



National Tracking Poll #2203132
March 18-21, 2022

Crosstabulation Results

Methodology:

This poll was conducted between March 18-March 21, 2022 among a sample of 2211 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on gender, educational attainment, age, race, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

Table Index

1	Table MCHE1_1: <i>Do you have a favorable or unfavorable opinion of the following? Smoking tobacco cigarettes</i>	4
2	Table MCHE1_2: <i>Do you have a favorable or unfavorable opinion of the following? Vaping or using e-cigarettes</i>	8
3	Table MCHE2_1: <i>How often do you use the following products? Tobacco cigarettes</i>	12
4	Table MCHE2_2: <i>How often do you use the following products? Nicotine-based e-cigarettes or vapes</i>	16
5	Table MCHE3: <i>Which do you prefer?</i>	20
6	Table MCHE4: <i>Did you begin using vapes and/or e-cigarettes before or after the beginning of the COVID-19 pandemic in March 2020?</i>	23
7	Table MCHE5: <i>Would you say you use your vape or e-cigarettes more or less now compared to before the COVID-19 pandemic?</i>	26
8	Table MCHE6: <i>Which of the following is closest to your view?</i>	28
9	Table MCHE7_1: <i>How concerned are you about your child or children trying or using the following products? Tobacco cigarettes</i>	32
10	Table MCHE7_2: <i>How concerned are you about your child or children trying or using the following products? Nicotine-based e-cigarettes or vapes</i>	35
11	Table MCHE8: <i>As you may know, some e-cigarette and vaping manufacturers use strategies such as colorful designs, fruity and sweet flavors, and targeted marketing campaigns to make their products more appealing to young adults and children. Based on what you know now, how concerned are you about this?</i>	38
12	Table MCHE9_1: <i>How responsible do you think each of the following is for e-cigarette or vape usage among middle and high schoolers? E-cigarette and vape manufacturers, such as Juul and Puff Bar</i>	42
13	Table MCHE9_2: <i>How responsible do you think each of the following is for e-cigarette or vape usage among middle and high schoolers? Manufacturers of traditional tobacco products, such as Phillip Morris and Altria</i>	46
14	Table MCHE9_3: <i>How responsible do you think each of the following is for e-cigarette or vape usage among middle and high schoolers? School administrators</i>	50
15	Table MCHE9_4: <i>How responsible do you think each of the following is for e-cigarette or vape usage among middle and high schoolers? Parents of school children</i>	54
16	Table MCHE9_5: <i>How responsible do you think each of the following is for e-cigarette or vape usage among middle and high schoolers? Social media</i>	58

17	Table MCHE9_6: <i>How responsible do you think each of the following is for e-cigarette or vape usage among middle and high schoolers? Federal and state lawmakers</i>	62
18	Table MCHE9_7: <i>How responsible do you think each of the following is for e-cigarette or vape usage among middle and high schoolers? The Food and Drug Administration, which regulates tobacco products</i>	66
19	Table MCHE10: <i>Based on what you know, has the use of e-cigarettes or vaping increased or decreased among middle and high schoolers since 2019, before the COVID-19 pandemic began?</i>	70
20	Table MCHE11_1: <i>Based on what you know, would you support or oppose each of the following? The Food and Drug Administration scaling back its efforts to limit the production of flavored e-cigarette products</i>	74
21	Table MCHE11_2: <i>Based on what you know, would you support or oppose each of the following? The Food and Drug Administration advancing its efforts to limit the production of flavored e-cigarette products</i>	78
22	Table MCHE11_3: <i>Based on what you know, would you support or oppose each of the following? States pursuing legal action against e-cigarette manufacturers to hold them accountable for increased vaping rates</i>	82
23	Table MCHE11_4: <i>Based on what you know, would you support or oppose each of the following? Holding e-cigarette manufacturers accountable for increased vaping rates by enacting legislation that would further limit and regulate manufacturers</i>	86
24	Table MCHE12_1: <i>How much have you seen, read or heard about the following? The first federal lawsuit against e-cigarette manufacturer Juul Labs to go before a jury, scheduled for June, which alleges that Juul harmed minors by marketing their products to those under 18</i>	90
25	Table MCHE12_2: <i>How much have you seen, read or heard about the following? Some e-cigarette manufacturers, such as Puff Bar, using synthetic nicotine not derived from tobacco in order to avoid FDA regulations on the sale of e-cigarettes</i>	94
26	Table MCHE12_3: <i>How much have you seen, read or heard about the following? E-cigarette manufacturer Juul Labs paying \$54.5 million to settle lawsuits with Arizona and North Carolina for allegedly marketing their products to minors</i>	98
27	Table MCHE12_4: <i>How much have you seen, read or heard about the following? The spending package recently signed by President Joe Biden that will give the FDA additional authority to regulate e-cigarette and vaping products that contain synthetic nicotine not derived from tobacco</i>	102
28	Summary Statistics of Survey Respondent Demographics	106

Crosstabulation Results by Respondent Demographics

Table MCHE1_1: Do you have a favorable or unfavorable opinion of the following?
Smoking tobacco cigarettes

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	10% (215)	10% (217)	13% (296)	59% (1301)	6% (136)	2% (47)	2211
Gender: Male	11% (114)	12% (125)	14% (150)	57% (608)	5% (58)	1% (13)	1067
Gender: Female	9% (102)	8% (92)	13% (145)	61% (693)	7% (78)	3% (34)	1144
Age: 18-34	12% (80)	11% (72)	15% (98)	48% (313)	9% (60)	5% (35)	658
Age: 35-44	16% (56)	17% (61)	13% (48)	47% (169)	5% (19)	2% (7)	359
Age: 45-64	7% (56)	9% (67)	14% (103)	64% (481)	6% (42)	1% (5)	755
Age: 65+	5% (23)	4% (17)	11% (47)	77% (337)	3% (14)	— (0)	438
GenZers: 1997-2012	9% (32)	12% (43)	12% (44)	49% (176)	11% (39)	6% (23)	358
Millennials: 1981-1996	17% (91)	11% (60)	16% (85)	48% (260)	6% (34)	2% (13)	543
GenXers: 1965-1980	10% (56)	12% (68)	13% (76)	57% (326)	6% (36)	1% (8)	571
Baby Boomers: 1946-1964	5% (33)	7% (46)	13% (86)	71% (480)	4% (27)	— (2)	674
PID: Dem (no lean)	12% (85)	10% (77)	11% (84)	60% (442)	5% (35)	1% (9)	732
PID: Ind (no lean)	9% (75)	10% (79)	13% (111)	55% (456)	8% (70)	4% (32)	823
PID: Rep (no lean)	8% (56)	9% (61)	15% (101)	61% (403)	5% (31)	1% (6)	657
PID/Gender: Dem Men	15% (51)	15% (48)	11% (37)	54% (178)	4% (14)	1% (2)	330
PID/Gender: Dem Women	8% (34)	7% (28)	12% (47)	66% (265)	5% (21)	2% (7)	402
PID/Gender: Ind Men	10% (39)	10% (41)	15% (62)	56% (225)	7% (26)	3% (10)	404
PID/Gender: Ind Women	8% (35)	9% (38)	12% (49)	55% (231)	10% (43)	5% (21)	418
PID/Gender: Rep Men	7% (24)	11% (35)	15% (51)	62% (205)	5% (17)	— (0)	333
PID/Gender: Rep Women	10% (32)	8% (25)	15% (50)	61% (197)	4% (13)	2% (6)	323
Ideo: Liberal (1-3)	9% (59)	9% (58)	13% (80)	63% (397)	5% (29)	1% (4)	627
Ideo: Moderate (4)	8% (50)	12% (69)	14% (81)	58% (344)	7% (40)	2% (13)	599
Ideo: Conservative (5-7)	8% (57)	7% (53)	14% (100)	64% (460)	5% (37)	1% (6)	713
Educ: < College	11% (174)	12% (175)	14% (208)	53% (811)	7% (109)	3% (42)	1520
Educ: Bachelors degree	5% (21)	6% (28)	14% (62)	69% (309)	5% (21)	1% (5)	446
Educ: Post-grad	8% (19)	5% (13)	11% (26)	74% (181)	2% (6)	— (0)	245

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Table MCHE1_1: Do you have a favorable or unfavorable opinion of the following?
Smoking tobacco cigarettes

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	10%	(215)	10%	(217)	13%	(296)	59%	(1301)	6%	(136)	2%	(47)	2211
Income: Under 50k	12%	(144)	12%	(137)	14%	(165)	52%	(616)	7%	(85)	3%	(37)	1184
Income: 50k-100k	7%	(44)	9%	(63)	14%	(95)	63%	(427)	6%	(38)	1%	(8)	676
Income: 100k+	8%	(27)	5%	(17)	10%	(36)	73%	(258)	4%	(13)	—	(2)	351
Ethnicity: White	10%	(166)	10%	(170)	13%	(224)	60%	(1042)	6%	(100)	2%	(29)	1730
Ethnicity: Hispanic	6%	(21)	17%	(60)	14%	(51)	48%	(168)	9%	(33)	5%	(19)	351
Ethnicity: Black	12%	(33)	11%	(31)	15%	(41)	53%	(146)	6%	(17)	3%	(7)	276
Ethnicity: Other	8%	(17)	8%	(16)	15%	(31)	55%	(113)	9%	(19)	5%	(10)	205
All Christian	8%	(77)	9%	(88)	13%	(132)	64%	(629)	5%	(52)	1%	(9)	987
All Non-Christian	12%	(14)	11%	(13)	15%	(18)	52%	(61)	5%	(6)	5%	(6)	117
Atheist	10%	(13)	10%	(13)	17%	(22)	58%	(75)	3%	(4)	2%	(3)	130
Agnostic/Nothing in particular	12%	(72)	11%	(70)	13%	(79)	54%	(335)	7%	(41)	3%	(21)	618
Something Else	11%	(40)	9%	(33)	12%	(45)	56%	(201)	9%	(33)	2%	(8)	359
Religious Non-Protestant/Catholic	11%	(15)	10%	(13)	17%	(24)	52%	(72)	5%	(8)	5%	(6)	138
Evangelical	8%	(40)	10%	(47)	12%	(56)	63%	(299)	6%	(29)	1%	(7)	478
Non-Evangelical	9%	(72)	9%	(73)	14%	(114)	61%	(509)	6%	(53)	1%	(9)	830
Community: Urban	12%	(65)	13%	(76)	13%	(75)	52%	(292)	8%	(45)	2%	(13)	565
Community: Suburban	8%	(81)	8%	(91)	13%	(138)	64%	(684)	5%	(55)	2%	(19)	1066
Community: Rural	12%	(69)	9%	(50)	14%	(83)	56%	(325)	6%	(36)	3%	(15)	579
Employ: Private Sector	10%	(69)	9%	(62)	15%	(101)	60%	(404)	6%	(37)	1%	(4)	678
Employ: Government	10%	(13)	8%	(11)	15%	(21)	60%	(85)	4%	(6)	4%	(5)	140
Employ: Self-Employed	12%	(25)	15%	(31)	17%	(35)	49%	(101)	5%	(10)	2%	(4)	206
Employ: Homemaker	7%	(9)	17%	(23)	9%	(12)	55%	(74)	12%	(16)	—	(0)	134
Employ: Student	3%	(3)	8%	(8)	6%	(6)	70%	(69)	7%	(7)	6%	(6)	98
Employ: Retired	7%	(37)	6%	(30)	12%	(65)	71%	(372)	4%	(21)	—	(1)	525
Employ: Unemployed	14%	(35)	10%	(26)	11%	(26)	49%	(121)	9%	(23)	6%	(16)	247
Employ: Other	13%	(24)	14%	(25)	17%	(31)	42%	(77)	9%	(16)	6%	(11)	183
Military HH: Yes	9%	(31)	7%	(25)	12%	(41)	61%	(207)	9%	(31)	1%	(3)	338
Military HH: No	10%	(184)	10%	(192)	14%	(254)	58%	(1094)	6%	(105)	2%	(44)	1873
RD/WT: Right Direction	11%	(73)	10%	(62)	10%	(61)	62%	(396)	6%	(39)	1%	(9)	641
RD/WT: Wrong Track	9%	(142)	10%	(154)	15%	(234)	58%	(905)	6%	(97)	2%	(38)	1570

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**Table MCHE1_1: Do you have a favorable or unfavorable opinion of the following?
Smoking tobacco cigarettes**

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	10%	(215)	10%	(217)	13%	(296)	59%	(1301)	6%	(136)	2%	(47)	2211
Biden Job Approve	9%	(81)	10%	(85)	11%	(95)	63%	(533)	6%	(49)	1%	(8)	850
Biden Job Disapprove	9%	(117)	10%	(127)	16%	(194)	57%	(713)	6%	(72)	1%	(16)	1239
Biden Job Strongly Approve	13%	(45)	10%	(33)	9%	(31)	62%	(204)	5%	(17)	—	(1)	330
Biden Job Somewhat Approve	7%	(36)	10%	(53)	12%	(64)	63%	(329)	6%	(31)	1%	(7)	520
Biden Job Somewhat Disapprove	10%	(35)	12%	(43)	16%	(58)	56%	(205)	5%	(17)	2%	(7)	364
Biden Job Strongly Disapprove	9%	(82)	10%	(85)	16%	(136)	58%	(508)	6%	(55)	1%	(9)	875
Favorable of Biden	11%	(95)	10%	(92)	12%	(104)	61%	(543)	5%	(44)	2%	(15)	893
Unfavorable of Biden	9%	(104)	10%	(119)	15%	(182)	59%	(707)	6%	(72)	1%	(13)	1197
Very Favorable of Biden	16%	(59)	10%	(38)	11%	(42)	57%	(216)	5%	(20)	1%	(6)	380
Somewhat Favorable of Biden	7%	(36)	11%	(54)	12%	(62)	64%	(327)	5%	(24)	2%	(9)	513
Somewhat Unfavorable of Biden	8%	(23)	8%	(24)	18%	(54)	58%	(174)	5%	(15)	2%	(7)	298
Very Unfavorable of Biden	9%	(81)	11%	(95)	14%	(128)	59%	(532)	6%	(56)	1%	(7)	898
#1 Issue: Economy	11%	(97)	10%	(92)	16%	(140)	55%	(488)	6%	(51)	2%	(13)	883
#1 Issue: Security	8%	(25)	10%	(33)	13%	(41)	65%	(211)	3%	(10)	1%	(3)	322
#1 Issue: Health Care	10%	(19)	10%	(21)	15%	(31)	58%	(119)	5%	(11)	1%	(1)	203
#1 Issue: Medicare / Social Security	10%	(23)	8%	(17)	12%	(26)	64%	(139)	4%	(10)	2%	(5)	218
#1 Issue: Women's Issues	8%	(12)	6%	(9)	15%	(21)	59%	(85)	9%	(12)	3%	(5)	143
#1 Issue: Education	20%	(19)	18%	(17)	8%	(7)	41%	(38)	7%	(7)	6%	(5)	93
#1 Issue: Energy	7%	(14)	8%	(17)	9%	(19)	64%	(129)	8%	(17)	3%	(6)	202
#1 Issue: Other	4%	(6)	8%	(11)	7%	(11)	63%	(93)	12%	(18)	5%	(8)	146
2020 Vote: Joe Biden	9%	(81)	9%	(78)	11%	(99)	65%	(564)	5%	(43)	1%	(8)	873
2020 Vote: Donald Trump	7%	(54)	10%	(77)	15%	(108)	63%	(466)	5%	(36)	—	(1)	741
2020 Vote: Other	4%	(3)	6%	(6)	16%	(16)	64%	(63)	9%	(9)	—	(0)	98
2020 Vote: Didn't Vote	16%	(78)	11%	(56)	15%	(73)	42%	(208)	10%	(48)	7%	(37)	499
2018 House Vote: Democrat	10%	(66)	10%	(66)	12%	(83)	65%	(436)	3%	(23)	—	(2)	676
2018 House Vote: Republican	8%	(49)	9%	(59)	15%	(94)	63%	(396)	5%	(28)	—	(3)	629
2018 House Vote: Someone else	7%	(7)	7%	(6)	15%	(14)	57%	(53)	11%	(10)	3%	(3)	93

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Table MCHE1_1: Do you have a favorable or unfavorable opinion of the following?
Smoking tobacco cigarettes

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	10%	(215)	10%	(217)	13%	(296)	59%	(1301)	6%	(136)	2%	(47)	2211
2016 Vote: Hillary Clinton	9%	(56)	9%	(56)	11%	(67)	67%	(424)	4%	(24)	—	(2)	628
2016 Vote: Donald Trump	7%	(48)	8%	(55)	16%	(105)	64%	(428)	5%	(31)	—	(3)	669
2016 Vote: Other	9%	(12)	10%	(13)	15%	(20)	60%	(79)	3%	(4)	2%	(3)	131
2016 Vote: Didn't Vote	13%	(99)	12%	(94)	13%	(103)	47%	(370)	10%	(77)	5%	(39)	781
Voted in 2014: Yes	8%	(98)	9%	(102)	14%	(165)	66%	(782)	3%	(38)	1%	(7)	1193
Voted in 2014: No	12%	(118)	11%	(115)	13%	(130)	51%	(519)	10%	(97)	4%	(39)	1018
4-Region: Northeast	8%	(32)	6%	(22)	13%	(50)	68%	(268)	4%	(14)	2%	(9)	396
4-Region: Midwest	11%	(51)	10%	(47)	16%	(74)	56%	(259)	4%	(19)	3%	(15)	465
4-Region: South	10%	(83)	11%	(88)	13%	(108)	57%	(475)	8%	(64)	1%	(10)	828
4-Region: West	9%	(49)	11%	(59)	12%	(64)	57%	(300)	7%	(38)	2%	(12)	523
At Least Once a Week Vapers	27%	(85)	26%	(80)	23%	(73)	15%	(46)	7%	(20)	2%	(7)	311
At Least Once a Week Smokers	35%	(184)	31%	(163)	21%	(111)	8%	(44)	4%	(24)	1%	(6)	532
Cigarette Smokers	19%	(184)	19%	(191)	19%	(185)	38%	(372)	5%	(51)	1%	(5)	988
People Who Don't Smoke or Vape	2%	(26)	2%	(38)	10%	(153)	77%	(1217)	6%	(99)	2%	(38)	1571
Parents with Kids under 18	15%	(76)	14%	(75)	16%	(86)	46%	(241)	6%	(31)	3%	(16)	526

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCHE1_2: Do you have a favorable or unfavorable opinion of the following?
Vaping or using e-cigarettes

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	8%	(178)	10%	(213)	15%	(341)	55%	(1216)	10%	(211)	2%	(51)	2211
Gender: Male	10%	(103)	12%	(130)	16%	(173)	52%	(557)	8%	(88)	2%	(16)	1067
Gender: Female	7%	(76)	7%	(83)	15%	(168)	58%	(659)	11%	(123)	3%	(35)	1144
Age: 18-34	15%	(97)	14%	(90)	17%	(110)	39%	(256)	11%	(72)	5%	(34)	658
Age: 35-44	9%	(32)	14%	(50)	17%	(60)	47%	(168)	11%	(40)	3%	(10)	359
Age: 45-64	5%	(36)	7%	(52)	17%	(127)	61%	(458)	10%	(75)	1%	(6)	755
Age: 65+	3%	(13)	5%	(21)	10%	(44)	76%	(334)	5%	(24)	—	(2)	438
GenZers: 1997-2012	14%	(50)	11%	(41)	16%	(59)	41%	(148)	11%	(40)	6%	(20)	358
Millennials: 1981-1996	13%	(71)	15%	(83)	16%	(85)	42%	(228)	11%	(59)	3%	(18)	543
GenXers: 1965-1980	5%	(30)	10%	(55)	17%	(97)	55%	(315)	11%	(64)	2%	(10)	571
Baby Boomers: 1946-1964	4%	(26)	5%	(35)	14%	(97)	69%	(466)	7%	(47)	—	(3)	674
PID: Dem (no lean)	9%	(67)	11%	(80)	15%	(106)	56%	(409)	7%	(55)	2%	(14)	732
PID: Ind (no lean)	8%	(67)	9%	(74)	17%	(137)	49%	(407)	13%	(106)	4%	(31)	823
PID: Rep (no lean)	7%	(44)	9%	(59)	15%	(97)	61%	(400)	8%	(51)	1%	(6)	657
PID/Gender: Dem Men	12%	(38)	14%	(45)	17%	(55)	50%	(166)	7%	(24)	1%	(2)	330
PID/Gender: Dem Women	7%	(29)	9%	(35)	13%	(51)	61%	(244)	8%	(31)	3%	(12)	402
PID/Gender: Ind Men	10%	(39)	14%	(56)	17%	(68)	48%	(194)	9%	(37)	3%	(10)	404
PID/Gender: Ind Women	7%	(28)	4%	(18)	17%	(69)	51%	(213)	16%	(68)	5%	(21)	418
PID/Gender: Rep Men	8%	(26)	9%	(30)	15%	(50)	59%	(198)	8%	(27)	1%	(4)	333
PID/Gender: Rep Women	6%	(19)	9%	(29)	15%	(48)	63%	(202)	7%	(24)	1%	(2)	323
Ideo: Liberal (1-3)	9%	(56)	10%	(61)	16%	(99)	58%	(362)	7%	(46)	1%	(4)	627
Ideo: Moderate (4)	7%	(41)	10%	(59)	16%	(93)	54%	(323)	10%	(60)	4%	(23)	599
Ideo: Conservative (5-7)	7%	(49)	8%	(55)	15%	(106)	61%	(437)	9%	(62)	1%	(4)	713
Educ: < College	9%	(133)	11%	(170)	15%	(221)	51%	(778)	11%	(169)	3%	(48)	1520
Educ: Bachelors degree	6%	(29)	7%	(31)	17%	(77)	62%	(276)	7%	(31)	1%	(2)	446
Educ: Post-grad	7%	(16)	5%	(12)	18%	(43)	66%	(162)	4%	(11)	—	(1)	245
Income: Under 50k	9%	(103)	10%	(124)	14%	(167)	52%	(614)	12%	(136)	3%	(40)	1184
Income: 50k-100k	8%	(53)	11%	(74)	16%	(107)	56%	(376)	8%	(56)	2%	(10)	676
Income: 100k+	6%	(22)	4%	(15)	19%	(68)	64%	(226)	5%	(19)	—	(1)	351
Ethnicity: White	8%	(137)	9%	(153)	17%	(286)	56%	(961)	9%	(162)	2%	(31)	1730
Ethnicity: Hispanic	9%	(32)	15%	(51)	18%	(64)	43%	(152)	10%	(36)	5%	(17)	351

Continued on next page

Table MCHE1_2: Do you have a favorable or unfavorable opinion of the following?
Vaping or using e-cigarettes

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	8%	(178)	10%	(213)	15%	(341)	55%	(1216)	10%	(211)	2%	(51)	2211
Ethnicity: Black	11%	(30)	16%	(44)	10%	(26)	51%	(139)	10%	(26)	3%	(9)	276
Ethnicity: Other	6%	(11)	8%	(15)	14%	(28)	56%	(116)	11%	(23)	5%	(11)	205
All Christian	7%	(71)	8%	(77)	15%	(148)	61%	(600)	8%	(77)	1%	(14)	987
All Non-Christian	11%	(13)	11%	(12)	19%	(23)	48%	(56)	6%	(7)	6%	(7)	117
Atheist	11%	(14)	10%	(13)	21%	(28)	49%	(64)	6%	(8)	2%	(3)	130
Agnostic/Nothing in particular	9%	(54)	13%	(81)	16%	(99)	48%	(297)	11%	(67)	3%	(20)	618
Something Else	8%	(27)	8%	(29)	12%	(43)	55%	(199)	15%	(53)	2%	(8)	359
Religious Non-Protestant/Catholic	10%	(14)	11%	(15)	18%	(25)	49%	(68)	6%	(9)	5%	(7)	138
Evangelical	8%	(37)	8%	(37)	11%	(53)	62%	(295)	11%	(51)	1%	(5)	478
Non-Evangelical	7%	(56)	8%	(66)	16%	(135)	58%	(482)	9%	(75)	2%	(17)	830
Community: Urban	10%	(58)	14%	(80)	15%	(83)	48%	(272)	11%	(63)	1%	(8)	565
Community: Suburban	6%	(68)	8%	(82)	16%	(175)	59%	(625)	9%	(93)	2%	(23)	1066
Community: Rural	9%	(52)	9%	(50)	14%	(82)	55%	(320)	9%	(55)	4%	(20)	579
Employ: Private Sector	10%	(67)	9%	(60)	19%	(130)	53%	(356)	9%	(59)	1%	(6)	678
Employ: Government	12%	(16)	8%	(12)	18%	(25)	57%	(79)	3%	(4)	3%	(4)	140
Employ: Self-Employed	13%	(27)	13%	(27)	19%	(39)	42%	(86)	9%	(18)	5%	(10)	206
Employ: Homemaker	5%	(6)	13%	(18)	13%	(18)	58%	(78)	10%	(14)	—	(0)	134
Employ: Student	3%	(2)	7%	(7)	13%	(13)	58%	(56)	17%	(16)	3%	(3)	98
Employ: Retired	4%	(22)	5%	(27)	12%	(60)	72%	(379)	7%	(36)	—	(2)	525
Employ: Unemployed	8%	(19)	14%	(36)	10%	(26)	45%	(111)	16%	(40)	6%	(16)	247
Employ: Other	10%	(19)	15%	(27)	16%	(30)	39%	(71)	13%	(24)	6%	(11)	183
Military HH: Yes	8%	(28)	8%	(26)	14%	(48)	58%	(198)	10%	(34)	1%	(4)	338
Military HH: No	8%	(150)	10%	(187)	16%	(293)	54%	(1019)	9%	(177)	3%	(47)	1873
RD/WT: Right Direction	10%	(64)	11%	(69)	13%	(81)	55%	(355)	9%	(58)	2%	(14)	641
RD/WT: Wrong Track	7%	(114)	9%	(144)	17%	(260)	55%	(862)	10%	(153)	2%	(38)	1570
Biden Job Approve	8%	(70)	9%	(80)	15%	(130)	57%	(482)	9%	(74)	2%	(14)	850
Biden Job Disapprove	8%	(93)	10%	(124)	16%	(193)	56%	(700)	9%	(111)	1%	(18)	1239

Continued on next page

**Table MCHE1_2: Do you have a favorable or unfavorable opinion of the following?
Vaping or using e-cigarettes**

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	8%	(178)	10%	(213)	15%	(341)	55%	(1216)	10%	(211)	2%	(51)	2211
Biden Job Strongly Approve	12%	(40)	8%	(26)	13%	(42)	58%	(193)	9%	(29)	—	(1)	330
Biden Job Somewhat Approve	6%	(30)	10%	(54)	17%	(89)	56%	(290)	9%	(46)	2%	(12)	520
Biden Job Somewhat Disapprove	6%	(23)	13%	(48)	16%	(58)	55%	(202)	8%	(30)	1%	(4)	364
Biden Job Strongly Disapprove	8%	(70)	9%	(76)	15%	(135)	57%	(498)	9%	(81)	2%	(14)	875
Favorable of Biden	9%	(80)	10%	(86)	15%	(134)	56%	(500)	8%	(73)	2%	(20)	893
Unfavorable of Biden	8%	(92)	10%	(114)	16%	(192)	57%	(681)	9%	(106)	1%	(13)	1197
Very Favorable of Biden	11%	(43)	10%	(37)	13%	(51)	54%	(207)	10%	(36)	2%	(6)	380
Somewhat Favorable of Biden	7%	(37)	10%	(50)	16%	(83)	57%	(293)	7%	(36)	3%	(14)	513
Somewhat Unfavorable of Biden	6%	(18)	10%	(30)	19%	(57)	55%	(163)	8%	(25)	2%	(5)	298
Very Unfavorable of Biden	8%	(74)	9%	(83)	15%	(134)	58%	(518)	9%	(81)	1%	(8)	898
#1 Issue: Economy	7%	(63)	12%	(107)	20%	(174)	50%	(439)	10%	(88)	1%	(11)	883
#1 Issue: Security	8%	(24)	7%	(23)	14%	(44)	65%	(209)	6%	(18)	1%	(4)	322
#1 Issue: Health Care	5%	(10)	9%	(19)	13%	(26)	58%	(119)	11%	(23)	3%	(7)	203
#1 Issue: Medicare / Social Security	10%	(21)	4%	(8)	12%	(25)	63%	(137)	10%	(21)	3%	(6)	218
#1 Issue: Women's Issues	8%	(12)	7%	(10)	18%	(26)	50%	(72)	13%	(19)	3%	(5)	143
#1 Issue: Education	20%	(18)	12%	(11)	14%	(13)	42%	(39)	6%	(6)	6%	(6)	93
#1 Issue: Energy	10%	(19)	11%	(22)	9%	(17)	59%	(118)	8%	(16)	4%	(8)	202
#1 Issue: Other	7%	(10)	8%	(11)	11%	(17)	57%	(83)	14%	(20)	3%	(5)	146
2020 Vote: Joe Biden	8%	(70)	9%	(78)	15%	(130)	58%	(506)	9%	(75)	2%	(13)	873
2020 Vote: Donald Trump	8%	(59)	8%	(58)	16%	(119)	60%	(445)	8%	(57)	—	(2)	741
2020 Vote: Other	4%	(4)	1%	(0)	20%	(20)	61%	(59)	14%	(14)	—	(0)	98
2020 Vote: Didn't Vote	9%	(45)	15%	(76)	14%	(72)	41%	(206)	13%	(65)	7%	(36)	499
2018 House Vote: Democrat	7%	(51)	10%	(65)	16%	(105)	59%	(398)	7%	(50)	1%	(7)	676
2018 House Vote: Republican	7%	(42)	8%	(51)	15%	(92)	63%	(398)	7%	(44)	—	(2)	629
2018 House Vote: Someone else	10%	(9)	1%	(1)	20%	(19)	49%	(46)	14%	(13)	4%	(4)	93
2016 Vote: Hillary Clinton	8%	(49)	8%	(48)	14%	(88)	63%	(394)	7%	(44)	1%	(5)	628
2016 Vote: Donald Trump	7%	(47)	8%	(55)	14%	(93)	62%	(413)	9%	(57)	1%	(3)	669
2016 Vote: Other	9%	(11)	7%	(10)	21%	(28)	54%	(71)	6%	(8)	2%	(3)	131
2016 Vote: Didn't Vote	9%	(71)	13%	(100)	17%	(130)	43%	(338)	13%	(103)	5%	(39)	781

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**Table MCHE1_2: Do you have a favorable or unfavorable opinion of the following?
 Vaping or using e-cigarettes**

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	8% (178)	10% (213)	15% (341)	55% (1216)	10% (211)	2% (51)	2211
Voted in 2014: Yes	7% (85)	7% (88)	15% (179)	63% (753)	6% (76)	1% (12)	1193
Voted in 2014: No	9% (93)	12% (125)	16% (162)	46% (464)	13% (135)	4% (40)	1018
4-Region: Northeast	6% (25)	8% (34)	14% (57)	60% (237)	8% (33)	3% (10)	396
4-Region: Midwest	9% (43)	11% (51)	15% (72)	52% (243)	10% (46)	2% (10)	465
4-Region: South	8% (70)	10% (86)	14% (118)	54% (446)	11% (87)	3% (21)	828
4-Region: West	8% (40)	8% (43)	18% (94)	56% (291)	8% (44)	2% (10)	523
At Least Once a Week Vapers	41% (129)	36% (112)	12% (36)	3% (10)	5% (16)	3% (9)	311
At Least Once a Week Smokers	20% (104)	21% (114)	22% (116)	23% (125)	12% (64)	2% (9)	532
Cigarette Smokers	14% (136)	16% (154)	19% (188)	41% (402)	10% (100)	1% (8)	988
People Who Don't Smoke or Vape	2% (35)	4% (56)	14% (217)	69% (1085)	9% (141)	2% (36)	1571
Parents with Kids under 18	13% (69)	15% (77)	17% (89)	44% (230)	8% (44)	3% (17)	526

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCHE2_1: How often do you use the following products?
Tobacco cigarettes

Demographic	Frequency					Once used,	Have tried,	Have not	Total N
	5 times daily	1-4 times daily	3-5 times a week	1-2 times a week	1-3 times a month	but no longer use	but never regularly used	tried	
Adults	15% (337)	4% (94)	2% (42)	1% (28)	1% (31)	20% (451)	16% (350)	40% (878)	2211
Gender: Male	15% (163)	6% (60)	2% (24)	2% (19)	2% (19)	21% (226)	17% (179)	35% (376)	1067
Gender: Female	15% (174)	3% (34)	2% (18)	1% (9)	1% (12)	20% (224)	15% (171)	44% (502)	1144
Age: 18-34	11% (74)	6% (37)	3% (19)	2% (15)	3% (18)	11% (74)	14% (90)	50% (332)	658
Age: 35-44	24% (88)	5% (19)	3% (10)	2% (8)	1% (5)	15% (55)	19% (68)	30% (107)	359
Age: 45-64	18% (133)	4% (29)	2% (12)	1% (4)	1% (7)	22% (165)	17% (126)	37% (280)	755
Age: 65+	10% (43)	2% (9)	— (2)	— (1)	— (1)	36% (157)	15% (66)	36% (160)	438
GenZers: 1997-2012	5% (18)	4% (16)	3% (10)	3% (10)	3% (9)	9% (33)	13% (47)	60% (216)	358
Millennials: 1981-1996	21% (116)	6% (31)	3% (16)	2% (10)	3% (14)	14% (75)	17% (94)	35% (189)	543
GenXers: 1965-1980	21% (120)	4% (23)	2% (9)	1% (7)	1% (6)	20% (113)	14% (80)	37% (214)	571
Baby Boomers: 1946-1964	13% (85)	3% (23)	1% (8)	— (1)	— (1)	30% (205)	17% (115)	35% (236)	674
PID: Dem (no lean)	16% (115)	5% (37)	2% (17)	1% (9)	2% (14)	19% (141)	16% (114)	39% (286)	732
PID: Ind (no lean)	15% (121)	3% (28)	2% (18)	1% (11)	2% (15)	19% (153)	16% (136)	41% (340)	823
PID: Rep (no lean)	15% (101)	4% (29)	1% (7)	1% (7)	— (2)	24% (156)	15% (101)	38% (252)	657
PID/Gender: Dem Men	18% (59)	8% (28)	4% (13)	2% (6)	2% (7)	18% (60)	17% (57)	30% (100)	330
PID/Gender: Dem Women	14% (56)	2% (9)	1% (4)	1% (3)	2% (7)	20% (81)	14% (57)	46% (186)	402
PID/Gender: Ind Men	15% (60)	3% (11)	2% (10)	2% (8)	3% (11)	22% (88)	17% (71)	36% (147)	404
PID/Gender: Ind Women	15% (61)	4% (17)	2% (8)	1% (3)	1% (4)	16% (66)	16% (65)	46% (193)	418
PID/Gender: Rep Men	13% (44)	6% (21)	— (2)	2% (6)	— (2)	24% (78)	16% (52)	39% (129)	333
PID/Gender: Rep Women	18% (57)	3% (9)	2% (5)	1% (2)	— (1)	24% (77)	15% (49)	38% (123)	323
Ideo: Liberal (1-3)	12% (77)	5% (28)	2% (13)	2% (11)	1% (9)	23% (144)	15% (96)	40% (248)	627
Ideo: Moderate (4)	16% (98)	4% (25)	2% (12)	— (1)	2% (11)	20% (120)	16% (93)	40% (239)	599
Ideo: Conservative (5-7)	14% (100)	4% (27)	1% (5)	2% (12)	1% (5)	22% (157)	18% (125)	40% (282)	713
Educ: < College	18% (280)	5% (78)	2% (32)	1% (18)	1% (22)	21% (316)	14% (209)	37% (564)	1520
Educ: Bachelors degree	10% (46)	2% (8)	1% (6)	1% (6)	1% (4)	20% (89)	22% (98)	42% (189)	446
Educ: Post-grad	5% (12)	3% (8)	2% (5)	1% (3)	2% (4)	18% (45)	17% (42)	51% (126)	245
Income: Under 50k	20% (231)	5% (61)	2% (24)	1% (13)	2% (22)	18% (210)	14% (163)	39% (460)	1184
Income: 50k-100k	11% (75)	3% (22)	3% (17)	2% (10)	1% (8)	25% (166)	17% (113)	39% (265)	676
Income: 100k+	9% (31)	3% (11)	— (1)	1% (4)	1% (2)	21% (75)	21% (73)	44% (154)	351

Continued on next page

Table MCHE2_1: How often do you use the following products?**Tobacco cigarettes**

Demographic						Once used,	Have tried,			Total N
	More than 5 times daily	1-4 times daily	3-5 times a week	1-2 times a week	1-3 times a month	but no longer use	but never regularly used	Have not tried		
Adults	15% (337)	4% (94)	2% (42)	1% (28)	1% (31)	20% (451)	16% (350)	40% (878)	2211	
Ethnicity: White	16% (285)	4% (69)	1% (25)	1% (16)	1% (17)	23% (403)	16% (279)	37% (638)	1730	
Ethnicity: Hispanic	13% (47)	4% (13)	2% (8)	2% (9)	3% (10)	15% (54)	17% (61)	43% (151)	351	
Ethnicity: Black	12% (32)	6% (18)	4% (11)	3% (8)	5% (12)	7% (20)	15% (41)	48% (133)	276	
Ethnicity: Other	10% (20)	4% (8)	3% (6)	2% (3)	1% (2)	13% (27)	15% (31)	53% (108)	205	
All Christian	14% (138)	4% (39)	1% (10)	1% (14)	1% (7)	24% (235)	15% (153)	39% (390)	987	
All Non-Christian	11% (13)	3% (3)	3% (4)	1% (2)	4% (5)	14% (17)	15% (18)	47% (55)	117	
Atheist	13% (17)	2% (3)	2% (2)	— (1)	2% (3)	19% (25)	21% (27)	40% (53)	130	
Agnostic/Nothing in particular	17% (103)	6% (36)	3% (19)	1% (6)	1% (9)	19% (119)	16% (98)	37% (226)	618	
Something Else	18% (65)	4% (13)	2% (7)	1% (4)	2% (8)	15% (54)	15% (54)	43% (155)	359	
Religious Non-Protestant/Catholic	10% (14)	7% (9)	3% (4)	2% (2)	3% (5)	14% (20)	14% (20)	47% (65)	138	
Evangelical	14% (68)	4% (19)	2% (10)	2% (11)	1% (3)	18% (88)	13% (64)	45% (216)	478	
Non-Evangelical	16% (134)	3% (27)	1% (7)	1% (8)	1% (10)	24% (195)	17% (139)	37% (310)	830	
Community: Urban	18% (100)	6% (33)	3% (17)	2% (13)	2% (9)	15% (83)	14% (81)	41% (229)	565	
Community: Suburban	12% (123)	4% (39)	2% (19)	1% (9)	1% (13)	21% (225)	18% (195)	42% (443)	1066	
Community: Rural	20% (114)	4% (22)	1% (6)	1% (6)	2% (9)	25% (142)	13% (74)	36% (206)	579	
Employ: Private Sector	15% (105)	5% (32)	3% (18)	2% (14)	1% (6)	17% (117)	19% (126)	38% (261)	678	
Employ: Government	7% (10)	2% (3)	4% (5)	1% (2)	2% (3)	12% (17)	15% (22)	56% (78)	140	
Employ: Self-Employed	18% (37)	6% (12)	4% (8)	3% (6)	1% (2)	22% (44)	15% (30)	32% (66)	206	
Employ: Homemaker	19% (26)	3% (5)	1% (2)	— (0)	1% (1)	31% (42)	13% (17)	31% (41)	134	
Employ: Student	3% (3)	1% (1)	— (0)	— (0)	— (0)	8% (8)	10% (10)	78% (76)	98	
Employ: Retired	13% (66)	5% (26)	1% (4)	1% (4)	— (1)	29% (152)	16% (86)	35% (185)	525	
Employ: Unemployed	20% (49)	3% (7)	3% (7)	1% (2)	1% (1)	19% (47)	14% (35)	40% (99)	247	
Employ: Other	23% (42)	4% (8)	— (0)	— (0)	9% (16)	12% (23)	13% (24)	39% (71)	183	
Military HH: Yes	13% (43)	4% (12)	1% (4)	1% (4)	2% (7)	29% (98)	15% (50)	36% (121)	338	
Military HH: No	16% (294)	4% (82)	2% (38)	1% (24)	1% (24)	19% (353)	16% (300)	40% (757)	1873	
RD/WT: Right Direction	14% (89)	4% (24)	2% (12)	2% (11)	3% (18)	20% (125)	14% (92)	42% (269)	641	
RD/WT: Wrong Track	16% (249)	4% (70)	2% (30)	1% (17)	1% (14)	21% (325)	16% (258)	39% (609)	1570	

