5 14%	6 16%	4 11%	43 13%	53 15%	35 12%	- 0%	- 0%	133 38%
Technical or vocational school graduate	39 4%	14 4%	10 6%	11 4%	11 6%	10 4%	4 8%	1 3%	2 5%	3 8%	7 2%	15 4%	16 5%	- 0%	- 0%	- 0%
depends/Unsure (DO NOT READ)	4 0%	1 0%	1 1%	1 0%	1 1%	1 0%	- 0%	- 0%	- 0%	1 3%	- 0%	2 1%	- 0%	- 0%	- 0%	- 0%
Decline to state (DO NOT READ)	29 3%	4 1%	1 1%	3 1%	4 2%	9 3%	- 0%	- 0%	- 0%	1 3%	6 2%	6 2%	3 1%	- 0%	- 0%	- 0%

BANNER 6 342
56. What is the highest level of formal education that you have completed?

	REGION																					
	KIDS - TEENS			PARENTS		INCOME			NEIGHBORHOOD													
	TOTAL	YES	NO	MOMS	DADS	LESS \$50K	\$50-\$100K	\$100K+	URBAN	SUB-URBAN	SMALL TOWN	NEW ENGLAND	MID ATL-ANTIC	EAST NORTH CENTRAL	WEST NORTH CENTRAL	SOUTH ATL-ANTIC	EAST SOUTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC		
TOTAL	1004 100%	376 37%	628 63%	220 22%	156 16%	316 31%	304 30%	249 25%	231 23%	440 44%	297 30%	44 4%	136 14%	115 11%	96 10%	218 22%	78 8%	84 8%	93 9%	140 14%		
Less than high school	27 3%	9 2%	18 3%	4 2%	5 3%	11 3%	8 3%	6 2%	3 1%	12 3%	11 4%	4 9%	2 1%	7 6%	2 2%	7 3%	- 4%	3 4%	1 1%	1 1%		
High school graduate	209 21%	70 19%	139 22%	51 23%	19 12%	113 36%	58 19%	20 8%	49 21%	91 21%	66 22%	5 11%	36 26%	23 20%	25 26%	42 19%	16 21%	21 25%	15 16%	26 19%		
Some college	197 20%	84 22%	113 18%	43 20%	41 26%	78 25%	64 21%	32 13%	42 18%	86 20%	68 23%	8 18%	33 24%	28 24%	16 17%	41 19%	15 19%	14 17%	13 14%	29 21%		
College graduate with Associate or 2-year degree	152 15%	65 17%	87 14%	41 19%	24 15%	60 19%	46 15%	27 11%	43 19%	61 14%	46 15%	3 7%	19 14%	15 13%	11 11%	32 15%	16 21%	12 14%	23 25%	21 15%		
College graduate with a Bachelor or 4-year degree	214 21%	71 19%	143 23%	35 16%	36 23%	31 10%	79 26%	79 32%	61 26%	107 24%	46 15%	11 25%	21 15%	25 22%	21 22%	50 23%	16 21%	16 19%	18 19%	36 26%		
Post-graduate degree	133 13%	59 16%	74 12%	37 17%	22 14%	15 5%	33 11%	71 29%	23 10%	70 16%	38 13%	10 23%	18 13%	9 8%	13 14%	30 14%	8 10%	13 15%	14 15%	18 13%		
Technical or vocational school graduate	39 4%	16 4%	23 4%	9 4%	7 4%	7 2%	14 5%	13 5%	7 3%	12 3%	20 7%	3 7%	3 2%	5 4%	4 4%	9 4%	4 5%	4 5%	4 4%	3 2%		
depends/Unsure (DO NOT READ)	4 0%	1 0%	3 0%	-	1 1%	-	-	1 0%	1 0%	-	-	-	1 1%	-	-	-	1 1%	-	1 1%	1 1%		
Decline to state (DO NOT READ)	29 3%	1 0%	28 4%	-	1 1%	1 0%	2 1%	-	2 1%	1 0%	2 1%	-	3 2%	3 3%	4 4%	7 3%	2 3%	1 1%	4 4%	5 4%		

BANNER 1 343
57. Do you have any children or grandchildren between the ages of 13-20?

	REG PARTY			2024 VOTE			GENDER		AGE			GENDER/AGE				
	TOTAL	=====			=====			=====		=====			MEN	MEN	WOMEN	WOMEN
		REP	DEM	OTHER	TRUMP	HARRIS	OTHER	FEMALE	MALE	18-29	30-49	50+	> 50	50+	> 50	50+
TOTAL	1004	388	368	248	468	464	71	508	496	160	312	527	261	232	211	295
	100%	39%	37%	25%	47%	46%	7%	51%	49%	16%	31%	52%	26%	23%	21%	29%
Yes, children	207	88	78	41	102	87	18	111	96	32	116	58	66	29	82	29
	21%	23%	21%	17%	22%	19%	25%	22%	19%	20%	37%	11%	25%	13%	39%	10%
Yes, grandchildren	169	88	56	25	95	63	11	109	60	3	14	151	9	51	8	100
	17%	23%	15%	10%	20%	14%	15%	21%	12%	2%	4%	29%	3%	22%	4%	34%
Neither	628	212	234	182	271	314	42	288	340	125	182	318	186	152	121	166
	63%	55%	64%	73%	58%	68%	59%	57%	69%	78%	58%	60%	71%	66%	57%	56%

BANNER 2 344
57. Do you have any children or grandchildren between the ages of 13-20?

	ETHNICITY		ETHNICITY/GENDER			RACE		GENDER/RACE					FDA		
	TOTAL	HISP	NON-HISP	HISP WOMEN	HISP MEN	WHITE	BLACK	NON-WHITE	WHITE WOMEN	WHITE MEN	MIN WOMEN	MIN MEN	FAV	UNFAV	NEUTRAL/NO OP
TOTAL	1004 100%	98 10%	900 90%	56 6%	42 4%	696 69%	135 13%	302 30%	358 36%	338 34%	149 15%	153 15%	587 58%	302 30%	108 11%
Yes, children	207 21%	24 24%	183 20%	12 21%	12 29%	135 19%	38 28%	72 24%	76 21%	59 17%	35 23%	37 24%	134 23%	53 18%	20 19%
Yes, grandchildren	169 17%	19 19%	150 17%	14 25%	5 12%	120 17%	19 14%	48 16%	77 22%	43 13%	31 21%	17 11%	99 17%	58 19%	10 9%
Neither	628 63%	55 56%	567 63%	30 54%	25 60%	441 63%	78 58%	182 60%	205 57%	236 70%	83 56%	99 65%	354 60%	191 63%	78 72%

BANNER 3 345
57. Do you have any children or grandchildren between the ages of 13-20?

