



National Tracking Poll #180639
June 22-24, 2018

Crosstabulation Results

Methodology:

This poll was conducted from June 22-24, 2018, among a national sample of 2203 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on age, race/ethnicity, gender, educational attainment, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

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Crosstabulation Results by Respondent Demographics

Table BR19: How much have you seen, read or heard about vaping, or using electronic cigarettes?

Demographic	A lot		Some		Not too much		Nothing at all		Don't know / No Opinion		Total N
Adults	29%	(630)	38%	(847)	20%	(442)	8%	(178)	5%	(106)	2203
Gender: Male	27%	(288)	40%	(430)	21%	(226)	7%	(79)	4%	(41)	1063
Gender: Female	30%	(342)	37%	(417)	19%	(216)	9%	(100)	6%	(65)	1140
Age: 18-29	45%	(211)	26%	(121)	19%	(87)	5%	(25)	6%	(28)	472
Age: 30-44	33%	(181)	37%	(203)	18%	(96)	7%	(37)	5%	(25)	542
Age: 45-54	23%	(85)	42%	(156)	21%	(78)	8%	(28)	6%	(24)	371
Age: 55-64	24%	(93)	41%	(157)	23%	(89)	7%	(26)	4%	(16)	381
Age: 65+	14%	(60)	48%	(211)	21%	(91)	14%	(61)	3%	(14)	437
Generation Z: 18-21	44%	(77)	28%	(48)	17%	(29)	5%	(8)	7%	(12)	173
Millennial: Age 22-37	41%	(245)	29%	(172)	19%	(115)	6%	(37)	4%	(25)	594
Generation X: Age 38-53	25%	(148)	42%	(249)	19%	(110)	7%	(43)	7%	(40)	589
Boomers: Age 54-72	20%	(144)	45%	(321)	22%	(157)	10%	(69)	3%	(22)	714
PID: Dem (no lean)	27%	(188)	40%	(276)	21%	(145)	9%	(62)	3%	(22)	693
PID: Ind (no lean)	33%	(287)	35%	(301)	19%	(168)	7%	(64)	6%	(53)	873
PID: Rep (no lean)	24%	(154)	42%	(270)	20%	(129)	8%	(53)	5%	(31)	637
PID/Gender: Dem Men	30%	(103)	37%	(127)	21%	(73)	9%	(30)	3%	(11)	344
PID/Gender: Dem Women	24%	(85)	43%	(149)	21%	(72)	9%	(32)	3%	(11)	349
PID/Gender: Ind Men	28%	(108)	40%	(155)	20%	(76)	7%	(28)	5%	(21)	389
PID/Gender: Ind Women	37%	(179)	30%	(146)	19%	(91)	7%	(36)	7%	(32)	484
PID/Gender: Rep Men	23%	(76)	45%	(148)	23%	(77)	6%	(21)	3%	(9)	330
PID/Gender: Rep Women	25%	(78)	40%	(122)	17%	(53)	10%	(32)	7%	(22)	307
Ideo: Liberal (1-3)	32%	(237)	36%	(262)	20%	(148)	7%	(50)	4%	(32)	730
Ideo: Moderate (4)	25%	(114)	44%	(197)	20%	(91)	8%	(34)	3%	(15)	451
Ideo: Conservative (5-7)	23%	(164)	43%	(301)	22%	(156)	9%	(63)	3%	(23)	707
Educ: < College	31%	(469)	35%	(526)	19%	(290)	9%	(138)	6%	(92)	1514
Educ: Bachelors degree	24%	(107)	45%	(201)	23%	(100)	6%	(28)	2%	(9)	444
Educ: Post-grad	22%	(54)	49%	(121)	21%	(52)	5%	(12)	2%	(6)	244

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Table BR19: How much have you seen, read or heard about vaping, or using electronic cigarettes?

Demographic	A lot		Some		Not too much		Nothing at all		Don't know / No Opinion		Total N
Adults	29%	(630)	38%	(847)	20%	(442)	8%	(178)	5%	(106)	2203
Income: Under 50k	32%	(406)	35%	(455)	19%	(240)	8%	(109)	6%	(74)	1284
Income: 50k-100k	25%	(162)	40%	(259)	23%	(146)	8%	(54)	4%	(23)	645
Income: 100k+	22%	(62)	49%	(133)	20%	(55)	6%	(15)	3%	(9)	274
Ethnicity: White	27%	(459)	41%	(714)	20%	(342)	8%	(136)	4%	(74)	1724
Ethnicity: Hispanic	33%	(116)	30%	(105)	24%	(84)	6%	(22)	7%	(23)	350
Ethnicity: Afr. Am.	36%	(99)	28%	(78)	21%	(57)	10%	(28)	4%	(12)	275
Ethnicity: Other	35%	(71)	27%	(56)	21%	(42)	7%	(14)	10%	(21)	204
Relig: Protestant	21%	(116)	44%	(238)	22%	(119)	10%	(55)	3%	(15)	543
Relig: Roman Catholic	22%	(91)	46%	(193)	20%	(84)	9%	(37)	4%	(16)	420
Relig: Ath./Agn./None	33%	(228)	30%	(207)	21%	(145)	7%	(50)	8%	(54)	684
Relig: Something Else	35%	(113)	38%	(122)	16%	(50)	7%	(21)	4%	(13)	319
Relig: Evangelical	27%	(167)	39%	(240)	21%	(130)	8%	(47)	4%	(25)	608
Relig: Non-Evang. Catholics	21%	(122)	47%	(278)	20%	(116)	10%	(59)	2%	(14)	589
Relig: All Christian	24%	(289)	43%	(518)	21%	(246)	9%	(106)	3%	(39)	1198
Relig: All Non-Christian	34%	(341)	33%	(328)	20%	(196)	7%	(71)	7%	(66)	1002
Community: Urban	32%	(183)	35%	(201)	20%	(114)	8%	(48)	5%	(26)	573
Community: Suburban	26%	(259)	40%	(397)	21%	(206)	8%	(75)	5%	(44)	982
Community: Rural	29%	(187)	38%	(249)	19%	(121)	8%	(55)	6%	(36)	648
Employ: Private Sector	30%	(200)	41%	(277)	21%	(141)	6%	(39)	3%	(19)	677
Employ: Government	27%	(39)	42%	(61)	20%	(29)	5%	(8)	5%	(8)	145
Employ: Self-Employed	37%	(68)	38%	(70)	17%	(32)	7%	(13)	2%	(3)	186
Employ: Homemaker	39%	(69)	34%	(62)	16%	(28)	5%	(9)	6%	(11)	179
Employ: Student	43%	(41)	21%	(21)	17%	(17)	9%	(8)	10%	(10)	97
Employ: Retired	14%	(73)	46%	(233)	22%	(114)	14%	(72)	4%	(18)	511
Employ: Unemployed	30%	(65)	29%	(63)	25%	(54)	10%	(21)	6%	(13)	216
Employ: Other	38%	(73)	32%	(61)	14%	(26)	4%	(8)	12%	(23)	192
Military HH: Yes	29%	(125)	40%	(172)	19%	(82)	9%	(38)	4%	(17)	433
Military HH: No	29%	(505)	38%	(676)	20%	(359)	8%	(141)	5%	(90)	1770
RD/WT: Right Direction	26%	(236)	38%	(347)	20%	(183)	10%	(87)	6%	(54)	907
RD/WT: Wrong Track	30%	(394)	39%	(500)	20%	(259)	7%	(91)	4%	(52)	1296

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Table BR19: How much have you seen, read or heard about vaping, or using electronic cigarettes?

Demographic	A lot	Some	Not too much	Nothing at all	Don't know / No Opinion	Total N
Adults	29% (630)	38% (847)	20% (442)	8% (178)	5% (106)	2203
Trump Job Approve	28% (263)	40% (374)	20% (183)	8% (76)	4% (38)	933
Trump Job Disapprove	29% (330)	39% (444)	21% (239)	7% (80)	4% (41)	1134
Trump Job Strongly Approve	27% (129)	38% (183)	21% (101)	9% (46)	5% (22)	481
Trump Job Somewhat Approve	30% (134)	42% (191)	18% (82)	7% (30)	3% (15)	452
Trump Job Somewhat Disapprove	28% (83)	43% (126)	19% (56)	6% (17)	4% (11)	293
Trump Job Strongly Disapprove	29% (247)	38% (318)	22% (183)	8% (63)	3% (29)	841
#1 Issue: Economy	31% (190)	40% (241)	20% (123)	5% (33)	4% (23)	609
#1 Issue: Security	25% (111)	40% (176)	20% (89)	10% (46)	5% (22)	445
#1 Issue: Health Care	29% (96)	40% (135)	21% (69)	6% (21)	4% (15)	335
#1 Issue: Medicare / Social Security	20% (66)	43% (141)	21% (69)	12% (40)	4% (12)	327
#1 Issue: Women's Issues	34% (29)	33% (29)	20% (17)	5% (5)	7% (6)	87
#1 Issue: Education	39% (75)	28% (54)	21% (40)	8% (14)	4% (7)	190
#1 Issue: Energy	33% (24)	43% (32)	14% (10)	5% (3)	6% (4)	74
#1 Issue: Other	28% (38)	29% (39)	18% (24)	12% (16)	13% (17)	135
2016 Vote: Democrat Hillary Clinton	25% (168)	43% (292)	19% (131)	9% (62)	3% (21)	673
2016 Vote: Republican Donald Trump	25% (187)	41% (310)	21% (158)	9% (64)	4% (31)	751
2016 Vote: Someone else	27% (61)	44% (97)	20% (44)	5% (11)	4% (9)	223
Voted in 2014: Yes	25% (355)	42% (602)	20% (288)	8% (120)	4% (57)	1422
Voted in 2014: No	35% (274)	31% (246)	20% (153)	7% (58)	6% (49)	781
2012 Vote: Barack Obama	28% (232)	42% (355)	20% (171)	7% (57)	3% (23)	837
2012 Vote: Mitt Romney	19% (111)	44% (252)	23% (129)	10% (54)	4% (25)	571
2012 Vote: Other	24% (28)	42% (48)	14% (16)	14% (16)	7% (8)	116
2012 Vote: Didn't Vote	38% (259)	28% (192)	18% (125)	8% (51)	7% (50)	677
4-Region: Northeast	26% (104)	40% (156)	19% (75)	8% (33)	7% (26)	394
4-Region: Midwest	27% (123)	40% (185)	19% (88)	9% (43)	5% (24)	463
4-Region: South	26% (218)	38% (314)	23% (188)	8% (67)	5% (38)	825
4-Region: West	36% (185)	37% (192)	17% (90)	7% (35)	4% (19)	521
Favorable of Trump	28% (253)	41% (374)	19% (176)	8% (73)	4% (37)	913
Unfavorable of Trump	30% (335)	39% (438)	21% (235)	7% (80)	3% (34)	1122

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Table BR19: *How much have you seen, read or heard about vaping, or using electronic cigarettes?*

Demographic	A lot		Some		Not too much		Nothing at all		Don't know / No Opinion		Total N
Adults	29%	(630)	38%	(847)	20%	(442)	8%	(178)	5%	(106)	2203
Very Favorable of Trump	25%	(130)	40%	(206)	21%	(109)	9%	(49)	5%	(24)	518
Somewhat Favorable of Trump	31%	(123)	43%	(168)	17%	(66)	6%	(24)	3%	(13)	395
Somewhat Unfavorable of Trump	30%	(72)	37%	(88)	21%	(51)	7%	(18)	4%	(9)	238
Very Unfavorable of Trump	30%	(263)	40%	(350)	21%	(184)	7%	(62)	3%	(26)	885
Has smoked 100+ cigarettes: yes	32%	(336)	41%	(425)	18%	(187)	6%	(60)	3%	(30)	1038
Has smoked 100+ cigarettes: no	25%	(291)	36%	(419)	22%	(255)	10%	(119)	7%	(76)	1160
Heavy Drinker: yes	28%	(575)	39%	(803)	20%	(407)	8%	(172)	5%	(97)	2055
Heavy Drinker: no	40%	(49)	33%	(41)	20%	(24)	4%	(5)	3%	(4)	123

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

Table BR20: Do you or have you ever habitually smoked tobacco cigarettes?

Demographic	Yes	No	Don't know / No Opinion	Total N
Adults	44% (980)	53% (1161)	3% (63)	2203
Gender: Male	47% (496)	51% (542)	2% (25)	1063
Gender: Female	42% (484)	54% (618)	3% (37)	1140
Age: 18-29	32% (150)	62% (293)	6% (28)	472
Age: 30-44	50% (270)	47% (254)	3% (18)	542
Age: 45-54	41% (151)	57% (211)	3% (10)	371
Age: 55-64	48% (182)	51% (193)	1% (5)	381
Age: 65+	52% (226)	48% (209)	1% (2)	437
Generation Z: 18-21	20% (34)	73% (127)	7% (13)	173
Millennial: Age 22-37	45% (265)	52% (307)	4% (21)	594
Generation X: Age 38-53	44% (259)	52% (308)	4% (22)	589
Boomers: Age 54-72	47% (338)	52% (368)	1% (7)	714
PID: Dem (no lean)	44% (308)	54% (373)	2% (12)	693
PID: Ind (no lean)	45% (393)	51% (443)	4% (37)	873
PID: Rep (no lean)	44% (278)	54% (345)	2% (14)	637
PID/Gender: Dem Men	49% (169)	50% (172)	1% (3)	344
PID/Gender: Dem Women	40% (139)	57% (200)	3% (9)	349
PID/Gender: Ind Men	49% (189)	47% (184)	4% (16)	389
PID/Gender: Ind Women	42% (205)	53% (259)	4% (21)	484
PID/Gender: Rep Men	42% (138)	56% (186)	2% (6)	330
PID/Gender: Rep Women	46% (140)	52% (160)	2% (8)	307
Ideo: Liberal (1-3)	42% (305)	54% (397)	4% (27)	730
Ideo: Moderate (4)	45% (203)	54% (244)	1% (4)	451
Ideo: Conservative (5-7)	44% (308)	55% (390)	1% (9)	707
Educ: < College	50% (754)	46% (703)	4% (57)	1514
Educ: Bachelors degree	33% (147)	66% (294)	1% (3)	444
Educ: Post-grad	32% (78)	67% (164)	1% (2)	244
Income: Under 50k	49% (635)	47% (603)	4% (47)	1284
Income: 50k-100k	39% (253)	59% (380)	2% (12)	645
Income: 100k+	33% (92)	65% (178)	2% (4)	274

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Table BR20: Do you or have you ever habitually smoked tobacco cigarettes?

Demographic	Yes		No		Don't know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	44%	(980)	53%	(1161)	3%	(63)	2203
Ethnicity: White	46%	(796)	52%	(899)	2%	(29)	1724
Ethnicity: Hispanic	42%	(148)	51%	(179)	7%	(23)	350
Ethnicity: Afr. Am.	38%	(106)	55%	(152)	6%	(17)	275
Ethnicity: Other	38%	(78)	53%	(109)	8%	(17)	204
Relig: Protestant	42%	(228)	57%	(309)	1%	(6)	543
Relig: Roman Catholic	43%	(183)	56%	(234)	1%	(4)	420
Relig: Ath./Agn./None	44%	(304)	50%	(342)	6%	(38)	684
Relig: Something Else	44%	(139)	54%	(172)	2%	(7)	319
Relig: Evangelical	45%	(275)	52%	(318)	3%	(16)	608
Relig: Non-Evang. Catholics	44%	(260)	55%	(327)	—	(3)	589
Relig: All Christian	45%	(535)	54%	(644)	2%	(18)	1198
Relig: All Non-Christian	44%	(443)	51%	(514)	4%	(45)	1002
Community: Urban	46%	(261)	51%	(290)	4%	(22)	573
Community: Suburban	41%	(399)	57%	(558)	3%	(26)	982
Community: Rural	49%	(320)	48%	(313)	2%	(15)	648
Employ: Private Sector	39%	(261)	60%	(404)	2%	(12)	677
Employ: Government	35%	(51)	63%	(92)	2%	(3)	145
Employ: Self-Employed	44%	(82)	54%	(100)	2%	(5)	186
Employ: Homemaker	60%	(107)	38%	(68)	2%	(4)	179
Employ: Student	23%	(22)	67%	(65)	10%	(9)	97
Employ: Retired	50%	(256)	49%	(250)	1%	(5)	511
Employ: Unemployed	47%	(101)	49%	(107)	4%	(9)	216
Employ: Other	52%	(100)	40%	(76)	8%	(16)	192
Military HH: Yes	50%	(219)	47%	(204)	2%	(10)	433
Military HH: No	43%	(761)	54%	(956)	3%	(53)	1770
RD/WT: Right Direction	45%	(409)	52%	(468)	3%	(30)	907
RD/WT: Wrong Track	44%	(570)	53%	(693)	3%	(33)	1296
Trump Job Approve	46%	(433)	52%	(481)	2%	(18)	933
Trump Job Disapprove	43%	(489)	55%	(618)	2%	(27)	1134

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Table BR20: Do you or have you ever habitually smoked tobacco cigarettes?

Demographic	Yes		No		Don't know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	44%	(980)	53%	(1161)	3%	(63)	2203
Trump Job Strongly Approve	48%	(230)	51%	(244)	1%	(7)	481
Trump Job Somewhat Approve	45%	(203)	53%	(238)	2%	(11)	452
Trump Job Somewhat Disapprove	43%	(125)	55%	(160)	3%	(8)	293
Trump Job Strongly Disapprove	43%	(364)	54%	(458)	2%	(19)	841
#1 Issue: Economy	48%	(290)	50%	(306)	2%	(14)	609
#1 Issue: Security	44%	(195)	55%	(244)	1%	(6)	445
#1 Issue: Health Care	42%	(139)	55%	(183)	4%	(13)	335
#1 Issue: Medicare / Social Security	51%	(168)	48%	(156)	1%	(3)	327
#1 Issue: Women's Issues	31%	(27)	64%	(55)	6%	(5)	87
#1 Issue: Education	39%	(74)	59%	(112)	2%	(4)	190
#1 Issue: Energy	40%	(30)	51%	(38)	9%	(7)	74
#1 Issue: Other	42%	(57)	49%	(67)	9%	(12)	135
2016 Vote: Democrat Hillary Clinton	43%	(292)	55%	(370)	2%	(12)	673
2016 Vote: Republican Donald Trump	49%	(365)	50%	(375)	1%	(11)	751
2016 Vote: Someone else	37%	(83)	59%	(132)	3%	(7)	223
Voted in 2014: Yes	45%	(636)	53%	(759)	2%	(27)	1422
Voted in 2014: No	44%	(343)	51%	(402)	5%	(36)	781
2012 Vote: Barack Obama	46%	(383)	53%	(442)	2%	(13)	837
2012 Vote: Mitt Romney	43%	(248)	55%	(312)	2%	(11)	571
2012 Vote: Other	46%	(53)	51%	(59)	4%	(4)	116
2012 Vote: Didn't Vote	44%	(295)	51%	(348)	5%	(34)	677
4-Region: Northeast	46%	(181)	50%	(197)	4%	(16)	394
4-Region: Midwest	49%	(225)	48%	(224)	3%	(14)	463
4-Region: South	45%	(374)	51%	(425)	3%	(27)	825
4-Region: West	38%	(200)	61%	(315)	1%	(6)	521
Favorable of Trump	47%	(430)	51%	(467)	2%	(16)	913
Unfavorable of Trump	43%	(482)	55%	(620)	2%	(21)	1122
Very Favorable of Trump	48%	(249)	50%	(261)	2%	(9)	518
Somewhat Favorable of Trump	46%	(182)	52%	(206)	2%	(7)	395
Somewhat Unfavorable of Trump	42%	(99)	55%	(131)	3%	(7)	238
Very Unfavorable of Trump	43%	(383)	55%	(489)	2%	(13)	885

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Table BR20: *Do you or have you ever habitually smoked tobacco cigarettes?*

Demographic	Yes		No		Don't know / No Opinion		Total N
Adults	44%	(980)	53%	(1161)	3%	(63)	2203
Has smoked 100+ cigarettes: yes	87%	(900)	11%	(117)	2%	(21)	1038
Has smoked 100+ cigarettes: no	7%	(77)	90%	(1041)	4%	(41)	1160
Heavy Drinker: yes	43%	(889)	54%	(1112)	3%	(53)	2055
Heavy Drinker: no	64%	(79)	34%	(42)	2%	(2)	123

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

Table BR21: *Have you ever tried vaping, or using electronic cigarettes?*

Demographic	Yes		No		Don't know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	53%	(517)	47%	(459)	—	(4)	980
Gender: Male	45%	(226)	54%	(267)	1%	(3)	496
Gender: Female	60%	(291)	40%	(191)	—	(1)	484
Age: 18-29	85%	(128)	12%	(18)	2%	(4)	150
Age: 30-44	69%	(186)	31%	(85)	—	(0)	270
Age: 45-54	49%	(75)	51%	(76)	—	(0)	151
Age: 55-64	43%	(79)	57%	(103)	—	(0)	182
Age: 65+	22%	(49)	78%	(176)	—	(0)	226
Millennial: Age 22-37	80%	(213)	19%	(52)	—	(1)	265
Generation X: Age 38-53	55%	(142)	45%	(118)	—	(0)	259
Boomers: Age 54-72	38%	(128)	62%	(211)	—	(0)	338
PID: Dem (no lean)	49%	(150)	51%	(157)	—	(1)	308
PID: Ind (no lean)	58%	(230)	42%	(164)	—	(0)	393
PID: Rep (no lean)	49%	(137)	50%	(139)	1%	(3)	278
PID/Gender: Dem Men	45%	(76)	55%	(93)	—	(0)	169
PID/Gender: Dem Women	54%	(75)	46%	(64)	1%	(1)	139
PID/Gender: Ind Men	48%	(90)	52%	(98)	—	(0)	189
PID/Gender: Ind Women	68%	(139)	32%	(65)	—	(0)	205
PID/Gender: Rep Men	43%	(59)	55%	(76)	2%	(3)	138
PID/Gender: Rep Women	55%	(77)	45%	(62)	—	(0)	140
Ideo: Liberal (1-3)	55%	(169)	43%	(133)	1%	(4)	305
Ideo: Moderate (4)	49%	(99)	51%	(104)	—	(0)	203
Ideo: Conservative (5-7)	46%	(141)	54%	(167)	—	(0)	308
Educ: < College	57%	(428)	43%	(323)	—	(4)	754
Educ: Bachelors degree	46%	(67)	54%	(80)	—	(0)	147
Educ: Post-grad	28%	(22)	72%	(57)	—	(0)	78
Income: Under 50k	56%	(355)	44%	(279)	—	(1)	635
Income: 50k-100k	48%	(122)	51%	(128)	1%	(3)	253
Income: 100k+	44%	(40)	56%	(52)	—	(0)	92
Ethnicity: White	51%	(404)	49%	(389)	—	(3)	796

Continued on next page

Table BR21: Have you ever tried vaping, or using electronic cigarettes?

