ASCO 2019 Cancer Opinions Survey

E-Cigarette Use & Perceptions

September 2019
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</tbody>
</table>
INTRODUCTION

Research Methodology

Mode:
Online survey

Length:
20 Minutes

Qualification Criteria: General Population
• US residents
• Age 18+

Sample Size:
General Population
n=4,001*
*includes n=195 cancer patients (natural fallout)

Field Dates:
July 9 – August 10, 2019

For all US adults age 18+ figures for age by gender, education, region, household size, marital status and employment status were adjusted, as needed to population distributions from the US Census Bureau, separately for Hispanic, Black/African American (not Hispanic) and all other (not Hispanic). Then each race/ethnicity group was combined into an overall total based on their proportion within the US adult population.

Report Notes
• Percentages may not add up to 100% due to weighting and/or computer rounding and the acceptance of multiple responses.
• Unless otherwise noted, results for the Total (general population) are displayed.
• Statistical significance testing (at 95% confidence) is included where applicable – significant differences are noted throughout the report with letters (A,B,C, etc.).
Key Findings
Reported Use

The majority of US adults say they have not tried e-cigarettes, but 1 in 8 report using them regularly (daily or recreationally). Half of adults say they know someone who has tried an e-cigarette – with 1 in 6 parents saying their preteen or teen has tried e-cigarettes. Use patterns suggest that traditional cigarette smokers are shifting to (or adding) e-cigarettes, with many believing they are a healthier alternative.

- 73% of US adults say they have not tried e-cigarettes, but 13% are regular users.
  - 21% of Millennials, 18% of Gen Z, and 15% of Gen X report being daily or recreational users of e-cigarettes. This is in stark contrast to Boomers, of whom only 5% report being regular users and just 1% of the Silent generation.
- 52% of US adults say know someone who has at least tried e-cigarettes, with 39% reporting they know a regular user.
  - More than half of Gen Z adults 18-22 (55%) say they know someone who is a regular user of e-cigarettes, compared to 48% of Millennials, 41% of Gen X, 29% of Boomers, and 19% of the Silent generation.
- While 17% of parents with children 9-17 say their child(ren) have tried e-cigarettes, only 7% of those pre-teen/teens are reported to be regular users, according to their parents.
  - Positively, virtually all parents who report their child 9-17 has tried e-cigarettes (98%) have talked to their child about the dangers of using them even a majority of parents whose child hasn't tried (69%) have also talked to their child about the dangers.
- Only 4% of those who have never been traditional cigarette smokers are regular e-cigarette users and 7% have tried them a few times, whereas 37% of current cigarette smokers are also regular e-cigarette users and 33% have tried them a few times.
- The majority of regular e-cigarette users who are or have also been traditional cigarette smokers have used e-cigarettes to try and decrease their use of traditional cigarettes (44%) or to quit smoking them altogether (41%).
- Among all adults more than half (54%) agree that e-cigarettes can help people quit smoking traditional cigarettes and 4 in 10 (39%) believe e-cigarettes are a healthier alternative to traditional cigarettes.

KEY FINDINGS
Most adults see the risk with e-cigarettes, but a substantial minority believe they are harmless. Generational differences exist across nearly every attitudinal measure, revealing potential insight to why younger generations are more apt to use than older generations.

- The majority of US adults (71%) agree that e-cigarettes cause cancer; however, 20% believe you can’t get addicted to e-cigarettes and 16% think that they’re harmless.
- Even 58% of regular users agree that e-cigarettes cause cancer, with 40% believing you can't get addicted to them.
- Gen Z and Millennials are more likely than Boomers and Silent to agree that:
  - E-cigarettes are a healthier alternative to traditional cigarettes (44% and 46% vs. 32% and 27%).
  - Flavored e-cigarettes are less damaging to your health than non-flavored e-cigarettes (27% and 29% vs. 12% and 13%).
  - E-cigarettes are harmless (20% and 24% vs. 10% and 7%).
- Whereas Gen X, Boomers, and Silent are more likely than Gen Z and Millennials to agree that the long-term health effects of e-cigarettes aren’t yet known (59% Gen Z, 70% Millennials vs. 77% Gen X, 84% Boomers, 81% Silent).
When asked about opinions on policy regarding e-cigarettes, nearly 7 in 10 US adults support regulation of both e-cigarettes and tobacco products. Outright bans of these items, however, receive support from less than half. Support of regulation of both types of products increases with age. And while Democrats are more likely than Republicans to support all potential legislations, majorities of both parties support regulation of e-cigarettes.