Continued on next page

Table MCHE2_1: How often do you use the following products?
Tobacco cigarettes

Demographic	Frequency					Once used,	Have tried,	Have not tried	Total N
	More than 5 times daily	1-4 times daily	3-5 times a week	1-2 times a week	1-3 times a month	but no longer use	but never regularly used		
Adults	15% (337)	4% (94)	2% (42)	1% (28)	1% (31)	20% (451)	16% (350)	40% (878)	2211
Biden Job Approve	13% (110)	4% (36)	2% (19)	2% (13)	2% (16)	21% (180)	16% (134)	40% (341)	850
Biden Job Disapprove	17% (210)	4% (54)	1% (17)	1% (13)	1% (13)	21% (262)	16% (197)	38% (473)	1239
Biden Job Strongly Approve	17% (55)	7% (22)	2% (6)	3% (9)	3% (9)	22% (72)	12% (40)	36% (118)	330
Biden Job Somewhat Approve	11% (55)	3% (15)	3% (13)	1% (4)	1% (8)	21% (108)	18% (94)	43% (223)	520
Biden Job Somewhat Disapprove	20% (73)	4% (14)	2% (6)	1% (2)	2% (6)	18% (66)	16% (57)	39% (141)	364
Biden Job Strongly Disapprove	16% (138)	5% (40)	1% (11)	1% (11)	1% (7)	22% (197)	16% (140)	38% (332)	875
Favorable of Biden	14% (129)	4% (36)	2% (18)	2% (15)	2% (20)	21% (183)	14% (125)	41% (368)	893
Unfavorable of Biden	16% (194)	5% (58)	1% (17)	1% (12)	1% (11)	21% (256)	17% (205)	37% (444)	1197
Very Favorable of Biden	19% (71)	4% (15)	2% (9)	2% (7)	2% (7)	22% (85)	13% (48)	36% (137)	380
Somewhat Favorable of Biden	11% (57)	4% (20)	2% (9)	1% (7)	2% (13)	19% (98)	15% (78)	45% (231)	513
Somewhat Unfavorable of Biden	18% (53)	5% (15)	— (1)	1% (2)	1% (4)	18% (54)	19% (57)	38% (113)	298
Very Unfavorable of Biden	16% (141)	5% (43)	2% (15)	1% (10)	1% (7)	23% (203)	16% (148)	37% (331)	898
#1 Issue: Economy	18% (157)	5% (40)	2% (15)	1% (12)	1% (13)	18% (158)	15% (129)	41% (358)	883
#1 Issue: Security	16% (52)	3% (10)	1% (3)	2% (6)	1% (4)	26% (83)	15% (47)	36% (117)	322
#1 Issue: Health Care	16% (32)	5% (10)	4% (8)	— (0)	2% (4)	14% (29)	19% (38)	41% (83)	203
#1 Issue: Medicare / Social Security	17% (38)	7% (15)	1% (1)	1% (2)	1% (2)	27% (60)	14% (30)	33% (72)	218
#1 Issue: Women's Issues	6% (9)	3% (4)	3% (4)	2% (3)	2% (2)	15% (21)	18% (26)	51% (74)	143
#1 Issue: Education	15% (14)	7% (6)	6% (5)	3% (3)	— (0)	18% (17)	17% (16)	34% (32)	93
#1 Issue: Energy	9% (18)	4% (9)	2% (4)	1% (2)	3% (5)	24% (48)	19% (39)	38% (78)	202
#1 Issue: Other	12% (18)	— (1)	1% (2)	— (0)	— (0)	24% (35)	18% (26)	44% (65)	146
2020 Vote: Joe Biden	14% (119)	4% (36)	2% (20)	2% (16)	2% (16)	22% (190)	16% (144)	38% (332)	873
2020 Vote: Donald Trump	15% (108)	5% (35)	1% (7)	1% (9)	— (3)	25% (183)	16% (121)	37% (276)	741
2020 Vote: Other	10% (10)	1% (1)	2% (2)	— (0)	1% (1)	13% (13)	30% (29)	42% (41)	98
2020 Vote: Didn't Vote	20% (100)	4% (21)	3% (14)	1% (3)	2% (12)	13% (64)	11% (56)	46% (228)	499
2018 House Vote: Democrat	15% (102)	5% (32)	2% (11)	1% (7)	1% (9)	22% (151)	17% (118)	36% (246)	676
2018 House Vote: Republican	13% (80)	4% (25)	1% (7)	2% (15)	1% (4)	26% (162)	16% (103)	37% (234)	629
2018 House Vote: Someone else	15% (14)	4% (4)	2% (2)	2% (2)	2% (2)	20% (18)	17% (16)	38% (35)	93

Continued on next page

Table MCHE2_1: How often do you use the following products?
Tobacco cigarettes

Demographic	More than 5 times daily	1-4 times daily	3-5 times a week	1-2 times a week	1-3 times a month	Once used, but no longer use	Have tried, but never regularly used	Have not tried	Total N
Adults	15% (337)	4% (94)	2% (42)	1% (28)	1% (31)	20% (451)	16% (350)	40% (878)	2211
2016 Vote: Hillary Clinton	15% (93)	5% (31)	1% (8)	1% (6)	2% (11)	22% (140)	18% (111)	36% (228)	628
2016 Vote: Donald Trump	14% (92)	3% (22)	1% (10)	2% (15)	1% (4)	26% (172)	16% (106)	37% (249)	669
2016 Vote: Other	13% (17)	5% (7)	3% (3)	1% (1)	2% (2)	19% (25)	20% (26)	38% (50)	131
2016 Vote: Didn't Vote	17% (136)	4% (34)	3% (20)	1% (5)	2% (13)	15% (114)	14% (107)	45% (350)	781
Voted in 2014: Yes	13% (158)	4% (51)	1% (17)	2% (23)	1% (12)	24% (281)	17% (205)	37% (446)	1193
Voted in 2014: No	18% (179)	4% (43)	3% (26)	— (5)	2% (19)	17% (170)	14% (145)	42% (432)	1018
4-Region: Northeast	12% (48)	3% (12)	1% (3)	1% (3)	1% (6)	20% (78)	18% (72)	44% (174)	396
4-Region: Midwest	18% (83)	5% (21)	2% (11)	1% (6)	1% (5)	20% (93)	16% (73)	37% (173)	465
4-Region: South	17% (139)	3% (23)	2% (17)	2% (13)	1% (11)	20% (168)	14% (115)	41% (341)	828
4-Region: West	13% (68)	7% (38)	2% (11)	1% (5)	2% (10)	21% (111)	17% (90)	36% (190)	523
At Least Once a Week Vapers	33% (103)	13% (40)	8% (26)	6% (18)	5% (16)	20% (61)	8% (24)	7% (23)	311
At Least Once a Week Smokers	63% (337)	18% (94)	8% (42)	5% (28)	6% (31)	— (0)	— (0)	— (0)	532
Cigarette Smokers	34% (333)	9% (90)	4% (40)	2% (24)	2% (18)	40% (398)	5% (51)	3% (34)	988
People Who Don't Smoke or Vape	— (0)	— (0)	— (0)	— (0)	— (0)	25% (389)	21% (326)	54% (855)	1571
Parents with Kids under 18	21% (110)	6% (30)	2% (13)	3% (17)	1% (5)	20% (107)	15% (81)	31% (164)	526

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCHE2_2: How often do you use the following products?
Nicotine-based e-cigarettes or vapes

Demographic						Once used,	Have tried,			Total N
	More than 5 times daily	1-4 times daily	3-5 times a week	1-2 times a week	1-3 times a month	but no longer use	but never regularly used	Have not tried		
Adults	6% (125)	2% (40)	2% (48)	2% (46)	2% (53)	7% (150)	14% (300)	66% (1450)	2211	
Gender: Male	6% (64)	2% (25)	3% (36)	2% (26)	3% (28)	8% (85)	13% (143)	62% (661)	1067	
Gender: Female	5% (61)	1% (15)	1% (12)	2% (20)	2% (24)	6% (65)	14% (157)	69% (789)	1144	
Age: 18-34	12% (79)	3% (20)	4% (23)	3% (18)	4% (27)	9% (58)	17% (114)	48% (318)	658	
Age: 35-44	6% (20)	4% (13)	2% (8)	4% (14)	3% (11)	8% (29)	17% (60)	57% (204)	359	
Age: 45-64	3% (21)	1% (6)	2% (16)	1% (11)	2% (14)	6% (43)	13% (95)	73% (549)	755	
Age: 65+	1% (4)	— (1)	— (1)	— (2)	— (0)	5% (20)	7% (31)	87% (379)	438	
GenZers: 1997-2012	10% (37)	2% (9)	3% (10)	4% (14)	4% (15)	8% (28)	18% (64)	50% (180)	358	
Millennials: 1981-1996	10% (57)	4% (23)	3% (15)	3% (14)	4% (21)	9% (50)	17% (92)	50% (271)	543	
GenXers: 1965-1980	4% (21)	1% (6)	2% (13)	2% (11)	3% (15)	6% (37)	14% (81)	68% (387)	571	
Baby Boomers: 1946-1964	1% (9)	— (2)	1% (9)	1% (7)	— (1)	5% (33)	9% (61)	82% (552)	674	
PID: Dem (no lean)	5% (38)	2% (17)	3% (22)	3% (21)	2% (17)	7% (52)	12% (90)	65% (474)	732	
PID: Ind (no lean)	6% (46)	2% (13)	2% (15)	2% (16)	3% (29)	6% (47)	17% (138)	63% (519)	823	
PID: Rep (no lean)	6% (41)	1% (9)	2% (12)	1% (9)	1% (7)	8% (50)	11% (72)	70% (457)	657	
PID/Gender: Dem Men	6% (20)	3% (10)	5% (16)	4% (13)	4% (12)	9% (31)	13% (43)	56% (184)	330	
PID/Gender: Dem Women	5% (18)	2% (7)	1% (6)	2% (8)	1% (5)	5% (21)	12% (47)	72% (291)	402	
PID/Gender: Ind Men	6% (24)	2% (9)	3% (13)	2% (8)	4% (15)	6% (26)	16% (64)	61% (246)	404	
PID/Gender: Ind Women	5% (22)	1% (4)	— (2)	2% (8)	3% (13)	5% (22)	18% (75)	65% (273)	418	
PID/Gender: Rep Men	6% (20)	2% (6)	2% (7)	1% (4)	— (1)	8% (28)	11% (36)	69% (231)	333	
PID/Gender: Rep Women	6% (21)	1% (3)	1% (5)	2% (5)	2% (6)	7% (22)	11% (36)	70% (226)	323	
Ideo: Liberal (1-3)	6% (36)	2% (12)	2% (14)	3% (19)	2% (10)	7% (42)	12% (77)	66% (416)	627	
Ideo: Moderate (4)	5% (28)	1% (5)	3% (18)	2% (11)	3% (20)	6% (37)	18% (106)	62% (372)	599	
Ideo: Conservative (5-7)	5% (35)	2% (14)	1% (10)	1% (10)	1% (10)	7% (47)	9% (67)	73% (520)	713	
Educ: < College	7% (106)	2% (30)	2% (26)	2% (31)	3% (45)	8% (118)	16% (241)	61% (922)	1520	
Educ: Bachelors degree	4% (16)	1% (5)	3% (15)	2% (9)	1% (4)	4% (19)	10% (44)	75% (335)	446	
Educ: Post-grad	1% (3)	2% (5)	3% (7)	3% (6)	1% (4)	5% (13)	6% (15)	79% (193)	245	
Income: Under 50k	6% (73)	2% (24)	2% (24)	2% (21)	2% (29)	7% (80)	16% (189)	63% (744)	1184	
Income: 50k-100k	6% (40)	2% (14)	2% (16)	3% (19)	3% (19)	7% (46)	11% (76)	66% (445)	676	
Income: 100k+	3% (11)	— (2)	2% (8)	2% (7)	1% (4)	7% (24)	10% (35)	74% (260)	351	

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Table MCHE2_2: How often do you use the following products?
Nicotine-based e-cigarettes or vapes

Demographic						Once used,	Have tried,			Total N
	More than 5 times daily	1-4 times daily	3-5 times a week	1-2 times a week	1-3 times a month	but no longer use	but never regularly used	Have not tried		
Adults	6% (125)	2% (40)	2% (48)	2% (46)	2% (53)	7% (150)	14% (300)	66% (1450)	2211	
Ethnicity: White	5% (92)	2% (31)	2% (29)	2% (34)	2% (39)	7% (121)	13% (224)	67% (1161)	1730	
Ethnicity: Hispanic	8% (30)	2% (8)	4% (13)	5% (17)	4% (14)	9% (32)	17% (60)	50% (177)	351	
Ethnicity: Black	7% (21)	3% (9)	4% (10)	4% (11)	4% (12)	4% (12)	15% (42)	58% (159)	276	
Ethnicity: Other	6% (12)	— (1)	5% (9)	— (0)	1% (1)	8% (17)	17% (35)	63% (130)	205	
All Christian	4% (38)	1% (11)	3% (25)	2% (22)	1% (13)	6% (60)	12% (118)	71% (699)	987	
All Non-Christian	6% (7)	4% (4)	6% (7)	1% (1)	2% (2)	7% (8)	6% (8)	69% (80)	117	
Atheist	10% (13)	4% (5)	— (0)	3% (4)	2% (3)	2% (3)	9% (12)	70% (91)	130	
Agnostic/Nothing in particular	8% (47)	2% (14)	2% (13)	2% (13)	5% (30)	7% (45)	17% (107)	57% (350)	618	
Something Else	6% (20)	2% (6)	1% (3)	2% (5)	1% (4)	9% (33)	16% (57)	64% (231)	359	
Religious Non-Protestant/Catholic	5% (7)	3% (4)	6% (8)	1% (2)	2% (2)	6% (8)	7% (10)	70% (97)	138	
Evangelical	5% (23)	2% (9)	2% (12)	2% (10)	2% (11)	7% (33)	10% (50)	69% (332)	478	
Non-Evangelical	4% (35)	1% (8)	2% (15)	2% (17)	1% (7)	7% (60)	15% (121)	68% (568)	830	
Community: Urban	6% (32)	3% (15)	4% (25)	4% (21)	3% (16)	5% (29)	15% (85)	61% (343)	565	
Community: Suburban	5% (56)	1% (12)	2% (16)	2% (17)	2% (22)	7% (77)	13% (137)	68% (729)	1066	
Community: Rural	6% (37)	2% (13)	1% (7)	1% (8)	3% (15)	7% (43)	14% (78)	65% (378)	579	
Employ: Private Sector	5% (34)	2% (12)	5% (35)	3% (18)	2% (13)	9% (58)	13% (89)	62% (419)	678	
Employ: Government	10% (14)	2% (3)	2% (3)	2% (2)	2% (3)	4% (5)	9% (13)	70% (98)	140	
Employ: Self-Employed	11% (22)	2% (5)	2% (4)	4% (7)	6% (12)	5% (11)	19% (38)	52% (106)	206	
Employ: Homemaker	6% (8)	1% (1)	— (0)	2% (3)	2% (3)	8% (10)	13% (17)	68% (91)	134	
Employ: Student	7% (7)	— (0)	— (0)	1% (1)	2% (2)	8% (8)	23% (22)	59% (57)	98	
Employ: Retired	2% (8)	— (3)	— (1)	1% (5)	1% (3)	4% (23)	9% (47)	83% (435)	525	
Employ: Unemployed	6% (16)	3% (6)	1% (2)	3% (8)	3% (8)	7% (17)	18% (45)	59% (146)	247	
Employ: Other	9% (16)	6% (10)	2% (3)	1% (2)	5% (8)	10% (18)	16% (29)	53% (98)	183	
Military HH: Yes	4% (13)	2% (6)	2% (8)	2% (7)	3% (9)	6% (21)	11% (37)	70% (236)	338	
Military HH: No	6% (112)	2% (34)	2% (40)	2% (39)	2% (43)	7% (129)	14% (263)	65% (1213)	1873	
RD/WT: Right Direction	4% (28)	3% (22)	4% (23)	2% (15)	2% (13)	8% (51)	7% (48)	69% (441)	641	
RD/WT: Wrong Track	6% (97)	1% (18)	2% (25)	2% (31)	2% (39)	6% (98)	16% (253)	64% (1009)	1570	

Continued on next page

Table MCHE2_2: How often do you use the following products?
Nicotine-based e-cigarettes or vapes

Demographic	Frequency of use					Once used,	Have tried,	Have not tried	Total N
	More than 5 times daily	1-4 times daily	3-5 times a week	1-2 times a week	1-3 times a month	but no longer use	but never regularly used		
Adults	6% (125)	2% (40)	2% (48)	2% (46)	2% (53)	7% (150)	14% (300)	66% (1450)	2211
Biden Job Approve	4% (34)	2% (20)	3% (26)	2% (19)	2% (16)	6% (55)	11% (93)	69% (588)	850
Biden Job Disapprove	6% (77)	1% (16)	2% (22)	2% (25)	3% (36)	7% (85)	15% (191)	64% (788)	1239
Biden Job Strongly Approve	5% (15)	4% (12)	4% (12)	4% (13)	2% (5)	8% (25)	7% (23)	68% (224)	330
Biden Job Somewhat Approve	3% (18)	1% (7)	3% (14)	1% (7)	2% (11)	6% (30)	13% (70)	70% (364)	520
Biden Job Somewhat Disapprove	5% (17)	2% (6)	1% (5)	3% (11)	4% (13)	9% (32)	19% (68)	58% (211)	364
Biden Job Strongly Disapprove	7% (59)	1% (9)	2% (17)	2% (14)	3% (23)	6% (53)	14% (123)	66% (577)	875
Favorable of Biden	4% (40)	2% (20)	3% (28)	2% (20)	2% (15)	6% (50)	11% (100)	69% (620)	893
Unfavorable of Biden	7% (78)	2% (19)	1% (17)	2% (22)	3% (32)	8% (91)	15% (176)	64% (761)	1197
Very Favorable of Biden	7% (28)	3% (12)	3% (13)	4% (13)	2% (8)	7% (27)	9% (35)	64% (245)	380
Somewhat Favorable of Biden	2% (12)	2% (8)	3% (15)	1% (7)	2% (8)	4% (23)	13% (64)	73% (376)	513
Somewhat Unfavorable of Biden	6% (18)	2% (7)	1% (2)	3% (9)	1% (3)	11% (31)	17% (49)	60% (180)	298
Very Unfavorable of Biden	7% (61)	1% (12)	2% (16)	2% (14)	3% (29)	7% (60)	14% (127)	65% (581)	898
#1 Issue: Economy	6% (55)	2% (18)	2% (15)	2% (17)	4% (32)	8% (68)	13% (112)	64% (567)	883
#1 Issue: Security	4% (14)	— (1)	2% (6)	2% (8)	1% (3)	5% (17)	12% (39)	73% (235)	322
#1 Issue: Health Care	5% (10)	2% (4)	3% (7)	1% (3)	2% (4)	9% (17)	14% (29)	63% (128)	203
#1 Issue: Medicare / Social Security	5% (10)	2% (4)	2% (3)	1% (2)	2% (3)	4% (9)	14% (31)	71% (155)	218
#1 Issue: Women's Issues	4% (6)	1% (1)	2% (3)	4% (6)	2% (3)	6% (9)	18% (25)	63% (90)	143
#1 Issue: Education	13% (12)	4% (4)	8% (7)	3% (3)	2% (2)	4% (3)	18% (17)	48% (45)	93
#1 Issue: Energy	5% (11)	4% (8)	4% (7)	2% (3)	2% (4)	10% (21)	14% (29)	59% (119)	202
#1 Issue: Other	4% (6)	— (0)	— (0)	3% (4)	1% (1)	4% (5)	12% (18)	76% (111)	146
2020 Vote: Joe Biden	4% (31)	2% (16)	3% (27)	3% (22)	2% (14)	6% (55)	13% (116)	68% (592)	873
2020 Vote: Donald Trump	6% (44)	1% (10)	2% (13)	2% (15)	1% (11)	7% (55)	12% (87)	68% (506)	741
2020 Vote: Other	4% (4)	1% (1)	1% (1)	1% (1)	1% (1)	7% (7)	12% (11)	73% (71)	98
2020 Vote: Didn't Vote	9% (45)	3% (13)	2% (8)	2% (8)	5% (26)	6% (32)	17% (87)	56% (281)	499
2018 House Vote: Democrat	3% (22)	2% (13)	4% (26)	2% (15)	1% (10)	6% (40)	12% (82)	69% (468)	676
2018 House Vote: Republican	5% (31)	1% (7)	1% (8)	3% (16)	2% (15)	6% (39)	10% (64)	71% (449)	629
2018 House Vote: Someone else	6% (5)	2% (2)	— (0)	4% (4)	2% (2)	10% (10)	7% (7)	68% (63)	93

Continued on next page

Table MCHE2_2: How often do you use the following products?
 Nicotine-based e-cigarettes or vapes

Demographic	More than 5 times daily	1-4 times daily	3-5 times a week	1-2 times a week	1-3 times a month	Once used, but no longer use	Have tried, but never regularly used	Have not tried	Total N
Adults	6% (125)	2% (40)	2% (48)	2% (46)	2% (53)	7% (150)	14% (300)	66% (1450)	2211
2016 Vote: Hillary Clinton	4% (23)	2% (11)	4% (23)	3% (16)	1% (6)	6% (39)	10% (62)	71% (448)	628
2016 Vote: Donald Trump	5% (31)	1% (9)	2% (11)	3% (17)	2% (11)	6% (43)	11% (73)	71% (474)	669
2016 Vote: Other	5% (6)	1% (2)	— (0)	1% (2)	6% (7)	7% (9)	10% (13)	71% (93)	131
2016 Vote: Didn't Vote	8% (64)	2% (18)	2% (14)	1% (11)	4% (29)	8% (59)	20% (153)	56% (435)	781
Voted in 2014: Yes	4% (43)	2% (23)	2% (28)	2% (28)	1% (18)	6% (66)	9% (113)	73% (874)	1193
Voted in 2014: No	8% (81)	2% (17)	2% (20)	2% (17)	3% (35)	8% (84)	18% (187)	57% (576)	1018
4-Region: Northeast	4% (15)	1% (3)	2% (8)	— (1)	1% (5)	7% (27)	13% (51)	72% (285)	396
4-Region: Midwest	7% (31)	3% (13)	2% (9)	2% (10)	2% (9)	7% (30)	14% (63)	65% (300)	465
4-Region: South	6% (51)	2% (18)	2% (20)	3% (22)	3% (24)	6% (50)	14% (113)	64% (530)	828
4-Region: West	5% (29)	1% (5)	2% (10)	2% (12)	3% (14)	8% (42)	14% (73)	64% (336)	523
At Least Once a Week Vapers	40% (125)	13% (40)	16% (48)	15% (46)	17% (53)	— (0)	— (0)	— (0)	311
At Least Once a Week Smokers	10% (54)	6% (32)	8% (41)	7% (37)	7% (38)	10% (53)	25% (136)	26% (141)	532
Cigarette Smokers	10% (100)	3% (29)	4% (39)	4% (37)	4% (41)	11% (113)	19% (186)	45% (444)	988
People Who Don't Smoke or Vape	— (0)	— (0)	— (0)	— (0)	— (0)	6% (97)	10% (165)	83% (1309)	1571
Parents with Kids under 18	9% (48)	3% (16)	4% (19)	4% (22)	5% (26)	8% (41)	15% (77)	53% (278)	526

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCHE3: Which do you prefer?

Demographic	Smoking tobacco cigarettes		I prefer smoking and vaping equally		Vaping, or using e-cigarettes		Don't know / No Opinion		Total N
Adults	43%	(298)	11%	(79)	25%	(173)	20%	(140)	689
Gender: Male	42%	(160)	13%	(50)	26%	(98)	19%	(72)	379
Gender: Female	44%	(138)	9%	(29)	24%	(75)	22%	(69)	311
Age: 18-34	29%	(80)	17%	(47)	36%	(99)	19%	(52)	278
Age: 35-44	48%	(73)	11%	(17)	24%	(35)	17%	(25)	150
Age: 45-64	58%	(118)	7%	(13)	15%	(30)	21%	(42)	204
Age: 65+	48%	(28)	2%	(1)	14%	(8)	36%	(21)	58
GenZers: 1997-2012	23%	(29)	19%	(24)	41%	(52)	17%	(22)	126
Millennials: 1981-1996	39%	(101)	13%	(33)	28%	(73)	20%	(51)	258
GenXers: 1965-1980	56%	(100)	9%	(15)	17%	(31)	19%	(34)	180
Baby Boomers: 1946-1964	56%	(68)	6%	(7)	13%	(16)	25%	(30)	121
PID: Dem (no lean)	46%	(110)	12%	(28)	25%	(61)	17%	(40)	239
PID: Ind (no lean)	40%	(107)	12%	(32)	22%	(59)	26%	(68)	266
PID: Rep (no lean)	44%	(81)	10%	(19)	28%	(52)	17%	(32)	184
PID/Gender: Dem Men	47%	(66)	17%	(24)	23%	(32)	12%	(17)	139
PID/Gender: Dem Women	44%	(44)	4%	(4)	29%	(29)	23%	(23)	101
PID/Gender: Ind Men	37%	(54)	11%	(16)	26%	(38)	26%	(38)	147
PID/Gender: Ind Women	44%	(53)	13%	(16)	17%	(21)	25%	(30)	119
PID/Gender: Rep Men	43%	(40)	10%	(9)	30%	(28)	17%	(16)	93
PID/Gender: Rep Women	45%	(41)	11%	(10)	27%	(25)	17%	(16)	91
Ideo: Liberal (1-3)	39%	(74)	14%	(27)	29%	(54)	17%	(32)	187
Ideo: Moderate (4)	45%	(96)	12%	(25)	19%	(40)	25%	(53)	213
Ideo: Conservative (5-7)	43%	(75)	9%	(16)	30%	(53)	19%	(33)	177
Educ: < College	45%	(241)	12%	(62)	25%	(135)	19%	(103)	540
Educ: Bachelors degree	37%	(38)	11%	(11)	27%	(28)	24%	(25)	102
Income: Under 50k	48%	(191)	13%	(51)	19%	(74)	20%	(78)	394
Income: 50k-100k	37%	(81)	10%	(21)	34%	(74)	19%	(41)	217
Income: 100k+	34%	(27)	7%	(6)	32%	(25)	27%	(21)	78
Ethnicity: White	46%	(241)	11%	(56)	24%	(124)	20%	(104)	525
Ethnicity: Hispanic	24%	(36)	13%	(19)	36%	(53)	27%	(40)	147
Ethnicity: Black	35%	(34)	17%	(17)	27%	(27)	21%	(20)	98
Ethnicity: Other	34%	(23)	8%	(5)	33%	(22)	24%	(16)	66

Continued on next page

Table MCHE3: Which do you prefer?

Demographic	Smoking tobacco cigarettes		I prefer smoking and vaping equally		Vaping, or using e-cigarettes		Don't know / No Opinion		Total N
Adults	43%	(298)	11%	(79)	25%	(173)	20%	(140)	689
All Christian	44%	(117)	9%	(25)	23%	(59)	24%	(63)	264
Agnostic/Nothing in particular	46%	(107)	12%	(27)	22%	(51)	21%	(49)	235
Something Else	44%	(53)	9%	(11)	32%	(39)	15%	(19)	122
Evangelical	42%	(55)	9%	(12)	33%	(44)	16%	(21)	132
Non-Evangelical	45%	(111)	8%	(21)	22%	(54)	25%	(61)	246
Community: Urban	42%	(86)	13%	(27)	28%	(56)	17%	(34)	203
Community: Suburban	43%	(127)	11%	(32)	25%	(74)	21%	(64)	297
Community: Rural	45%	(85)	10%	(20)	22%	(43)	23%	(43)	190
Employ: Private Sector	42%	(103)	10%	(25)	30%	(75)	17%	(43)	247
Employ: Self-Employed	40%	(34)	11%	(9)	28%	(23)	21%	(18)	84
Employ: Retired	56%	(50)	8%	(7)	12%	(11)	24%	(22)	89
Employ: Unemployed	40%	(39)	13%	(13)	16%	(15)	31%	(30)	97
Employ: Other	47%	(38)	14%	(11)	21%	(17)	19%	(15)	81
Military HH: Yes	40%	(38)	4%	(4)	28%	(27)	28%	(26)	95
Military HH: No	44%	(260)	13%	(75)	25%	(146)	19%	(114)	595
RD/WT: Right Direction	41%	(76)	16%	(30)	22%	(40)	22%	(40)	186
RD/WT: Wrong Track	44%	(222)	10%	(49)	26%	(132)	20%	(100)	503
Biden Job Approve	44%	(111)	14%	(35)	21%	(53)	21%	(54)	253
Biden Job Disapprove	45%	(180)	10%	(39)	27%	(107)	19%	(77)	402
Biden Job Strongly Approve	51%	(51)	12%	(12)	21%	(21)	17%	(17)	101
Biden Job Somewhat Approve	40%	(60)	15%	(23)	21%	(32)	24%	(37)	151
Biden Job Somewhat Disapprove	46%	(59)	9%	(12)	28%	(36)	17%	(22)	128
Biden Job Strongly Disapprove	44%	(121)	10%	(27)	26%	(71)	20%	(55)	274
Favorable of Biden	45%	(114)	14%	(36)	20%	(51)	21%	(53)	254
Unfavorable of Biden	42%	(169)	10%	(40)	29%	(115)	20%	(80)	404
Very Favorable of Biden	51%	(64)	16%	(20)	22%	(28)	12%	(15)	125
Somewhat Favorable of Biden	39%	(51)	13%	(17)	18%	(23)	30%	(38)	129
Somewhat Unfavorable of Biden	43%	(46)	8%	(8)	33%	(35)	16%	(18)	107
Very Unfavorable of Biden	41%	(123)	11%	(32)	27%	(80)	21%	(62)	296

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Table MCHE3: Which do you prefer?

Demographic	Smoking tobacco cigarettes		I prefer smoking and vaping equally		Vaping, or using e-cigarettes		Don't know / No Opinion		Total N
Adults	43%	(298)	11%	(79)	25%	(173)	20%	(140)	689
#1 Issue: Economy	46%	(134)	15%	(43)	19%	(55)	20%	(60)	292
#1 Issue: Security	48%	(41)	7%	(6)	27%	(23)	18%	(15)	85
#1 Issue: Health Care	42%	(28)	12%	(8)	18%	(12)	29%	(19)	67
#1 Issue: Medicare / Social Security	56%	(34)	9%	(5)	21%	(12)	15%	(9)	61
#1 Issue: Energy	29%	(22)	12%	(9)	39%	(29)	20%	(14)	74
2020 Vote: Joe Biden	44%	(116)	10%	(26)	24%	(63)	22%	(59)	264
2020 Vote: Donald Trump	41%	(90)	11%	(24)	27%	(59)	22%	(47)	221
2020 Vote: Didn't Vote	47%	(85)	14%	(25)	25%	(46)	15%	(27)	183
2018 House Vote: Democrat	49%	(98)	7%	(13)	25%	(49)	19%	(38)	198
2018 House Vote: Republican	39%	(67)	10%	(17)	32%	(55)	19%	(32)	170
2016 Vote: Hillary Clinton	51%	(88)	7%	(11)	23%	(39)	19%	(32)	170
2016 Vote: Donald Trump	38%	(72)	10%	(19)	31%	(58)	21%	(39)	189
2016 Vote: Didn't Vote	42%	(124)	13%	(38)	23%	(69)	22%	(64)	296
Voted in 2014: Yes	46%	(141)	10%	(31)	24%	(73)	21%	(64)	308
Voted in 2014: No	41%	(157)	13%	(48)	26%	(100)	20%	(77)	381
4-Region: Northeast	36%	(34)	14%	(13)	21%	(20)	29%	(28)	96
4-Region: Midwest	45%	(69)	16%	(23)	23%	(35)	16%	(25)	151
4-Region: South	47%	(123)	9%	(23)	28%	(74)	16%	(43)	263
4-Region: West	40%	(72)	10%	(19)	24%	(44)	25%	(45)	179
At Least Once a Week Vapers	30%	(88)	23%	(66)	41%	(120)	5%	(15)	288
At Least Once a Week Smokers	66%	(257)	15%	(59)	13%	(52)	6%	(24)	392
Cigarette Smokers	53%	(285)	12%	(65)	22%	(121)	13%	(70)	542
People Who Don't Smoke or Vape	19%	(40)	3%	(7)	24%	(51)	54%	(115)	213
Parents with Kids under 18	41%	(95)	15%	(35)	29%	(67)	16%	(36)	234

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCHE4: Did you begin using vapes and/or e-cigarettes before or after the beginning of the COVID-19 pandemic in March 2020?

Demographic	Before the start of the COVID-19 pandemic		After the start of the COVID-19 pandemic		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	64%	(199)	26%	(82)	10%	(30)	311
Gender: Male	70%	(126)	23%	(40)	7%	(13)	179
Gender: Female	55%	(73)	32%	(42)	13%	(17)	132
Age: 18-34	57%	(96)	31%	(52)	12%	(20)	168
Age: 35-44	75%	(50)	21%	(14)	4%	(2)	67
Age: 45-64	66%	(45)	22%	(15)	11%	(8)	68
GenZers: 1997-2012	54%	(46)	38%	(32)	9%	(7)	86
Millennials: 1981-1996	67%	(88)	21%	(28)	11%	(15)	130
GenXers: 1965-1980	61%	(40)	30%	(20)	10%	(6)	66
PID: Dem (no lean)	65%	(74)	30%	(35)	5%	(5)	115
PID: Ind (no lean)	67%	(79)	20%	(24)	13%	(15)	118
PID: Rep (no lean)	58%	(45)	30%	(23)	12%	(10)	78
PID/Gender: Dem Men	74%	(53)	23%	(16)	3%	(2)	71
PID/Gender: Ind Men	70%	(48)	20%	(14)	9%	(6)	69
Ideo: Liberal (1-3)	57%	(52)	40%	(36)	3%	(3)	91
Ideo: Moderate (4)	69%	(58)	15%	(13)	15%	(13)	84
Ideo: Conservative (5-7)	66%	(52)	30%	(24)	3%	(3)	79
Educ: < College	64%	(151)	27%	(63)	10%	(23)	238
Income: Under 50k	54%	(92)	32%	(56)	14%	(23)	171
Income: 50k-100k	74%	(81)	20%	(22)	6%	(6)	109
Ethnicity: White	64%	(145)	26%	(58)	10%	(22)	225
Ethnicity: Hispanic	54%	(44)	37%	(31)	9%	(8)	83
Ethnicity: Black	59%	(37)	33%	(21)	7%	(5)	63
All Christian	66%	(72)	27%	(30)	8%	(8)	110
Agnostic/Nothing in particular	67%	(77)	19%	(22)	15%	(17)	116
Evangelical	64%	(41)	31%	(20)	5%	(3)	64
Non-Evangelical	65%	(53)	24%	(20)	10%	(8)	82
Community: Urban	66%	(71)	29%	(32)	5%	(6)	108
Community: Suburban	63%	(78)	26%	(32)	11%	(13)	123
Community: Rural	62%	(50)	24%	(19)	14%	(11)	80

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Table MCHE4: Did you begin using vapes and/or e-cigarettes before or after the beginning of the COVID-19 pandemic in March 2020?

Demographic	Before the start of the COVID-19 pandemic		After the start of the COVID-19 pandemic		Don't know / No opinion		Total N
Adults	64%	(199)	26%	(82)	10%	(30)	311
Employ: Private Sector	73%	(82)	17%	(19)	9%	(11)	113
Employ: Self-Employed	47%	(24)	36%	(18)	17%	(9)	51
Military HH: No	62%	(166)	27%	(72)	11%	(30)	267
RD/WT: Right Direction	63%	(64)	29%	(29)	8%	(8)	101
RD/WT: Wrong Track	64%	(135)	25%	(53)	11%	(22)	210
Biden Job Approve	66%	(76)	28%	(32)	6%	(7)	115
Biden Job Disapprove	65%	(114)	27%	(48)	7%	(13)	175
Biden Job Strongly Approve	71%	(41)	22%	(13)	7%	(4)	58
Biden Job Somewhat Approve	61%	(35)	33%	(19)	6%	(4)	57
Biden Job Somewhat Disapprove	70%	(37)	27%	(14)	3%	(2)	53
Biden Job Strongly Disapprove	63%	(77)	28%	(34)	9%	(12)	122
Favorable of Biden	64%	(78)	30%	(37)	7%	(8)	123
Unfavorable of Biden	66%	(112)	25%	(42)	9%	(14)	169
Very Favorable of Biden	70%	(51)	27%	(19)	4%	(3)	73
Somewhat Favorable of Biden	55%	(27)	34%	(17)	11%	(5)	50
Very Unfavorable of Biden	66%	(87)	25%	(33)	8%	(11)	131
#1 Issue: Economy	63%	(86)	29%	(39)	8%	(11)	137
2020 Vote: Joe Biden	65%	(72)	27%	(30)	8%	(9)	110
2020 Vote: Donald Trump	66%	(61)	29%	(27)	5%	(4)	93
2020 Vote: Didn't Vote	60%	(59)	25%	(24)	16%	(15)	99
2018 House Vote: Democrat	64%	(55)	28%	(24)	8%	(6)	86
2018 House Vote: Republican	71%	(55)	25%	(20)	4%	(3)	77
2016 Vote: Hillary Clinton	67%	(53)	28%	(22)	5%	(4)	79
2016 Vote: Donald Trump	68%	(54)	28%	(22)	4%	(3)	80
2016 Vote: Didn't Vote	57%	(78)	26%	(35)	17%	(23)	136
Voted in 2014: Yes	72%	(101)	23%	(32)	5%	(7)	141
Voted in 2014: No	57%	(98)	29%	(50)	13%	(23)	171
4-Region: Midwest	59%	(42)	33%	(24)	8%	(6)	71
4-Region: South	61%	(82)	29%	(39)	10%	(14)	136
4-Region: West	74%	(53)	15%	(11)	11%	(8)	71
At Least Once a Week Vapers	64%	(199)	26%	(82)	10%	(30)	311

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Table MCHE4: *Did you begin using vapes and/or e-cigarettes before or after the beginning of the COVID-19 pandemic in March 2020?*

Demographic	Before the start of the COVID-19 pandemic		After the start of the COVID-19 pandemic		Don't know / No opinion		Total N
Adults	64%	(199)	26%	(82)	10%	(30)	311
At Least Once a Week Smokers	66%	(135)	23%	(47)	11%	(21)	203
Cigarette Smokers	70%	(172)	23%	(57)	7%	(16)	246
Parents with Kids under 18	62%	(81)	30%	(39)	8%	(11)	131

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCHE5: Would you say you use your vape or e-cigarettes more or less now compared to before the COVID-19 pandemic?