	TRUMP				CIG COMP			VAPE US			VAPE CHINA			SMALL BUS		
	TOTAL	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP
TOTAL	1004 100%	428 43%	540 54%	34 3%	181 18%	714 71%	102 10%	218 22%	644 64%	123 12%	104 10%	723 72%	121 12%	327 33%	513 51%	148 15%
Yes, children	207 21%	100 23%	97 18%	10 29%	53 29%	135 19%	19 19%	61 28%	123 19%	20 16%	32 31%	139 19%	25 21%	84 26%	95 19%	27 18%
Yes, grandchildren	169 17%	90 21%	73 14%	6 18%	30 17%	115 16%	21 21%	35 16%	107 17%	22 18%	12 12%	122 17%	21 17%	52 16%	96 19%	16 11%
Neither	628 63%	238 56%	370 69%	18 53%	98 54%	464 65%	62 61%	122 56%	414 64%	81 66%	60 58%	462 64%	75 62%	191 58%	322 63%	105 71%

BANNER 4 346
57. Do you have any children or grandchildren between the ages of 13-20?

	FED GOV TRUST			VAPE FAM		YOUTH CONCERN		FLAVOR BAN		RAISE AGE		MORE FLAVORS		INFORM FLAVOR		VOTE FLAVOR	
	=====			=====		=====		=====		=====		=====		=====		=====	
	TOTAL	TRUST	DIS- TRUST	FAM- ILIAR	NOT FAM- ILIAR	CONC- ERNED	NOT CONC- ERNED	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	MORE LIKELY	LESS LIKELY
TOTAL	1004 100%	326 32%	643 64%	450 45%	532 53%	853 85%	128 13%	468 47%	458 46%	744 74%	198 20%	438 44%	438 44%	657 65%	239 24%	483 48%	182 18%
Yes, children	207 21%	78 24%	125 19%	112 25%	92 17%	183 21%	19 15%	102 22%	92 20%	144 19%	52 26%	106 24%	80 18%	148 23%	43 18%	115 24%	36 20%
Yes, grandchildren	169 17%	67 21%	99 15%	60 13%	108 20%	146 17%	20 16%	79 17%	76 17%	138 19%	24 12%	62 14%	88 20%	105 16%	47 20%	85 18%	33 18%
Neither	628 63%	181 56%	419 65%	278 62%	332 62%	524 61%	89 70%	287 61%	290 63%	462 62%	122 62%	270 62%	270 62%	404 61%	149 62%	283 59%	113 62%

BANNER 5 347
57. Do you have any children or grandchildren between the ages of 13-20?

	CUR VAPERS											EDUCATION				
	VAPE USE						NOT	POL ID				HS	SOME			
	TOTAL	CIG	VAPE	MARIJ	ALL	NONE	CONS- ISTANT	QUIT	OCCA SIONALLY	R EGULARLY	DEM	IND/LEAN	REP	OR LESS	COLLEGE/ TECH	COLLEGE+
TOTAL	1004 100%	383 38%	164 16%	269 27%	200 20%	285 28%	48 5%	35 3%	37 4%	38 4%	320 32%	350 35%	298 30%	236 24%	349 35%	347 35%
Yes, children	207 21%	95 25%	46 28%	50 19%	51 26%	45 16%	10 21%	8 23%	15 41%	12 32%	70 22%	68 19%	60 20%	37 16%	81 23%	80 23%
Yes, grandchildren	169 17%	62 16%	19 12%	33 12%	31 16%	59 21%	8 17%	1 3%	5 14%	4 11%	55 17%	42 12%	70 23%	42 18%	68 19%	50 14%
Neither	628 63%	226 59%	99 60%	186 69%	118 59%	181 64%	30 63%	26 74%	17 46%	22 58%	195 61%	240 69%	168 56%	157 67%	200 57%	217 63%

BANNER 6 348
57. Do you have any children or grandchildren between the ages of 13-20?

	REGION																			
	KIDS - TEENS				PARENTS		INCOME			NEIGHBORHOOD										
	TOTAL	YES	NO	MOMS	DADS	LESS \$50K	\$50-\$100K	\$100K+	URBAN	SUB-URBAN	SMALL TOWN	NEW ENGLAND	MID ATL-ANTIC	EAST NORTH CENTRAL	WEST NORTH CENTRAL	SOUTH ATL-ANTIC	EAST SOUTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
TOTAL	1004 100%	376 37%	628 63%	220 22%	156 16%	316 31%	304 30%	249 25%	231 23%	440 44%	297 30%	44 4%	136 14%	115 11%	96 10%	218 22%	78 8%	84 8%	93 9%	140 14%
Yes, children	207 21%	207 55%	-	111 50%	96 62%	54 17%	65 21%	65 26%	58 25%	93 21%	55 19%	9 20%	26 19%	19 17%	18 19%	39 18%	29 37%	19 23%	16 17%	32 23%
Yes, grandchildren	169 17%	169 45%	-	109 50%	60 38%	58 18%	55 18%	48 19%	27 12%	70 16%	68 23%	4 9%	22 16%	21 18%	14 15%	40 18%	18 23%	21 25%	12 13%	17 12%
Neither	628 63%	-	628 100%	-	-	204 65%	184 61%	136 55%	146 63%	277 63%	174 59%	31 70%	88 65%	75 65%	64 67%	139 64%	31 40%	44 52%	65 70%	91 65%

BANNER 1 349
58. Which of the following categories best describes your family's gross annual income before taxes...?

	REG PARTY			2024 VOTE			GENDER		AGE			GENDER/AGE				
	TOTAL	=====			=====			=====		=====			MEN	MEN	WOMEN	WOMEN
		REP	DEM	OTHER	TRUMP	HARRIS	OTHER	FEMALE	MALE	18-29	30-49	50+	> 50	50+	> 50	50+
TOTAL	1004 100%	388 39%	368 37%	248 25%	468 47%	464 46%	71 7%	508 51%	496 49%	160 16%	312 31%	527 52%	261 26%	232 23%	211 21%	295 29%
Below \$25,000	120 12%	44 11%	47 13%	29 12%	60 13%	57 12%	2 3%	73 14%	47 9%	24 15%	26 8%	69 13%	24 9%	23 10%	26 12%	46 16%
\$25,000 to \$29,999	56 6%	19 5%	24 7%	13 5%	27 6%	25 5%	4 6%	30 6%	26 5%	13 8%	12 4%	31 6%	13 5%	13 6%	12 6%	18 6%
\$30,000 to \$39,999	72 7%	27 7%	30 8%	15 6%	33 7%	34 7%	5 7%	44 9%	28 6%	10 6%	16 5%	46 9%	14 5%	14 6%	12 6%	32 11%
\$40,000 to \$49,999	68 7%	32 8%	24 7%	12 5%	38 8%	28 6%	2 3%	40 8%	28 6%	10 6%	23 7%	35 7%	15 6%	13 6%	18 9%	22 7%
\$50,000 to \$59,999	82 8%	26 7%	36 10%	20 8%	34 7%	44 9%	4 6%	43 8%	39 8%	13 8%	30 10%	39 7%	23 9%	16 7%	20 9%	23 8%
\$60,000 to \$69,999	58 6%	22 6%	20 5%	16 6%	24 5%	25 5%	9 13%	32 6%	26 5%	7 4%	21 7%	30 6%	13 5%	13 6%	15 7%	17 6%
\$70,000 to \$74,999	57 6%	21 5%	28 8%	8 3%	25 5%	29 6%	3 4%	26 5%	31 6%	11 7%	20 6%	24 5%	16 6%	14 6%	15 7%	10 3%
\$75,000 to \$99,999	107 11%	47 12%	35 10%	25 10%	52 11%	47 10%	8 11%	55 11%	52 10%	17 11%	39 13%	51 10%	28 11%	24 10%	28 13%	27 9%
\$100,000 to \$149,999	116 12%	49 13%	41 11%	26 10%	57 12%	54 12%	5 7%	53 10%	63 13%	16 10%	40 13%	60 11%	35 13%	28 12%	21 10%	32 11%
\$150,000 to \$199,999	75 7%	31 8%	25 7%	19 8%	38 8%	31 7%	6 8%	31 6%	44 9%	7 4%	19 6%	49 9%	15 6%	29 13%	11 5%	20 7%
\$200,000 and above	58 6%	22 6%	24 7%	12 5%	24 5%	30 6%	4 6%	19 4%	39 8%	7 4%	28 9%	23 4%	28 11%	11 5%	7 3%	12 4%
Decline to state (DO NOT READ)	135 13%	48 12%	34 9%	53 21%	56 12%	60 13%	19 27%	62 12%	73 15%	25 16%	38 12%	70 13%	37 14%	34 15%	26 12%	36 12%