Demographic	Yes		No		Don't know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	53%	(517)	47%	(459)	—	(4)	980
Ethnicity: Hispanic	51%	(75)	47%	(70)	2%	(3)	148
Ethnicity: Afr. Am.	56%	(59)	44%	(47)	—	(0)	106
Ethnicity: Other	69%	(54)	30%	(23)	1%	(1)	78
Relig: Protestant	38%	(86)	62%	(142)	—	(0)	228
Relig: Roman Catholic	46%	(84)	53%	(96)	2%	(3)	183
Relig: Ath./Agn./None	62%	(190)	38%	(114)	—	(0)	304
Relig: Something Else	61%	(85)	39%	(54)	1%	(1)	139
Relig: Evangelical	51%	(141)	47%	(130)	1%	(3)	275
Relig: Non-Evang. Catholics	39%	(101)	61%	(159)	—	(0)	260
Relig: All Christian	45%	(243)	54%	(290)	1%	(3)	535
Relig: All Non-Christian	62%	(274)	38%	(168)	—	(1)	443
Community: Urban	51%	(133)	48%	(126)	1%	(3)	261
Community: Suburban	52%	(206)	48%	(192)	—	(0)	399
Community: Rural	56%	(178)	44%	(141)	—	(1)	320
Employ: Private Sector	57%	(149)	43%	(112)	—	(0)	261
Employ: Government	61%	(31)	37%	(19)	2%	(1)	51
Employ: Self-Employed	76%	(62)	24%	(20)	—	(0)	82
Employ: Homemaker	67%	(72)	33%	(36)	—	(0)	107
Employ: Retired	22%	(56)	77%	(198)	1%	(3)	256
Employ: Unemployed	57%	(57)	43%	(43)	—	(0)	101
Employ: Other	69%	(69)	31%	(31)	—	(0)	100
Military HH: Yes	41%	(91)	57%	(125)	1%	(3)	219
Military HH: No	56%	(426)	44%	(334)	—	(1)	761
RD/WT: Right Direction	50%	(206)	49%	(201)	1%	(3)	409
RD/WT: Wrong Track	55%	(311)	45%	(258)	—	(1)	570
Trump Job Approve	52%	(225)	47%	(205)	1%	(4)	433
Trump Job Disapprove	52%	(255)	48%	(234)	—	(0)	489
Trump Job Strongly Approve	48%	(111)	52%	(119)	—	(0)	230
Trump Job Somewhat Approve	56%	(114)	42%	(86)	2%	(4)	203
Trump Job Somewhat Disapprove	59%	(74)	41%	(51)	—	(0)	125
Trump Job Strongly Disapprove	50%	(182)	50%	(183)	—	(0)	364

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Table BR21: *Have you ever tried vaping, or using electronic cigarettes?*

Demographic	Yes		No		Don't know / No Opinion		Total N
Adults	53%	(517)	47%	(459)	—	(4)	980
#1 Issue: Economy	65%	(188)	35%	(102)	—	(0)	290
#1 Issue: Security	44%	(86)	54%	(106)	1%	(3)	195
#1 Issue: Health Care	52%	(72)	48%	(67)	—	(0)	139
#1 Issue: Medicare / Social Security	34%	(58)	66%	(111)	—	(0)	168
#1 Issue: Education	67%	(50)	33%	(24)	—	(0)	74
#1 Issue: Other	54%	(30)	46%	(26)	—	(0)	57
2016 Vote: Democrat Hillary Clinton	42%	(124)	58%	(168)	—	(0)	292
2016 Vote: Republican Donald Trump	47%	(170)	53%	(195)	—	(0)	365
2016 Vote: Someone else	57%	(47)	43%	(36)	—	(0)	83
Voted in 2014: Yes	45%	(284)	55%	(353)	—	(0)	636
Voted in 2014: No	68%	(233)	31%	(106)	1%	(4)	343
2012 Vote: Barack Obama	48%	(185)	52%	(198)	—	(0)	383
2012 Vote: Mitt Romney	41%	(102)	58%	(145)	—	(1)	248
2012 Vote: Other	60%	(32)	40%	(21)	—	(0)	53
2012 Vote: Didn't Vote	67%	(198)	32%	(94)	1%	(3)	295
4-Region: Northeast	46%	(84)	54%	(97)	—	(0)	181
4-Region: Midwest	54%	(122)	45%	(102)	—	(1)	225
4-Region: South	51%	(191)	48%	(180)	1%	(3)	374
4-Region: West	60%	(121)	40%	(79)	—	(0)	200
Favorable of Trump	52%	(224)	48%	(206)	—	(1)	430
Unfavorable of Trump	53%	(254)	47%	(225)	1%	(3)	482
Very Favorable of Trump	50%	(125)	50%	(124)	—	(0)	249
Somewhat Favorable of Trump	54%	(99)	45%	(82)	—	(1)	182
Somewhat Unfavorable of Trump	48%	(47)	50%	(49)	3%	(3)	99
Very Unfavorable of Trump	54%	(207)	46%	(176)	—	(0)	383
Has smoked 100+ cigarettes: yes	53%	(474)	47%	(422)	—	(4)	900
Has smoked 100+ cigarettes: no	54%	(41)	46%	(36)	—	(0)	77
Heavy Drinker: yes	52%	(465)	48%	(423)	—	(1)	889
Heavy Drinker: no	60%	(47)	40%	(32)	—	(0)	79

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

Table BR22: Which do you prefer?

Demographic	Smoking tobacco cigarettes		I prefer smoking and vaping equally		Vaping, or using electronic cigarettes		Don't know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	57%	(292)	14%	(71)	22%	(115)	7%	(38)	517
Gender: Male	54%	(121)	13%	(29)	26%	(59)	7%	(17)	226
Gender: Female	59%	(171)	14%	(42)	19%	(57)	7%	(22)	291
Age: 18-29	46%	(59)	15%	(19)	32%	(41)	7%	(9)	128
Age: 30-44	58%	(108)	16%	(30)	19%	(36)	6%	(12)	186
Age: 45-54	59%	(44)	14%	(11)	21%	(16)	6%	(4)	75
Age: 55-64	66%	(52)	11%	(9)	16%	(13)	8%	(6)	79
Millennial: Age 22-37	52%	(110)	17%	(37)	25%	(53)	7%	(14)	213
Generation X: Age 38-53	61%	(86)	13%	(18)	20%	(28)	6%	(9)	142
Boomers: Age 54-72	62%	(80)	9%	(11)	19%	(24)	10%	(13)	128
PID: Dem (no lean)	54%	(81)	14%	(22)	22%	(34)	9%	(14)	150
PID: Ind (no lean)	60%	(139)	14%	(31)	20%	(46)	6%	(14)	230
PID: Rep (no lean)	53%	(73)	13%	(18)	26%	(36)	8%	(10)	137
PID/Gender: Dem Men	51%	(39)	13%	(10)	24%	(19)	11%	(8)	76
PID/Gender: Dem Women	56%	(42)	16%	(12)	20%	(15)	8%	(6)	75
PID/Gender: Ind Men	57%	(52)	15%	(14)	22%	(20)	5%	(5)	90
PID/Gender: Ind Women	62%	(87)	13%	(18)	19%	(26)	6%	(9)	139
PID/Gender: Rep Men	51%	(31)	9%	(5)	34%	(20)	5%	(3)	59
PID/Gender: Rep Women	54%	(42)	16%	(13)	20%	(16)	9%	(7)	77
Ideo: Liberal (1-3)	61%	(103)	12%	(21)	20%	(34)	6%	(10)	169
Ideo: Moderate (4)	58%	(57)	16%	(16)	19%	(19)	6%	(6)	99
Ideo: Conservative (5-7)	52%	(74)	14%	(20)	26%	(37)	7%	(11)	141
Educ: < College	58%	(249)	14%	(60)	20%	(86)	8%	(33)	428
Educ: Bachelors degree	45%	(30)	14%	(10)	36%	(24)	6%	(4)	67
Income: Under 50k	59%	(210)	14%	(48)	20%	(70)	7%	(26)	355
Income: 50k-100k	49%	(60)	14%	(17)	29%	(35)	8%	(10)	122
Ethnicity: White	59%	(237)	12%	(49)	22%	(91)	7%	(27)	404
Ethnicity: Hispanic	43%	(32)	11%	(8)	36%	(27)	10%	(8)	75
Ethnicity: Afr. Am.	53%	(31)	27%	(16)	17%	(10)	3%	(2)	59

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Table BR22: Which do you prefer?

Demographic	Smoking tobacco cigarettes		I prefer smoking and vaping equally		Vaping, or using electronic cigarettes		Don't know / No Opinion		Total N
Adults	57%	(292)	14%	(71)	22%	(115)	7%	(38)	517
Ethnicity: Other	45%	(24)	11%	(6)	27%	(15)	17%	(9)	54
Relig: Protestant	65%	(56)	10%	(8)	22%	(19)	3%	(3)	86
Relig: Roman Catholic	51%	(43)	15%	(12)	19%	(16)	15%	(13)	84
Relig: Ath./Agn./None	59%	(113)	9%	(18)	25%	(47)	7%	(13)	190
Relig: Something Else	54%	(46)	21%	(18)	20%	(17)	6%	(5)	85
Relig: Evangelical	58%	(82)	13%	(18)	25%	(36)	4%	(6)	141
Relig: Non-Evang. Catholics	52%	(53)	17%	(18)	16%	(16)	14%	(15)	101
Relig: All Christian	55%	(134)	15%	(36)	21%	(52)	9%	(21)	243
Relig: All Non-Christian	58%	(158)	13%	(35)	23%	(63)	6%	(17)	274
Community: Urban	60%	(79)	12%	(17)	17%	(22)	11%	(15)	133
Community: Suburban	51%	(106)	16%	(32)	27%	(57)	5%	(11)	206
Community: Rural	60%	(107)	13%	(23)	20%	(36)	7%	(12)	178
Employ: Private Sector	50%	(74)	16%	(24)	27%	(41)	6%	(9)	149
Employ: Self-Employed	68%	(42)	12%	(7)	15%	(9)	5%	(3)	62
Employ: Homemaker	57%	(41)	13%	(9)	20%	(14)	10%	(7)	72
Employ: Retired	53%	(30)	10%	(6)	29%	(16)	7%	(4)	56
Employ: Unemployed	68%	(39)	7%	(4)	15%	(8)	11%	(6)	57
Employ: Other	59%	(41)	13%	(9)	23%	(16)	4%	(3)	69
Military HH: Yes	57%	(52)	11%	(10)	28%	(26)	4%	(3)	91
Military HH: No	56%	(241)	14%	(61)	21%	(90)	8%	(35)	426
RD/WT: Right Direction	51%	(105)	16%	(34)	26%	(54)	6%	(13)	206
RD/WT: Wrong Track	60%	(188)	12%	(38)	20%	(61)	8%	(25)	311
Trump Job Approve	53%	(119)	16%	(36)	24%	(55)	7%	(15)	225
Trump Job Disapprove	59%	(150)	13%	(33)	21%	(54)	7%	(18)	255
Trump Job Strongly Approve	53%	(59)	12%	(14)	25%	(28)	9%	(10)	111
Trump Job Somewhat Approve	53%	(60)	20%	(22)	23%	(27)	4%	(5)	114
Trump Job Somewhat Disapprove	60%	(44)	18%	(13)	17%	(12)	5%	(4)	74
Trump Job Strongly Disapprove	58%	(106)	11%	(19)	23%	(41)	8%	(15)	182

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Table BR22: Which do you prefer?

Demographic	Smoking tobacco cigarettes		I prefer smoking and vaping equally		Vaping, or using electronic cigarettes		Don't know / No Opinion		Total N
Adults	57%	(292)	14%	(71)	22%	(115)	7%	(38)	517
#1 Issue: Economy	59%	(110)	13%	(25)	22%	(42)	6%	(11)	188
#1 Issue: Security	53%	(46)	18%	(16)	18%	(16)	11%	(9)	86
#1 Issue: Health Care	56%	(40)	14%	(10)	24%	(17)	7%	(5)	72
#1 Issue: Medicare / Social Security	61%	(35)	9%	(5)	19%	(11)	10%	(6)	58
#1 Issue: Education	58%	(29)	11%	(5)	21%	(10)	10%	(5)	50
2016 Vote: Democrat Hillary Clinton	58%	(71)	15%	(19)	23%	(29)	4%	(4)	124
2016 Vote: Republican Donald Trump	53%	(91)	14%	(24)	26%	(44)	7%	(12)	170
Voted in 2014: Yes	55%	(157)	14%	(40)	23%	(66)	8%	(22)	284
Voted in 2014: No	58%	(136)	14%	(32)	21%	(50)	7%	(16)	233
2012 Vote: Barack Obama	59%	(109)	14%	(26)	20%	(37)	7%	(13)	185
2012 Vote: Mitt Romney	54%	(55)	12%	(12)	25%	(26)	9%	(9)	102
2012 Vote: Didn't Vote	53%	(105)	16%	(31)	25%	(49)	7%	(13)	198
4-Region: Northeast	59%	(50)	15%	(13)	11%	(10)	14%	(12)	84
4-Region: Midwest	63%	(77)	14%	(17)	18%	(22)	5%	(6)	122
4-Region: South	52%	(99)	17%	(32)	25%	(48)	6%	(12)	191
4-Region: West	56%	(68)	8%	(10)	30%	(36)	6%	(7)	121
Favorable of Trump	52%	(116)	15%	(35)	26%	(58)	7%	(15)	224
Unfavorable of Trump	60%	(152)	13%	(34)	21%	(52)	6%	(16)	254
Very Favorable of Trump	49%	(62)	14%	(17)	30%	(37)	8%	(9)	125
Somewhat Favorable of Trump	55%	(54)	18%	(18)	22%	(21)	5%	(5)	99
Very Unfavorable of Trump	62%	(129)	10%	(20)	22%	(45)	6%	(13)	207
Has smoked 100+ cigarettes: yes	61%	(289)	14%	(66)	18%	(87)	7%	(32)	474
Heavy Drinker: yes	56%	(260)	14%	(63)	23%	(107)	8%	(35)	465

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

Table BR23: Do you or have you ever habitually vaped tobacco products?

Demographic	Yes	No	Don't know / No Opinion	Total N
Adults	12% (255)	85% (1882)	3% (67)	2203
Gender: Male	12% (126)	85% (907)	3% (30)	1063
Gender: Female	11% (128)	86% (975)	3% (36)	1140
Age: 18-29	22% (106)	72% (340)	6% (26)	472
Age: 30-44	15% (80)	80% (436)	5% (26)	542
Age: 45-54	8% (30)	89% (332)	3% (10)	371
Age: 55-64	7% (25)	93% (353)	1% (2)	381
Age: 65+	3% (14)	96% (421)	1% (3)	437
Generation Z: 18-21	17% (29)	76% (132)	7% (13)	173
Millennial: Age 22-37	22% (130)	73% (437)	5% (27)	594
Generation X: Age 38-53	9% (51)	88% (516)	4% (22)	589
Boomers: Age 54-72	5% (38)	94% (673)	— (2)	714
PID: Dem (no lean)	12% (84)	86% (595)	2% (14)	693
PID: Ind (no lean)	13% (112)	83% (720)	5% (41)	873
PID: Rep (no lean)	9% (59)	89% (567)	2% (12)	637
PID/Gender: Dem Men	14% (48)	84% (289)	2% (7)	344
PID/Gender: Dem Women	10% (36)	88% (306)	2% (7)	349
PID/Gender: Ind Men	11% (44)	84% (327)	5% (18)	389
PID/Gender: Ind Women	14% (68)	81% (393)	5% (23)	484
PID/Gender: Rep Men	10% (34)	88% (291)	2% (5)	330
PID/Gender: Rep Women	8% (25)	90% (275)	2% (7)	307
Ideo: Liberal (1-3)	12% (84)	84% (614)	4% (31)	730
Ideo: Moderate (4)	10% (47)	89% (400)	1% (5)	451
Ideo: Conservative (5-7)	9% (64)	90% (636)	1% (7)	707
Educ: < College	14% (207)	82% (1246)	4% (62)	1514
Educ: Bachelors degree	8% (35)	91% (405)	1% (4)	444
Educ: Post-grad	5% (13)	94% (231)	— (1)	244
Income: Under 50k	13% (166)	83% (1066)	4% (52)	1284
Income: 50k-100k	11% (72)	87% (562)	2% (10)	645
Income: 100k+	6% (17)	92% (253)	2% (4)	274

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Table BR23: Do you or have you ever habitually vaped tobacco products?

Demographic	Yes		No		Don't know / No Opinion		Total N
Adults	12%	(255)	85%	(1882)	3%	(67)	2203
Ethnicity: White	10%	(180)	88%	(1515)	2%	(29)	1724
Ethnicity: Hispanic	15%	(51)	79%	(278)	6%	(21)	350
Ethnicity: Afr. Am.	17%	(47)	76%	(210)	6%	(18)	275
Ethnicity: Other	14%	(28)	77%	(156)	10%	(20)	204
Relig: Protestant	7%	(38)	92%	(502)	1%	(4)	543
Relig: Roman Catholic	9%	(39)	90%	(378)	1%	(3)	420
Relig: Ath./Agn./None	14%	(92)	80%	(548)	6%	(43)	684
Relig: Something Else	15%	(49)	81%	(259)	3%	(11)	319
Relig: Evangelical	11%	(69)	87%	(529)	2%	(10)	608
Relig: Non-Evang. Catholics	8%	(44)	92%	(542)	—	(3)	589
Relig: All Christian	9%	(113)	89%	(1072)	1%	(13)	1198
Relig: All Non-Christian	14%	(142)	81%	(807)	5%	(54)	1002
Community: Urban	12%	(70)	84%	(481)	4%	(22)	573
Community: Suburban	11%	(106)	86%	(848)	3%	(27)	982
Community: Rural	12%	(78)	85%	(553)	3%	(18)	648
Employ: Private Sector	12%	(78)	86%	(583)	2%	(15)	677
Employ: Government	13%	(19)	85%	(124)	2%	(3)	145
Employ: Self-Employed	17%	(32)	80%	(149)	2%	(4)	186
Employ: Homemaker	16%	(29)	82%	(147)	2%	(3)	179
Employ: Student	19%	(18)	73%	(71)	8%	(7)	97
Employ: Retired	4%	(18)	96%	(490)	—	(3)	511
Employ: Unemployed	11%	(23)	84%	(180)	6%	(12)	216
Employ: Other	19%	(37)	71%	(137)	10%	(19)	192
Military HH: Yes	12%	(50)	87%	(375)	2%	(8)	433
Military HH: No	12%	(205)	85%	(1507)	3%	(58)	1770
RD/WT: Right Direction	12%	(105)	85%	(772)	3%	(30)	907
RD/WT: Wrong Track	12%	(150)	86%	(1110)	3%	(36)	1296
Trump Job Approve	12%	(109)	87%	(809)	2%	(15)	933
Trump Job Disapprove	11%	(129)	86%	(976)	3%	(29)	1134

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Table BR23: Do you or have you ever habitually vaped tobacco products?

Demographic	Yes		No		Don't know / No Opinion		Total N
Adults	12%	(255)	85%	(1882)	3%	(67)	2203
Trump Job Strongly Approve	12%	(55)	88%	(421)	1%	(4)	481
Trump Job Somewhat Approve	12%	(54)	86%	(388)	2%	(11)	452
Trump Job Somewhat Disapprove	13%	(38)	84%	(246)	3%	(10)	293
Trump Job Strongly Disapprove	11%	(91)	87%	(730)	2%	(19)	841
#1 Issue: Economy	14%	(87)	82%	(501)	3%	(20)	609
#1 Issue: Security	10%	(44)	89%	(394)	1%	(6)	445
#1 Issue: Health Care	12%	(40)	85%	(286)	3%	(10)	335
#1 Issue: Medicare / Social Security	7%	(22)	92%	(302)	1%	(4)	327
#1 Issue: Women's Issues	12%	(10)	84%	(73)	4%	(4)	87
#1 Issue: Education	13%	(24)	84%	(159)	4%	(7)	190
#1 Issue: Energy	20%	(15)	74%	(55)	7%	(5)	74
#1 Issue: Other	9%	(12)	83%	(112)	9%	(12)	135
2016 Vote: Democrat Hillary Clinton	10%	(68)	88%	(591)	2%	(15)	673
2016 Vote: Republican Donald Trump	10%	(75)	88%	(663)	2%	(12)	751
2016 Vote: Someone else	9%	(21)	88%	(196)	3%	(6)	223
Voted in 2014: Yes	9%	(134)	89%	(1259)	2%	(28)	1422
Voted in 2014: No	15%	(120)	80%	(623)	5%	(38)	781
2012 Vote: Barack Obama	10%	(87)	88%	(735)	2%	(15)	837
2012 Vote: Mitt Romney	7%	(41)	91%	(520)	2%	(10)	571
2012 Vote: Other	9%	(10)	83%	(96)	8%	(10)	116
2012 Vote: Didn't Vote	17%	(116)	78%	(529)	5%	(32)	677
4-Region: Northeast	10%	(39)	87%	(343)	3%	(12)	394
4-Region: Midwest	11%	(50)	86%	(400)	3%	(13)	463
4-Region: South	14%	(115)	83%	(685)	3%	(25)	825
4-Region: West	10%	(51)	87%	(454)	3%	(16)	521
Favorable of Trump	12%	(105)	87%	(797)	1%	(10)	913
Unfavorable of Trump	12%	(133)	86%	(962)	3%	(28)	1122
Very Favorable of Trump	12%	(64)	87%	(449)	1%	(6)	518
Somewhat Favorable of Trump	11%	(42)	88%	(349)	1%	(5)	395
Somewhat Unfavorable of Trump	12%	(28)	86%	(205)	2%	(5)	238
Very Unfavorable of Trump	12%	(104)	86%	(757)	3%	(24)	885

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Table BR23: *Do you or have you ever habitually vaped tobacco products?*

Demographic	Yes		No		Don't know / No Opinion		Total N
Adults	12%	(255)	85%	(1882)	3%	(67)	2203
Has smoked 100+ cigarettes: yes	19%	(197)	79%	(815)	3%	(26)	1038
Has smoked 100+ cigarettes: no	5%	(56)	92%	(1063)	3%	(40)	1160
Heavy Drinker: yes	11%	(222)	86%	(1775)	3%	(58)	2055
Heavy Drinker: no	23%	(29)	75%	(92)	2%	(2)	123

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

Table BR24: *Have you ever tried smoking tobacco cigarettes?*

Demographic	Yes		No		Don't know / No Opinion		Total N
Adults	89%	(227)	9%	(24)	1%	(3)	255
Gender: Male	89%	(112)	9%	(11)	3%	(3)	126
Gender: Female	90%	(115)	10%	(13)	—	(0)	128
Age: 18-29	78%	(82)	19%	(20)	3%	(3)	106
Age: 30-44	96%	(77)	4%	(3)	—	(0)	80
Millennial: Age 22-37	87%	(114)	10%	(14)	2%	(3)	130
Generation X: Age 38-53	97%	(49)	3%	(1)	—	(0)	51
PID: Dem (no lean)	88%	(73)	12%	(10)	—	(0)	84
PID: Ind (no lean)	86%	(97)	11%	(12)	3%	(3)	112
PID: Rep (no lean)	97%	(57)	3%	(2)	—	(0)	59
PID/Gender: Ind Women	84%	(57)	16%	(11)	—	(0)	68
Ideo: Liberal (1-3)	83%	(70)	13%	(11)	4%	(3)	84
Ideo: Conservative (5-7)	94%	(60)	6%	(4)	—	(0)	64
Educ: < College	89%	(185)	9%	(18)	2%	(3)	207
Income: Under 50k	92%	(153)	8%	(13)	—	(0)	166
Income: 50k-100k	85%	(61)	11%	(8)	4%	(3)	72
Ethnicity: White	91%	(163)	9%	(17)	—	(0)	180
Ethnicity: Hispanic	78%	(40)	15%	(8)	6%	(3)	51
Relig: Ath./Agn./None	91%	(84)	9%	(9)	—	(0)	92
Relig: Evangelical	94%	(64)	2%	(1)	5%	(3)	69
Relig: All Christian	90%	(102)	7%	(8)	3%	(3)	113
Relig: All Non-Christian	88%	(125)	12%	(17)	—	(0)	142
Community: Urban	94%	(66)	6%	(4)	—	(0)	70
Community: Suburban	88%	(93)	9%	(9)	3%	(3)	106
Community: Rural	87%	(68)	13%	(11)	—	(0)	78
Employ: Private Sector	91%	(71)	9%	(7)	—	(0)	78
Military HH: Yes	83%	(41)	11%	(5)	6%	(3)	50
Military HH: No	91%	(186)	9%	(19)	—	(0)	205
RD/WT: Right Direction	92%	(96)	5%	(6)	3%	(3)	105
RD/WT: Wrong Track	88%	(131)	12%	(18)	—	(0)	150

Continued on next page

Table BR24: *Have you ever tried smoking tobacco cigarettes?*

Demographic	Yes		No		Don't know / No Opinion		Total N
Adults	89%	(227)	9%	(24)	1%	(3)	255
Trump Job Approve	97%	(106)	3%	(3)	—	(0)	109
Trump Job Disapprove	83%	(107)	14%	(18)	3%	(3)	129
Trump Job Strongly Approve	98%	(54)	2%	(1)	—	(0)	55
Trump Job Somewhat Approve	96%	(52)	4%	(2)	—	(0)	54
Trump Job Strongly Disapprove	84%	(76)	13%	(12)	4%	(3)	91
#1 Issue: Economy	96%	(83)	4%	(4)	—	(0)	87
2016 Vote: Democrat Hillary Clinton	93%	(63)	7%	(5)	—	(0)	68
2016 Vote: Republican Donald Trump	99%	(74)	1%	(1)	—	(0)	75
Voted in 2014: Yes	92%	(124)	5%	(7)	2%	(3)	134
Voted in 2014: No	86%	(103)	14%	(17)	—	(0)	120
2012 Vote: Barack Obama	93%	(81)	7%	(6)	—	(0)	87
2012 Vote: Didn't Vote	82%	(96)	15%	(17)	3%	(3)	116
4-Region: Midwest	89%	(45)	4%	(2)	6%	(3)	50
4-Region: South	89%	(101)	11%	(13)	—	(0)	115
4-Region: West	88%	(45)	12%	(6)	—	(0)	51
Favorable of Trump	94%	(99)	6%	(6)	—	(0)	105
Unfavorable of Trump	85%	(113)	12%	(16)	2%	(3)	133
Very Favorable of Trump	94%	(60)	6%	(4)	—	(0)	64
Very Unfavorable of Trump	84%	(88)	13%	(13)	3%	(3)	104
Has smoked 100+ cigarettes: yes	97%	(191)	1%	(3)	2%	(3)	197
Has smoked 100+ cigarettes: no	63%	(35)	37%	(21)	—	(0)	56
Heavy Drinker: yes	89%	(197)	10%	(21)	1%	(3)	222

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

Table BR25: Which do you prefer?

