

Vapor Technology Association (VTA)
Mixed Mode¹ Nationwide Survey among 1,004 Registered Voters,
with an oversample of an additional 200 2024 Trump Voters
TOPLINE DATA REPORT

Field Dates: June 25-29, 2026

Margin of error: +/- 4.0%²

Initial Screeners/Demographics:

1. Political Party Registration

TOTAL Trump Voters (n=672)

39%	80%	Registered Republican
37%	6%	Registered Democrat
20%	10%	Registered Green/Libertarian/Other/No affiliation
4%	4%	My state does not require me to register by party
*	*	Not registered to vote at this time

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

ALL Trump Voters

47%	100%	Donald Trump
46%	-	Kamala Harris
7%	-	Other
-	-	Did not vote
*	-	Refused

3. Age Range

ALL Trump Voters

7%	4%	18 to 24
9%	8%	25 to 29
15%	16%	30 to 39
16%	18%	40 to 49
28%	30%	50 to 64
25%	24%	65 or older
*	*	Refused

¹ Depending on final length of survey, a mixed mode method of online and telephone may be considered.

² The margin of error is calculated at +/- 4.0% at the 95% confidence level, meaning that in 19 out of 20 cases, the results obtained would differ by no more than two point eight percentage points in either direction if the entire adult population nationwide were to be surveyed. Margins of error for subgroups are higher.

4. Gender

<u>ALL</u>	<u>Trump Voters</u>	
51%	49%	Female
49%	51%	Male

5. Race

<u>ALL</u>	<u>Trump Voters</u>	
69%	76%	White or Caucasian
13%	8%	Hispanic
13%	12%	Black or African American
2%	1%	Asian or Pacific Islander
*	1%	Native American
2%	1%	Other (VOL.)
1%	1%	Refused

Image and Awareness Series

You will now be read a list of different people or things. For each, please indicate whether you have a (ROTATED) favorable or unfavorable (ENDED ROTATION) opinion of them. If you have never heard of them/it, or have no opinion, just say so and we will move to the next. (Probed) And would you say strongly (favorable/unfavorable) or somewhat?

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

<u>ALL</u>	<u>Trump Voters</u>	
58%	66%	TOTAL FAVORABLE
20%	25%	Strongly favorable
39%	41%	Somewhat favorable
30%	25%	TOTAL UNFAVORABLE
16%	14%	Somewhat unfavorable
14%	12%	Strongly unfavorable
11%	8%	Heard of/No opinion (VOL.)
1%	1%	Never heard of (VOL.)

7. Donald J. Trump

<u>ALL</u>	<u>Trump Voters</u>	
43%	83%	TOTAL FAVORABLE
28%	56%	Strongly favorable
15%	26%	Somewhat favorable
54%	14%	TOTAL UNFAVORABLE
8%	7%	Somewhat unfavorable
46%	8%	Strongly unfavorable
3%	3%	Heard of/No opinion (VOL.)
*	*	Never heard of (VOL.)

8. Cigarette companies

<u>ALL</u>	<u>Trump Voters</u>	
18%	28%	TOTAL FAVORABLE
7%	11%	Strongly favorable
11%	16%	Somewhat favorable
71%	62%	TOTAL UNFAVORABLE
19%	19%	Somewhat unfavorable
52%	43%	Strongly unfavorable
10%	10%	Heard of/No opinion (VOL.)
1%	1%	Never heard of (VOL.)

9. Vape manufacturers in the United States

<u>ALL</u>	<u>Trump Voters</u>	
22%	29%	TOTAL FAVORABLE
8%	11%	Strongly favorable
14%	18%	Somewhat favorable
64%	58%	TOTAL UNFAVORABLE
17%	15%	Somewhat unfavorable
47%	43%	Strongly unfavorable
12%	11%	Heard of/No opinion (VOL.)
2%	2%	Never heard of (VOL.)

10. Vape manufacturers in China

<u>ALL</u>	<u>Trump Voters</u>	
10%	13%	TOTAL FAVORABLE
3%	4%	Strongly favorable
7%	8%	Somewhat favorable
72%	72%	TOTAL UNFAVORABLE
15%	12%	Somewhat unfavorable
57%	60%	Strongly unfavorable
12%	10%	Heard of/No opinion (VOL.)
6%	6%	Never heard of (VOL.)