BANNER 2 350
58. Which of the following categories best describes your family's gross annual income before taxes...?

	ETHNICITY		ETHNICITY/GENDER			RACE		GENDER/RACE					FDA		
	TOTAL	HISP	NON-HISP	HISP WOMEN	HISP MEN	WHITE	BLACK	NON-WHITE	WHITE WOMEN	WHITE MEN	MIN WOMEN	MIN MEN	FAV	UNFAV	NEUTRAL/NO OP
TOTAL	1004 100%	98 10%	900 90%	56 6%	42 4%	696 69%	135 13%	302 30%	358 36%	338 34%	149 15%	153 15%	587 58%	302 30%	108 11%
Below \$25,000	120 12%	8 8%	112 12%	6 11%	2 5%	80 11%	27 20%	40 13%	51 14%	29 9%	22 15%	18 12%	77 13%	27 9%	14 13%
\$25,000 to \$29,999	56 6%	5 5%	50 6%	1 2%	4 10%	37 5%	7 5%	19 6%	22 6%	15 4%	8 5%	11 7%	32 5%	19 6%	5 5%
\$30,000 to \$39,999	72 7%	8 8%	64 7%	6 11%	2 5%	50 7%	8 6%	22 7%	35 10%	15 4%	9 6%	13 8%	47 8%	21 7%	4 4%
\$40,000 to \$49,999	68 7%	11 11%	57 6%	8 14%	3 7%	44 6%	12 9%	24 8%	25 7%	19 6%	15 10%	9 6%	44 7%	21 7%	3 3%
\$50,000 to \$59,999	82 8%	11 11%	71 8%	9 16%	2 5%	46 7%	15 11%	36 12%	22 6%	24 7%	21 14%	15 10%	53 9%	20 7%	8 7%
\$60,000 to \$69,999	58 6%	2 2%	56 6%	-	2 5%	39 6%	11 8%	19 6%	23 6%	16 5%	9 6%	10 7%	35 6%	17 6%	5 5%
\$70,000 to \$74,999	57 6%	9 9%	48 5%	4 7%	5 12%	36 5%	8 6%	20 7%	15 4%	21 6%	10 7%	10 7%	27 5%	19 6%	11 10%
\$75,000 to \$99,999	107 11%	6 6%	101 11%	6 11%	-	84 12%	15 11%	23 8%	42 12%	42 12%	13 9%	10 7%	66 11%	34 11%	7 6%
\$100,000 to \$149,999	116 12%	12 12%	104 12%	2 4%	10 24%	89 13%	10 7%	27 9%	44 12%	45 13%	9 6%	18 12%	69 12%	36 12%	10 9%
\$150,000 to \$199,999	75 7%	5 5%	70 8%	4 7%	1 2%	60 9%	2 1%	14 5%	24 7%	36 11%	7 5%	7 5%	41 7%	27 9%	7 6%
\$200,000 and above	58 6%	7 7%	51 6%	3 5%	4 10%	40 6%	6 4%	17 6%	13 4%	27 8%	6 4%	11 7%	34 6%	18 6%	6 6%
Decline to state (DO NOT READ)	135 13%	14 14%	116 13%	7 13%	7 17%	91 13%	14 10%	41 14%	42 12%	49 14%	20 13%	21 14%	62 11%	43 14%	28 26%

BANNER 3 351
58. Which of the following categories best describes your family's gross annual income before taxes...?

	TRUMP				CIG COMP			VAPE US			VAPE CHINA			SMALL BUS		
	TOTAL	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP
TOTAL	1004 100%	428 43%	540 54%	34 3%	181 18%	714 71%	102 10%	218 22%	644 64%	123 12%	104 10%	723 72%	121 12%	327 33%	513 51%	148 15%
Below \$25,000	120 12%	46 11%	69 13%	5 15%	24 13%	82 11%	12 12%	31 14%	68 11%	16 13%	16 15%	81 11%	16 13%	40 12%	55 11%	23 16%
\$25,000 to \$29,999	56 6%	24 6%	31 6%	1 3%	9 5%	41 6%	6 6%	11 5%	39 6%	5 4%	6 6%	37 5%	7 6%	21 6%	29 6%	6 4%
\$30,000 to \$39,999	72 7%	26 6%	44 8%	2 6%	12 7%	56 8%	2 2%	16 7%	45 7%	8 7%	9 9%	49 7%	6 5%	23 7%	40 8%	7 5%
\$40,000 to \$49,999	68 7%	33 8%	31 6%	4 12%	8 4%	48 7%	11 11%	15 7%	41 6%	10 8%	5 5%	47 7%	10 8%	26 8%	33 6%	6 4%
\$50,000 to \$59,999	82 8%	38 9%	43 8%	1 3%	20 11%	51 7%	11 11%	17 8%	50 8%	13 11%	10 10%	52 7%	10 8%	31 9%	39 8%	9 6%
\$60,000 to \$69,999	58 6%	20 5%	35 6%	3 9%	16 9%	38 5%	3 3%	15 7%	36 6%	5 4%	8 8%	41 6%	5 4%	20 6%	30 6%	7 5%
\$70,000 to \$74,999	57 6%	28 7%	29 5%	-	9 5%	42 6%	6 6%	9 4%	43 7%	5 4%	6 6%	46 6%	4 3%	13 4%	35 7%	9 6%
\$75,000 to \$99,999	107 11%	49 11%	58 11%	-	21 12%	78 11%	8 8%	22 10%	73 11%	12 10%	10 10%	79 11%	16 13%	34 10%	56 11%	17 11%
\$100,000 to \$149,999	116 12%	55 13%	58 11%	3 9%	21 12%	88 12%	7 7%	25 11%	76 12%	14 11%	11 11%	84 12%	14 12%	43 13%	55 11%	16 11%
\$150,000 to \$199,999	75 7%	34 8%	37 7%	4 12%	12 7%	54 8%	9 9%	19 9%	47 7%	8 7%	6 6%	59 8%	9 7%	25 8%	36 7%	13 9%
\$200,000 and above	58 6%	25 6%	32 6%	1 3%	9 5%	45 6%	3 3%	11 5%	44 7%	2 2%	8 8%	46 6%	3 2%	16 5%	38 7%	4 3%
Decline to state (DO NOT READ)	135 13%	50 12%	73 14%	10 29%	20 11%	91 13%	24 24%	27 12%	82 13%	25 20%	9 9%	102 14%	21 17%	35 11%	67 13%	31 21%

BANNER 4 352
58. Which of the following categories best describes your family's gross annual income before taxes...?

