



National Tracking Poll #190935
September 12-14, 2019

Crosstabulation Results

Methodology:

This poll was conducted between September 12-September 14, 2019 among a national sample of 2200 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on age, educational attainment, gender, race, 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 VAP1: 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 tobacco 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	1%	(13)	1%	(12)	1%	(19)	8%	(172)	4%	(93)	11%	(239)	73%	(1603)	2%	(50)	2200
Gender: Male	1%	(12)	1%	(11)	1%	(8)	8%	(83)	6%	(66)	14%	(152)	67%	(707)	2%	(23)	1062
Gender: Female	—	(1)	—	(1)	1%	(10)	8%	(89)	2%	(27)	8%	(86)	79%	(896)	2%	(27)	1138
Age: 18-29	1%	(3)	2%	(10)	1%	(5)	7%	(32)	6%	(27)	12%	(50)	69%	(297)	2%	(9)	433
Age: 30-44	1%	(8)	—	(1)	1%	(7)	9%	(49)	4%	(26)	14%	(80)	66%	(385)	4%	(24)	580
Age: 45-54	—	(2)	—	(0)	—	(2)	9%	(35)	4%	(14)	9%	(38)	75%	(304)	3%	(11)	406
Age: 55-64	—	(0)	—	(1)	1%	(4)	7%	(25)	4%	(13)	10%	(34)	77%	(264)	1%	(3)	345
Age: 65+	—	(0)	—	(0)	—	(1)	7%	(31)	3%	(12)	8%	(37)	81%	(353)	1%	(3)	436
Generation Z: 18-22	1%	(2)	4%	(5)	2%	(3)	7%	(10)	5%	(7)	10%	(14)	68%	(98)	3%	(4)	144
Millennial: Age 23-38	1%	(8)	1%	(6)	1%	(6)	8%	(51)	5%	(37)	13%	(86)	68%	(460)	4%	(24)	679
Generation X: Age 39-54	1%	(3)	—	(0)	1%	(4)	9%	(55)	4%	(23)	11%	(67)	72%	(427)	3%	(16)	596
Boomers: Age 55-73	—	(0)	—	(1)	1%	(5)	7%	(49)	3%	(24)	9%	(66)	78%	(546)	1%	(6)	697
PID: Dem (no lean)	1%	(4)	1%	(5)	1%	(6)	7%	(55)	4%	(31)	8%	(62)	76%	(582)	2%	(17)	762
PID: Ind (no lean)	—	(1)	—	(2)	1%	(7)	9%	(66)	4%	(30)	16%	(114)	67%	(488)	3%	(23)	732
PID: Rep (no lean)	1%	(8)	1%	(5)	1%	(5)	7%	(51)	5%	(32)	9%	(62)	75%	(533)	1%	(9)	706
PID/Gender: Dem Men	1%	(3)	2%	(5)	1%	(4)	4%	(12)	6%	(19)	10%	(32)	73%	(233)	3%	(9)	318
PID/Gender: Dem Women	—	(1)	—	(0)	1%	(2)	10%	(43)	3%	(11)	7%	(30)	78%	(349)	2%	(8)	444
PID/Gender: Ind Men	—	(1)	—	(1)	1%	(2)	10%	(38)	6%	(24)	20%	(77)	59%	(223)	3%	(10)	375
PID/Gender: Ind Women	—	(0)	—	(1)	1%	(5)	8%	(28)	2%	(6)	10%	(37)	74%	(265)	4%	(14)	357
PID/Gender: Rep Men	2%	(8)	1%	(5)	1%	(2)	9%	(33)	6%	(23)	12%	(44)	68%	(251)	1%	(4)	369
PID/Gender: Rep Women	—	(0)	—	(0)	1%	(3)	5%	(18)	3%	(9)	6%	(19)	84%	(282)	2%	(6)	337
Ideo: Liberal (1-3)	1%	(3)	—	(3)	1%	(3)	6%	(32)	4%	(21)	11%	(63)	77%	(444)	1%	(4)	575
Ideo: Moderate (4)	—	(0)	1%	(3)	1%	(5)	10%	(55)	5%	(28)	10%	(56)	71%	(380)	2%	(10)	538
Ideo: Conservative (5-7)	1%	(6)	1%	(5)	—	(3)	7%	(55)	4%	(34)	11%	(84)	76%	(589)	—	(3)	779
Educ: < College	1%	(10)	1%	(10)	1%	(15)	9%	(142)	5%	(74)	10%	(151)	71%	(1075)	2%	(36)	1512
Educ: Bachelors degree	1%	(3)	—	(2)	1%	(3)	6%	(26)	3%	(13)	13%	(58)	74%	(330)	2%	(9)	444
Educ: Post-grad	—	(1)	—	(1)	—	(1)	2%	(4)	2%	(5)	12%	(30)	81%	(197)	2%	(5)	244