Demographic	Use a lot more		Use somewhat more		Use about the same amount		Use somewhat less		Use a lot less		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	17%	(34)	20%	(39)	48%	(96)	5%	(10)	8%	(16)	2%	(3)	199
Gender: Male	19%	(24)	24%	(30)	46%	(58)	6%	(7)	4%	(6)	—	(1)	126
Gender: Female	14%	(10)	12%	(9)	52%	(38)	4%	(3)	14%	(10)	4%	(3)	73
Age: 18-34	25%	(24)	24%	(23)	34%	(32)	8%	(7)	10%	(9)	1%	(1)	96
Age: 35-44	14%	(7)	18%	(9)	56%	(28)	2%	(1)	7%	(4)	4%	(2)	50
Millennials: 1981-1996	22%	(19)	16%	(14)	48%	(42)	5%	(5)	6%	(5)	3%	(2)	88
PID: Dem (no lean)	15%	(11)	23%	(17)	48%	(36)	6%	(4)	5%	(4)	3%	(2)	74
PID: Ind (no lean)	23%	(18)	20%	(16)	41%	(33)	4%	(3)	12%	(9)	1%	(1)	79
PID/Gender: Dem Men	17%	(9)	29%	(15)	45%	(24)	5%	(3)	3%	(1)	1%	(1)	53
Ideo: Liberal (1-3)	21%	(11)	25%	(13)	45%	(24)	4%	(2)	3%	(1)	2%	(1)	52
Ideo: Moderate (4)	8%	(5)	18%	(10)	63%	(36)	7%	(4)	4%	(2)	—	(0)	58
Ideo: Conservative (5-7)	23%	(12)	17%	(9)	46%	(24)	8%	(4)	6%	(3)	—	(0)	52
Educ: < College	19%	(28)	21%	(31)	44%	(67)	6%	(9)	8%	(13)	2%	(3)	151
Income: Under 50k	25%	(23)	15%	(14)	41%	(38)	6%	(5)	9%	(9)	4%	(3)	92
Income: 50k-100k	6%	(5)	28%	(23)	54%	(44)	4%	(3)	8%	(7)	—	(0)	81
Ethnicity: White	14%	(20)	17%	(24)	58%	(83)	2%	(2)	10%	(14)	1%	(1)	145
All Christian	16%	(12)	24%	(17)	51%	(37)	3%	(2)	5%	(4)	—	(0)	72
Agnostic/Nothing in particular	15%	(12)	20%	(15)	49%	(38)	7%	(5)	8%	(6)	1%	(1)	77
Non-Evangelical	14%	(7)	18%	(10)	56%	(30)	3%	(1)	10%	(5)	—	(0)	53
Community: Urban	23%	(16)	26%	(19)	41%	(29)	2%	(1)	7%	(5)	1%	(1)	71
Community: Suburban	8%	(6)	19%	(15)	48%	(37)	12%	(9)	11%	(8)	2%	(2)	78
Community: Rural	24%	(12)	11%	(6)	59%	(30)	—	(0)	4%	(2)	2%	(1)	50
Employ: Private Sector	12%	(10)	27%	(23)	53%	(44)	4%	(3)	3%	(3)	—	(0)	82
Military HH: No	17%	(28)	21%	(34)	49%	(82)	4%	(7)	8%	(13)	1%	(2)	166
RD/WT: Right Direction	19%	(12)	21%	(13)	49%	(32)	4%	(3)	6%	(4)	1%	(1)	64
RD/WT: Wrong Track	16%	(22)	19%	(26)	48%	(64)	6%	(8)	9%	(12)	2%	(3)	135
Biden Job Approve	15%	(11)	27%	(21)	46%	(35)	5%	(4)	4%	(3)	2%	(1)	76
Biden Job Disapprove	17%	(19)	15%	(17)	51%	(59)	5%	(6)	10%	(11)	2%	(2)	114
Biden Job Strongly Disapprove	17%	(13)	12%	(9)	55%	(42)	2%	(2)	14%	(11)	—	(0)	77
Favorable of Biden	19%	(15)	25%	(19)	42%	(33)	5%	(4)	4%	(3)	4%	(3)	78
Unfavorable of Biden	17%	(19)	16%	(18)	53%	(59)	6%	(6)	9%	(10)	—	(0)	112

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Table MCHE5: *Would you say you use your vape or e-cigarettes more or less now compared to before the COVID-19 pandemic?*

Demographic	Use a lot more		Use somewhat more		Use about the same amount		Use somewhat less		Use a lot less		Don't know / No opinion		Total N
Adults	17%	(34)	20%	(39)	48%	(96)	5%	(10)	8%	(16)	2%	(3)	199
Very Favorable of Biden	20%	(10)	22%	(11)	54%	(27)	3%	(1)	1%	(1)	—	(0)	51
Very Unfavorable of Biden	16%	(13)	12%	(10)	58%	(50)	4%	(3)	11%	(9)	—	(0)	87
#1 Issue: Economy	18%	(15)	16%	(14)	44%	(38)	8%	(7)	13%	(11)	1%	(1)	86
2020 Vote: Joe Biden	15%	(11)	26%	(19)	47%	(34)	8%	(6)	3%	(2)	1%	(1)	72
2020 Vote: Donald Trump	8%	(5)	15%	(9)	60%	(37)	2%	(1)	14%	(9)	—	(0)	61
2020 Vote: Didn't Vote	29%	(17)	20%	(12)	33%	(19)	5%	(3)	8%	(5)	5%	(3)	59
2018 House Vote: Democrat	12%	(7)	24%	(14)	52%	(29)	6%	(3)	4%	(2)	1%	(1)	55
2018 House Vote: Republican	13%	(7)	18%	(10)	54%	(29)	3%	(1)	13%	(7)	—	(0)	55
2016 Vote: Hillary Clinton	13%	(7)	24%	(13)	53%	(28)	6%	(3)	2%	(1)	1%	(1)	53
2016 Vote: Donald Trump	13%	(7)	16%	(8)	65%	(35)	3%	(1)	4%	(2)	—	(0)	54
2016 Vote: Didn't Vote	21%	(17)	22%	(17)	33%	(26)	7%	(6)	13%	(10)	4%	(3)	78
Voted in 2014: Yes	10%	(10)	25%	(25)	56%	(57)	5%	(5)	3%	(3)	1%	(1)	101
Voted in 2014: No	24%	(24)	14%	(14)	40%	(39)	6%	(6)	13%	(12)	3%	(3)	98
4-Region: South	12%	(10)	23%	(19)	54%	(45)	6%	(5)	2%	(2)	2%	(2)	82
4-Region: West	22%	(12)	22%	(12)	33%	(18)	4%	(2)	17%	(9)	2%	(1)	53
At Least Once a Week Vapers	17%	(34)	20%	(39)	48%	(96)	5%	(10)	8%	(16)	2%	(3)	199
At Least Once a Week Smokers	14%	(19)	22%	(30)	48%	(64)	4%	(5)	9%	(13)	3%	(3)	135
Cigarette Smokers	14%	(24)	21%	(37)	51%	(87)	3%	(6)	9%	(15)	2%	(3)	172
Parents with Kids under 18	15%	(12)	18%	(15)	49%	(40)	4%	(3)	14%	(11)	—	(0)	81

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCHE6: Which of the following is closest to your view?

Demographic	Using e-cigarettes is more harmful to a person's health than smoking tobacco cigarettes		Using e-cigarettes is just as harmful to a person's health as smoking tobacco cigarettes		Using e-cigarettes is less harmful to a person's health than smoking tobacco cigarettes		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	16%	(359)	52%	(1157)	14%	(313)	17%	(382)	2211
Gender: Male	17%	(180)	48%	(513)	20%	(210)	15%	(164)	1067
Gender: Female	16%	(180)	56%	(643)	9%	(103)	19%	(218)	1144
Age: 18-34	16%	(104)	46%	(301)	18%	(117)	21%	(136)	658
Age: 35-44	14%	(49)	53%	(192)	15%	(54)	18%	(65)	359
Age: 45-64	19%	(141)	54%	(407)	13%	(95)	15%	(111)	755
Age: 65+	15%	(65)	58%	(256)	11%	(47)	16%	(70)	438
GenZers: 1997-2012	17%	(62)	45%	(160)	17%	(59)	21%	(76)	358
Millennials: 1981-1996	14%	(77)	49%	(268)	17%	(94)	19%	(104)	543
GenXers: 1965-1980	17%	(96)	54%	(306)	13%	(75)	16%	(94)	571
Baby Boomers: 1946-1964	16%	(111)	56%	(381)	12%	(81)	15%	(102)	674
PID: Dem (no lean)	15%	(111)	56%	(413)	15%	(108)	14%	(101)	732
PID: Ind (no lean)	17%	(136)	48%	(396)	13%	(110)	22%	(181)	823
PID: Rep (no lean)	17%	(113)	53%	(348)	14%	(95)	15%	(101)	657
PID/Gender: Dem Men	17%	(56)	48%	(158)	23%	(74)	12%	(41)	330
PID/Gender: Dem Women	14%	(55)	63%	(254)	8%	(34)	15%	(59)	402
PID/Gender: Ind Men	15%	(60)	47%	(189)	19%	(79)	19%	(76)	404
PID/Gender: Ind Women	18%	(76)	49%	(207)	7%	(31)	25%	(104)	418
PID/Gender: Rep Men	19%	(64)	50%	(166)	17%	(57)	14%	(47)	333
PID/Gender: Rep Women	15%	(49)	56%	(182)	12%	(38)	17%	(55)	323
Ideo: Liberal (1-3)	15%	(93)	55%	(345)	18%	(115)	12%	(74)	627
Ideo: Moderate (4)	16%	(98)	54%	(326)	11%	(67)	18%	(107)	599
Ideo: Conservative (5-7)	17%	(121)	54%	(384)	15%	(109)	14%	(99)	713
Educ: < College	17%	(261)	48%	(735)	14%	(217)	20%	(306)	1520
Educ: Bachelors degree	14%	(64)	58%	(259)	16%	(70)	12%	(53)	446
Educ: Post-grad	14%	(34)	66%	(162)	11%	(26)	10%	(23)	245
Income: Under 50k	17%	(205)	50%	(589)	12%	(141)	21%	(250)	1184
Income: 50k-100k	15%	(102)	55%	(368)	16%	(109)	14%	(97)	676
Income: 100k+	15%	(53)	57%	(200)	18%	(63)	10%	(36)	351

Continued on next page

Table MCHE6: Which of the following is closest to your view?

Demographic	Using e-cigarettes is more harmful to a person's health than smoking tobacco cigarettes		Using e-cigarettes is just as harmful to a person's health as smoking tobacco cigarettes		Using e-cigarettes is less harmful to a person's health than smoking tobacco cigarettes		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	16%	(359)	52%	(1157)	14%	(313)	17%	(382)	2211
Ethnicity: White	15%	(263)	53%	(926)	15%	(252)	17%	(289)	1730
Ethnicity: Hispanic	15%	(53)	48%	(168)	18%	(64)	19%	(67)	351
Ethnicity: Black	19%	(53)	51%	(142)	12%	(33)	18%	(49)	276
Ethnicity: Other	21%	(43)	44%	(90)	14%	(28)	22%	(45)	205
All Christian	17%	(166)	54%	(538)	13%	(128)	16%	(155)	987
All Non-Christian	12%	(14)	56%	(66)	12%	(15)	19%	(22)	117
Atheist	14%	(18)	51%	(66)	19%	(25)	15%	(20)	130
Agnostic/Nothing in particular	15%	(93)	50%	(310)	15%	(93)	20%	(121)	618
Something Else	19%	(67)	49%	(177)	14%	(51)	18%	(65)	359
Religious Non-Protestant/Catholic	16%	(22)	55%	(76)	12%	(17)	18%	(24)	138
Evangelical	17%	(83)	53%	(255)	13%	(64)	16%	(75)	478
Non-Evangelical	17%	(138)	53%	(440)	13%	(111)	17%	(140)	830
Community: Urban	18%	(100)	48%	(271)	18%	(101)	17%	(93)	565
Community: Suburban	15%	(158)	55%	(592)	13%	(137)	17%	(179)	1066
Community: Rural	17%	(101)	51%	(294)	13%	(75)	19%	(110)	579
Employ: Private Sector	13%	(89)	56%	(382)	18%	(121)	13%	(86)	678
Employ: Government	19%	(26)	59%	(83)	5%	(7)	17%	(24)	140
Employ: Self-Employed	18%	(36)	48%	(99)	17%	(34)	17%	(36)	206
Employ: Homemaker	17%	(23)	49%	(65)	13%	(18)	21%	(28)	134
Employ: Student	14%	(14)	51%	(50)	22%	(22)	12%	(12)	98
Employ: Retired	18%	(93)	57%	(301)	11%	(57)	14%	(74)	525
Employ: Unemployed	19%	(48)	41%	(102)	12%	(31)	27%	(67)	247
Employ: Other	17%	(31)	41%	(74)	13%	(23)	30%	(55)	183
Military HH: Yes	18%	(62)	48%	(161)	16%	(56)	18%	(60)	338
Military HH: No	16%	(297)	53%	(996)	14%	(257)	17%	(323)	1873
RD/WT: Right Direction	17%	(109)	53%	(337)	15%	(98)	15%	(98)	641
RD/WT: Wrong Track	16%	(250)	52%	(820)	14%	(215)	18%	(285)	1570

Continued on next page

Table MCHE6: Which of the following is closest to your view?

Demographic	Using e-cigarettes is more harmful to a person's health than smoking tobacco cigarettes		Using e-cigarettes is just as harmful to a person's health as smoking tobacco cigarettes		Using e-cigarettes is less harmful to a person's health than smoking tobacco cigarettes		Don't know / No opinion		Total N
Adults	16%	(359)	52%	(1157)	14%	(313)	17%	(382)	2211
Biden Job Approve	16%	(139)	56%	(477)	15%	(127)	13%	(107)	850
Biden Job Disapprove	16%	(202)	52%	(642)	14%	(179)	17%	(217)	1239
Biden Job Strongly Approve	22%	(73)	52%	(170)	15%	(49)	11%	(37)	330
Biden Job Somewhat Approve	13%	(66)	59%	(307)	15%	(78)	13%	(70)	520
Biden Job Somewhat Disapprove	13%	(49)	52%	(191)	15%	(55)	19%	(70)	364
Biden Job Strongly Disapprove	18%	(154)	51%	(451)	14%	(124)	17%	(147)	875
Favorable of Biden	18%	(156)	55%	(494)	14%	(122)	14%	(121)	893
Unfavorable of Biden	16%	(187)	52%	(620)	15%	(184)	17%	(206)	1197
Very Favorable of Biden	20%	(77)	51%	(196)	15%	(56)	14%	(52)	380
Somewhat Favorable of Biden	16%	(80)	58%	(298)	13%	(66)	13%	(69)	513
Somewhat Unfavorable of Biden	11%	(32)	54%	(160)	17%	(50)	19%	(56)	298
Very Unfavorable of Biden	17%	(155)	51%	(459)	15%	(134)	17%	(150)	898
#1 Issue: Economy	15%	(131)	55%	(483)	13%	(118)	17%	(150)	883
#1 Issue: Security	20%	(65)	54%	(174)	11%	(35)	15%	(49)	322
#1 Issue: Health Care	19%	(39)	44%	(89)	18%	(38)	19%	(38)	203
#1 Issue: Medicare / Social Security	17%	(37)	52%	(114)	14%	(31)	17%	(36)	218
#1 Issue: Women's Issues	16%	(22)	53%	(76)	11%	(16)	20%	(29)	143
#1 Issue: Education	10%	(10)	48%	(44)	20%	(19)	22%	(20)	93
#1 Issue: Energy	16%	(32)	55%	(111)	18%	(37)	11%	(21)	202
#1 Issue: Other	16%	(23)	45%	(66)	13%	(19)	26%	(38)	146
2020 Vote: Joe Biden	16%	(137)	55%	(484)	15%	(135)	13%	(117)	873
2020 Vote: Donald Trump	17%	(128)	54%	(397)	15%	(114)	14%	(103)	741
2020 Vote: Other	13%	(13)	54%	(53)	13%	(12)	20%	(19)	98
2020 Vote: Didn't Vote	16%	(82)	45%	(223)	10%	(52)	29%	(143)	499
2018 House Vote: Democrat	15%	(102)	58%	(390)	15%	(100)	12%	(84)	676
2018 House Vote: Republican	18%	(111)	56%	(352)	13%	(82)	13%	(84)	629
2018 House Vote: Someone else	19%	(18)	46%	(42)	10%	(9)	25%	(23)	93

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Table MCHE6: Which of the following is closest to your view?

Demographic	Using e-cigarettes is more harmful to a person's health than smoking tobacco cigarettes		Using e-cigarettes is just as harmful to a person's health as smoking tobacco cigarettes		Using e-cigarettes is less harmful to a person's health than smoking tobacco cigarettes		Don't know / No opinion		Total N
Adults	16%	(359)	52%	(1157)	14%	(313)	17%	(382)	2211
2016 Vote: Hillary Clinton	16%	(98)	57%	(360)	14%	(86)	13%	(84)	628
2016 Vote: Donald Trump	17%	(115)	55%	(368)	15%	(97)	13%	(90)	669
2016 Vote: Other	14%	(18)	56%	(74)	15%	(20)	15%	(19)	131
2016 Vote: Didn't Vote	16%	(127)	45%	(355)	14%	(109)	24%	(190)	781
Voted in 2014: Yes	17%	(200)	58%	(689)	12%	(149)	13%	(155)	1193
Voted in 2014: No	16%	(159)	46%	(468)	16%	(164)	22%	(228)	1018
4-Region: Northeast	14%	(54)	53%	(208)	15%	(61)	19%	(74)	396
4-Region: Midwest	15%	(70)	57%	(264)	11%	(52)	17%	(79)	465
4-Region: South	18%	(147)	51%	(423)	13%	(110)	18%	(148)	828
4-Region: West	17%	(89)	50%	(262)	17%	(90)	16%	(82)	523
At Least Once a Week Vapers	7%	(21)	39%	(123)	37%	(116)	16%	(51)	311
At Least Once a Week Smokers	19%	(99)	44%	(236)	16%	(86)	21%	(111)	532
Cigarette Smokers	18%	(173)	47%	(460)	18%	(181)	18%	(174)	988
People Who Don't Smoke or Vape	16%	(258)	57%	(889)	11%	(168)	16%	(256)	1571
Parents with Kids under 18	14%	(74)	52%	(275)	15%	(80)	19%	(98)	526

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCHE7_1: How concerned are you about your child or children trying or using the following products?
Tobacco cigarettes

Demographic	Very concerned	Somewhat concerned	Not too concerned	Not at all concerned	Don't know / No opinion	Total N
Adults	41% (215)	20% (107)	14% (74)	17% (87)	8% (42)	526
Gender: Male	45% (106)	21% (51)	15% (35)	14% (34)	5% (12)	238
Gender: Female	38% (109)	20% (56)	14% (39)	19% (54)	10% (30)	288
Age: 18-34	39% (67)	19% (34)	12% (20)	15% (27)	15% (26)	174
Age: 35-44	39% (71)	26% (47)	15% (28)	17% (30)	4% (7)	182
Age: 45-64	44% (67)	16% (25)	14% (22)	20% (30)	6% (10)	153
GenZers: 1997-2012	43% (26)	21% (13)	12% (7)	13% (8)	12% (7)	60
Millennials: 1981-1996	38% (91)	23% (56)	13% (32)	17% (40)	9% (22)	240
GenXers: 1965-1980	37% (66)	20% (35)	16% (28)	21% (38)	6% (11)	177
Baby Boomers: 1946-1964	66% (33)	9% (4)	16% (8)	5% (2)	4% (2)	50
PID: Dem (no lean)	42% (65)	19% (29)	16% (24)	19% (30)	5% (8)	157
PID: Ind (no lean)	39% (83)	22% (48)	11% (24)	15% (32)	13% (28)	215
PID: Rep (no lean)	43% (67)	20% (30)	16% (25)	17% (26)	4% (6)	154
PID/Gender: Dem Men	48% (35)	23% (17)	16% (12)	12% (9)	— (0)	73
PID/Gender: Dem Women	36% (30)	15% (12)	15% (13)	25% (21)	10% (8)	84
PID/Gender: Ind Men	39% (38)	21% (21)	10% (10)	18% (17)	11% (11)	97
PID/Gender: Ind Women	38% (45)	23% (27)	12% (14)	12% (15)	14% (17)	119
PID/Gender: Rep Men	48% (33)	19% (13)	20% (14)	11% (8)	2% (1)	69
PID/Gender: Rep Women	40% (34)	20% (17)	14% (12)	22% (18)	6% (5)	86
Ideo: Liberal (1-3)	40% (50)	22% (28)	16% (21)	19% (24)	3% (3)	127
Ideo: Moderate (4)	41% (59)	22% (31)	10% (14)	16% (23)	11% (16)	143
Ideo: Conservative (5-7)	43% (69)	18% (30)	17% (28)	17% (28)	5% (8)	163
Educ: < College	41% (145)	19% (68)	13% (46)	17% (62)	10% (37)	358
Educ: Bachelors degree	40% (44)	23% (25)	16% (17)	19% (21)	2% (2)	109
Educ: Post-grad	44% (26)	24% (14)	18% (11)	8% (5)	6% (3)	60
Income: Under 50k	39% (87)	16% (36)	14% (32)	18% (40)	13% (29)	224
Income: 50k-100k	41% (81)	25% (48)	15% (28)	14% (27)	6% (11)	195
Income: 100k+	45% (48)	22% (23)	13% (14)	19% (21)	2% (2)	107
Ethnicity: White	41% (171)	21% (89)	14% (58)	16% (68)	8% (32)	417
Ethnicity: Hispanic	30% (32)	19% (20)	13% (14)	21% (23)	18% (19)	107
Ethnicity: Black	39% (25)	16% (10)	15% (10)	24% (15)	6% (4)	64

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Table MCHE7_1: How concerned are you about your child or children trying or using the following products?*Tobacco cigarettes*

Demographic	Very concerned		Somewhat concerned		Not too concerned		Not at all concerned		Don't know / No opinion		Total N
Adults	41%	(215)	20%	(107)	14%	(74)	17%	(87)	8%	(42)	526
All Christian	44%	(92)	21%	(43)	16%	(32)	13%	(28)	6%	(13)	208
Agnostic/Nothing in particular	39%	(65)	17%	(28)	15%	(25)	15%	(25)	13%	(21)	164
Something Else	41%	(39)	22%	(21)	10%	(10)	22%	(22)	5%	(5)	96
Evangelical	40%	(51)	22%	(28)	19%	(24)	13%	(17)	6%	(7)	127
Non-Evangelical	44%	(76)	21%	(36)	10%	(17)	18%	(31)	6%	(10)	170
Community: Urban	42%	(53)	24%	(30)	15%	(19)	11%	(14)	9%	(11)	127
Community: Suburban	44%	(112)	17%	(42)	10%	(25)	21%	(54)	8%	(20)	253
Community: Rural	34%	(50)	24%	(35)	21%	(30)	14%	(20)	8%	(11)	146
Employ: Private Sector	39%	(82)	27%	(58)	15%	(33)	14%	(29)	5%	(11)	213
Employ: Government	33%	(19)	15%	(8)	5%	(3)	34%	(19)	13%	(7)	56
Employ: Self-Employed	50%	(35)	13%	(9)	16%	(11)	18%	(13)	4%	(3)	71
Employ: Homemaker	31%	(20)	27%	(18)	18%	(12)	20%	(13)	3%	(2)	64
Employ: Unemployed	43%	(22)	13%	(7)	14%	(7)	14%	(7)	16%	(8)	52
Military HH: Yes	44%	(34)	18%	(14)	17%	(13)	15%	(12)	7%	(5)	78
Military HH: No	40%	(181)	21%	(93)	14%	(61)	17%	(76)	8%	(37)	448
RD/WT: Right Direction	43%	(69)	18%	(28)	10%	(16)	20%	(32)	9%	(14)	159
RD/WT: Wrong Track	40%	(146)	22%	(80)	16%	(58)	15%	(55)	8%	(28)	367
Biden Job Approve	48%	(92)	17%	(32)	12%	(23)	16%	(31)	7%	(14)	192
Biden Job Disapprove	38%	(115)	23%	(70)	15%	(46)	18%	(55)	5%	(14)	301
Biden Job Strongly Approve	55%	(36)	12%	(8)	11%	(8)	20%	(14)	2%	(1)	67
Biden Job Somewhat Approve	45%	(56)	19%	(24)	13%	(16)	14%	(17)	10%	(12)	125
Biden Job Somewhat Disapprove	30%	(22)	31%	(23)	10%	(7)	22%	(17)	6%	(5)	74
Biden Job Strongly Disapprove	41%	(93)	21%	(47)	17%	(39)	17%	(38)	4%	(9)	226
Favorable of Biden	47%	(95)	17%	(34)	12%	(25)	17%	(35)	7%	(14)	203
Unfavorable of Biden	38%	(114)	23%	(69)	16%	(46)	17%	(51)	6%	(17)	296
Very Favorable of Biden	57%	(47)	9%	(7)	14%	(11)	17%	(14)	3%	(3)	82
Somewhat Favorable of Biden	40%	(48)	22%	(26)	11%	(13)	18%	(21)	9%	(11)	121
Somewhat Unfavorable of Biden	37%	(20)	25%	(14)	16%	(9)	14%	(8)	9%	(5)	55
Very Unfavorable of Biden	39%	(93)	23%	(55)	15%	(37)	18%	(43)	5%	(12)	240

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Table MCHE7_1: How concerned are you about your child or children trying or using the following products?
Tobacco cigarettes

Demographic	Very concerned		Somewhat concerned		Not too concerned		Not at all concerned		Don't know / No opinion		Total N
Adults	41%	(215)	20%	(107)	14%	(74)	17%	(87)	8%	(42)	526
#1 Issue: Economy	40%	(97)	24%	(58)	14%	(35)	16%	(39)	6%	(15)	245
#1 Issue: Security	47%	(31)	13%	(9)	17%	(12)	15%	(10)	7%	(5)	66
2020 Vote: Joe Biden	44%	(90)	19%	(38)	14%	(29)	17%	(35)	5%	(11)	203
2020 Vote: Donald Trump	45%	(84)	23%	(42)	15%	(28)	15%	(27)	3%	(6)	187
2020 Vote: Didn't Vote	33%	(36)	20%	(22)	12%	(13)	13%	(15)	23%	(25)	110
2018 House Vote: Democrat	39%	(59)	24%	(37)	15%	(22)	20%	(31)	2%	(3)	153
2018 House Vote: Republican	41%	(66)	24%	(39)	15%	(25)	16%	(26)	4%	(7)	163
2016 Vote: Hillary Clinton	44%	(62)	20%	(28)	14%	(19)	19%	(26)	3%	(5)	139
2016 Vote: Donald Trump	42%	(71)	20%	(34)	16%	(26)	17%	(29)	5%	(8)	168
2016 Vote: Didn't Vote	42%	(74)	19%	(34)	11%	(21)	12%	(21)	16%	(29)	179
Voted in 2014: Yes	43%	(121)	20%	(58)	16%	(44)	18%	(52)	3%	(9)	284
Voted in 2014: No	39%	(94)	20%	(49)	12%	(30)	15%	(36)	14%	(33)	242
4-Region: Northeast	44%	(41)	19%	(18)	16%	(15)	9%	(8)	12%	(11)	93
4-Region: Midwest	34%	(43)	26%	(33)	18%	(23)	16%	(20)	6%	(8)	127
4-Region: South	40%	(71)	23%	(40)	14%	(25)	15%	(26)	9%	(16)	178
4-Region: West	47%	(60)	13%	(17)	9%	(11)	26%	(33)	6%	(7)	128
At Least Once a Week Vapers	33%	(44)	28%	(37)	14%	(19)	12%	(16)	12%	(15)	131
At Least Once a Week Smokers	40%	(70)	25%	(44)	16%	(28)	12%	(22)	7%	(12)	175
Cigarette Smokers	38%	(105)	26%	(70)	16%	(45)	14%	(39)	5%	(15)	274
People Who Don't Smoke or Vape	43%	(134)	17%	(51)	13%	(41)	20%	(61)	7%	(23)	310
Parents with Kids under 18	41%	(215)	20%	(107)	14%	(74)	17%	(87)	8%	(42)	526

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCHE7_2: How concerned are you about your child or children trying or using the following products?
 Nicotine-based e-cigarettes or vapes

Demographic	Very concerned		Somewhat concerned		Not too concerned		Not at all concerned		Don't know / No opinion		Total N
Adults	39%	(206)	21%	(111)	14%	(74)	17%	(87)	9%	(48)	526
Gender: Male	41%	(98)	23%	(55)	15%	(36)	15%	(35)	6%	(14)	238
Gender: Female	37%	(108)	20%	(56)	13%	(38)	18%	(52)	12%	(34)	288
Age: 18-34	36%	(63)	17%	(29)	13%	(23)	18%	(32)	16%	(27)	174
Age: 35-44	38%	(70)	24%	(44)	15%	(28)	16%	(29)	6%	(11)	182
Age: 45-64	41%	(62)	23%	(35)	13%	(20)	17%	(26)	6%	(10)	153
GenZers: 1997-2012	43%	(25)	17%	(10)	11%	(7)	17%	(10)	12%	(7)	60
Millennials: 1981-1996	35%	(85)	22%	(52)	14%	(33)	18%	(43)	11%	(26)	240
GenXers: 1965-1980	37%	(65)	24%	(42)	14%	(24)	18%	(33)	7%	(13)	177
Baby Boomers: 1946-1964	62%	(31)	13%	(6)	19%	(9)	3%	(1)	4%	(2)	50
PID: Dem (no lean)	39%	(61)	22%	(34)	12%	(18)	21%	(33)	6%	(10)	157
PID: Ind (no lean)	37%	(81)	20%	(43)	14%	(31)	14%	(31)	14%	(30)	215
PID: Rep (no lean)	42%	(64)	22%	(34)	16%	(24)	15%	(24)	5%	(8)	154
PID/Gender: Dem Men	46%	(33)	27%	(20)	9%	(7)	15%	(11)	2%	(2)	73
PID/Gender: Dem Women	33%	(28)	17%	(14)	14%	(12)	25%	(21)	10%	(9)	84
PID/Gender: Ind Men	36%	(34)	20%	(20)	16%	(16)	17%	(16)	11%	(11)	97
PID/Gender: Ind Women	39%	(46)	19%	(23)	13%	(15)	13%	(15)	16%	(19)	119
PID/Gender: Rep Men	44%	(30)	22%	(15)	20%	(14)	12%	(8)	2%	(1)	69
PID/Gender: Rep Women	40%	(34)	22%	(19)	12%	(11)	18%	(16)	7%	(6)	86
Ideo: Liberal (1-3)	40%	(51)	20%	(25)	18%	(23)	19%	(24)	3%	(3)	127
Ideo: Moderate (4)	40%	(57)	23%	(32)	10%	(14)	15%	(22)	13%	(18)	143
Ideo: Conservative (5-7)	38%	(63)	23%	(37)	16%	(26)	17%	(27)	6%	(9)	163
Educ: < College	36%	(129)	21%	(74)	13%	(47)	19%	(67)	12%	(41)	358
Educ: Bachelors degree	43%	(47)	23%	(25)	17%	(18)	15%	(16)	3%	(3)	109
Educ: Post-grad	52%	(31)	20%	(12)	14%	(9)	8%	(5)	6%	(3)	60
Income: Under 50k	38%	(84)	14%	(32)	13%	(29)	21%	(47)	14%	(32)	224
Income: 50k-100k	39%	(76)	27%	(53)	15%	(29)	12%	(23)	7%	(14)	195
Income: 100k+	43%	(46)	25%	(27)	15%	(16)	16%	(17)	2%	(2)	107
Ethnicity: White	38%	(160)	24%	(99)	13%	(54)	16%	(68)	9%	(36)	417
Ethnicity: Hispanic	30%	(32)	16%	(17)	17%	(18)	19%	(20)	18%	(19)	107
Ethnicity: Black	39%	(25)	9%	(6)	19%	(12)	25%	(16)	8%	(5)	64

Continued on next page

**Table MCHE7_2: How concerned are you about your child or children trying or using the following products?
Nicotine-based e-cigarettes or vapes**

Demographic	Very concerned		Somewhat concerned		Not too concerned		Not at all concerned		Don't know / No opinion		Total N
Adults	39%	(206)	21%	(111)	14%	(74)	17%	(87)	9%	(48)	526
All Christian	44%	(92)	23%	(48)	14%	(29)	12%	(25)	7%	(14)	208
Agnostic/Nothing in particular	34%	(56)	20%	(33)	13%	(22)	18%	(29)	14%	(24)	164
Something Else	41%	(39)	20%	(19)	12%	(11)	21%	(20)	6%	(6)	96
Evangelical	44%	(56)	18%	(23)	19%	(25)	13%	(16)	6%	(7)	127
Non-Evangelical	41%	(70)	26%	(43)	9%	(15)	17%	(28)	8%	(13)	170
Community: Urban	41%	(52)	20%	(25)	18%	(23)	12%	(15)	10%	(12)	127
Community: Suburban	42%	(107)	20%	(50)	9%	(22)	21%	(53)	9%	(22)	253
Community: Rural	33%	(48)	25%	(36)	20%	(29)	13%	(20)	10%	(14)	146
Employ: Private Sector	39%	(82)	27%	(57)	16%	(34)	11%	(24)	7%	(15)	213
Employ: Government	34%	(19)	18%	(10)	10%	(5)	27%	(15)	12%	(7)	56
Employ: Self-Employed	44%	(31)	20%	(14)	9%	(6)	24%	(17)	4%	(3)	71
Employ: Homemaker	34%	(22)	21%	(14)	17%	(11)	25%	(16)	3%	(2)	64
Employ: Unemployed	41%	(21)	11%	(5)	14%	(7)	16%	(8)	18%	(9)	52
Military HH: Yes	38%	(30)	25%	(20)	19%	(15)	10%	(8)	7%	(5)	78
Military HH: No	39%	(176)	20%	(92)	13%	(59)	18%	(79)	10%	(43)	448
RD/WT: Right Direction	37%	(59)	21%	(33)	13%	(20)	20%	(32)	10%	(15)	159
RD/WT: Wrong Track	40%	(147)	21%	(79)	15%	(53)	15%	(55)	9%	(32)	367
Biden Job Approve	42%	(81)	20%	(39)	12%	(23)	17%	(33)	8%	(16)	192
Biden Job Disapprove	38%	(115)	23%	(69)	15%	(46)	17%	(52)	6%	(18)	301
Biden Job Strongly Approve	51%	(34)	13%	(8)	12%	(8)	20%	(13)	5%	(3)	67
Biden Job Somewhat Approve	38%	(47)	24%	(31)	12%	(15)	16%	(20)	10%	(13)	125
Biden Job Somewhat Disapprove	34%	(25)	30%	(22)	15%	(11)	15%	(11)	6%	(5)	74
Biden Job Strongly Disapprove	40%	(90)	21%	(47)	16%	(35)	18%	(41)	6%	(14)	226
Favorable of Biden	42%	(86)	20%	(40)	12%	(25)	17%	(35)	8%	(16)	203
Unfavorable of Biden	39%	(115)	22%	(66)	15%	(45)	17%	(50)	7%	(19)	296
Very Favorable of Biden	50%	(41)	16%	(13)	13%	(11)	18%	(14)	3%	(3)	82
Somewhat Favorable of Biden	38%	(45)	22%	(27)	12%	(15)	17%	(21)	11%	(14)	121
Somewhat Unfavorable of Biden	41%	(23)	22%	(12)	16%	(9)	10%	(5)	10%	(6)	55
Very Unfavorable of Biden	38%	(92)	22%	(54)	15%	(36)	19%	(45)	6%	(14)	240

Continued on next page

**Table MCHE7_2: How concerned are you about your child or children trying or using the following products?
 Nicotine-based e-cigarettes or vapes**

Demographic	Very concerned		Somewhat concerned		Not too concerned		Not at all concerned		Don't know / No opinion		Total N
Adults	39%	(206)	21%	(111)	14%	(74)	17%	(87)	9%	(48)	526
#1 Issue: Economy	39%	(97)	25%	(62)	13%	(32)	15%	(37)	7%	(18)	245
#1 Issue: Security	46%	(31)	17%	(11)	16%	(11)	13%	(8)	8%	(5)	66
2020 Vote: Joe Biden	42%	(86)	19%	(39)	14%	(29)	18%	(37)	7%	(13)	203
2020 Vote: Donald Trump	43%	(80)	24%	(45)	14%	(26)	16%	(30)	3%	(6)	187
2020 Vote: Didn't Vote	34%	(37)	16%	(18)	15%	(16)	9%	(10)	26%	(28)	110
2018 House Vote: Democrat	36%	(55)	24%	(37)	15%	(22)	21%	(33)	3%	(5)	153
2018 House Vote: Republican	40%	(64)	27%	(43)	15%	(25)	14%	(24)	4%	(7)	163
2016 Vote: Hillary Clinton	40%	(56)	18%	(25)	15%	(21)	22%	(31)	5%	(6)	139
2016 Vote: Donald Trump	40%	(68)	26%	(43)	14%	(24)	15%	(25)	5%	(8)	168
2016 Vote: Didn't Vote	40%	(71)	18%	(33)	12%	(22)	11%	(20)	18%	(33)	179
Voted in 2014: Yes	41%	(115)	23%	(65)	14%	(40)	19%	(53)	4%	(11)	284
Voted in 2014: No	38%	(91)	19%	(47)	14%	(33)	14%	(34)	15%	(37)	242
4-Region: Northeast	41%	(38)	19%	(17)	16%	(15)	10%	(9)	14%	(13)	93
4-Region: Midwest	33%	(42)	26%	(33)	17%	(22)	16%	(20)	8%	(10)	127
4-Region: South	40%	(72)	21%	(38)	14%	(25)	15%	(26)	10%	(17)	178
4-Region: West	43%	(55)	19%	(24)	9%	(11)	24%	(31)	6%	(7)	128
At Least Once a Week Vapers	30%	(39)	27%	(35)	17%	(23)	14%	(18)	12%	(16)	131
At Least Once a Week Smokers	42%	(73)	21%	(37)	12%	(22)	17%	(29)	8%	(14)	175
Cigarette Smokers	37%	(102)	24%	(67)	16%	(43)	17%	(45)	6%	(17)	274
People Who Don't Smoke or Vape	41%	(129)	18%	(57)	14%	(44)	18%	(55)	8%	(26)	310
Parents with Kids under 18	39%	(206)	21%	(111)	14%	(74)	17%	(87)	9%	(48)	526

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCHES: As you may know, some e-cigarette and vaping manufacturers use strategies such as colorful designs, fruity and sweet flavors, and targeted marketing campaigns to make their products more appealing to young adults and children. Based on what you know now, how concerned are you about this?

Demographic	Very concerned		Somewhat concerned		Not too concerned		Not at all concerned		Don't know / No opinion		Total N
Adults	46%	(1009)	27%	(588)	11%	(233)	7%	(160)	10%	(220)	2211
Gender: Male	42%	(445)	29%	(305)	14%	(145)	9%	(98)	7%	(74)	1067
Gender: Female	49%	(564)	25%	(283)	8%	(88)	5%	(61)	13%	(147)	1144
Age: 18-34	38%	(248)	26%	(174)	11%	(75)	11%	(70)	14%	(91)	658
Age: 35-44	36%	(130)	27%	(96)	15%	(55)	10%	(35)	12%	(43)	359
Age: 45-64	48%	(362)	28%	(209)	10%	(75)	6%	(47)	8%	(62)	755
Age: 65+	61%	(269)	25%	(109)	6%	(28)	2%	(8)	6%	(25)	438
GenZers: 1997-2012	42%	(150)	27%	(95)	9%	(31)	10%	(36)	13%	(46)	358
Millennials: 1981-1996	36%	(194)	25%	(139)	15%	(80)	11%	(60)	13%	(70)	543
GenXers: 1965-1980	41%	(235)	29%	(165)	12%	(66)	8%	(46)	10%	(58)	571
Baby Boomers: 1946-1964	57%	(385)	26%	(177)	8%	(53)	3%	(17)	6%	(42)	674
PID: Dem (no lean)	50%	(368)	28%	(206)	10%	(70)	6%	(42)	6%	(45)	732
PID: Ind (no lean)	41%	(339)	26%	(213)	11%	(88)	8%	(66)	14%	(116)	823
PID: Rep (no lean)	46%	(302)	26%	(169)	11%	(75)	8%	(51)	9%	(59)	657
PID/Gender: Dem Men	45%	(149)	32%	(106)	11%	(36)	7%	(24)	5%	(15)	330
PID/Gender: Dem Women	54%	(219)	25%	(100)	9%	(34)	5%	(19)	8%	(30)	402
PID/Gender: Ind Men	37%	(150)	29%	(119)	15%	(60)	10%	(41)	8%	(34)	404
PID/Gender: Ind Women	45%	(189)	23%	(95)	7%	(29)	6%	(25)	19%	(81)	418
PID/Gender: Rep Men	44%	(145)	24%	(80)	15%	(50)	10%	(33)	7%	(24)	333
PID/Gender: Rep Women	48%	(157)	27%	(89)	8%	(25)	5%	(18)	11%	(35)	323
Ideo: Liberal (1-3)	47%	(296)	31%	(196)	12%	(72)	6%	(37)	4%	(26)	627
Ideo: Moderate (4)	46%	(274)	28%	(166)	11%	(67)	5%	(32)	10%	(60)	599
Ideo: Conservative (5-7)	48%	(344)	25%	(180)	10%	(74)	9%	(63)	7%	(51)	713
Educ: < College	43%	(653)	26%	(394)	11%	(162)	8%	(126)	12%	(185)	1520
Educ: Bachelors degree	52%	(231)	24%	(109)	12%	(54)	5%	(22)	6%	(29)	446
Educ: Post-grad	51%	(125)	35%	(85)	7%	(17)	5%	(12)	3%	(6)	245
Income: Under 50k	44%	(526)	23%	(277)	10%	(121)	8%	(99)	14%	(160)	1184
Income: 50k-100k	46%	(313)	30%	(204)	11%	(73)	6%	(39)	7%	(46)	676
Income: 100k+	49%	(171)	30%	(107)	11%	(39)	6%	(21)	4%	(14)	351
Ethnicity: White	46%	(792)	27%	(473)	11%	(186)	7%	(121)	9%	(159)	1730

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Table MCHE8: As you may know, some e-cigarette and vaping manufacturers use strategies such as colorful designs, fruity and sweet flavors, and targeted marketing campaigns to make their products more appealing to young adults and children. Based on what you know now, how concerned are you about this?