- A majority of US adults (71%) support the FDA regulating e-cigarettes and a similar percentage support raising the legal age for purchasing tobacco products from 18 to 21 (69%), and raising the legal age specifically for purchasing e-cigarettes from 18 to 21 (68%).

- Slightly less than half support banning the sale of flavored e-cigarettes (46%), banning the sale of traditional cigarettes (45%), or banning the sale of e-cigarettes (41%). However, it is notable that for each of the hypothetical bans, roughly one quarter are undecided with the remaining one third opposing.

- Interestingly, the only legislation item where we do not see significant differences between Gen Z and Millennials compared to Gen X and Boomers is support of banning the sale of traditional cigarettes; 52% of Gen Z, 43% of Millennials, 43% of Gen X, and 45% of Boomers support that ban (57% of Silent support).

- Approximately three quarters of Democrats and two thirds of Republicans support the FDA regulating e-cigarettes (77% and 73%), raising the legal age for purchasing tobacco products from 18 to 21 (74% and 69%), and raising the legal age for purchasing e-cigarettes from 18 to 21 (74% and 66%).
Detailed Findings
# E-Cigarette Use & Perceptions

## 1 in 8 Americans Report Regularly Using E-Cigarettes

Reported use is highest among Millennials, Gen Z, Gen X, who are at least 3x as likely to use as Boomers and Silent

### General Population

<table>
<thead>
<tr>
<th>Description</th>
<th>General Population</th>
<th>Gen Z (18-22)</th>
<th>Millennials (23-38)</th>
<th>Gen X (39-54)</th>
<th>Boomers (55-72)</th>
<th>Silent (73+)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Have not tried and not interested in trying</td>
<td>69%</td>
<td>56%</td>
<td>60%</td>
<td>70%</td>
<td>87%</td>
<td>97%</td>
</tr>
<tr>
<td>Have not tried but interested in trying</td>
<td>4%</td>
<td>(A)</td>
<td>(B)</td>
<td>(C)</td>
<td>(D)</td>
<td>(E)</td>
</tr>
<tr>
<td>Tried a few times but don’t use regularly</td>
<td>15%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recreational user (i.e., weekends, social situations)</td>
<td>7%</td>
<td>(A)</td>
<td>(B)</td>
<td>(C)</td>
<td>(D)</td>
<td>(E)</td>
</tr>
<tr>
<td>Use every day or almost every day</td>
<td>6%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Non-user (NET): 73%**

**Regular User (NET): 13%**

**Base:** Qualified Respondents (n=4001; Gen Z (n=340), Millennials (n=964), Gen X (n=984), Boomers (n=1428), Silent (n=285))

**Q1010** Which of the following best describes your use of e-cigarettes?
Nearly 2 in 5 Current Cigarette Smokers Also Report Being Regular E-Cigarette Users

Vast majority who say they have never smoked traditional cigarettes also have never tried e-cigarettes

Self-Reported E-Cigarette Use By Self-Reported Traditional Cigarette Smoking History

- **Non-user (NET)**
  - Total: 73%
  - Currently a smoker: 79%
  - Previously a smoker: 30%
  - Never a smoker: 15%

- **Tried a few times but don’t use regularly**
  - Total: 33%
  - Currently a smoker: 12%
  - Previously a smoker: 33%
  - Never a smoker: 15%

- **Regular user (NET)**
  - Total: 37%
  - Currently a smoker: 9%
  - Previously a smoker: 37%
  - Never a smoker: 13%

**General Population**

**BASE: QUALIFIED RESPONDENTS (n=4001; CURRENTLY A SMOKER (n=878), PREVIOUSLY A SMOKER (n=847), NEVER A SMOKER (n=2145)**

Q1010: Which of the following best describes your use of e-cigarettes?