Demographic	Smoking tobacco cigarettes		I prefer both smoking and vaping equally		Vaping, or using electronic cigarettes		Don't know / No Opinion		Total N
Adults	29%	(66)	30%	(68)	39%	(89)	2%	(5)	227
Gender: Male	27%	(30)	32%	(36)	37%	(41)	4%	(5)	112
Gender: Female	31%	(36)	28%	(32)	41%	(48)	—	(0)	115
Age: 18-29	34%	(28)	28%	(23)	38%	(31)	—	(0)	82
Age: 30-44	31%	(24)	37%	(28)	32%	(24)	1%	(1)	77
Millennial: Age 22-37	34%	(39)	36%	(40)	31%	(35)	—	(0)	114
PID: Dem (no lean)	24%	(18)	33%	(24)	38%	(28)	5%	(3)	73
PID: Ind (no lean)	39%	(38)	29%	(28)	31%	(30)	1%	(1)	97
PID: Rep (no lean)	19%	(11)	27%	(15)	53%	(31)	1%	(1)	57
PID/Gender: Ind Women	42%	(24)	21%	(12)	37%	(21)	—	(0)	57
Ideo: Liberal (1-3)	34%	(24)	28%	(19)	34%	(24)	5%	(3)	70
Ideo: Conservative (5-7)	19%	(11)	30%	(18)	49%	(30)	1%	(1)	60
Educ: < College	29%	(54)	29%	(54)	39%	(73)	2%	(4)	185
Income: Under 50k	35%	(54)	29%	(45)	33%	(50)	2%	(3)	153
Income: 50k-100k	12%	(7)	31%	(19)	55%	(34)	2%	(1)	61
Ethnicity: White	32%	(52)	28%	(45)	40%	(65)	1%	(1)	163
Relig: Ath./Agn./None	34%	(29)	21%	(18)	41%	(34)	4%	(3)	84
Relig: Evangelical	27%	(17)	27%	(17)	45%	(29)	1%	(1)	64
Relig: All Christian	24%	(25)	32%	(33)	42%	(43)	1%	(1)	102
Relig: All Non-Christian	33%	(41)	28%	(35)	37%	(46)	3%	(3)	125
Community: Urban	25%	(16)	34%	(23)	36%	(24)	5%	(3)	66
Community: Suburban	27%	(26)	29%	(27)	43%	(40)	1%	(1)	93
Community: Rural	35%	(24)	26%	(18)	37%	(25)	1%	(1)	68
Employ: Private Sector	26%	(18)	30%	(21)	39%	(28)	6%	(4)	71
Military HH: No	31%	(57)	30%	(56)	37%	(69)	2%	(5)	186
RD/WT: Right Direction	17%	(16)	38%	(36)	43%	(41)	2%	(2)	96
RD/WT: Wrong Track	38%	(50)	24%	(31)	36%	(48)	2%	(2)	131
Trump Job Approve	18%	(19)	34%	(37)	45%	(48)	2%	(2)	106
Trump Job Disapprove	39%	(41)	27%	(29)	33%	(35)	2%	(2)	107

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Table BR25: Which do you prefer?

Demographic	Smoking tobacco cigarettes		I prefer both smoking and vaping equally		Vaping, or using electronic cigarettes		Don't know / No Opinion		Total N
Adults	29%	(66)	30%	(68)	39%	(89)	2%	(5)	227
Trump Job Strongly Approve	17%	(9)	32%	(17)	47%	(26)	4%	(2)	54
Trump Job Somewhat Approve	19%	(10)	38%	(19)	43%	(22)	—	(0)	52
Trump Job Strongly Disapprove	36%	(27)	25%	(19)	36%	(28)	3%	(2)	76
#1 Issue: Economy	34%	(29)	31%	(26)	35%	(29)	—	(0)	83
2016 Vote: Democrat Hillary Clinton	31%	(19)	32%	(20)	31%	(20)	5%	(3)	63
2016 Vote: Republican Donald Trump	23%	(17)	31%	(23)	45%	(33)	1%	(1)	74
Voted in 2014: Yes	31%	(39)	31%	(39)	35%	(44)	2%	(2)	124
Voted in 2014: No	26%	(27)	28%	(28)	44%	(45)	2%	(2)	103
2012 Vote: Barack Obama	33%	(27)	30%	(24)	34%	(28)	3%	(2)	81
2012 Vote: Didn't Vote	27%	(26)	32%	(31)	39%	(38)	2%	(2)	96
4-Region: South	26%	(27)	29%	(29)	43%	(43)	2%	(2)	101
Favorable of Trump	18%	(18)	32%	(32)	49%	(49)	1%	(1)	99
Unfavorable of Trump	37%	(42)	29%	(33)	32%	(36)	2%	(2)	113
Very Favorable of Trump	16%	(10)	33%	(20)	50%	(30)	1%	(1)	60
Very Unfavorable of Trump	40%	(35)	25%	(22)	35%	(30)	1%	(1)	88
Has smoked 100+ cigarettes: yes	34%	(65)	32%	(61)	33%	(63)	1%	(2)	191
Heavy Drinker: yes	29%	(58)	30%	(60)	39%	(77)	2%	(3)	197

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

Table BR26_1: You'll now be asked to compare tobacco cigarettes to vaping, or using electronic cigarettes. If you had to pick, does the following apply to smoking tobacco cigarettes or vaping, using electronic cigarettes?
Expensive

Demographic	Smoking tobacco cigarettes		Vaping, or using electronic cigarettes		Total N
Adults	68%	(1505)	32%	(698)	2203
Gender: Male	68%	(718)	32%	(345)	1063
Gender: Female	69%	(787)	31%	(353)	1140
Age: 18-29	55%	(259)	45%	(213)	472
Age: 30-44	69%	(375)	31%	(167)	542
Age: 45-54	67%	(248)	33%	(123)	371
Age: 55-64	75%	(285)	25%	(95)	381
Age: 65+	77%	(337)	23%	(100)	437
Generation Z: 18-21	48%	(83)	52%	(90)	173
Millennial: Age 22-37	64%	(380)	36%	(214)	594
Generation X: Age 38-53	68%	(401)	32%	(188)	589
Boomers: Age 54-72	75%	(533)	25%	(181)	714
PID: Dem (no lean)	70%	(484)	30%	(208)	693
PID: Ind (no lean)	67%	(582)	33%	(290)	873
PID: Rep (no lean)	69%	(438)	31%	(200)	637
PID/Gender: Dem Men	65%	(224)	35%	(120)	344
PID/Gender: Dem Women	75%	(260)	25%	(88)	349
PID/Gender: Ind Men	67%	(262)	33%	(127)	389
PID/Gender: Ind Women	66%	(321)	34%	(163)	484
PID/Gender: Rep Men	70%	(232)	30%	(98)	330
PID/Gender: Rep Women	67%	(205)	33%	(102)	307
Ideo: Liberal (1-3)	63%	(461)	37%	(269)	730
Ideo: Moderate (4)	74%	(333)	26%	(118)	451
Ideo: Conservative (5-7)	69%	(491)	31%	(216)	707
Educ: < College	67%	(1011)	33%	(503)	1514
Educ: Bachelors degree	72%	(322)	28%	(123)	444
Educ: Post-grad	71%	(172)	29%	(72)	244

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Table BR26_1: You'll now be asked to compare tobacco cigarettes to vaping, or using electronic cigarettes. If you had to pick, does the following apply to smoking tobacco cigarettes or vaping, using electronic cigarettes?
Expensive

Demographic	Smoking tobacco cigarettes		Vaping, or using electronic cigarettes		Total N
Adults	68%	(1505)	32%	(698)	2203
Income: Under 50k	66%	(847)	34%	(437)	1284
Income: 50k-100k	69%	(447)	31%	(198)	645
Income: 100k+	77%	(212)	23%	(63)	274
Ethnicity: White	71%	(1232)	29%	(492)	1724
Ethnicity: Hispanic	62%	(216)	38%	(134)	350
Ethnicity: Afr. Am.	56%	(155)	44%	(120)	275
Ethnicity: Other	58%	(118)	42%	(86)	204
Relig: Protestant	71%	(384)	29%	(159)	543
Relig: Roman Catholic	73%	(308)	27%	(112)	420
Relig: Ath./Agn./None	64%	(441)	36%	(243)	684
Relig: Something Else	67%	(214)	33%	(105)	319
Relig: Evangelical	69%	(417)	31%	(191)	608
Relig: Non-Evang. Catholics	73%	(432)	27%	(157)	589
Relig: All Christian	71%	(849)	29%	(348)	1198
Relig: All Non-Christian	65%	(655)	35%	(348)	1002
Community: Urban	65%	(370)	35%	(203)	573
Community: Suburban	69%	(682)	31%	(300)	982
Community: Rural	70%	(453)	30%	(196)	648
Employ: Private Sector	71%	(477)	29%	(199)	677
Employ: Government	64%	(93)	36%	(53)	145
Employ: Self-Employed	70%	(130)	30%	(56)	186
Employ: Homemaker	67%	(120)	33%	(59)	179
Employ: Student	53%	(51)	47%	(46)	97
Employ: Retired	74%	(379)	26%	(132)	511
Employ: Unemployed	60%	(130)	40%	(86)	216
Employ: Other	65%	(124)	35%	(68)	192
Military HH: Yes	71%	(307)	29%	(126)	433
Military HH: No	68%	(1198)	32%	(572)	1770

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Table BR26_1: You'll now be asked to compare tobacco cigarettes to vaping, or using electronic cigarettes. If you had to pick, does the following apply to smoking tobacco cigarettes or vaping, using electronic cigarettes?
Expensive

Demographic	Smoking tobacco cigarettes		Vaping, or using electronic cigarettes		Total N
Adults	68%	(1505)	32%	(698)	2203
RD/WT: Right Direction	67%	(610)	33%	(297)	907
RD/WT: Wrong Track	69%	(895)	31%	(401)	1296
Trump Job Approve	68%	(637)	32%	(296)	933
Trump Job Disapprove	69%	(783)	31%	(351)	1134
Trump Job Strongly Approve	68%	(326)	32%	(155)	481
Trump Job Somewhat Approve	69%	(311)	31%	(142)	452
Trump Job Somewhat Disapprove	75%	(218)	25%	(75)	293
Trump Job Strongly Disapprove	67%	(564)	33%	(276)	841
#1 Issue: Economy	68%	(416)	32%	(193)	609
#1 Issue: Security	70%	(310)	30%	(134)	445
#1 Issue: Health Care	68%	(229)	32%	(106)	335
#1 Issue: Medicare / Social Security	73%	(238)	27%	(90)	327
#1 Issue: Women's Issues	61%	(52)	39%	(34)	87
#1 Issue: Education	68%	(129)	32%	(62)	190
#1 Issue: Energy	57%	(42)	43%	(32)	74
#1 Issue: Other	65%	(88)	35%	(47)	135
2016 Vote: Democrat Hillary Clinton	71%	(478)	29%	(195)	673
2016 Vote: Republican Donald Trump	71%	(532)	29%	(219)	751
2016 Vote: Someone else	66%	(147)	34%	(75)	223
Voted in 2014: Yes	71%	(1013)	29%	(409)	1422
Voted in 2014: No	63%	(492)	37%	(289)	781
2012 Vote: Barack Obama	72%	(603)	28%	(234)	837
2012 Vote: Mitt Romney	72%	(411)	28%	(161)	571
2012 Vote: Other	72%	(83)	28%	(33)	116
2012 Vote: Didn't Vote	60%	(408)	40%	(270)	677
4-Region: Northeast	77%	(303)	23%	(91)	394
4-Region: Midwest	73%	(339)	27%	(124)	463
4-Region: South	64%	(531)	36%	(294)	825
4-Region: West	64%	(332)	36%	(189)	521

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Table BR26_1: You'll now be asked to compare tobacco cigarettes to vaping, or using electronic cigarettes. If you had to pick, does the following apply to smoking tobacco cigarettes or vaping, using electronic cigarettes?*Expensive*

Demographic	Smoking tobacco cigarettes		Vaping, or using electronic cigarettes		Total N
Adults	68%	(1505)	32%	(698)	2203
Favorable of Trump	69%	(631)	31%	(282)	913
Unfavorable of Trump	69%	(773)	31%	(349)	1122
Very Favorable of Trump	67%	(349)	33%	(169)	518
Somewhat Favorable of Trump	71%	(282)	29%	(113)	395
Somewhat Unfavorable of Trump	69%	(165)	31%	(73)	238
Very Unfavorable of Trump	69%	(609)	31%	(276)	885
Has smoked 100+ cigarettes: yes	70%	(729)	30%	(308)	1038
Has smoked 100+ cigarettes: no	67%	(773)	33%	(386)	1160
Heavy Drinker: yes	68%	(1399)	32%	(655)	2055
Heavy Drinker: no	73%	(90)	27%	(33)	123

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

Table BR26_4: You'll now be asked to compare tobacco cigarettes to vaping, or using electronic cigarettes. If you had to pick, does the following apply to smoking tobacco cigarettes or vaping, using electronic cigarettes?
Harmful

Demographic	Smoking tobacco cigarettes		Vaping, or using electronic cigarettes		Total N
Adults	83%	(1824)	17%	(379)	2203
Gender: Male	84%	(892)	16%	(171)	1063
Gender: Female	82%	(932)	18%	(208)	1140
Age: 18-29	82%	(385)	18%	(86)	472
Age: 30-44	83%	(449)	17%	(94)	542
Age: 45-54	82%	(303)	18%	(68)	371
Age: 55-64	86%	(327)	14%	(54)	381
Age: 65+	82%	(360)	18%	(77)	437
Generation Z: 18-21	86%	(148)	14%	(25)	173
Millennial: Age 22-37	81%	(481)	19%	(113)	594
Generation X: Age 38-53	82%	(483)	18%	(106)	589
Boomers: Age 54-72	84%	(599)	16%	(115)	714
PID: Dem (no lean)	84%	(582)	16%	(111)	693
PID: Ind (no lean)	83%	(724)	17%	(148)	873
PID: Rep (no lean)	81%	(518)	19%	(120)	637
PID/Gender: Dem Men	81%	(278)	19%	(66)	344
PID/Gender: Dem Women	87%	(303)	13%	(45)	349
PID/Gender: Ind Men	86%	(335)	14%	(54)	389
PID/Gender: Ind Women	80%	(389)	20%	(95)	484
PID/Gender: Rep Men	84%	(279)	16%	(51)	330
PID/Gender: Rep Women	78%	(239)	22%	(68)	307
Ideo: Liberal (1-3)	81%	(590)	19%	(140)	730
Ideo: Moderate (4)	88%	(398)	12%	(53)	451
Ideo: Conservative (5-7)	83%	(585)	17%	(122)	707
Educ: < College	81%	(1225)	19%	(289)	1514
Educ: Bachelors degree	87%	(385)	13%	(60)	444
Educ: Post-grad	88%	(214)	12%	(31)	244

Continued on next page

Table BR26_4: You'll now be asked to compare tobacco cigarettes to vaping, or using electronic cigarettes. If you had to pick, does the following apply to smoking tobacco cigarettes or vaping, using electronic cigarettes?
 Harmful

Demographic	Smoking tobacco cigarettes		Vaping, or using electronic cigarettes		Total N
Adults	83%	(1824)	17%	(379)	2203
Income: Under 50k	81%	(1042)	19%	(242)	1284
Income: 50k-100k	84%	(540)	16%	(104)	645
Income: 100k+	88%	(241)	12%	(33)	274
Ethnicity: White	83%	(1439)	17%	(285)	1724
Ethnicity: Hispanic	78%	(272)	22%	(77)	350
Ethnicity: Afr. Am.	77%	(213)	23%	(62)	275
Ethnicity: Other	84%	(172)	16%	(32)	204
Relig: Protestant	83%	(451)	17%	(93)	543
Relig: Roman Catholic	84%	(354)	16%	(66)	420
Relig: Ath./Agn./None	84%	(576)	16%	(108)	684
Relig: Something Else	79%	(252)	21%	(66)	319
Relig: Evangelical	79%	(480)	21%	(128)	608
Relig: Non-Evang. Catholics	87%	(513)	13%	(77)	589
Relig: All Christian	83%	(993)	17%	(205)	1198
Relig: All Non-Christian	83%	(828)	17%	(174)	1002
Community: Urban	81%	(466)	19%	(107)	573
Community: Suburban	85%	(834)	15%	(148)	982
Community: Rural	81%	(524)	19%	(125)	648
Employ: Private Sector	86%	(582)	14%	(94)	677
Employ: Government	82%	(119)	18%	(26)	145
Employ: Self-Employed	90%	(167)	10%	(19)	186
Employ: Homemaker	79%	(142)	21%	(38)	179
Employ: Student	83%	(81)	17%	(16)	97
Employ: Retired	82%	(419)	18%	(92)	511
Employ: Unemployed	78%	(167)	22%	(48)	216
Employ: Other	76%	(146)	24%	(46)	192
Military HH: Yes	81%	(349)	19%	(84)	433
Military HH: No	83%	(1475)	17%	(295)	1770

Continued on next page

Table BR26_4: You'll now be asked to compare tobacco cigarettes to vaping, or using electronic cigarettes. If you had to pick, does the following apply to smoking tobacco cigarettes or vaping, using electronic cigarettes?
Harmful

Demographic	Smoking tobacco cigarettes		Vaping, or using electronic cigarettes		Total N
Adults	83%	(1824)	17%	(379)	2203
RD/WT: Right Direction	80%	(730)	20%	(178)	907
RD/WT: Wrong Track	84%	(1094)	16%	(202)	1296
Trump Job Approve	82%	(762)	18%	(171)	933
Trump Job Disapprove	84%	(952)	16%	(181)	1134
Trump Job Strongly Approve	77%	(370)	23%	(110)	481
Trump Job Somewhat Approve	87%	(392)	13%	(61)	452
Trump Job Somewhat Disapprove	86%	(251)	14%	(42)	293
Trump Job Strongly Disapprove	83%	(702)	17%	(139)	841
#1 Issue: Economy	84%	(509)	16%	(100)	609
#1 Issue: Security	81%	(362)	19%	(83)	445
#1 Issue: Health Care	86%	(289)	14%	(46)	335
#1 Issue: Medicare / Social Security	82%	(268)	18%	(59)	327
#1 Issue: Women's Issues	87%	(75)	13%	(11)	87
#1 Issue: Education	87%	(166)	13%	(25)	190
#1 Issue: Energy	64%	(48)	36%	(27)	74
#1 Issue: Other	79%	(107)	21%	(28)	135
2016 Vote: Democrat Hillary Clinton	84%	(565)	16%	(108)	673
2016 Vote: Republican Donald Trump	82%	(618)	18%	(133)	751
2016 Vote: Someone else	80%	(179)	20%	(44)	223
Voted in 2014: Yes	83%	(1173)	17%	(248)	1422
Voted in 2014: No	83%	(650)	17%	(131)	781
2012 Vote: Barack Obama	84%	(703)	16%	(134)	837
2012 Vote: Mitt Romney	80%	(458)	20%	(113)	571
2012 Vote: Other	90%	(104)	10%	(12)	116
2012 Vote: Didn't Vote	82%	(557)	18%	(120)	677
4-Region: Northeast	83%	(327)	17%	(67)	394
4-Region: Midwest	85%	(393)	15%	(70)	463
4-Region: South	82%	(677)	18%	(149)	825
4-Region: West	82%	(428)	18%	(93)	521

Continued on next page

Table BR26_4: You'll now be asked to compare tobacco cigarettes to vaping, or using electronic cigarettes. If you had to pick, does the following apply to smoking tobacco cigarettes or vaping, using electronic cigarettes?
 Harmful

Demographic	Smoking tobacco cigarettes		Vaping, or using electronic cigarettes		Total N
Adults	83%	(1824)	17%	(379)	2203
Favorable of Trump	81%	(744)	19%	(169)	913
Unfavorable of Trump	85%	(953)	15%	(169)	1122
Very Favorable of Trump	77%	(399)	23%	(119)	518
Somewhat Favorable of Trump	87%	(345)	13%	(50)	395
Somewhat Unfavorable of Trump	84%	(200)	16%	(37)	238
Very Unfavorable of Trump	85%	(753)	15%	(132)	885
Has smoked 100+ cigarettes: yes	81%	(844)	19%	(194)	1038
Has smoked 100+ cigarettes: no	84%	(976)	16%	(184)	1160
Heavy Drinker: yes	83%	(1705)	17%	(349)	2055
Heavy Drinker: no	86%	(106)	14%	(17)	123

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

Table BR26_5: You'll now be asked to compare tobacco cigarettes to vaping, or using electronic cigarettes. If you had to pick, does the following apply to smoking tobacco cigarettes or vaping, using electronic cigarettes?

