

## **NORC AmeriSpeak Omnibus Survey: Majority of Americans Support FDA Actions to Limit Access to E-Cigarettes**

*Interview Dates: February 14-18, 2019*

*Nationally representative sample of 1,004 English-speaking adults age 18 and over, conducted using an Omnibus survey of the AmeriSpeak® Panel, the probability-based panel of NORC at the University of Chicago. Of the 1,004 respondents, 101 completed the survey by phone and 903 via the web. Margin of error +/- 4.12 percent. The poll and analysis was self-funded.*

*AmeriSpeak® is designed to be representative of the U.S. household population. During the initial recruitment phase of the panel, randomly selected U.S. households were sampled with a known, non-zero probability of selection from the NORC National Sample Frame and then contacted by U.S. mail, email, telephone, and field interviewers (face-to-face). The panel provides sample coverage of approximately 97 percent of the U.S. household population. Those excluded from the sample include people with P.O. Box only addresses, some addresses not listed in the USPS Delivery Sequence File, and some newly constructed dwellings.*

**NOTE:** All results show percentages among respondents, unless otherwise labeled.

**Q1. To what extent do you agree or disagree with each of the following statements about e-cigarette use, which is also known as vaping or JUULing?**

**Q1A. Adult smokers are using these products as an alternative to regular cigarettes**

AmeriSpeak 02/14/2019 - 02/18/2019	All Adults (N=1004)
Strongly Agree	25
Agree	46
Neither Agree nor Disagree	19
Strongly Disagree	4
Disagree	4
Don't Know	1
Skipped	*

**Q1B. Adults who would not otherwise smoke regular cigarettes are using these products**

AmeriSpeak 02/14/2019 - 02/18/2019	All Adults (N=1004)
Strongly Agree	15
Agree	31
Neither Agree nor Disagree	31
Strongly Disagree	11
Disagree	10
Don't Know	1
Skipped	1

**Q1C. Adults who smoke regular cigarettes are using these products to quit smoking**

AmeriSpeak 02/14/2019 - 02/18/2019	All Adults (N=1004)
Strongly Agree	14
Agree	39
Neither Agree nor Disagree	31
Strongly Disagree	10
Disagree	5
Don't Know	1
Skipped	1

**Q1D. Teen smokers are using these products as an alternative to regular cigarettes**

AmeriSpeak 02/14/2019 - 02/18/2019	All Adults (N=1004)
Strongly Agree	28
Agree	42
Neither Agree nor Disagree	18
Strongly Disagree	4
Disagree	6
Don't Know	2
Skipped	1

**Q1E. Teens who would not otherwise smoke regular cigarettes are using these products**

AmeriSpeak 02/14/2019 - 02/18/2019	All Adults (N=1004)
Strongly Agree	30
Agree	43
Neither Agree nor Disagree	16
Strongly Disagree	5
Disagree	4
Don't Know	1
Skipped	1

**Q1F. Teens who smoke regular cigarettes are using these products to quit smoking**

AmeriSpeak 02/14/2019 - 02/18/2019	All Adults (N=1004)
Strongly Agree	7
Agree	16
Neither Agree nor Disagree	42
Strongly Disagree	15
Disagree	17
Don't Know	1
Skipped	1

**Q2. Even if neither is exactly right, which of the following statements best describes what you think about access to e-cigarettes?**

AmeriSpeak 02/14/2019 - 02/18/2019	All Adults (N=1004)
Access to e-cigarettes should be limited because those who would not have used regular cigarettes are using these products and becoming addicted	77
Access to e-cigarettes should be broad because these products are safer than regular cigarettes and can help people quit smoking regular cigarettes	22
Don't Know	1
Skipped	1

**Q3. Do you believe flavored e-cigarettes (such as mint, cucumber, and fruit flavors) should be available to consumers, or not?**

AmeriSpeak 02/14/2019 - 02/18/2019	All Adults (N=1004)
Yes	35
No	35
Not Sure	29
Skipped	*

**Q4. As far as you know, do e-cigarettes have more nicotine, less nicotine, or the same amount of nicotine as regular cigarettes?**