Demographic	Very concerned		Somewhat concerned		Not too concerned		Not at all concerned		Don't know / No opinion		Total N
Adults	46%	(1009)	27%	(588)	11%	(233)	7%	(160)	10%	(220)	2211
Ethnicity: Hispanic	42%	(146)	24%	(86)	15%	(52)	10%	(35)	9%	(33)	351
Ethnicity: Black	45%	(125)	22%	(61)	12%	(34)	10%	(28)	10%	(28)	276
Ethnicity: Other	45%	(92)	27%	(55)	7%	(14)	5%	(11)	17%	(34)	205
All Christian	49%	(486)	28%	(276)	10%	(96)	5%	(54)	8%	(76)	987
All Non-Christian	49%	(58)	24%	(28)	15%	(17)	7%	(8)	4%	(5)	117
Atheist	42%	(54)	28%	(37)	10%	(13)	10%	(13)	11%	(14)	130
Agnostic/Nothing in particular	39%	(240)	28%	(172)	11%	(69)	9%	(57)	13%	(80)	618
Something Else	48%	(172)	21%	(76)	11%	(38)	8%	(28)	13%	(45)	359
Religious Non-Protestant/Catholic	48%	(66)	27%	(37)	16%	(22)	6%	(8)	4%	(5)	138
Evangelical	51%	(243)	25%	(122)	9%	(45)	6%	(30)	8%	(39)	478
Non-Evangelical	48%	(397)	26%	(217)	10%	(85)	6%	(51)	10%	(81)	830
Community: Urban	46%	(260)	29%	(165)	10%	(56)	7%	(37)	8%	(47)	565
Community: Suburban	46%	(490)	26%	(279)	11%	(114)	8%	(81)	10%	(102)	1066
Community: Rural	45%	(259)	25%	(143)	11%	(63)	7%	(41)	12%	(72)	579
Employ: Private Sector	44%	(295)	28%	(193)	13%	(89)	8%	(54)	7%	(47)	678
Employ: Government	43%	(61)	31%	(43)	9%	(12)	11%	(16)	6%	(8)	140
Employ: Self-Employed	46%	(94)	22%	(45)	12%	(25)	12%	(24)	8%	(17)	206
Employ: Homemaker	37%	(50)	32%	(43)	12%	(15)	9%	(11)	11%	(15)	134
Employ: Student	39%	(38)	36%	(35)	6%	(6)	6%	(5)	13%	(13)	98
Employ: Retired	58%	(304)	27%	(140)	8%	(40)	2%	(11)	6%	(30)	525
Employ: Unemployed	39%	(97)	19%	(47)	11%	(26)	11%	(27)	20%	(50)	247
Employ: Other	39%	(71)	22%	(41)	11%	(20)	6%	(10)	22%	(41)	183
Military HH: Yes	46%	(155)	30%	(103)	9%	(32)	6%	(20)	9%	(29)	338
Military HH: No	46%	(854)	26%	(486)	11%	(201)	7%	(140)	10%	(192)	1873
RD/WT: Right Direction	51%	(329)	28%	(178)	8%	(49)	5%	(31)	8%	(54)	641
RD/WT: Wrong Track	43%	(680)	26%	(410)	12%	(185)	8%	(129)	11%	(166)	1570
Biden Job Approve	52%	(440)	29%	(250)	8%	(65)	4%	(38)	7%	(58)	850
Biden Job Disapprove	43%	(530)	26%	(321)	13%	(159)	9%	(114)	9%	(115)	1239

Continued on next page

Table MCH8: As you may know, some e-cigarette and vaping manufacturers use strategies such as colorful designs, fruity and sweet flavors, and targeted marketing campaigns to make their products more appealing to young adults and children. Based on what you know now, how concerned are you about this?

Demographic	Very concerned		Somewhat concerned		Not too concerned		Not at all concerned		Don't know / No opinion		Total N
Adults	46%	(1009)	27%	(588)	11%	(233)	7%	(160)	10%	(220)	2211
Biden Job Strongly Approve	60%	(197)	23%	(77)	6%	(20)	7%	(22)	4%	(14)	330
Biden Job Somewhat Approve	47%	(242)	33%	(173)	9%	(45)	3%	(16)	8%	(44)	520
Biden Job Somewhat Disapprove	40%	(144)	32%	(118)	11%	(42)	7%	(24)	10%	(36)	364
Biden Job Strongly Disapprove	44%	(386)	23%	(203)	13%	(117)	10%	(90)	9%	(79)	875
Favorable of Biden	52%	(460)	28%	(250)	8%	(70)	6%	(51)	7%	(62)	893
Unfavorable of Biden	43%	(511)	27%	(320)	12%	(148)	9%	(107)	9%	(111)	1197
Very Favorable of Biden	56%	(213)	24%	(91)	6%	(23)	9%	(35)	5%	(18)	380
Somewhat Favorable of Biden	48%	(247)	31%	(159)	9%	(47)	3%	(16)	8%	(43)	513
Somewhat Unfavorable of Biden	40%	(120)	33%	(99)	12%	(34)	4%	(12)	11%	(33)	298
Very Unfavorable of Biden	44%	(392)	25%	(221)	13%	(113)	11%	(95)	9%	(78)	898
#1 Issue: Economy	40%	(356)	29%	(260)	12%	(103)	10%	(87)	9%	(78)	883
#1 Issue: Security	54%	(173)	24%	(77)	9%	(29)	6%	(18)	8%	(25)	322
#1 Issue: Health Care	44%	(89)	30%	(61)	12%	(25)	4%	(7)	10%	(21)	203
#1 Issue: Medicare / Social Security	55%	(120)	24%	(53)	7%	(15)	4%	(8)	11%	(23)	218
#1 Issue: Women's Issues	46%	(66)	24%	(34)	10%	(14)	7%	(10)	14%	(19)	143
#1 Issue: Education	36%	(33)	28%	(26)	13%	(12)	9%	(8)	14%	(13)	93
#1 Issue: Energy	55%	(111)	24%	(49)	7%	(15)	6%	(11)	8%	(16)	202
#1 Issue: Other	42%	(62)	20%	(29)	14%	(20)	7%	(10)	17%	(25)	146
2020 Vote: Joe Biden	52%	(453)	27%	(236)	9%	(82)	5%	(44)	7%	(58)	873
2020 Vote: Donald Trump	47%	(345)	24%	(179)	13%	(94)	9%	(66)	8%	(57)	741
2020 Vote: Other	36%	(36)	35%	(35)	7%	(7)	8%	(8)	14%	(13)	98
2020 Vote: Didn't Vote	35%	(176)	28%	(138)	10%	(51)	8%	(42)	19%	(93)	499
2018 House Vote: Democrat	51%	(347)	28%	(190)	9%	(64)	5%	(36)	6%	(39)	676
2018 House Vote: Republican	48%	(300)	25%	(160)	13%	(80)	8%	(52)	6%	(38)	629
2018 House Vote: Someone else	37%	(34)	28%	(26)	5%	(5)	7%	(7)	22%	(21)	93
2016 Vote: Hillary Clinton	54%	(339)	25%	(160)	9%	(59)	5%	(33)	6%	(37)	628
2016 Vote: Donald Trump	48%	(324)	25%	(169)	12%	(80)	8%	(53)	7%	(44)	669
2016 Vote: Other	32%	(41)	41%	(54)	9%	(12)	10%	(13)	8%	(11)	131
2016 Vote: Didn't Vote	39%	(306)	26%	(206)	10%	(81)	8%	(60)	16%	(129)	781

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Table MCHE8: As you may know, some e-cigarette and vaping manufacturers use strategies such as colorful designs, fruity and sweet flavors, and targeted marketing campaigns to make their products more appealing to young adults and children. Based on what you know now, how concerned are you about this?

Demographic	Very concerned	Somewhat concerned	Not too concerned	Not at all concerned	Don't know / No opinion	Total N
Adults	46% (1009)	27% (588)	11% (233)	7% (160)	10% (220)	2211
Voted in 2014: Yes	51% (614)	26% (314)	10% (120)	6% (72)	6% (74)	1193
Voted in 2014: No	39% (396)	27% (274)	11% (113)	9% (88)	14% (147)	1018
4-Region: Northeast	44% (175)	30% (118)	11% (43)	5% (21)	10% (39)	396
4-Region: Midwest	46% (216)	24% (112)	12% (54)	8% (38)	10% (44)	465
4-Region: South	44% (365)	27% (226)	9% (79)	8% (67)	11% (92)	828
4-Region: West	49% (254)	25% (133)	11% (58)	6% (33)	9% (45)	523
At Least Once a Week Vapers	24% (73)	28% (87)	24% (75)	17% (53)	7% (23)	311
At Least Once a Week Smokers	31% (165)	29% (154)	17% (90)	12% (64)	11% (59)	532
Cigarette Smokers	38% (373)	29% (287)	14% (142)	10% (100)	9% (87)	988
People Who Don't Smoke or Vape	53% (831)	25% (398)	7% (115)	5% (71)	10% (155)	1571
Parents with Kids under 18	42% (220)	24% (124)	16% (84)	10% (52)	9% (47)	526

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCHE9_1: How responsible do you think each of the following is for e-cigarette or vape usage among middle and high schoolers?
E-cigarette and vape manufacturers, such as Juul and Puff Bar

Demographic	Very responsible	Somewhat responsible	Not too responsible	Not at all responsible	Don't know / No opinion	Total N
Adults	51% (1122)	21% (462)	8% (172)	9% (198)	12% (257)	2211
Gender: Male	51% (550)	21% (219)	9% (101)	11% (113)	8% (85)	1067
Gender: Female	50% (573)	21% (243)	6% (71)	7% (86)	15% (171)	1144
Age: 18-34	40% (263)	23% (150)	10% (65)	12% (76)	16% (104)	658
Age: 35-44	42% (152)	32% (115)	7% (27)	4% (15)	14% (50)	359
Age: 45-64	55% (414)	19% (147)	8% (60)	9% (66)	9% (69)	755
Age: 65+	67% (293)	11% (50)	5% (21)	9% (41)	8% (34)	438
GenZers: 1997-2012	42% (149)	20% (71)	10% (35)	13% (45)	16% (57)	358
Millennials: 1981-1996	40% (220)	27% (149)	8% (46)	8% (43)	16% (86)	543
GenXers: 1965-1980	50% (283)	24% (138)	8% (45)	9% (51)	10% (55)	571
Baby Boomers: 1946-1964	63% (428)	15% (98)	6% (42)	7% (50)	8% (56)	674
PID: Dem (no lean)	59% (434)	19% (138)	6% (44)	6% (43)	10% (73)	732
PID: Ind (no lean)	43% (356)	22% (183)	8% (64)	12% (100)	15% (120)	823
PID: Rep (no lean)	51% (333)	21% (141)	10% (64)	8% (56)	10% (64)	657
PID/Gender: Dem Men	61% (200)	18% (60)	7% (24)	6% (21)	8% (25)	330
PID/Gender: Dem Women	58% (234)	19% (78)	5% (20)	5% (22)	12% (48)	402
PID/Gender: Ind Men	47% (189)	24% (95)	8% (33)	14% (57)	8% (31)	404
PID/Gender: Ind Women	40% (167)	21% (88)	8% (31)	10% (43)	21% (89)	418
PID/Gender: Rep Men	48% (161)	19% (64)	13% (44)	11% (35)	9% (29)	333
PID/Gender: Rep Women	53% (172)	24% (77)	6% (20)	6% (20)	11% (35)	323
Ideo: Liberal (1-3)	56% (349)	23% (141)	6% (40)	7% (46)	8% (50)	627
Ideo: Moderate (4)	50% (299)	22% (133)	8% (50)	9% (51)	11% (66)	599
Ideo: Conservative (5-7)	52% (370)	20% (145)	9% (65)	11% (76)	8% (56)	713
Educ: < College	47% (715)	21% (312)	8% (127)	10% (152)	14% (214)	1520
Educ: Bachelors degree	57% (256)	22% (100)	7% (29)	7% (33)	6% (27)	446
Educ: Post-grad	62% (151)	20% (50)	6% (16)	5% (13)	6% (15)	245
Income: Under 50k	47% (562)	21% (250)	7% (78)	9% (111)	15% (183)	1184
Income: 50k-100k	52% (354)	21% (143)	10% (66)	9% (58)	8% (55)	676
Income: 100k+	59% (207)	20% (69)	8% (28)	8% (29)	5% (18)	351
Ethnicity: White	52% (901)	21% (360)	8% (133)	8% (147)	11% (190)	1730
Ethnicity: Hispanic	43% (151)	23% (80)	10% (37)	12% (42)	12% (41)	351

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Table MCHE9_1: How responsible do you think each of the following is for e-cigarette or vape usage among middle and high schoolers?
E-cigarette and vape manufacturers, such as Juul and Puff Bar

Demographic	Very responsible	Somewhat responsible	Not too responsible	Not at all responsible	Don't know / No opinion	Total N
Adults	51% (1122)	21% (462)	8% (172)	9% (198)	12% (257)	2211
Ethnicity: Black	45% (124)	25% (69)	8% (22)	10% (28)	12% (33)	276
Ethnicity: Other	47% (97)	16% (33)	9% (18)	11% (23)	16% (33)	205
All Christian	54% (531)	22% (213)	8% (80)	8% (82)	8% (81)	987
All Non-Christian	46% (53)	19% (22)	11% (13)	8% (9)	17% (19)	117
Atheist	54% (70)	23% (30)	9% (12)	6% (8)	8% (10)	130
Agnostic/Nothing in particular	48% (295)	20% (126)	7% (45)	10% (61)	15% (90)	618
Something Else	48% (172)	20% (71)	6% (23)	11% (38)	15% (55)	359
Religious Non-Protestant/Catholic	45% (62)	19% (26)	12% (17)	9% (12)	15% (21)	138
Evangelical	50% (241)	23% (110)	7% (33)	8% (40)	11% (54)	478
Non-Evangelical	53% (440)	20% (168)	8% (66)	9% (77)	10% (79)	830
Community: Urban	51% (289)	22% (123)	9% (49)	9% (52)	9% (52)	565
Community: Suburban	52% (555)	21% (221)	7% (77)	9% (95)	11% (119)	1066
Community: Rural	48% (279)	20% (118)	8% (46)	9% (51)	15% (85)	579
Employ: Private Sector	50% (340)	26% (173)	9% (60)	8% (56)	7% (49)	678
Employ: Government	45% (63)	25% (35)	6% (9)	10% (15)	13% (19)	140
Employ: Self-Employed	45% (93)	23% (47)	11% (23)	11% (22)	10% (21)	206
Employ: Homemaker	52% (69)	25% (33)	4% (6)	9% (12)	10% (14)	134
Employ: Student	46% (45)	19% (19)	10% (10)	11% (11)	14% (13)	98
Employ: Retired	63% (332)	14% (72)	6% (32)	9% (47)	8% (42)	525
Employ: Unemployed	45% (110)	17% (43)	8% (21)	7% (17)	23% (56)	247
Employ: Other	38% (69)	22% (40)	7% (12)	10% (19)	23% (43)	183
Military HH: Yes	50% (168)	21% (70)	8% (27)	10% (32)	12% (42)	338
Military HH: No	51% (955)	21% (392)	8% (146)	9% (166)	11% (215)	1873
RD/WT: Right Direction	56% (360)	21% (132)	5% (29)	7% (43)	12% (75)	641
RD/WT: Wrong Track	49% (762)	21% (330)	9% (143)	10% (155)	12% (181)	1570
Biden Job Approve	60% (507)	20% (166)	5% (39)	7% (59)	9% (79)	850
Biden Job Disapprove	46% (575)	22% (278)	10% (129)	11% (133)	10% (124)	1239

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Table MCHE9_1: How responsible do you think each of the following is for e-cigarette or vape usage among middle and high schoolers?
E-cigarette and vape manufacturers, such as Juul and Puff Bar

Demographic	Very responsible	Somewhat responsible	Not too responsible	Not at all responsible	Don't know / No opinion	Total N
Adults	51% (1122)	21% (462)	8% (172)	9% (198)	12% (257)	2211
Biden Job Strongly Approve	66% (217)	15% (51)	4% (14)	6% (21)	8% (28)	330
Biden Job Somewhat Approve	56% (290)	22% (115)	5% (26)	7% (38)	10% (51)	520
Biden Job Somewhat Disapprove	43% (157)	23% (84)	12% (44)	9% (32)	13% (48)	364
Biden Job Strongly Disapprove	48% (418)	22% (194)	10% (86)	12% (101)	9% (76)	875
Favorable of Biden	59% (530)	20% (179)	5% (44)	6% (56)	10% (85)	893
Unfavorable of Biden	47% (561)	22% (268)	10% (121)	11% (131)	10% (115)	1197
Very Favorable of Biden	63% (239)	16% (60)	5% (19)	6% (24)	10% (38)	380
Somewhat Favorable of Biden	57% (290)	23% (119)	5% (25)	6% (31)	9% (47)	513
Somewhat Unfavorable of Biden	48% (142)	25% (74)	10% (30)	7% (22)	10% (31)	298
Very Unfavorable of Biden	47% (419)	22% (194)	10% (92)	12% (109)	9% (85)	898
#1 Issue: Economy	49% (435)	22% (198)	10% (91)	9% (79)	9% (79)	883
#1 Issue: Security	56% (180)	19% (62)	6% (18)	9% (31)	10% (31)	322
#1 Issue: Health Care	47% (96)	19% (39)	11% (23)	8% (17)	14% (29)	203
#1 Issue: Medicare / Social Security	56% (123)	20% (45)	5% (10)	7% (15)	12% (26)	218
#1 Issue: Women's Issues	45% (64)	23% (34)	6% (9)	7% (10)	18% (26)	143
#1 Issue: Education	44% (41)	19% (18)	6% (6)	11% (11)	19% (18)	93
#1 Issue: Energy	56% (113)	20% (40)	6% (13)	8% (17)	10% (20)	202
#1 Issue: Other	48% (70)	18% (26)	2% (3)	13% (19)	19% (28)	146
2020 Vote: Joe Biden	60% (527)	18% (161)	5% (47)	7% (57)	9% (80)	873
2020 Vote: Donald Trump	50% (370)	21% (154)	11% (78)	11% (80)	8% (59)	741
2020 Vote: Other	44% (43)	24% (23)	18% (18)	8% (8)	7% (6)	98
2020 Vote: Didn't Vote	36% (182)	25% (124)	6% (29)	11% (53)	22% (111)	499
2018 House Vote: Democrat	61% (410)	19% (126)	6% (40)	7% (44)	8% (55)	676
2018 House Vote: Republican	52% (327)	21% (133)	9% (58)	11% (67)	7% (44)	629
2018 House Vote: Someone else	39% (37)	13% (12)	20% (18)	16% (15)	12% (11)	93
2016 Vote: Hillary Clinton	63% (395)	17% (106)	5% (33)	7% (41)	8% (53)	628
2016 Vote: Donald Trump	52% (346)	22% (145)	9% (61)	11% (74)	6% (43)	669
2016 Vote: Other	48% (62)	23% (30)	15% (20)	7% (10)	8% (10)	131
2016 Vote: Didn't Vote	41% (319)	23% (182)	7% (59)	9% (72)	19% (151)	781

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Table MCHE9_1: How responsible do you think each of the following is for e-cigarette or vape usage among middle and high schoolers?
 E-cigarette and vape manufacturers, such as Juul and Puff Bar

Demographic	Very responsible	Somewhat responsible	Not too responsible	Not at all responsible	Don't know / No opinion	Total N
Adults	51% (1122)	21% (462)	8% (172)	9% (198)	12% (257)	2211
Voted in 2014: Yes	59% (706)	18% (214)	7% (82)	9% (104)	7% (88)	1193
Voted in 2014: No	41% (416)	24% (248)	9% (90)	9% (94)	17% (169)	1018
4-Region: Northeast	53% (210)	23% (91)	4% (17)	7% (29)	13% (50)	396
4-Region: Midwest	50% (231)	20% (95)	10% (45)	9% (40)	12% (54)	465
4-Region: South	46% (384)	23% (188)	7% (62)	10% (86)	13% (108)	828
4-Region: West	57% (298)	17% (88)	9% (49)	8% (43)	9% (45)	523
At Least Once a Week Vapers	34% (106)	31% (97)	14% (45)	11% (33)	10% (30)	311
At Least Once a Week Smokers	40% (214)	27% (146)	11% (58)	9% (46)	13% (68)	532
Cigarette Smokers	46% (458)	25% (248)	9% (90)	9% (92)	10% (101)	988
People Who Don't Smoke or Vape	56% (878)	18% (281)	6% (99)	9% (134)	11% (179)	1571
Parents with Kids under 18	44% (230)	27% (141)	11% (57)	7% (38)	12% (61)	526

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCHE9_2: How responsible do you think each of the following is for e-cigarette or vape usage among middle and high schoolers?
Manufacturers of traditional tobacco products, such as Phillip Morris and Altria

Demographic	Very responsible	Somewhat responsible	Not too responsible	Not at all responsible	Don't know / No opinion	Total N
Adults	43% (945)	24% (538)	9% (208)	10% (223)	13% (297)	2211
Gender: Male	43% (461)	24% (258)	11% (116)	12% (126)	10% (107)	1067
Gender: Female	42% (485)	25% (280)	8% (92)	8% (97)	17% (189)	1144
Age: 18-34	32% (211)	25% (165)	12% (78)	13% (82)	18% (121)	658
Age: 35-44	39% (139)	32% (117)	11% (38)	5% (17)	14% (49)	359
Age: 45-64	47% (353)	24% (181)	8% (61)	11% (80)	11% (81)	755
Age: 65+	55% (243)	17% (75)	7% (31)	10% (44)	10% (45)	438
GenZers: 1997-2012	31% (111)	24% (86)	13% (45)	14% (50)	18% (66)	358
Millennials: 1981-1996	36% (193)	29% (157)	10% (55)	8% (45)	17% (93)	543
GenXers: 1965-1980	43% (243)	27% (153)	9% (51)	10% (60)	11% (64)	571
Baby Boomers: 1946-1964	53% (361)	20% (137)	7% (50)	9% (59)	10% (67)	674
PID: Dem (no lean)	52% (378)	21% (156)	9% (64)	6% (47)	12% (86)	732
PID: Ind (no lean)	36% (294)	26% (212)	10% (79)	12% (95)	18% (144)	823
PID: Rep (no lean)	42% (273)	26% (170)	10% (65)	12% (81)	10% (67)	657
PID/Gender: Dem Men	51% (167)	21% (69)	11% (36)	8% (26)	10% (32)	330
PID/Gender: Dem Women	53% (211)	22% (87)	7% (28)	5% (22)	13% (54)	402
PID/Gender: Ind Men	42% (169)	25% (101)	11% (44)	11% (45)	11% (45)	404
PID/Gender: Ind Women	30% (125)	27% (111)	8% (34)	12% (49)	24% (99)	418
PID/Gender: Rep Men	37% (124)	26% (88)	11% (35)	17% (55)	9% (30)	333
PID/Gender: Rep Women	46% (149)	25% (82)	9% (30)	8% (26)	11% (36)	323
Ideo: Liberal (1-3)	48% (299)	24% (148)	10% (61)	7% (46)	12% (72)	627
Ideo: Moderate (4)	44% (263)	25% (151)	9% (53)	9% (57)	13% (75)	599
Ideo: Conservative (5-7)	44% (316)	24% (168)	11% (77)	13% (93)	8% (59)	713
Educ: < College	39% (594)	25% (375)	10% (149)	11% (167)	15% (234)	1520
Educ: Bachelors degree	51% (226)	22% (99)	9% (39)	9% (40)	9% (42)	446
Educ: Post-grad	51% (125)	26% (64)	8% (20)	7% (16)	8% (21)	245
Income: Under 50k	40% (470)	24% (290)	9% (109)	10% (113)	17% (202)	1184
Income: 50k-100k	45% (305)	24% (162)	11% (73)	11% (74)	9% (61)	676
Income: 100k+	48% (170)	24% (85)	7% (26)	10% (36)	9% (33)	351
Ethnicity: White	44% (763)	25% (428)	9% (157)	10% (172)	12% (210)	1730
Ethnicity: Hispanic	40% (141)	24% (85)	11% (40)	11% (37)	14% (49)	351

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Table MCHE9_2: How responsible do you think each of the following is for e-cigarette or vape usage among middle and high schoolers?
 Manufacturers of traditional tobacco products, such as Phillip Morris and Altria

Demographic	Very responsible	Somewhat responsible	Not too responsible	Not at all responsible	Don't know / No opinion	Total N
Adults	43% (945)	24% (538)	9% (208)	10% (223)	13% (297)	2211
Ethnicity: Black	40% (110)	22% (61)	9% (24)	10% (27)	20% (55)	276
Ethnicity: Other	36% (73)	24% (48)	14% (28)	12% (24)	15% (32)	205
All Christian	47% (461)	25% (251)	8% (81)	11% (106)	9% (88)	987
All Non-Christian	42% (49)	18% (21)	17% (19)	8% (9)	16% (19)	117
Atheist	44% (57)	23% (30)	8% (10)	13% (17)	13% (16)	130
Agnostic/Nothing in particular	37% (226)	27% (167)	11% (67)	8% (47)	18% (110)	618
Something Else	42% (152)	19% (70)	8% (29)	12% (44)	18% (64)	359
Religious Non-Protestant/Catholic	40% (56)	20% (28)	14% (19)	11% (15)	14% (20)	138
Evangelical	44% (211)	23% (109)	8% (38)	12% (59)	13% (61)	478
Non-Evangelical	46% (386)	24% (201)	9% (73)	10% (84)	10% (87)	830
Community: Urban	44% (250)	23% (132)	10% (56)	9% (51)	14% (76)	565
Community: Suburban	43% (455)	25% (270)	9% (94)	11% (116)	12% (132)	1066
Community: Rural	42% (241)	24% (136)	10% (57)	10% (57)	15% (88)	579
Employ: Private Sector	44% (298)	26% (175)	11% (73)	10% (69)	9% (62)	678
Employ: Government	40% (56)	26% (37)	10% (14)	12% (17)	11% (16)	140
Employ: Self-Employed	42% (86)	31% (64)	7% (14)	11% (24)	9% (18)	206
Employ: Homemaker	44% (58)	25% (34)	6% (8)	10% (13)	15% (21)	134
Employ: Student	31% (30)	27% (26)	15% (15)	16% (16)	11% (10)	98
Employ: Retired	52% (275)	19% (102)	8% (43)	10% (52)	10% (53)	525
Employ: Unemployed	33% (82)	25% (61)	11% (26)	7% (17)	24% (61)	247
Employ: Other	33% (60)	21% (38)	8% (14)	8% (15)	30% (55)	183
Military HH: Yes	42% (141)	26% (89)	9% (30)	11% (38)	12% (40)	338
Military HH: No	43% (805)	24% (449)	9% (178)	10% (185)	14% (257)	1873
RD/WT: Right Direction	51% (328)	22% (142)	7% (44)	6% (41)	14% (87)	641
RD/WT: Wrong Track	39% (618)	25% (396)	10% (164)	12% (182)	13% (210)	1570
Biden Job Approve	52% (446)	22% (191)	7% (60)	7% (56)	11% (97)	850
Biden Job Disapprove	38% (472)	26% (324)	11% (140)	13% (160)	12% (143)	1239

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Table MCHE9_2: How responsible do you think each of the following is for e-cigarette or vape usage among middle and high schoolers?
Manufacturers of traditional tobacco products, such as Phillip Morris and Altria

Demographic	Very responsible	Somewhat responsible	Not too responsible	Not at all responsible	Don't know / No opinion	Total N
Adults	43% (945)	24% (538)	9% (208)	10% (223)	13% (297)	2211
Biden Job Strongly Approve	58% (192)	19% (61)	7% (23)	6% (20)	10% (33)	330
Biden Job Somewhat Approve	49% (254)	25% (130)	7% (37)	7% (36)	12% (64)	520
Biden Job Somewhat Disapprove	35% (128)	28% (101)	12% (43)	9% (34)	16% (58)	364
Biden Job Strongly Disapprove	39% (344)	25% (223)	11% (97)	14% (126)	10% (85)	875
Favorable of Biden	52% (466)	22% (196)	8% (71)	6% (51)	12% (108)	893
Unfavorable of Biden	38% (455)	26% (317)	11% (131)	14% (163)	11% (131)	1197
Very Favorable of Biden	57% (216)	16% (63)	9% (33)	5% (21)	13% (48)	380
Somewhat Favorable of Biden	49% (250)	26% (134)	8% (39)	6% (31)	12% (60)	513
Somewhat Unfavorable of Biden	42% (124)	28% (84)	9% (26)	9% (27)	12% (37)	298
Very Unfavorable of Biden	37% (330)	26% (233)	12% (105)	15% (136)	10% (94)	898
#1 Issue: Economy	41% (363)	25% (222)	11% (96)	9% (83)	13% (118)	883
#1 Issue: Security	47% (152)	24% (76)	8% (27)	11% (36)	10% (31)	322
#1 Issue: Health Care	36% (74)	27% (56)	11% (23)	8% (17)	17% (34)	203
#1 Issue: Medicare / Social Security	50% (110)	18% (39)	7% (16)	11% (24)	14% (30)	218
#1 Issue: Women's Issues	40% (57)	23% (33)	7% (10)	9% (12)	21% (30)	143
#1 Issue: Education	31% (28)	26% (24)	16% (15)	12% (11)	15% (14)	93
#1 Issue: Energy	53% (107)	25% (51)	8% (16)	8% (16)	6% (12)	202
#1 Issue: Other	37% (54)	25% (36)	3% (4)	16% (24)	19% (28)	146
2020 Vote: Joe Biden	54% (468)	21% (187)	7% (62)	7% (60)	11% (97)	873
2020 Vote: Donald Trump	41% (307)	26% (191)	11% (82)	13% (98)	9% (64)	741
2020 Vote: Other	40% (39)	26% (26)	9% (9)	13% (13)	12% (12)	98
2020 Vote: Didn't Vote	26% (131)	27% (135)	11% (56)	11% (52)	25% (125)	499
2018 House Vote: Democrat	54% (367)	21% (143)	7% (48)	7% (46)	11% (71)	676
2018 House Vote: Republican	43% (270)	26% (163)	10% (63)	13% (84)	8% (49)	629
2018 House Vote: Someone else	39% (36)	22% (20)	9% (8)	15% (14)	16% (15)	93
2016 Vote: Hillary Clinton	56% (353)	20% (124)	7% (43)	6% (38)	11% (71)	628
2016 Vote: Donald Trump	43% (287)	25% (170)	11% (74)	14% (92)	7% (46)	669
2016 Vote: Other	41% (53)	29% (38)	7% (9)	13% (17)	10% (14)	131
2016 Vote: Didn't Vote	32% (253)	26% (205)	10% (80)	10% (77)	21% (166)	781

Continued on next page

Table MCHE9_2: How responsible do you think each of the following is for e-cigarette or vape usage among middle and high schoolers?
 Manufacturers of traditional tobacco products, such as Phillip Morris and Altria

Demographic	Very responsible	Somewhat responsible	Not too responsible	Not at all responsible	Don't know / No opinion	Total N
Adults	43% (945)	24% (538)	9% (208)	10% (223)	13% (297)	2211
Voted in 2014: Yes	51% (606)	22% (260)	8% (99)	10% (121)	9% (107)	1193
Voted in 2014: No	33% (339)	27% (278)	11% (109)	10% (102)	19% (190)	1018
4-Region: Northeast	43% (169)	27% (107)	7% (29)	7% (26)	16% (64)	396
4-Region: Midwest	41% (189)	27% (124)	10% (46)	11% (51)	12% (55)	465
4-Region: South	40% (331)	23% (194)	11% (93)	11% (92)	14% (118)	828
4-Region: West	49% (256)	22% (113)	8% (40)	10% (54)	11% (60)	523
At Least Once a Week Vapers	28% (87)	31% (96)	15% (46)	12% (38)	14% (44)	311
At Least Once a Week Smokers	33% (177)	30% (159)	14% (75)	10% (51)	13% (70)	532
Cigarette Smokers	38% (376)	28% (272)	12% (117)	10% (103)	12% (120)	988
People Who Don't Smoke or Vape	47% (746)	22% (350)	8% (119)	10% (150)	13% (206)	1571
Parents with Kids under 18	38% (197)	30% (159)	11% (58)	9% (45)	13% (67)	526

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCHE9_3: How responsible do you think each of the following is for e-cigarette or vape usage among middle and high schoolers?
School administrators

Demographic	Very responsible	Somewhat responsible	Not too responsible	Not at all responsible	Don't know / No opinion	Total N
Adults	18% (401)	29% (644)	20% (449)	19% (411)	14% (305)	2211
Gender: Male	20% (218)	29% (310)	20% (215)	20% (213)	10% (110)	1067
Gender: Female	16% (182)	29% (334)	20% (234)	17% (198)	17% (195)	1144
Age: 18-34	18% (120)	30% (195)	16% (102)	22% (142)	15% (99)	658
Age: 35-44	18% (66)	26% (93)	23% (84)	19% (68)	14% (49)	359
Age: 45-64	19% (143)	29% (220)	21% (161)	17% (128)	14% (102)	755
Age: 65+	16% (72)	31% (136)	23% (103)	17% (73)	12% (55)	438
GenZers: 1997-2012	17% (61)	30% (106)	14% (49)	24% (87)	15% (55)	358
Millennials: 1981-1996	19% (106)	29% (155)	20% (108)	18% (96)	14% (79)	543
GenXers: 1965-1980	18% (103)	27% (156)	20% (116)	20% (112)	14% (83)	571
Baby Boomers: 1946-1964	18% (120)	30% (205)	25% (166)	16% (105)	12% (78)	674
PID: Dem (no lean)	20% (146)	31% (226)	21% (153)	17% (121)	12% (85)	732
PID: Ind (no lean)	15% (120)	28% (230)	19% (153)	22% (177)	17% (142)	823
PID: Rep (no lean)	20% (134)	29% (188)	22% (143)	17% (113)	12% (78)	657
PID/Gender: Dem Men	26% (85)	29% (95)	20% (66)	16% (53)	9% (30)	330
PID/Gender: Dem Women	15% (61)	33% (131)	22% (87)	17% (68)	14% (55)	402
PID/Gender: Ind Men	16% (64)	30% (120)	18% (72)	25% (102)	11% (46)	404
PID/Gender: Ind Women	13% (56)	26% (110)	19% (81)	18% (75)	23% (96)	418
PID/Gender: Rep Men	21% (69)	29% (95)	23% (77)	17% (58)	10% (34)	333
PID/Gender: Rep Women	20% (65)	29% (93)	20% (66)	17% (55)	14% (44)	323
Ideo: Liberal (1-3)	18% (113)	30% (188)	23% (146)	18% (116)	10% (64)	627
Ideo: Moderate (4)	18% (106)	30% (179)	19% (111)	20% (120)	14% (83)	599
Ideo: Conservative (5-7)	19% (138)	30% (217)	22% (158)	18% (128)	10% (71)	713
Educ: < College	18% (281)	27% (409)	19% (285)	20% (304)	16% (240)	1520
Educ: Bachelors degree	19% (85)	33% (147)	23% (103)	15% (66)	10% (45)	446
Educ: Post-grad	14% (35)	36% (88)	25% (61)	17% (41)	8% (20)	245
Income: Under 50k	18% (217)	27% (323)	18% (213)	19% (223)	18% (209)	1184
Income: 50k-100k	17% (116)	32% (216)	22% (146)	19% (131)	10% (66)	676
Income: 100k+	19% (68)	30% (106)	26% (90)	16% (58)	9% (30)	351
Ethnicity: White	18% (309)	30% (516)	22% (375)	18% (310)	13% (220)	1730
Ethnicity: Hispanic	23% (80)	25% (89)	17% (59)	21% (73)	15% (51)	351

Continued on next page

Table MCHE9_3: How responsible do you think each of the following is for e-cigarette or vape usage among middle and high schoolers?
 School administrators

Demographic	Very responsible	Somewhat responsible	Not too responsible	Not at all responsible	Don't know / No opinion	Total N
Adults	18% (401)	29% (644)	20% (449)	19% (411)	14% (305)	2211
Ethnicity: Black	18% (48)	24% (66)	16% (45)	26% (70)	16% (45)	276
Ethnicity: Other	21% (44)	30% (62)	14% (29)	15% (31)	20% (40)	205
All Christian	19% (186)	31% (304)	19% (189)	20% (194)	11% (113)	987
All Non-Christian	11% (13)	29% (34)	19% (22)	21% (24)	20% (23)	117
Atheist	17% (22)	27% (35)	25% (32)	26% (34)	6% (8)	130
Agnostic/Nothing in particular	18% (110)	26% (162)	24% (151)	15% (95)	16% (100)	618
Something Else	19% (70)	30% (109)	15% (55)	18% (64)	17% (61)	359
Religious Non-Protestant/Catholic	13% (17)	30% (41)	18% (25)	22% (31)	17% (23)	138
Evangelical	21% (99)	29% (137)	17% (83)	20% (97)	13% (63)	478
Non-Evangelical	18% (149)	32% (265)	19% (154)	18% (151)	13% (110)	830
Community: Urban	21% (118)	28% (161)	18% (102)	19% (108)	13% (76)	565
Community: Suburban	16% (171)	30% (323)	22% (236)	18% (196)	13% (140)	1066
Community: Rural	19% (112)	28% (160)	19% (111)	18% (107)	16% (90)	579
Employ: Private Sector	19% (127)	32% (215)	23% (157)	17% (115)	9% (64)	678
Employ: Government	15% (21)	27% (38)	19% (26)	24% (33)	15% (22)	140
Employ: Self-Employed	16% (33)	33% (68)	21% (42)	19% (39)	11% (23)	206
Employ: Homemaker	15% (20)	28% (38)	22% (30)	24% (32)	11% (14)	134
Employ: Student	20% (20)	32% (31)	18% (17)	19% (18)	12% (12)	98
Employ: Retired	19% (98)	31% (161)	22% (114)	17% (91)	12% (62)	525
Employ: Unemployed	21% (52)	22% (55)	16% (39)	19% (46)	22% (55)	247
Employ: Other	17% (31)	22% (40)	13% (24)	19% (35)	29% (53)	183
Military HH: Yes	21% (71)	28% (95)	21% (71)	16% (56)	13% (45)	338
Military HH: No	18% (330)	29% (549)	20% (378)	19% (355)	14% (260)	1873
RD/WT: Right Direction	23% (147)	29% (183)	18% (114)	16% (100)	15% (96)	641
RD/WT: Wrong Track	16% (253)	29% (461)	21% (335)	20% (311)	13% (210)	1570
Biden Job Approve	21% (176)	30% (255)	21% (181)	16% (135)	12% (103)	850
Biden Job Disapprove	17% (213)	30% (367)	21% (256)	21% (254)	12% (148)	1239