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Table VAP1: 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 tobacco 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	1% (13)	1% (12)	1% (19)	8% (172)	4% (93)	11% (239)	73% (1603)	2% (50)	2200
Income: Under 50k	1% (10)	— (6)	1% (15)	10% (128)	4% (55)	11% (143)	70% (918)	3% (37)	1312
Income: 50k-100k	— (2)	1% (6)	— (0)	5% (37)	5% (32)	11% (71)	76% (509)	2% (10)	667
Income: 100k+	— (1)	— (0)	1% (3)	4% (8)	2% (5)	11% (25)	79% (176)	1% (3)	221
Ethnicity: White	— (6)	1% (11)	1% (17)	7% (128)	4% (75)	12% (203)	73% (1251)	2% (30)	1722
Ethnicity: Hispanic	2% (6)	3% (10)	1% (2)	6% (21)	4% (15)	11% (40)	69% (242)	4% (13)	349
Ethnicity: Afr. Am.	1% (2)	— (0)	1% (1)	9% (25)	3% (8)	7% (19)	74% (204)	5% (14)	274
Ethnicity: Other	2% (5)	1% (1)	— (0)	9% (19)	4% (9)	8% (16)	73% (148)	3% (6)	204
All Christian	— (1)	1% (10)	1% (5)	7% (69)	4% (39)	11% (104)	75% (737)	1% (12)	978
All Non-Christian	5% (4)	1% (1)	— (0)	5% (4)	1% (1)	15% (12)	70% (58)	2% (2)	82
Atheist	— (0)	— (0)	2% (3)	5% (5)	13% (14)	11% (11)	68% (69)	1% (1)	102
Agnostic/Nothing in particular	1% (7)	— (1)	1% (11)	9% (94)	4% (40)	11% (112)	71% (739)	3% (35)	1038
Religious Non-Protestant/Catholic	4% (4)	6% (6)	— (0)	4% (4)	1% (1)	12% (13)	70% (74)	2% (2)	105
Evangelical	— (1)	— (0)	1% (7)	8% (49)	3% (19)	7% (43)	79% (488)	1% (8)	615
Non-Evangelical	1% (5)	1% (5)	1% (5)	7% (58)	5% (37)	13% (103)	72% (583)	2% (13)	809
Community: Urban	1% (3)	1% (5)	1% (5)	9% (50)	5% (27)	13% (73)	68% (385)	3% (19)	567
Community: Suburban	1% (8)	— (4)	1% (8)	6% (55)	4% (37)	11% (103)	76% (747)	2% (16)	979
Community: Rural	— (2)	1% (3)	1% (5)	10% (67)	4% (28)	10% (63)	72% (471)	2% (14)	654
Employ: Private Sector	— (3)	1% (5)	— (3)	6% (39)	5% (31)	14% (92)	72% (471)	2% (12)	657
Employ: Government	— (0)	— (0)	— (1)	6% (9)	3% (4)	8% (11)	81% (112)	1% (2)	139
Employ: Self-Employed	1% (1)	1% (1)	2% (5)	10% (19)	4% (7)	11% (21)	69% (130)	2% (4)	189
Employ: Homemaker	— (0)	3% (5)	1% (2)	9% (15)	5% (8)	10% (17)	72% (126)	— (1)	174
Employ: Retired	— (1)	— (0)	1% (4)	8% (40)	3% (15)	9% (45)	78% (385)	1% (3)	492
Employ: Unemployed	1% (1)	— (1)	1% (2)	9% (21)	6% (14)	13% (30)	63% (149)	7% (17)	234
Employ: Other	2% (3)	— (0)	— (1)	12% (26)	5% (10)	6% (14)	72% (159)	4% (8)	221
Military HH: Yes	2% (6)	1% (5)	1% (3)	7% (25)	4% (14)	13% (50)	72% (273)	1% (4)	380
Military HH: No	— (7)	— (7)	1% (16)	8% (147)	4% (78)	10% (188)	73% (1330)	3% (46)	1820
RD/WT: Right Direction	1% (11)	1% (10)	1% (11)	9% (74)	4% (31)	12% (105)	70% (605)	2% (13)	860
RD/WT: Wrong Track	— (2)	— (3)	1% (7)	7% (98)	5% (61)	10% (134)	74% (997)	3% (37)	1340

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Table VAP1: 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 tobacco 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	1%	(13)	1%	(12)	1%	(19)	8%	(172)	4%	(93)	11%	(239)	73%	(1603)	2%	(50)	2200
Trump Job Approve	1%	(11)	1%	(10)	1%	(9)	9%	(87)	4%	(42)	12%	(117)	70%	(666)	2%	(15)	957
Trump Job Disapprove	—	(2)	—	(3)	1%	(9)	7%	(76)	4%	(49)	10%	(113)	76%	(868)	2%	(23)	1143
Trump Job Strongly Approve	1%	(7)	2%	(10)	1%	(5)	8%	(40)	3%	(14)	12%	(61)	71%	(356)	2%	(8)	501
Trump Job Somewhat Approve	1%	(3)	—	(0)	1%	(4)	10%	(47)	6%	(29)	12%	(56)	68%	(309)	2%	(8)	457
Trump Job Somewhat Disapprove	—	(0)	1%	(2)	1%	(3)	8%	(20)	5%	(12)	13%	(33)	70%	(181)	3%	(7)	258
Trump Job Strongly Disapprove	—	(2)	—	(1)	1%	(5)	6%	(56)	4%	(37)	9%	(80)	78%	(687)	2%	(16)	884
Favorable of Trump	1%	(11)	1%	(10)	1%	(5)	9%	(86)	5%	(43)	11%	(104)	71%	(669)	1%	(13)	941
Unfavorable of Trump	—	(2)	—	(3)	1%	(11)	7%	(75)	4%	(47)	11%	(122)	75%	(848)	2%	(18)	1125
Very Favorable of Trump	1%	(7)	2%	(9)	1%	(5)	9%	(47)	4%	(21)	11%	(61)	71%	(381)	1%	(7)	538
Somewhat Favorable of Trump	1%	(3)	—	(1)	—	(0)	10%	(39)	6%	(22)	11%	(43)	71%	(288)	2%	(6)	404
Somewhat Unfavorable of Trump	—	(0)	1%	(2)	2%	(3)	8%	(17)	6%	(14)	15%	(33)	64%	(136)	4%	(9)	213
Very Unfavorable of Trump	—	(2)	—	(1)	1%	(7)	6%	(58)	4%	(33)	10%	(89)	78%	(711)	1%	(9)	911
#1 Issue: Economy	—	(1)	1%	(4)	1%	(4)	10%	(56)	6%	(31)	12%	(66)	69%	(393)	3%	(14)	570
#1 Issue: Security	1%	(3)	—	(0)	1%	(3)	8%	(36)	3%	(13)	12%	(57)	75%	(350)	1%	(6)	468
#1 Issue: Health Care	1%	(4)	—	(2)	1%	(4)	8%	(30)	5%	(19)	12%	(46)	69%	(251)	3%	(11)	366
#1 Issue: Medicare / Social Security	—	(0)	—	(0)	1%	(2)	7%	(20)	3%	(8)	10%	(31)	79%	(233)	—	(1)	297
#1 Issue: Women's Issues	—	(0)	1%	(1)	3%	(3)	4%	(4)	9%	(9)	6%	(6)	74%	(72)	2%	(2)	96
#1 Issue: Education	3%	(3)	—	(0)	3%	(4)	7%	(9)	2%	(2)	7%	(8)	78%	(97)	1%	(2)	125
#1 Issue: Energy	1%	(1)	4%	(5)	—	(0)	4%	(6)	2%	(3)	10%	(15)	76%	(111)	3%	(4)	145
#1 Issue: Other	—	(0)	—	(0)	—	(0)	9%	(11)	5%	(6)	7%	(9)	72%	(96)	7%	(10)	133
2018 House Vote: Democrat	—	(2)	1%	(11)	1%	(6)	7%	(55)	4%	(27)	10%	(75)	75%	(572)	2%	(14)	762
2018 House Vote: Republican	1%	(6)	—	(0)	1%	(5)	8%	(54)	4%	(26)	10%	(69)	77%	(545)	1%	(7)	712
2018 House Vote: Someone else	1%	(1)	1%	(1)	2%	(2)	6%	(6)	8%	(8)	11%	(11)	68%	(70)	4%	(4)	102
2016 Vote: Hillary Clinton	—	(0)	1%	(6)	1%	(6)	7%	(43)	3%	(21)	9%	(60)	76%	(494)	3%	(18)	648
2016 Vote: Donald Trump	1%	(11)	1%	(5)	1%	(5)	8%	(58)	4%	(30)	10%	(73)	74%	(533)	1%	(7)	720
2016 Vote: Other	—	(0)	1%	(1)	1%	(2)	4%	(7)	6%	(10)	15%	(28)	71%	(132)	3%	(6)	186
2016 Vote: Didn't Vote	—	(2)	—	(0)	1%	(7)	10%	(64)	5%	(32)	12%	(79)	68%	(437)	3%	(20)	640
Voted in 2014: Yes	—	(4)	1%	(11)	1%	(10)	7%	(94)	4%	(53)	10%	(138)	75%	(1007)	2%	(20)	1339
Voted in 2014: No	1%	(9)	—	(1)	1%	(9)	9%	(78)	5%	(39)	12%	(101)	69%	(595)	3%	(29)	861