Q620: Have you smoked cigarettes at least 100 times in your entire life?

**BASE: SMOKED AT LEAST 100 CIGARETTES IN THEIR LIFE (n=1731)**

Q621: Do you now smoke cigarettes every day, some days, or not at all?
E-CIGARETTE USE & PERCEPTIONS

Majority Of Dual Smokers Say They Have Used E-Cigarettes to Decrease or Quit Traditional

Over 8 in 10 who say they have used e-cigarettes to reduce or quit traditional cigarettes found it helpful in doing so.

Use of E-Cigarettes to Decrease/Quit Traditional Cigarettes
Among those who regularly use e-cigarettes and ever a traditional cigarette smoker

- 44% Decrease use of traditional cigarettes
- 41% Quit smoking traditional cigarettes
- 15% Neither

81% of previous smokers who regularly use e-cigarettes report using them to quit smoking traditional cigarettes*

How Helpful E-Cigarettes Are in Decreasing/Quitting Traditional Cigarettes
Among those who have used e-cigarettes to try and decrease/quit smoking traditional cigarettes

- Very helpful: 42%
- Somewhat helpful: 43%
- Not very helpful: 12%
- Not at all helpful: 3%

Helpful (NET): 85%

* Caution, small base size (n<100). Results should be interpreted as directional (n=77)

BASE: REGULARLY USES E-CIGARETTES AND EVER A SMOKER (n=352)
Q1015: Have you ever used e-cigarettes to try to...?
BASE: USED E-CIGARETTES TO TRY AND DECREASE OR QUIT TRADITIONAL CIGARETTES (n=305)
Q1020: Which of the following best describes how helpful you feel e-cigarettes are when trying to decrease your use of/quit traditional cigarettes?
### E-Cigarette Use & Perceptions

#### 4 in 10 Know Someone Who Is A Regular E-Cigarette User

Over half of Gen Z and nearly half of Millennials say they know someone who regularly uses E-cigarettes.

<table>
<thead>
<tr>
<th>General Population</th>
<th>Reported E-Cigarette Use Among Peers</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Doesn't know a user</td>
</tr>
<tr>
<td>Knows someone who uses daily or almost every day</td>
<td>30%</td>
</tr>
<tr>
<td>Knows someone who uses recreationally (i.e., weekends, social situations)</td>
<td>18%</td>
</tr>
<tr>
<td>Knows someone who has tried once or twice but doesn't use regularly</td>
<td>18%</td>
</tr>
<tr>
<td>Knows someone who has used to try and decrease use of traditional cigarettes</td>
<td>15%</td>
</tr>
<tr>
<td>Knows someone who has used to try and quit use of traditional cigarettes</td>
<td>15%</td>
</tr>
</tbody>
</table>

**Knows A Regular User (NET): 39%**

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Use Description</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gen Z (18-22)</td>
<td>(A) Regular User</td>
<td>55% CDE</td>
</tr>
<tr>
<td>Millennials (23-38)</td>
<td>(B) Regular User</td>
<td>48% CDE</td>
</tr>
<tr>
<td>Gen X (39-54)</td>
<td>(C) Regular User</td>
<td>41% DE</td>
</tr>
<tr>
<td>Boomers (55-72)</td>
<td>(D) Regular User</td>
<td>29% E</td>
</tr>
<tr>
<td>Silent (73+)</td>
<td>(E) Regular User</td>
<td>19%</td>
</tr>
</tbody>
</table>

**BASE:** QUALIFIED RESPONDENTS (n=4001; GEN Z (n=340), MILLENNIALS (n=964), GEN X (n=984), BOOMERS (n=1428), SILENT (n=285))

**Q1025** Besides yourself, do you know anyone who...? Please select all that apply.
7 In 10 Parents Of 9-17 Year Olds Say They Have Talked To Them About E-Cigarettes

However, less than 1 in 5 report their pre-teen/teen uses, with only 7% reporting their child 9-17 is a regular user