11. American small businesses that sell vaping products

<u>ALL</u>	<u>Trump Voters</u>	
33%	39%	<u>TOTAL FAVORABLE</u>
12%	15%	Strongly favorable
21%	24%	Somewhat favorable
51%	49%	<u>TOTAL UNFAVORABLE</u>
20%	18%	Somewhat unfavorable
31%	30%	Strongly unfavorable
15%	11%	Heard of/No opinion (VOL.)
2%	2%	Never heard of (VOL.)

ENDED RANDOMIZATION

Government's Role

12. Which of the following do you believe is the GREATEST threat facing young people today?

<u>ALL</u>	<u>Trump Voters</u>	
28%	27%	Social media use and online content
21%	18%	Mental health challenges such as depression, anxiety, and isolation
13%	17%	Substance abuse (alcohol or drugs)
13%	11%	Artificial intelligence replacing future job opportunities
9%	11%	Violence or crime
6%	7%	Vaping and use of nicotine products
7%	5%	Other (SPECIFY) (VOL.)
4%	4%	Depends/Unsure (VOL.)

13. 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?

<u>ALL</u>	<u>Trump Voters</u>	
32%	47%	<u>TOTAL TRUST</u>
7%	14%	A great deal
25%	33%	A fair amount
64%	50%	<u>TOTAL DO NOT TRUST</u>
32%	32%	Not too much
32%	18%	Not at all
3%	4%	Depends/Unsure (VOL.)

SPLIT SAMPLE

14.A. The federal government should set limits on adults purchasing products that may have health risks like non-nutritious food. PROBED: And is that strongly or somewhat agree/ disagree? (n=526)

<u>ALL</u>	<u>Trump Voters</u>	
35%	40%	<u>TOTAL AGREE</u>
15%	19%	Strongly agree
20%	21%	Somewhat agree
59%	53%	<u>TOTAL DISAGREE</u>
22%	20%	Somewhat disagree
37%	33%	Strongly disagree
6%	7%	Depends/unsure (VOL.)

14.B. The federal government should set limits on adults purchasing products like alcohol, tobacco, and drugs. PROBED: And is that strongly or somewhat agree/disagree? (n=479)

<u>ALL</u>	<u>Trump Voters</u>	
39%	38%	<u>TOTAL AGREE</u>
21%	20%	Strongly agree
18%	18%	Somewhat agree
54%	56%	<u>TOTAL DISAGREE</u>
20%	22%	Somewhat disagree
34%	34%	Strongly disagree
6%	6%	Depends/unsure (VOL.)

15. 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. PROBED: And is that strongly or somewhat agree/disagree?

<u>ALL</u>	<u>Trump Voters</u>	
88%	90%	<u>TOTAL AGREE</u>
59%	60%	Strongly agree
29%	30%	Somewhat agree
9%	7%	<u>TOTAL DISAGREE</u>
5%	4%	Somewhat disagree
4%	3%	Strongly disagree
3%	3%	Depends/unsure (VOL.)

16. 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. PROBED: And is that strongly or somewhat agree/disagree?

<u>ALL</u>	<u>Trump Voters</u>	
67%	72%	<u>TOTAL AGREE</u>
41%	42%	Strongly agree
26%	30%	Somewhat agree
27%	22%	<u>TOTAL DISAGREE</u>
15%	12%	Somewhat disagree
12%	10%	Strongly disagree
6%	6%	Depends/unsure (VOL.)

Vaping Awareness

17. 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 ROTATED)

<u>ALL</u>	<u>Trump Voters</u>	
73%	68%	Public policy should be updated to reflect new scientific and medical evidence that show potential benefits
12%	17%	Public policy should avoid major changes, even if new research suggests potential benefits
15%	16%	Depends/Unsure (VOL.)

18. How familiar are you with recent public policy decisions and federal government regulations regarding flavored vaping products?

<u>ALL</u>	<u>Trump Voters</u>	
45%	47%	TOTAL FAMILIAR
12%	16%	Very familiar
32%	31%	Somewhat familiar
53%	51%	TOTAL NOT FAMILIAR
25%	26%	Not very familiar
27%	25%	Not at all familiar
2%	2%	Depends/unsure (VOL.)