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Table VAP1: 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 tobacco 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	1% (13)	1% (12)	1% (19)	8% (172)	4% (93)	11% (239)	73% (1603)	2% (50)	2200
2012 Vote: Barack Obama	1% (5)	— (3)	1% (5)	7% (55)	3% (27)	11% (96)	76% (644)	1% (13)	847
2012 Vote: Mitt Romney	1% (3)	2% (9)	1% (6)	7% (35)	3% (18)	10% (53)	76% (399)	1% (4)	527
2012 Vote: Other	1% (1)	— (0)	— (0)	8% (8)	4% (4)	11% (12)	73% (74)	3% (3)	102
2012 Vote: Didn't Vote	1% (5)	— (1)	1% (7)	10% (71)	6% (44)	11% (78)	67% (485)	4% (30)	721
4-Region: Northeast	— (1)	1% (4)	1% (4)	9% (35)	4% (16)	8% (32)	74% (292)	2% (9)	394
4-Region: Midwest	— (1)	— (2)	1% (3)	9% (42)	6% (26)	12% (57)	70% (323)	2% (8)	462
4-Region: South	1% (7)	— (0)	1% (8)	7% (55)	3% (27)	10% (85)	75% (617)	3% (24)	824
4-Region: West	1% (3)	1% (6)	1% (3)	8% (39)	5% (24)	13% (65)	71% (370)	2% (9)	520