**General Population**

- **Ever Talked to Child(ren) 9-17 About E-Cigarettes**
  - Among parents of pre-teen/teens
  - 73% YES
  - 27% NO

- **Child(ren) 9-17 Ever Tried E-Cigarettes**
  - Among parents of pre-teen/teens
  - 8%
  - 17% Is A Regular User (NET): 7%
  - 75%
  - 6% Tried once or twice but not a regular user
  - 4% Use recreationally (i.e., weekends, social situations)
  - 3% Use daily or almost every day
  - 3% Not sure how often they use
  - 83% Never tried or don’t know if ever tried

**BASE:** PARENT OF PRE-TEEN/TEEN (n=694)

Q1026 Have you ever talked to your child(ren) between the ages of 9 and 17 about the dangers of using e-cigarettes?
Q1030 To the best of your knowledge, have any of your children between the ages of 9 and 17 ever tried e-cigarettes?
Q1035 Which of the following best describes their use of e-cigarettes?
Nearly All Parents Whose Child 9-17 Tried E-Cigarettes Have Discussed Dangers

A majority who say their child has not tried have also say they have talked to their child about the dangers of using e-cigarettes.

E-CIGARETTE USE & PERCEPTIONS

Q1026 Have you ever talked to your child(ren) between the ages of 9 and 17 about the dangers of using e-cigarettes?

Q1030 To the best of your knowledge, have any of your children between the ages of 9 and 17 ever tried e-cigarettes?
# E-Cigarette Use & Perceptions

## 7 In 10 US Adults Agree That E-Cigarettes Cause Cancer

However, nearly 1 in 5 believe you can’t get addicted to e-cigarettes and that they’re harmless.

### Agreement with Statements About E-Cigarettes

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly disagree</th>
<th>Somewhat disagree</th>
<th>Somewhat agree</th>
<th>Strongly agree</th>
<th>Agree (NET)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flavored e-cigarettes are designed to attract younger people.</td>
<td>9%</td>
<td>12%</td>
<td>36%</td>
<td>43%</td>
<td>79%</td>
</tr>
<tr>
<td>The long-term health effects of e-cigarettes aren’t yet known.</td>
<td>10%</td>
<td>14%</td>
<td>35%</td>
<td>41%</td>
<td>76%</td>
</tr>
<tr>
<td>E-cigarettes cause cancer.</td>
<td>9%</td>
<td>20%</td>
<td>46%</td>
<td>25%</td>
<td>71%</td>
</tr>
<tr>
<td>E-cigarettes are a gateway to using other tobacco products.</td>
<td>13%</td>
<td>20%</td>
<td>41%</td>
<td>25%</td>
<td>67%</td>
</tr>
<tr>
<td>E-cigarettes can help people quit smoking traditional cigarettes.</td>
<td>21%</td>
<td>25%</td>
<td>41%</td>
<td>13%</td>
<td>54%</td>
</tr>
<tr>
<td>E-cigarettes are a healthier alternative to traditional cigarettes.</td>
<td>32%</td>
<td>29%</td>
<td>29%</td>
<td>10%</td>
<td>39%</td>
</tr>
<tr>
<td>E-cigarettes are a gateway to illegal drug use.</td>
<td>30%</td>
<td>33%</td>
<td>26%</td>
<td>11%</td>
<td>37%</td>
</tr>
<tr>
<td>Flavored e-cigarettes are less damaging to your health than non-flavored e-cigarettes.</td>
<td>49%</td>
<td>30%</td>
<td>14%</td>
<td>7%</td>
<td>21%</td>
</tr>
<tr>
<td>You can’t get addicted to e-cigarettes.</td>
<td>55%</td>
<td>25%</td>
<td>10%</td>
<td>9%</td>
<td>20%</td>
</tr>
<tr>
<td>E-cigarettes are harmless.</td>
<td>55%</td>
<td>29%</td>
<td>10%</td>
<td>6%</td>
<td>16%</td>
</tr>
</tbody>
</table>

**BASE: QUALIFIED RESPONDENTS (n=4001)**

Q1005 To what extent do you agree or disagree with the following statements about e-cigarettes?
# Younger Adults More Likely To Believe E-Cigarettes Are Harmless

Older adults more apt to believe flavored e-cigarettes are designed to attract younger people and that long-term health effects aren’t yet known.