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Table MCHE9_3: How responsible do you think each of the following is for e-cigarette or vape usage among middle and high schoolers?
School administrators

Demographic	Very responsible	Somewhat responsible	Not too responsible	Not at all responsible	Don't know / No opinion	Total N
Adults	18% (401)	29% (644)	20% (449)	19% (411)	14% (305)	2211
Biden Job Strongly Approve	25% (81)	30% (98)	18% (58)	17% (56)	11% (36)	330
Biden Job Somewhat Approve	18% (95)	30% (157)	23% (122)	15% (79)	13% (67)	520
Biden Job Somewhat Disapprove	15% (53)	31% (111)	19% (68)	22% (79)	15% (53)	364
Biden Job Strongly Disapprove	18% (160)	29% (256)	22% (189)	20% (175)	11% (95)	875
Favorable of Biden	20% (180)	30% (265)	20% (180)	17% (154)	13% (113)	893
Unfavorable of Biden	17% (209)	29% (351)	22% (260)	20% (242)	11% (135)	1197
Very Favorable of Biden	25% (95)	28% (105)	18% (67)	18% (69)	12% (44)	380
Somewhat Favorable of Biden	17% (85)	31% (160)	22% (113)	17% (86)	14% (69)	513
Somewhat Unfavorable of Biden	17% (50)	29% (85)	23% (70)	20% (61)	11% (32)	298
Very Unfavorable of Biden	18% (159)	30% (266)	21% (190)	20% (181)	11% (103)	898
#1 Issue: Economy	17% (152)	29% (256)	21% (189)	21% (189)	11% (98)	883
#1 Issue: Security	21% (68)	30% (96)	20% (65)	19% (60)	11% (34)	322
#1 Issue: Health Care	17% (35)	26% (53)	21% (44)	15% (31)	20% (41)	203
#1 Issue: Medicare / Social Security	22% (47)	27% (60)	18% (38)	16% (34)	18% (39)	218
#1 Issue: Women's Issues	10% (15)	33% (47)	23% (33)	20% (29)	14% (20)	143
#1 Issue: Education	22% (20)	27% (25)	21% (19)	7% (7)	23% (21)	93
#1 Issue: Energy	24% (48)	34% (68)	16% (33)	17% (34)	9% (19)	202
#1 Issue: Other	11% (16)	27% (39)	20% (29)	19% (28)	23% (34)	146
2020 Vote: Joe Biden	19% (167)	31% (271)	21% (183)	17% (149)	12% (103)	873
2020 Vote: Donald Trump	18% (134)	29% (218)	23% (173)	19% (140)	10% (77)	741
2020 Vote: Other	20% (19)	26% (25)	19% (19)	28% (27)	8% (7)	98
2020 Vote: Didn't Vote	16% (81)	26% (130)	15% (74)	19% (95)	24% (119)	499
2018 House Vote: Democrat	19% (129)	31% (212)	23% (153)	16% (111)	11% (71)	676
2018 House Vote: Republican	19% (122)	28% (175)	24% (152)	19% (120)	10% (60)	629
2018 House Vote: Someone else	23% (21)	23% (22)	13% (12)	27% (25)	14% (13)	93
2016 Vote: Hillary Clinton	20% (123)	30% (189)	22% (139)	17% (104)	12% (73)	628
2016 Vote: Donald Trump	19% (126)	29% (192)	23% (154)	20% (132)	10% (65)	669
2016 Vote: Other	15% (20)	35% (46)	21% (27)	20% (27)	8% (11)	131
2016 Vote: Didn't Vote	17% (132)	28% (218)	16% (129)	19% (148)	20% (155)	781

Continued on next page

Table MCHE9_3: How responsible do you think each of the following is for e-cigarette or vape usage among middle and high schoolers?
 School administrators

Demographic	Very responsible	Somewhat responsible	Not too responsible	Not at all responsible	Don't know / No opinion	Total N
Adults	18% (401)	29% (644)	20% (449)	19% (411)	14% (305)	2211
Voted in 2014: Yes	20% (237)	30% (353)	22% (262)	18% (218)	10% (122)	1193
Voted in 2014: No	16% (163)	29% (291)	18% (187)	19% (193)	18% (183)	1018
4-Region: Northeast	15% (58)	29% (116)	22% (86)	18% (71)	16% (65)	396
4-Region: Midwest	21% (99)	28% (129)	22% (104)	15% (71)	13% (61)	465
4-Region: South	17% (140)	31% (253)	17% (140)	22% (180)	14% (116)	828
4-Region: West	20% (104)	28% (146)	23% (119)	17% (89)	12% (64)	523
At Least Once a Week Vapers	21% (65)	28% (88)	21% (67)	20% (61)	10% (30)	311
At Least Once a Week Smokers	21% (110)	25% (135)	20% (104)	19% (103)	15% (79)	532
Cigarette Smokers	17% (171)	28% (273)	22% (219)	19% (185)	14% (140)	988
People Who Don't Smoke or Vape	17% (275)	30% (475)	21% (325)	18% (281)	14% (214)	1571
Parents with Kids under 18	19% (98)	31% (161)	22% (115)	17% (92)	12% (61)	526

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCHE9_4: How responsible do you think each of the following is for e-cigarette or vape usage among middle and high schoolers?
Parents of school children

Demographic	Very responsible	Somewhat responsible	Not too responsible	Not at all responsible	Don't know / No opinion	Total N
Adults	44% (965)	31% (675)	9% (190)	7% (152)	10% (230)	2211
Gender: Male	46% (495)	30% (325)	8% (84)	8% (86)	7% (77)	1067
Gender: Female	41% (470)	31% (350)	9% (106)	6% (66)	13% (152)	1144
Age: 18-34	37% (242)	28% (186)	10% (66)	11% (70)	14% (94)	658
Age: 35-44	42% (152)	33% (119)	7% (24)	6% (21)	12% (43)	359
Age: 45-64	48% (359)	31% (235)	8% (61)	5% (37)	8% (63)	755
Age: 65+	48% (212)	31% (134)	9% (39)	5% (23)	7% (30)	438
GenZers: 1997-2012	32% (113)	30% (107)	12% (43)	13% (46)	14% (49)	358
Millennials: 1981-1996	42% (231)	30% (163)	7% (39)	7% (37)	14% (74)	543
GenXers: 1965-1980	47% (266)	31% (176)	8% (43)	6% (34)	9% (51)	571
Baby Boomers: 1946-1964	48% (323)	31% (207)	9% (62)	5% (31)	8% (52)	674
PID: Dem (no lean)	42% (308)	33% (241)	10% (70)	7% (54)	8% (58)	732
PID: Ind (no lean)	41% (336)	29% (239)	9% (74)	7% (57)	14% (116)	823
PID: Rep (no lean)	49% (320)	30% (195)	7% (45)	6% (40)	9% (56)	657
PID/Gender: Dem Men	46% (150)	31% (103)	10% (31)	8% (27)	5% (17)	330
PID/Gender: Dem Women	39% (158)	34% (138)	10% (39)	7% (27)	10% (41)	402
PID/Gender: Ind Men	43% (175)	31% (127)	9% (34)	8% (33)	9% (35)	404
PID/Gender: Ind Women	39% (161)	27% (112)	9% (39)	6% (24)	19% (81)	418
PID/Gender: Rep Men	51% (169)	29% (95)	5% (18)	8% (25)	8% (25)	333
PID/Gender: Rep Women	47% (151)	31% (100)	8% (27)	5% (15)	10% (31)	323
Ideo: Liberal (1-3)	38% (239)	34% (211)	12% (77)	8% (49)	8% (52)	627
Ideo: Moderate (4)	43% (259)	30% (181)	10% (58)	7% (44)	10% (57)	599
Ideo: Conservative (5-7)	52% (374)	31% (221)	5% (38)	5% (39)	6% (41)	713
Educ: < College	42% (641)	28% (433)	9% (135)	8% (127)	12% (184)	1520
Educ: Bachelors degree	47% (210)	34% (150)	8% (35)	3% (14)	8% (37)	446
Educ: Post-grad	47% (114)	37% (92)	8% (19)	4% (11)	4% (9)	245
Income: Under 50k	41% (482)	29% (346)	8% (94)	8% (97)	14% (166)	1184
Income: 50k-100k	47% (319)	31% (210)	9% (59)	6% (43)	7% (45)	676
Income: 100k+	47% (164)	34% (119)	10% (36)	4% (13)	6% (19)	351
Ethnicity: White	45% (776)	32% (555)	8% (142)	5% (93)	9% (164)	1730
Ethnicity: Hispanic	38% (135)	26% (90)	12% (43)	13% (44)	11% (39)	351

Continued on next page

Table MCHE9_4: How responsible do you think each of the following is for e-cigarette or vape usage among middle and high schoolers?
 Parents of school children

Demographic	Very responsible	Somewhat responsible	Not too responsible	Not at all responsible	Don't know / No opinion	Total N
Adults	44% (965)	31% (675)	9% (190)	7% (152)	10% (230)	2211
Ethnicity: Black	40% (111)	27% (74)	9% (25)	12% (34)	11% (31)	276
Ethnicity: Other	38% (77)	22% (46)	11% (23)	12% (25)	17% (35)	205
All Christian	47% (462)	31% (307)	8% (77)	7% (64)	8% (77)	987
All Non-Christian	34% (40)	29% (34)	16% (18)	10% (11)	11% (13)	117
Atheist	39% (51)	31% (41)	15% (19)	8% (11)	6% (8)	130
Agnostic/Nothing in particular	40% (248)	32% (196)	8% (47)	6% (40)	14% (87)	618
Something Else	46% (164)	27% (98)	8% (28)	7% (26)	12% (44)	359
Religious Non-Protestant/Catholic	38% (53)	26% (36)	15% (21)	11% (15)	10% (13)	138
Evangelical	47% (223)	30% (143)	7% (32)	8% (39)	9% (41)	478
Non-Evangelical	46% (383)	30% (251)	8% (69)	6% (48)	10% (79)	830
Community: Urban	39% (218)	32% (181)	8% (43)	11% (60)	11% (63)	565
Community: Suburban	44% (475)	31% (325)	10% (104)	6% (66)	9% (96)	1066
Community: Rural	47% (272)	29% (168)	7% (42)	4% (25)	12% (71)	579
Employ: Private Sector	45% (303)	36% (243)	8% (57)	5% (31)	7% (45)	678
Employ: Government	46% (65)	28% (39)	8% (11)	6% (9)	12% (16)	140
Employ: Self-Employed	37% (75)	31% (63)	14% (29)	10% (20)	9% (18)	206
Employ: Homemaker	46% (61)	29% (39)	10% (13)	6% (8)	9% (13)	134
Employ: Student	39% (38)	28% (27)	9% (8)	15% (15)	10% (10)	98
Employ: Retired	49% (260)	29% (152)	8% (40)	7% (36)	7% (37)	525
Employ: Unemployed	38% (94)	26% (65)	8% (19)	9% (23)	19% (46)	247
Employ: Other	38% (70)	25% (46)	6% (11)	6% (10)	25% (45)	183
Military HH: Yes	47% (160)	28% (95)	9% (30)	6% (19)	10% (34)	338
Military HH: No	43% (805)	31% (579)	9% (160)	7% (133)	10% (196)	1873
RD/WT: Right Direction	44% (283)	33% (211)	7% (43)	5% (35)	11% (69)	641
RD/WT: Wrong Track	43% (682)	30% (464)	9% (147)	7% (117)	10% (161)	1570
Biden Job Approve	45% (381)	32% (274)	8% (72)	6% (48)	9% (75)	850
Biden Job Disapprove	45% (558)	30% (374)	9% (114)	7% (90)	8% (103)	1239

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Table MCHE9_4: How responsible do you think each of the following is for e-cigarette or vape usage among middle and high schoolers?
Parents of school children

Demographic	Very responsible	Somewhat responsible	Not too responsible	Not at all responsible	Don't know / No opinion	Total N
Adults	44% (965)	31% (675)	9% (190)	7% (152)	10% (230)	2211
Biden Job Strongly Approve	47% (154)	33% (109)	8% (26)	5% (16)	8% (26)	330
Biden Job Somewhat Approve	44% (228)	32% (165)	9% (46)	6% (32)	9% (49)	520
Biden Job Somewhat Disapprove	38% (138)	32% (118)	13% (48)	6% (22)	10% (38)	364
Biden Job Strongly Disapprove	48% (420)	29% (256)	8% (66)	8% (68)	7% (65)	875
Favorable of Biden	44% (389)	33% (292)	8% (75)	6% (56)	9% (82)	893
Unfavorable of Biden	46% (547)	30% (364)	9% (107)	7% (85)	8% (94)	1197
Very Favorable of Biden	44% (166)	32% (121)	9% (34)	7% (28)	8% (31)	380
Somewhat Favorable of Biden	44% (223)	33% (170)	8% (40)	5% (28)	10% (51)	513
Somewhat Unfavorable of Biden	38% (114)	35% (105)	11% (32)	7% (21)	9% (26)	298
Very Unfavorable of Biden	48% (433)	29% (259)	8% (75)	7% (64)	8% (68)	898
#1 Issue: Economy	44% (385)	31% (278)	8% (72)	8% (68)	9% (80)	883
#1 Issue: Security	47% (152)	30% (96)	8% (27)	8% (24)	7% (24)	322
#1 Issue: Health Care	42% (85)	26% (52)	13% (26)	4% (9)	15% (30)	203
#1 Issue: Medicare / Social Security	41% (89)	32% (70)	9% (20)	6% (13)	12% (27)	218
#1 Issue: Women's Issues	33% (47)	37% (53)	13% (18)	8% (11)	10% (14)	143
#1 Issue: Education	40% (37)	28% (26)	6% (6)	7% (6)	19% (18)	93
#1 Issue: Energy	52% (105)	32% (65)	5% (11)	5% (10)	5% (11)	202
#1 Issue: Other	44% (65)	24% (35)	7% (10)	8% (11)	17% (25)	146
2020 Vote: Joe Biden	44% (387)	33% (289)	9% (78)	5% (47)	8% (72)	873
2020 Vote: Donald Trump	49% (360)	30% (226)	8% (57)	7% (51)	6% (47)	741
2020 Vote: Other	50% (49)	27% (26)	8% (8)	8% (8)	7% (7)	98
2020 Vote: Didn't Vote	34% (168)	27% (134)	9% (47)	9% (46)	21% (104)	499
2018 House Vote: Democrat	46% (307)	34% (227)	9% (59)	6% (38)	7% (44)	676
2018 House Vote: Republican	53% (336)	28% (174)	7% (44)	6% (37)	6% (39)	629
2018 House Vote: Someone else	36% (33)	27% (25)	14% (13)	11% (10)	12% (12)	93
2016 Vote: Hillary Clinton	44% (278)	35% (219)	8% (48)	6% (35)	8% (47)	628
2016 Vote: Donald Trump	52% (346)	28% (185)	7% (44)	7% (48)	7% (46)	669
2016 Vote: Other	52% (68)	28% (37)	9% (12)	5% (6)	6% (8)	131
2016 Vote: Didn't Vote	35% (273)	30% (232)	11% (85)	8% (62)	16% (129)	781

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Table MCHE9_4: How responsible do you think each of the following is for e-cigarette or vape usage among middle and high schoolers?
 Parents of school children

Demographic	Very responsible	Somewhat responsible	Not too responsible	Not at all responsible	Don't know / No opinion	Total N
Adults	44% (965)	31% (675)	9% (190)	7% (152)	10% (230)	2211
Voted in 2014: Yes	50% (594)	31% (372)	7% (89)	5% (65)	6% (73)	1193
Voted in 2014: No	36% (371)	30% (303)	10% (100)	9% (87)	15% (157)	1018
4-Region: Northeast	39% (154)	32% (125)	10% (40)	8% (31)	12% (46)	396
4-Region: Midwest	48% (224)	31% (142)	7% (34)	4% (18)	10% (47)	465
4-Region: South	45% (374)	29% (238)	8% (64)	8% (64)	11% (89)	828
4-Region: West	41% (213)	33% (170)	10% (52)	8% (39)	9% (48)	523
At Least Once a Week Vapers	40% (123)	32% (99)	12% (36)	8% (24)	9% (28)	311
At Least Once a Week Smokers	39% (206)	33% (175)	9% (49)	7% (37)	12% (65)	532
Cigarette Smokers	43% (425)	31% (306)	9% (88)	7% (65)	11% (104)	988
People Who Don't Smoke or Vape	46% (716)	30% (476)	8% (123)	7% (102)	10% (154)	1571
Parents with Kids under 18	45% (239)	31% (166)	9% (46)	4% (20)	11% (55)	526

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCHE9_5: How responsible do you think each of the following is for e-cigarette or vape usage among middle and high schoolers?

Social media

Demographic	Very responsible	Somewhat responsible	Not too responsible	Not at all responsible	Don't know / No opinion	Total N
Adults	39% (851)	30% (662)	10% (226)	9% (202)	12% (270)	2211
Gender: Male	38% (402)	30% (325)	11% (122)	11% (119)	9% (100)	1067
Gender: Female	39% (449)	29% (337)	9% (104)	7% (83)	15% (170)	1144
Age: 18-34	38% (249)	27% (177)	12% (77)	10% (65)	14% (91)	658
Age: 35-44	34% (121)	35% (124)	11% (39)	7% (26)	14% (50)	359
Age: 45-64	40% (303)	29% (218)	10% (74)	10% (72)	12% (88)	755
Age: 65+	41% (179)	32% (142)	8% (37)	9% (39)	9% (42)	438
GenZers: 1997-2012	38% (136)	26% (94)	13% (46)	10% (37)	12% (44)	358
Millennials: 1981-1996	38% (204)	29% (159)	10% (55)	8% (46)	15% (80)	543
GenXers: 1965-1980	37% (211)	30% (171)	10% (54)	11% (61)	13% (73)	571
Baby Boomers: 1946-1964	41% (274)	32% (217)	10% (65)	8% (54)	9% (64)	674
PID: Dem (no lean)	41% (302)	32% (231)	9% (69)	8% (62)	9% (68)	732
PID: Ind (no lean)	34% (279)	29% (242)	10% (85)	11% (86)	16% (130)	823
PID: Rep (no lean)	41% (270)	29% (189)	11% (72)	8% (54)	11% (71)	657
PID/Gender: Dem Men	38% (127)	34% (111)	10% (34)	10% (34)	7% (24)	330
PID/Gender: Dem Women	44% (175)	30% (120)	9% (35)	7% (28)	11% (45)	402
PID/Gender: Ind Men	37% (150)	28% (113)	12% (49)	12% (48)	11% (45)	404
PID/Gender: Ind Women	31% (129)	31% (129)	9% (36)	9% (39)	21% (86)	418
PID/Gender: Rep Men	38% (126)	30% (100)	12% (39)	11% (37)	9% (32)	333
PID/Gender: Rep Women	45% (145)	27% (89)	10% (34)	5% (17)	12% (40)	323
Ideo: Liberal (1-3)	39% (244)	33% (208)	10% (61)	9% (56)	9% (57)	627
Ideo: Moderate (4)	36% (218)	30% (178)	13% (78)	10% (60)	11% (66)	599
Ideo: Conservative (5-7)	41% (291)	31% (221)	11% (78)	9% (65)	8% (58)	713
Educ: < College	37% (563)	28% (428)	10% (155)	10% (157)	14% (217)	1520
Educ: Bachelors degree	43% (192)	33% (147)	10% (43)	7% (30)	8% (35)	446
Educ: Post-grad	39% (96)	35% (87)	12% (29)	6% (15)	7% (18)	245
Income: Under 50k	36% (428)	28% (330)	11% (125)	10% (119)	15% (182)	1184
Income: 50k-100k	39% (262)	34% (232)	10% (70)	8% (53)	9% (59)	676
Income: 100k+	46% (162)	28% (100)	9% (31)	9% (30)	8% (29)	351
Ethnicity: White	39% (670)	31% (543)	9% (164)	9% (152)	12% (201)	1730
Ethnicity: Hispanic	42% (146)	28% (97)	11% (40)	11% (37)	9% (31)	351

Continued on next page

Table MCHE9_5: How responsible do you think each of the following is for e-cigarette or vape usage among middle and high schoolers?
 Social media

Demographic	Very responsible	Somewhat responsible	Not too responsible	Not at all responsible	Don't know / No opinion	Total N
Adults	39% (851)	30% (662)	10% (226)	9% (202)	12% (270)	2211
Ethnicity: Black	37% (103)	23% (64)	12% (33)	12% (33)	15% (43)	276
Ethnicity: Other	38% (78)	27% (55)	14% (29)	8% (17)	13% (26)	205
All Christian	40% (394)	31% (305)	12% (118)	7% (72)	10% (98)	987
All Non-Christian	29% (34)	33% (39)	15% (18)	6% (7)	17% (19)	117
Atheist	31% (41)	37% (49)	5% (7)	18% (23)	8% (10)	130
Agnostic/Nothing in particular	35% (219)	29% (180)	10% (61)	10% (65)	15% (93)	618
Something Else	46% (164)	25% (89)	6% (23)	10% (35)	14% (49)	359
Religious Non-Protestant/Catholic	27% (37)	33% (45)	19% (26)	6% (8)	16% (22)	138
Evangelical	41% (198)	30% (141)	9% (44)	9% (41)	11% (54)	478
Non-Evangelical	42% (347)	29% (245)	10% (85)	8% (64)	11% (90)	830
Community: Urban	43% (244)	27% (150)	11% (63)	9% (49)	10% (59)	565
Community: Suburban	36% (388)	33% (356)	9% (92)	10% (103)	12% (127)	1066
Community: Rural	38% (220)	27% (155)	12% (71)	9% (49)	14% (84)	579
Employ: Private Sector	39% (263)	37% (253)	9% (61)	8% (53)	7% (48)	678
Employ: Government	38% (53)	28% (39)	14% (19)	8% (12)	12% (17)	140
Employ: Self-Employed	38% (78)	27% (56)	14% (29)	10% (20)	11% (23)	206
Employ: Homemaker	43% (57)	32% (42)	6% (8)	10% (13)	9% (13)	134
Employ: Student	39% (38)	19% (19)	15% (15)	16% (16)	10% (10)	98
Employ: Retired	41% (215)	29% (151)	11% (58)	9% (46)	11% (55)	525
Employ: Unemployed	32% (79)	23% (58)	9% (22)	11% (28)	25% (61)	247
Employ: Other	38% (69)	24% (44)	7% (13)	8% (15)	23% (42)	183
Military HH: Yes	37% (124)	29% (98)	13% (43)	9% (30)	13% (43)	338
Military HH: No	39% (727)	30% (564)	10% (183)	9% (172)	12% (227)	1873
RD/WT: Right Direction	40% (259)	31% (200)	7% (46)	8% (50)	13% (85)	641
RD/WT: Wrong Track	38% (592)	29% (462)	11% (180)	10% (152)	12% (185)	1570
Biden Job Approve	41% (353)	31% (266)	10% (82)	7% (59)	11% (92)	850
Biden Job Disapprove	37% (464)	30% (367)	12% (143)	11% (135)	11% (130)	1239

Continued on next page

Table MCHE9_5: How responsible do you think each of the following is for e-cigarette or vape usage among middle and high schoolers?
Social media

Demographic	Very responsible	Somewhat responsible	Not too responsible	Not at all responsible	Don't know / No opinion	Total N
Adults	39% (851)	30% (662)	10% (226)	9% (202)	12% (270)	2211
Biden Job Strongly Approve	46% (153)	31% (102)	6% (18)	9% (29)	8% (27)	330
Biden Job Somewhat Approve	38% (200)	31% (163)	12% (63)	6% (29)	12% (65)	520
Biden Job Somewhat Disapprove	33% (122)	32% (115)	12% (42)	10% (37)	13% (49)	364
Biden Job Strongly Disapprove	39% (342)	29% (252)	12% (101)	11% (98)	9% (82)	875
Favorable of Biden	42% (373)	31% (278)	9% (84)	7% (59)	11% (99)	893
Unfavorable of Biden	37% (447)	30% (358)	12% (140)	11% (132)	10% (120)	1197
Very Favorable of Biden	44% (166)	31% (117)	7% (27)	9% (34)	10% (36)	380
Somewhat Favorable of Biden	40% (208)	32% (162)	11% (56)	5% (25)	12% (63)	513
Somewhat Unfavorable of Biden	37% (110)	34% (100)	8% (25)	10% (31)	11% (33)	298
Very Unfavorable of Biden	38% (337)	29% (258)	13% (115)	11% (101)	10% (87)	898
#1 Issue: Economy	40% (351)	28% (251)	11% (101)	9% (81)	11% (99)	883
#1 Issue: Security	39% (125)	34% (109)	10% (31)	8% (27)	9% (30)	322
#1 Issue: Health Care	34% (68)	33% (68)	11% (22)	8% (16)	15% (30)	203
#1 Issue: Medicare / Social Security	36% (79)	28% (60)	10% (21)	8% (18)	18% (39)	218
#1 Issue: Women's Issues	34% (48)	34% (49)	12% (17)	7% (10)	13% (19)	143
#1 Issue: Education	32% (29)	29% (27)	12% (11)	13% (12)	14% (13)	93
#1 Issue: Energy	49% (99)	29% (59)	7% (15)	8% (16)	6% (13)	202
#1 Issue: Other	35% (51)	27% (39)	6% (8)	14% (21)	19% (27)	146
2020 Vote: Joe Biden	42% (367)	32% (278)	10% (84)	7% (65)	9% (79)	873
2020 Vote: Donald Trump	39% (291)	30% (223)	11% (84)	10% (77)	9% (66)	741
2020 Vote: Other	35% (34)	28% (28)	13% (12)	11% (11)	13% (13)	98
2020 Vote: Didn't Vote	32% (159)	27% (132)	9% (46)	10% (50)	22% (111)	499
2018 House Vote: Democrat	43% (289)	32% (216)	10% (66)	7% (48)	8% (57)	676
2018 House Vote: Republican	39% (247)	31% (197)	10% (62)	11% (67)	9% (56)	629
2018 House Vote: Someone else	29% (27)	33% (31)	13% (12)	18% (17)	7% (7)	93
2016 Vote: Hillary Clinton	41% (257)	34% (212)	9% (53)	7% (47)	9% (58)	628
2016 Vote: Donald Trump	40% (267)	32% (211)	10% (70)	10% (66)	8% (55)	669
2016 Vote: Other	30% (39)	36% (47)	11% (15)	15% (19)	9% (12)	131
2016 Vote: Didn't Vote	37% (287)	24% (191)	11% (87)	9% (70)	19% (145)	781

Continued on next page

Table MCHE9_5: How responsible do you think each of the following is for e-cigarette or vape usage among middle and high schoolers?
 Social media

Demographic	Very responsible	Somewhat responsible	Not too responsible	Not at all responsible	Don't know / No opinion	Total N
Adults	39% (851)	30% (662)	10% (226)	9% (202)	12% (270)	2211
Voted in 2014: Yes	42% (502)	32% (386)	9% (107)	9% (103)	8% (96)	1193
Voted in 2014: No	34% (350)	27% (276)	12% (119)	10% (99)	17% (174)	1018
4-Region: Northeast	41% (161)	31% (121)	10% (39)	5% (19)	14% (55)	396
4-Region: Midwest	36% (169)	32% (147)	11% (50)	10% (45)	11% (53)	465
4-Region: South	38% (312)	29% (242)	9% (76)	11% (91)	13% (107)	828
4-Region: West	40% (210)	29% (151)	12% (61)	9% (46)	10% (55)	523
At Least Once a Week Vapers	28% (88)	36% (111)	15% (47)	10% (30)	11% (35)	311
At Least Once a Week Smokers	32% (170)	32% (173)	13% (67)	10% (53)	13% (69)	532
Cigarette Smokers	34% (332)	32% (313)	13% (126)	10% (96)	12% (122)	988
People Who Don't Smoke or Vape	42% (654)	29% (450)	9% (144)	9% (134)	12% (188)	1571
Parents with Kids under 18	39% (203)	31% (161)	11% (56)	8% (41)	12% (65)	526

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCHE9_6: How responsible do you think each of the following is for e-cigarette or vape usage among middle and high schoolers?
Federal and state lawmakers

Demographic	Very responsible	Somewhat responsible	Not too responsible	Not at all responsible	Don't know / No opinion	Total N
Adults	28% (627)	32% (708)	15% (343)	10% (229)	14% (304)	2211
Gender: Male	29% (306)	31% (336)	18% (188)	13% (138)	9% (100)	1067
Gender: Female	28% (322)	33% (373)	13% (154)	8% (91)	18% (204)	1144
Age: 18-34	25% (163)	29% (193)	16% (103)	13% (85)	17% (115)	658
Age: 35-44	26% (95)	30% (108)	19% (69)	9% (34)	15% (54)	359
Age: 45-64	31% (231)	33% (251)	15% (114)	9% (70)	12% (88)	755
Age: 65+	32% (139)	36% (156)	13% (57)	9% (40)	11% (47)	438
GenZers: 1997-2012	22% (79)	28% (99)	19% (69)	14% (51)	17% (60)	358
Millennials: 1981-1996	28% (151)	31% (169)	14% (75)	10% (55)	17% (93)	543
GenXers: 1965-1980	30% (170)	30% (173)	17% (99)	10% (58)	12% (71)	571
Baby Boomers: 1946-1964	31% (209)	37% (249)	13% (91)	8% (53)	11% (72)	674
PID: Dem (no lean)	32% (236)	34% (251)	15% (109)	8% (55)	11% (81)	732
PID: Ind (no lean)	26% (212)	30% (244)	15% (127)	12% (100)	17% (140)	823
PID: Rep (no lean)	27% (180)	32% (213)	16% (106)	11% (74)	13% (83)	657
PID/Gender: Dem Men	35% (115)	33% (110)	17% (55)	10% (33)	5% (17)	330
PID/Gender: Dem Women	30% (121)	35% (141)	13% (54)	6% (22)	16% (64)	402
PID/Gender: Ind Men	26% (106)	30% (123)	18% (72)	15% (60)	11% (44)	404
PID/Gender: Ind Women	25% (106)	29% (121)	13% (56)	9% (39)	23% (96)	418
PID/Gender: Rep Men	26% (85)	31% (103)	19% (62)	13% (44)	12% (39)	333
PID/Gender: Rep Women	29% (95)	34% (110)	14% (44)	9% (30)	14% (44)	323
Ideo: Liberal (1-3)	30% (188)	34% (212)	17% (107)	9% (57)	10% (64)	627
Ideo: Moderate (4)	28% (169)	33% (196)	16% (97)	10% (59)	13% (77)	599
Ideo: Conservative (5-7)	28% (201)	34% (244)	16% (112)	12% (85)	10% (71)	713
Educ: < College	28% (432)	29% (438)	16% (237)	11% (174)	16% (238)	1520
Educ: Bachelors degree	29% (131)	38% (171)	14% (64)	8% (34)	10% (46)	446
Educ: Post-grad	26% (65)	40% (99)	17% (41)	9% (21)	8% (20)	245
Income: Under 50k	29% (348)	28% (336)	15% (177)	10% (117)	17% (206)	1184
Income: 50k-100k	26% (172)	36% (246)	16% (109)	11% (76)	11% (72)	676
Income: 100k+	30% (107)	36% (126)	16% (57)	10% (36)	7% (26)	351
Ethnicity: White	27% (474)	33% (571)	16% (277)	10% (173)	14% (235)	1730
Ethnicity: Hispanic	29% (103)	29% (100)	19% (67)	11% (39)	12% (42)	351

Continued on next page

Table MCHE9_6: How responsible do you think each of the following is for e-cigarette or vape usage among middle and high schoolers?
 Federal and state lawmakers

Demographic	Very responsible	Somewhat responsible	Not too responsible	Not at all responsible	Don't know / No opinion	Total N
Adults	28% (627)	32% (708)	15% (343)	10% (229)	14% (304)	2211
Ethnicity: Black	33% (91)	29% (81)	12% (33)	12% (33)	13% (37)	276
Ethnicity: Other	30% (62)	27% (56)	16% (33)	11% (23)	15% (32)	205
All Christian	29% (287)	35% (341)	15% (149)	11% (107)	11% (104)	987
All Non-Christian	25% (30)	34% (40)	18% (21)	8% (9)	15% (18)	117
Atheist	29% (38)	29% (37)	14% (18)	18% (23)	11% (15)	130
Agnostic/Nothing in particular	25% (152)	32% (199)	19% (115)	8% (47)	17% (105)	618
Something Else	34% (121)	26% (92)	11% (41)	12% (43)	17% (62)	359
Religious Non-Protestant/Catholic	24% (33)	37% (52)	17% (23)	9% (12)	14% (19)	138
Evangelical	33% (159)	31% (148)	13% (60)	10% (49)	13% (62)	478
Non-Evangelical	29% (240)	32% (267)	15% (125)	12% (96)	12% (102)	830
Community: Urban	29% (164)	33% (184)	19% (106)	9% (50)	11% (61)	565
Community: Suburban	28% (304)	33% (354)	14% (151)	10% (108)	14% (149)	1066
Community: Rural	27% (159)	29% (170)	15% (85)	12% (71)	16% (93)	579
Employ: Private Sector	27% (186)	35% (240)	18% (125)	10% (67)	9% (60)	678
Employ: Government	23% (33)	38% (53)	11% (16)	15% (20)	13% (18)	140
Employ: Self-Employed	24% (50)	30% (63)	23% (46)	11% (22)	12% (25)	206
Employ: Homemaker	30% (40)	34% (46)	12% (16)	10% (14)	14% (18)	134
Employ: Student	30% (29)	23% (23)	23% (22)	11% (10)	14% (13)	98
Employ: Retired	33% (175)	33% (173)	14% (71)	9% (47)	11% (59)	525
Employ: Unemployed	28% (68)	26% (65)	11% (27)	11% (27)	24% (60)	247
Employ: Other	26% (48)	25% (45)	10% (19)	12% (22)	27% (50)	183
Military HH: Yes	27% (91)	35% (118)	15% (52)	10% (34)	13% (43)	338
Military HH: No	29% (537)	32% (590)	15% (290)	10% (195)	14% (261)	1873
RD/WT: Right Direction	32% (205)	34% (215)	15% (93)	7% (46)	13% (81)	641
RD/WT: Wrong Track	27% (422)	31% (493)	16% (250)	12% (183)	14% (223)	1570
Biden Job Approve	32% (275)	34% (291)	15% (128)	8% (65)	11% (92)	850
Biden Job Disapprove	27% (338)	32% (393)	17% (208)	13% (159)	11% (141)	1239

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Table MCHE9_6: How responsible do you think each of the following is for e-cigarette or vape usage among middle and high schoolers?
Federal and state lawmakers

Demographic	Very responsible	Somewhat responsible	Not too responsible	Not at all responsible	Don't know / No opinion	Total N
Adults	28% (627)	32% (708)	15% (343)	10% (229)	14% (304)	2211
Biden Job Strongly Approve	37% (122)	32% (107)	14% (47)	9% (30)	7% (25)	330
Biden Job Somewhat Approve	29% (153)	35% (185)	16% (81)	7% (34)	13% (67)	520
Biden Job Somewhat Disapprove	25% (90)	33% (119)	19% (68)	11% (38)	13% (49)	364
Biden Job Strongly Disapprove	28% (248)	31% (274)	16% (140)	14% (120)	11% (93)	875
Favorable of Biden	32% (282)	34% (307)	15% (131)	7% (65)	12% (108)	893
Unfavorable of Biden	27% (328)	32% (378)	17% (206)	13% (156)	11% (128)	1197
Very Favorable of Biden	36% (138)	31% (117)	14% (52)	9% (32)	11% (42)	380
Somewhat Favorable of Biden	28% (144)	37% (190)	15% (79)	6% (33)	13% (66)	513
Somewhat Unfavorable of Biden	28% (83)	34% (102)	17% (51)	9% (27)	12% (35)	298
Very Unfavorable of Biden	27% (245)	31% (276)	17% (155)	14% (130)	10% (93)	898
#1 Issue: Economy	27% (237)	33% (289)	17% (149)	12% (102)	12% (106)	883
#1 Issue: Security	32% (104)	34% (110)	12% (39)	11% (35)	10% (34)	322
#1 Issue: Health Care	29% (59)	28% (56)	14% (28)	10% (20)	20% (40)	203
#1 Issue: Medicare / Social Security	34% (74)	32% (70)	14% (31)	7% (14)	13% (29)	218
#1 Issue: Women's Issues	26% (38)	34% (49)	11% (16)	11% (16)	17% (25)	143
#1 Issue: Education	21% (20)	24% (22)	28% (26)	10% (9)	17% (15)	93
#1 Issue: Energy	33% (67)	36% (74)	18% (36)	6% (11)	7% (14)	202
#1 Issue: Other	20% (30)	26% (38)	12% (18)	14% (20)	28% (41)	146
2020 Vote: Joe Biden	32% (281)	35% (303)	14% (124)	7% (63)	12% (102)	873
2020 Vote: Donald Trump	26% (196)	34% (254)	17% (123)	13% (100)	9% (69)	741
2020 Vote: Other	43% (42)	20% (20)	12% (12)	17% (17)	8% (8)	98
2020 Vote: Didn't Vote	22% (109)	26% (132)	17% (84)	10% (49)	25% (125)	499
2018 House Vote: Democrat	33% (221)	36% (242)	15% (99)	7% (48)	10% (66)	676
2018 House Vote: Republican	28% (179)	35% (220)	16% (98)	12% (77)	9% (55)	629
2018 House Vote: Someone else	32% (30)	21% (19)	9% (9)	24% (22)	15% (13)	93
2016 Vote: Hillary Clinton	34% (211)	33% (210)	15% (92)	7% (44)	11% (71)	628
2016 Vote: Donald Trump	27% (180)	37% (245)	14% (95)	13% (90)	9% (60)	669
2016 Vote: Other	31% (41)	32% (41)	16% (21)	12% (15)	9% (12)	131
2016 Vote: Didn't Vote	25% (195)	27% (211)	17% (134)	10% (80)	21% (161)	781

Continued on next page

Table MCHE9_6: How responsible do you think each of the following is for e-cigarette or vape usage among middle and high schoolers?
 Federal and state lawmakers

Demographic	Very responsible	Somewhat responsible	Not too responsible	Not at all responsible	Don't know / No opinion	Total N
Adults	28% (627)	32% (708)	15% (343)	10% (229)	14% (304)	2211
Voted in 2014: Yes	32% (384)	35% (418)	14% (169)	10% (114)	9% (107)	1193
Voted in 2014: No	24% (243)	28% (290)	17% (173)	11% (115)	19% (197)	1018
4-Region: Northeast	23% (93)	36% (144)	13% (52)	9% (35)	18% (71)	396
4-Region: Midwest	31% (143)	33% (152)	16% (76)	9% (40)	12% (54)	465
4-Region: South	28% (236)	32% (261)	15% (124)	11% (87)	14% (120)	828
4-Region: West	30% (155)	29% (151)	17% (91)	13% (66)	11% (59)	523
At Least Once a Week Vapers	24% (76)	30% (93)	21% (65)	13% (41)	11% (36)	311
At Least Once a Week Smokers	25% (134)	30% (162)	18% (94)	12% (66)	14% (77)	532
Cigarette Smokers	26% (253)	32% (314)	18% (179)	12% (119)	12% (123)	988
People Who Don't Smoke or Vape	30% (476)	33% (515)	14% (221)	9% (145)	14% (214)	1571
Parents with Kids under 18	28% (149)	30% (159)	18% (96)	10% (54)	13% (68)	526

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

**Table MCHE9_7: How responsible do you think each of the following is for e-cigarette or vape usage among middle and high schoolers?
The Food and Drug Administration, which regulates tobacco products**

