

NORC AmeriSpeak Omnibus Survey: Public Believes Nicotine-Based Smoking and Vaping Products Are More Harmful Than Those Containing THC

Interview Dates:

September 19-24, 2019 and February 14-18, 2019

The September results are based on a nationally representative sample of 1,052 English-speaking adults age 18 and over, conducted using an Omnibus survey of the AmeriSpeak® Panel, the probability-based panel of NORC at the University of Chicago. Of the 1,052 respondents, 93 completed the survey by phone and 959 via the web. Margin of error +/- 4.24 percent. The February results are based on a nationally representative sample of 1,004 English-speaking adults age 18 and over, conducted using an Omnibus survey of the AmeriSpeak® Panel, the probability-based panel of NORC at the University of Chicago. Of the 1,004 respondents, 101 completed the survey by phone and 903 via the web. Margin of error +/- 4.12 percent.

The polls and analysis was self-funded.

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

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

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

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

AmeriSpeak	Sept. 2019 (N=1052)	Feb. 2019 (N=1004)
Strongly Agree	22	25
Agree	47	46
Neither Agree nor Disagree	17	19
Strongly Disagree	6	4
Disagree	5	4
Don't Know	1	1
Skipped	2	*

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

AmeriSpeak	Sept. 2019 (N=1052)	Feb. 2019 (N=1004)
Strongly Agree	13	15
Agree	31	31
Neither Agree nor Disagree	30	31
Strongly Disagree	12	11
Disagree	11	10
Don't Know	1	1
Skipped	2	1

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

AmeriSpeak	Sept. 2019 (N=1052)	Feb. 2019 (N=1004)
Strongly Agree	15	14
Agree	35	39
Neither Agree nor Disagree	28	31
Strongly Disagree	10	10
Disagree	9	5
Don't Know	1	1
Skipped	2	1

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

AmeriSpeak	Sept. 2019 (N=1052)	Feb. 2019 (N=1004)
Strongly Agree	22	28
Agree	41	42
Neither Agree nor Disagree	16	18
Strongly Disagree	10	4
Disagree	8	6
Don't Know	1	2
Skipped	2	1

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

AmeriSpeak	Sept. 2019 (N=1052)	Feb. 2019 (N=1004)
Strongly Agree	28	30
Agree	35	43
Neither Agree nor Disagree	19	16
Strongly Disagree	7	5
Disagree	8	4
Don't Know	2	1
Skipped	2	1

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

AmeriSpeak	Sept. 2019 (N=1052)	Feb. 2019 (N=1004)
Strongly Agree	7	7
Agree	17	16
Neither Agree nor Disagree	32	42
Strongly Disagree	22	15
Disagree	20	17
Don't Know	1	1
Skipped	2	1

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

AmeriSpeak	Sept. 2019 (N=1052)	Feb. 2019 (N=1004)
Access to e-cigarettes should be limited because those who would not have used regular cigarettes are using these products and becoming addicted	75	77
Access to e-cigarettes should be broad because these products are safer than regular cigarettes and can help people quit smoking regular cigarettes	20	22
Don't Know	1	1
Skipped	4	1

Q3. Would you support, oppose, or neither support nor oppose the following actions by the Food and Drug Administration (FDA)?

Q3A. Restricting the sale of flavored e-cigarettes

AmeriSpeak	Sept. 2019 (N=1052)	Feb. 2019 (N=1004)
Strongly Support	43	33
Somewhat Support	18	22
Neither Support or Oppose	21	27
Somewhat Oppose	10	7
Strongly Oppose	6	9
Don't Know	*	*
Skipped	2	*

Q3B. Outlawing e-cigarettes entirely

AmeriSpeak	Sept. 2019 (N=1052)	Feb. 2019 (N=1004)
Strongly Support	30	20
Somewhat Support	16	19
Neither Support or Oppose	27	29
Somewhat Oppose	10	14
Strongly Oppose	15	15
Don't Know	*	1
Skipped	2	1

Q3C. Raising the legal age to purchase tobacco and e-cigarettes

AmeriSpeak	Sept. 2019 (N=1052)	Feb. 2019 (N=1004)
Strongly Support	49	45
Somewhat Support	16	24
Neither Support or Oppose	20	18
Somewhat Oppose	7	6
Strongly Oppose	6	7
Don't Know	*	*
Skipped	2	*

Q3D. Placing regulations on e-cigarette advertisements targeting teens

AmeriSpeak	Sept. 2019 (N=1052)	Feb. 2019 (N=1004)
Strongly Support	60	61
Somewhat Support	15	17
Neither Support or Oppose	14	15
Somewhat Oppose	4	3
Strongly Oppose	6	3
Don't Know	*	*
Skipped	2	*

Q3E. Placing restrictions on the amount of nicotine in e-cigarettes

AmeriSpeak	Sept. 2019 (N=1052)	Feb. 2019 (N=1004)
Strongly Support	50	56
Somewhat Support	20	17
Neither Support or Oppose	17	19
Somewhat Oppose	7	3
Strongly Oppose	4	4
Don't Know	1	*
Skipped	2	*

Q4. How harmful do you think the following behaviors are to those who practice them regularly?