	FED GOV TRUST			VAPE FAM		YOUTH CONCERN		FLAVOR BAN		RAISE AGE		MORE FLAVORS		INFORM FLAVOR		VOTE FLAVOR	
	=====			=====		=====		=====		=====		=====		=====		=====	
	TOTAL	TRUST	DIS- TRUST	FAM- ILIAR	NOT FAM- ILIAR	CONC- ERNED	NOT CONC- ERNED	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	MORE LIKELY	LESS LIKELY
TOTAL	1004 100%	326 32%	643 64%	450 45%	532 53%	853 85%	128 13%	468 47%	458 46%	744 74%	198 20%	438 44%	438 44%	657 65%	239 24%	483 48%	182 18%
Below \$25,000	120 12%	42 13%	72 11%	51 11%	67 13%	100 12%	17 13%	63 13%	46 10%	85 11%	23 12%	55 13%	48 11%	68 10%	33 14%	50 10%	30 16%
\$25,000 to \$29,999	56 6%	30 9%	23 4%	24 5%	30 6%	44 5%	8 6%	29 6%	20 4%	43 6%	9 5%	19 4%	27 6%	33 5%	14 6%	27 6%	10 5%
\$30,000 to \$39,999	72 7%	22 7%	50 8%	29 6%	41 8%	59 7%	12 9%	34 7%	34 7%	53 7%	17 9%	24 5%	40 9%	46 7%	23 10%	34 7%	19 10%
\$40,000 to \$49,999	68 7%	26 8%	42 7%	29 6%	38 7%	60 7%	7 5%	31 7%	35 8%	50 7%	14 7%	33 8%	29 7%	49 7%	13 5%	35 7%	14 8%
\$50,000 to \$59,999	82 8%	31 10%	46 7%	42 9%	39 7%	66 8%	12 9%	41 9%	28 6%	60 8%	13 7%	39 9%	30 7%	48 7%	22 9%	39 8%	17 9%
\$60,000 to \$69,999	58 6%	19 6%	36 6%	35 8%	21 4%	51 6%	6 5%	30 6%	25 5%	48 6%	9 5%	28 6%	23 5%	40 6%	12 5%	35 7%	11 6%
\$70,000 to \$74,999	57 6%	16 5%	41 6%	23 5%	34 6%	46 5%	11 9%	27 6%	27 6%	39 5%	17 9%	23 5%	28 6%	36 5%	15 6%	27 6%	13 7%
\$75,000 to \$99,999	107 11%	34 10%	71 11%	45 10%	61 11%	96 11%	10 8%	47 10%	53 12%	83 11%	17 9%	53 12%	44 10%	83 13%	17 7%	55 11%	11 6%
\$100,000 to \$149,999	116 12%	31 10%	81 13%	53 12%	61 11%	103 12%	13 10%	49 10%	63 14%	89 12%	21 11%	45 10%	55 13%	85 13%	25 10%	59 12%	10 5%
\$150,000 to \$199,999	75 7%	21 6%	53 8%	36 8%	39 7%	65 8%	8 6%	35 7%	33 7%	53 7%	15 8%	36 8%	28 6%	52 8%	18 8%	36 7%	15 8%
\$200,000 and above	58 6%	20 6%	36 6%	32 7%	26 5%	48 6%	9 7%	26 6%	30 7%	45 6%	11 6%	33 8%	22 5%	40 6%	14 6%	33 7%	11 6%
Decline to state (DO NOT READ)	135 13%	34 10%	92 14%	51 11%	75 14%	115 13%	15 12%	56 12%	64 14%	96 13%	32 16%	50 11%	64 15%	77 12%	33 14%	53 11%	21 12%

BANNER 5 353
58. Which of the following categories best describes your family's gross annual income before taxes...?

	CUR VAPERS										EDUCATION					
	VAPE USE					NOT CONS- ISTANT					POL ID					
	TOTAL	CIG	VAPE	MARIJ	ALL	NONE	QUIT	OCCA SIONALLY	R EGULARLY	DEM	IND/LEAN	REP	OR LESS	SOME COLLEGE/ TECH	COLLEGE+	
TOTAL	1004 100%	383 38%	164 16%	269 27%	200 20%	285 28%	48 5%	35 3%	37 4%	38 4%	320 32%	350 35%	298 30%	236 24%	349 35%	347 35%
Below \$25,000	120 12%	46 12%	22 13%	36 13%	23 12%	31 11%	7 15%	4 11%	4 11%	5 13%	40 13%	42 12%	37 12%	62 26%	42 12%	13 4%
\$25,000 to \$29,999	56 6%	19 5%	7 4%	15 6%	8 4%	20 7%	4 8%	- 8%	- 8%	3 8%	24 8%	14 4%	15 5%	17 7%	27 8%	10 3%
\$30,000 to \$39,999	72 7%	23 6%	10 6%	15 6%	14 7%	27 9%	1 2%	2 6%	2 5%	4 11%	28 9%	23 7%	21 7%	22 9%	34 10%	14 4%
\$40,000 to \$49,999	68 7%	17 4%	12 7%	16 6%	18 9%	22 8%	3 6%	2 6%	4 11%	3 8%	19 6%	24 7%	24 8%	23 10%	35 10%	9 3%
\$50,000 to \$59,999	82 8%	28 7%	15 9%	23 9%	19 10%	21 7%	3 6%	4 11%	4 11%	4 11%	27 8%	33 9%	22 7%	22 9%	34 10%	23 7%
\$60,000 to \$69,999	58 6%	19 5%	9 5%	10 4%	18 9%	13 5%	4 8%	1 3%	4 11%	- 8%	21 7%	17 5%	18 6%	10 4%	27 8%	17 5%
\$70,000 to \$74,999	57 6%	22 6%	8 5%	20 7%	12 6%	15 5%	2 4%	2 6%	1 3%	3 8%	27 8%	17 5%	13 4%	13 6%	20 6%	22 6%
\$75,000 to \$99,999	107 11%	47 12%	19 12%	32 12%	22 11%	28 10%	7 15%	3 9%	5 14%	4 11%	31 10%	40 11%	34 11%	21 9%	29 8%	50 14%
\$100,000 to \$149,999	116 12%	52 14%	24 15%	46 17%	25 13%	30 11%	7 15%	7 20%	5 14%	4 11%	39 12%	35 10%	39 13%	14 6%	34 10%	62 18%
\$150,000 to \$199,999	75 7%	36 9%	13 8%	15 6%	12 6%	19 7%	5 10%	2 6%	6 16%	- 8%	20 6%	24 7%	28 9%	7 3%	17 5%	50 14%
\$200,000 and above	58 6%	25 7%	8 5%	14 5%	13 7%	15 5%	2 4%	2 6%	- 11%	4 11%	20 6%	24 7%	12 4%	5 2%	8 2%	38 11%
Decline to state (DO NOT READ)	135 13%	49 13%	17 10%	27 10%	16 8%	44 15%	3 6%	6 17%	2 5%	4 11%	24 8%	57 16%	35 12%	20 8%	42 12%	39 11%