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

<u>ALL</u>	<u>Trump Voters</u>	
19%	18%	We need new and better federal regulations grounded in science
18%	21%	We need to do a better job enforcing the regulations already in place
50%	46%	We need both equally
8%	8%	Neither (VOL.)
6%	6%	Depends/Unsure (VOL.)

20. Which of the following concerns you most when thinking about the vaping industry today?

<u>ALL</u>	<u>Trump Voters</u>	
33%	37%	Illegal or unregulated vape products entering the U.S. from foreign manufacturers, including China
33%	31%	Youth access to vaping products through illegal sales or bad actors
9%	8%	American vape manufacturers facing unclear or restrictive regulations
9%	8%	American Small businesses that rely on legal vaping products being hurt by unfair laws
7%	8%	I have no concerns about the vaping industry (VOL.)
9%	7%	Depends/unsure (VOL.)

21. How concerned are you about vaping use among middle and high school students?

<u>ALL</u>	<u>Trump Voters</u>	
85%	87%	<u>TOTAL CONCERNED</u>
56%	55%	Very concerned
29%	31%	Somewhat concerned
13%	11%	<u>TOTAL NOT CONCERNED</u>
7%	6%	Not very concerned
5%	5%	Not at all concerned
2%	2%	Depends/unsure (VOL.)

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

<u>ALL</u>	<u>Trump Voters</u>	
45%	49%	Parents and other guardians
21%	20%	Retailers and store owners who sell the products
13%	11%	Vape manufacturers and companies
12%	9%	The federal government
3%	6%	Middle schools and high schools
6%	5%	Depends/unsure (VOL.)

Current and Past Regulations

23. Which of the following people do you agree with more (ROTATED 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.

<u>ALL</u>	<u>Trump Voters</u>	
41%	43%	TOTAL PERSON 1
26%	26%	Strongly agree Person 1
15%	17%	Somewhat agree Person 1
51%	51%	TOTAL PERSON 2
30%	29%	Strongly agree Person 2
21%	21%	Somewhat agree Person 2
7%	6%	Depends/unsure (VOL.)

24. 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?

<u>ALL</u>	<u>Trump Voters</u>	
47%	41%	TOTAL SUPPORT
26%	21%	Strongly support
20%	20%	Somewhat support
46%	52%	TOTAL OPPOSE
20%	20%	Somewhat oppose
26%	32%	Strongly oppose
8%	6%	Depends/unsure (VOL.)

25. 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?

<u>ALL</u>	<u>Trump Voters</u>	
74%	81%	TOTAL SUPPORT
46%	55%	Strongly support
28%	26%	Somewhat support
20%	14%	TOTAL OPPOSE
10%	8%	Somewhat oppose
10%	6%	Strongly oppose
6%	5%	Depends/unsure (VOL.)

26. 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?

<u>ALL</u>	<u>Trump Voters</u>	
44%	53%	TOTAL SUPPORT
21%	25%	Strongly support
23%	28%	Somewhat support
44%	35%	TOTAL OPPOSE
16%	14%	Somewhat oppose
27%	21%	Strongly oppose
13%	12%	Depends/unsure (VOL.)

27. 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 (ROTATED 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.

<u>ALL</u>	<u>Trump Voters</u>	
61%	58%	TOTAL PERSON 1
36%	32%	Strongly agree Person 1
25%	25%	Somewhat agree Person 1
26%	29%	TOTAL PERSON 2
12%	14%	Strongly agree Person 2
14%	16%	Somewhat agree Person 2
14%	13%	Depends/unsure (VOL.)

Vaping Facts Series

What follows are some facts that have been researched and are true about flavored vaping products. For each, please tell me if knowing that fact alone makes you more or less likely to support the availability of flavored vaping products for adults.

28. 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.

<u>ALL</u>	<u>Trump Voters</u>	
45%	49%	TOTAL MORE LIKELY
20%	23%	Much more likely
25%	26%	Somewhat more likely
29%	25%	TOTAL LESS LIKELY
11%	11%	Somewhat less likely
18%	14%	Much less likely
20%	19%	Makes no difference (VOL.)
6%	6%	Depends/unsure (VOL.)