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

Table VAP2: 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		4- Somewhat harmful				7- Very harmful		Don't know / No opinion	Total N
	2	3	5	6	7- Very harmful	8				
Adults	2% (34)	2% (43)	3% (69)	13% (277)	7% (145)	12% (264)	58% (1271)	4% (99)	2200	
Gender: Male	2% (19)	3% (30)	4% (43)	16% (168)	9% (92)	14% (153)	47% (504)	5% (53)	1062	
Gender: Female	1% (15)	1% (13)	2% (26)	10% (109)	5% (53)	10% (111)	67% (767)	4% (46)	1138	
Age: 18-29	2% (9)	3% (11)	6% (26)	20% (85)	12% (50)	12% (52)	43% (185)	4% (15)	433	
Age: 30-44	2% (9)	3% (16)	4% (21)	15% (86)	6% (33)	12% (72)	54% (314)	5% (29)	580	
Age: 45-54	2% (9)	3% (11)	2% (9)	12% (48)	6% (25)	10% (42)	60% (243)	5% (20)	406	
Age: 55-64	1% (4)	1% (4)	2% (7)	9% (30)	5% (16)	13% (44)	66% (227)	4% (13)	345	
Age: 65+	1% (2)	— (1)	1% (6)	7% (29)	5% (21)	12% (53)	69% (302)	5% (22)	436	
Generation Z: 18-22	3% (4)	4% (6)	5% (7)	17% (24)	12% (18)	13% (18)	43% (62)	3% (4)	144	
Millennial: Age 23-38	2% (14)	3% (17)	5% (34)	18% (120)	7% (50)	13% (86)	48% (325)	5% (34)	679	
Generation X: Age 39-54	2% (9)	3% (15)	2% (14)	12% (73)	7% (40)	11% (63)	60% (356)	4% (26)	596	
Boomers: Age 55-73	1% (6)	1% (4)	2% (12)	8% (58)	5% (35)	12% (87)	66% (462)	5% (34)	697	
PID: Dem (no lean)	1% (6)	1% (8)	3% (25)	12% (91)	6% (47)	13% (96)	60% (458)	4% (32)	762	
PID: Ind (no lean)	2% (14)	2% (14)	3% (22)	14% (102)	8% (60)	12% (86)	53% (391)	6% (44)	732	
PID: Rep (no lean)	2% (14)	3% (20)	3% (22)	12% (85)	5% (38)	12% (82)	60% (422)	3% (23)	706	
PID/Gender: Dem Men	1% (3)	2% (5)	6% (18)	15% (46)	8% (26)	16% (50)	50% (158)	3% (11)	318	
PID/Gender: Dem Women	1% (3)	1% (3)	2% (7)	10% (45)	5% (20)	10% (45)	67% (300)	5% (21)	444	
PID/Gender: Ind Men	1% (4)	3% (10)	2% (8)	19% (70)	11% (40)	14% (52)	44% (164)	7% (26)	375	
PID/Gender: Ind Women	3% (9)	1% (4)	4% (14)	9% (31)	6% (20)	10% (34)	64% (228)	5% (18)	357	
PID/Gender: Rep Men	3% (11)	4% (15)	4% (17)	14% (52)	7% (26)	14% (51)	49% (182)	4% (16)	369	
PID/Gender: Rep Women	1% (3)	2% (6)	2% (5)	10% (33)	4% (13)	9% (31)	71% (239)	2% (7)	337	
Ideo: Liberal (1-3)	1% (3)	1% (8)	3% (20)	13% (73)	7% (42)	15% (88)	57% (325)	3% (16)	575	
Ideo: Moderate (4)	2% (10)	1% (6)	3% (14)	13% (72)	8% (41)	11% (60)	58% (313)	4% (21)	538	
Ideo: Conservative (5-7)	1% (11)	3% (26)	3% (24)	12% (93)	6% (46)	11% (89)	60% (468)	3% (23)	779	
Educ: < College	2% (27)	2% (34)	4% (57)	13% (197)	6% (96)	11% (159)	57% (868)	5% (74)	1512	
Educ: Bachelors degree	1% (5)	2% (7)	2% (8)	13% (58)	7% (29)	16% (73)	57% (254)	2% (11)	444	
Educ: Post-grad	1% (2)	1% (2)	1% (3)	9% (23)	8% (20)	13% (31)	61% (150)	6% (14)	244	
Income: Under 50k	2% (26)	2% (26)	4% (48)	13% (171)	6% (81)	11% (139)	57% (745)	6% (78)	1312	
Income: 50k-100k	1% (6)	2% (13)	3% (20)	13% (86)	6% (42)	14% (96)	59% (391)	2% (14)	667	
Income: 100k+	1% (2)	2% (4)	1% (1)	9% (21)	10% (22)	13% (29)	61% (135)	3% (7)	221	

Continued on next page

Table VAP2: 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				4-				Don't	Total N
	harmful at all	2	3	harmful	5	6	7- Very harmful	know / No opinion		
Adults	2% (34)	2% (43)	3% (69)	13% (277)	7% (145)	12% (264)	58% (1271)	4% (99)	2200	
Ethnicity: White	1% (25)	2% (35)	4% (61)	12% (212)	7% (115)	12% (214)	57% (990)	4% (70)	1722	
Ethnicity: Hispanic	1% (4)	3% (11)	5% (16)	12% (44)	6% (20)	14% (48)	55% (191)	5% (16)	349	
Ethnicity: Afr. Am.	2% (4)	1% (2)	1% (3)	15% (42)	6% (16)	9% (25)	59% (162)	7% (20)	274	
Ethnicity: Other	2% (4)	3% (6)	2% (5)	11% (23)	7% (14)	12% (24)	59% (119)	4% (8)	204	
All Christian	2% (17)	2% (19)	2% (24)	9% (86)	7% (66)	12% (122)	63% (613)	3% (31)	978	
All Non-Christian	3% (2)	1% (1)	1% (1)	11% (9)	5% (4)	13% (10)	65% (53)	2% (2)	82	
Atheist	1% (1)	3% (3)	11% (11)	14% (14)	12% (13)	22% (22)	34% (35)	2% (2)	102	
Agnostic/Nothing in particular	1% (13)	2% (19)	3% (33)	16% (168)	6% (62)	11% (109)	55% (570)	6% (64)	1038	
Religious Non-Protestant/Catholic	2% (2)	6% (6)	1% (1)	10% (10)	4% (5)	11% (12)	63% (66)	3% (3)	105	
Evangelical	2% (11)	1% (9)	2% (11)	10% (63)	7% (41)	8% (48)	67% (414)	3% (18)	615	
Non-Evangelical	1% (11)	2% (13)	3% (27)	10% (77)	7% (55)	13% (104)	60% (486)	5% (37)	809	
Community: Urban	2% (10)	3% (17)	2% (12)	13% (73)	8% (47)	15% (83)	52% (296)	5% (30)	567	
Community: Suburban	1% (11)	1% (14)	3% (29)	14% (139)	6% (57)	12% (121)	58% (568)	4% (40)	979	
Community: Rural	2% (13)	2% (11)	4% (28)	10% (66)	6% (41)	9% (60)	62% (407)	4% (28)	654	
Employ: Private Sector	1% (8)	2% (14)	3% (19)	12% (80)	8% (54)	13% (85)	57% (375)	3% (21)	657	
Employ: Government	2% (3)	1% (1)	— (1)	13% (19)	9% (12)	14% (20)	57% (79)	3% (4)	139	
Employ: Self-Employed	1% (2)	3% (7)	6% (11)	13% (24)	6% (11)	15% (28)	52% (99)	4% (7)	189	
Employ: Homemaker	2% (3)	6% (10)	4% (6)	14% (25)	3% (5)	9% (16)	60% (104)	2% (4)	174	
Employ: Retired	1% (5)	— (2)	2% (7)	9% (47)	5% (25)	10% (50)	68% (333)	5% (23)	492	
Employ: Unemployed	3% (6)	3% (7)	6% (15)	11% (25)	6% (14)	12% (28)	50% (117)	10% (23)	234	
Employ: Other	2% (4)	1% (2)	2% (6)	20% (44)	5% (12)	10% (22)	54% (119)	6% (13)	221	
Military HH: Yes	1% (4)	3% (10)	3% (10)	14% (52)	7% (28)	15% (58)	55% (210)	2% (9)	380	
Military HH: No	2% (30)	2% (33)	3% (59)	12% (225)	6% (117)	11% (206)	58% (1061)	5% (89)	1820	
RD/WT: Right Direction	2% (16)	3% (27)	3% (23)	13% (113)	7% (60)	11% (96)	57% (494)	4% (30)	860	
RD/WT: Wrong Track	1% (17)	1% (15)	3% (45)	12% (165)	6% (84)	12% (167)	58% (777)	5% (68)	1340	
Trump Job Approve	2% (20)	3% (29)	4% (34)	13% (124)	7% (65)	12% (116)	56% (532)	4% (37)	957	
Trump Job Disapprove	1% (13)	1% (13)	3% (32)	13% (143)	7% (77)	12% (138)	60% (681)	4% (45)	1143	