BANNER 6 354
58. Which of the following categories best describes your family's gross annual income before taxes...?

	REGION																			
	KIDS - TEENS		PARENTS		INCOME			NEIGHBORHOOD												
	TOTAL	YES	NO	MOMS	DADS	LESS \$50K	\$50-\$100K	\$100K+	URBAN	SUB-URBAN	SMALL TOWN	NEW ENGLAND	MID ATL-ANTIC	EAST NORTH CENTRAL	WEST NORTH CENTRAL	SOUTH ATL-ANTIC	EAST SOUTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
TOTAL	1004 100%	376 37%	628 63%	220 22%	156 16%	316 31%	304 30%	249 25%	231 23%	440 44%	297 30%	44 4%	136 14%	115 11%	96 10%	218 22%	78 8%	84 8%	93 9%	140 14%
Below \$25,000	120 12%	32 9%	88 14%	23 10%	9 6%	120 38%	- -	- -	40 17%	45 10%	35 12%	8 18%	17 13%	17 15%	12 13%	18 8%	10 13%	17 20%	6 6%	15 11%
\$25,000 to \$29,999	56 6%	19 5%	37 6%	11 5%	8 5%	56 18%	- -	- -	16 7%	24 5%	15 5%	1 2%	11 8%	5 4%	5 5%	18 8%	- -	4 5%	6 6%	6 4%
\$30,000 to \$39,999	72 7%	31 8%	41 7%	22 10%	9 6%	72 23%	- -	- -	16 7%	25 6%	30 10%	2 5%	11 8%	11 10%	9 9%	12 6%	7 9%	3 4%	8 9%	9 6%
\$40,000 to \$49,999	68 7%	30 8%	38 6%	20 9%	10 6%	68 22%	- -	- -	21 9%	18 4%	28 9%	2 5%	9 7%	12 10%	1 1%	15 7%	8 10%	6 7%	7 8%	8 6%
\$50,000 to \$59,999	82 8%	36 10%	46 7%	22 10%	14 9%	- -	82 27%	- -	20 9%	40 9%	21 7%	4 9%	9 7%	9 8%	1 1%	26 12%	7 9%	6 7%	7 8%	13 9%
\$60,000 to \$69,999	58 6%	19 5%	39 6%	10 5%	9 6%	- -	58 19%	- -	12 5%	27 6%	18 6%	2 5%	5 4%	3 3%	9 9%	11 5%	7 9%	6 7%	10 11%	5 4%
\$70,000 to \$74,999	57 6%	21 6%	36 6%	11 5%	10 6%	- -	57 19%	- -	13 6%	27 6%	15 5%	2 5%	10 7%	2 2%	3 3%	12 6%	5 6%	5 6%	7 8%	11 8%
\$75,000 to \$99,999	107 11%	44 12%	63 10%	28 13%	16 10%	- -	107 35%	- -	22 10%	55 13%	29 10%	1 2%	17 13%	9 8%	12 13%	26 12%	10 13%	6 7%	11 12%	15 11%
\$100,000 to \$149,999	116 12%	53 14%	63 10%	30 14%	23 15%	- -	- -	116 47%	22 10%	63 14%	30 10%	5 11%	13 10%	13 11%	18 19%	26 12%	8 10%	10 12%	6 6%	17 12%
\$150,000 to \$199,999	75 7%	35 9%	40 6%	16 7%	19 12%	- -	- -	75 30%	14 6%	42 10%	19 6%	4 9%	7 5%	8 7%	7 7%	16 7%	6 8%	10 12%	6 6%	11 8%
\$200,000 and above	58 6%	25 7%	33 5%	12 5%	13 8%	- -	- -	58 23%	16 7%	29 7%	13 4%	9 20%	7 5%	6 5%	5 5%	9 4%	2 3%	5 6%	4 4%	11 8%
Decline to state (DO NOT READ)	135 13%	31 8%	104 17%	15 7%	16 10%	- -	- -	- -	19 8%	45 10%	44 15%	4 9%	20 15%	20 17%	14 15%	29 13%	8 10%	6 7%	15 16%	19 14%

BANNER 1 355
59. Would you best describe the neighborhood or area you live in as...

	REG PARTY			2024 VOTE			GENDER		AGE			GENDER/AGE				
	TOTAL	=====			=====			=====		=====			=====			
		REP	DEM	OTHER	TRUMP	HARRIS	OTHER	FEMALE	MALE	18-29	30-49	50+	MEN > 50	MEN 50+	WOMEN > 50	WOMEN 50+
TOTAL	1004 100%	388 39%	368 37%	248 25%	468 47%	464 46%	71 7%	508 51%	496 49%	160 16%	312 31%	527 52%	261 26%	232 23%	211 21%	295 29%
Urban	231 23%	67 17%	113 31%	51 21%	91 19%	125 27%	14 20%	109 21%	122 25%	54 34%	86 28%	89 17%	82 31%	39 17%	58 27%	50 17%
Suburban	440 44%	156 40%	169 46%	115 46%	196 42%	216 47%	28 39%	216 43%	224 45%	73 46%	128 41%	237 45%	112 43%	110 47%	89 42%	127 43%
Small Town/Rural	297 30%	151 39%	78 21%	68 27%	168 36%	104 22%	25 35%	167 33%	130 26%	27 17%	89 29%	180 34%	58 22%	72 31%	58 27%	108 37%
Depends/Unsure (DO NOT READ)	36 4%	14 4%	8 2%	14 6%	13 3%	19 4%	4 6%	16 3%	20 4%	6 4%	9 3%	21 4%	9 3%	11 5%	6 3%	10 3%

BANNER 2 356
59. Would you best describe the neighborhood or area you live in as...