Demographic	Very responsible	Somewhat responsible	Not too responsible	Not at all responsible	Don't know / No opinion	Total N
Adults	35% (765)	31% (691)	12% (261)	10% (226)	12% (269)	2211
Gender: Male	33% (357)	32% (341)	13% (142)	13% (135)	9% (92)	1067
Gender: Female	36% (408)	31% (349)	10% (118)	8% (91)	15% (177)	1144
Age: 18-34	32% (211)	27% (180)	10% (69)	13% (89)	17% (109)	658
Age: 35-44	31% (110)	35% (124)	14% (50)	7% (27)	13% (48)	359
Age: 45-64	37% (277)	33% (245)	12% (91)	9% (71)	9% (71)	755
Age: 65+	38% (166)	32% (141)	12% (51)	9% (40)	9% (41)	438
GenZers: 1997-2012	32% (113)	27% (98)	10% (36)	15% (55)	16% (56)	358
Millennials: 1981-1996	32% (176)	31% (166)	12% (63)	9% (49)	16% (89)	543
GenXers: 1965-1980	34% (196)	32% (184)	12% (71)	11% (64)	10% (56)	571
Baby Boomers: 1946-1964	37% (252)	33% (225)	12% (81)	8% (53)	9% (63)	674
PID: Dem (no lean)	38% (279)	31% (227)	13% (95)	8% (56)	10% (75)	732
PID: Ind (no lean)	30% (245)	32% (264)	10% (84)	13% (103)	15% (126)	823
PID: Rep (no lean)	37% (241)	30% (200)	12% (82)	10% (67)	10% (67)	657
PID/Gender: Dem Men	36% (120)	33% (110)	14% (47)	10% (33)	6% (19)	330
PID/Gender: Dem Women	39% (159)	29% (117)	12% (48)	6% (22)	14% (56)	402
PID/Gender: Ind Men	30% (123)	33% (134)	11% (45)	15% (59)	11% (43)	404
PID/Gender: Ind Women	29% (122)	31% (130)	9% (39)	11% (44)	20% (83)	418
PID/Gender: Rep Men	34% (114)	29% (97)	15% (50)	13% (43)	9% (30)	333
PID/Gender: Rep Women	39% (127)	32% (103)	10% (32)	8% (24)	12% (38)	323
Ideo: Liberal (1-3)	37% (230)	31% (195)	14% (87)	10% (60)	9% (54)	627
Ideo: Moderate (4)	33% (200)	32% (189)	14% (82)	11% (64)	11% (64)	599
Ideo: Conservative (5-7)	36% (260)	33% (238)	11% (76)	11% (78)	9% (61)	713
Educ: < College	33% (508)	29% (437)	12% (181)	12% (180)	14% (214)	1520
Educ: Bachelors degree	37% (165)	37% (164)	11% (48)	6% (29)	9% (40)	446
Educ: Post-grad	37% (92)	37% (90)	13% (31)	7% (17)	6% (15)	245
Income: Under 50k	35% (414)	28% (337)	11% (132)	10% (117)	16% (185)	1184
Income: 50k-100k	33% (225)	34% (230)	12% (79)	12% (78)	9% (64)	676
Income: 100k+	36% (127)	35% (123)	14% (50)	9% (31)	6% (21)	351
Ethnicity: White	34% (582)	32% (561)	12% (213)	10% (168)	12% (207)	1730
Ethnicity: Hispanic	36% (125)	26% (92)	14% (48)	12% (42)	13% (45)	351

Continued on next page

Table MCHE9_7: How responsible do you think each of the following is for e-cigarette or vape usage among middle and high schoolers?
 The Food and Drug Administration, which regulates tobacco products

Demographic	Very responsible		Somewhat responsible		Not too responsible		Not at all responsible		Don't know / No opinion		Total N
Adults	35%	(765)	31%	(691)	12%	(261)	10%	(226)	12%	(269)	2211
Ethnicity: Black	40%	(110)	26%	(72)	11%	(30)	11%	(32)	12%	(32)	276
Ethnicity: Other	36%	(73)	28%	(58)	9%	(18)	13%	(27)	14%	(29)	205
All Christian	36%	(353)	34%	(337)	12%	(116)	10%	(95)	9%	(86)	987
All Non-Christian	27%	(32)	31%	(36)	16%	(19)	14%	(16)	13%	(15)	117
Atheist	24%	(32)	36%	(47)	14%	(18)	14%	(18)	12%	(16)	130
Agnostic/Nothing in particular	32%	(198)	29%	(179)	11%	(70)	10%	(64)	17%	(107)	618
Something Else	42%	(151)	25%	(91)	11%	(38)	9%	(33)	13%	(46)	359
Religious Non-Protestant/Catholic	27%	(37)	33%	(46)	15%	(20)	14%	(20)	11%	(16)	138
Evangelical	41%	(195)	31%	(148)	10%	(49)	9%	(42)	9%	(44)	478
Non-Evangelical	36%	(298)	32%	(266)	12%	(100)	10%	(81)	10%	(85)	830
Community: Urban	35%	(199)	33%	(187)	12%	(67)	9%	(52)	11%	(61)	565
Community: Suburban	34%	(366)	31%	(332)	12%	(127)	10%	(110)	12%	(131)	1066
Community: Rural	35%	(200)	30%	(171)	12%	(67)	11%	(64)	13%	(77)	579
Employ: Private Sector	33%	(222)	36%	(243)	14%	(98)	9%	(60)	8%	(55)	678
Employ: Government	35%	(49)	32%	(45)	9%	(13)	12%	(17)	12%	(16)	140
Employ: Self-Employed	38%	(77)	30%	(61)	9%	(19)	12%	(25)	11%	(23)	206
Employ: Homemaker	36%	(48)	34%	(45)	10%	(13)	9%	(13)	11%	(15)	134
Employ: Student	37%	(36)	21%	(20)	17%	(17)	16%	(15)	10%	(10)	98
Employ: Retired	40%	(210)	31%	(165)	11%	(59)	9%	(46)	9%	(45)	525
Employ: Unemployed	32%	(79)	25%	(62)	10%	(25)	12%	(29)	21%	(53)	247
Employ: Other	24%	(45)	27%	(50)	9%	(16)	12%	(21)	28%	(51)	183
Military HH: Yes	32%	(109)	32%	(107)	14%	(47)	10%	(32)	13%	(43)	338
Military HH: No	35%	(656)	31%	(584)	11%	(213)	10%	(194)	12%	(226)	1873
RD/WT: Right Direction	36%	(230)	33%	(213)	11%	(70)	8%	(48)	12%	(79)	641
RD/WT: Wrong Track	34%	(535)	30%	(477)	12%	(191)	11%	(178)	12%	(190)	1570
Biden Job Approve	40%	(340)	31%	(262)	10%	(89)	9%	(73)	10%	(86)	850
Biden Job Disapprove	32%	(402)	32%	(397)	14%	(169)	12%	(143)	10%	(129)	1239

Continued on next page

**Table MCHE9_7: How responsible do you think each of the following is for e-cigarette or vape usage among middle and high schoolers?
The Food and Drug Administration, which regulates tobacco products**

Demographic	Very responsible	Somewhat responsible	Not too responsible	Not at all responsible	Don't know / No opinion	Total N
Adults	35% (765)	31% (691)	12% (261)	10% (226)	12% (269)	2211
Biden Job Strongly Approve	42% (138)	28% (94)	10% (33)	10% (32)	10% (33)	330
Biden Job Somewhat Approve	39% (202)	32% (169)	11% (55)	8% (41)	10% (53)	520
Biden Job Somewhat Disapprove	28% (104)	34% (122)	15% (56)	9% (32)	14% (49)	364
Biden Job Strongly Disapprove	34% (299)	31% (275)	13% (112)	13% (110)	9% (79)	875
Favorable of Biden	40% (356)	31% (276)	10% (89)	9% (79)	10% (94)	893
Unfavorable of Biden	32% (387)	32% (389)	14% (170)	11% (135)	10% (116)	1197
Very Favorable of Biden	42% (159)	26% (100)	10% (38)	11% (43)	11% (41)	380
Somewhat Favorable of Biden	38% (196)	34% (176)	10% (51)	7% (36)	10% (53)	513
Somewhat Unfavorable of Biden	31% (94)	35% (103)	15% (45)	8% (23)	11% (34)	298
Very Unfavorable of Biden	33% (294)	32% (286)	14% (126)	12% (112)	9% (82)	898
#1 Issue: Economy	33% (291)	33% (292)	13% (116)	10% (87)	11% (97)	883
#1 Issue: Security	38% (123)	33% (107)	9% (29)	11% (35)	9% (28)	322
#1 Issue: Health Care	38% (77)	27% (55)	12% (25)	9% (18)	14% (29)	203
#1 Issue: Medicare / Social Security	37% (81)	34% (73)	12% (25)	7% (16)	10% (22)	218
#1 Issue: Women's Issues	27% (39)	32% (45)	11% (16)	10% (14)	20% (29)	143
#1 Issue: Education	25% (23)	21% (19)	20% (19)	16% (15)	18% (17)	93
#1 Issue: Energy	45% (91)	32% (64)	9% (17)	8% (16)	7% (14)	202
#1 Issue: Other	28% (41)	24% (35)	9% (13)	17% (24)	22% (33)	146
2020 Vote: Joe Biden	40% (348)	31% (269)	12% (101)	7% (64)	10% (91)	873
2020 Vote: Donald Trump	33% (246)	34% (255)	13% (96)	11% (83)	8% (61)	741
2020 Vote: Other	39% (38)	25% (25)	9% (9)	20% (20)	6% (6)	98
2020 Vote: Didn't Vote	27% (132)	28% (142)	11% (54)	12% (60)	22% (111)	499
2018 House Vote: Democrat	42% (282)	31% (212)	12% (82)	7% (46)	8% (54)	676
2018 House Vote: Republican	36% (227)	32% (203)	13% (81)	11% (70)	8% (50)	629
2018 House Vote: Someone else	31% (28)	26% (24)	9% (8)	24% (22)	11% (10)	93
2016 Vote: Hillary Clinton	41% (259)	30% (188)	12% (78)	7% (44)	9% (60)	628
2016 Vote: Donald Trump	33% (223)	35% (232)	12% (79)	12% (83)	8% (52)	669
2016 Vote: Other	36% (47)	32% (42)	10% (14)	13% (17)	8% (11)	131
2016 Vote: Didn't Vote	30% (237)	29% (227)	12% (91)	10% (81)	19% (146)	781

Continued on next page

Table MCHE9_7: How responsible do you think each of the following is for e-cigarette or vape usage among middle and high schoolers?
 The Food and Drug Administration, which regulates tobacco products

Demographic	Very responsible	Somewhat responsible	Not too responsible	Not at all responsible	Don't know / No opinion	Total N
Adults	35% (765)	31% (691)	12% (261)	10% (226)	12% (269)	2211
Voted in 2014: Yes	39% (469)	32% (380)	12% (142)	9% (108)	8% (93)	1193
Voted in 2014: No	29% (296)	30% (311)	12% (118)	12% (117)	17% (176)	1018
4-Region: Northeast	30% (118)	39% (156)	10% (41)	8% (31)	13% (50)	396
4-Region: Midwest	35% (164)	31% (146)	14% (64)	9% (40)	11% (51)	465
4-Region: South	34% (281)	30% (248)	12% (98)	11% (88)	14% (113)	828
4-Region: West	38% (201)	27% (141)	11% (58)	13% (67)	11% (55)	523
At Least Once a Week Vapers	23% (71)	40% (123)	14% (43)	14% (43)	10% (31)	311
At Least Once a Week Smokers	27% (146)	33% (178)	14% (75)	11% (58)	14% (75)	532
Cigarette Smokers	30% (296)	33% (328)	14% (136)	11% (113)	12% (115)	988
People Who Don't Smoke or Vape	38% (598)	30% (470)	11% (174)	9% (145)	12% (184)	1571
Parents with Kids under 18	30% (159)	32% (169)	14% (76)	11% (58)	12% (65)	526

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCHE10: Based on what you know, has the use of e-cigarettes or vaping increased or decreased among middle and high schoolers since 2019, before the COVID-19 pandemic began?

Demographic	Increased		Stayed the same		Decreased		Don't know / No opinion		Total N
Adults	45%	(1006)	16%	(357)	4%	(99)	34%	(750)	2211
Gender: Male	46%	(488)	19%	(200)	6%	(61)	30%	(318)	1067
Gender: Female	45%	(517)	14%	(157)	3%	(38)	38%	(432)	1144
Age: 18-34	45%	(295)	19%	(128)	6%	(40)	30%	(195)	658
Age: 35-44	48%	(173)	20%	(74)	3%	(9)	29%	(104)	359
Age: 45-64	43%	(322)	14%	(104)	5%	(36)	39%	(292)	755
Age: 65+	49%	(216)	12%	(51)	3%	(13)	36%	(159)	438
GenZers: 1997-2012	47%	(169)	23%	(81)	6%	(21)	24%	(86)	358
Millennials: 1981-1996	44%	(239)	19%	(104)	5%	(24)	32%	(176)	543
GenXers: 1965-1980	43%	(246)	14%	(81)	5%	(26)	38%	(218)	571
Baby Boomers: 1946-1964	47%	(319)	13%	(86)	4%	(27)	36%	(242)	674
PID: Dem (no lean)	43%	(312)	19%	(140)	5%	(36)	33%	(245)	732
PID: Ind (no lean)	44%	(363)	13%	(109)	4%	(37)	38%	(314)	823
PID: Rep (no lean)	50%	(330)	16%	(108)	4%	(26)	29%	(192)	657
PID/Gender: Dem Men	41%	(135)	23%	(75)	7%	(22)	30%	(98)	330
PID/Gender: Dem Women	44%	(177)	16%	(64)	3%	(14)	37%	(147)	402
PID/Gender: Ind Men	47%	(190)	15%	(59)	5%	(22)	33%	(134)	404
PID/Gender: Ind Women	42%	(174)	12%	(50)	4%	(15)	43%	(180)	418
PID/Gender: Rep Men	49%	(164)	20%	(65)	5%	(17)	26%	(87)	333
PID/Gender: Rep Women	51%	(166)	13%	(43)	3%	(9)	32%	(105)	323
Ideo: Liberal (1-3)	42%	(264)	19%	(117)	5%	(34)	34%	(211)	627
Ideo: Moderate (4)	45%	(270)	19%	(112)	4%	(27)	32%	(190)	599
Ideo: Conservative (5-7)	51%	(367)	15%	(106)	4%	(29)	30%	(211)	713
Educ: < College	45%	(678)	17%	(251)	4%	(68)	34%	(523)	1520
Educ: Bachelors degree	48%	(212)	14%	(62)	4%	(19)	34%	(152)	446
Educ: Post-grad	47%	(116)	18%	(43)	5%	(12)	30%	(74)	245
Income: Under 50k	44%	(520)	16%	(184)	4%	(45)	37%	(435)	1184
Income: 50k-100k	47%	(317)	18%	(122)	5%	(36)	30%	(201)	676
Income: 100k+	48%	(169)	14%	(51)	5%	(17)	33%	(114)	351
Ethnicity: White	45%	(783)	16%	(281)	4%	(74)	34%	(592)	1730
Ethnicity: Hispanic	44%	(153)	25%	(87)	5%	(16)	27%	(95)	351

Continued on next page

Table MCHE10: Based on what you know, has the use of e-cigarettes or vaping increased or decreased among middle and high schoolers since 2019, before the COVID-19 pandemic began?

Demographic	Increased		Stayed the same		Decreased		Don't know / No opinion		Total N
Adults	45%	(1006)	16%	(357)	4%	(99)	34%	(750)	2211
Ethnicity: Black	49%	(134)	14%	(39)	6%	(16)	32%	(87)	276
Ethnicity: Other	43%	(88)	18%	(37)	4%	(9)	34%	(71)	205
All Christian	48%	(476)	17%	(169)	3%	(32)	31%	(310)	987
All Non-Christian	44%	(51)	18%	(21)	4%	(4)	35%	(40)	117
Atheist	35%	(46)	20%	(26)	6%	(7)	39%	(51)	130
Agnostic/Nothing in particular	42%	(260)	17%	(102)	5%	(31)	36%	(224)	618
Something Else	48%	(172)	11%	(39)	7%	(24)	35%	(125)	359
Religious Non-Protestant/Catholic	48%	(66)	16%	(23)	4%	(6)	32%	(44)	138
Evangelical	52%	(249)	14%	(67)	3%	(13)	31%	(148)	478
Non-Evangelical	46%	(380)	16%	(135)	5%	(40)	33%	(275)	830
Community: Urban	42%	(238)	21%	(117)	5%	(27)	32%	(183)	565
Community: Suburban	46%	(496)	15%	(160)	4%	(47)	34%	(364)	1066
Community: Rural	47%	(272)	14%	(80)	4%	(25)	35%	(203)	579
Employ: Private Sector	46%	(310)	21%	(142)	5%	(32)	29%	(194)	678
Employ: Government	54%	(76)	15%	(21)	4%	(5)	27%	(38)	140
Employ: Self-Employed	45%	(92)	23%	(47)	8%	(17)	24%	(49)	206
Employ: Homemaker	42%	(56)	13%	(17)	3%	(4)	43%	(57)	134
Employ: Student	43%	(42)	22%	(22)	6%	(6)	30%	(29)	98
Employ: Retired	47%	(249)	11%	(58)	4%	(19)	38%	(200)	525
Employ: Unemployed	39%	(96)	13%	(33)	4%	(11)	44%	(108)	247
Employ: Other	46%	(84)	10%	(18)	3%	(6)	41%	(76)	183
Military HH: Yes	48%	(164)	15%	(49)	4%	(12)	33%	(113)	338
Military HH: No	45%	(842)	16%	(308)	5%	(87)	34%	(637)	1873
RD/WT: Right Direction	45%	(287)	20%	(129)	3%	(22)	32%	(202)	641
RD/WT: Wrong Track	46%	(719)	14%	(228)	5%	(76)	35%	(547)	1570
Biden Job Approve	44%	(377)	17%	(147)	4%	(36)	34%	(290)	850
Biden Job Disapprove	48%	(592)	16%	(202)	5%	(59)	31%	(386)	1239

Continued on next page

Table MCHE10: Based on what you know, has the use of e-cigarettes or vaping increased or decreased among middle and high schoolers since 2019, before the COVID-19 pandemic began?

Demographic	Increased		Stayed the same		Decreased		Don't know / No opinion		Total N
Adults	45%	(1006)	16%	(357)	4%	(99)	34%	(750)	2211
Biden Job Strongly Approve	44%	(144)	20%	(67)	5%	(16)	31%	(103)	330
Biden Job Somewhat Approve	45%	(233)	15%	(80)	4%	(19)	36%	(187)	520
Biden Job Somewhat Disapprove	40%	(144)	18%	(65)	7%	(26)	35%	(129)	364
Biden Job Strongly Disapprove	51%	(448)	16%	(137)	4%	(33)	29%	(257)	875
Favorable of Biden	44%	(394)	18%	(159)	4%	(39)	34%	(302)	893
Unfavorable of Biden	49%	(584)	16%	(186)	5%	(55)	31%	(372)	1197
Very Favorable of Biden	41%	(156)	22%	(82)	5%	(21)	32%	(121)	380
Somewhat Favorable of Biden	46%	(238)	15%	(77)	4%	(18)	35%	(181)	513
Somewhat Unfavorable of Biden	45%	(134)	13%	(39)	8%	(23)	34%	(101)	298
Very Unfavorable of Biden	50%	(450)	16%	(147)	3%	(31)	30%	(271)	898
#1 Issue: Economy	47%	(413)	17%	(147)	5%	(40)	32%	(282)	883
#1 Issue: Security	50%	(161)	15%	(49)	4%	(14)	30%	(98)	322
#1 Issue: Health Care	35%	(72)	23%	(47)	5%	(10)	37%	(74)	203
#1 Issue: Medicare / Social Security	42%	(92)	12%	(26)	4%	(10)	42%	(91)	218
#1 Issue: Women's Issues	52%	(74)	13%	(19)	7%	(10)	28%	(40)	143
#1 Issue: Education	44%	(41)	23%	(21)	1%	(1)	32%	(29)	93
#1 Issue: Energy	53%	(108)	16%	(32)	4%	(8)	27%	(54)	202
#1 Issue: Other	30%	(43)	11%	(16)	4%	(6)	55%	(81)	146
2020 Vote: Joe Biden	45%	(394)	16%	(142)	5%	(44)	33%	(292)	873
2020 Vote: Donald Trump	51%	(376)	15%	(112)	5%	(35)	29%	(218)	741
2020 Vote: Other	51%	(50)	8%	(8)	3%	(3)	39%	(38)	98
2020 Vote: Didn't Vote	37%	(186)	19%	(95)	3%	(17)	40%	(201)	499
2018 House Vote: Democrat	44%	(299)	17%	(113)	5%	(35)	34%	(229)	676
2018 House Vote: Republican	51%	(322)	15%	(96)	5%	(30)	29%	(181)	629
2018 House Vote: Someone else	49%	(45)	11%	(10)	4%	(4)	37%	(34)	93
2016 Vote: Hillary Clinton	43%	(270)	16%	(98)	5%	(29)	37%	(230)	628
2016 Vote: Donald Trump	51%	(340)	16%	(105)	5%	(33)	29%	(192)	669
2016 Vote: Other	45%	(58)	16%	(20)	3%	(4)	37%	(49)	131
2016 Vote: Didn't Vote	43%	(337)	17%	(133)	4%	(32)	36%	(279)	781

Continued on next page

Table MCHE10: Based on what you know, has the use of e-cigarettes or vaping increased or decreased among middle and high schoolers since 2019, before the COVID-19 pandemic began?

Demographic	Increased		Stayed the same		Decreased		Don't know / No opinion		Total N
Adults	45%	(1006)	16%	(357)	4%	(99)	34%	(750)	2211
Voted in 2014: Yes	48%	(574)	16%	(185)	5%	(58)	32%	(376)	1193
Voted in 2014: No	42%	(432)	17%	(172)	4%	(41)	37%	(374)	1018
4-Region: Northeast	42%	(167)	13%	(52)	4%	(17)	40%	(159)	396
4-Region: Midwest	41%	(190)	18%	(86)	4%	(18)	37%	(171)	465
4-Region: South	48%	(394)	18%	(147)	4%	(37)	30%	(251)	828
4-Region: West	49%	(255)	14%	(73)	5%	(26)	32%	(169)	523
At Least Once a Week Vapers	47%	(145)	29%	(89)	5%	(16)	20%	(61)	311
At Least Once a Week Smokers	46%	(244)	21%	(110)	6%	(30)	28%	(148)	532
Cigarette Smokers	45%	(449)	18%	(178)	5%	(48)	32%	(312)	988
People Who Don't Smoke or Vape	45%	(707)	14%	(217)	4%	(62)	37%	(584)	1571
Parents with Kids under 18	48%	(251)	19%	(99)	4%	(23)	29%	(153)	526

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCHE11_1: Based on what you know, would you support or oppose each of the following?
The Food and Drug Administration scaling back its efforts to limit the production of flavored e-cigarette products

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't Know / No Opinion		Total N
Adults	22%	(478)	18%	(391)	16%	(348)	26%	(581)	19%	(412)	2211
Gender: Male	22%	(236)	20%	(209)	17%	(183)	27%	(285)	14%	(153)	1067
Gender: Female	21%	(242)	16%	(182)	14%	(165)	26%	(296)	23%	(259)	1144
Age: 18-34	19%	(124)	20%	(134)	16%	(104)	19%	(124)	26%	(172)	658
Age: 35-44	21%	(77)	21%	(75)	16%	(56)	20%	(71)	22%	(79)	359
Age: 45-64	24%	(183)	18%	(136)	16%	(123)	27%	(200)	15%	(113)	755
Age: 65+	22%	(95)	10%	(45)	15%	(64)	42%	(185)	11%	(48)	438
GenZers: 1997-2012	20%	(71)	22%	(79)	14%	(52)	20%	(73)	23%	(83)	358
Millennials: 1981-1996	20%	(109)	19%	(103)	16%	(86)	19%	(102)	26%	(143)	543
GenXers: 1965-1980	24%	(138)	19%	(109)	17%	(98)	23%	(129)	17%	(97)	571
Baby Boomers: 1946-1964	22%	(146)	14%	(97)	16%	(105)	36%	(244)	12%	(81)	674
PID: Dem (no lean)	24%	(178)	17%	(125)	16%	(120)	28%	(204)	14%	(106)	732
PID: Ind (no lean)	18%	(151)	17%	(142)	15%	(124)	25%	(203)	25%	(203)	823
PID: Rep (no lean)	23%	(150)	19%	(124)	16%	(104)	27%	(175)	16%	(103)	657
PID/Gender: Dem Men	25%	(82)	20%	(64)	17%	(55)	28%	(93)	11%	(35)	330
PID/Gender: Dem Women	24%	(95)	15%	(60)	16%	(65)	27%	(110)	18%	(71)	402
PID/Gender: Ind Men	20%	(80)	21%	(83)	18%	(73)	24%	(97)	18%	(71)	404
PID/Gender: Ind Women	17%	(71)	14%	(59)	12%	(51)	25%	(106)	32%	(132)	418
PID/Gender: Rep Men	22%	(74)	18%	(61)	17%	(56)	29%	(95)	14%	(47)	333
PID/Gender: Rep Women	24%	(76)	19%	(63)	15%	(48)	25%	(80)	17%	(57)	323
Ideo: Liberal (1-3)	22%	(140)	16%	(102)	18%	(115)	30%	(187)	13%	(83)	627
Ideo: Moderate (4)	20%	(118)	23%	(136)	16%	(95)	24%	(145)	18%	(105)	599
Ideo: Conservative (5-7)	25%	(181)	17%	(120)	16%	(118)	28%	(197)	14%	(98)	713
Educ: < College	23%	(344)	19%	(282)	14%	(220)	23%	(346)	22%	(328)	1520
Educ: Bachelors degree	21%	(93)	17%	(76)	18%	(81)	30%	(133)	14%	(65)	446
Educ: Post-grad	17%	(42)	14%	(34)	19%	(47)	42%	(102)	8%	(20)	245
Income: Under 50k	22%	(266)	18%	(209)	12%	(147)	25%	(294)	23%	(267)	1184
Income: 50k-100k	20%	(132)	20%	(135)	19%	(127)	28%	(186)	14%	(95)	676
Income: 100k+	23%	(80)	13%	(47)	21%	(73)	29%	(101)	14%	(51)	351
Ethnicity: White	21%	(370)	18%	(307)	15%	(266)	27%	(473)	18%	(315)	1730
Ethnicity: Hispanic	24%	(84)	22%	(76)	17%	(59)	19%	(66)	19%	(67)	351

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Table MCHE11_1: Based on what you know, would you support or oppose each of the following?
The Food and Drug Administration scaling back its efforts to limit the production of flavored e-cigarette products

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't Know / No Opinion		Total N
Adults	22%	(478)	18%	(391)	16%	(348)	26%	(581)	19%	(412)	2211
Ethnicity: Black	28%	(77)	16%	(44)	16%	(45)	22%	(61)	18%	(49)	276
Ethnicity: Other	15%	(31)	19%	(40)	18%	(37)	24%	(48)	24%	(49)	205
All Christian	22%	(217)	18%	(180)	17%	(173)	28%	(273)	15%	(145)	987
All Non-Christian	23%	(27)	16%	(19)	13%	(15)	28%	(33)	19%	(22)	117
Atheist	16%	(21)	14%	(18)	17%	(22)	34%	(44)	19%	(25)	130
Agnostic/Nothing in particular	20%	(126)	20%	(124)	14%	(87)	22%	(138)	23%	(142)	618
Something Else	24%	(87)	14%	(50)	14%	(52)	26%	(93)	22%	(78)	359
Religious Non-Protestant/Catholic	21%	(29)	22%	(31)	14%	(19)	26%	(36)	17%	(23)	138
Evangelical	25%	(117)	17%	(81)	15%	(73)	26%	(125)	17%	(83)	478
Non-Evangelical	21%	(178)	16%	(135)	18%	(147)	28%	(234)	16%	(136)	830
Community: Urban	25%	(141)	19%	(105)	15%	(86)	23%	(131)	18%	(102)	565
Community: Suburban	20%	(217)	17%	(183)	18%	(189)	28%	(298)	17%	(179)	1066
Community: Rural	21%	(120)	18%	(102)	13%	(73)	26%	(153)	23%	(131)	579
Employ: Private Sector	23%	(154)	21%	(140)	18%	(122)	26%	(176)	13%	(87)	678
Employ: Government	23%	(32)	17%	(24)	16%	(23)	21%	(30)	22%	(32)	140
Employ: Self-Employed	17%	(35)	22%	(45)	19%	(38)	26%	(54)	16%	(33)	206
Employ: Homemaker	30%	(40)	18%	(24)	9%	(12)	26%	(35)	17%	(23)	134
Employ: Student	9%	(9)	16%	(15)	20%	(20)	31%	(30)	25%	(25)	98
Employ: Retired	25%	(131)	13%	(70)	14%	(74)	35%	(182)	13%	(68)	525
Employ: Unemployed	20%	(50)	17%	(42)	16%	(39)	15%	(37)	32%	(79)	247
Employ: Other	15%	(28)	17%	(31)	12%	(21)	20%	(37)	36%	(67)	183
Military HH: Yes	18%	(62)	16%	(53)	17%	(58)	30%	(100)	19%	(65)	338
Military HH: No	22%	(416)	18%	(338)	15%	(290)	26%	(481)	19%	(347)	1873
RD/WT: Right Direction	23%	(146)	18%	(113)	15%	(97)	27%	(172)	18%	(112)	641
RD/WT: Wrong Track	21%	(332)	18%	(278)	16%	(251)	26%	(409)	19%	(300)	1570
Biden Job Approve	23%	(194)	17%	(144)	15%	(132)	30%	(254)	15%	(127)	850
Biden Job Disapprove	22%	(274)	19%	(237)	16%	(204)	25%	(312)	17%	(213)	1239

Continued on next page

Table MCHE11_1: Based on what you know, would you support or oppose each of the following?
The Food and Drug Administration scaling back its efforts to limit the production of flavored e-cigarette products

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't Know / No Opinion		Total N
Adults	22%	(478)	18%	(391)	16%	(348)	26%	(581)	19%	(412)	2211
Biden Job Strongly Approve	27%	(88)	12%	(39)	13%	(44)	35%	(116)	13%	(44)	330
Biden Job Somewhat Approve	20%	(106)	20%	(105)	17%	(87)	27%	(139)	16%	(83)	520
Biden Job Somewhat Disapprove	20%	(73)	17%	(62)	21%	(76)	23%	(85)	19%	(68)	364
Biden Job Strongly Disapprove	23%	(201)	20%	(175)	15%	(128)	26%	(227)	17%	(145)	875
Favorable of Biden	23%	(206)	17%	(153)	15%	(132)	30%	(265)	15%	(137)	893
Unfavorable of Biden	22%	(260)	19%	(227)	17%	(206)	25%	(302)	17%	(202)	1197
Very Favorable of Biden	27%	(104)	13%	(49)	15%	(58)	31%	(118)	14%	(51)	380
Somewhat Favorable of Biden	20%	(103)	20%	(104)	14%	(74)	29%	(147)	17%	(86)	513
Somewhat Unfavorable of Biden	20%	(59)	17%	(52)	25%	(74)	22%	(66)	16%	(47)	298
Very Unfavorable of Biden	22%	(201)	19%	(175)	15%	(132)	26%	(236)	17%	(155)	898
#1 Issue: Economy	20%	(176)	19%	(171)	18%	(160)	24%	(209)	19%	(167)	883
#1 Issue: Security	26%	(84)	15%	(48)	17%	(54)	29%	(95)	13%	(41)	322
#1 Issue: Health Care	24%	(50)	22%	(44)	17%	(35)	21%	(42)	16%	(32)	203
#1 Issue: Medicare / Social Security	27%	(58)	14%	(31)	15%	(32)	30%	(65)	15%	(32)	218
#1 Issue: Women's Issues	15%	(22)	18%	(26)	17%	(25)	24%	(35)	25%	(36)	143
#1 Issue: Education	23%	(21)	15%	(14)	12%	(11)	26%	(24)	24%	(22)	93
#1 Issue: Energy	19%	(39)	22%	(44)	9%	(17)	35%	(72)	15%	(31)	202
#1 Issue: Other	19%	(28)	10%	(15)	10%	(15)	27%	(40)	34%	(49)	146
2020 Vote: Joe Biden	23%	(197)	16%	(141)	15%	(134)	31%	(275)	14%	(126)	873
2020 Vote: Donald Trump	24%	(176)	19%	(139)	17%	(125)	26%	(192)	15%	(109)	741
2020 Vote: Other	16%	(15)	22%	(22)	18%	(18)	25%	(24)	19%	(19)	98
2020 Vote: Didn't Vote	18%	(90)	18%	(89)	14%	(72)	18%	(90)	32%	(158)	499
2018 House Vote: Democrat	24%	(160)	14%	(94)	17%	(118)	32%	(219)	13%	(85)	676
2018 House Vote: Republican	25%	(157)	19%	(118)	17%	(105)	26%	(164)	14%	(85)	629
2018 House Vote: Someone else	17%	(16)	24%	(23)	13%	(12)	21%	(19)	25%	(23)	93
2016 Vote: Hillary Clinton	24%	(152)	13%	(83)	17%	(104)	33%	(204)	13%	(85)	628
2016 Vote: Donald Trump	22%	(147)	20%	(133)	17%	(114)	28%	(187)	13%	(88)	669
2016 Vote: Other	23%	(30)	20%	(26)	14%	(18)	26%	(35)	17%	(22)	131
2016 Vote: Didn't Vote	19%	(149)	19%	(149)	14%	(112)	20%	(154)	28%	(217)	781

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Table MCHE11_1: Based on what you know, would you support or oppose each of the following?
The Food and Drug Administration scaling back its efforts to limit the production of flavored e-cigarette products

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't Know / No Opinion		Total N
Adults	22%	(478)	18%	(391)	16%	(348)	26%	(581)	19%	(412)	2211
Voted in 2014: Yes	24%	(285)	16%	(186)	17%	(198)	31%	(372)	13%	(152)	1193
Voted in 2014: No	19%	(194)	20%	(205)	15%	(150)	21%	(210)	26%	(260)	1018
4-Region: Northeast	21%	(82)	16%	(62)	15%	(60)	29%	(114)	20%	(77)	396
4-Region: Midwest	18%	(85)	17%	(77)	17%	(81)	28%	(130)	20%	(91)	465
4-Region: South	22%	(182)	19%	(155)	17%	(138)	24%	(198)	19%	(155)	828
4-Region: West	25%	(129)	19%	(97)	13%	(69)	27%	(139)	17%	(89)	523
At Least Once a Week Vapers	25%	(78)	23%	(70)	19%	(60)	12%	(38)	21%	(65)	311
At Least Once a Week Smokers	22%	(116)	24%	(127)	17%	(93)	17%	(93)	20%	(105)	532
Cigarette Smokers	20%	(200)	20%	(201)	17%	(166)	24%	(235)	19%	(186)	988
People Who Don't Smoke or Vape	21%	(338)	15%	(240)	15%	(234)	30%	(475)	18%	(284)	1571
Parents with Kids under 18	23%	(123)	22%	(113)	14%	(73)	21%	(110)	20%	(107)	526

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCHE11_2: Based on what you know, would you support or oppose each of the following?
The Food and Drug Administration advancing its efforts to limit the production of flavored e-cigarette products

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't Know / No Opinion	Total N
Adults	43% (951)	23% (514)	9% (191)	8% (178)	17% (377)	2211
Gender: Male	41% (439)	25% (266)	11% (114)	11% (113)	13% (135)	1067
Gender: Female	45% (512)	22% (248)	7% (77)	6% (66)	21% (241)	1144
Age: 18-34	30% (198)	23% (155)	13% (83)	11% (73)	23% (150)	658
Age: 35-44	36% (128)	27% (96)	8% (30)	8% (29)	21% (76)	359
Age: 45-64	48% (359)	22% (166)	8% (63)	8% (58)	14% (109)	755
Age: 65+	61% (266)	22% (97)	4% (16)	4% (19)	9% (41)	438
GenZers: 1997-2012	33% (118)	22% (79)	13% (46)	11% (41)	21% (74)	358
Millennials: 1981-1996	31% (167)	25% (136)	10% (57)	10% (56)	23% (127)	543
GenXers: 1965-1980	44% (250)	23% (132)	8% (46)	8% (48)	17% (94)	571
Baby Boomers: 1946-1964	55% (370)	24% (159)	6% (41)	4% (29)	11% (75)	674
PID: Dem (no lean)	52% (377)	23% (171)	7% (54)	5% (36)	13% (93)	732
PID: Ind (no lean)	36% (296)	22% (179)	10% (85)	9% (74)	23% (189)	823
PID: Rep (no lean)	42% (278)	25% (164)	8% (53)	10% (68)	14% (94)	657
PID/Gender: Dem Men	49% (163)	26% (84)	9% (31)	6% (20)	10% (32)	330
PID/Gender: Dem Women	53% (214)	22% (87)	6% (23)	4% (16)	15% (62)	402
PID/Gender: Ind Men	34% (138)	24% (96)	13% (53)	13% (52)	16% (65)	404
PID/Gender: Ind Women	38% (158)	20% (83)	8% (32)	5% (22)	30% (124)	418
PID/Gender: Rep Men	41% (138)	26% (85)	9% (31)	12% (41)	12% (39)	333
PID/Gender: Rep Women	43% (140)	24% (78)	7% (22)	8% (27)	17% (56)	323
Ideo: Liberal (1-3)	52% (325)	22% (140)	9% (55)	5% (31)	12% (76)	627
Ideo: Moderate (4)	40% (239)	28% (165)	10% (60)	6% (38)	16% (95)	599
Ideo: Conservative (5-7)	46% (328)	23% (162)	8% (54)	11% (81)	12% (88)	713
Educ: < College	38% (584)	23% (354)	9% (135)	9% (135)	20% (311)	1520
Educ: Bachelors degree	51% (228)	22% (100)	9% (39)	7% (30)	11% (50)	446
Educ: Post-grad	56% (138)	25% (61)	7% (17)	6% (14)	6% (16)	245
Income: Under 50k	40% (468)	22% (265)	8% (95)	8% (100)	22% (256)	1184
Income: 50k-100k	45% (301)	25% (172)	9% (63)	9% (59)	12% (80)	676
Income: 100k+	52% (182)	22% (77)	10% (34)	5% (18)	12% (41)	351
Ethnicity: White	44% (765)	24% (417)	8% (135)	8% (143)	16% (271)	1730
Ethnicity: Hispanic	41% (143)	23% (83)	14% (48)	7% (23)	15% (54)	351

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Table MCHE11_2: Based on what you know, would you support or oppose each of the following?
 The Food and Drug Administration advancing its efforts to limit the production of flavored e-cigarette products