Bothersome

Demographic	Smoking tobacco cigarettes		Vaping, or using electronic cigarettes		Total N
Adults	72%	(1584)	28%	(619)	2203
Gender: Male	71%	(751)	29%	(312)	1063
Gender: Female	73%	(833)	27%	(306)	1140
Age: 18-29	77%	(362)	23%	(110)	472
Age: 30-44	72%	(391)	28%	(151)	542
Age: 45-54	67%	(249)	33%	(122)	371
Age: 55-64	70%	(266)	30%	(114)	381
Age: 65+	72%	(316)	28%	(121)	437
Generation Z: 18-21	82%	(142)	18%	(31)	173
Millennial: Age 22-37	74%	(439)	26%	(155)	594
Generation X: Age 38-53	69%	(405)	31%	(184)	589
Boomers: Age 54-72	71%	(510)	29%	(204)	714
PID: Dem (no lean)	75%	(518)	25%	(175)	693
PID: Ind (no lean)	71%	(619)	29%	(254)	873
PID: Rep (no lean)	70%	(448)	30%	(190)	637
PID/Gender: Dem Men	71%	(243)	29%	(101)	344
PID/Gender: Dem Women	79%	(275)	21%	(74)	349
PID/Gender: Ind Men	70%	(273)	30%	(116)	389
PID/Gender: Ind Women	71%	(346)	29%	(138)	484
PID/Gender: Rep Men	71%	(235)	29%	(95)	330
PID/Gender: Rep Women	69%	(213)	31%	(94)	307
Ideo: Liberal (1-3)	75%	(545)	25%	(185)	730
Ideo: Moderate (4)	70%	(316)	30%	(135)	451
Ideo: Conservative (5-7)	70%	(495)	30%	(212)	707
Educ: < College	70%	(1067)	30%	(447)	1514
Educ: Bachelors degree	76%	(339)	24%	(106)	444
Educ: Post-grad	73%	(178)	27%	(66)	244

Continued on next page

Table BR26_5: You'll now be asked to compare tobacco cigarettes to vaping, or using electronic cigarettes. If you had to pick, does the following apply to smoking tobacco cigarettes or vaping, using electronic cigarettes?
 Bothersome

Demographic	Vaping, or using electronic cigarettes				Total N
	Smoking tobacco cigarettes		cigarettes		
Adults	72%	(1584)	28%	(619)	2203
Income: Under 50k	69%	(892)	31%	(392)	1284
Income: 50k-100k	75%	(486)	25%	(159)	645
Income: 100k+	75%	(207)	25%	(68)	274
Ethnicity: White	72%	(1243)	28%	(481)	1724
Ethnicity: Hispanic	72%	(252)	28%	(98)	350
Ethnicity: Afr. Am.	71%	(196)	29%	(79)	275
Ethnicity: Other	71%	(146)	29%	(59)	204
Relig: Protestant	74%	(405)	26%	(139)	543
Relig: Roman Catholic	73%	(305)	27%	(115)	420
Relig: Ath./Agn./None	71%	(486)	29%	(198)	684
Relig: Something Else	71%	(227)	29%	(92)	319
Relig: Evangelical	71%	(433)	29%	(175)	608
Relig: Non-Evang. Catholics	74%	(436)	26%	(153)	589
Relig: All Christian	73%	(869)	27%	(328)	1198
Relig: All Non-Christian	71%	(713)	29%	(290)	1002
Community: Urban	74%	(421)	26%	(152)	573
Community: Suburban	74%	(730)	26%	(252)	982
Community: Rural	67%	(433)	33%	(215)	648
Employ: Private Sector	74%	(502)	26%	(174)	677
Employ: Government	76%	(110)	24%	(35)	145
Employ: Self-Employed	71%	(131)	29%	(55)	186
Employ: Homemaker	72%	(129)	28%	(50)	179
Employ: Student	78%	(76)	22%	(21)	97
Employ: Retired	70%	(357)	30%	(154)	511
Employ: Unemployed	70%	(151)	30%	(65)	216
Employ: Other	67%	(128)	33%	(64)	192
Military HH: Yes	70%	(305)	30%	(128)	433
Military HH: No	72%	(1279)	28%	(491)	1770

Continued on next page

Table BR26_5: You'll now be asked to compare tobacco cigarettes to vaping, or using electronic cigarettes. If you had to pick, does the following apply to smoking tobacco cigarettes or vaping, using electronic cigarettes?
Bothersome

Demographic	Smoking tobacco cigarettes		Vaping, or using electronic cigarettes		Total N
Adults	72%	(1584)	28%	(619)	2203
RD/WT: Right Direction	69%	(628)	31%	(279)	907
RD/WT: Wrong Track	74%	(956)	26%	(340)	1296
Trump Job Approve	70%	(650)	30%	(283)	933
Trump Job Disapprove	74%	(839)	26%	(294)	1134
Trump Job Strongly Approve	65%	(311)	35%	(170)	481
Trump Job Somewhat Approve	75%	(339)	25%	(113)	452
Trump Job Somewhat Disapprove	75%	(219)	25%	(74)	293
Trump Job Strongly Disapprove	74%	(620)	26%	(220)	841
#1 Issue: Economy	72%	(436)	28%	(173)	609
#1 Issue: Security	70%	(313)	30%	(132)	445
#1 Issue: Health Care	75%	(252)	25%	(83)	335
#1 Issue: Medicare / Social Security	71%	(231)	29%	(96)	327
#1 Issue: Women's Issues	81%	(70)	19%	(16)	87
#1 Issue: Education	75%	(143)	25%	(47)	190
#1 Issue: Energy	72%	(53)	28%	(21)	74
#1 Issue: Other	63%	(86)	37%	(50)	135
2016 Vote: Democrat Hillary Clinton	76%	(512)	24%	(161)	673
2016 Vote: Republican Donald Trump	69%	(516)	31%	(235)	751
2016 Vote: Someone else	69%	(153)	31%	(70)	223
Voted in 2014: Yes	71%	(1013)	29%	(409)	1422
Voted in 2014: No	73%	(571)	27%	(210)	781
2012 Vote: Barack Obama	76%	(635)	24%	(202)	837
2012 Vote: Mitt Romney	69%	(392)	31%	(179)	571
2012 Vote: Other	60%	(69)	40%	(47)	116
2012 Vote: Didn't Vote	72%	(487)	28%	(190)	677
4-Region: Northeast	72%	(283)	28%	(111)	394
4-Region: Midwest	69%	(320)	31%	(143)	463
4-Region: South	74%	(611)	26%	(214)	825
4-Region: West	71%	(370)	29%	(150)	521

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Table BR26_5: You'll now be asked to compare tobacco cigarettes to vaping, or using electronic cigarettes. If you had to pick, does the following apply to smoking tobacco cigarettes or vaping, using electronic cigarettes?
 Bothersome

Demographic	Smoking tobacco cigarettes		Vaping, or using electronic cigarettes		Total N
Adults	72%	(1584)	28%	(619)	2203
Favorable of Trump	69%	(630)	31%	(283)	913
Unfavorable of Trump	75%	(842)	25%	(281)	1122
Very Favorable of Trump	65%	(336)	35%	(182)	518
Somewhat Favorable of Trump	75%	(295)	25%	(100)	395
Somewhat Unfavorable of Trump	77%	(182)	23%	(55)	238
Very Unfavorable of Trump	75%	(659)	25%	(225)	885
Has smoked 100+ cigarettes: yes	66%	(681)	34%	(357)	1038
Has smoked 100+ cigarettes: no	77%	(899)	23%	(261)	1160
Heavy Drinker: yes	72%	(1484)	28%	(571)	2055
Heavy Drinker: no	69%	(85)	31%	(38)	123

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

Table BR26_6: You'll now be asked to compare tobacco cigarettes to vaping, or using electronic cigarettes. If you had to pick, does the following apply to smoking tobacco cigarettes or vaping, using electronic cigarettes?
Socially acceptable

Demographic	Smoking tobacco cigarettes		Vaping, or using electronic cigarettes		Total N
Adults	20%	(447)	80%	(1756)	2203
Gender: Male	19%	(203)	81%	(861)	1063
Gender: Female	21%	(245)	79%	(895)	1140
Age: 18-29	20%	(96)	80%	(375)	472
Age: 30-44	19%	(101)	81%	(442)	542
Age: 45-54	21%	(79)	79%	(292)	371
Age: 55-64	22%	(84)	78%	(296)	381
Age: 65+	20%	(86)	80%	(350)	437
Generation Z: 18-21	17%	(29)	83%	(145)	173
Millennial: Age 22-37	21%	(125)	79%	(469)	594
Generation X: Age 38-53	20%	(119)	80%	(470)	589
Boomers: Age 54-72	20%	(144)	80%	(570)	714
PID: Dem (no lean)	20%	(142)	80%	(551)	693
PID: Ind (no lean)	21%	(181)	79%	(692)	873
PID: Rep (no lean)	20%	(125)	80%	(513)	637
PID/Gender: Dem Men	19%	(65)	81%	(279)	344
PID/Gender: Dem Women	22%	(76)	78%	(272)	349
PID/Gender: Ind Men	19%	(74)	81%	(315)	389
PID/Gender: Ind Women	22%	(107)	78%	(377)	484
PID/Gender: Rep Men	19%	(63)	81%	(267)	330
PID/Gender: Rep Women	20%	(62)	80%	(246)	307
Ideo: Liberal (1-3)	21%	(155)	79%	(574)	730
Ideo: Moderate (4)	18%	(80)	82%	(371)	451
Ideo: Conservative (5-7)	18%	(131)	82%	(576)	707
Educ: < College	23%	(353)	77%	(1161)	1514
Educ: Bachelors degree	15%	(66)	85%	(378)	444
Educ: Post-grad	12%	(28)	88%	(216)	244

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Table BR26_6: You'll now be asked to compare tobacco cigarettes to vaping, or using electronic cigarettes. If you had to pick, does the following apply to smoking tobacco cigarettes or vaping, using electronic cigarettes?
Socially acceptable

Demographic	Smoking tobacco cigarettes		Vaping, or using electronic cigarettes		Total N
Adults	20%	(447)	80%	(1756)	2203
Income: Under 50k	24%	(304)	76%	(980)	1284
Income: 50k-100k	15%	(99)	85%	(546)	645
Income: 100k+	16%	(45)	84%	(230)	274
Ethnicity: White	19%	(325)	81%	(1399)	1724
Ethnicity: Hispanic	22%	(78)	78%	(271)	350
Ethnicity: Afr. Am.	29%	(79)	71%	(196)	275
Ethnicity: Other	21%	(44)	79%	(161)	204
Relig: Protestant	16%	(88)	84%	(456)	543
Relig: Roman Catholic	18%	(76)	82%	(345)	420
Relig: Ath./Agn./None	21%	(144)	79%	(540)	684
Relig: Something Else	23%	(73)	77%	(246)	319
Relig: Evangelical	22%	(131)	78%	(477)	608
Relig: Non-Evang. Catholics	17%	(99)	83%	(490)	589
Relig: All Christian	19%	(230)	81%	(968)	1198
Relig: All Non-Christian	22%	(217)	78%	(786)	1002
Community: Urban	22%	(124)	78%	(448)	573
Community: Suburban	19%	(182)	81%	(800)	982
Community: Rural	22%	(141)	78%	(507)	648
Employ: Private Sector	17%	(112)	83%	(564)	677
Employ: Government	26%	(37)	74%	(108)	145
Employ: Self-Employed	20%	(36)	80%	(150)	186
Employ: Homemaker	23%	(41)	77%	(138)	179
Employ: Student	13%	(13)	87%	(84)	97
Employ: Retired	20%	(103)	80%	(408)	511
Employ: Unemployed	29%	(62)	71%	(154)	216
Employ: Other	22%	(43)	78%	(149)	192
Military HH: Yes	18%	(80)	82%	(353)	433
Military HH: No	21%	(368)	79%	(1402)	1770

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Table BR26_6: You'll now be asked to compare tobacco cigarettes to vaping, or using electronic cigarettes. If you had to pick, does the following apply to smoking tobacco cigarettes or vaping, using electronic cigarettes?
Socially acceptable

Demographic	Smoking tobacco cigarettes		Vaping, or using electronic cigarettes		Total N
Adults	20%	(447)	80%	(1756)	2203
RD/WT: Right Direction	21%	(192)	79%	(715)	907
RD/WT: Wrong Track	20%	(255)	80%	(1041)	1296
Trump Job Approve	20%	(186)	80%	(747)	933
Trump Job Disapprove	19%	(217)	81%	(917)	1134
Trump Job Strongly Approve	23%	(110)	77%	(371)	481
Trump Job Somewhat Approve	17%	(76)	83%	(376)	452
Trump Job Somewhat Disapprove	22%	(64)	78%	(229)	293
Trump Job Strongly Disapprove	18%	(153)	82%	(688)	841
#1 Issue: Economy	17%	(104)	83%	(505)	609
#1 Issue: Security	24%	(109)	76%	(336)	445
#1 Issue: Health Care	22%	(75)	78%	(260)	335
#1 Issue: Medicare / Social Security	22%	(71)	78%	(257)	327
#1 Issue: Women's Issues	15%	(13)	85%	(73)	87
#1 Issue: Education	20%	(37)	80%	(153)	190
#1 Issue: Energy	19%	(14)	81%	(60)	74
#1 Issue: Other	18%	(25)	82%	(110)	135
2016 Vote: Democrat Hillary Clinton	19%	(129)	81%	(544)	673
2016 Vote: Republican Donald Trump	21%	(157)	79%	(593)	751
2016 Vote: Someone else	15%	(34)	85%	(188)	223
Voted in 2014: Yes	19%	(272)	81%	(1150)	1422
Voted in 2014: No	22%	(176)	78%	(606)	781
2012 Vote: Barack Obama	17%	(146)	83%	(691)	837
2012 Vote: Mitt Romney	19%	(109)	81%	(462)	571
2012 Vote: Other	29%	(34)	71%	(82)	116
2012 Vote: Didn't Vote	23%	(156)	77%	(521)	677
4-Region: Northeast	23%	(90)	77%	(304)	394
4-Region: Midwest	21%	(99)	79%	(364)	463
4-Region: South	19%	(157)	81%	(669)	825
4-Region: West	20%	(102)	80%	(419)	521

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Table BR26_6: You'll now be asked to compare tobacco cigarettes to vaping, or using electronic cigarettes. If you had to pick, does the following apply to smoking tobacco cigarettes or vaping, using electronic cigarettes?
 Socially acceptable

Demographic	Smoking tobacco cigarettes		Vaping, or using electronic cigarettes		Total N
Adults	20%	(447)	80%	(1756)	2203
Favorable of Trump	20%	(180)	80%	(733)	913
Unfavorable of Trump	19%	(209)	81%	(914)	1122
Very Favorable of Trump	22%	(116)	78%	(402)	518
Somewhat Favorable of Trump	16%	(65)	84%	(330)	395
Somewhat Unfavorable of Trump	19%	(46)	81%	(192)	238
Very Unfavorable of Trump	18%	(163)	82%	(722)	885
Has smoked 100+ cigarettes: yes	21%	(223)	79%	(815)	1038
Has smoked 100+ cigarettes: no	19%	(223)	81%	(936)	1160
Heavy Drinker: yes	20%	(410)	80%	(1644)	2055
Heavy Drinker: no	23%	(28)	77%	(95)	123

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

Table BR26_7: You'll now be asked to compare tobacco cigarettes to vaping, or using electronic cigarettes. If you had to pick, does the following apply to smoking tobacco cigarettes or vaping, using electronic cigarettes?
Cool and stylish

Demographic	Smoking tobacco cigarettes		Vaping, or using electronic cigarettes		Total N
Adults	20%	(449)	80%	(1754)	2203
Gender: Male	22%	(238)	78%	(825)	1063
Gender: Female	18%	(210)	82%	(929)	1140
Age: 18-29	17%	(79)	83%	(393)	472
Age: 30-44	24%	(130)	76%	(413)	542
Age: 45-54	21%	(80)	79%	(292)	371
Age: 55-64	17%	(65)	83%	(316)	381
Age: 65+	22%	(95)	78%	(341)	437
Generation Z: 18-21	15%	(26)	85%	(148)	173
Millennial: Age 22-37	21%	(126)	79%	(468)	594
Generation X: Age 38-53	23%	(134)	77%	(455)	589
Boomers: Age 54-72	19%	(138)	81%	(576)	714
PID: Dem (no lean)	21%	(143)	79%	(550)	693
PID: Ind (no lean)	20%	(173)	80%	(700)	873
PID: Rep (no lean)	21%	(133)	79%	(505)	637
PID/Gender: Dem Men	22%	(76)	78%	(268)	344
PID/Gender: Dem Women	19%	(67)	81%	(281)	349
PID/Gender: Ind Men	23%	(90)	77%	(298)	389
PID/Gender: Ind Women	17%	(82)	83%	(402)	484
PID/Gender: Rep Men	22%	(72)	78%	(258)	330
PID/Gender: Rep Women	20%	(61)	80%	(246)	307
Ideo: Liberal (1-3)	21%	(152)	79%	(578)	730
Ideo: Moderate (4)	21%	(96)	79%	(355)	451
Ideo: Conservative (5-7)	20%	(142)	80%	(564)	707
Educ: < College	22%	(335)	78%	(1179)	1514
Educ: Bachelors degree	15%	(67)	85%	(378)	444
Educ: Post-grad	19%	(47)	81%	(197)	244

Continued on next page

Table BR26_7: You'll now be asked to compare tobacco cigarettes to vaping, or using electronic cigarettes. If you had to pick, does the following apply to smoking tobacco cigarettes or vaping, using electronic cigarettes?
 Cool and stylish

Demographic	Smoking tobacco cigarettes		Vaping, or using electronic cigarettes		Total N
Adults	20%	(449)	80%	(1754)	2203
Income: Under 50k	21%	(276)	79%	(1008)	1284
Income: 50k-100k	18%	(116)	82%	(528)	645
Income: 100k+	21%	(57)	79%	(218)	274
Ethnicity: White	21%	(364)	79%	(1360)	1724
Ethnicity: Hispanic	20%	(68)	80%	(281)	350
Ethnicity: Afr. Am.	19%	(52)	81%	(223)	275
Ethnicity: Other	16%	(33)	84%	(172)	204
Relig: Protestant	21%	(115)	79%	(428)	543
Relig: Roman Catholic	20%	(84)	80%	(336)	420
Relig: Ath./Agn./None	19%	(133)	81%	(551)	684
Relig: Something Else	21%	(67)	79%	(252)	319
Relig: Evangelical	22%	(131)	78%	(477)	608
Relig: Non-Evang. Catholics	20%	(117)	80%	(473)	589
Relig: All Christian	21%	(248)	79%	(950)	1198
Relig: All Non-Christian	20%	(200)	80%	(803)	1002
Community: Urban	23%	(132)	77%	(441)	573
Community: Suburban	19%	(184)	81%	(798)	982
Community: Rural	21%	(133)	79%	(515)	648
Employ: Private Sector	20%	(137)	80%	(539)	677
Employ: Government	17%	(25)	83%	(120)	145
Employ: Self-Employed	19%	(35)	81%	(151)	186
Employ: Homemaker	15%	(27)	85%	(152)	179
Employ: Student	13%	(13)	87%	(84)	97
Employ: Retired	22%	(113)	78%	(398)	511
Employ: Unemployed	26%	(56)	74%	(160)	216
Employ: Other	22%	(43)	78%	(149)	192
Military HH: Yes	19%	(84)	81%	(349)	433
Military HH: No	21%	(364)	79%	(1405)	1770

Continued on next page

Table BR26_7: You'll now be asked to compare tobacco cigarettes to vaping, or using electronic cigarettes. If you had to pick, does the following apply to smoking tobacco cigarettes or vaping, using electronic cigarettes?
Cool and stylish

Demographic	Smoking tobacco cigarettes		Vaping, or using electronic cigarettes		Total N
Adults	20%	(449)	80%	(1754)	2203
RD/WT: Right Direction	22%	(204)	78%	(703)	907
RD/WT: Wrong Track	19%	(245)	81%	(1051)	1296
Trump Job Approve	21%	(192)	79%	(741)	933
Trump Job Disapprove	20%	(225)	80%	(908)	1134
Trump Job Strongly Approve	25%	(121)	75%	(359)	481
Trump Job Somewhat Approve	16%	(71)	84%	(382)	452
Trump Job Somewhat Disapprove	19%	(57)	81%	(236)	293
Trump Job Strongly Disapprove	20%	(168)	80%	(672)	841
#1 Issue: Economy	21%	(130)	79%	(479)	609
#1 Issue: Security	21%	(93)	79%	(352)	445
#1 Issue: Health Care	20%	(66)	80%	(269)	335
#1 Issue: Medicare / Social Security	22%	(73)	78%	(254)	327
#1 Issue: Women's Issues	17%	(15)	83%	(72)	87
#1 Issue: Education	20%	(38)	80%	(152)	190
#1 Issue: Energy	15%	(11)	85%	(63)	74
#1 Issue: Other	16%	(22)	84%	(113)	135
2016 Vote: Democrat Hillary Clinton	19%	(128)	81%	(545)	673
2016 Vote: Republican Donald Trump	22%	(163)	78%	(588)	751
2016 Vote: Someone else	18%	(40)	82%	(182)	223
Voted in 2014: Yes	20%	(289)	80%	(1133)	1422
Voted in 2014: No	20%	(160)	80%	(621)	781
2012 Vote: Barack Obama	18%	(154)	82%	(683)	837
2012 Vote: Mitt Romney	22%	(128)	78%	(444)	571
2012 Vote: Other	22%	(25)	78%	(91)	116
2012 Vote: Didn't Vote	21%	(141)	79%	(536)	677
4-Region: Northeast	21%	(83)	79%	(311)	394
4-Region: Midwest	25%	(115)	75%	(348)	463
4-Region: South	20%	(165)	80%	(660)	825
4-Region: West	17%	(86)	83%	(435)	521

Continued on next page

Table BR26_7: You'll now be asked to compare tobacco cigarettes to vaping, or using electronic cigarettes. If you had to pick, does the following apply to smoking tobacco cigarettes or vaping, using electronic cigarettes?
 Cool and stylish

Demographic	Smoking tobacco cigarettes		Vaping, or using electronic cigarettes		Total N
Adults	20%	(449)	80%	(1754)	2203
Favorable of Trump	21%	(191)	79%	(722)	913
Unfavorable of Trump	19%	(217)	81%	(905)	1122
Very Favorable of Trump	23%	(121)	77%	(397)	518
Somewhat Favorable of Trump	18%	(70)	82%	(325)	395
Somewhat Unfavorable of Trump	20%	(47)	80%	(190)	238
Very Unfavorable of Trump	19%	(170)	81%	(715)	885
Has smoked 100+ cigarettes: yes	24%	(247)	76%	(791)	1038
Has smoked 100+ cigarettes: no	17%	(200)	83%	(960)	1160
Heavy Drinker: yes	20%	(411)	80%	(1644)	2055
Heavy Drinker: no	23%	(28)	77%	(94)	123

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

Table BR26_8: *You'll now be asked to compare tobacco cigarettes to vaping, or using electronic cigarettes. If you had to pick, does the following apply to smoking tobacco cigarettes or vaping, using electronic cigarettes?*
Easy to use

Demographic	Smoking tobacco cigarettes		Vaping, or using electronic cigarettes		Total N
Adults	44%	(966)	56%	(1237)	2203
Gender: Male	45%	(479)	55%	(584)	1063
Gender: Female	43%	(487)	57%	(653)	1140
Age: 18-29	32%	(150)	68%	(322)	472
Age: 30-44	45%	(242)	55%	(301)	542
Age: 45-54	47%	(174)	53%	(197)	371
Age: 55-64	50%	(190)	50%	(191)	381
Age: 65+	48%	(211)	52%	(226)	437
Generation Z: 18-21	25%	(43)	75%	(131)	173
Millennial: Age 22-37	40%	(240)	60%	(354)	594
Generation X: Age 38-53	45%	(267)	55%	(321)	589
Boomers: Age 54-72	49%	(347)	51%	(367)	714
PID: Dem (no lean)	43%	(296)	57%	(397)	693
PID: Ind (no lean)	43%	(378)	57%	(495)	873
PID: Rep (no lean)	46%	(293)	54%	(345)	637
PID/Gender: Dem Men	44%	(150)	56%	(194)	344
PID/Gender: Dem Women	42%	(146)	58%	(203)	349
PID/Gender: Ind Men	47%	(181)	53%	(207)	389
PID/Gender: Ind Women	41%	(196)	59%	(288)	484
PID/Gender: Rep Men	45%	(148)	55%	(182)	330
PID/Gender: Rep Women	47%	(145)	53%	(163)	307
Ideo: Liberal (1-3)	42%	(310)	58%	(420)	730
Ideo: Moderate (4)	45%	(202)	55%	(250)	451
Ideo: Conservative (5-7)	45%	(319)	55%	(387)	707
Educ: < College	46%	(692)	54%	(822)	1514
Educ: Bachelors degree	39%	(173)	61%	(271)	444
Educ: Post-grad	41%	(101)	59%	(143)	244

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Table BR26_8: You'll now be asked to compare tobacco cigarettes to vaping, or using electronic cigarettes. If you had to pick, does the following apply to smoking tobacco cigarettes or vaping, using electronic cigarettes?
 Easy to use

Demographic	Smoking tobacco cigarettes		Vaping, or using electronic cigarettes		Total N
Adults	44%	(966)	56%	(1237)	2203
Income: Under 50k	46%	(592)	54%	(692)	1284
Income: 50k-100k	43%	(274)	57%	(370)	645
Income: 100k+	36%	(100)	64%	(175)	274
Ethnicity: White	45%	(783)	55%	(941)	1724
Ethnicity: Hispanic	36%	(125)	64%	(225)	350
Ethnicity: Afr. Am.	41%	(111)	59%	(163)	275
Ethnicity: Other	35%	(72)	65%	(132)	204
Relig: Protestant	46%	(253)	54%	(291)	543
Relig: Roman Catholic	41%	(173)	59%	(247)	420
Relig: Ath./Agn./None	43%	(292)	57%	(392)	684
Relig: Something Else	43%	(137)	57%	(182)	319
Relig: Evangelical	45%	(275)	55%	(333)	608
Relig: Non-Evang. Catholics	44%	(262)	56%	(327)	589
Relig: All Christian	45%	(537)	55%	(661)	1198
Relig: All Non-Christian	43%	(428)	57%	(574)	1002
Community: Urban	42%	(241)	58%	(332)	573
Community: Suburban	42%	(410)	58%	(572)	982
Community: Rural	49%	(315)	51%	(333)	648
Employ: Private Sector	41%	(280)	59%	(396)	677
Employ: Government	36%	(52)	64%	(93)	145
Employ: Self-Employed	43%	(79)	57%	(107)	186
Employ: Homemaker	46%	(82)	54%	(97)	179
Employ: Student	30%	(29)	70%	(68)	97
Employ: Retired	48%	(245)	52%	(266)	511
Employ: Unemployed	48%	(103)	52%	(112)	216
Employ: Other	49%	(94)	51%	(97)	192
Military HH: Yes	46%	(197)	54%	(236)	433
Military HH: No	43%	(769)	57%	(1001)	1770