	ETHNICITY			ETHNICITY/GENDER		RACE			GENDER/RACE				FDA		
	TOTAL	HISP	NON-HISP	HISP WOMEN	HISP MEN	WHITE	BLACK	NON-WHITE	WHITE WOMEN	WHITE MEN	MIN WOMEN	MIN MEN	FAV	UNFAV	NEUTRAL/NO OP
TOTAL	1004 100%	98 10%	900 90%	56 6%	42 4%	696 69%	135 13%	302 30%	358 36%	338 34%	149 15%	153 15%	587 58%	302 30%	108 11%
Urban	231 23%	29 30%	202 22%	17 30%	12 29%	125 18%	60 44%	104 34%	60 17%	65 19%	48 32%	56 37%	143 24%	65 22%	18 17%
Suburban	440 44%	44 45%	393 44%	25 45%	19 45%	311 45%	50 37%	127 42%	156 44%	155 46%	60 40%	67 44%	264 45%	131 43%	44 41%
Small Town/Rural	297 30%	21 21%	275 31%	12 21%	9 21%	236 34%	21 16%	60 20%	130 36%	106 31%	37 25%	23 15%	170 29%	88 29%	39 36%
Depends/Unsure (DO NOT READ)	36 4%	4 4%	30 3%	2 4%	2 5%	24 3%	4 3%	11 4%	12 3%	12 4%	4 3%	7 5%	10 2%	18 6%	7 6%

BANNER 3 357
59. Would you best describe the neighborhood or area you live in as...

	TRUMP				CIG COMP			VAPE US			VAPE CHINA			SMALL BUS		
	TOTAL	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP
TOTAL	1004 100%	428 43%	540 54%	34 3%	181 18%	714 71%	102 10%	218 22%	644 64%	123 12%	104 10%	723 72%	121 12%	327 33%	513 51%	148 15%
Urban	231 23%	87 20%	136 25%	7 21%	53 29%	157 22%	21 21%	70 32%	133 21%	24 20%	37 36%	147 20%	32 26%	86 26%	103 20%	37 25%
Suburban	440 44%	171 40%	254 47%	14 41%	68 38%	326 46%	45 44%	84 39%	293 45%	53 43%	43 41%	324 45%	54 45%	141 43%	228 44%	68 46%
Small Town/Rural	297 30%	154 36%	132 24%	11 32%	54 30%	208 29%	30 29%	60 28%	192 30%	41 33%	23 22%	222 31%	30 25%	90 28%	164 32%	36 24%
Depends/Unsure (DO NOT READ)	36 4%	16 4%	18 3%	2 6%	6 3%	23 3%	6 6%	4 2%	26 4%	5 4%	1 1%	30 4%	5 4%	10 3%	18 4%	7 5%

BANNER 4 358
59. Would you best describe the neighborhood or area you live in as...

	FED GOV TRUST			VAPE FAM		YOUTH CONCERN		FLAVOR BAN		RAISE AGE		MORE FLAVORS		INFORM FLAVOR		VOTE FLAVOR	
	=====			=====		=====		=====		=====		=====		=====		=====	
	TOTAL	TRUST	DIS- TRUST	FAM- ILIAR	NOT FAM- ILIAR	CONC- ERNED	NOT CONC- ERNED	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	MORE LIKELY	LESS LIKELY
TOTAL	1004 100%	326 32%	643 64%	450 45%	532 53%	853 85%	128 13%	468 47%	458 46%	744 74%	198 20%	438 44%	438 44%	657 65%	239 24%	483 48%	182 18%
Urban	231 23%	90 28%	131 20%	124 28%	100 19%	199 23%	23 18%	117 25%	92 20%	178 24%	38 19%	110 25%	90 21%	155 24%	50 21%	119 25%	43 24%
Suburban	440 44%	141 43%	287 45%	190 42%	244 46%	367 43%	63 49%	204 44%	208 45%	334 45%	80 40%	203 46%	184 42%	292 44%	106 44%	212 44%	90 49%
Small Town/Rural	297 30%	91 28%	194 30%	120 27%	169 32%	258 30%	35 27%	130 28%	142 31%	205 28%	71 36%	115 26%	142 32%	195 30%	74 31%	145 30%	42 23%
Depends/Unsure (DO NOT READ)	36 4%	4 1%	31 5%	16 4%	19 4%	29 3%	7 5%	17 4%	16 3%	27 4%	9 5%	10 2%	22 5%	15 2%	9 4%	7 1%	7 4%

BANNER 5 359
59. Would you best describe the neighborhood or area you live in as...

	CUR VAPERS											EDUCATION					
	VAPE USE						NOT CONS- ISTANT	OCCA		R	POL ID			HS OR LESS	SOME COLLEGE/ TECH		COLLEGE+
	TOTAL	CIG	VAPE	MARIJ	ALL	NONE		SIONALLY	EGULARLY		DEM	IND/LEAN	REP		TECH	COLLEGE+	
TOTAL	1004	383	164	269	200	285	48	35	37	38	320	350	298	236	349	347	
	100%	38%	16%	27%	20%	28%	5%	3%	4%	4%	32%	35%	30%	24%	35%	35%	
Urban	231	94	38	72	42	61	12	8	5	12	98	81	48	52	85	84	
	23%	25%	23%	27%	21%	21%	25%	23%	14%	32%	31%	23%	16%	22%	24%	24%	
Suburban	440	162	73	124	96	121	20	16	19	15	155	155	120	103	147	177	
	44%	42%	45%	46%	48%	42%	42%	46%	51%	39%	48%	44%	40%	44%	42%	51%	
Small Town/Rural	297	121	52	69	56	92	16	11	13	10	63	105	122	77	114	84	
	30%	32%	32%	26%	28%	32%	33%	31%	35%	26%	20%	30%	41%	33%	33%	24%	
Depends/Unsure (DO NOT READ)	36	6	1	4	6	11	-	-	-	1	4	9	8	4	3	2	
	4%	2%	1%	1%	3%	4%				3%	1%	3%	3%	2%	1%	1%	

BANNER 6 360
59. Would you best describe the neighborhood or area you live in as...

	REGION																			
	KIDS - TEENS		PARENTS		INCOME			NEIGHBORHOOD												
	TOTAL	YES	NO	MOMS	DADS	LESS \$50K	\$50-\$100K	\$100K+	URBAN	SUB-URBAN	SMALL TOWN	NEW ENGLAND	MID ATL-ANTIC	EAST NORTH CENTRAL	WEST NORTH CENTRAL	SOUTH ATL-ANTIC	EAST SOUTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
TOTAL	1004 100%	376 37%	628 63%	220 22%	156 16%	316 31%	304 30%	249 25%	231 23%	440 44%	297 30%	44 4%	136 14%	115 11%	96 10%	218 22%	78 8%	84 8%	93 9%	140 14%
Urban	231 23%	85 23%	146 23%	42 19%	43 28%	93 29%	67 22%	52 21%	231 100%	-	-	7 16%	38 28%	26 23%	17 18%	40 18%	16 21%	16 19%	26 28%	45 32%
Suburban	440 44%	163 43%	277 44%	97 44%	66 42%	112 35%	149 49%	134 54%	-	440 100%	-	27 61%	59 43%	48 42%	42 44%	100 46%	26 33%	37 44%	38 41%	63 45%
Small Town/Rural	297 30%	123 33%	174 28%	79 36%	44 28%	108 34%	83 27%	62 25%	-	-	297 100%	10 23%	35 26%	40 35%	33 34%	68 31%	33 42%	28 33%	25 27%	25 18%
Depends/Unsure (DO NOT READ)	36 4%	5 1%	31 5%	2 1%	3 2%	3 1%	5 2%	1 0%	-	-	-	-	4 3%	1 1%	4 4%	10 5%	3 4%	3 4%	4 4%	7 5%