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't Know / No Opinion		Total N
Adults	43%	(951)	23%	(514)	9%	(191)	8%	(178)	17%	(377)	2211
Ethnicity: Black	40%	(112)	20%	(54)	10%	(28)	9%	(24)	21%	(58)	276
Ethnicity: Other	36%	(75)	21%	(43)	14%	(29)	5%	(11)	23%	(48)	205
All Christian	48%	(473)	25%	(246)	8%	(84)	7%	(68)	12%	(116)	987
All Non-Christian	45%	(53)	13%	(15)	21%	(25)	3%	(3)	18%	(21)	117
Atheist	45%	(58)	19%	(25)	7%	(9)	14%	(18)	15%	(20)	130
Agnostic/Nothing in particular	36%	(222)	24%	(147)	8%	(52)	9%	(56)	23%	(141)	618
Something Else	40%	(145)	23%	(81)	6%	(22)	9%	(33)	22%	(78)	359
Religious Non-Protestant/Catholic	44%	(61)	17%	(23)	19%	(26)	5%	(6)	16%	(22)	138
Evangelical	46%	(222)	22%	(106)	7%	(32)	9%	(42)	16%	(76)	478
Non-Evangelical	46%	(378)	25%	(211)	9%	(71)	7%	(55)	14%	(116)	830
Community: Urban	44%	(246)	23%	(132)	10%	(55)	6%	(35)	17%	(96)	565
Community: Suburban	45%	(482)	23%	(249)	9%	(92)	8%	(86)	15%	(157)	1066
Community: Rural	38%	(222)	23%	(132)	8%	(45)	10%	(57)	21%	(123)	579
Employ: Private Sector	42%	(288)	28%	(187)	10%	(67)	9%	(63)	11%	(74)	678
Employ: Government	40%	(55)	22%	(31)	11%	(15)	8%	(12)	19%	(27)	140
Employ: Self-Employed	41%	(84)	19%	(40)	13%	(27)	12%	(26)	14%	(30)	206
Employ: Homemaker	41%	(55)	24%	(32)	6%	(9)	13%	(18)	15%	(20)	134
Employ: Student	35%	(34)	19%	(19)	14%	(14)	6%	(6)	26%	(25)	98
Employ: Retired	56%	(294)	22%	(115)	4%	(23)	5%	(27)	13%	(66)	525
Employ: Unemployed	35%	(87)	22%	(55)	7%	(18)	7%	(17)	28%	(70)	247
Employ: Other	29%	(54)	19%	(35)	10%	(19)	6%	(11)	35%	(64)	183
Military HH: Yes	43%	(146)	24%	(80)	7%	(24)	8%	(28)	18%	(60)	338
Military HH: No	43%	(805)	23%	(434)	9%	(167)	8%	(150)	17%	(316)	1873
RD/WT: Right Direction	50%	(317)	24%	(151)	8%	(50)	3%	(21)	16%	(101)	641
RD/WT: Wrong Track	40%	(634)	23%	(363)	9%	(141)	10%	(157)	18%	(275)	1570
Biden Job Approve	52%	(441)	24%	(202)	7%	(64)	4%	(34)	13%	(110)	850
Biden Job Disapprove	39%	(480)	24%	(301)	10%	(121)	11%	(139)	16%	(198)	1239

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Table MCHE11_2: Based on what you know, would you support or oppose each of the following?
The Food and Drug Administration advancing its efforts to limit the production of flavored e-cigarette products

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't Know / No Opinion		Total N
Adults	43%	(951)	23%	(514)	9%	(191)	8%	(178)	17%	(377)	2211
Biden Job Strongly Approve	59%	(195)	18%	(58)	6%	(21)	5%	(17)	12%	(39)	330
Biden Job Somewhat Approve	47%	(247)	28%	(144)	8%	(42)	3%	(17)	13%	(70)	520
Biden Job Somewhat Disapprove	37%	(134)	27%	(98)	11%	(39)	9%	(34)	16%	(60)	364
Biden Job Strongly Disapprove	40%	(347)	23%	(204)	9%	(82)	12%	(105)	16%	(138)	875
Favorable of Biden	52%	(466)	23%	(204)	8%	(69)	4%	(37)	13%	(117)	893
Unfavorable of Biden	38%	(458)	25%	(300)	10%	(117)	11%	(136)	16%	(186)	1197
Very Favorable of Biden	57%	(217)	18%	(67)	9%	(34)	5%	(18)	12%	(44)	380
Somewhat Favorable of Biden	48%	(249)	27%	(137)	7%	(35)	4%	(19)	14%	(73)	513
Somewhat Unfavorable of Biden	40%	(120)	29%	(87)	8%	(25)	7%	(22)	15%	(44)	298
Very Unfavorable of Biden	38%	(338)	24%	(213)	10%	(92)	13%	(114)	16%	(142)	898
#1 Issue: Economy	38%	(340)	28%	(245)	8%	(73)	9%	(78)	17%	(146)	883
#1 Issue: Security	50%	(160)	20%	(64)	9%	(28)	9%	(29)	13%	(41)	322
#1 Issue: Health Care	41%	(82)	25%	(51)	11%	(22)	6%	(13)	17%	(35)	203
#1 Issue: Medicare / Social Security	54%	(118)	24%	(52)	4%	(10)	5%	(11)	13%	(27)	218
#1 Issue: Women's Issues	41%	(59)	23%	(33)	6%	(9)	8%	(12)	22%	(31)	143
#1 Issue: Education	37%	(34)	11%	(10)	21%	(20)	11%	(10)	19%	(18)	93
#1 Issue: Energy	49%	(99)	19%	(39)	11%	(22)	6%	(12)	15%	(30)	202
#1 Issue: Other	39%	(57)	13%	(19)	5%	(8)	9%	(14)	33%	(48)	146
2020 Vote: Joe Biden	53%	(464)	23%	(205)	6%	(55)	5%	(41)	12%	(108)	873
2020 Vote: Donald Trump	42%	(308)	23%	(173)	10%	(73)	12%	(91)	13%	(96)	741
2020 Vote: Other	30%	(30)	32%	(31)	7%	(7)	11%	(11)	19%	(19)	98
2020 Vote: Didn't Vote	30%	(148)	21%	(105)	11%	(56)	7%	(36)	31%	(154)	499
2018 House Vote: Democrat	56%	(379)	23%	(152)	6%	(44)	4%	(26)	11%	(74)	676
2018 House Vote: Republican	45%	(282)	22%	(140)	9%	(56)	12%	(73)	12%	(78)	629
2018 House Vote: Someone else	23%	(21)	34%	(31)	9%	(8)	10%	(10)	24%	(22)	93
2016 Vote: Hillary Clinton	56%	(353)	22%	(135)	6%	(39)	5%	(29)	12%	(73)	628
2016 Vote: Donald Trump	43%	(284)	24%	(162)	9%	(59)	12%	(78)	13%	(85)	669
2016 Vote: Other	39%	(51)	28%	(36)	7%	(10)	10%	(13)	16%	(22)	131
2016 Vote: Didn't Vote	34%	(263)	23%	(181)	11%	(84)	8%	(59)	25%	(196)	781

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Table MCHE11_2: Based on what you know, would you support or oppose each of the following?
 The Food and Drug Administration advancing its efforts to limit the production of flavored e-cigarette products

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't Know / No Opinion		Total N
Adults	43%	(951)	23%	(514)	9%	(191)	8%	(178)	17%	(377)	2211
Voted in 2014: Yes	51%	(610)	23%	(270)	7%	(86)	7%	(86)	12%	(141)	1193
Voted in 2014: No	33%	(341)	24%	(244)	10%	(105)	9%	(93)	23%	(235)	1018
4-Region: Northeast	42%	(167)	25%	(100)	10%	(39)	6%	(23)	17%	(66)	396
4-Region: Midwest	41%	(192)	23%	(106)	9%	(40)	8%	(37)	19%	(90)	465
4-Region: South	43%	(357)	23%	(189)	9%	(77)	9%	(76)	16%	(130)	828
4-Region: West	45%	(235)	23%	(119)	7%	(36)	8%	(42)	17%	(90)	523
At Least Once a Week Vapers	20%	(63)	22%	(70)	18%	(56)	21%	(65)	18%	(57)	311
At Least Once a Week Smokers	27%	(142)	31%	(166)	12%	(65)	13%	(67)	17%	(93)	532
Cigarette Smokers	35%	(343)	26%	(261)	11%	(105)	12%	(115)	17%	(163)	988
People Who Don't Smoke or Vape	50%	(790)	21%	(334)	7%	(107)	5%	(81)	17%	(259)	1571
Parents with Kids under 18	38%	(199)	26%	(135)	9%	(48)	9%	(48)	18%	(97)	526

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCHE11_3: Based on what you know, would you support or oppose each of the following?
States pursuing legal action against e-cigarette manufacturers to hold them accountable for increased vaping rates

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't Know / No Opinion	Total N
Adults	38% (836)	24% (526)	10% (221)	10% (214)	19% (414)	2211
Gender: Male	37% (392)	25% (266)	12% (128)	12% (131)	14% (150)	1067
Gender: Female	39% (444)	23% (260)	8% (93)	7% (83)	23% (264)	1144
Age: 18-34	27% (178)	25% (165)	12% (81)	12% (80)	23% (154)	658
Age: 35-44	34% (121)	26% (93)	8% (30)	9% (32)	23% (83)	359
Age: 45-64	42% (314)	22% (168)	10% (73)	9% (71)	17% (129)	755
Age: 65+	51% (223)	23% (101)	8% (36)	7% (31)	11% (48)	438
GenZers: 1997-2012	28% (101)	25% (91)	14% (49)	13% (46)	20% (72)	358
Millennials: 1981-1996	29% (159)	24% (133)	10% (54)	11% (60)	25% (137)	543
GenXers: 1965-1980	39% (220)	24% (138)	9% (49)	10% (56)	19% (108)	571
Baby Boomers: 1946-1964	48% (322)	22% (150)	10% (66)	7% (47)	13% (90)	674
PID: Dem (no lean)	47% (348)	26% (188)	8% (56)	5% (36)	14% (104)	732
PID: Ind (no lean)	29% (238)	24% (197)	11% (90)	11% (94)	25% (204)	823
PID: Rep (no lean)	38% (250)	22% (141)	11% (75)	13% (84)	16% (106)	657
PID/Gender: Dem Men	45% (148)	28% (93)	10% (33)	6% (20)	11% (35)	330
PID/Gender: Dem Women	49% (199)	24% (95)	6% (23)	4% (16)	17% (69)	402
PID/Gender: Ind Men	30% (120)	26% (107)	12% (49)	14% (59)	17% (70)	404
PID/Gender: Ind Women	28% (118)	22% (90)	10% (40)	8% (35)	32% (134)	418
PID/Gender: Rep Men	37% (124)	20% (66)	14% (46)	16% (52)	13% (45)	333
PID/Gender: Rep Women	39% (127)	23% (75)	9% (29)	10% (32)	19% (61)	323
Ideo: Liberal (1-3)	46% (290)	25% (158)	9% (59)	5% (32)	14% (87)	627
Ideo: Moderate (4)	36% (213)	28% (170)	12% (69)	7% (43)	17% (103)	599
Ideo: Conservative (5-7)	38% (271)	23% (162)	11% (77)	14% (103)	14% (99)	713
Educ: < College	34% (523)	23% (350)	10% (149)	11% (168)	22% (330)	1520
Educ: Bachelors degree	44% (196)	25% (110)	10% (44)	8% (35)	14% (62)	446
Educ: Post-grad	48% (118)	27% (66)	11% (28)	5% (11)	9% (22)	245
Income: Under 50k	35% (420)	22% (265)	10% (117)	9% (107)	23% (276)	1184
Income: 50k-100k	38% (258)	28% (187)	10% (70)	10% (71)	13% (90)	676
Income: 100k+	45% (158)	21% (75)	10% (34)	10% (36)	14% (48)	351
Ethnicity: White	38% (664)	24% (415)	10% (174)	10% (177)	17% (300)	1730
Ethnicity: Hispanic	34% (121)	27% (96)	14% (50)	7% (25)	17% (59)	351

Continued on next page

Table MCHE11_3: Based on what you know, would you support or oppose each of the following?
 States pursuing legal action against e-cigarette manufacturers to hold them accountable for increased vaping rates

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't Know / No Opinion		Total N
Adults	38%	(836)	24%	(526)	10%	(221)	10%	(214)	19%	(414)	2211
Ethnicity: Black	39%	(107)	23%	(63)	8%	(22)	9%	(25)	21%	(58)	276
Ethnicity: Other	31%	(64)	24%	(48)	12%	(25)	6%	(12)	27%	(56)	205
All Christian	40%	(392)	26%	(257)	11%	(109)	9%	(91)	14%	(138)	987
All Non-Christian	38%	(45)	26%	(30)	13%	(15)	4%	(5)	19%	(22)	117
Atheist	38%	(49)	23%	(30)	9%	(11)	15%	(19)	15%	(20)	130
Agnostic/Nothing in particular	34%	(213)	22%	(134)	9%	(58)	9%	(58)	25%	(155)	618
Something Else	38%	(137)	21%	(75)	8%	(28)	11%	(41)	22%	(79)	359
Religious Non-Protestant/Catholic	38%	(52)	29%	(40)	11%	(16)	5%	(7)	17%	(23)	138
Evangelical	40%	(190)	22%	(107)	11%	(54)	10%	(46)	17%	(81)	478
Non-Evangelical	39%	(325)	26%	(212)	10%	(81)	10%	(83)	16%	(130)	830
Community: Urban	39%	(220)	25%	(140)	10%	(57)	7%	(40)	19%	(108)	565
Community: Suburban	39%	(414)	24%	(255)	10%	(102)	10%	(104)	18%	(191)	1066
Community: Rural	35%	(202)	23%	(131)	11%	(62)	12%	(69)	20%	(115)	579
Employ: Private Sector	36%	(246)	28%	(192)	11%	(75)	12%	(78)	13%	(87)	678
Employ: Government	43%	(60)	17%	(23)	12%	(17)	6%	(8)	23%	(32)	140
Employ: Self-Employed	35%	(72)	24%	(49)	11%	(23)	15%	(31)	15%	(31)	206
Employ: Homemaker	40%	(53)	20%	(27)	9%	(12)	13%	(17)	18%	(25)	134
Employ: Student	30%	(29)	25%	(24)	15%	(14)	7%	(7)	23%	(23)	98
Employ: Retired	48%	(255)	22%	(114)	8%	(41)	8%	(42)	14%	(74)	525
Employ: Unemployed	30%	(74)	24%	(60)	8%	(21)	8%	(20)	29%	(72)	247
Employ: Other	26%	(47)	20%	(37)	10%	(18)	6%	(11)	38%	(70)	183
Military HH: Yes	37%	(124)	22%	(74)	11%	(38)	12%	(41)	18%	(60)	338
Military HH: No	38%	(712)	24%	(452)	10%	(182)	9%	(173)	19%	(354)	1873
RD/WT: Right Direction	45%	(287)	25%	(162)	8%	(54)	4%	(25)	18%	(112)	641
RD/WT: Wrong Track	35%	(549)	23%	(364)	11%	(167)	12%	(189)	19%	(302)	1570
Biden Job Approve	46%	(387)	27%	(226)	8%	(64)	5%	(39)	16%	(134)	850
Biden Job Disapprove	34%	(421)	23%	(289)	12%	(149)	14%	(172)	17%	(210)	1239

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**Table MCHE11_3: Based on what you know, would you support or oppose each of the following?
States pursuing legal action against e-cigarette manufacturers to hold them accountable for increased vaping rates**

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't Know / No Opinion		Total N
Adults	38%	(836)	24%	(526)	10%	(221)	10%	(214)	19%	(414)	2211
Biden Job Strongly Approve	53%	(176)	20%	(67)	6%	(21)	5%	(18)	14%	(48)	330
Biden Job Somewhat Approve	40%	(211)	30%	(159)	8%	(43)	4%	(21)	17%	(87)	520
Biden Job Somewhat Disapprove	34%	(124)	25%	(91)	11%	(42)	10%	(38)	19%	(70)	364
Biden Job Strongly Disapprove	34%	(297)	23%	(198)	12%	(107)	15%	(134)	16%	(140)	875
Favorable of Biden	46%	(412)	26%	(231)	8%	(69)	4%	(38)	16%	(144)	893
Unfavorable of Biden	33%	(398)	24%	(286)	12%	(145)	14%	(168)	17%	(200)	1197
Very Favorable of Biden	51%	(195)	20%	(77)	9%	(33)	5%	(18)	15%	(57)	380
Somewhat Favorable of Biden	42%	(217)	30%	(153)	7%	(36)	4%	(20)	17%	(87)	513
Somewhat Unfavorable of Biden	36%	(107)	25%	(73)	13%	(38)	8%	(22)	19%	(57)	298
Very Unfavorable of Biden	32%	(292)	24%	(213)	12%	(107)	16%	(145)	16%	(143)	898
#1 Issue: Economy	33%	(289)	27%	(235)	11%	(93)	11%	(96)	19%	(169)	883
#1 Issue: Security	42%	(134)	22%	(72)	11%	(35)	11%	(35)	14%	(45)	322
#1 Issue: Health Care	42%	(85)	22%	(45)	12%	(25)	6%	(12)	18%	(37)	203
#1 Issue: Medicare / Social Security	46%	(101)	26%	(56)	7%	(16)	5%	(10)	16%	(35)	218
#1 Issue: Women's Issues	34%	(49)	23%	(34)	8%	(12)	12%	(17)	22%	(32)	143
#1 Issue: Education	35%	(32)	16%	(15)	16%	(14)	10%	(9)	24%	(22)	93
#1 Issue: Energy	45%	(90)	24%	(48)	8%	(16)	9%	(18)	15%	(30)	202
#1 Issue: Other	37%	(54)	15%	(22)	6%	(9)	12%	(17)	30%	(44)	146
2020 Vote: Joe Biden	48%	(419)	26%	(229)	7%	(60)	5%	(46)	14%	(119)	873
2020 Vote: Donald Trump	35%	(262)	23%	(168)	12%	(87)	16%	(118)	14%	(106)	741
2020 Vote: Other	26%	(25)	36%	(36)	11%	(11)	12%	(11)	15%	(15)	98
2020 Vote: Didn't Vote	26%	(129)	19%	(93)	13%	(64)	8%	(38)	35%	(175)	499
2018 House Vote: Democrat	51%	(342)	25%	(169)	7%	(47)	6%	(38)	12%	(81)	676
2018 House Vote: Republican	37%	(233)	23%	(147)	12%	(73)	15%	(91)	14%	(85)	629
2018 House Vote: Someone else	32%	(30)	25%	(23)	9%	(8)	11%	(10)	23%	(21)	93
2016 Vote: Hillary Clinton	50%	(311)	24%	(153)	6%	(38)	6%	(35)	14%	(91)	628
2016 Vote: Donald Trump	37%	(247)	23%	(156)	12%	(80)	14%	(96)	13%	(90)	669
2016 Vote: Other	35%	(46)	33%	(43)	8%	(10)	11%	(14)	14%	(18)	131
2016 Vote: Didn't Vote	30%	(231)	22%	(174)	12%	(92)	9%	(69)	28%	(215)	781

Continued on next page

Table MCHE11_3: Based on what you know, would you support or oppose each of the following?
 States pursuing legal action against e-cigarette manufacturers to hold them accountable for increased vaping rates

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't Know / No Opinion		Total N
Adults	38%	(836)	24%	(526)	10%	(221)	10%	(214)	19%	(414)	2211
Voted in 2014: Yes	45%	(541)	23%	(280)	10%	(116)	9%	(110)	12%	(147)	1193
Voted in 2014: No	29%	(295)	24%	(247)	10%	(105)	10%	(104)	26%	(268)	1018
4-Region: Northeast	37%	(147)	25%	(100)	11%	(44)	7%	(28)	20%	(77)	396
4-Region: Midwest	38%	(174)	24%	(109)	9%	(42)	10%	(44)	20%	(95)	465
4-Region: South	36%	(299)	24%	(198)	11%	(94)	11%	(92)	18%	(145)	828
4-Region: West	41%	(216)	23%	(119)	8%	(41)	9%	(49)	19%	(97)	523
At Least Once a Week Vapers	21%	(64)	19%	(60)	20%	(62)	21%	(65)	19%	(61)	311
At Least Once a Week Smokers	27%	(142)	29%	(152)	11%	(58)	14%	(72)	20%	(109)	532
Cigarette Smokers	32%	(312)	26%	(261)	11%	(109)	12%	(123)	19%	(183)	988
People Who Don't Smoke or Vape	44%	(687)	23%	(360)	8%	(131)	7%	(112)	18%	(281)	1571
Parents with Kids under 18	36%	(188)	24%	(128)	10%	(52)	10%	(51)	20%	(107)	526

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCHE11_4: Based on what you know, would you support or oppose each of the following?
Holding e-cigarette manufacturers accountable for increased vaping rates by enacting legislation that would further limit and regulate manufacturers

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't Know / No Opinion		Total N
Adults	42%	(930)	23%	(509)	8%	(186)	9%	(190)	18%	(397)	2211
Gender: Male	40%	(425)	25%	(264)	11%	(115)	11%	(116)	14%	(147)	1067
Gender: Female	44%	(504)	21%	(245)	6%	(71)	6%	(73)	22%	(250)	1144
Age: 18-34	30%	(198)	23%	(153)	11%	(71)	12%	(78)	24%	(159)	658
Age: 35-44	37%	(133)	25%	(89)	8%	(29)	7%	(25)	23%	(83)	359
Age: 45-64	47%	(351)	23%	(175)	8%	(63)	7%	(57)	15%	(110)	755
Age: 65+	56%	(248)	21%	(93)	5%	(23)	7%	(30)	10%	(45)	438
GenZers: 1997-2012	31%	(110)	24%	(85)	11%	(38)	14%	(49)	21%	(77)	358
Millennials: 1981-1996	32%	(176)	23%	(125)	10%	(55)	9%	(48)	26%	(140)	543
GenXers: 1965-1980	44%	(251)	25%	(142)	7%	(40)	7%	(41)	17%	(95)	571
Baby Boomers: 1946-1964	52%	(352)	22%	(146)	7%	(50)	7%	(48)	12%	(78)	674
PID: Dem (no lean)	51%	(370)	25%	(185)	6%	(45)	5%	(35)	13%	(97)	732
PID: Ind (no lean)	35%	(285)	22%	(182)	10%	(84)	9%	(76)	24%	(196)	823
PID: Rep (no lean)	42%	(275)	22%	(143)	9%	(56)	12%	(79)	16%	(104)	657
PID/Gender: Dem Men	49%	(161)	30%	(97)	7%	(22)	5%	(16)	10%	(34)	330
PID/Gender: Dem Women	52%	(209)	22%	(88)	6%	(23)	5%	(19)	16%	(64)	402
PID/Gender: Ind Men	32%	(130)	24%	(97)	14%	(56)	12%	(49)	18%	(73)	404
PID/Gender: Ind Women	37%	(155)	20%	(85)	7%	(28)	6%	(27)	29%	(123)	418
PID/Gender: Rep Men	40%	(135)	21%	(70)	11%	(36)	16%	(52)	12%	(40)	333
PID/Gender: Rep Women	43%	(140)	22%	(73)	6%	(20)	8%	(27)	20%	(64)	323
Ideo: Liberal (1-3)	52%	(324)	23%	(147)	7%	(42)	6%	(35)	13%	(79)	627
Ideo: Moderate (4)	39%	(236)	27%	(162)	10%	(58)	8%	(49)	16%	(93)	599
Ideo: Conservative (5-7)	43%	(305)	23%	(161)	10%	(71)	11%	(81)	13%	(94)	713
Educ: < College	39%	(591)	22%	(339)	8%	(122)	10%	(145)	21%	(323)	1520
Educ: Bachelors degree	48%	(214)	23%	(104)	9%	(42)	7%	(31)	12%	(56)	446
Educ: Post-grad	51%	(125)	27%	(67)	9%	(21)	6%	(14)	8%	(19)	245
Income: Under 50k	39%	(466)	22%	(260)	7%	(83)	9%	(108)	23%	(268)	1184
Income: 50k-100k	43%	(291)	25%	(171)	11%	(74)	8%	(52)	13%	(88)	676
Income: 100k+	49%	(173)	22%	(79)	8%	(28)	9%	(30)	12%	(42)	351
Ethnicity: White	43%	(743)	24%	(408)	8%	(135)	9%	(156)	17%	(288)	1730
Ethnicity: Hispanic	38%	(135)	24%	(84)	10%	(34)	9%	(32)	19%	(65)	351

Continued on next page

Table MCHE11_4: Based on what you know, would you support or oppose each of the following?

Holding e-cigarette manufacturers accountable for increased vaping rates by enacting legislation that would further limit and regulate manufacturers

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't Know / No Opinion		Total N
Adults	42%	(930)	23%	(509)	8%	(186)	9%	(190)	18%	(397)	2211
Ethnicity: Black	41%	(114)	21%	(59)	9%	(26)	8%	(21)	20%	(56)	276
Ethnicity: Other	35%	(72)	21%	(43)	12%	(25)	6%	(12)	26%	(53)	205
All Christian	45%	(447)	23%	(232)	10%	(100)	8%	(77)	13%	(130)	987
All Non-Christian	40%	(47)	25%	(29)	10%	(12)	6%	(7)	19%	(22)	117
Atheist	50%	(64)	19%	(25)	3%	(4)	14%	(18)	15%	(19)	130
Agnostic/Nothing in particular	37%	(226)	23%	(141)	7%	(46)	8%	(52)	25%	(152)	618
Something Else	40%	(145)	23%	(83)	7%	(23)	10%	(35)	21%	(74)	359
Religious Non-Protestant/Catholic	39%	(55)	27%	(37)	10%	(14)	7%	(9)	17%	(24)	138
Evangelical	45%	(214)	21%	(103)	9%	(44)	9%	(43)	15%	(74)	478
Non-Evangelical	44%	(361)	24%	(202)	9%	(76)	8%	(66)	15%	(124)	830
Community: Urban	43%	(245)	23%	(131)	8%	(46)	6%	(35)	19%	(109)	565
Community: Suburban	43%	(453)	23%	(248)	9%	(96)	9%	(98)	16%	(171)	1066
Community: Rural	40%	(231)	23%	(131)	7%	(43)	10%	(57)	20%	(117)	579
Employ: Private Sector	42%	(284)	27%	(182)	10%	(69)	10%	(66)	11%	(76)	678
Employ: Government	38%	(53)	25%	(36)	8%	(11)	7%	(10)	22%	(30)	140
Employ: Self-Employed	38%	(78)	24%	(50)	10%	(20)	13%	(27)	15%	(31)	206
Employ: Homemaker	43%	(58)	22%	(29)	6%	(8)	11%	(15)	18%	(23)	134
Employ: Student	34%	(33)	21%	(20)	15%	(15)	9%	(9)	21%	(21)	98
Employ: Retired	54%	(282)	20%	(106)	7%	(37)	7%	(36)	12%	(64)	525
Employ: Unemployed	35%	(85)	21%	(53)	7%	(17)	7%	(17)	30%	(74)	247
Employ: Other	31%	(56)	18%	(33)	5%	(9)	4%	(7)	42%	(77)	183
Military HH: Yes	43%	(146)	22%	(75)	9%	(31)	8%	(28)	17%	(58)	338
Military HH: No	42%	(783)	23%	(434)	8%	(154)	9%	(161)	18%	(339)	1873
RD/WT: Right Direction	48%	(309)	25%	(162)	5%	(34)	4%	(23)	18%	(113)	641
RD/WT: Wrong Track	40%	(621)	22%	(348)	10%	(152)	11%	(167)	18%	(284)	1570
Biden Job Approve	50%	(426)	25%	(212)	6%	(52)	4%	(34)	15%	(126)	850
Biden Job Disapprove	38%	(473)	23%	(287)	10%	(129)	12%	(152)	16%	(197)	1239

Continued on next page

Table MCHE11_4: Based on what you know, would you support or oppose each of the following?

Holding e-cigarette manufacturers accountable for increased vaping rates by enacting legislation that would further limit and regulate manufacturers

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't Know / No Opinion		Total N
Adults	42%	(930)	23%	(509)	8%	(186)	9%	(190)	18%	(397)	2211
Biden Job Strongly Approve	57%	(189)	18%	(60)	5%	(18)	6%	(18)	14%	(46)	330
Biden Job Somewhat Approve	46%	(237)	29%	(152)	7%	(35)	3%	(16)	15%	(80)	520
Biden Job Somewhat Disapprove	37%	(135)	27%	(97)	9%	(32)	10%	(35)	18%	(66)	364
Biden Job Strongly Disapprove	39%	(338)	22%	(191)	11%	(98)	13%	(117)	15%	(131)	875
Favorable of Biden	50%	(445)	25%	(223)	6%	(56)	4%	(33)	15%	(135)	893
Unfavorable of Biden	38%	(460)	23%	(277)	10%	(125)	12%	(148)	16%	(186)	1197
Very Favorable of Biden	54%	(206)	20%	(77)	6%	(24)	5%	(20)	14%	(53)	380
Somewhat Favorable of Biden	47%	(240)	29%	(146)	6%	(32)	3%	(13)	16%	(82)	513
Somewhat Unfavorable of Biden	39%	(117)	27%	(81)	9%	(27)	9%	(26)	16%	(48)	298
Very Unfavorable of Biden	38%	(343)	22%	(196)	11%	(98)	14%	(122)	15%	(139)	898
#1 Issue: Economy	38%	(337)	24%	(214)	10%	(87)	9%	(81)	18%	(163)	883
#1 Issue: Security	48%	(155)	20%	(65)	9%	(30)	10%	(31)	13%	(41)	322
#1 Issue: Health Care	44%	(90)	27%	(55)	7%	(14)	5%	(10)	17%	(34)	203
#1 Issue: Medicare / Social Security	51%	(112)	25%	(56)	4%	(9)	6%	(12)	13%	(28)	218
#1 Issue: Women's Issues	38%	(54)	25%	(35)	8%	(11)	12%	(17)	18%	(26)	143
#1 Issue: Education	36%	(33)	17%	(16)	15%	(14)	10%	(9)	22%	(21)	93
#1 Issue: Energy	45%	(91)	23%	(46)	7%	(14)	8%	(16)	17%	(35)	202
#1 Issue: Other	39%	(57)	15%	(22)	4%	(6)	8%	(12)	34%	(49)	146
2020 Vote: Joe Biden	52%	(455)	25%	(215)	6%	(52)	5%	(43)	12%	(108)	873
2020 Vote: Donald Trump	40%	(300)	22%	(160)	11%	(83)	13%	(99)	13%	(99)	741
2020 Vote: Other	32%	(31)	33%	(32)	7%	(7)	10%	(10)	18%	(18)	98
2020 Vote: Didn't Vote	29%	(143)	20%	(102)	9%	(43)	8%	(38)	35%	(172)	499
2018 House Vote: Democrat	55%	(369)	23%	(156)	6%	(37)	5%	(32)	12%	(80)	676
2018 House Vote: Republican	44%	(276)	22%	(135)	11%	(69)	11%	(71)	12%	(78)	629
2018 House Vote: Someone else	31%	(29)	28%	(26)	6%	(6)	10%	(9)	25%	(23)	93
2016 Vote: Hillary Clinton	54%	(342)	21%	(135)	5%	(34)	5%	(33)	13%	(84)	628
2016 Vote: Donald Trump	42%	(282)	23%	(152)	11%	(75)	12%	(77)	12%	(83)	669
2016 Vote: Other	43%	(56)	26%	(34)	8%	(11)	10%	(13)	13%	(17)	131
2016 Vote: Didn't Vote	32%	(250)	24%	(189)	8%	(64)	8%	(66)	27%	(212)	781

Continued on next page

Table MCHE11_4: Based on what you know, would you support or oppose each of the following?*Holding e-cigarette manufacturers accountable for increased vaping rates by enacting legislation that would further limit and regulate manufacturers*

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't Know / No Opinion		Total N
Adults	42%	(930)	23%	(509)	8%	(186)	9%	(190)	18%	(397)	2211
Voted in 2014: Yes	51%	(603)	22%	(266)	8%	(91)	8%	(92)	12%	(141)	1193
Voted in 2014: No	32%	(326)	24%	(244)	9%	(95)	10%	(98)	25%	(256)	1018
4-Region: Northeast	42%	(167)	24%	(96)	9%	(34)	7%	(28)	18%	(70)	396
4-Region: Midwest	43%	(197)	24%	(111)	7%	(34)	7%	(33)	19%	(89)	465
4-Region: South	40%	(335)	22%	(185)	10%	(82)	10%	(81)	18%	(145)	828
4-Region: West	44%	(230)	22%	(117)	7%	(35)	9%	(48)	18%	(92)	523
At Least Once a Week Vapers	22%	(70)	22%	(70)	16%	(49)	19%	(58)	21%	(65)	311
At Least Once a Week Smokers	31%	(163)	28%	(151)	11%	(56)	11%	(60)	19%	(103)	532
Cigarette Smokers	35%	(346)	27%	(264)	10%	(97)	11%	(109)	17%	(171)	988
People Who Don't Smoke or Vape	48%	(750)	22%	(340)	7%	(110)	6%	(101)	17%	(270)	1571
Parents with Kids under 18	40%	(210)	25%	(133)	8%	(45)	7%	(39)	19%	(99)	526

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCHE12_1: How much have you seen, read or heard about the following?

The first federal lawsuit against e-cigarette manufacturer Juul Labs to go before a jury, scheduled for June, which alleges that Juul harmed minors by marketing their products to those under 18

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	6%	(126)	16%	(345)	26%	(580)	52%	(1160)	2211
Gender: Male	8%	(81)	17%	(186)	28%	(302)	47%	(497)	1067
Gender: Female	4%	(45)	14%	(159)	24%	(278)	58%	(662)	1144
Age: 18-34	9%	(62)	19%	(122)	28%	(184)	44%	(291)	658
Age: 35-44	5%	(17)	15%	(55)	31%	(113)	48%	(174)	359
Age: 45-64	5%	(34)	14%	(109)	25%	(191)	56%	(421)	755
Age: 65+	3%	(13)	13%	(59)	21%	(93)	62%	(274)	438
GenZers: 1997-2012	11%	(40)	21%	(74)	28%	(101)	40%	(143)	358
Millennials: 1981-1996	7%	(36)	15%	(83)	30%	(160)	49%	(264)	543
GenXers: 1965-1980	5%	(29)	15%	(84)	27%	(151)	54%	(306)	571
Baby Boomers: 1946-1964	3%	(18)	14%	(96)	23%	(155)	60%	(406)	674
PID: Dem (no lean)	8%	(59)	20%	(143)	26%	(192)	46%	(338)	732
PID: Ind (no lean)	3%	(25)	13%	(110)	28%	(227)	56%	(461)	823
PID: Rep (no lean)	6%	(42)	14%	(92)	25%	(161)	55%	(361)	657
PID/Gender: Dem Men	13%	(42)	24%	(77)	29%	(97)	34%	(113)	330
PID/Gender: Dem Women	4%	(17)	16%	(65)	24%	(95)	56%	(225)	402
PID/Gender: Ind Men	4%	(18)	14%	(58)	27%	(111)	54%	(218)	404
PID/Gender: Ind Women	2%	(8)	12%	(52)	28%	(116)	58%	(242)	418
PID/Gender: Rep Men	7%	(22)	15%	(51)	28%	(94)	50%	(166)	333
PID/Gender: Rep Women	6%	(20)	13%	(41)	21%	(67)	60%	(195)	323
Ideo: Liberal (1-3)	7%	(43)	18%	(110)	29%	(182)	47%	(292)	627
Ideo: Moderate (4)	6%	(33)	19%	(113)	26%	(157)	49%	(296)	599
Ideo: Conservative (5-7)	5%	(37)	13%	(89)	25%	(177)	57%	(409)	713
Educ: < College	6%	(96)	16%	(239)	25%	(384)	53%	(801)	1520
Educ: Bachelors degree	4%	(20)	15%	(66)	30%	(132)	51%	(228)	446
Educ: Post-grad	4%	(11)	16%	(40)	26%	(64)	53%	(131)	245
Income: Under 50k	7%	(78)	12%	(146)	26%	(308)	55%	(651)	1184
Income: 50k-100k	5%	(33)	20%	(134)	27%	(185)	48%	(323)	676
Income: 100k+	4%	(14)	18%	(65)	25%	(87)	53%	(186)	351
Ethnicity: White	5%	(86)	15%	(251)	25%	(439)	55%	(955)	1730
Ethnicity: Hispanic	7%	(26)	20%	(70)	33%	(115)	40%	(140)	351

Continued on next page

Table MCHE12_1: How much have you seen, read or heard about the following?

The first federal lawsuit against e-cigarette manufacturer Juul Labs to go before a jury, scheduled for June, which alleges that Juul harmed minors by marketing their products to those under 18

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	6%	(126)	16%	(345)	26%	(580)	52%	(1160)	2211
Ethnicity: Black	10%	(27)	17%	(48)	32%	(88)	41%	(113)	276
Ethnicity: Other	6%	(13)	23%	(46)	26%	(54)	45%	(92)	205
All Christian	5%	(48)	15%	(148)	28%	(273)	53%	(518)	987
All Non-Christian	14%	(16)	23%	(26)	20%	(23)	44%	(52)	117
Atheist	14%	(19)	13%	(17)	19%	(25)	53%	(69)	130
Agnostic/Nothing in particular	4%	(22)	17%	(103)	28%	(172)	52%	(321)	618
Something Else	6%	(21)	14%	(51)	25%	(88)	55%	(199)	359
Religious Non-Protestant/Catholic	12%	(17)	21%	(29)	21%	(29)	46%	(64)	138
Evangelical	7%	(34)	13%	(62)	26%	(124)	54%	(257)	478
Non-Evangelical	4%	(34)	16%	(133)	27%	(225)	53%	(439)	830
Community: Urban	8%	(46)	22%	(122)	26%	(149)	44%	(248)	565
Community: Suburban	5%	(54)	13%	(140)	28%	(297)	54%	(575)	1066
Community: Rural	4%	(26)	14%	(82)	23%	(134)	58%	(337)	579
Employ: Private Sector	5%	(31)	18%	(124)	29%	(199)	48%	(324)	678
Employ: Government	8%	(12)	10%	(14)	32%	(45)	49%	(69)	140
Employ: Self-Employed	7%	(15)	22%	(46)	31%	(63)	40%	(82)	206
Employ: Homemaker	2%	(3)	9%	(12)	25%	(34)	64%	(85)	134
Employ: Student	7%	(7)	17%	(16)	24%	(23)	52%	(51)	98
Employ: Retired	4%	(20)	13%	(67)	21%	(110)	62%	(328)	525
Employ: Unemployed	6%	(15)	16%	(39)	25%	(62)	53%	(132)	247
Employ: Other	13%	(24)	14%	(26)	24%	(45)	49%	(89)	183
Military HH: Yes	4%	(14)	13%	(45)	29%	(97)	54%	(182)	338
Military HH: No	6%	(112)	16%	(300)	26%	(483)	52%	(978)	1873
RD/WT: Right Direction	10%	(62)	17%	(111)	26%	(168)	47%	(301)	641
RD/WT: Wrong Track	4%	(65)	15%	(235)	26%	(413)	55%	(859)	1570
Biden Job Approve	8%	(68)	18%	(154)	28%	(236)	46%	(392)	850
Biden Job Disapprove	4%	(52)	15%	(188)	26%	(321)	55%	(678)	1239

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Table MCHE12_1: How much have you seen, read or heard about the following?

The first federal lawsuit against e-cigarette manufacturer Juul Labs to go before a jury, scheduled for June, which alleges that Juul harmed minors by marketing their products to those under 18

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	6%	(126)	16%	(345)	26%	(580)	52%	(1160)	2211
Biden Job Strongly Approve	12%	(40)	17%	(57)	26%	(84)	45%	(149)	330
Biden Job Somewhat Approve	5%	(28)	19%	(97)	29%	(152)	47%	(243)	520
Biden Job Somewhat Disapprove	4%	(13)	18%	(64)	28%	(101)	51%	(186)	364
Biden Job Strongly Disapprove	4%	(39)	14%	(124)	25%	(220)	56%	(491)	875
Favorable of Biden	9%	(76)	18%	(158)	28%	(247)	46%	(412)	893
Unfavorable of Biden	4%	(46)	15%	(182)	26%	(308)	55%	(661)	1197
Very Favorable of Biden	13%	(50)	18%	(70)	24%	(93)	44%	(168)	380
Somewhat Favorable of Biden	5%	(27)	17%	(88)	30%	(154)	48%	(244)	513
Somewhat Unfavorable of Biden	6%	(17)	16%	(47)	27%	(81)	52%	(154)	298
Very Unfavorable of Biden	3%	(29)	15%	(135)	25%	(228)	56%	(507)	898
#1 Issue: Economy	5%	(47)	16%	(145)	27%	(242)	51%	(448)	883
#1 Issue: Security	8%	(26)	13%	(41)	20%	(65)	59%	(190)	322
#1 Issue: Health Care	7%	(13)	14%	(29)	32%	(65)	47%	(96)	203
#1 Issue: Medicare / Social Security	4%	(10)	10%	(23)	28%	(60)	58%	(126)	218
#1 Issue: Women's Issues	4%	(6)	13%	(19)	27%	(39)	55%	(80)	143
#1 Issue: Education	9%	(9)	22%	(21)	31%	(29)	37%	(34)	93
#1 Issue: Energy	5%	(10)	24%	(49)	29%	(58)	42%	(85)	202
#1 Issue: Other	3%	(4)	13%	(19)	16%	(23)	68%	(100)	146
2020 Vote: Joe Biden	6%	(49)	19%	(169)	28%	(243)	47%	(411)	873
2020 Vote: Donald Trump	5%	(36)	15%	(110)	22%	(166)	58%	(430)	741
2020 Vote: Other	2%	(2)	9%	(9)	33%	(33)	55%	(54)	98
2020 Vote: Didn't Vote	8%	(39)	11%	(57)	28%	(139)	53%	(264)	499
2018 House Vote: Democrat	6%	(41)	20%	(133)	27%	(183)	47%	(318)	676
2018 House Vote: Republican	5%	(31)	14%	(90)	26%	(162)	55%	(346)	629
2018 House Vote: Someone else	3%	(3)	18%	(17)	23%	(22)	56%	(52)	93
2016 Vote: Hillary Clinton	6%	(36)	19%	(119)	26%	(162)	50%	(312)	628
2016 Vote: Donald Trump	5%	(31)	14%	(97)	25%	(167)	56%	(374)	669
2016 Vote: Other	5%	(6)	9%	(12)	31%	(41)	55%	(72)	131
2016 Vote: Didn't Vote	7%	(52)	15%	(118)	27%	(210)	51%	(401)	781

Continued on next page

Table MCHE12_1: How much have you seen, read or heard about the following?