Continued on next page

Table BR26_8: You'll now be asked to compare tobacco cigarettes to vaping, or using electronic cigarettes. If you had to pick, does the following apply to smoking tobacco cigarettes or vaping, using electronic cigarettes?
Easy to use

Demographic	Smoking tobacco cigarettes		Vaping, or using electronic cigarettes		Total N
Adults	44%	(966)	56%	(1237)	2203
RD/WT: Right Direction	45%	(410)	55%	(497)	907
RD/WT: Wrong Track	43%	(556)	57%	(740)	1296
Trump Job Approve	47%	(439)	53%	(494)	933
Trump Job Disapprove	41%	(464)	59%	(669)	1134
Trump Job Strongly Approve	49%	(237)	51%	(243)	481
Trump Job Somewhat Approve	44%	(201)	56%	(251)	452
Trump Job Somewhat Disapprove	37%	(110)	63%	(183)	293
Trump Job Strongly Disapprove	42%	(355)	58%	(486)	841
#1 Issue: Economy	46%	(283)	54%	(326)	609
#1 Issue: Security	43%	(193)	57%	(251)	445
#1 Issue: Health Care	42%	(142)	58%	(193)	335
#1 Issue: Medicare / Social Security	48%	(158)	52%	(169)	327
#1 Issue: Women's Issues	31%	(27)	69%	(60)	87
#1 Issue: Education	38%	(73)	62%	(118)	190
#1 Issue: Energy	39%	(29)	61%	(46)	74
#1 Issue: Other	46%	(62)	54%	(73)	135
2016 Vote: Democrat Hillary Clinton	44%	(296)	56%	(377)	673
2016 Vote: Republican Donald Trump	47%	(353)	53%	(398)	751
2016 Vote: Someone else	44%	(98)	56%	(124)	223
Voted in 2014: Yes	45%	(642)	55%	(779)	1422
Voted in 2014: No	41%	(324)	59%	(457)	781
2012 Vote: Barack Obama	45%	(373)	55%	(465)	837
2012 Vote: Mitt Romney	46%	(265)	54%	(306)	571
2012 Vote: Other	48%	(55)	52%	(61)	116
2012 Vote: Didn't Vote	40%	(273)	60%	(404)	677
4-Region: Northeast	45%	(179)	55%	(216)	394
4-Region: Midwest	48%	(220)	52%	(243)	463
4-Region: South	44%	(364)	56%	(461)	825
4-Region: West	39%	(203)	61%	(318)	521

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Table BR26_8: You'll now be asked to compare tobacco cigarettes to vaping, or using electronic cigarettes. If you had to pick, does the following apply to smoking tobacco cigarettes or vaping, using electronic cigarettes?
 Easy to use

Demographic	Smoking tobacco cigarettes		Vaping, or using electronic cigarettes		Total N
Adults	44%	(966)	56%	(1237)	2203
Favorable of Trump	46%	(424)	54%	(489)	913
Unfavorable of Trump	41%	(457)	59%	(665)	1122
Very Favorable of Trump	47%	(243)	53%	(275)	518
Somewhat Favorable of Trump	46%	(181)	54%	(214)	395
Somewhat Unfavorable of Trump	42%	(100)	58%	(138)	238
Very Unfavorable of Trump	40%	(358)	60%	(527)	885
Has smoked 100+ cigarettes: yes	55%	(574)	45%	(464)	1038
Has smoked 100+ cigarettes: no	34%	(389)	66%	(770)	1160
Heavy Drinker: yes	43%	(889)	57%	(1166)	2055
Heavy Drinker: no	49%	(60)	51%	(63)	123

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

Table BR26_9: You'll now be asked to compare tobacco cigarettes to vaping, or using electronic cigarettes. If you had to pick, does the following apply to smoking tobacco cigarettes or vaping, using electronic cigarettes?

Messy

Demographic	Smoking tobacco cigarettes		Vaping, or using electronic cigarettes		Total N
Adults	74%	(1631)	26%	(572)	2203
Gender: Male	74%	(782)	26%	(281)	1063
Gender: Female	74%	(849)	26%	(291)	1140
Age: 18-29	76%	(356)	24%	(115)	472
Age: 30-44	70%	(380)	30%	(162)	542
Age: 45-54	72%	(269)	28%	(103)	371
Age: 55-64	73%	(278)	27%	(103)	381
Age: 65+	80%	(348)	20%	(89)	437
Generation Z: 18-21	75%	(131)	25%	(43)	173
Millennial: Age 22-37	72%	(427)	28%	(167)	594
Generation X: Age 38-53	73%	(429)	27%	(159)	589
Boomers: Age 54-72	75%	(537)	25%	(177)	714
PID: Dem (no lean)	77%	(532)	23%	(160)	693
PID: Ind (no lean)	73%	(633)	27%	(240)	873
PID: Rep (no lean)	73%	(466)	27%	(172)	637
PID/Gender: Dem Men	74%	(255)	26%	(89)	344
PID/Gender: Dem Women	80%	(278)	20%	(71)	349
PID/Gender: Ind Men	73%	(286)	27%	(103)	389
PID/Gender: Ind Women	72%	(347)	28%	(136)	484
PID/Gender: Rep Men	73%	(242)	27%	(89)	330
PID/Gender: Rep Women	73%	(224)	27%	(83)	307
Ideo: Liberal (1-3)	75%	(550)	25%	(179)	730
Ideo: Moderate (4)	77%	(350)	23%	(102)	451
Ideo: Conservative (5-7)	74%	(524)	26%	(183)	707
Educ: < College	70%	(1060)	30%	(454)	1514
Educ: Bachelors degree	85%	(378)	15%	(66)	444
Educ: Post-grad	79%	(193)	21%	(52)	244

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Table BR26_9: You'll now be asked to compare tobacco cigarettes to vaping, or using electronic cigarettes. If you had to pick, does the following apply to smoking tobacco cigarettes or vaping, using electronic cigarettes?

Messy

Demographic	Vaping, or using electronic cigarettes				Total N
	Smoking tobacco cigarettes		cigarettes		
Adults	74%	(1631)	26%	(572)	2203
Income: Under 50k	71%	(908)	29%	(376)	1284
Income: 50k-100k	76%	(492)	24%	(152)	645
Income: 100k+	84%	(231)	16%	(44)	274
Ethnicity: White	74%	(1277)	26%	(447)	1724
Ethnicity: Hispanic	69%	(242)	31%	(108)	350
Ethnicity: Afr. Am.	73%	(200)	27%	(75)	275
Ethnicity: Other	75%	(154)	25%	(50)	204
Relig: Protestant	78%	(421)	22%	(122)	543
Relig: Roman Catholic	75%	(314)	25%	(106)	420
Relig: Ath./Agn./None	71%	(489)	29%	(195)	684
Relig: Something Else	77%	(246)	23%	(73)	319
Relig: Evangelical	72%	(440)	28%	(169)	608
Relig: Non-Evang. Catholics	77%	(455)	23%	(135)	589
Relig: All Christian	75%	(894)	25%	(303)	1198
Relig: All Non-Christian	73%	(734)	27%	(268)	1002
Community: Urban	75%	(428)	25%	(145)	573
Community: Suburban	76%	(750)	24%	(232)	982
Community: Rural	70%	(454)	30%	(195)	648
Employ: Private Sector	76%	(514)	24%	(163)	677
Employ: Government	79%	(114)	21%	(31)	145
Employ: Self-Employed	75%	(140)	25%	(47)	186
Employ: Homemaker	69%	(124)	31%	(55)	179
Employ: Student	78%	(76)	22%	(21)	97
Employ: Retired	76%	(390)	24%	(121)	511
Employ: Unemployed	72%	(156)	28%	(60)	216
Employ: Other	62%	(118)	38%	(74)	192
Military HH: Yes	68%	(297)	32%	(137)	433
Military HH: No	75%	(1335)	25%	(435)	1770

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Table BR26_9: You'll now be asked to compare tobacco cigarettes to vaping, or using electronic cigarettes. If you had to pick, does the following apply to smoking tobacco cigarettes or vaping, using electronic cigarettes?

Messy

Demographic	Smoking tobacco cigarettes		Vaping, or using electronic cigarettes		Total N
Adults	74%	(1631)	26%	(572)	2203
RD/WT: Right Direction	71%	(644)	29%	(263)	907
RD/WT: Wrong Track	76%	(988)	24%	(308)	1296
Trump Job Approve	72%	(668)	28%	(265)	933
Trump Job Disapprove	77%	(874)	23%	(260)	1134
Trump Job Strongly Approve	71%	(341)	29%	(140)	481
Trump Job Somewhat Approve	72%	(327)	28%	(125)	452
Trump Job Somewhat Disapprove	74%	(216)	26%	(77)	293
Trump Job Strongly Disapprove	78%	(657)	22%	(183)	841
#1 Issue: Economy	73%	(446)	27%	(164)	609
#1 Issue: Security	72%	(320)	28%	(124)	445
#1 Issue: Health Care	81%	(271)	19%	(64)	335
#1 Issue: Medicare / Social Security	73%	(238)	27%	(90)	327
#1 Issue: Women's Issues	78%	(67)	22%	(19)	87
#1 Issue: Education	74%	(140)	26%	(50)	190
#1 Issue: Energy	68%	(51)	32%	(24)	74
#1 Issue: Other	72%	(98)	28%	(37)	135
2016 Vote: Democrat Hillary Clinton	78%	(527)	22%	(146)	673
2016 Vote: Republican Donald Trump	72%	(538)	28%	(213)	751
2016 Vote: Someone else	73%	(161)	27%	(61)	223
Voted in 2014: Yes	75%	(1061)	25%	(361)	1422
Voted in 2014: No	73%	(571)	27%	(210)	781
2012 Vote: Barack Obama	76%	(638)	24%	(200)	837
2012 Vote: Mitt Romney	73%	(416)	27%	(155)	571
2012 Vote: Other	74%	(85)	26%	(31)	116
2012 Vote: Didn't Vote	73%	(491)	27%	(186)	677
4-Region: Northeast	75%	(297)	25%	(97)	394
4-Region: Midwest	72%	(335)	28%	(128)	463
4-Region: South	75%	(617)	25%	(208)	825
4-Region: West	73%	(382)	27%	(139)	521

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Table BR26_9: You'll now be asked to compare tobacco cigarettes to vaping, or using electronic cigarettes. If you had to pick, does the following apply to smoking tobacco cigarettes or vaping, using electronic cigarettes?

Messy

Demographic	Smoking tobacco cigarettes		Vaping, or using electronic cigarettes		Total N
Adults	74%	(1631)	26%	(572)	2203
Favorable of Trump	72%	(653)	28%	(260)	913
Unfavorable of Trump	77%	(864)	23%	(259)	1122
Very Favorable of Trump	70%	(364)	30%	(154)	518
Somewhat Favorable of Trump	73%	(290)	27%	(105)	395
Somewhat Unfavorable of Trump	75%	(178)	25%	(59)	238
Very Unfavorable of Trump	77%	(686)	23%	(199)	885
Has smoked 100+ cigarettes: yes	65%	(676)	35%	(362)	1038
Has smoked 100+ cigarettes: no	82%	(951)	18%	(208)	1160
Heavy Drinker: yes	74%	(1531)	26%	(524)	2055
Heavy Drinker: no	68%	(83)	32%	(40)	123

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

Table BR26_10: You'll now be asked to compare tobacco cigarettes to vaping, or using electronic cigarettes. If you had to pick, does the following apply to smoking tobacco cigarettes or vaping, using electronic cigarettes?

Gross

Demographic	Smoking tobacco cigarettes		Vaping, or using electronic cigarettes		Total N
Adults	84%	(1852)	16%	(351)	2203
Gender: Male	85%	(900)	15%	(163)	1063
Gender: Female	84%	(952)	16%	(188)	1140
Age: 18-29	85%	(401)	15%	(71)	472
Age: 30-44	83%	(452)	17%	(90)	542
Age: 45-54	83%	(309)	17%	(63)	371
Age: 55-64	85%	(322)	15%	(59)	381
Age: 65+	84%	(369)	16%	(68)	437
Generation Z: 18-21	85%	(147)	15%	(27)	173
Millennial: Age 22-37	84%	(501)	16%	(93)	594
Generation X: Age 38-53	83%	(491)	17%	(98)	589
Boomers: Age 54-72	84%	(601)	16%	(112)	714
PID: Dem (no lean)	86%	(595)	14%	(98)	693
PID: Ind (no lean)	84%	(736)	16%	(137)	873
PID: Rep (no lean)	82%	(521)	18%	(116)	637
PID/Gender: Dem Men	84%	(289)	16%	(55)	344
PID/Gender: Dem Women	88%	(306)	12%	(43)	349
PID/Gender: Ind Men	87%	(337)	13%	(52)	389
PID/Gender: Ind Women	82%	(399)	18%	(85)	484
PID/Gender: Rep Men	83%	(274)	17%	(56)	330
PID/Gender: Rep Women	80%	(247)	20%	(60)	307
Ideo: Liberal (1-3)	83%	(608)	17%	(122)	730
Ideo: Moderate (4)	88%	(398)	12%	(54)	451
Ideo: Conservative (5-7)	82%	(580)	18%	(127)	707
Educ: < College	81%	(1233)	19%	(282)	1514
Educ: Bachelors degree	91%	(406)	9%	(38)	444
Educ: Post-grad	87%	(213)	13%	(31)	244

Continued on next page

Table BR26_10: You'll now be asked to compare tobacco cigarettes to vaping, or using electronic cigarettes. If you had to pick, does the following apply to smoking tobacco cigarettes or vaping, using electronic cigarettes?

Gross

Demographic	Vaping, or using electronic cigarettes				Total N
	Smoking tobacco cigarettes		cigarettes		
Adults	84%	(1852)	16%	(351)	2203
Income: Under 50k	82%	(1055)	18%	(230)	1284
Income: 50k-100k	86%	(557)	14%	(87)	645
Income: 100k+	88%	(240)	12%	(34)	274
Ethnicity: White	85%	(1468)	15%	(256)	1724
Ethnicity: Hispanic	82%	(288)	18%	(62)	350
Ethnicity: Afr. Am.	78%	(215)	22%	(60)	275
Ethnicity: Other	83%	(169)	17%	(35)	204
Relig: Protestant	82%	(448)	18%	(96)	543
Relig: Roman Catholic	87%	(368)	13%	(53)	420
Relig: Ath./Agn./None	83%	(566)	17%	(117)	684
Relig: Something Else	86%	(274)	14%	(44)	319
Relig: Evangelical	82%	(496)	18%	(112)	608
Relig: Non-Evang. Catholics	87%	(513)	13%	(77)	589
Relig: All Christian	84%	(1009)	16%	(189)	1198
Relig: All Non-Christian	84%	(841)	16%	(161)	1002
Community: Urban	82%	(469)	18%	(104)	573
Community: Suburban	86%	(849)	14%	(133)	982
Community: Rural	82%	(534)	18%	(115)	648
Employ: Private Sector	86%	(585)	14%	(92)	677
Employ: Government	82%	(119)	18%	(26)	145
Employ: Self-Employed	88%	(163)	12%	(23)	186
Employ: Homemaker	83%	(148)	17%	(31)	179
Employ: Student	82%	(79)	18%	(18)	97
Employ: Retired	83%	(425)	17%	(86)	511
Employ: Unemployed	86%	(185)	14%	(31)	216
Employ: Other	77%	(147)	23%	(45)	192
Military HH: Yes	83%	(360)	17%	(73)	433
Military HH: No	84%	(1492)	16%	(278)	1770

Continued on next page

Table BR26_10: You'll now be asked to compare tobacco cigarettes to vaping, or using electronic cigarettes. If you had to pick, does the following apply to smoking tobacco cigarettes or vaping, using electronic cigarettes?

Gross

Demographic	Smoking tobacco cigarettes		Vaping, or using electronic cigarettes		Total N
Adults	84%	(1852)	16%	(351)	2203
RD/WT: Right Direction	81%	(733)	19%	(174)	907
RD/WT: Wrong Track	86%	(1119)	14%	(177)	1296
Trump Job Approve	82%	(765)	18%	(168)	933
Trump Job Disapprove	86%	(975)	14%	(159)	1134
Trump Job Strongly Approve	77%	(372)	23%	(109)	481
Trump Job Somewhat Approve	87%	(393)	13%	(59)	452
Trump Job Somewhat Disapprove	87%	(256)	13%	(37)	293
Trump Job Strongly Disapprove	85%	(718)	15%	(122)	841
#1 Issue: Economy	87%	(531)	13%	(78)	609
#1 Issue: Security	82%	(366)	18%	(79)	445
#1 Issue: Health Care	87%	(292)	13%	(43)	335
#1 Issue: Medicare / Social Security	81%	(264)	19%	(64)	327
#1 Issue: Women's Issues	82%	(71)	18%	(15)	87
#1 Issue: Education	84%	(160)	16%	(30)	190
#1 Issue: Energy	76%	(57)	24%	(18)	74
#1 Issue: Other	81%	(110)	19%	(25)	135
2016 Vote: Democrat Hillary Clinton	86%	(582)	14%	(91)	673
2016 Vote: Republican Donald Trump	83%	(623)	17%	(128)	751
2016 Vote: Someone else	80%	(179)	20%	(44)	223
Voted in 2014: Yes	84%	(1194)	16%	(228)	1422
Voted in 2014: No	84%	(658)	16%	(123)	781
2012 Vote: Barack Obama	87%	(731)	13%	(107)	837
2012 Vote: Mitt Romney	83%	(472)	17%	(99)	571
2012 Vote: Other	82%	(95)	18%	(21)	116
2012 Vote: Didn't Vote	82%	(553)	18%	(124)	677
4-Region: Northeast	85%	(335)	15%	(59)	394
4-Region: Midwest	82%	(379)	18%	(84)	463
4-Region: South	85%	(704)	15%	(121)	825
4-Region: West	83%	(435)	17%	(86)	521

Continued on next page

Table BR26_10: You'll now be asked to compare tobacco cigarettes to vaping, or using electronic cigarettes. If you had to pick, does the following apply to smoking tobacco cigarettes or vaping, using electronic cigarettes?

Gross

Demographic	Smoking tobacco cigarettes		Vaping, or using electronic cigarettes		Total N
Adults	84%	(1852)	16%	(351)	2203
Favorable of Trump	83%	(755)	17%	(158)	913
Unfavorable of Trump	87%	(971)	13%	(151)	1122
Very Favorable of Trump	79%	(408)	21%	(110)	518
Somewhat Favorable of Trump	88%	(348)	12%	(47)	395
Somewhat Unfavorable of Trump	84%	(199)	16%	(39)	238
Very Unfavorable of Trump	87%	(773)	13%	(112)	885
Has smoked 100+ cigarettes: yes	81%	(837)	19%	(200)	1038
Has smoked 100+ cigarettes: no	87%	(1010)	13%	(149)	1160
Heavy Drinker: yes	84%	(1732)	16%	(323)	2055
Heavy Drinker: no	88%	(108)	12%	(15)	123

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

Table BR26_11: *You'll now be asked to compare tobacco cigarettes to vaping, or using electronic cigarettes. If you had to pick, does the following apply to smoking tobacco cigarettes or vaping, using electronic cigarettes?*
Popular

Demographic	Smoking tobacco cigarettes		Vaping, or using electronic cigarettes		Total N
Adults	29%	(649)	71%	(1554)	2203
Gender: Male	29%	(311)	71%	(752)	1063
Gender: Female	30%	(338)	70%	(801)	1140
Age: 18-29	27%	(128)	73%	(343)	472
Age: 30-44	31%	(170)	69%	(373)	542
Age: 45-54	26%	(97)	74%	(274)	371
Age: 55-64	29%	(112)	71%	(269)	381
Age: 65+	33%	(143)	67%	(294)	437
Generation Z: 18-21	21%	(37)	79%	(136)	173
Millennial: Age 22-37	30%	(178)	70%	(416)	594
Generation X: Age 38-53	30%	(178)	70%	(411)	589
Boomers: Age 54-72	28%	(202)	72%	(512)	714
PID: Dem (no lean)	32%	(220)	68%	(473)	693
PID: Ind (no lean)	29%	(255)	71%	(617)	873
PID: Rep (no lean)	27%	(174)	73%	(463)	637
PID/Gender: Dem Men	32%	(109)	68%	(235)	344
PID/Gender: Dem Women	32%	(110)	68%	(238)	349
PID/Gender: Ind Men	29%	(114)	71%	(274)	389
PID/Gender: Ind Women	29%	(141)	71%	(343)	484
PID/Gender: Rep Men	26%	(87)	74%	(243)	330
PID/Gender: Rep Women	28%	(87)	72%	(220)	307
Ideo: Liberal (1-3)	30%	(222)	70%	(508)	730
Ideo: Moderate (4)	27%	(123)	73%	(329)	451
Ideo: Conservative (5-7)	27%	(188)	73%	(519)	707
Educ: < College	32%	(486)	68%	(1029)	1514
Educ: Bachelors degree	23%	(100)	77%	(344)	444
Educ: Post-grad	26%	(63)	74%	(181)	244

Continued on next page

Table BR26_11: You'll now be asked to compare tobacco cigarettes to vaping, or using electronic cigarettes. If you had to pick, does the following apply to smoking tobacco cigarettes or vaping, using electronic cigarettes?*Popular*

Demographic	Smoking tobacco cigarettes		Vaping, or using electronic cigarettes		Total N
Adults	29%	(649)	71%	(1554)	2203
Income: Under 50k	34%	(437)	66%	(848)	1284
Income: 50k-100k	22%	(141)	78%	(503)	645
Income: 100k+	26%	(72)	74%	(203)	274
Ethnicity: White	27%	(473)	73%	(1252)	1724
Ethnicity: Hispanic	34%	(118)	66%	(232)	350
Ethnicity: Afr. Am.	38%	(103)	62%	(172)	275
Ethnicity: Other	36%	(74)	64%	(131)	204
Relig: Protestant	29%	(159)	71%	(385)	543
Relig: Roman Catholic	32%	(133)	68%	(288)	420
Relig: Ath./Agn./None	26%	(178)	74%	(506)	684
Relig: Something Else	31%	(98)	69%	(220)	319
Relig: Evangelical	30%	(182)	70%	(426)	608
Relig: Non-Evang. Catholics	32%	(190)	68%	(399)	589
Relig: All Christian	31%	(372)	69%	(825)	1198
Relig: All Non-Christian	28%	(276)	72%	(726)	1002
Community: Urban	36%	(207)	64%	(366)	573
Community: Suburban	23%	(227)	77%	(754)	982
Community: Rural	33%	(215)	67%	(433)	648
Employ: Private Sector	26%	(179)	74%	(498)	677
Employ: Government	23%	(33)	77%	(112)	145
Employ: Self-Employed	30%	(55)	70%	(131)	186
Employ: Homemaker	31%	(56)	69%	(124)	179
Employ: Student	21%	(21)	79%	(76)	97
Employ: Retired	32%	(166)	68%	(345)	511
Employ: Unemployed	38%	(82)	62%	(134)	216
Employ: Other	30%	(58)	70%	(134)	192
Military HH: Yes	28%	(120)	72%	(313)	433
Military HH: No	30%	(529)	70%	(1241)	1770

Continued on next page

Table BR26_11: You'll now be asked to compare tobacco cigarettes to vaping, or using electronic cigarettes. If you had to pick, does the following apply to smoking tobacco cigarettes or vaping, using electronic cigarettes?