Continued on next page

Table VAP2: 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		4- Somewhat harmful				7- Very harmful		Don't know / No opinion	Total N
	2	3	5	6	7- Very harmful	8				
Adults	2% (34)	2% (43)	3% (69)	13% (277)	7% (145)	12% (264)	58% (1271)	4% (99)	2200	
Trump Job Strongly Approve	2% (10)	4% (18)	4% (20)	13% (64)	5% (26)	10% (51)	58% (291)	4% (21)	501	
Trump Job Somewhat Approve	2% (10)	2% (11)	3% (14)	13% (60)	9% (39)	14% (65)	53% (241)	4% (16)	457	
Trump Job Somewhat Disapprove	1% (1)	2% (5)	4% (11)	12% (31)	10% (27)	11% (27)	55% (143)	5% (13)	258	
Trump Job Strongly Disapprove	1% (11)	1% (8)	2% (22)	13% (112)	6% (50)	13% (111)	61% (538)	4% (32)	884	
Favorable of Trump	2% (18)	3% (27)	3% (32)	13% (119)	6% (59)	12% (109)	58% (542)	4% (34)	941	
Unfavorable of Trump	1% (11)	1% (15)	3% (35)	13% (144)	7% (77)	13% (143)	58% (653)	4% (47)	1125	
Very Favorable of Trump	2% (12)	3% (17)	4% (21)	13% (71)	6% (30)	9% (50)	59% (317)	4% (19)	538	
Somewhat Favorable of Trump	2% (7)	2% (10)	3% (11)	12% (48)	7% (29)	15% (59)	56% (226)	4% (15)	404	
Somewhat Unfavorable of Trump	— (0)	2% (4)	6% (13)	15% (31)	10% (21)	11% (24)	50% (106)	6% (13)	213	
Very Unfavorable of Trump	1% (11)	1% (10)	2% (22)	12% (113)	6% (56)	13% (119)	60% (547)	4% (34)	911	
#1 Issue: Economy	1% (9)	3% (15)	4% (23)	16% (90)	8% (43)	14% (79)	51% (291)	4% (21)	570	
#1 Issue: Security	2% (7)	2% (9)	4% (20)	11% (51)	5% (21)	11% (53)	62% (289)	4% (18)	468	
#1 Issue: Health Care	3% (10)	1% (5)	3% (12)	12% (45)	8% (28)	12% (43)	56% (204)	5% (19)	366	
#1 Issue: Medicare / Social Security	— (1)	1% (2)	2% (5)	8% (24)	5% (14)	11% (33)	69% (206)	4% (12)	297	
#1 Issue: Women's Issues	2% (2)	3% (3)	1% (1)	16% (16)	7% (7)	7% (7)	60% (58)	3% (3)	96	
#1 Issue: Education	1% (2)	1% (2)	2% (2)	16% (20)	6% (7)	12% (15)	58% (72)	3% (4)	125	
#1 Issue: Energy	1% (2)	5% (7)	2% (2)	12% (18)	9% (13)	7% (11)	56% (81)	8% (11)	145	
#1 Issue: Other	1% (1)	— (1)	2% (3)	10% (14)	8% (11)	18% (24)	52% (70)	8% (11)	133	
2018 House Vote: Democrat	1% (6)	2% (12)	3% (23)	12% (91)	6% (49)	12% (94)	60% (456)	4% (31)	762	
2018 House Vote: Republican	2% (14)	2% (11)	2% (16)	12% (85)	6% (42)	13% (90)	60% (430)	3% (23)	712	
2018 House Vote: Someone else	1% (1)	4% (4)	3% (3)	12% (12)	4% (4)	14% (15)	55% (56)	8% (8)	102	
2016 Vote: Hillary Clinton	1% (5)	1% (7)	3% (18)	11% (73)	6% (40)	11% (74)	62% (400)	5% (31)	648	
2016 Vote: Donald Trump	2% (13)	2% (18)	3% (18)	12% (89)	6% (44)	12% (85)	60% (431)	3% (22)	720	
2016 Vote: Other	— (0)	4% (7)	3% (5)	12% (22)	4% (7)	13% (25)	59% (110)	5% (9)	186	
2016 Vote: Didn't Vote	2% (16)	2% (11)	4% (27)	14% (91)	8% (53)	13% (80)	51% (325)	6% (36)	640	
Voted in 2014: Yes	1% (16)	1% (18)	3% (40)	11% (153)	5% (67)	12% (163)	62% (834)	4% (47)	1339	
Voted in 2014: No	2% (17)	3% (24)	3% (29)	14% (124)	9% (77)	12% (100)	51% (438)	6% (51)	861	

Continued on next page

Table VAP2: 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	2% (34)	2% (43)	3% (69)	13% (277)	7% (145)	12% (264)	58% (1271)	4% (99)	2200
2012 Vote: Barack Obama	1% (6)	1% (10)	2% (14)	12% (102)	6% (51)	12% (106)	62% (526)	4% (33)	847
2012 Vote: Mitt Romney	2% (9)	2% (9)	4% (20)	11% (57)	5% (26)	13% (66)	61% (322)	3% (17)	527
2012 Vote: Other	— (0)	4% (4)	4% (4)	10% (10)	7% (7)	11% (11)	60% (61)	6% (6)	102
2012 Vote: Didn't Vote	2% (18)	3% (20)	4% (31)	15% (106)	9% (62)	11% (80)	50% (362)	6% (43)	721
4-Region: Northeast	1% (5)	2% (7)	2% (9)	11% (45)	10% (40)	13% (52)	56% (222)	4% (15)	394
4-Region: Midwest	1% (5)	1% (6)	3% (12)	12% (55)	6% (27)	13% (60)	59% (274)	5% (22)	462
4-Region: South	2% (16)	2% (16)	4% (32)	13% (106)	6% (46)	9% (75)	60% (493)	5% (40)	824
4-Region: West	2% (8)	3% (13)	3% (15)	14% (71)	6% (32)	15% (77)	54% (283)	4% (21)	520

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

Table VAP3: Which of the following is closer to your view?