BANNER 1 361
60. Region:

	REG PARTY							2024 VOTE			GENDER		AGE			GENDER/AGE			
	=====			=====			TOTAL	=====			=====		=====			=====			
	REP	DEM	OTHER	TRUMP	HARRIS	OTHER		FEMALE	MALE	18-29	30-49	50+	MEN > 50	MEN 50+	WOMEN > 50	WOMEN 50+			
TOTAL	1004 100%	388 39%	368 37%	248 25%	468 47%	464 46%	71 7%	508 51%	496 49%	160 16%	312 31%	527 52%	261 26%	232 23%	211 21%	295 29%			
NEW ENGLAND	44 4%	10 3%	15 4%	19 8%	16 3%	24 5%	4 6%	18 4%	26 5%	4 3%	13 4%	27 5%	10 4%	16 7%	7 3%	11 4%			
MID ATLANTIC	136 14%	53 14%	58 16%	25 10%	66 14%	60 13%	10 14%	65 13%	71 14%	22 14%	42 13%	71 13%	42 16%	28 12%	22 10%	43 15%			
EAST NORTH CENTRAL	115 11%	50 13%	44 12%	21 8%	51 11%	60 13%	3 4%	56 11%	59 12%	14 9%	33 11%	68 13%	25 10%	34 15%	22 10%	34 12%			
WEST NORTH CENTRAL	96 10%	34 9%	35 10%	27 11%	46 10%	45 10%	5 7%	45 9%	51 10%	21 13%	28 9%	47 9%	29 11%	22 9%	20 9%	25 8%			
SOUTH ATLANTIC	218 22%	82 21%	73 20%	63 25%	100 21%	100 22%	18 25%	129 25%	89 18%	39 24%	65 21%	114 22%	47 18%	42 18%	57 27%	72 24%			
EAST SOUTH CENTRAL	78 8%	39 10%	31 8%	8 3%	41 9%	35 8%	2 3%	41 8%	37 7%	12 8%	25 8%	39 7%	19 7%	18 8%	18 9%	21 7%			
WEST SOUTH CENTRAL	84 8%	45 12%	20 5%	19 8%	50 11%	28 6%	6 8%	42 8%	42 8%	13 8%	19 6%	52 10%	19 7%	23 10%	13 6%	29 10%			
MOUNTAIN	93 9%	33 9%	30 8%	30 12%	46 10%	36 8%	11 15%	44 9%	49 10%	11 7%	33 11%	49 9%	28 11%	21 9%	16 8%	28 9%			
PACIFIC	140 14%	42 11%	62 17%	36 15%	52 11%	76 16%	12 17%	68 13%	72 15%	24 15%	54 17%	60 11%	42 16%	28 12%	36 17%	32 11%			

BANNER 2 362
60. Region:

	ETHNICITY		ETHNICITY/GENDER			RACE		GENDER/RACE					FDA		
	TOTAL	HISP	NON-HISP	HISP WOMEN	HISP MEN	WHITE	BLACK	NON-WHITE	WHITE WOMEN	WHITE MEN	MIN WOMEN	MIN MEN	FAV	UNFAV	NEUTRAL/NO OP
TOTAL	1004 100%	98 10%	900 90%	56 6%	42 4%	696 69%	135 13%	302 30%	358 36%	338 34%	149 15%	153 15%	587 58%	302 30%	108 11%
NEW ENGLAND	44 4%	1 1%	42 5%	-	1 2%	39 6%	2 1%	4 1%	17 5%	22 7%	1 1%	3 2%	32 5%	8 3%	3 3%
MID ATLANTIC	136 14%	11 11%	124 14%	7 13%	4 10%	91 13%	19 14%	43 14%	48 13%	43 13%	17 11%	26 17%	75 13%	39 13%	20 19%
EAST NORTH CENTRAL	115 11%	2 2%	113 13%	2 4%	-	95 14%	14 10%	20 7%	50 14%	45 13%	6 4%	14 9%	68 12%	37 12%	10 9%
WEST NORTH CENTRAL	96 10%	3 3%	93 10%	2 4%	1 2%	77 11%	9 7%	19 6%	38 11%	39 12%	7 5%	12 8%	53 9%	35 12%	8 7%
SOUTH ATLANTIC	218 22%	23 23%	193 21%	13 23%	10 24%	144 21%	35 26%	73 24%	85 24%	59 17%	44 30%	29 19%	137 23%	58 19%	23 21%
EAST SOUTH CENTRAL	78 8%	6 6%	72 8%	2 4%	4 10%	52 7%	16 12%	25 8%	29 8%	23 7%	11 7%	14 9%	52 9%	22 7%	4 4%
WEST SOUTH CENTRAL	84 8%	10 10%	74 8%	3 5%	7 17%	53 8%	17 13%	31 10%	26 7%	27 8%	16 11%	15 10%	49 8%	26 9%	8 7%
MOUNTAIN	93 9%	11 11%	82 9%	8 14%	3 7%	65 9%	10 7%	28 9%	26 7%	39 12%	18 12%	10 7%	45 8%	38 13%	9 8%
PACIFIC	140 14%	31 32%	107 12%	19 34%	12 29%	80 11%	13 10%	59 20%	39 11%	41 12%	29 19%	30 20%	76 13%	39 13%	23 21%

BANNER 3 363
60. Region:

	TRUMP				CIG COMP			VAPE US			VAPE CHINA			SMALL BUS		
	TOTAL	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP	FAV	UNFAV	NEUTRAL/ NO OP
TOTAL	1004 100%	428 43%	540 54%	34 3%	181 18%	714 71%	102 10%	218 22%	644 64%	123 12%	104 10%	723 72%	121 12%	327 33%	513 51%	148 15%
NEW ENGLAND	44 4%	14 3%	29 5%	1 3%	9 5%	31 4%	3 3%	12 6%	27 4%	2 2%	4 4%	34 5%	3 2%	13 4%	22 4%	9 6%
MID ATLANTIC	136 14%	64 15%	69 13%	3 9%	25 14%	95 13%	16 16%	31 14%	87 14%	15 12%	16 15%	93 13%	18 15%	39 12%	70 14%	23 16%
EAST NORTH CENTRAL	115 11%	45 11%	69 13%	1 3%	20 11%	79 11%	15 15%	20 9%	76 12%	15 12%	11 11%	82 11%	15 12%	35 11%	61 12%	15 10%
WEST NORTH CENTRAL	96 10%	45 11%	49 9%	2 6%	12 7%	77 11%	6 6%	16 7%	67 10%	12 10%	3 3%	77 11%	13 11%	31 9%	49 10%	16 11%
SOUTH ATLANTIC	218 22%	97 23%	116 21%	5 15%	41 23%	156 22%	19 19%	51 23%	134 21%	28 23%	22 21%	162 22%	19 16%	75 23%	114 22%	25 17%
EAST SOUTH CENTRAL	78 8%	40 9%	34 6%	4 12%	24 13%	50 7%	4 4%	30 14%	37 6%	10 8%	15 14%	49 7%	10 8%	36 11%	35 7%	6 4%
WEST SOUTH CENTRAL	84 8%	44 10%	36 7%	4 12%	11 6%	60 8%	11 11%	20 9%	53 8%	9 7%	7 7%	57 8%	14 12%	24 7%	45 9%	13 9%
MOUNTAIN	93 9%	33 8%	53 10%	6 18%	10 6%	70 10%	13 13%	12 6%	67 10%	14 11%	9 9%	68 9%	10 8%	28 9%	52 10%	12 8%
PACIFIC	140 14%	46 11%	85 16%	8 24%	29 16%	96 13%	15 15%	26 12%	96 15%	18 15%	17 16%	101 14%	19 16%	46 14%	65 13%	29 20%

BANNER 4 364
60. Region:

	FED GOV TRUST			VAPE FAM		YOUTH CONCERN		FLAVOR BAN		RAISE AGE		MORE FLAVORS		INFORM FLAVOR		VOTE FLAVOR	
	=====			=====		=====		=====		=====		=====		=====		=====	
	TOTAL	TRUST	DIS- TRUST	FAM- ILIAR	NOT FAM- ILIAR	CONC- ERNED	NOT CONC- ERNED	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	MORE LIKELY	LESS LIKELY
TOTAL	1004 100%	326 32%	643 64%	450 45%	532 53%	853 85%	128 13%	468 47%	458 46%	744 74%	198 20%	438 44%	438 44%	657 65%	239 24%	483 48%	182 18%
NEW ENGLAND	44 4%	14 4%	25 4%	22 5%	21 4%	34 4%	9 7%	21 4%	21 5%	32 4%	11 6%	16 4%	23 5%	26 4%	12 5%	17 4%	9 5%
MID ATLANTIC	136 14%	42 13%	91 14%	52 12%	79 15%	115 13%	16 13%	66 14%	58 13%	101 14%	25 13%	54 12%	66 15%	79 12%	42 18%	58 12%	33 18%
EAST NORTH CENTRAL	115 11%	42 13%	71 11%	55 12%	57 11%	98 11%	16 13%	57 12%	51 11%	79 11%	25 13%	52 12%	46 11%	66 10%	30 13%	49 10%	21 12%
WEST NORTH CENTRAL	96 10%	18 6%	78 12%	37 8%	58 11%	76 9%	18 14%	39 8%	48 10%	77 10%	11 6%	43 10%	38 9%	62 9%	26 11%	46 10%	16 9%
SOUTH ATLANTIC	218 22%	85 26%	123 19%	97 22%	117 22%	191 22%	18 14%	116 25%	83 18%	172 23%	33 17%	88 20%	95 22%	150 23%	42 18%	110 23%	36 20%
EAST SOUTH CENTRAL	78 8%	29 9%	48 7%	46 10%	32 6%	68 8%	10 8%	29 6%	47 10%	58 8%	19 10%	40 9%	35 8%	57 9%	16 7%	39 8%	13 7%
WEST SOUTH CENTRAL	84 8%	33 10%	47 7%	33 7%	50 9%	72 8%	11 9%	35 7%	39 9%	60 8%	18 9%	40 9%	34 8%	62 9%	11 5%	43 9%	11 6%
MOUNTAIN	93 9%	26 8%	62 10%	40 9%	48 9%	78 9%	11 9%	36 8%	50 11%	70 9%	16 8%	35 8%	42 10%	59 9%	25 10%	47 10%	13 7%
PACIFIC	140 14%	37 11%	98 15%	68 15%	70 13%	121 14%	19 15%	69 15%	61 13%	95 13%	40 20%	70 16%	59 13%	96 15%	35 15%	74 15%	30 16%

BANNER 5 365
60. Region:

	CUR VAPERS										EDUCATION					
	VAPE USE					NOT CONS- ISTANT	QUIT	POL ID		DEM	HS		SOME COLLEGE/ TECH		COLLEGE+	
	TOTAL	CIG	VAPE	MARIJ	ALL			NONE	OCCA SIONALLY		R EGULARLY	IND/LEAN	REP	OR LESS		COLLEGE/ TECH
TOTAL	1004 100%	383 38%	164 16%	269 27%	200 20%	285 28%	48 5%	35 3%	37 4%	38 4%	320 32%	350 35%	298 30%	236 24%	349 35%	347 35%
NEW ENGLAND	44 4%	18 5%	10 6%	11 4%	10 5%	10 4%	3 6%	2 6%	1 3%	4 11%	14 4%	23 7%	7 2%	9 4%	11 3%	21 6%
MID ATLANTIC	136 14%	48 13%	21 13%	42 16%	27 14%	43 15%	5 10%	4 11%	5 14%	5 13%	46 14%	39 11%	44 15%	38 16%	52 15%	39 11%
EAST NORTH CENTRAL	115 11%	48 13%	14 9%	30 11%	20 10%	29 10%	5 10%	1 3%	5 14%	1 3%	42 13%	36 10%	34 11%	30 13%	43 12%	34 10%
WEST NORTH CENTRAL	96 10%	38 10%	12 7%	31 12%	26 13%	16 6%	5 10%	5 14%	1 3%	1 3%	30 9%	38 11%	25 8%	27 11%	27 8%	34 10%
SOUTH ATLANTIC	218 22%	86 22%	36 22%	56 21%	42 21%	62 22%	9 19%	5 14%	9 24%	12 32%	66 21%	71 20%	73 24%	49 21%	73 21%	80 23%
EAST SOUTH CENTRAL	78 8%	28 7%	19 12%	17 6%	15 8%	24 8%	6 13%	4 11%	4 11%	5 13%	28 9%	19 5%	28 9%	16 7%	31 9%	24 7%
WEST SOUTH CENTRAL	84 8%	38 10%	15 9%	19 7%	12 6%	28 10%	4 8%	5 14%	2 5%	4 11%	18 6%	27 8%	36 12%	24 10%	26 7%	29 8%
MOUNTAIN	93 9%	28 7%	14 9%	18 7%	17 9%	34 12%	4 8%	2 6%	5 14%	3 8%	27 8%	42 12%	21 7%	16 7%	36 10%	32 9%
PACIFIC	140 14%	51 13%	23 14%	45 17%	31 16%	39 14%	7 15%	7 20%	5 14%	3 8%	49 15%	55 16%	30 10%	27 11%	50 14%	54 16%

BANNER 6 366
60. Region:

[illegible]