Popular

Demographic	Smoking tobacco cigarettes		Vaping, or using electronic cigarettes		Total N
Adults	29%	(649)	71%	(1554)	2203
RD/WT: Right Direction	30%	(271)	70%	(636)	907
RD/WT: Wrong Track	29%	(378)	71%	(918)	1296
Trump Job Approve	28%	(261)	72%	(672)	933
Trump Job Disapprove	29%	(330)	71%	(803)	1134
Trump Job Strongly Approve	30%	(146)	70%	(334)	481
Trump Job Somewhat Approve	25%	(114)	75%	(338)	452
Trump Job Somewhat Disapprove	29%	(85)	71%	(208)	293
Trump Job Strongly Disapprove	29%	(245)	71%	(595)	841
#1 Issue: Economy	28%	(171)	72%	(438)	609
#1 Issue: Security	31%	(138)	69%	(306)	445
#1 Issue: Health Care	30%	(102)	70%	(233)	335
#1 Issue: Medicare / Social Security	35%	(113)	65%	(214)	327
#1 Issue: Women's Issues	23%	(20)	77%	(66)	87
#1 Issue: Education	26%	(50)	74%	(141)	190
#1 Issue: Energy	20%	(15)	80%	(60)	74
#1 Issue: Other	30%	(41)	70%	(95)	135
2016 Vote: Democrat Hillary Clinton	32%	(214)	68%	(459)	673
2016 Vote: Republican Donald Trump	29%	(216)	71%	(534)	751
2016 Vote: Someone else	24%	(52)	76%	(170)	223
Voted in 2014: Yes	29%	(416)	71%	(1006)	1422
Voted in 2014: No	30%	(234)	70%	(548)	781
2012 Vote: Barack Obama	30%	(249)	70%	(588)	837
2012 Vote: Mitt Romney	27%	(155)	73%	(416)	571
2012 Vote: Other	36%	(42)	64%	(74)	116
2012 Vote: Didn't Vote	30%	(204)	70%	(473)	677
4-Region: Northeast	32%	(126)	68%	(269)	394
4-Region: Midwest	31%	(142)	69%	(320)	463
4-Region: South	30%	(250)	70%	(576)	825
4-Region: West	25%	(132)	75%	(389)	521

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Table BR26_11: You'll now be asked to compare tobacco cigarettes to vaping, or using electronic cigarettes. If you had to pick, does the following apply to smoking tobacco cigarettes or vaping, using electronic cigarettes?
 Popular

Demographic	Smoking tobacco cigarettes		Vaping, or using electronic cigarettes		Total N
Adults	29%	(649)	71%	(1554)	2203
Favorable of Trump	28%	(254)	72%	(659)	913
Unfavorable of Trump	29%	(320)	71%	(802)	1122
Very Favorable of Trump	29%	(152)	71%	(366)	518
Somewhat Favorable of Trump	26%	(102)	74%	(293)	395
Somewhat Unfavorable of Trump	29%	(70)	71%	(168)	238
Very Unfavorable of Trump	28%	(251)	72%	(634)	885
Has smoked 100+ cigarettes: yes	32%	(334)	68%	(704)	1038
Has smoked 100+ cigarettes: no	27%	(314)	73%	(845)	1160
Heavy Drinker: yes	29%	(598)	71%	(1457)	2055
Heavy Drinker: no	32%	(39)	68%	(84)	123

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

Table BR26_12: You'll now be asked to compare tobacco cigarettes to vaping, or using electronic cigarettes. If you had to pick, does the following apply to smoking tobacco cigarettes or vaping, using electronic cigarettes?

Sexy

Demographic	Smoking tobacco cigarettes		Vaping, or using electronic cigarettes		Total N
Adults	32%	(707)	68%	(1496)	2203
Gender: Male	33%	(350)	67%	(713)	1063
Gender: Female	31%	(357)	69%	(783)	1140
Age: 18-29	31%	(146)	69%	(326)	472
Age: 30-44	35%	(189)	65%	(354)	542
Age: 45-54	35%	(128)	65%	(243)	371
Age: 55-64	28%	(105)	72%	(275)	381
Age: 65+	32%	(138)	68%	(299)	437
Generation Z: 18-21	36%	(62)	64%	(111)	173
Millennial: Age 22-37	32%	(190)	68%	(404)	594
Generation X: Age 38-53	35%	(204)	65%	(384)	589
Boomers: Age 54-72	29%	(204)	71%	(509)	714
PID: Dem (no lean)	29%	(199)	71%	(494)	693
PID: Ind (no lean)	33%	(286)	67%	(586)	873
PID: Rep (no lean)	35%	(222)	65%	(415)	637
PID/Gender: Dem Men	30%	(104)	70%	(240)	344
PID/Gender: Dem Women	27%	(94)	73%	(254)	349
PID/Gender: Ind Men	34%	(133)	66%	(255)	389
PID/Gender: Ind Women	32%	(153)	68%	(331)	484
PID/Gender: Rep Men	34%	(112)	66%	(218)	330
PID/Gender: Rep Women	36%	(110)	64%	(197)	307
Ideo: Liberal (1-3)	32%	(232)	68%	(497)	730
Ideo: Moderate (4)	29%	(133)	71%	(318)	451
Ideo: Conservative (5-7)	34%	(242)	66%	(465)	707
Educ: < College	34%	(514)	66%	(1000)	1514
Educ: Bachelors degree	29%	(130)	71%	(314)	444
Educ: Post-grad	26%	(63)	74%	(181)	244

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Table BR26_12: You'll now be asked to compare tobacco cigarettes to vaping, or using electronic cigarettes. If you had to pick, does the following apply to smoking tobacco cigarettes or vaping, using electronic cigarettes?

Sexy

Demographic	Smoking tobacco cigarettes		Vaping, or using electronic cigarettes		Total N
Adults	32%	(707)	68%	(1496)	2203
Income: Under 50k	34%	(434)	66%	(850)	1284
Income: 50k-100k	29%	(186)	71%	(459)	645
Income: 100k+	32%	(88)	68%	(187)	274
Ethnicity: White	33%	(567)	67%	(1157)	1724
Ethnicity: Hispanic	35%	(122)	65%	(228)	350
Ethnicity: Afr. Am.	28%	(78)	72%	(197)	275
Ethnicity: Other	30%	(62)	70%	(142)	204
Relig: Protestant	32%	(175)	68%	(369)	543
Relig: Roman Catholic	29%	(122)	71%	(299)	420
Relig: Ath./Agn./None	33%	(229)	67%	(455)	684
Relig: Something Else	31%	(99)	69%	(220)	319
Relig: Evangelical	34%	(205)	66%	(403)	608
Relig: Non-Evang. Catholics	29%	(173)	71%	(416)	589
Relig: All Christian	32%	(378)	68%	(820)	1198
Relig: All Non-Christian	33%	(328)	67%	(674)	1002
Community: Urban	33%	(190)	67%	(383)	573
Community: Suburban	32%	(316)	68%	(665)	982
Community: Rural	31%	(201)	69%	(448)	648
Employ: Private Sector	33%	(220)	67%	(457)	677
Employ: Government	29%	(43)	71%	(103)	145
Employ: Self-Employed	31%	(58)	69%	(128)	186
Employ: Homemaker	33%	(60)	67%	(120)	179
Employ: Student	29%	(28)	71%	(69)	97
Employ: Retired	30%	(152)	70%	(358)	511
Employ: Unemployed	36%	(77)	64%	(139)	216
Employ: Other	36%	(69)	64%	(123)	192
Military HH: Yes	30%	(128)	70%	(305)	433
Military HH: No	33%	(579)	67%	(1191)	1770

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Table BR26_12: You'll now be asked to compare tobacco cigarettes to vaping, or using electronic cigarettes. If you had to pick, does the following apply to smoking tobacco cigarettes or vaping, using electronic cigarettes?

Sexy

Demographic	Smoking tobacco cigarettes		Vaping, or using electronic cigarettes		Total N
Adults	32%	(707)	68%	(1496)	2203
RD/WT: Right Direction	35%	(316)	65%	(591)	907
RD/WT: Wrong Track	30%	(391)	70%	(905)	1296
Trump Job Approve	35%	(322)	65%	(611)	933
Trump Job Disapprove	30%	(335)	70%	(799)	1134
Trump Job Strongly Approve	37%	(180)	63%	(301)	481
Trump Job Somewhat Approve	31%	(142)	69%	(310)	452
Trump Job Somewhat Disapprove	25%	(72)	75%	(221)	293
Trump Job Strongly Disapprove	31%	(263)	69%	(578)	841
#1 Issue: Economy	34%	(205)	66%	(404)	609
#1 Issue: Security	32%	(143)	68%	(302)	445
#1 Issue: Health Care	31%	(103)	69%	(232)	335
#1 Issue: Medicare / Social Security	31%	(101)	69%	(227)	327
#1 Issue: Women's Issues	35%	(30)	65%	(57)	87
#1 Issue: Education	38%	(73)	62%	(118)	190
#1 Issue: Energy	23%	(17)	77%	(57)	74
#1 Issue: Other	26%	(36)	74%	(100)	135
2016 Vote: Democrat Hillary Clinton	28%	(186)	72%	(487)	673
2016 Vote: Republican Donald Trump	36%	(271)	64%	(480)	751
2016 Vote: Someone else	28%	(63)	72%	(160)	223
Voted in 2014: Yes	31%	(436)	69%	(986)	1422
Voted in 2014: No	35%	(271)	65%	(510)	781
2012 Vote: Barack Obama	26%	(220)	74%	(617)	837
2012 Vote: Mitt Romney	36%	(205)	64%	(366)	571
2012 Vote: Other	39%	(45)	61%	(71)	116
2012 Vote: Didn't Vote	35%	(236)	65%	(441)	677
4-Region: Northeast	34%	(135)	66%	(260)	394
4-Region: Midwest	36%	(165)	64%	(298)	463
4-Region: South	31%	(259)	69%	(566)	825
4-Region: West	29%	(149)	71%	(372)	521

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Table BR26_12: You'll now be asked to compare tobacco cigarettes to vaping, or using electronic cigarettes. If you had to pick, does the following apply to smoking tobacco cigarettes or vaping, using electronic cigarettes?

Sexy

Demographic	Smoking tobacco cigarettes		Vaping, or using electronic cigarettes		Total N
Adults	32%	(707)	68%	(1496)	2203
Favorable of Trump	35%	(323)	65%	(590)	913
Unfavorable of Trump	29%	(327)	71%	(796)	1122
Very Favorable of Trump	37%	(191)	63%	(327)	518
Somewhat Favorable of Trump	33%	(131)	67%	(264)	395
Somewhat Unfavorable of Trump	27%	(63)	73%	(174)	238
Very Unfavorable of Trump	30%	(264)	70%	(621)	885
Has smoked 100+ cigarettes: yes	37%	(382)	63%	(656)	1038
Has smoked 100+ cigarettes: no	28%	(323)	72%	(837)	1160
Heavy Drinker: yes	32%	(651)	68%	(1403)	2055
Heavy Drinker: no	41%	(50)	59%	(73)	123

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

Table BR27: In general, using a scale to 1 to 7, with 1 meaning not harmful at all, 4 meaning somewhat harmful, and 7 meaning very harmful, how harmful do you feel smoking is?

Demographic	1 Not harmful at all	2	3	4 Somewhat harmful	5	6	7 - Very harmful	Don't know / No Opinion	Total N
Adults	1% (19)	— (8)	1% (21)	5% (117)	3% (73)	9% (197)	78% (1711)	3% (57)	2203
Gender: Male	1% (13)	1% (6)	1% (11)	6% (62)	4% (42)	11% (113)	75% (796)	2% (19)	1063
Gender: Female	— (6)	— (2)	1% (10)	5% (54)	3% (32)	7% (84)	80% (915)	3% (37)	1140
Age: 18-29	2% (7)	1% (4)	2% (7)	5% (22)	4% (21)	11% (52)	70% (332)	6% (27)	472
Age: 30-44	1% (6)	— (3)	2% (9)	6% (34)	4% (24)	10% (55)	73% (397)	3% (14)	542
Age: 45-54	— (2)	— (1)	— (2)	7% (27)	2% (9)	9% (33)	78% (288)	3% (10)	371
Age: 55-64	— (1)	— (1)	— (1)	5% (21)	3% (13)	7% (27)	82% (313)	1% (4)	381
Age: 65+	1% (3)	— (0)	1% (3)	3% (12)	2% (7)	7% (30)	87% (381)	— (2)	437
Generation Z: 18-21	— (0)	1% (2)	2% (3)	7% (12)	1% (2)	13% (22)	71% (123)	5% (9)	173
Millennial: Age 22-37	2% (10)	1% (5)	2% (10)	6% (33)	6% (35)	10% (60)	70% (416)	4% (26)	594
Generation X: Age 38-53	1% (5)	— (1)	1% (4)	7% (39)	3% (15)	10% (56)	77% (452)	3% (15)	589
Boomers: Age 54-72	1% (4)	— (1)	— (4)	4% (27)	3% (20)	8% (56)	84% (597)	1% (6)	714
PID: Dem (no lean)	1% (6)	— (2)	1% (10)	7% (48)	2% (16)	8% (55)	78% (542)	2% (14)	693
PID: Ind (no lean)	1% (8)	— (2)	1% (6)	4% (35)	4% (33)	10% (88)	77% (668)	4% (32)	873
PID: Rep (no lean)	1% (4)	1% (3)	1% (6)	5% (34)	4% (24)	8% (54)	79% (501)	2% (11)	637
PID/Gender: Dem Men	1% (5)	— (1)	2% (6)	7% (23)	3% (10)	9% (32)	76% (260)	2% (7)	344
PID/Gender: Dem Women	— (1)	— (1)	1% (4)	7% (25)	2% (5)	7% (24)	81% (282)	2% (7)	349
PID/Gender: Ind Men	1% (5)	1% (2)	1% (4)	5% (20)	4% (17)	12% (46)	74% (287)	2% (8)	389
PID/Gender: Ind Women	1% (3)	— (0)	— (2)	3% (16)	3% (16)	9% (42)	79% (381)	5% (24)	484
PID/Gender: Rep Men	1% (3)	1% (3)	— (1)	6% (20)	4% (14)	11% (36)	75% (249)	1% (5)	330
PID/Gender: Rep Women	— (1)	— (1)	1% (4)	5% (14)	3% (10)	6% (18)	82% (252)	2% (6)	307
Ideo: Liberal (1-3)	2% (12)	— (3)	2% (14)	7% (48)	3% (19)	9% (64)	75% (544)	3% (25)	730
Ideo: Moderate (4)	— (1)	— (2)	— (1)	6% (25)	3% (15)	10% (45)	79% (359)	1% (3)	451
Ideo: Conservative (5-7)	— (3)	— (1)	1% (4)	4% (28)	4% (25)	9% (64)	81% (574)	1% (7)	707
Educ: < College	1% (15)	— (7)	1% (16)	6% (98)	3% (52)	9% (134)	75% (1140)	3% (52)	1514
Educ: Bachelors degree	1% (3)	— (1)	1% (3)	3% (12)	2% (11)	9% (42)	83% (369)	1% (3)	444
Educ: Post-grad	— (1)	— (0)	1% (2)	3% (7)	4% (10)	9% (22)	82% (201)	1% (2)	244

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Table BR27: In general, using a scale to 1 to 7, with 1 meaning not harmful at all, 4 meaning somewhat harmful, and 7 meaning very harmful, how harmful do you feel smoking is?

Demographic	1 Not harmful at all	2	3	4 Somewhat harmful	5	6	7 - Very harmful	Don't know / No Opinion	Total N
Adults	1% (19)	— (8)	1% (21)	5% (117)	3% (73)	9% (197)	78% (1711)	3% (57)	2203
Income: Under 50k	1% (14)	1% (8)	1% (13)	7% (87)	3% (40)	9% (117)	75% (958)	4% (47)	1284
Income: 50k-100k	1% (5)	— (0)	1% (6)	3% (19)	4% (26)	9% (60)	81% (524)	1% (5)	645
Income: 100k+	— (0)	— (0)	1% (2)	4% (10)	3% (8)	8% (21)	84% (229)	1% (4)	274
Ethnicity: White	1% (9)	— (5)	1% (13)	4% (72)	4% (62)	9% (147)	80% (1381)	2% (35)	1724
Ethnicity: Hispanic	1% (3)	1% (3)	2% (8)	6% (21)	3% (10)	9% (30)	74% (260)	4% (15)	350
Ethnicity: Afr. Am.	3% (9)	1% (3)	1% (3)	12% (32)	3% (8)	10% (28)	66% (181)	4% (11)	275
Ethnicity: Other	— (1)	— (0)	3% (6)	6% (13)	2% (4)	11% (22)	73% (149)	5% (10)	204
Relig: Protestant	1% (5)	— (1)	1% (6)	3% (18)	2% (12)	10% (54)	81% (442)	1% (5)	543
Relig: Roman Catholic	— (0)	— (1)	1% (5)	4% (16)	3% (11)	10% (42)	81% (339)	1% (6)	420
Relig: Ath./Agn./None	1% (4)	— (2)	1% (4)	6% (43)	4% (24)	9% (60)	76% (518)	4% (29)	684
Relig: Something Else	1% (5)	1% (3)	1% (5)	5% (15)	6% (18)	9% (28)	75% (237)	3% (8)	319
Relig: Evangelical	1% (9)	1% (3)	2% (12)	5% (32)	3% (19)	8% (46)	77% (471)	3% (16)	608
Relig: Non-Evang. Catholics	— (1)	— (0)	— (1)	4% (26)	2% (12)	11% (63)	82% (483)	1% (4)	589
Relig: All Christian	1% (9)	— (3)	1% (13)	5% (59)	3% (31)	9% (109)	80% (954)	2% (20)	1198
Relig: All Non-Christian	1% (8)	— (4)	1% (8)	6% (58)	4% (43)	9% (88)	75% (755)	4% (37)	1002
Community: Urban	1% (6)	— (2)	1% (7)	8% (45)	3% (17)	9% (50)	74% (426)	3% (20)	573
Community: Suburban	1% (6)	— (2)	1% (5)	4% (42)	4% (36)	9% (86)	80% (789)	2% (17)	982
Community: Rural	1% (7)	1% (4)	1% (10)	5% (29)	3% (20)	10% (62)	76% (496)	3% (20)	648
Employ: Private Sector	— (3)	— (1)	1% (7)	5% (32)	4% (26)	11% (78)	77% (521)	1% (9)	677
Employ: Government	— (0)	— (0)	2% (3)	5% (7)	3% (4)	14% (20)	72% (104)	5% (7)	145
Employ: Self-Employed	1% (1)	1% (1)	— (1)	8% (15)	4% (8)	11% (20)	73% (136)	2% (4)	186
Employ: Homemaker	2% (3)	1% (1)	1% (2)	6% (10)	6% (11)	7% (12)	77% (139)	1% (2)	179
Employ: Student	1% (1)	3% (3)	1% (1)	6% (5)	4% (4)	7% (7)	74% (72)	5% (5)	97
Employ: Retired	1% (3)	— (0)	— (1)	3% (17)	2% (8)	6% (30)	87% (446)	1% (5)	511
Employ: Unemployed	1% (2)	1% (2)	2% (5)	8% (18)	3% (6)	9% (20)	72% (155)	4% (8)	216
Employ: Other	3% (6)	— (0)	1% (2)	6% (12)	4% (7)	6% (11)	71% (137)	9% (18)	192
Military HH: Yes	1% (5)	— (0)	2% (8)	4% (18)	5% (22)	8% (37)	78% (338)	1% (5)	433
Military HH: No	1% (14)	— (8)	1% (13)	6% (99)	3% (51)	9% (161)	78% (1373)	3% (52)	1770

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Table BR27: In general, using a scale to 1 to 7, with 1 meaning not harmful at all, 4 meaning somewhat harmful, and 7 meaning very harmful, how harmful do you feel smoking is?

Demographic	1 Not harmful at all	2	3	4 Somewhat harmful	5	6	7 - Very harmful	Don't know / No Opinion	Total N
Adults	1% (19)	— (8)	1% (21)	5% (117)	3% (73)	9% (197)	78% (1711)	3% (57)	2203
RD/WT: Right Direction	1% (11)	— (4)	1% (10)	7% (63)	4% (41)	10% (91)	74% (670)	2% (18)	907
RD/WT: Wrong Track	1% (8)	— (3)	1% (11)	4% (54)	3% (33)	8% (106)	80% (1041)	3% (39)	1296
Trump Job Approve	1% (6)	1% (6)	1% (10)	7% (64)	5% (42)	10% (93)	75% (704)	1% (8)	933
Trump Job Disapprove	1% (12)	— (1)	1% (12)	4% (50)	2% (26)	8% (96)	81% (913)	2% (24)	1134
Trump Job Strongly Approve	1% (5)	1% (4)	1% (5)	9% (41)	3% (14)	8% (40)	76% (366)	1% (6)	481
Trump Job Somewhat Approve	— (1)	1% (3)	1% (5)	5% (23)	6% (28)	12% (53)	75% (338)	— (2)	452
Trump Job Somewhat Disapprove	— (1)	— (0)	2% (6)	4% (11)	2% (5)	9% (28)	81% (238)	2% (5)	293
Trump Job Strongly Disapprove	1% (11)	— (1)	1% (6)	5% (39)	2% (21)	8% (68)	80% (675)	2% (20)	841
#1 Issue: Economy	1% (6)	— (1)	1% (4)	5% (32)	4% (23)	12% (72)	75% (455)	3% (16)	609
#1 Issue: Security	1% (2)	— (1)	1% (6)	7% (29)	3% (15)	8% (36)	78% (345)	2% (9)	445
#1 Issue: Health Care	1% (3)	1% (3)	— (1)	6% (20)	2% (8)	10% (32)	79% (265)	1% (3)	335
#1 Issue: Medicare / Social Security	— (0)	— (2)	— (1)	5% (16)	1% (5)	7% (24)	85% (277)	1% (3)	327
#1 Issue: Women's Issues	— (0)	— (0)	1% (1)	5% (5)	5% (4)	6% (6)	78% (68)	4% (4)	87
#1 Issue: Education	— (0)	— (0)	2% (4)	5% (10)	8% (14)	10% (19)	72% (136)	3% (6)	190
#1 Issue: Energy	4% (3)	3% (2)	2% (2)	2% (2)	2% (2)	2% (2)	81% (61)	3% (2)	74
#1 Issue: Other	2% (3)	— (0)	2% (3)	3% (4)	1% (2)	5% (6)	77% (104)	10% (13)	135
2016 Vote: Democrat Hillary Clinton	— (2)	— (3)	1% (5)	6% (38)	3% (22)	7% (49)	81% (546)	1% (8)	673
2016 Vote: Republican Donald Trump	1% (6)	1% (5)	1% (6)	6% (46)	4% (29)	9% (70)	78% (583)	1% (6)	751
2016 Vote: Someone else	2% (5)	— (0)	1% (3)	4% (9)	2% (4)	9% (19)	80% (179)	1% (3)	223
Voted in 2014: Yes	1% (14)	— (5)	1% (14)	5% (76)	3% (41)	9% (123)	80% (1137)	1% (13)	1422
Voted in 2014: No	1% (5)	— (3)	1% (7)	5% (41)	4% (33)	10% (75)	74% (575)	6% (43)	781
2012 Vote: Barack Obama	1% (5)	— (4)	1% (8)	6% (46)	3% (24)	8% (65)	81% (680)	1% (7)	837
2012 Vote: Mitt Romney	1% (3)	— (1)	1% (4)	4% (25)	3% (18)	9% (51)	82% (466)	— (3)	571
2012 Vote: Other	1% (1)	— (0)	1% (1)	7% (8)	5% (6)	14% (16)	71% (82)	1% (1)	116
2012 Vote: Didn't Vote	1% (10)	— (3)	1% (9)	6% (38)	4% (25)	10% (66)	71% (481)	7% (45)	677
4-Region: Northeast	— (1)	— (2)	1% (3)	4% (16)	4% (15)	10% (39)	78% (308)	3% (10)	394
4-Region: Midwest	1% (7)	1% (6)	— (2)	6% (28)	4% (19)	9% (41)	75% (349)	2% (11)	463
4-Region: South	1% (8)	— (1)	2% (14)	6% (50)	3% (22)	8% (70)	77% (639)	3% (21)	825
4-Region: West	1% (3)	— (0)	— (2)	4% (23)	3% (16)	9% (47)	80% (415)	3% (14)	521

Continued on next page

Table BR27: In general, using a scale to 1 to 7, with 1 meaning not harmful at all, 4 meaning somewhat harmful, and 7 meaning very harmful, how harmful do you feel smoking is?