29. 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.

<u>ALL</u>	<u>Trump Voters</u>	
40%	46%	TOTAL MORE LIKELY
19%	25%	Much more likely
20%	21%	Somewhat more likely
32%	28%	TOTAL LESS LIKELY
14%	14%	Somewhat less likely
18%	14%	Much less likely
23%	19%	Makes no difference (VOL.)
6%	7%	Depends/unsure (VOL.)

30. 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.

<u>ALL</u>	<u>Trump Voters</u>	
48%	51%	TOTAL MORE LIKELY
25%	26%	Much more likely
24%	25%	Somewhat more likely
26%	24%	TOTAL LESS LIKELY
10%	10%	Somewhat less likely
16%	13%	Much less likely
20%	20%	Makes no difference (VOL.)
6%	6%	Depends/unsure (VOL.)

31. 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.

<u>ALL</u>	<u>Trump Voters</u>	
41%	47%	TOTAL MORE LIKELY
20%	26%	Much more likely
21%	21%	Somewhat more likely
30%	27%	TOTAL LESS LIKELY
12%	12%	Somewhat less likely
19%	16%	Much less likely
21%	18%	Makes no difference (VOL.)
8%	8%	Depends/unsure (VOL.)

32. Vaping is nearly twice as effective as nicotine gum or patches in helping adults quit smoking.

<u>ALL</u>	<u>Trump Voters</u>	
50%	50%	TOTAL MORE LIKELY
25%	28%	Much more likely
25%	22%	Somewhat more likely
24%	23%	TOTAL LESS LIKELY
7%	10%	Somewhat less likely
16%	13%	Much less likely
20%	19%	Makes no difference (VOL.)
7%	7%	Depends/unsure (VOL.)

33. 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.

<u>ALL</u>	<u>Trump Voters</u>	
53%	56%	TOTAL MORE LIKELY
26%	28%	Much more likely
27%	27%	Somewhat more likely
23%	22%	TOTAL LESS LIKELY
8%	9%	Somewhat less likely
15%	12%	Much less likely
19%	17%	Makes no difference (VOL.)
6%	5%	Depends/unsure (VOL.)

34. 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.

<u>ALL</u>	<u>Trump Voters</u>	
52%	55%	TOTAL MORE LIKELY
27%	28%	Much more likely
25%	27%	Somewhat more likely
22%	21%	TOTAL LESS LIKELY
9%	9%	Somewhat less likely
13%	12%	Much less likely
20%	18%	Makes no difference (VOL.)
6%	7%	Depends/unsure (VOL.)

Solution Series

35. 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...

<u>ALL</u>	<u>Trump Voters</u>	
40%	41%	About right, balancing public health risks and benefits appropriately
31%	27%	Not strict enough, given the health risks vapor products still pose
16%	19%	Too strict, making it harder for adult smokers to access less harmful alternatives
14%	13%	Depends/unsure (VOL.)

Below are several policies and principles proposed by experts regarding the FDA's regulation of vaping products. Please indicate whether you support or oppose each of the following policies. And would that be strongly or somewhat support/oppose?

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

<u>ALL</u>	<u>Trump Voters</u>	
59%	64%	<u>TOTAL SUPPORT</u>
31%	34%	Strongly support
28%	30%	Somewhat support
29%	25%	<u>TOTAL OPPOSE</u>
13%	13%	Somewhat oppose
16%	12%	Strongly oppose
12%	11%	Depends/unsure (VOL.)

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

<u>ALL</u>	<u>Trump Voters</u>	
84%	88%	TOTAL SUPPORT
68%	69%	Strongly support
16%	18%	Somewhat support
11%	8%	TOTAL OPPOSE
6%	4%	Somewhat oppose
5%	4%	Strongly oppose
5%	5%	Depends/unsure (VOL.)

38. 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. PROBES: And would that be strongly or somewhat support/oppose?

<u>ALL</u>	<u>Trump Voters</u>	
78%	81%	TOTAL SUPPORT
65%	64%	Strongly support
13%	17%	Somewhat support
17%	14%	TOTAL OPPOSE
6%	6%	Somewhat oppose
10%	8%	Strongly oppose
6%	5%	Depends/unsure (VOL.)