Demographic	Using electronic cigarettes is more harmful to a person's 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 person's health than smoking tobacco cigarettes.		Don't know / No opinion		Total N
Adults	13%	(296)	53%	(1173)	22%	(474)	12%	(256)	2200
Gender: Male	11%	(113)	49%	(518)	29%	(309)	12%	(123)	1062
Gender: Female	16%	(183)	58%	(656)	15%	(166)	12%	(133)	1138
Age: 18-29	9%	(39)	50%	(217)	33%	(145)	7%	(32)	433
Age: 30-44	11%	(62)	53%	(306)	23%	(134)	14%	(79)	580
Age: 45-54	18%	(74)	51%	(207)	18%	(72)	13%	(53)	406
Age: 55-64	15%	(52)	56%	(193)	17%	(58)	12%	(42)	345
Age: 65+	16%	(69)	57%	(251)	15%	(66)	12%	(50)	436
Generation Z: 18-22	6%	(9)	43%	(62)	39%	(56)	11%	(16)	144
Millennial: Age 23-38	10%	(66)	52%	(353)	28%	(187)	11%	(73)	679
Generation X: Age 39-54	17%	(100)	53%	(315)	18%	(107)	12%	(74)	596
Boomers: Age 55-73	15%	(107)	56%	(394)	16%	(111)	12%	(85)	697
PID: Dem (no lean)	12%	(89)	59%	(452)	17%	(133)	11%	(87)	762
PID: Ind (no lean)	14%	(100)	50%	(364)	22%	(161)	15%	(107)	732
PID: Rep (no lean)	15%	(107)	51%	(357)	25%	(180)	9%	(62)	706
PID/Gender: Dem Men	9%	(27)	57%	(180)	24%	(77)	11%	(34)	318
PID/Gender: Dem Women	14%	(62)	61%	(273)	13%	(56)	12%	(53)	444
PID/Gender: Ind Men	13%	(47)	45%	(167)	30%	(113)	13%	(48)	375
PID/Gender: Ind Women	15%	(52)	55%	(197)	13%	(48)	17%	(60)	357
PID/Gender: Rep Men	10%	(38)	46%	(171)	32%	(118)	11%	(42)	369
PID/Gender: Rep Women	21%	(69)	55%	(186)	18%	(62)	6%	(20)	337
Ideo: Liberal (1-3)	11%	(64)	59%	(340)	21%	(123)	8%	(48)	575
Ideo: Moderate (4)	13%	(69)	57%	(309)	18%	(99)	11%	(60)	538
Ideo: Conservative (5-7)	14%	(108)	51%	(397)	25%	(198)	10%	(77)	779
Educ: < College	15%	(227)	52%	(780)	20%	(309)	13%	(197)	1512
Educ: Bachelors degree	10%	(45)	59%	(260)	23%	(103)	8%	(35)	444
Educ: Post-grad	10%	(25)	55%	(133)	26%	(62)	10%	(24)	244

Continued on next page

Table VAP3: Which of the following is closer to your view?

Demographic	Using electronic cigarettes is more harmful to a person's 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 person's health than smoking tobacco cigarettes.		Don't know / No opinion		Total N
Adults	13%	(296)	53%	(1173)	22%	(474)	12%	(256)	2200
Income: Under 50k	15%	(199)	51%	(663)	20%	(261)	14%	(188)	1312
Income: 50k-100k	11%	(72)	59%	(392)	22%	(149)	8%	(54)	667
Income: 100k+	11%	(24)	53%	(118)	29%	(65)	6%	(14)	221
Ethnicity: White	13%	(231)	53%	(915)	23%	(394)	11%	(181)	1722
Ethnicity: Hispanic	14%	(48)	55%	(193)	24%	(83)	7%	(25)	349
Ethnicity: Afr. Am.	15%	(42)	52%	(144)	12%	(34)	20%	(54)	274
Ethnicity: Other	11%	(23)	56%	(115)	23%	(46)	10%	(20)	204
All Christian	16%	(152)	57%	(556)	20%	(195)	8%	(74)	978
All Non-Christian	14%	(11)	41%	(34)	38%	(31)	7%	(6)	82
Atheist	10%	(10)	49%	(49)	33%	(34)	8%	(8)	102
Agnostic/Nothing in particular	12%	(122)	51%	(534)	21%	(214)	16%	(168)	1038
Religious Non-Protestant/Catholic	14%	(15)	47%	(50)	32%	(34)	6%	(7)	105
Evangelical	16%	(100)	52%	(322)	21%	(128)	10%	(64)	615
Non-Evangelical	14%	(115)	57%	(458)	19%	(154)	10%	(83)	809
Community: Urban	14%	(79)	51%	(290)	22%	(127)	13%	(71)	567
Community: Suburban	12%	(122)	54%	(530)	23%	(225)	10%	(102)	979
Community: Rural	15%	(96)	54%	(353)	19%	(122)	13%	(83)	654
Employ: Private Sector	12%	(79)	56%	(368)	23%	(153)	9%	(56)	657
Employ: Government	15%	(21)	55%	(77)	20%	(28)	9%	(13)	139
Employ: Self-Employed	13%	(24)	49%	(93)	28%	(52)	10%	(20)	189
Employ: Homemaker	9%	(16)	59%	(103)	18%	(32)	13%	(23)	174
Employ: Retired	17%	(81)	56%	(275)	15%	(74)	13%	(62)	492
Employ: Unemployed	16%	(38)	44%	(104)	24%	(57)	15%	(35)	234
Employ: Other	13%	(28)	48%	(107)	21%	(48)	18%	(39)	221
Military HH: Yes	10%	(37)	56%	(214)	23%	(86)	11%	(43)	380
Military HH: No	14%	(259)	53%	(960)	21%	(388)	12%	(213)	1820
RD/WT: Right Direction	16%	(135)	49%	(426)	24%	(204)	11%	(96)	860
RD/WT: Wrong Track	12%	(162)	56%	(748)	20%	(270)	12%	(160)	1340

Continued on next page

Table VAP3: Which of the following is closer to your view?