Demographic	1 Not harmful at all	2	3	4 Somewhat harmful	5	6	7 - Very harmful	Don't know / No Opinion	Total N
Adults	1% (19)	— (8)	1% (21)	5% (117)	3% (73)	9% (197)	78%(1711)	3% (57)	2203
Favorable of Trump	1% (6)	— (4)	1% (7)	6% (59)	4% (37)	10% (88)	77%(700)	1% (11)	913
Unfavorable of Trump	1% (8)	— (1)	1% (14)	5% (54)	3% (33)	8% (95)	80%(901)	2% (17)	1122
Very Favorable of Trump	1% (6)	— (2)	1% (4)	8% (44)	3% (17)	9% (45)	76%(391)	2% (9)	518
Somewhat Favorable of Trump	— (1)	— (1)	1% (3)	4% (15)	5% (20)	11% (44)	78%(309)	— (2)	395
Somewhat Unfavorable of Trump	1% (2)	— (0)	2% (4)	6% (14)	2% (4)	10% (23)	78%(185)	2% (6)	238
Very Unfavorable of Trump	1% (6)	— (1)	1% (10)	4% (39)	3% (28)	8% (72)	81%(716)	1% (12)	885
Has smoked 100+ cigarettes: yes	1% (12)	— (4)	1% (15)	8% (79)	5% (52)	12% (122)	72%(744)	1% (9)	1038
Has smoked 100+ cigarettes: no	1% (6)	— (4)	1% (7)	3% (37)	2% (20)	6% (75)	83%(963)	4% (48)	1160
Heavy Drinker: yes	1% (15)	— (6)	1% (21)	5% (99)	3% (66)	9% (181)	79%(1614)	3% (54)	2055
Heavy Drinker: no	2% (2)	— (0)	— (1)	10% (12)	6% (7)	12% (15)	70% (86)	— (0)	123

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

Table BR28: In general, using a scale to 1 to 7, with 1 meaning not harmful at all, 4 meaning somewhat harmful, and 7 meaning very harmful, how harmful do you feel vaping, or using electronic cigarettes, is?

Demographic	1 Not	2	3	4	5	6	7 - Very	Don't	Total N
	harmful at all			Somewhat harmful				know / No Opinion	
Adults	3% (70)	3% (65)	5% (115)	20% (436)	11% (253)	12% (273)	38% (845)	7% (145)	2203
Gender: Male	3% (37)	4% (41)	6% (60)	20% (212)	14% (150)	13% (143)	34% (362)	6% (59)	1063
Gender: Female	3% (33)	2% (24)	5% (56)	20% (224)	9% (103)	11% (130)	42% (484)	8% (86)	1140
Age: 18-29	6% (29)	6% (28)	9% (44)	23% (107)	11% (52)	8% (37)	30% (143)	7% (31)	472
Age: 30-44	5% (28)	3% (15)	7% (35)	21% (112)	11% (61)	13% (70)	35% (191)	6% (31)	542
Age: 45-54	2% (7)	2% (8)	5% (17)	18% (67)	12% (43)	14% (53)	40% (148)	8% (28)	371
Age: 55-64	1% (4)	1% (4)	2% (7)	23% (88)	12% (46)	14% (53)	42% (161)	5% (18)	381
Age: 65+	1% (3)	2% (9)	3% (12)	14% (61)	12% (51)	14% (61)	47% (203)	8% (36)	437
Generation Z: 18-21	8% (13)	5% (9)	9% (16)	26% (45)	9% (15)	9% (15)	27% (47)	8% (13)	173
Millennial: Age 22-37	6% (35)	5% (30)	8% (49)	21% (124)	12% (74)	9% (51)	33% (198)	6% (34)	594
Generation X: Age 38-53	3% (15)	2% (12)	5% (30)	19% (114)	11% (63)	15% (89)	38% (224)	7% (43)	589
Boomers: Age 54-72	1% (6)	1% (8)	3% (21)	19% (135)	10% (74)	15% (110)	44% (312)	7% (48)	714
PID: Dem (no lean)	5% (32)	2% (17)	6% (41)	20% (141)	11% (75)	13% (92)	37% (256)	6% (40)	693
PID: Ind (no lean)	2% (19)	3% (25)	6% (53)	21% (184)	11% (98)	11% (98)	37% (327)	8% (69)	873
PID: Rep (no lean)	3% (19)	4% (23)	3% (21)	17% (111)	13% (80)	13% (84)	41% (263)	6% (36)	637
PID/Gender: Dem Men	5% (16)	3% (9)	6% (19)	17% (59)	14% (50)	15% (51)	36% (125)	4% (15)	344
PID/Gender: Dem Women	5% (17)	2% (8)	6% (21)	24% (82)	7% (25)	12% (40)	38% (131)	7% (25)	349
PID/Gender: Ind Men	3% (12)	4% (14)	7% (29)	24% (94)	12% (47)	12% (48)	31% (119)	7% (26)	389
PID/Gender: Ind Women	2% (7)	2% (12)	5% (24)	19% (91)	11% (51)	10% (49)	43% (207)	9% (42)	484
PID/Gender: Rep Men	3% (9)	6% (18)	3% (11)	18% (59)	16% (54)	13% (44)	36% (118)	5% (17)	330
PID/Gender: Rep Women	3% (9)	2% (5)	3% (10)	17% (52)	9% (26)	13% (40)	47% (145)	6% (19)	307
Ideo: Liberal (1-3)	4% (31)	3% (21)	7% (55)	22% (160)	11% (84)	11% (79)	35% (253)	7% (48)	730
Ideo: Moderate (4)	2% (9)	3% (13)	4% (19)	23% (105)	13% (60)	14% (61)	37% (167)	4% (18)	451
Ideo: Conservative (5-7)	2% (13)	3% (19)	3% (22)	17% (121)	12% (87)	15% (107)	42% (298)	6% (39)	707
Educ: < College	4% (61)	3% (51)	6% (88)	22% (332)	10% (154)	11% (162)	36% (552)	7% (113)	1514
Educ: Bachelors degree	1% (6)	2% (9)	4% (19)	14% (64)	14% (63)	18% (81)	41% (183)	4% (19)	444
Educ: Post-grad	1% (3)	2% (5)	3% (8)	16% (40)	14% (35)	12% (30)	45% (110)	5% (12)	244

Continued on next page

Table BR28: In general, using a scale to 1 to 7, with 1 meaning not harmful at all, 4 meaning somewhat harmful, and 7 meaning very harmful, how harmful do you feel vaping, or using electronic cigarettes, is?

Demographic	1 Not	2	3	4	5	6	7 - Very	Don't	Total N
	harmful at all			Somewhat harmful				know / No Opinion	
Adults	3% (70)	3% (65)	5% (115)	20% (436)	11% (253)	12% (273)	38% (845)	7% (145)	2203
Income: Under 50k	4% (50)	3% (38)	6% (77)	22% (288)	11% (135)	11% (141)	37% (472)	7% (84)	1284
Income: 50k-100k	2% (14)	4% (24)	5% (30)	17% (108)	12% (78)	15% (96)	39% (251)	7% (43)	645
Income: 100k+	2% (6)	1% (3)	3% (8)	15% (41)	15% (40)	13% (36)	45% (123)	6% (18)	274
Ethnicity: White	2% (36)	3% (49)	4% (77)	19% (321)	13% (216)	13% (231)	40% (689)	6% (105)	1724
Ethnicity: Hispanic	5% (19)	5% (16)	9% (30)	25% (88)	8% (27)	9% (32)	34% (118)	6% (21)	350
Ethnicity: Afr. Am.	10% (28)	2% (5)	8% (22)	24% (65)	8% (23)	9% (24)	30% (83)	9% (24)	275
Ethnicity: Other	3% (5)	6% (11)	8% (16)	24% (50)	7% (14)	9% (18)	36% (73)	8% (16)	204
Relig: Protestant	2% (13)	1% (7)	3% (19)	16% (85)	13% (69)	16% (84)	44% (238)	5% (29)	543
Relig: Roman Catholic	2% (8)	3% (13)	4% (15)	22% (94)	12% (49)	15% (63)	37% (156)	5% (21)	420
Relig: Ath./Agn./None	4% (26)	3% (22)	6% (43)	21% (145)	12% (80)	12% (83)	33% (226)	9% (58)	684
Relig: Something Else	3% (10)	4% (13)	10% (30)	18% (58)	9% (27)	9% (28)	42% (134)	6% (19)	319
Relig: Evangelical	5% (29)	3% (19)	3% (20)	20% (125)	12% (70)	10% (58)	40% (245)	7% (42)	608
Relig: Non-Evang. Catholics	1% (5)	2% (11)	4% (22)	18% (108)	13% (76)	17% (103)	41% (240)	4% (25)	589
Relig: All Christian	3% (34)	2% (30)	3% (42)	19% (233)	12% (146)	13% (161)	40% (485)	6% (67)	1198
Relig: All Non-Christian	4% (36)	4% (35)	7% (73)	20% (203)	11% (107)	11% (110)	36% (359)	8% (77)	1002
Community: Urban	5% (28)	4% (21)	6% (36)	21% (123)	13% (72)	11% (64)	32% (185)	8% (43)	573
Community: Suburban	3% (26)	3% (27)	5% (47)	19% (185)	11% (106)	14% (133)	42% (408)	5% (51)	982
Community: Rural	3% (16)	3% (18)	5% (32)	20% (128)	12% (75)	12% (76)	39% (252)	8% (51)	648
Employ: Private Sector	2% (17)	3% (22)	6% (37)	19% (130)	13% (86)	13% (86)	39% (262)	5% (36)	677
Employ: Government	1% (2)	4% (6)	5% (7)	12% (18)	14% (20)	22% (32)	36% (52)	6% (8)	145
Employ: Self-Employed	4% (8)	4% (8)	7% (13)	25% (47)	12% (23)	13% (24)	31% (58)	3% (6)	186
Employ: Homemaker	5% (9)	3% (5)	5% (10)	25% (45)	9% (16)	11% (20)	39% (71)	2% (4)	179
Employ: Student	4% (4)	10% (10)	6% (6)	25% (25)	12% (12)	14% (14)	21% (21)	6% (6)	97
Employ: Retired	1% (7)	1% (4)	2% (11)	15% (78)	13% (65)	13% (65)	47% (241)	8% (40)	511
Employ: Unemployed	7% (14)	3% (7)	11% (23)	20% (43)	5% (11)	12% (25)	34% (74)	8% (18)	216
Employ: Other	4% (8)	2% (4)	5% (9)	26% (50)	10% (18)	4% (8)	35% (67)	14% (27)	192
Military HH: Yes	3% (12)	4% (17)	5% (21)	19% (82)	12% (53)	11% (49)	41% (176)	5% (22)	433
Military HH: No	3% (57)	3% (49)	5% (94)	20% (354)	11% (200)	13% (224)	38% (669)	7% (123)	1770

Continued on next page

Table BR28: In general, using a scale to 1 to 7, with 1 meaning not harmful at all, 4 meaning somewhat harmful, and 7 meaning very harmful, how harmful do you feel vaping, or using electronic cigarettes, is?

Demographic	1 Not	2	3	4	5	6	7 - Very	Don't	Total N
	harmful at all			Somewhat harmful			harmful	know / No Opinion	
Adults	3% (70)	3% (65)	5% (115)	20% (436)	11% (253)	12% (273)	38% (845)	7% (145)	2203
RD/WT: Right Direction	3% (25)	4% (36)	5% (45)	20% (182)	13% (117)	12% (112)	37% (334)	6% (56)	907
RD/WT: Wrong Track	3% (45)	2% (30)	5% (71)	20% (254)	10% (135)	12% (161)	39% (511)	7% (89)	1296
Trump Job Approve	3% (24)	4% (40)	5% (44)	19% (178)	13% (123)	14% (130)	36% (339)	6% (56)	933
Trump Job Disapprove	4% (40)	2% (25)	6% (64)	21% (236)	10% (118)	12% (136)	40% (454)	5% (62)	1134
Trump Job Strongly Approve	2% (11)	4% (20)	3% (16)	19% (89)	10% (49)	15% (70)	42% (201)	5% (25)	481
Trump Job Somewhat Approve	3% (13)	4% (20)	6% (28)	20% (89)	16% (73)	13% (60)	31% (139)	7% (31)	452
Trump Job Somewhat Disapprove	2% (5)	3% (10)	6% (17)	23% (67)	12% (36)	12% (36)	36% (105)	6% (17)	293
Trump Job Strongly Disapprove	4% (35)	2% (15)	6% (47)	20% (169)	10% (82)	12% (100)	41% (349)	5% (45)	841
#1 Issue: Economy	4% (24)	5% (29)	4% (22)	23% (143)	13% (80)	13% (80)	32% (196)	6% (34)	609
#1 Issue: Security	3% (15)	3% (12)	3% (15)	18% (81)	12% (53)	15% (66)	39% (176)	6% (27)	445
#1 Issue: Health Care	2% (7)	3% (10)	9% (29)	21% (69)	10% (34)	14% (47)	36% (122)	5% (15)	335
#1 Issue: Medicare / Social Security	1% (2)	1% (3)	4% (14)	16% (54)	9% (30)	11% (37)	52% (169)	6% (19)	327
#1 Issue: Women's Issues	5% (5)	4% (4)	2% (2)	24% (21)	15% (13)	6% (6)	35% (30)	8% (7)	87
#1 Issue: Education	5% (9)	1% (3)	11% (21)	20% (37)	13% (24)	10% (20)	34% (65)	7% (13)	190
#1 Issue: Energy	7% (5)	1% (1)	9% (7)	9% (7)	10% (7)	14% (11)	32% (24)	17% (13)	74
#1 Issue: Other	2% (3)	3% (4)	4% (6)	18% (24)	8% (11)	6% (8)	46% (63)	12% (17)	135
2016 Vote: Democrat Hillary Clinton	4% (24)	2% (12)	5% (35)	19% (128)	12% (78)	14% (91)	40% (267)	5% (37)	673
2016 Vote: Republican Donald Trump	2% (14)	4% (30)	3% (26)	18% (138)	13% (100)	14% (109)	39% (290)	6% (45)	751
2016 Vote: Someone else	4% (8)	2% (5)	6% (13)	13% (29)	11% (24)	13% (29)	45% (100)	6% (14)	223
Voted in 2014: Yes	3% (36)	3% (39)	4% (58)	17% (242)	12% (175)	14% (193)	42% (602)	5% (76)	1422
Voted in 2014: No	4% (34)	3% (26)	7% (57)	25% (194)	10% (78)	10% (81)	31% (243)	9% (69)	781
2012 Vote: Barack Obama	3% (27)	2% (20)	5% (43)	19% (159)	12% (102)	13% (106)	41% (340)	5% (40)	837
2012 Vote: Mitt Romney	1% (8)	2% (11)	3% (19)	16% (94)	13% (73)	15% (84)	44% (249)	6% (33)	571
2012 Vote: Other	— (0)	9% (11)	3% (4)	19% (22)	10% (12)	18% (21)	34% (40)	6% (7)	116
2012 Vote: Didn't Vote	5% (35)	3% (24)	7% (49)	24% (160)	10% (65)	9% (63)	32% (216)	10% (65)	677
4-Region: Northeast	1% (3)	2% (9)	6% (22)	20% (81)	12% (46)	17% (66)	36% (140)	7% (26)	394
4-Region: Midwest	4% (18)	3% (12)	7% (32)	19% (90)	12% (53)	13% (60)	35% (163)	7% (35)	463
4-Region: South	5% (42)	3% (24)	5% (41)	21% (173)	11% (89)	12% (96)	38% (311)	6% (50)	825
4-Region: West	1% (7)	4% (21)	4% (21)	18% (93)	12% (64)	10% (51)	44% (230)	7% (34)	521

Continued on next page

Table BR28: In general, using a scale to 1 to 7, with 1 meaning not harmful at all, 4 meaning somewhat harmful, and 7 meaning very harmful, how harmful do you feel vaping, or using electronic cigarettes, is?

Demographic	1 Not harmful at all	2	3	4 Somewhat harmful	5	6	7 - Very harmful	Don't know / No Opinion	Total N
Adults	3% (70)	3% (65)	5% (115)	20% (436)	11% (253)	12% (273)	38% (845)	7% (145)	2203
Favorable of Trump	2% (21)	4% (37)	5% (41)	19% (171)	13% (118)	14% (124)	38% (342)	6% (57)	913
Unfavorable of Trump	3% (38)	2% (24)	6% (64)	21% (238)	11% (125)	12% (136)	39% (438)	5% (59)	1122
Very Favorable of Trump	3% (14)	5% (26)	3% (18)	19% (96)	10% (54)	13% (68)	40% (209)	7% (34)	518
Somewhat Favorable of Trump	2% (8)	3% (11)	6% (24)	19% (75)	16% (64)	14% (56)	34% (134)	6% (23)	395
Somewhat Unfavorable of Trump	4% (10)	3% (6)	7% (17)	21% (50)	12% (28)	12% (28)	34% (80)	7% (18)	238
Very Unfavorable of Trump	3% (28)	2% (17)	5% (47)	21% (188)	11% (97)	12% (108)	40% (358)	5% (41)	885
Has smoked 100+ cigarettes: yes	4% (40)	3% (36)	5% (56)	23% (237)	13% (131)	12% (126)	34% (350)	6% (61)	1038
Has smoked 100+ cigarettes: no	3% (30)	2% (29)	5% (58)	17% (197)	11% (122)	13% (147)	43% (493)	7% (83)	1160
Heavy Drinker: yes	3% (58)	3% (57)	5% (106)	19% (400)	12% (242)	13% (261)	39% (797)	7% (134)	2055
Heavy Drinker: no	4% (5)	7% (8)	4% (4)	26% (32)	9% (11)	10% (12)	36% (44)	5% (6)	123

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

Table BR29: In general, using a scale to 1 to 7, with 1 meaning not harmful at all, 4 meaning somewhat harmful, and 7 meaning very harmful, how harmful do you feel marijuana is?

Demographic	1 Not harmful at all	2	3	4 Somewhat harmful	5	6	7 - Very harmful	Don't know / No Opinion	Total N
Adults	20% (435)	10% (226)	11% (236)	19% (423)	6% (141)	7% (154)	22% (494)	4% (93)	2203
Gender: Male	16% (170)	10% (109)	12% (123)	19% (204)	8% (85)	9% (91)	23% (247)	3% (34)	1063
Gender: Female	23% (265)	10% (118)	10% (113)	19% (218)	5% (57)	6% (63)	22% (248)	5% (59)	1140
Age: 18-29	30% (142)	12% (56)	11% (54)	16% (75)	7% (31)	3% (17)	15% (73)	5% (25)	472
Age: 30-44	29% (160)	12% (64)	10% (56)	19% (101)	6% (31)	5% (28)	15% (83)	4% (20)	542
Age: 45-54	15% (56)	9% (33)	11% (41)	18% (67)	6% (21)	9% (34)	27% (101)	5% (18)	371
Age: 55-64	12% (46)	7% (27)	14% (52)	24% (90)	6% (23)	10% (37)	25% (93)	3% (12)	381
Age: 65+	7% (30)	11% (46)	8% (34)	21% (90)	8% (35)	9% (39)	33% (144)	4% (19)	437
Generation Z: 18-21	26% (45)	11% (19)	14% (25)	17% (30)	3% (6)	5% (9)	21% (37)	2% (4)	173
Millennial: Age 22-37	33% (197)	13% (75)	10% (59)	16% (97)	7% (40)	4% (23)	13% (75)	5% (30)	594
Generation X: Age 38-53	19% (111)	10% (58)	11% (66)	19% (110)	6% (36)	7% (42)	24% (138)	5% (28)	589
Boomers: Age 54-72	11% (79)	9% (66)	12% (82)	24% (168)	7% (47)	10% (69)	26% (183)	3% (19)	714
PID: Dem (no lean)	19% (133)	13% (89)	14% (95)	22% (152)	5% (33)	6% (44)	18% (125)	3% (22)	693
PID: Ind (no lean)	24% (210)	11% (95)	10% (89)	18% (160)	7% (60)	6% (55)	18% (159)	5% (46)	873
PID: Rep (no lean)	14% (91)	7% (43)	8% (52)	17% (111)	8% (48)	9% (56)	33% (211)	4% (26)	637
PID/Gender: Dem Men	17% (58)	14% (50)	16% (54)	21% (71)	6% (20)	6% (21)	19% (67)	1% (3)	344
PID/Gender: Dem Women	22% (76)	11% (39)	12% (42)	23% (81)	4% (13)	6% (22)	17% (58)	5% (18)	349
PID/Gender: Ind Men	19% (73)	11% (42)	11% (42)	20% (80)	7% (28)	8% (31)	19% (75)	5% (20)	389
PID/Gender: Ind Women	28% (137)	11% (53)	10% (47)	17% (80)	7% (32)	5% (24)	17% (84)	5% (26)	484
PID/Gender: Rep Men	12% (39)	5% (17)	8% (28)	16% (53)	11% (37)	12% (39)	32% (105)	3% (11)	330
PID/Gender: Rep Women	17% (52)	8% (26)	8% (24)	19% (57)	4% (11)	5% (16)	34% (106)	5% (15)	307
Ideo: Liberal (1-3)	22% (158)	15% (107)	15% (106)	18% (134)	6% (41)	6% (43)	15% (108)	4% (32)	730
Ideo: Moderate (4)	19% (86)	10% (45)	11% (49)	25% (111)	6% (25)	6% (29)	21% (96)	2% (11)	451
Ideo: Conservative (5-7)	11% (78)	7% (53)	9% (63)	19% (131)	8% (60)	10% (70)	32% (225)	4% (28)	707
Educ: < College	24% (362)	10% (144)	10% (153)	18% (277)	6% (92)	5% (83)	22% (328)	5% (75)	1514
Educ: Bachelors degree	11% (47)	12% (55)	12% (54)	21% (93)	7% (32)	10% (46)	23% (102)	3% (14)	444
Educ: Post-grad	10% (25)	11% (27)	12% (29)	22% (53)	7% (17)	10% (25)	27% (65)	2% (4)	244

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Table BR29: In general, using a scale to 1 to 7, with 1 meaning not harmful at all, 4 meaning somewhat harmful, and 7 meaning very harmful, how harmful do you feel marijuana is?

Demographic	1 Not				4			7 - Very	Don't	Total N
	harmful at all	2	3	harmful	5	6	harmful	know / No Opinion		
Adults	20% (435)	10% (226)	11% (236)	19% (423)	6% (141)	7% (154)	22% (494)	4% (93)	2203	
Income: Under 50k	24% (305)	10% (135)	9% (120)	18% (234)	6% (78)	6% (73)	21% (273)	5% (67)	1284	
Income: 50k-100k	16% (101)	11% (68)	13% (87)	20% (129)	7% (45)	6% (38)	25% (159)	3% (18)	645	
Income: 100k+	11% (29)	9% (24)	11% (30)	22% (60)	7% (18)	16% (43)	23% (62)	3% (8)	274	
Ethnicity: White	19% (323)	11% (182)	11% (191)	20% (337)	7% (116)	8% (130)	22% (380)	4% (66)	1724	
Ethnicity: Hispanic	24% (84)	7% (24)	16% (56)	15% (54)	8% (28)	5% (18)	18% (61)	7% (23)	350	
Ethnicity: Afr. Am.	24% (65)	10% (27)	11% (31)	21% (59)	4% (11)	4% (11)	21% (58)	5% (13)	275	
Ethnicity: Other	23% (47)	8% (17)	7% (14)	13% (27)	7% (14)	7% (14)	28% (57)	7% (15)	204	
Relig: Protestant	9% (51)	6% (34)	11% (57)	20% (106)	8% (44)	12% (67)	30% (162)	4% (21)	543	
Relig: Roman Catholic	16% (66)	7% (31)	11% (48)	23% (95)	7% (28)	8% (32)	26% (109)	3% (11)	420	
Relig: Ath./Agn./None	28% (193)	14% (94)	10% (67)	18% (120)	5% (36)	5% (33)	15% (101)	6% (39)	684	
Relig: Something Else	23% (72)	15% (46)	9% (30)	16% (52)	7% (22)	5% (17)	22% (70)	3% (10)	319	
Relig: Evangelical	14% (88)	7% (40)	10% (61)	20% (123)	7% (41)	8% (52)	29% (174)	5% (30)	608	
Relig: Non-Evang. Catholics	14% (82)	8% (46)	13% (76)	22% (128)	7% (42)	9% (53)	25% (149)	2% (14)	589	
Relig: All Christian	14% (169)	7% (86)	11% (137)	21% (251)	7% (83)	9% (104)	27% (323)	4% (44)	1198	
Relig: All Non-Christian	26% (266)	14% (141)	10% (97)	17% (172)	6% (58)	5% (50)	17% (171)	5% (49)	1002	
Community: Urban	25% (141)	11% (61)	9% (51)	17% (98)	5% (26)	7% (43)	21% (120)	6% (33)	573	
Community: Suburban	16% (162)	10% (95)	12% (114)	21% (209)	8% (74)	7% (72)	23% (228)	3% (26)	982	
Community: Rural	20% (132)	11% (70)	11% (71)	18% (116)	6% (41)	6% (39)	23% (146)	5% (35)	648	
Employ: Private Sector	18% (122)	11% (78)	14% (94)	18% (122)	7% (45)	8% (54)	21% (145)	3% (18)	677	
Employ: Government	22% (33)	6% (9)	10% (15)	17% (25)	10% (14)	9% (14)	22% (32)	3% (4)	145	
Employ: Self-Employed	20% (37)	14% (26)	10% (19)	17% (32)	8% (16)	8% (14)	20% (38)	2% (4)	186	
Employ: Homemaker	26% (47)	10% (17)	14% (25)	21% (38)	5% (9)	5% (9)	16% (29)	2% (4)	179	
Employ: Student	28% (28)	10% (10)	6% (6)	19% (19)	6% (5)	4% (4)	22% (22)	4% (4)	97	
Employ: Retired	9% (46)	9% (45)	9% (46)	22% (111)	8% (39)	8% (42)	30% (156)	5% (26)	511	
Employ: Unemployed	29% (63)	9% (19)	9% (20)	20% (43)	1% (2)	5% (10)	22% (47)	5% (12)	216	
Employ: Other	31% (60)	12% (23)	6% (12)	17% (33)	5% (10)	4% (7)	13% (26)	11% (21)	192	
Military HH: Yes	15% (66)	11% (46)	12% (50)	21% (91)	7% (28)	9% (38)	23% (99)	4% (15)	433	
Military HH: No	21% (369)	10% (181)	11% (186)	19% (332)	6% (113)	7% (116)	22% (395)	4% (78)	1770	

Continued on next page

Table BR29: In general, using a scale to 1 to 7, with 1 meaning not harmful at all, 4 meaning somewhat harmful, and 7 meaning very harmful, how harmful do you feel marijuana is?