## Agreement with Statements About E-Cigarettes (% Strongly/Somewhat agree)

<table>
<thead>
<tr>
<th>Statement</th>
<th>General Population</th>
<th>Gen Z (18-22) (A)</th>
<th>Millennials (23-38) (B)</th>
<th>Gen X (39-54) (C)</th>
<th>Boomers (55-72) (D)</th>
<th>Silent (73+) (E)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flavored e-cigarettes are designed to attract younger people.</td>
<td>79%</td>
<td>70%</td>
<td>72%</td>
<td>80%</td>
<td>85%</td>
<td>86%</td>
</tr>
<tr>
<td>The long-term health effects of e-cigarettes aren’t yet known.</td>
<td>76%</td>
<td>59%</td>
<td>70% ^A</td>
<td>77% ^AB</td>
<td>84%</td>
<td>81%</td>
</tr>
<tr>
<td>E-cigarettes cause cancer.</td>
<td>71%</td>
<td>63%</td>
<td>69%</td>
<td>70%</td>
<td>75%</td>
<td>77%</td>
</tr>
<tr>
<td>E-cigarettes are a gateway to using other tobacco products.</td>
<td>67%</td>
<td>60%</td>
<td>63%</td>
<td>70%</td>
<td>68%</td>
<td>74%</td>
</tr>
<tr>
<td>E-cigarettes can help people quit smoking traditional cigarettes.</td>
<td>54%</td>
<td>54% ^DE</td>
<td>55% ^E</td>
<td>59% ^DE</td>
<td>51%</td>
<td>43%</td>
</tr>
<tr>
<td>E-cigarettes are a healthier alternative to traditional cigarettes.</td>
<td>39%</td>
<td>44% ^DE</td>
<td>46% ^DE</td>
<td>42% ^DE</td>
<td>32%</td>
<td>27%</td>
</tr>
<tr>
<td>E-cigarettes are a gateway to illegal drug use.</td>
<td>37%</td>
<td>45% ^BD</td>
<td>36%</td>
<td>40% ^D</td>
<td>32%</td>
<td>47% ^BD</td>
</tr>
<tr>
<td>Flavored e-cigarettes are less damaging to your health than non-flavored e-cigarettes.</td>
<td>21%</td>
<td>27% ^DE</td>
<td>29% ^CDE</td>
<td>21% ^DE</td>
<td>12%</td>
<td>13%</td>
</tr>
<tr>
<td>You can’t get addicted to e-cigarettes.</td>
<td>20%</td>
<td>22% ^D</td>
<td>24% ^D</td>
<td>21% ^D</td>
<td>14%</td>
<td>21% ^D</td>
</tr>
<tr>
<td>E-cigarettes are harmless.</td>
<td>16%</td>
<td>20% ^DE</td>
<td>24% ^CDE</td>
<td>17% ^DE</td>
<td>10%</td>
<td>7%</td>
</tr>
</tbody>
</table>

**BASE: QUALIFIED RESPONDENTS (n=4001; GEN Z (n=340), MILLENNIALS (n=964), GEN X (n=984), BOOMERS (n=1428), SILENT (n=285))**

Q1005 To what extent do you agree or disagree with the following statements about e-cigarettes?
E-CIGARETTE USE & PERCEPTIONS

Regular E-Cigarette Users Less Likely To Believe They Cause Cancer

Users are also more likely than non users to believe e-cigarettes are a healthier alternative to traditional cigarettes, with 2 in 5 agreeing they are harmless

Agreement with Statements About E-Cigarettes (% Strongly/Somewhat agree)