Demographic	Using electronic cigarettes is more harmful to a person's 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 person's health than smoking tobacco cigarettes.		Don't know / No opinion		Total N
Adults	13%	(296)	53%	(1173)	22%	(474)	12%	(256)	2200
Trump Job Approve	15%	(141)	49%	(472)	25%	(242)	11%	(103)	957
Trump Job Disapprove	12%	(143)	58%	(663)	19%	(219)	10%	(119)	1143
Trump Job Strongly Approve	16%	(78)	45%	(226)	29%	(144)	11%	(53)	501
Trump Job Somewhat Approve	14%	(62)	54%	(246)	22%	(99)	11%	(49)	457
Trump Job Somewhat Disapprove	13%	(33)	58%	(149)	19%	(50)	11%	(27)	258
Trump Job Strongly Disapprove	12%	(110)	58%	(514)	19%	(169)	10%	(91)	884
Favorable of Trump	15%	(142)	49%	(458)	25%	(240)	11%	(101)	941
Unfavorable of Trump	12%	(135)	59%	(664)	19%	(216)	10%	(109)	1125
Very Favorable of Trump	17%	(89)	46%	(250)	26%	(142)	11%	(57)	538
Somewhat Favorable of Trump	13%	(53)	52%	(209)	24%	(98)	11%	(45)	404
Somewhat Unfavorable of Trump	13%	(27)	57%	(123)	21%	(44)	9%	(20)	213
Very Unfavorable of Trump	12%	(108)	59%	(541)	19%	(172)	10%	(89)	911
#1 Issue: Economy	14%	(78)	48%	(271)	29%	(165)	10%	(56)	570
#1 Issue: Security	17%	(79)	50%	(232)	22%	(103)	12%	(54)	468
#1 Issue: Health Care	10%	(38)	53%	(194)	21%	(78)	15%	(55)	366
#1 Issue: Medicare / Social Security	16%	(49)	63%	(186)	10%	(29)	11%	(33)	297
#1 Issue: Women's Issues	14%	(14)	56%	(54)	23%	(22)	7%	(7)	96
#1 Issue: Education	12%	(15)	54%	(67)	21%	(27)	12%	(15)	125
#1 Issue: Energy	9%	(14)	61%	(88)	20%	(28)	10%	(15)	145
#1 Issue: Other	7%	(10)	61%	(81)	17%	(22)	15%	(21)	133
2018 House Vote: Democrat	10%	(76)	61%	(462)	19%	(143)	11%	(81)	762
2018 House Vote: Republican	16%	(114)	50%	(354)	26%	(182)	9%	(62)	712
2018 House Vote: Someone else	13%	(13)	52%	(54)	18%	(19)	16%	(17)	102
2016 Vote: Hillary Clinton	11%	(73)	61%	(395)	16%	(106)	11%	(73)	648
2016 Vote: Donald Trump	16%	(116)	51%	(368)	23%	(168)	10%	(69)	720
2016 Vote: Other	10%	(18)	57%	(106)	25%	(46)	8%	(16)	186
2016 Vote: Didn't Vote	13%	(85)	48%	(304)	24%	(153)	15%	(98)	640

Continued on next page

Table VAP3: Which of the following is closer to your view?

Demographic	Using electronic cigarettes is more harmful to a person's 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 person's health than smoking tobacco cigarettes.		Don't know / No opinion		Total N
Adults	13%	(296)	53%	(1173)	22%	(474)	12%	(256)	2200
Voted in 2014: Yes	13%	(174)	57%	(766)	20%	(264)	10%	(135)	1339
Voted in 2014: No	14%	(122)	47%	(408)	24%	(211)	14%	(121)	861
2012 Vote: Barack Obama	13%	(110)	60%	(512)	16%	(139)	10%	(87)	847
2012 Vote: Mitt Romney	15%	(79)	51%	(267)	25%	(131)	10%	(50)	527
2012 Vote: Other	11%	(11)	57%	(58)	22%	(22)	11%	(11)	102
2012 Vote: Didn't Vote	13%	(96)	46%	(334)	25%	(183)	15%	(108)	721
4-Region: Northeast	12%	(49)	53%	(209)	21%	(83)	13%	(53)	394
4-Region: Midwest	13%	(61)	57%	(262)	19%	(86)	12%	(53)	462
4-Region: South	15%	(121)	51%	(417)	22%	(178)	13%	(108)	824
4-Region: West	13%	(65)	55%	(285)	24%	(127)	8%	(43)	520

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

Table VAP4_1: Based on what you have seen, read or heard on the news lately, have any people died from lung disease related to using any of the following products?