Q4A. Smoking cigarettes

AmeriSpeak 09/19/2019 – 09/24/2019	All Adults Sept. 2019 (N=1052)
Very harmful	77
Somewhat harmful	13
Not at all harmful	4
There is not enough research to know	2
Don't know	2
Skipped	2

Q4B. Vaping nicotine

AmeriSpeak 09/19/2019 – 09/24/2019	All Adults Sept. 2019 (N=1052)
Very harmful	54
Somewhat harmful	27
Not at all harmful	4
There is not enough research to know	6
Don't know	6
Skipped	2

Q4C.-Smoking marijuana, also known as cannabis or THC

AmeriSpeak 09/19/2019 – 09/24/2019	All Adults Sept. 2019 (N=1052)
Very harmful	29
Somewhat harmful	29
Not at all harmful	25
There is not enough research to know	10
Don't know	5
Skipped	2

Q4D. Vaping marijuana, also known as cannabis or THC

AmeriSpeak 09/19/2019 – 09/24/2019	All Adults Sept. 2019 (N=1052)
Very harmful	38
Somewhat harmful	27
Not at all harmful	12
There is not enough research to know	13
Don't know	8
Skipped	2

Q5. Recent news has reported the outbreak of vaping-related illnesses that have sickened hundreds of people and resulted in several deaths. Have you heard about this?

AmeriSpeak 09/19/2019 – 09/24/2019	All Adults Sept. 2019 (N=1052)
Yes	81
No	13
Don't Know	5
Skipped	2

Q6. Since the start of the outbreak, have you talked about the risks of vaping with a friend or family member?

AmeriSpeak 09/19/2019 – 09/24/2019	All Adults Sept. 2019 (N=1052)
Yes	46
No	51
I don't know	2
Skipped	1

Q7. Have you used a vape or e-cigarette in the past 30 days?

AmeriSpeak 09/19/2019 – 09/24/2019	All Adults Sept. 2019 (N=1052)
Yes	8
No	86
Don't Know	4
Skipped	2

Demographics

GENDER

AmeriSpeak	Sept. 2019 (N=1052)	Feb. 2019 (N=1004)
Male	48	48
Female	52	52

AGE

AmeriSpeak	Sept. 2019 (N=1052)	Feb. 2019 (N=1004)
18-29	21	21
30-44	27	24
45-59	23	26
60+	29	29

RACE / ETHNICITY

AmeriSpeak	Sept. 2019 (N=1052)	Feb. 2019 (N=1004)
White, non-Hispanic	63	63
Black, non-Hispanic	12	12
Other, non-Hispanic	2	1
Hispanic	16	16
2+, non-Hispanic	3	3
Asian, non-Hispanic	3	4

EDUCATION

AmeriSpeak	Sept. 2019 (N=1052)	Feb. 2019 (N=1004)
Less than a high school diploma	10	11
High school graduate or equivalent	28	29
Some College	28	28
College graduate or above	33	32

MARITAL STATUS

AmeriSpeak	Sept. 2019 (N=1052)	Feb. 2019 (N=1004)
Married	47	50
Divorced	5	12
Widowed	11	6
Separated	3	1
Never Married	26	21
Living with Partner	7	10

REGION

AmeriSpeak	Sept. 2019 (N=1052)	Feb. 2019 (N=1004)
Northeast	18	18
Midwest	21	21
South	38	38
West	24	24

EMPLOYMENT STATUS

AmeriSpeak	Sept. 2019 (N=1052)	Feb. 2019 (N=1004)
Working – as a paid employee	45	51
Working – self employed	9	11
Not working – on a temporary layoff from a job	1	1
Not working – looking for work	8	4
Not working - retired	20	20
Not working - disabled	7	6
Not working - other	11	8

HOUSEHOLD INCOME

AmeriSpeak	Sept. 2019 (N=1052)	Feb. 2019 (N=1004)
Less than \$5,000	2	2
\$5,000 to under \$10,000	4	4
\$10,000 to under \$15,000	5	3
\$15,000 to under \$20,000	4	3
\$20,000 to under \$25,000	7	5
\$25,000 to under \$30,000	5	6
\$30,000 to under \$35,000	7	5
\$35,000 to under \$40,000	3	4
\$40,000 to under \$50,000	10	8
\$50,000 to under \$60,000	8	12
\$60,000 to under \$75,000	9	11
\$75,000 to under \$85,000	5	7
\$85,000 to under \$100,000	11	10
\$100,000 or more	19	21