Demographic	1 Not	4			7 - Very		Don't	Total N	
	harmful at all	2	3	harmful	5	6	know / No Opinion		
Adults	20% (435)	10% (226)	11% (236)	19% (423)	6% (141)	7% (154)	22% (494)	4% (93)	2203
RD/WT: Right Direction	14% (131)	8% (71)	10% (88)	19% (170)	8% (72)	9% (86)	28% (251)	4% (37)	907
RD/WT: Wrong Track	23% (304)	12% (156)	11% (148)	19% (252)	5% (69)	5% (68)	19% (243)	4% (57)	1296
Trump Job Approve	14% (132)	8% (73)	10% (97)	19% (182)	8% (78)	9% (84)	28% (257)	3% (30)	933
Trump Job Disapprove	23% (264)	12% (139)	12% (132)	20% (228)	5% (58)	6% (63)	18% (208)	4% (40)	1134
Trump Job Strongly Approve	15% (71)	7% (36)	7% (32)	17% (82)	8% (39)	10% (49)	33% (160)	3% (12)	481
Trump Job Somewhat Approve	14% (61)	8% (37)	14% (65)	22% (100)	9% (39)	8% (35)	22% (98)	4% (18)	452
Trump Job Somewhat Disapprove	15% (45)	13% (37)	12% (34)	24% (70)	6% (16)	7% (20)	21% (61)	3% (9)	293
Trump Job Strongly Disapprove	26% (219)	12% (102)	12% (99)	19% (158)	5% (42)	5% (44)	17% (147)	4% (31)	841
#1 Issue: Economy	24% (144)	13% (77)	10% (60)	19% (113)	6% (38)	6% (38)	19% (116)	4% (22)	609
#1 Issue: Security	16% (72)	8% (37)	7% (31)	20% (87)	6% (29)	8% (34)	31% (137)	4% (18)	445
#1 Issue: Health Care	22% (72)	11% (38)	14% (46)	19% (64)	6% (19)	8% (26)	18% (62)	2% (8)	335
#1 Issue: Medicare / Social Security	11% (36)	9% (29)	11% (35)	23% (75)	6% (19)	9% (31)	27% (90)	4% (12)	327
#1 Issue: Women's Issues	24% (20)	8% (7)	7% (6)	24% (21)	7% (6)	3% (3)	16% (14)	11% (10)	87
#1 Issue: Education	25% (47)	8% (15)	17% (32)	11% (21)	11% (20)	5% (10)	19% (37)	4% (8)	190
#1 Issue: Energy	19% (14)	15% (11)	18% (14)	19% (14)	9% (6)	4% (3)	13% (9)	3% (2)	74
#1 Issue: Other	22% (29)	8% (11)	8% (11)	20% (28)	2% (3)	7% (10)	22% (30)	10% (13)	135
2016 Vote: Democrat Hillary Clinton	18% (123)	13% (86)	14% (94)	21% (144)	6% (38)	7% (45)	18% (122)	3% (22)	673
2016 Vote: Republican Donald Trump	14% (105)	8% (61)	10% (73)	18% (136)	8% (63)	9% (65)	30% (225)	3% (23)	751
2016 Vote: Someone else	20% (45)	11% (25)	8% (18)	22% (50)	7% (15)	7% (15)	20% (45)	4% (9)	223
Voted in 2014: Yes	16% (225)	10% (147)	10% (149)	20% (281)	7% (102)	8% (114)	25% (354)	3% (49)	1422
Voted in 2014: No	27% (210)	10% (79)	11% (87)	18% (142)	5% (39)	5% (40)	18% (140)	6% (44)	781
2012 Vote: Barack Obama	21% (180)	13% (112)	13% (107)	20% (169)	5% (46)	7% (56)	17% (142)	3% (26)	837
2012 Vote: Mitt Romney	9% (53)	7% (40)	8% (46)	19% (108)	10% (58)	10% (59)	34% (193)	3% (16)	571
2012 Vote: Other	11% (12)	5% (6)	14% (16)	20% (23)	10% (11)	6% (7)	31% (36)	3% (3)	116
2012 Vote: Didn't Vote	28% (190)	10% (69)	10% (67)	18% (122)	4% (27)	5% (32)	18% (122)	7% (49)	677
4-Region: Northeast	18% (70)	10% (41)	10% (41)	19% (75)	7% (27)	8% (33)	24% (95)	3% (12)	394
4-Region: Midwest	21% (95)	8% (39)	11% (52)	23% (106)	5% (23)	5% (24)	22% (103)	5% (22)	463
4-Region: South	21% (171)	11% (89)	11% (92)	18% (149)	7% (55)	5% (40)	23% (189)	5% (41)	825
4-Region: West	19% (98)	11% (58)	10% (51)	18% (93)	7% (36)	11% (58)	21% (108)	3% (18)	521

Continued on next page

Table BR29: In general, using a scale to 1 to 7, with 1 meaning not harmful at all, 4 meaning somewhat harmful, and 7 meaning very harmful, how harmful do you feel marijuana is?

Demographic	1 Not harmful at all	2	3	4 Somewhat harmful	5	6	7 - Very harmful	Don't know / No Opinion	Total N
Adults	20% (435)	10% (226)	11% (236)	19% (423)	6% (141)	7% (154)	22% (494)	4% (93)	2203
Favorable of Trump	14% (131)	8% (72)	10% (94)	19% (174)	8% (73)	8% (76)	28% (258)	4% (35)	913
Unfavorable of Trump	24% (270)	13% (143)	11% (128)	20% (220)	5% (62)	6% (70)	18% (198)	3% (31)	1122
Very Favorable of Trump	15% (80)	7% (34)	8% (44)	18% (91)	8% (40)	8% (44)	32% (165)	4% (21)	518
Somewhat Favorable of Trump	13% (50)	10% (38)	13% (50)	21% (83)	8% (33)	8% (32)	24% (93)	4% (14)	395
Somewhat Unfavorable of Trump	18% (44)	14% (32)	10% (25)	21% (51)	6% (14)	9% (21)	19% (45)	3% (7)	238
Very Unfavorable of Trump	26% (226)	13% (111)	12% (104)	19% (169)	5% (48)	6% (49)	17% (153)	3% (24)	885
Has smoked 100+ cigarettes: yes	26% (266)	12% (120)	11% (115)	20% (209)	6% (59)	6% (64)	16% (170)	3% (35)	1038
Has smoked 100+ cigarettes: no	14% (167)	9% (105)	10% (121)	18% (212)	7% (82)	8% (90)	28% (324)	5% (58)	1160
Heavy Drinker: yes	19% (394)	10% (211)	11% (220)	20% (402)	6% (132)	7% (142)	23% (468)	4% (85)	2055
Heavy Drinker: no	28% (35)	11% (14)	11% (14)	17% (20)	5% (6)	9% (11)	16% (20)	3% (3)	123

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

Table BR30: Which of the following is closer to your view?

Demographic	Using electronic cigarettes is more harmful to a persons health than smoking tobacco cigarettes.		Using electronic cigarettes is just as harmful to a person’s health as smoking tobacco cigarettes.		Using electronic cigarettes is less harmful to a persons health than smoking tobacco cigarettes.		Don't know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	6%	(134)	46%	(1016)	36%	(787)	12%	(266)	2203
Gender: Male	6%	(61)	41%	(437)	41%	(439)	12%	(126)	1063
Gender: Female	6%	(73)	51%	(579)	31%	(348)	12%	(139)	1140
Age: 18-29	6%	(28)	42%	(200)	40%	(188)	12%	(56)	472
Age: 30-44	7%	(37)	45%	(244)	39%	(210)	9%	(51)	542
Age: 45-54	7%	(26)	47%	(176)	31%	(115)	15%	(54)	371
Age: 55-64	4%	(14)	50%	(191)	36%	(135)	10%	(40)	381
Age: 65+	7%	(29)	47%	(205)	32%	(139)	15%	(64)	437
Generation Z: 18-21	5%	(9)	40%	(70)	45%	(78)	10%	(17)	173
Millennial: Age 22-37	7%	(42)	43%	(257)	38%	(226)	12%	(69)	594
Generation X: Age 38-53	6%	(37)	47%	(278)	34%	(199)	13%	(74)	589
Boomers: Age 54-72	6%	(40)	49%	(346)	35%	(246)	11%	(82)	714
PID: Dem (no lean)	7%	(47)	42%	(293)	39%	(272)	12%	(82)	693
PID: Ind (no lean)	5%	(47)	45%	(397)	36%	(311)	14%	(118)	873
PID: Rep (no lean)	6%	(40)	51%	(326)	32%	(205)	10%	(66)	637
PID/Gender: Dem Men	8%	(26)	40%	(138)	41%	(143)	11%	(38)	344
PID/Gender: Dem Women	6%	(21)	44%	(155)	37%	(129)	13%	(44)	349
PID/Gender: Ind Men	5%	(21)	36%	(140)	44%	(171)	15%	(57)	389
PID/Gender: Ind Women	5%	(27)	53%	(257)	29%	(139)	13%	(61)	484
PID/Gender: Rep Men	4%	(15)	48%	(159)	38%	(125)	10%	(32)	330
PID/Gender: Rep Women	8%	(26)	54%	(167)	26%	(80)	11%	(34)	307
Ideo: Liberal (1-3)	7%	(48)	42%	(308)	40%	(292)	11%	(82)	730
Ideo: Moderate (4)	5%	(20)	47%	(213)	38%	(173)	10%	(45)	451
Ideo: Conservative (5-7)	6%	(40)	51%	(363)	33%	(236)	10%	(69)	707

Continued on next page

Table BR30: Which of the following is closer to your view?

Demographic	Using electronic cigarettes is more harmful to a persons health than smoking tobacco cigarettes.		Using electronic cigarettes is just as harmful to a person's health as smoking tobacco cigarettes.		Using electronic cigarettes is less harmful to a persons health than smoking tobacco cigarettes.		Don't know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	6%	(134)	46%	(1016)	36%	(787)	12%	(266)	2203
Educ: < College	7%	(105)	44%	(674)	34%	(521)	14%	(214)	1514
Educ: Bachelors degree	3%	(12)	52%	(230)	38%	(171)	7%	(32)	444
Educ: Post-grad	7%	(17)	46%	(112)	39%	(95)	8%	(20)	244
Income: Under 50k	8%	(100)	45%	(572)	34%	(442)	13%	(170)	1284
Income: 50k-100k	3%	(21)	48%	(311)	37%	(241)	11%	(72)	645
Income: 100k+	5%	(13)	49%	(134)	38%	(104)	9%	(24)	274
Ethnicity: White	6%	(106)	48%	(826)	35%	(599)	11%	(193)	1724
Ethnicity: Hispanic	7%	(24)	44%	(154)	35%	(124)	14%	(48)	350
Ethnicity: Afr. Am.	7%	(19)	39%	(106)	39%	(108)	15%	(42)	275
Ethnicity: Other	5%	(10)	41%	(84)	40%	(81)	15%	(30)	204
Relig: Protestant	4%	(23)	53%	(287)	32%	(173)	11%	(60)	543
Relig: Roman Catholic	6%	(24)	46%	(195)	37%	(157)	11%	(45)	420
Relig: Ath./Agn./None	7%	(46)	40%	(276)	38%	(262)	14%	(99)	684
Relig: Something Else	8%	(26)	47%	(149)	35%	(113)	10%	(31)	319
Relig: Evangelical	5%	(29)	48%	(289)	34%	(206)	14%	(84)	608
Relig: Non-Evang. Catholics	5%	(31)	51%	(300)	35%	(205)	9%	(53)	589
Relig: All Christian	5%	(61)	49%	(590)	34%	(411)	11%	(136)	1198
Relig: All Non-Christian	7%	(72)	42%	(425)	37%	(375)	13%	(130)	1002
Community: Urban	6%	(34)	42%	(241)	38%	(218)	14%	(81)	573
Community: Suburban	6%	(56)	48%	(470)	36%	(353)	10%	(102)	982
Community: Rural	7%	(44)	47%	(305)	33%	(216)	13%	(83)	648

Continued on next page

Table BR30: Which of the following is closer to your view?

Demographic	Using electronic cigarettes is more harmful to a persons health than smoking tobacco cigarettes.		Using electronic cigarettes is just as harmful to a person’s health as smoking tobacco cigarettes.		Using electronic cigarettes is less harmful to a persons health than smoking tobacco cigarettes.		Don’t know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	6%	(134)	46%	(1016)	36%	(787)	12%	(266)	2203
Employ: Private Sector	6%	(39)	48%	(324)	38%	(258)	8%	(56)	677
Employ: Government	7%	(11)	50%	(73)	34%	(50)	9%	(12)	145
Employ: Self-Employed	4%	(8)	44%	(81)	42%	(78)	10%	(19)	186
Employ: Homemaker	7%	(13)	51%	(92)	32%	(58)	10%	(18)	179
Employ: Student	5%	(5)	45%	(44)	39%	(38)	10%	(10)	97
Employ: Retired	6%	(29)	48%	(245)	31%	(158)	15%	(78)	511
Employ: Unemployed	7%	(16)	38%	(83)	37%	(80)	17%	(36)	216
Employ: Other	7%	(14)	39%	(75)	35%	(67)	19%	(37)	192
Military HH: Yes	7%	(31)	47%	(205)	35%	(151)	11%	(46)	433
Military HH: No	6%	(103)	46%	(810)	36%	(636)	12%	(220)	1770
RD/WT: Right Direction	7%	(61)	45%	(412)	35%	(319)	13%	(116)	907
RD/WT: Wrong Track	6%	(73)	47%	(604)	36%	(468)	12%	(150)	1296
Trump Job Approve	7%	(65)	48%	(445)	35%	(328)	10%	(96)	933
Trump Job Disapprove	6%	(64)	46%	(518)	38%	(429)	11%	(123)	1134
Trump Job Strongly Approve	9%	(42)	48%	(233)	30%	(146)	12%	(60)	481
Trump Job Somewhat Approve	5%	(22)	47%	(212)	40%	(182)	8%	(36)	452
Trump Job Somewhat Disapprove	4%	(11)	45%	(130)	41%	(121)	10%	(30)	293
Trump Job Strongly Disapprove	6%	(53)	46%	(388)	37%	(307)	11%	(93)	841
#1 Issue: Economy	7%	(44)	42%	(258)	41%	(249)	10%	(58)	609
#1 Issue: Security	6%	(26)	49%	(217)	31%	(140)	14%	(61)	445
#1 Issue: Health Care	2%	(8)	47%	(158)	41%	(136)	10%	(33)	335
#1 Issue: Medicare / Social Security	8%	(25)	47%	(152)	32%	(105)	14%	(46)	327
#1 Issue: Women’s Issues	8%	(7)	48%	(42)	32%	(28)	11%	(10)	87
#1 Issue: Education	7%	(13)	53%	(102)	32%	(60)	8%	(16)	190
#1 Issue: Energy	4%	(3)	43%	(32)	35%	(26)	18%	(13)	74
#1 Issue: Other	6%	(9)	40%	(54)	32%	(43)	22%	(29)	135

Continued on next page

Table BR30: Which of the following is closer to your view?

Demographic	Using electronic cigarettes is more harmful to a persons health than smoking tobacco cigarettes.		Using electronic cigarettes is just as harmful to a person's health as smoking tobacco cigarettes.		Using electronic cigarettes is less harmful to a persons health than smoking tobacco cigarettes.		Don't know / No Opinion		Total N
	%	(n)	%	(n)	%	(n)	%	(n)	
Adults	6%	(134)	46%	(1016)	36%	(787)	12%	(266)	2203
2016 Vote: Democrat Hillary Clinton	6%	(43)	45%	(306)	36%	(246)	12%	(79)	673
2016 Vote: Republican Donald Trump	5%	(39)	51%	(381)	33%	(249)	11%	(82)	751
2016 Vote: Someone else	7%	(15)	50%	(110)	35%	(77)	9%	(20)	223
Voted in 2014: Yes	6%	(85)	49%	(695)	34%	(484)	11%	(158)	1422
Voted in 2014: No	6%	(49)	41%	(321)	39%	(303)	14%	(108)	781
2012 Vote: Barack Obama	5%	(43)	48%	(400)	37%	(308)	10%	(86)	837
2012 Vote: Mitt Romney	6%	(35)	48%	(275)	33%	(191)	12%	(70)	571
2012 Vote: Other	6%	(7)	53%	(61)	31%	(36)	9%	(11)	116
2012 Vote: Didn't Vote	7%	(49)	41%	(280)	37%	(252)	14%	(97)	677
4-Region: Northeast	5%	(19)	42%	(166)	36%	(143)	17%	(66)	394
4-Region: Midwest	7%	(33)	41%	(192)	38%	(177)	13%	(61)	463
4-Region: South	6%	(46)	47%	(390)	36%	(295)	11%	(95)	825
4-Region: West	7%	(37)	52%	(268)	33%	(172)	8%	(43)	521
Favorable of Trump	7%	(65)	48%	(435)	35%	(319)	10%	(94)	913
Unfavorable of Trump	5%	(61)	46%	(517)	39%	(434)	10%	(111)	1122
Very Favorable of Trump	8%	(44)	48%	(251)	31%	(160)	12%	(63)	518
Somewhat Favorable of Trump	5%	(21)	47%	(184)	40%	(159)	8%	(31)	395
Somewhat Unfavorable of Trump	4%	(10)	43%	(102)	42%	(100)	11%	(26)	238
Very Unfavorable of Trump	6%	(52)	47%	(415)	38%	(334)	9%	(84)	885
Has smoked 100+ cigarettes: yes	7%	(71)	45%	(467)	38%	(396)	10%	(103)	1038
Has smoked 100+ cigarettes: no	5%	(62)	47%	(547)	34%	(389)	14%	(162)	1160
Heavy Drinker: yes	6%	(124)	46%	(949)	36%	(739)	12%	(242)	2055
Heavy Drinker: no	4%	(6)	46%	(57)	37%	(45)	12%	(15)	123

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	2203	100%
xdemGender	Gender: Male	1063	48%
	Gender: Female	1140	52%
	N	2203	
age5	Age: 18-29	472	21%
	Age: 30-44	542	25%
	Age: 45-54	371	17%
	Age: 55-64	381	17%
	Age: 65+	437	20%
	N	2203	
demAgeGeneration	Generation Z: 18-21	173	8%
	Millennial: Age 22-37	594	27%
	Generation X: Age 38-53	589	27%
	Boomers: Age 54-72	714	32%
	N	2070	
xpid3	PID: Dem (no lean)	693	31%
	PID: Ind (no lean)	873	40%
	PID: Rep (no lean)	637	29%
	N	2203	
xpidGender	PID/Gender: Dem Men	344	16%
	PID/Gender: Dem Women	349	16%
	PID/Gender: Ind Men	389	18%
	PID/Gender: Ind Women	484	22%
	PID/Gender: Rep Men	330	15%
	PID/Gender: Rep Women	307	14%
	N	2203	
xdemIdeo3	Ideo: Liberal (1-3)	730	33%
	Ideo: Moderate (4)	451	20%
	Ideo: Conservative (5-7)	707	32%
	N	1888	
xeduc3	Educ: < College	1514	69%
	Educ: Bachelors degree	444	20%
	Educ: Post-grad	244	11%
	N	2203	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1284	58%
	Income: 50k-100k	645	29%
	Income: 100k+	274	12%
	N	2203	
xdemWhite	Ethnicity: White	1724	78%
xdemHispBin	Ethnicity: Hispanic	350	16%
demBlackBin	Ethnicity: Afr. Am.	275	12%
demRaceOther	Ethnicity: Other	204	9%
xrelNet	Relig: Protestant	543	25%
	Relig: Roman Catholic	420	19%
	Relig: Ath./Agn./None	684	31%
	Relig: Something Else	319	14%
	N	1966	
xreligion1	Relig: Jewish	48	2%
xreligion2	Relig: Evangelical	608	28%
	Relig: Non-Evang. Catholics	589	27%
	N	1198	
xreligion3	Relig: All Christian	1198	54%
	Relig: All Non-Christian	1002	45%
	N	2200	
xdemUsr	Community: Urban	573	26%
	Community: Suburban	982	45%
	Community: Rural	648	29%
	N	2203	
xdemEmploy	Employ: Private Sector	677	31%
	Employ: Government	145	7%
	Employ: Self-Employed	186	8%
	Employ: Homemaker	179	8%
	Employ: Student	97	4%
	Employ: Retired	511	23%
	Employ: Unemployed	216	10%
	Employ: Other	192	9%
	N	2203	
xdemMilHH1	Military HH: Yes	433	20%
	Military HH: No	1770	80%
	N	2203	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	907	41%
	RD/WT: Wrong Track	1296	59%
	N	2203	
Trump_Approve	Trump Job Approve	933	42%
	Trump Job Disapprove	1134	51%
	N	2067	
Trump_Approve2	Trump Job Strongly Approve	481	22%
	Trump Job Somewhat Approve	452	21%
	Trump Job Somewhat Disapprove	293	13%
	Trump Job Strongly Disapprove	841	38%
	N	2067	
xnr3	#1 Issue: Economy	609	28%
	#1 Issue: Security	445	20%
	#1 Issue: Health Care	335	15%
	#1 Issue: Medicare / Social Security	327	15%
	#1 Issue: Women's Issues	87	4%
	#1 Issue: Education	190	9%
	#1 Issue: Energy	74	3%
	#1 Issue: Other	135	6%
	N	2203	
xsubVote16O	2016 Vote: Democrat Hillary Clinton	673	31%
	2016 Vote: Republican Donald Trump	751	34%
	2016 Vote: Someone else	223	10%
	N	1646	
xsubVote14O	Voted in 2014: Yes	1422	65%
	Voted in 2014: No	781	35%
	N	2203	
xsubVote12O	2012 Vote: Barack Obama	837	38%
	2012 Vote: Mitt Romney	571	26%
	2012 Vote: Other	116	5%
	2012 Vote: Didn't Vote	677	31%
	N	2201	
xreg4	4-Region: Northeast	394	18%
	4-Region: Midwest	463	21%
	4-Region: South	825	37%
	4-Region: West	521	24%
	N	2203	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
Trump_Fav	Favorable of Trump	913	41%
	Unfavorable of Trump	1122	51%
	N	2036	
Trump_Fav_FULL	Very Favorable of Trump	518	24%
	Somewhat Favorable of Trump	395	18%
	Somewhat Unfavorable of Trump	238	11%
	Very Unfavorable of Trump	885	40%
	N	2036	
BRdem1	Has smoked 100+ cigarettes: yes	1038	47%
	Has smoked 100+ cigarettes: no	1160	53%
	N	2197	
BRdem2	Heavy Drinker: yes	2055	93%
	Heavy Drinker: no	123	6%
	N	2177	

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