<table>
<thead>
<tr>
<th>Statement</th>
<th>General Population</th>
<th>Regular E-Cigarette User</th>
<th>Non-User</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flavored e-cigarettes are designed to attract younger people.</td>
<td>79%</td>
<td>66%</td>
<td>83%</td>
</tr>
<tr>
<td>The long-term health effects of e-cigarettes aren’t yet known.</td>
<td>76%</td>
<td>75%</td>
<td>75%</td>
</tr>
<tr>
<td>E-cigarettes cause cancer.</td>
<td>71%</td>
<td>58%</td>
<td>75%</td>
</tr>
<tr>
<td>E-cigarettes are a gateway to using other tobacco products.</td>
<td>67%</td>
<td>58%</td>
<td>71%</td>
</tr>
<tr>
<td>E-cigarettes can help people quit smoking traditional cigarettes.</td>
<td>54%</td>
<td>80%</td>
<td>48%</td>
</tr>
<tr>
<td>E-cigarettes are a healthier alternative to traditional cigarettes.</td>
<td>39%</td>
<td>72%</td>
<td>32%</td>
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<td>E-cigarettes are a gateway to illegal drug use.</td>
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<td>15%</td>
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<td>20%</td>
<td>40%</td>
<td>16%</td>
</tr>
<tr>
<td>E-cigarettes are harmless.</td>
<td>16%</td>
<td>43%</td>
<td>10%</td>
</tr>
</tbody>
</table>

BASE: QUALIFIED RESPONDENTS (n=4001; User (n=440), Non-user (n=2950))

Q1005 To what extent do you agree or disagree with the following statements about e-cigarettes?
Majority Support FDA Regulating E-Cigarettes And Raising Legal Purchase Age

However, outright bans have less support.

### General Population

#### Support/Opposition for Potential Legislation

**Regulation**

- **Raising the legal age for purchasing these items from 18 to 21 years of age:**
  - Tobacco products: 12% Support, 69% Oppose, 19% Undecided
  - E-cigarettes: 19% Support, 68% Oppose, 13% Undecided

**The FDA regulating e-cigarettes** (i.e., evaluating the products’ health and safety, enforcing standards, etc.):

- 16% Support, 71% Oppose, 13% Undecided

#### Banning

- **Banning the sale of:**
  - Traditional cigarettes: 45% Support, 32% Oppose, 23% Undecided
  - E-cigarettes: 41% Support, 34% Oppose, 25% Undecided
  - Flavored e-cigarettes: 46% Support, 30% Oppose, 24% Undecided

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**BASE: QUALIFIED RESPONDENTS (n=4001)**

Q1040  Do you support or oppose each of the following?
Support Of E-Cigarette Regulation Increases With Age

In general, banning is not supported by majorities with the exception of the Silent generation.

<table>
<thead>
<tr>
<th>Regulation</th>
<th>Gen Z (18-22) (A)</th>
<th>Millennials (23-38) (B)</th>
<th>Gen X (39-54) (C)</th>
<th>Boomers (55-72) (D)</th>
<th>Silent (73+) (E)</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Food and Drug Administration (FDA) regulating e-cigarettes (i.e., evaluating the products’ health and safety, enforcing standards, etc.)</td>
<td>58% 60% 71%^{AB} 82%^{ABC} 87%^{ABC}</td>
<td>53% 60% 69%^{AB} 78%^{ABC} 85%^{ABC}</td>
<td>49% 59%^{A} 70%^{AB} 76%^{ABC} 86%^{ABCD}</td>
<td>41% 37% 48%^{B} 50%^{B} 67%^{ABCD}</td>
<td>52% 43% 43% 45% 57%^{BCD}</td>
</tr>
<tr>
<td>Raising the legal age for purchasing tobacco products from 18 to 21 years of age</td>
<td>58% 60% 71%^{AB} 82%^{ABC} 87%^{ABC}</td>
<td>53% 60% 69%^{AB} 78%^{ABC} 85%^{ABC}</td>
<td>49% 59%^{A} 70%^{AB} 76%^{ABC} 86%^{ABCD}</td>
<td>41% 37% 48%^{B} 50%^{B} 67%^{ABCD}</td>
<td>52% 43% 43% 45% 57%^{BCD}</td>
</tr>
<tr>
<td>Raising the legal age for purchasing e-cigarettes from 18 to 21 years of age</td>
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<tr>
<td>Banning sale of flavored e-cigarettes</td>
<td>41% 36% 42%^{B} 42%^{B} 58%^{ABCD}</td>
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<td>Banning sale of traditional cigarettes</td>
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</tr>
</tbody>
</table>

**General Population**

In general, banning is not supported by majorities with the exception of the Silent generation.