39. Banning marketing aimed at kids, like cartoon characters, celebrity endorsements, or branding that looks like candy. PROBED: And would that be strongly or somewhat support/oppose?

<u>ALL</u>	<u>Trump Voters</u>	
80%	83%	<u>TOTAL SUPPORT</u>
67%	66%	Strongly support
13%	17%	Somewhat support
15%	12%	<u>TOTAL OPPOSE</u>
6%	5%	Somewhat oppose
9%	7%	Strongly oppose
5%	5%	Depends/unsure (VOL.)

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

<u>ALL</u>	<u>Trump Voters</u>	
87%	87%	<u>TOTAL SUPPORT</u>
71%	68%	Strongly support
16%	19%	Somewhat support
9%	8%	<u>TOTAL OPPOSE</u>
5%	5%	Somewhat oppose
4%	3%	Strongly oppose
4%	4%	Depends/unsure (VOL.)

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

<u>ALL</u>	<u>Trump Voters</u>	
86%	87%	TOTAL SUPPORT
74%	70%	Strongly support
13%	16%	Somewhat support
9%	9%	TOTAL OPPOSE
6%	7%	Somewhat oppose
3%	3%	Strongly oppose
5%	4%	Depends/unsure (VOL.)

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

<u>ALL</u>	<u>Trump Voters</u>	
49%	53%	TOTAL SUPPORT
25%	29%	Strongly support
24%	24%	Somewhat support
31%	28%	TOTAL OPPOSE
10%	10%	Somewhat oppose
21%	18%	Strongly oppose
12%	11%	Makes no difference (VOL.)
8%	7%	Depends/unsure (VOL.)

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

<u>ALL</u>	<u>Trump Voters</u>	
71%	72%	TOTAL SUPPORT
44%	41%	Strongly support
28%	30%	Somewhat support
13%	12%	TOTAL OPPOSE
6%	6%	Somewhat oppose
7%	6%	Strongly oppose
8%	7%	Makes no difference (VOL.)
8%	9%	Depends/unsure (VOL.)

44. 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.
PROBED: And would that be strongly or somewhat support/oppose?

<u>ALL</u>	<u>Trump Voters</u>	
77%	75%	TOTAL SUPPORT
56%	52%	Strongly support
21%	24%	Somewhat support
11%	11%	TOTAL OPPOSE
5%	5%	Somewhat oppose
6%	6%	Strongly oppose
6%	7%	Makes no difference (VOL.)
6%	7%	Depends/unsure (VOL.)

45. 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. PROBES: And would that be strongly or somewhat support/oppose?

<u>ALL</u>	<u>Trump Voters</u>	
77%	75%	TOTAL SUPPORT
56%	52%	Strongly support
21%	24%	Somewhat support
11%	11%	TOTAL OPPOSE
5%	5%	Somewhat oppose
6%	6%	Strongly oppose
6%	7%	Makes no difference (VOL.)
6%	7%	Depends/unsure (VOL.)

46. 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. PROBES: And would that be strongly or somewhat support/oppose?

<u>ALL</u>	<u>Trump Voters</u>	
62%	70%	TOTAL SUPPORT
39%	45%	Strongly support
23%	25%	Somewhat support
23%	15%	TOTAL OPPOSE
9%	6%	Somewhat oppose
13%	9%	Strongly oppose
9%	7%	Makes no difference (VOL.)
6%	7%	Depends/unsure (VOL.)

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

<u>ALL</u>	<u>Trump Voters</u>	
56%	58%	TOTAL SUPPORT
33%	33%	Strongly support
23%	26%	Somewhat support
22%	21%	TOTAL OPPOSE
9%	9%	Somewhat oppose
12%	11%	Strongly oppose
14%	13%	Makes no difference (VOL.)
8%	7%	Depends/unsure (VOL.)

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

<u>ALL</u>	<u>Trump Voters</u>	
67%	71%	TOTAL SUPPORT
40%	41%	Strongly support
27%	30%	Somewhat support
16%	15%	TOTAL OPPOSE
7%	7%	Somewhat oppose
9%	8%	Strongly oppose
9%	7%	Makes no difference (VOL.)
7%	8%	Depends/unsure (VOL.)