The first federal lawsuit against e-cigarette manufacturer Juul Labs to go before a jury, scheduled for June, which alleges that Juul harmed minors by marketing their products to those under 18

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	6%	(126)	16%	(345)	26%	(580)	52%	(1160)	2211
Voted in 2014: Yes	6%	(66)	17%	(204)	25%	(303)	52%	(621)	1193
Voted in 2014: No	6%	(60)	14%	(141)	27%	(277)	53%	(539)	1018
4-Region: Northeast	5%	(18)	15%	(58)	24%	(95)	57%	(225)	396
4-Region: Midwest	6%	(30)	16%	(74)	22%	(103)	56%	(258)	465
4-Region: South	6%	(51)	16%	(136)	25%	(205)	53%	(437)	828
4-Region: West	5%	(27)	15%	(77)	34%	(178)	46%	(240)	523
At Least Once a Week Vapers	12%	(37)	20%	(63)	32%	(100)	36%	(111)	311
At Least Once a Week Smokers	9%	(48)	19%	(99)	27%	(145)	45%	(241)	532
Cigarette Smokers	6%	(56)	17%	(168)	27%	(266)	50%	(498)	988
People Who Don't Smoke or Vape	4%	(65)	14%	(226)	25%	(391)	57%	(889)	1571
Parents with Kids under 18	6%	(30)	19%	(103)	29%	(152)	46%	(241)	526

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCHE12_2: How much have you seen, read or heard about the following?

Some e-cigarette manufacturers, such as Puff Bar, using synthetic nicotine not derived from tobacco in order to avoid FDA regulations on the sale of e-cigarettes

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	4%	(85)	14%	(321)	22%	(481)	60%	(1325)	2211
Gender: Male	5%	(48)	17%	(185)	24%	(259)	54%	(575)	1067
Gender: Female	3%	(37)	12%	(136)	19%	(222)	66%	(750)	1144
Age: 18-34	6%	(40)	21%	(139)	26%	(174)	46%	(305)	658
Age: 35-44	3%	(12)	16%	(57)	28%	(99)	53%	(191)	359
Age: 45-64	4%	(28)	12%	(91)	19%	(140)	66%	(495)	755
Age: 65+	1%	(5)	8%	(33)	15%	(67)	76%	(333)	438
GenZers: 1997-2012	6%	(23)	24%	(88)	25%	(90)	44%	(157)	358
Millennials: 1981-1996	5%	(27)	15%	(84)	29%	(159)	50%	(273)	543
GenXers: 1965-1980	4%	(23)	14%	(77)	21%	(118)	62%	(352)	571
Baby Boomers: 1946-1964	2%	(10)	10%	(66)	15%	(104)	73%	(493)	674
PID: Dem (no lean)	5%	(34)	17%	(121)	22%	(160)	57%	(417)	732
PID: Ind (no lean)	2%	(17)	13%	(108)	23%	(189)	62%	(508)	823
PID: Rep (no lean)	5%	(34)	14%	(92)	20%	(132)	61%	(399)	657
PID/Gender: Dem Men	6%	(21)	22%	(72)	27%	(90)	44%	(147)	330
PID/Gender: Dem Women	3%	(13)	12%	(49)	17%	(70)	67%	(270)	402
PID/Gender: Ind Men	3%	(14)	13%	(52)	24%	(98)	60%	(241)	404
PID/Gender: Ind Women	1%	(4)	13%	(56)	22%	(91)	64%	(268)	418
PID/Gender: Rep Men	4%	(14)	18%	(61)	21%	(71)	56%	(187)	333
PID/Gender: Rep Women	6%	(20)	10%	(31)	19%	(61)	66%	(212)	323
Ideo: Liberal (1-3)	4%	(25)	16%	(99)	23%	(142)	58%	(361)	627
Ideo: Moderate (4)	4%	(24)	17%	(99)	22%	(130)	58%	(346)	599
Ideo: Conservative (5-7)	3%	(22)	13%	(90)	22%	(155)	63%	(446)	713
Educ: < College	4%	(57)	15%	(232)	21%	(324)	60%	(907)	1520
Educ: Bachelors degree	4%	(20)	12%	(54)	23%	(103)	61%	(270)	446
Educ: Post-grad	3%	(8)	14%	(35)	22%	(55)	60%	(147)	245
Income: Under 50k	4%	(49)	14%	(161)	21%	(254)	61%	(720)	1184
Income: 50k-100k	4%	(27)	17%	(116)	22%	(151)	56%	(381)	676
Income: 100k+	3%	(9)	12%	(43)	22%	(76)	64%	(224)	351
Ethnicity: White	4%	(73)	12%	(213)	20%	(342)	64%	(1102)	1730
Ethnicity: Hispanic	5%	(16)	23%	(80)	24%	(83)	49%	(172)	351

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Table MCHE12_2: How much have you seen, read or heard about the following?

Some e-cigarette manufacturers, such as Puff Bar, using synthetic nicotine not derived from tobacco in order to avoid FDA regulations on the sale of e-cigarettes

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	4%	(85)	14%	(321)	22%	(481)	60%	(1325)	2211
Ethnicity: Black	4%	(10)	23%	(63)	29%	(79)	45%	(123)	276
Ethnicity: Other	1%	(2)	21%	(44)	29%	(59)	49%	(100)	205
All Christian	3%	(26)	14%	(140)	22%	(214)	61%	(606)	987
All Non-Christian	8%	(10)	26%	(31)	21%	(24)	45%	(52)	117
Atheist	6%	(8)	15%	(19)	21%	(27)	58%	(75)	130
Agnostic/Nothing in particular	3%	(20)	13%	(83)	22%	(138)	61%	(377)	618
Something Else	6%	(22)	13%	(47)	21%	(77)	59%	(213)	359
Religious Non-Protestant/Catholic	8%	(11)	25%	(35)	20%	(28)	47%	(65)	138
Evangelical	6%	(30)	13%	(62)	22%	(105)	59%	(281)	478
Non-Evangelical	2%	(17)	14%	(116)	22%	(179)	62%	(517)	830
Community: Urban	7%	(38)	16%	(89)	26%	(147)	51%	(291)	565
Community: Suburban	3%	(31)	14%	(150)	23%	(240)	61%	(645)	1066
Community: Rural	3%	(16)	14%	(81)	16%	(94)	67%	(389)	579
Employ: Private Sector	5%	(33)	15%	(102)	25%	(171)	55%	(372)	678
Employ: Government	5%	(6)	22%	(31)	23%	(32)	50%	(70)	140
Employ: Self-Employed	4%	(7)	20%	(41)	27%	(56)	49%	(101)	206
Employ: Homemaker	3%	(4)	13%	(17)	11%	(15)	73%	(98)	134
Employ: Student	3%	(3)	20%	(20)	22%	(22)	54%	(53)	98
Employ: Retired	3%	(14)	10%	(51)	15%	(80)	72%	(381)	525
Employ: Unemployed	3%	(8)	13%	(33)	23%	(58)	60%	(149)	247
Employ: Other	6%	(10)	14%	(26)	26%	(47)	55%	(101)	183
Military HH: Yes	2%	(8)	11%	(38)	21%	(71)	66%	(222)	338
Military HH: No	4%	(77)	15%	(283)	22%	(410)	59%	(1102)	1873
RD/WT: Right Direction	6%	(39)	17%	(112)	20%	(131)	56%	(359)	641
RD/WT: Wrong Track	3%	(46)	13%	(209)	22%	(350)	61%	(966)	1570
Biden Job Approve	5%	(42)	16%	(138)	21%	(181)	58%	(489)	850
Biden Job Disapprove	3%	(37)	14%	(172)	23%	(284)	60%	(747)	1239

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Table MCHE12_2: How much have you seen, read or heard about the following?

Some e-cigarette manufacturers, such as Puff Bar, using synthetic nicotine not derived from tobacco in order to avoid FDA regulations on the sale of e-cigarettes

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	4%	(85)	14%	(321)	22%	(481)	60%	(1325)	2211
Biden Job Strongly Approve	8%	(25)	17%	(57)	19%	(63)	56%	(184)	330
Biden Job Somewhat Approve	3%	(17)	15%	(81)	23%	(118)	59%	(305)	520
Biden Job Somewhat Disapprove	2%	(6)	17%	(62)	24%	(87)	57%	(209)	364
Biden Job Strongly Disapprove	4%	(31)	13%	(110)	22%	(196)	62%	(539)	875
Favorable of Biden	5%	(48)	17%	(151)	21%	(185)	57%	(509)	893
Unfavorable of Biden	3%	(33)	13%	(160)	23%	(278)	61%	(726)	1197
Very Favorable of Biden	9%	(33)	19%	(72)	20%	(74)	53%	(201)	380
Somewhat Favorable of Biden	3%	(15)	15%	(79)	22%	(111)	60%	(308)	513
Somewhat Unfavorable of Biden	2%	(5)	16%	(46)	25%	(74)	58%	(173)	298
Very Unfavorable of Biden	3%	(28)	13%	(113)	23%	(205)	62%	(553)	898
#1 Issue: Economy	3%	(27)	16%	(141)	24%	(209)	57%	(506)	883
#1 Issue: Security	5%	(15)	11%	(36)	18%	(59)	66%	(211)	322
#1 Issue: Health Care	4%	(8)	15%	(30)	22%	(45)	59%	(120)	203
#1 Issue: Medicare / Social Security	3%	(6)	11%	(25)	16%	(35)	70%	(153)	218
#1 Issue: Women's Issues	3%	(5)	18%	(26)	21%	(30)	57%	(82)	143
#1 Issue: Education	6%	(6)	13%	(12)	37%	(34)	44%	(41)	93
#1 Issue: Energy	6%	(12)	19%	(38)	24%	(49)	51%	(103)	202
#1 Issue: Other	4%	(6)	8%	(12)	13%	(20)	74%	(108)	146
2020 Vote: Joe Biden	4%	(37)	15%	(127)	23%	(200)	58%	(510)	873
2020 Vote: Donald Trump	3%	(25)	12%	(90)	20%	(150)	64%	(476)	741
2020 Vote: Other	—	(0)	14%	(14)	22%	(21)	64%	(63)	98
2020 Vote: Didn't Vote	5%	(23)	18%	(90)	22%	(110)	55%	(276)	499
2018 House Vote: Democrat	4%	(25)	15%	(103)	23%	(155)	58%	(393)	676
2018 House Vote: Republican	4%	(27)	12%	(77)	21%	(134)	62%	(392)	629
2018 House Vote: Someone else	—	(0)	16%	(15)	20%	(18)	64%	(60)	93
2016 Vote: Hillary Clinton	4%	(26)	14%	(86)	20%	(127)	62%	(389)	628
2016 Vote: Donald Trump	3%	(22)	13%	(90)	21%	(140)	62%	(417)	669
2016 Vote: Other	2%	(3)	8%	(11)	23%	(30)	67%	(87)	131
2016 Vote: Didn't Vote	4%	(34)	17%	(132)	24%	(184)	55%	(431)	781

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Table MCHE12_2: How much have you seen, read or heard about the following?

Some e-cigarette manufacturers, such as Puff Bar, using synthetic nicotine not derived from tobacco in order to avoid FDA regulations on the sale of e-cigarettes

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	4%	(85)	14%	(321)	22%	(481)	60%	(1325)	2211
Voted in 2014: Yes	4%	(43)	13%	(156)	22%	(258)	62%	(735)	1193
Voted in 2014: No	4%	(42)	16%	(165)	22%	(223)	58%	(589)	1018
4-Region: Northeast	2%	(8)	14%	(57)	21%	(83)	63%	(248)	396
4-Region: Midwest	4%	(18)	10%	(45)	21%	(97)	66%	(304)	465
4-Region: South	5%	(39)	17%	(139)	20%	(164)	59%	(486)	828
4-Region: West	4%	(21)	15%	(79)	26%	(137)	55%	(286)	523
At Least Once a Week Vapers	10%	(31)	23%	(72)	30%	(93)	37%	(115)	311
At Least Once a Week Smokers	7%	(38)	18%	(94)	26%	(140)	49%	(260)	532
Cigarette Smokers	4%	(43)	14%	(142)	23%	(226)	58%	(577)	988
People Who Don't Smoke or Vape	3%	(42)	13%	(201)	19%	(306)	65%	(1022)	1571
Parents with Kids under 18	5%	(26)	19%	(100)	28%	(149)	48%	(251)	526

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCHE12_3: How much have you seen, read or heard about the following?

E-cigarette manufacturer Juul Labs paying \$54.5 million to settle lawsuits with Arizona and North Carolina for allegedly marketing their products to minors

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(113)	14%	(307)	24%	(526)	57%	(1265)	2211
Gender: Male	7%	(72)	16%	(176)	25%	(269)	52%	(550)	1067
Gender: Female	4%	(41)	12%	(132)	22%	(257)	62%	(714)	1144
Age: 18-34	8%	(54)	17%	(109)	25%	(162)	51%	(333)	658
Age: 35-44	5%	(17)	15%	(54)	32%	(116)	48%	(172)	359
Age: 45-64	4%	(28)	12%	(94)	22%	(165)	62%	(468)	755
Age: 65+	3%	(14)	11%	(50)	19%	(83)	66%	(291)	438
GenZers: 1997-2012	9%	(31)	15%	(55)	24%	(87)	52%	(186)	358
Millennials: 1981-1996	7%	(38)	18%	(96)	27%	(148)	48%	(262)	543
GenXers: 1965-1980	4%	(26)	12%	(66)	24%	(138)	60%	(341)	571
Baby Boomers: 1946-1964	2%	(16)	13%	(86)	21%	(142)	64%	(431)	674
PID: Dem (no lean)	7%	(50)	17%	(122)	24%	(174)	53%	(385)	732
PID: Ind (no lean)	3%	(22)	13%	(110)	25%	(202)	59%	(488)	823
PID: Rep (no lean)	6%	(41)	11%	(75)	23%	(150)	60%	(391)	657
PID/Gender: Dem Men	11%	(37)	21%	(70)	25%	(81)	43%	(142)	330
PID/Gender: Dem Women	3%	(13)	13%	(52)	23%	(93)	61%	(244)	402
PID/Gender: Ind Men	4%	(14)	14%	(57)	26%	(106)	56%	(226)	404
PID/Gender: Ind Women	2%	(8)	13%	(53)	23%	(95)	63%	(262)	418
PID/Gender: Rep Men	6%	(21)	15%	(49)	24%	(81)	55%	(182)	333
PID/Gender: Rep Women	6%	(20)	8%	(26)	21%	(68)	65%	(209)	323
Ideo: Liberal (1-3)	6%	(39)	16%	(101)	25%	(157)	53%	(331)	627
Ideo: Moderate (4)	5%	(29)	14%	(86)	25%	(150)	56%	(334)	599
Ideo: Conservative (5-7)	4%	(29)	13%	(93)	22%	(155)	61%	(435)	713
Educ: < College	6%	(86)	13%	(196)	23%	(354)	58%	(883)	1520
Educ: Bachelors degree	4%	(18)	16%	(71)	25%	(112)	55%	(245)	446
Educ: Post-grad	4%	(9)	16%	(40)	24%	(60)	56%	(136)	245
Income: Under 50k	6%	(71)	12%	(138)	24%	(279)	59%	(696)	1184
Income: 50k-100k	5%	(32)	17%	(117)	24%	(164)	54%	(362)	676
Income: 100k+	3%	(10)	15%	(53)	24%	(83)	59%	(206)	351
Ethnicity: White	5%	(85)	13%	(222)	23%	(396)	59%	(1028)	1730
Ethnicity: Hispanic	8%	(27)	16%	(58)	26%	(90)	50%	(177)	351

Continued on next page

Table MCHE12_3: How much have you seen, read or heard about the following?

E-cigarette manufacturer Juul Labs paying \$54.5 million to settle lawsuits with Arizona and North Carolina for allegedly marketing their products to minors

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(113)	14%	(307)	24%	(526)	57%	(1265)	2211
Ethnicity: Black	6%	(16)	19%	(53)	31%	(85)	44%	(121)	276
Ethnicity: Other	6%	(12)	16%	(32)	22%	(45)	57%	(116)	205
All Christian	5%	(46)	13%	(130)	25%	(243)	58%	(569)	987
All Non-Christian	7%	(8)	25%	(29)	19%	(23)	49%	(57)	117
Atheist	5%	(7)	14%	(19)	26%	(33)	55%	(71)	130
Agnostic/Nothing in particular	5%	(29)	13%	(83)	24%	(147)	58%	(358)	618
Something Else	6%	(23)	13%	(47)	22%	(80)	58%	(210)	359
Religious Non-Protestant/Catholic	7%	(9)	23%	(32)	19%	(26)	51%	(71)	138
Evangelical	7%	(34)	12%	(59)	25%	(119)	56%	(266)	478
Non-Evangelical	4%	(32)	14%	(114)	23%	(195)	59%	(489)	830
Community: Urban	7%	(39)	17%	(98)	23%	(129)	53%	(300)	565
Community: Suburban	4%	(47)	12%	(130)	26%	(281)	57%	(608)	1066
Community: Rural	5%	(28)	14%	(80)	20%	(115)	61%	(356)	579
Employ: Private Sector	4%	(30)	18%	(119)	25%	(169)	53%	(359)	678
Employ: Government	4%	(5)	17%	(24)	27%	(38)	52%	(73)	140
Employ: Self-Employed	8%	(17)	16%	(34)	26%	(54)	49%	(101)	206
Employ: Homemaker	2%	(3)	7%	(9)	24%	(33)	67%	(89)	134
Employ: Student	8%	(8)	12%	(12)	25%	(25)	55%	(54)	98
Employ: Retired	4%	(19)	11%	(60)	20%	(104)	65%	(342)	525
Employ: Unemployed	6%	(15)	11%	(27)	26%	(65)	57%	(141)	247
Employ: Other	9%	(17)	13%	(24)	21%	(38)	57%	(105)	183
Military HH: Yes	4%	(12)	14%	(47)	22%	(75)	61%	(205)	338
Military HH: No	5%	(101)	14%	(261)	24%	(451)	57%	(1060)	1873
RD/WT: Right Direction	8%	(51)	18%	(113)	24%	(156)	50%	(320)	641
RD/WT: Wrong Track	4%	(63)	12%	(194)	24%	(369)	60%	(945)	1570
Biden Job Approve	7%	(60)	18%	(155)	24%	(201)	51%	(434)	850
Biden Job Disapprove	4%	(50)	12%	(143)	25%	(309)	59%	(737)	1239

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Table MCHE12_3: How much have you seen, read or heard about the following?

E-cigarette manufacturer Juul Labs paying \$54.5 million to settle lawsuits with Arizona and North Carolina for allegedly marketing their products to minors

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(113)	14%	(307)	24%	(526)	57%	(1265)	2211
Biden Job Strongly Approve	9%	(31)	20%	(66)	22%	(74)	49%	(160)	330
Biden Job Somewhat Approve	6%	(30)	17%	(89)	25%	(128)	53%	(274)	520
Biden Job Somewhat Disapprove	3%	(11)	11%	(39)	29%	(104)	58%	(211)	364
Biden Job Strongly Disapprove	4%	(39)	12%	(104)	23%	(205)	60%	(527)	875
Favorable of Biden	7%	(64)	18%	(164)	23%	(210)	51%	(455)	893
Unfavorable of Biden	4%	(47)	11%	(135)	25%	(298)	60%	(717)	1197
Very Favorable of Biden	11%	(43)	21%	(81)	19%	(73)	48%	(183)	380
Somewhat Favorable of Biden	4%	(21)	16%	(83)	27%	(137)	53%	(272)	513
Somewhat Unfavorable of Biden	4%	(13)	11%	(33)	26%	(77)	59%	(176)	298
Very Unfavorable of Biden	4%	(34)	11%	(102)	25%	(220)	60%	(542)	898
#1 Issue: Economy	3%	(28)	15%	(130)	27%	(239)	55%	(486)	883
#1 Issue: Security	7%	(23)	12%	(38)	18%	(59)	63%	(202)	322
#1 Issue: Health Care	3%	(6)	17%	(35)	21%	(44)	59%	(119)	203
#1 Issue: Medicare / Social Security	4%	(9)	8%	(18)	21%	(45)	67%	(145)	218
#1 Issue: Women's Issues	5%	(7)	15%	(21)	25%	(36)	55%	(79)	143
#1 Issue: Education	16%	(15)	6%	(5)	38%	(35)	41%	(38)	93
#1 Issue: Energy	8%	(17)	25%	(50)	19%	(38)	48%	(97)	202
#1 Issue: Other	5%	(8)	7%	(11)	20%	(30)	67%	(98)	146
2020 Vote: Joe Biden	5%	(41)	17%	(148)	27%	(232)	52%	(452)	873
2020 Vote: Donald Trump	5%	(37)	11%	(78)	23%	(168)	62%	(457)	741
2020 Vote: Other	1%	(1)	12%	(12)	24%	(23)	63%	(62)	98
2020 Vote: Didn't Vote	7%	(34)	14%	(69)	21%	(103)	59%	(293)	499
2018 House Vote: Democrat	6%	(37)	18%	(123)	26%	(174)	51%	(342)	676
2018 House Vote: Republican	5%	(29)	12%	(77)	24%	(148)	59%	(374)	629
2018 House Vote: Someone else	1%	(1)	11%	(10)	26%	(24)	61%	(57)	93
2016 Vote: Hillary Clinton	5%	(30)	19%	(117)	23%	(145)	54%	(337)	628
2016 Vote: Donald Trump	5%	(33)	11%	(76)	25%	(164)	59%	(396)	669
2016 Vote: Other	4%	(5)	11%	(15)	22%	(29)	63%	(82)	131
2016 Vote: Didn't Vote	6%	(45)	13%	(100)	24%	(188)	57%	(449)	781

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Table MCHE12_3: How much have you seen, read or heard about the following?

E-cigarette manufacturer Juul Labs paying \$54.5 million to settle lawsuits with Arizona and North Carolina for allegedly marketing their products to minors

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(113)	14%	(307)	24%	(526)	57%	(1265)	2211
Voted in 2014: Yes	5%	(60)	16%	(185)	23%	(280)	56%	(669)	1193
Voted in 2014: No	5%	(53)	12%	(122)	24%	(246)	59%	(596)	1018
4-Region: Northeast	3%	(13)	12%	(46)	23%	(92)	62%	(245)	396
4-Region: Midwest	5%	(21)	12%	(56)	25%	(114)	59%	(273)	465
4-Region: South	6%	(51)	16%	(134)	21%	(173)	57%	(470)	828
4-Region: West	5%	(28)	14%	(71)	28%	(147)	53%	(276)	523
At Least Once a Week Vapers	12%	(36)	24%	(73)	26%	(82)	38%	(119)	311
At Least Once a Week Smokers	7%	(38)	19%	(99)	28%	(149)	46%	(246)	532
Cigarette Smokers	6%	(57)	15%	(145)	27%	(264)	53%	(522)	988
People Who Don't Smoke or Vape	4%	(62)	12%	(184)	22%	(351)	62%	(973)	1571
Parents with Kids under 18	5%	(28)	18%	(96)	29%	(152)	48%	(251)	526

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCHE12_4: How much have you seen, read or heard about the following?

The spending package recently signed by President Joe Biden that will give the FDA additional authority to regulate e-cigarette and vaping products that contain synthetic nicotine not derived from tobacco

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(100)	14%	(319)	26%	(567)	55%	(1226)	2211
Gender: Male	6%	(60)	17%	(178)	28%	(302)	49%	(528)	1067
Gender: Female	4%	(40)	12%	(141)	23%	(265)	61%	(698)	1144
Age: 18-34	8%	(50)	17%	(112)	28%	(186)	47%	(311)	658
Age: 35-44	5%	(18)	15%	(53)	33%	(118)	47%	(170)	359
Age: 45-64	3%	(23)	14%	(106)	23%	(171)	60%	(455)	755
Age: 65+	2%	(8)	11%	(48)	21%	(91)	66%	(291)	438
GenZers: 1997-2012	9%	(31)	14%	(51)	32%	(114)	45%	(162)	358
Millennials: 1981-1996	6%	(33)	18%	(97)	28%	(153)	48%	(261)	543
GenXers: 1965-1980	4%	(22)	14%	(77)	25%	(145)	57%	(327)	571
Baby Boomers: 1946-1964	2%	(12)	13%	(87)	22%	(146)	64%	(429)	674
PID: Dem (no lean)	7%	(50)	19%	(141)	25%	(182)	49%	(360)	732
PID: Ind (no lean)	3%	(21)	11%	(89)	30%	(245)	57%	(468)	823
PID: Rep (no lean)	4%	(29)	14%	(89)	21%	(140)	61%	(398)	657
PID/Gender: Dem Men	11%	(35)	25%	(81)	26%	(84)	39%	(129)	330
PID/Gender: Dem Women	4%	(15)	15%	(59)	24%	(97)	57%	(231)	402
PID/Gender: Ind Men	3%	(14)	10%	(40)	33%	(133)	54%	(218)	404
PID/Gender: Ind Women	2%	(8)	12%	(49)	27%	(113)	60%	(250)	418
PID/Gender: Rep Men	3%	(11)	17%	(56)	26%	(85)	54%	(181)	333
PID/Gender: Rep Women	6%	(18)	10%	(33)	17%	(54)	67%	(217)	323
Ideo: Liberal (1-3)	6%	(40)	18%	(110)	27%	(172)	49%	(305)	627
Ideo: Moderate (4)	4%	(25)	16%	(96)	26%	(156)	54%	(321)	599
Ideo: Conservative (5-7)	3%	(23)	11%	(80)	25%	(176)	61%	(434)	713
Educ: < College	4%	(67)	14%	(209)	25%	(381)	57%	(863)	1520
Educ: Bachelors degree	4%	(19)	16%	(70)	27%	(120)	53%	(238)	446
Educ: Post-grad	6%	(15)	16%	(40)	27%	(65)	51%	(125)	245
Income: Under 50k	5%	(57)	12%	(137)	27%	(315)	57%	(675)	1184
Income: 50k-100k	4%	(28)	19%	(128)	25%	(170)	52%	(349)	676
Income: 100k+	4%	(15)	15%	(54)	23%	(81)	57%	(202)	351
Ethnicity: White	4%	(70)	12%	(216)	25%	(426)	59%	(1018)	1730
Ethnicity: Hispanic	9%	(33)	18%	(64)	27%	(95)	45%	(159)	351

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Table MCHE12_4: How much have you seen, read or heard about the following?

The spending package recently signed by President Joe Biden that will give the FDA additional authority to regulate e-cigarette and vaping products that contain synthetic nicotine not derived from tobacco

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(100)	14%	(319)	26%	(567)	55%	(1226)	2211
Ethnicity: Black	6%	(18)	21%	(57)	35%	(98)	38%	(103)	276
Ethnicity: Other	6%	(12)	22%	(46)	21%	(43)	51%	(104)	205
All Christian	4%	(35)	15%	(149)	23%	(231)	58%	(573)	987
All Non-Christian	8%	(10)	25%	(29)	26%	(30)	41%	(47)	117
Atheist	10%	(13)	10%	(13)	23%	(30)	56%	(73)	130
Agnostic/Nothing in particular	4%	(22)	12%	(73)	29%	(181)	55%	(342)	618
Something Else	6%	(20)	15%	(55)	26%	(94)	53%	(191)	359
Religious Non-Protestant/Catholic	8%	(12)	24%	(33)	24%	(33)	44%	(61)	138
Evangelical	5%	(25)	16%	(74)	24%	(114)	55%	(264)	478
Non-Evangelical	3%	(26)	15%	(123)	25%	(205)	57%	(476)	830
Community: Urban	9%	(48)	16%	(91)	31%	(174)	45%	(252)	565
Community: Suburban	4%	(38)	14%	(145)	26%	(282)	56%	(602)	1066
Community: Rural	2%	(14)	14%	(82)	19%	(110)	64%	(372)	579
Employ: Private Sector	4%	(27)	19%	(127)	26%	(177)	51%	(346)	678
Employ: Government	5%	(6)	18%	(25)	31%	(44)	46%	(65)	140
Employ: Self-Employed	7%	(14)	17%	(35)	34%	(71)	42%	(86)	206
Employ: Homemaker	2%	(3)	9%	(12)	16%	(22)	72%	(96)	134
Employ: Student	7%	(7)	14%	(13)	25%	(25)	54%	(53)	98
Employ: Retired	3%	(15)	10%	(54)	22%	(116)	65%	(341)	525
Employ: Unemployed	3%	(8)	13%	(31)	27%	(68)	57%	(140)	247
Employ: Other	11%	(20)	11%	(20)	24%	(44)	54%	(99)	183
Military HH: Yes	3%	(11)	12%	(42)	26%	(90)	58%	(195)	338
Military HH: No	5%	(89)	15%	(276)	25%	(477)	55%	(1030)	1873
RD/WT: Right Direction	8%	(48)	18%	(118)	29%	(183)	45%	(291)	641
RD/WT: Wrong Track	3%	(52)	13%	(200)	24%	(383)	60%	(935)	1570
Biden Job Approve	6%	(53)	20%	(166)	26%	(224)	48%	(407)	850
Biden Job Disapprove	4%	(44)	12%	(151)	26%	(321)	58%	(724)	1239

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Table MCHE12_4: How much have you seen, read or heard about the following?

The spending package recently signed by President Joe Biden that will give the FDA additional authority to regulate e-cigarette and vaping products that contain synthetic nicotine not derived from tobacco

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(100)	14%	(319)	26%	(567)	55%	(1226)	2211
Biden Job Strongly Approve	9%	(31)	21%	(69)	27%	(88)	43%	(142)	330
Biden Job Somewhat Approve	4%	(22)	19%	(98)	26%	(136)	51%	(265)	520
Biden Job Somewhat Disapprove	3%	(10)	12%	(45)	30%	(109)	55%	(200)	364
Biden Job Strongly Disapprove	4%	(34)	12%	(106)	24%	(212)	60%	(524)	875
Favorable of Biden	6%	(57)	19%	(171)	26%	(234)	48%	(432)	893
Unfavorable of Biden	3%	(37)	12%	(142)	26%	(315)	59%	(704)	1197
Very Favorable of Biden	11%	(43)	22%	(82)	25%	(95)	42%	(161)	380
Somewhat Favorable of Biden	3%	(14)	17%	(89)	27%	(139)	53%	(271)	513
Somewhat Unfavorable of Biden	2%	(7)	13%	(37)	30%	(89)	55%	(165)	298
Very Unfavorable of Biden	3%	(29)	12%	(104)	25%	(226)	60%	(539)	898
#1 Issue: Economy	4%	(33)	15%	(132)	27%	(239)	54%	(478)	883
#1 Issue: Security	5%	(16)	13%	(41)	20%	(64)	62%	(201)	322
#1 Issue: Health Care	8%	(15)	15%	(31)	24%	(48)	54%	(109)	203
#1 Issue: Medicare / Social Security	3%	(7)	14%	(30)	21%	(46)	62%	(136)	218
#1 Issue: Women's Issues	5%	(8)	7%	(10)	35%	(50)	53%	(75)	143
#1 Issue: Education	6%	(5)	17%	(15)	41%	(38)	37%	(34)	93
#1 Issue: Energy	5%	(10)	23%	(46)	26%	(53)	46%	(94)	202
#1 Issue: Other	5%	(7)	9%	(13)	19%	(28)	67%	(98)	146
2020 Vote: Joe Biden	5%	(48)	17%	(152)	27%	(239)	50%	(434)	873
2020 Vote: Donald Trump	3%	(20)	12%	(91)	22%	(164)	63%	(466)	741
2020 Vote: Other	6%	(6)	8%	(8)	30%	(30)	55%	(54)	98
2020 Vote: Didn't Vote	5%	(27)	14%	(68)	27%	(133)	54%	(271)	499
2018 House Vote: Democrat	6%	(39)	19%	(132)	26%	(176)	49%	(330)	676
2018 House Vote: Republican	3%	(20)	12%	(78)	25%	(155)	60%	(376)	629
2018 House Vote: Someone else	10%	(9)	12%	(11)	21%	(20)	57%	(53)	93
2016 Vote: Hillary Clinton	6%	(36)	18%	(112)	24%	(151)	52%	(329)	628
2016 Vote: Donald Trump	3%	(19)	13%	(85)	24%	(163)	60%	(401)	669
2016 Vote: Other	7%	(9)	8%	(10)	29%	(38)	57%	(74)	131
2016 Vote: Didn't Vote	5%	(36)	14%	(111)	27%	(213)	54%	(421)	781

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Table MCHE12_4: How much have you seen, read or heard about the following?

The spending package recently signed by President Joe Biden that will give the FDA additional authority to regulate e-cigarette and vaping products that contain synthetic nicotine not derived from tobacco

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(100)	14%	(319)	26%	(567)	55%	(1226)	2211
Voted in 2014: Yes	5%	(57)	15%	(181)	25%	(293)	55%	(662)	1193
Voted in 2014: No	4%	(43)	13%	(137)	27%	(274)	55%	(564)	1018
4-Region: Northeast	4%	(18)	15%	(58)	20%	(81)	61%	(240)	396
4-Region: Midwest	5%	(21)	12%	(58)	26%	(120)	57%	(266)	465
4-Region: South	5%	(41)	16%	(129)	25%	(209)	54%	(450)	828
4-Region: West	4%	(20)	14%	(74)	30%	(157)	52%	(271)	523
At Least Once a Week Vapers	13%	(40)	22%	(68)	29%	(89)	37%	(114)	311
At Least Once a Week Smokers	7%	(38)	16%	(88)	31%	(163)	46%	(244)	532
Cigarette Smokers	4%	(41)	15%	(150)	27%	(265)	54%	(531)	988
People Who Don't Smoke or Vape	3%	(47)	13%	(207)	24%	(375)	60%	(942)	1571
Parents with Kids under 18	7%	(36)	18%	(94)	29%	(154)	46%	(242)	526

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2211	100%
xdemGender	Gender: Male	1067	48%
	Gender: Female	1144	52%
	N	2211	
age	Age: 18-34	658	30%
	Age: 35-44	359	16%
	Age: 45-64	755	34%
	Age: 65+	438	20%
	N	2211	
demAgeGeneration	GenZers: 1997-2012	358	16%
	Millennials: 1981-1996	543	25%
	GenXers: 1965-1980	571	26%
	Baby Boomers: 1946-1964	674	30%
	N	2146	
xpid3	PID: Dem (no lean)	732	33%
	PID: Ind (no lean)	823	37%
	PID: Rep (no lean)	657	30%
	N	2211	
xpidGender	PID/Gender: Dem Men	330	15%
	PID/Gender: Dem Women	402	18%
	PID/Gender: Ind Men	404	18%
	PID/Gender: Ind Women	418	19%
	PID/Gender: Rep Men	333	15%
	PID/Gender: Rep Women	323	15%
	N	2211	
xdemIdeo3	Ideo: Liberal (1-3)	627	28%
	Ideo: Moderate (4)	599	27%
	Ideo: Conservative (5-7)	713	32%
	N	1938	
xeduc3	Educ: < College	1520	69%
	Educ: Bachelors degree	446	20%
	Educ: Post-grad	245	11%
	N	2211	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1184	54%
	Income: 50k-100k	676	31%
	Income: 100k+	351	16%
	N	2211	
xdemWhite	Ethnicity: White	1730	78%
xdemHispBin	Ethnicity: Hispanic	351	16%
demBlackBin	Ethnicity: Black	276	12%
demRaceOther	Ethnicity: Other	205	9%
xdemReligion	All Christian	987	45%
	All Non-Christian	117	5%
	Atheist	130	6%
	Agnostic/Nothing in particular	618	28%
	Something Else	359	16%
	N	2211	
xdemReligOther	Religious Non-Protestant/Catholic	138	6%
xdemEvang	Evangelical	478	22%
	Non-Evangelical	830	38%
	N	1308	
xdemUsr	Community: Urban	565	26%
	Community: Suburban	1066	48%
	Community: Rural	579	26%
	N	2211	
xdemEmploy	Employ: Private Sector	678	31%
	Employ: Government	140	6%
	Employ: Self-Employed	206	9%
	Employ: Homemaker	134	6%
	Employ: Student	98	4%
	Employ: Retired	525	24%
	Employ: Unemployed	247	11%
	Employ: Other	183	8%
	N	2211	
xdemMilHH1	Military HH: Yes	338	15%
	Military HH: No	1873	85%
	N	2211	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	641	29%
	RD/WT: Wrong Track	1570	71%
	N	2211	
xdemBidenApprove	Biden Job Approve	850	38%
	Biden Job Disapprove	1239	56%
	N	2090	
xdemBidenApprove2	Biden Job Strongly Approve	330	15%
	Biden Job Somewhat Approve	520	24%
	Biden Job Somewhat Disapprove	364	16%
	Biden Job Strongly Disapprove	875	40%
	N	2090	
xdemBidenFav	Favorable of Biden	893	40%
	Unfavorable of Biden	1197	54%
	N	2090	
xdemBidenFavFull	Very Favorable of Biden	380	17%
	Somewhat Favorable of Biden	513	23%
	Somewhat Unfavorable of Biden	298	13%
	Very Unfavorable of Biden	898	41%
	N	2090	
xnr3	#1 Issue: Economy	883	40%
	#1 Issue: Security	322	15%
	#1 Issue: Health Care	203	9%
	#1 Issue: Medicare / Social Security	218	10%
	#1 Issue: Women's Issues	143	6%
	#1 Issue: Education	93	4%
	#1 Issue: Energy	202	9%
	#1 Issue: Other	146	7%
	N	2211	
xsubVote20O	2020 Vote: Joe Biden	873	39%
	2020 Vote: Donald Trump	741	34%
	2020 Vote: Other	98	4%
	2020 Vote: Didn't Vote	499	23%
	N	2211	
xsubVote18O	2018 House Vote: Democrat	676	31%
	2018 House Vote: Republican	629	28%
	2018 House Vote: Someone else	93	4%
	N	1398	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote16O	2016 Vote: Hillary Clinton	628	28%
	2016 Vote: Donald Trump	669	30%
	2016 Vote: Other	131	6%
	2016 Vote: Didn't Vote	781	35%
	N	2210	
xsubVote14O	Voted in 2014: Yes	1193	54%
	Voted in 2014: No	1018	46%
	N	2211	
xreg4	4-Region: Northeast	396	18%
	4-Region: Midwest	465	21%
	4-Region: South	828	37%
	4-Region: West	523	24%
	N	2211	
MCHExdem1	At Least Once a Week Vapers	311	14%
MCHExdem2	At Least Once a Week Smokers	532	24%
MCHExdem3	Cigarette Smokers	988	45%
MCHExdem4	People Who Don't Smoke or Vape	1571	71%
MCHExdem5	Parents with Kids under 18	526	24%

Note: Group proportions may total to larger than one-hundred percent due to rounding. All statistics are calculated with demographic post-stratification weights applied.