**BASE: QUALIFIED RESPONDENTS (n=4001; GEN Z (n=340), MILLENNIALS (n=964), GEN X (n=984), BOOMERS (n=1428), SILENT (n=285))**

Q1040 Do you support or oppose each of the following?
### E-Cigarette Use & Perceptions

#### Democrats More Likely To Support Potential Legislation

However, majorities of Republicans also support regulation.

**General Population**

#### Support/Opposition For Potential Legislation (% Support)

<table>
<thead>
<tr>
<th>Regulation</th>
<th>Rep (A)</th>
<th>Dem (B)</th>
<th>Ind (C)</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Food and Drug Administration (FDA) regulating e-cigarettes (i.e., evaluating the products' health and safety, enforcing standards, etc.)</td>
<td>71%</td>
<td>77%</td>
<td>66%</td>
</tr>
<tr>
<td>Raising the legal age for purchasing tobacco products from 18 to 21 years of age</td>
<td>69%</td>
<td>74%</td>
<td>66%</td>
</tr>
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<td>68%</td>
<td>74%</td>
<td>66%</td>
</tr>
<tr>
<td>Banning sale of flavored e-cigarettes</td>
<td>46%</td>
<td>51%</td>
<td>43%</td>
</tr>
<tr>
<td>Banning sale of traditional cigarettes</td>
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<td>49%</td>
<td>42%</td>
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</tr>
</tbody>
</table>

**BASE:** QUALIFIED RESPONDENTS (n=4001; REPUBLICAN (n=1176), DEMOCRAT (n=1517), INDEPENDENT (n=1004))

Q1040 - Do you support or oppose each of the following?
Demographics
Demographics – General Population

Age

- 18-34: 31%
- 35-49: 24%
- 50-64: 25%
- 65+: 21%

Race

- 63% White
- 16% Hispanic
- 12% Black/African American
- 6% Asian or Pacific Islander
- * Native American
- * Other race
- 1% Mixed race
- 1% Prefer not to answer

Gender

- 47% male
- 53% female

Children in HH

- 63% 0 kids
- 30% 1 to 2 kids
- 6% 3+ kids

Locale

- 29% urban
- 48% suburban
- 23% rural

Region

- 21% Midwest
- 21% Northeast
- 35% South
- 23% West

BASE: QUALIFIED RESPONDENTS (n=4001)
Demographics
### Demographics – General Population

#### Education

- **Less than high school**: 9%
- **High school to less than 4 year degree**: 58%
- **More than 4 year college degree**: 33%

#### Household Income

- **7%** Less than $15,000
- **7%** $15,000 to $24,999
- **8%** $25,000 to $34,999
- **11%** $35,000 to $49,999
- **16%** $50,000 to $74,999
- **13%** $75,000 to $99,999
- **32%** $100,000 +
- **6%** Prefer not to Answer

#### Adults in HH

1. **1** 20%
2. **2** 51%
3. **3** 16%
4. **4** 9%
5. **5+** 4%

#### Marital Status

- **28%** Never married
- **53%** Married/Living with Partner
- **11%** Divorced
- **2%** Separated
- **5%** Widow/Widower

#### Employment

- **40%** Employed full time
- **13%** Employed part time
- **5%** Self-employed full time
- **3%** Self-employed part time
- **5%** Not employed, but looking for work
- **1%** Not employed, and not looking for work
- **4%** Not employed, unable to work due to disability or illness
- **20%** Retired
- **3%** Student
- **6%** Stay at home spouse/partner

#### Political Party

- **29%** Republican
- **38%** Democrat
- **26%** Independent
- **8%** Other