49. 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?

<u>ALL</u>	<u>Trump Voters</u>	
65%	71%	TOTAL SUPPORT
38%	43%	Strongly support
27%	28%	Somewhat support
24%	19%	TOTAL OPPOSE
9%	9%	Somewhat oppose
15%	10%	Strongly oppose
11%	11%	Depends/Unsure (VOL.)

Political Currency

50. 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?

<u>ALL</u>	<u>Trump Voters</u>	
48%	54%	TOTAL MORE LIKELY
21%	25%	Much more likely
27%	29%	Somewhat more likely
18%	15%	TOTAL LESS LIKELY
8%	7%	Somewhat less likely
10%	8%	Much less likely
25%	22%	Would make no difference to my vote (VOL.)
8%	8%	Depends/unsure (VOL.)

ENDED RANDOMIZATION

Additional Demographics

51. When it comes to you personally, which of the following have you tried or used?

<u>ALL</u>	<u>Trump Voters</u>	
38%	39%	Cigarette/Cigar
27%	23%	Marijuana (vaping, gummies or smoking)
16%	18%	Nicotine Vaping / E-cigarette product
20%	21%	All of the above (VOL.)
28%	29%	None of the above (VOL.)
3%	2%	Depends/unsure (VOL.)

52. (ASKED 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?

<u>ALL</u>	<u>Trump Voters</u>	
29%	27%	I have tried it a few times but never used it consistently
23%	23%	I still use it occasionally
23%	27%	I still use it regularly
21%	20%	I used to vape it often but don't anymore
4%	2%	Depends/unsure (VOL.)

53. Political Party Identification

<u>ALL</u>	<u>Trump Voters</u>	
32%	7%	<u>TOTAL DEMOCRAT</u>
23%	4%	Strong Democrat
9%	3%	Not so strong Democrat
35%	25%	<u>TOTAL INDEPENDENT</u>
10%	2%	Independent leaning Democrat
17%	10%	Independent
8%	13%	Independent leaning Republican
30%	66%	<u>TOTAL REPUBLICAN</u>
7%	15%	Not so strong Republican
23%	51%	Strong Republican
4%	2%	Depends/Unsure (VOL.)

54. Education level

<u>ALL</u>	<u>Trump Voters</u>	
3%	3%	Less than high school
21%	24%	High school graduate
20%	20%	Some college
15%	15%	College graduate with Associate or 2-year degree
21%	20%	College graduate with a Bachelor or 4-year degree
13%	10%	Post-graduate degree
4%	4%	Technical or vocational school graduate
*	1%	Depends/Unsure (VOL.)
3%	1%	Decline to state (VOL.)

55. Do you have any children or grandchildren between the ages of 13-20?

<u>ALL</u>	<u>Trump Voters</u>	
21%	25%	Yes, children
17%	19%	Yes, grandchildren
63%	56%	Neither

56. Household Income

<u>ALL</u>	<u>Trump Voters</u>	
32%	36%	Less than \$50,000
12%	15%	Below \$25,000
6%	6%	\$25,000 to \$29,999
7%	8%	\$30,000 to \$39,999
7%	7%	\$40,000 to \$49,999
31%	32%	\$50,000 to \$99,999
8%	10%	\$50,000 to \$59,999
6%	6%	\$60,000 to \$69,999
6%	5%	\$70,000 to \$74,999
11%	11%	\$75,000 to \$99,999
19%	19%	\$100,000 to \$199,999
12%	12%	\$100,000 to \$149,999
7%	7%	\$150,000 to \$199,999
6%	4%	\$200,000 and above
13%	9%	Decline to state (VOL.)

57. Neighborhood

<u>ALL</u>	<u>Trump Voters</u>	
44%	43%	Suburban
30%	33%	Small Town/Rural
23%	23%	Urban
4%	2%	Depends/Unsure (VOL.)

58. Region

<u>ALL</u>	<u>Trump Voters</u>	
22%	24%	South Atlantic
14%	13%	Mid Atlantic
14%	10%	Pacific
11%	11%	East North Central
10%	8%	West North Central
9%	9%	Mountain
8%	9%	East South Central
8%	12%	West South Central
4%	4%	New England