AmeriSpeak 02/14/2019 - 02/18/2019	All Adults (N=1004)
E-cigarettes have more nicotine than regular cigarettes	21
E-cigarette have the same amount of nicotine as regular cigarettes	26
E-cigarettes have less nicotine than regular cigarettes	13
Not sure	40
Skipped	*

**Q5. Would you support, oppose, or neither support nor oppose the following actions by the Food and Drug Administration (FDA)?**

**Q5A. Restricting the sale of flavored e-cigarettes**

AmeriSpeak 02/14/2019 - 02/18/2019	All Adults (N=1004)
Strongly Support	33
Somewhat Support	22
Neither Support or Oppose	27
Somewhat Oppose	7
Strongly Oppose	9
Don't Know	*
Skipped	*

**Q5B. Outlawing e-cigarettes entirely**

AmeriSpeak 02/14/2019 - 02/18/2019	All Adults (N=1004)
Strongly Support	20
Somewhat Support	19
Neither Support or Oppose	29
Somewhat Oppose	14
Strongly Oppose	15
Don't Know	1
Skipped	1

**Q5C. Raising the legal age to purchase tobacco and e-cigarettes**

AmeriSpeak 02/14/2019 - 02/18/2019	All Adults (N=1004)
Strongly Support	45
Somewhat Support	24
Neither Support or Oppose	18
Somewhat Oppose	6
Strongly Oppose	7
Don't Know	*
Skipped	*

**Q5D. Placing regulations on e-cigarette advertisements targeting teens**

AmeriSpeak 02/14/2019 - 02/18/2019	All Adults (N=1004)
Strongly Support	61
Somewhat Support	17
Neither Support or Oppose	15
Somewhat Oppose	3
Strongly Oppose	3
Don't Know	*
Skipped	*

**Q5E. Placing restrictions on the amount of nicotine in e-cigarettes**

AmeriSpeak 02/14/2019 - 02/18/2019	All Adults (N=1004)
Strongly Support	56
Somewhat Support	17
Neither Support or Oppose	19
Somewhat Oppose	3
Strongly Oppose	4
Don't Know	*
Skipped	*

## Demographics

### GENDER

AmeriSpeak 02/14/2019 - 02/18/2019	All Adults (N=1004)
Male	48
Female	52

### AGE

AmeriSpeak 02/14/2019 - 02/18/2019	All Adults (N=1004)
18-29	21
30-44	24
45-59	26
60+	29

### RACE / ETHNICITY

AmeriSpeak 02/14/2019 - 02/18/2019	All Adults (N=1004)
White, non-Hispanic	63
Black, non-Hispanic	12
Other, non-Hispanic	1
Hispanic	16
2+, non-Hispanic	3
Asian, non-Hispanic	4



## EDUCATION

AmeriSpeak 02/14/2019 - 02/18/2019	All Adults (N=1004)
Less than a high school diploma	11
High school graduate or equivalent	29
Some College	28
College graduate or above	32

## MARITAL STATUS

AmeriSpeak 02/14/2019 - 02/18/2019	All Adults (N=1004)
Married	50
Divorced	12
Widowed	6
Separated	1
Never Married	21
Living with Partner	10

## EMPLOYMENT STATUS

AmeriSpeak 02/14/2019 - 02/18/2019	All Adults (N=1004)
Working – as a paid employee	51
Working – self employed	11
Not working – on a temporary layoff from a job	1
Not working – looking for work	4
Not working - retired	20
Not working - disabled	6
Not working - other	8

## HOUSEHOLD INCOME

AmeriSpeak 02/14/2019 - 02/18/2019	All Adults (N=1004)
Less than \$5,000	2
\$5,000 to under \$10,000	4
\$10,000 to under \$15,000	3
\$15,000 to under \$20,000	3
\$20,000 to under \$25,000	5
\$25,000 to under \$30,000	6
\$30,000 to under \$35,000	5
\$35,000 to under \$40,000	4
\$40,000 to under \$50,000	8
\$50,000 to under \$60,000	12
\$60,000 to under \$75,000	11
\$75,000 to under \$85,000	7
\$85,000 to under \$100,000	10
\$100,000 or more	21

## REGION

AmeriSpeak 02/14/2019 - 02/18/2019	All Adults (N=1004)
Northeast	18
Midwest	21
South	38
West	24