Tobacco cigarettes

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	76% (1668)	12% (264)	12% (268)	2200
Gender: Male	77% (820)	12% (128)	11% (114)	1062
Gender: Female	75% (848)	12% (136)	13% (154)	1138
Age: 18-29	74% (318)	14% (61)	12% (53)	433
Age: 30-44	73% (422)	15% (90)	12% (68)	580
Age: 45-54	77% (314)	12% (48)	11% (45)	406
Age: 55-64	78% (269)	8% (27)	14% (49)	345
Age: 65+	79% (345)	9% (38)	12% (53)	436
Generation Z: 18-22	70% (101)	15% (21)	15% (22)	144
Millennial: Age 23-38	73% (498)	15% (103)	11% (78)	679
Generation X: Age 39-54	76% (455)	13% (75)	11% (66)	596
Boomers: Age 55-73	78% (547)	8% (57)	13% (93)	697
PID: Dem (no lean)	75% (572)	14% (110)	10% (79)	762
PID: Ind (no lean)	74% (541)	11% (80)	15% (112)	732
PID: Rep (no lean)	79% (555)	10% (74)	11% (77)	706
PID/Gender: Dem Men	75% (238)	15% (49)	10% (31)	318
PID/Gender: Dem Women	75% (334)	14% (62)	11% (49)	444
PID/Gender: Ind Men	77% (290)	10% (39)	12% (46)	375
PID/Gender: Ind Women	70% (251)	11% (41)	18% (65)	357
PID/Gender: Rep Men	79% (292)	11% (40)	10% (37)	369
PID/Gender: Rep Women	78% (263)	10% (34)	12% (40)	337
Ideo: Liberal (1-3)	77% (445)	14% (81)	9% (49)	575
Ideo: Moderate (4)	76% (407)	11% (60)	13% (70)	538
Ideo: Conservative (5-7)	78% (611)	12% (91)	10% (76)	779
Educ: < College	74% (1120)	13% (189)	13% (203)	1512
Educ: Bachelors degree	79% (352)	11% (48)	10% (44)	444
Educ: Post-grad	80% (196)	11% (27)	9% (21)	244
Income: Under 50k	73% (958)	13% (173)	14% (180)	1312
Income: 50k-100k	80% (533)	11% (72)	9% (62)	667
Income: 100k+	80% (177)	8% (19)	12% (26)	221

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Table VAP4_1: Based on what you have seen, read or heard on the news lately, have any people died from lung disease related to using any of the following products?
Tobacco cigarettes

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	76% (1668)	12% (264)	12% (268)	2200
Ethnicity: White	77% (1324)	12% (200)	11% (198)	1722
Ethnicity: Hispanic	78% (271)	11% (39)	11% (39)	349
Ethnicity: Afr. Am.	70% (191)	17% (45)	14% (38)	274
Ethnicity: Other	75% (153)	9% (19)	16% (32)	204
All Christian	78% (766)	11% (109)	10% (102)	978
All Non-Christian	67% (55)	15% (12)	18% (15)	82
Atheist	76% (77)	17% (17)	7% (7)	102
Agnostic/Nothing in particular	74% (769)	12% (125)	14% (144)	1038
Religious Non-Protestant/Catholic	68% (72)	16% (17)	16% (16)	105
Evangelical	79% (486)	9% (53)	12% (76)	615
Non-Evangelical	76% (615)	13% (103)	11% (91)	809
Community: Urban	77% (438)	14% (81)	9% (49)	567
Community: Suburban	76% (745)	12% (117)	12% (116)	979
Community: Rural	74% (485)	10% (66)	16% (103)	654
Employ: Private Sector	77% (504)	12% (82)	11% (70)	657
Employ: Government	72% (100)	18% (26)	9% (13)	139
Employ: Self-Employed	75% (142)	9% (18)	16% (30)	189
Employ: Homemaker	74% (129)	11% (20)	14% (25)	174
Employ: Retired	79% (390)	9% (43)	12% (59)	492
Employ: Unemployed	74% (174)	13% (30)	13% (30)	234
Employ: Other	74% (163)	13% (30)	13% (28)	221
Military HH: Yes	77% (294)	12% (45)	11% (42)	380
Military HH: No	76% (1374)	12% (219)	12% (226)	1820
RD/WT: Right Direction	74% (635)	12% (100)	15% (125)	860
RD/WT: Wrong Track	77% (1033)	12% (164)	11% (143)	1340
Trump Job Approve	75% (715)	11% (107)	14% (135)	957
Trump Job Disapprove	79% (898)	12% (141)	9% (103)	1143

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Table VAP4_1: Based on what you have seen, read or heard on the news lately, have any people died from lung disease related to using any of the following products?

Tobacco cigarettes

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	76% (1668)	12% (264)	12% (268)	2200
Trump Job Strongly Approve	74% (372)	12% (59)	14% (70)	501
Trump Job Somewhat Approve	75% (343)	11% (48)	14% (65)	457
Trump Job Somewhat Disapprove	82% (212)	12% (30)	6% (16)	258
Trump Job Strongly Disapprove	78% (686)	13% (111)	10% (87)	884
Favorable of Trump	76% (711)	10% (98)	14% (132)	941
Unfavorable of Trump	79% (888)	12% (140)	9% (97)	1125
Very Favorable of Trump	77% (415)	11% (57)	12% (65)	538
Somewhat Favorable of Trump	73% (296)	10% (41)	17% (67)	404
Somewhat Unfavorable of Trump	83% (178)	9% (18)	8% (17)	213
Very Unfavorable of Trump	78% (710)	13% (122)	9% (80)	911
#1 Issue: Economy	77% (436)	11% (64)	12% (69)	570
#1 Issue: Security	75% (353)	14% (64)	11% (51)	468
#1 Issue: Health Care	76% (278)	11% (39)	13% (48)	366
#1 Issue: Medicare / Social Security	75% (221)	11% (33)	14% (43)	297
#1 Issue: Women's Issues	80% (77)	10% (10)	10% (9)	96
#1 Issue: Education	71% (88)	16% (20)	13% (16)	125
#1 Issue: Energy	81% (118)	10% (15)	8% (12)	145
#1 Issue: Other	72% (96)	14% (19)	14% (19)	133
2018 House Vote: Democrat	78% (597)	13% (96)	9% (69)	762
2018 House Vote: Republican	76% (539)	11% (76)	14% (96)	712
2018 House Vote: Someone else	75% (77)	6% (6)	19% (20)	102
2016 Vote: Hillary Clinton	78% (504)	13% (82)	9% (61)	648
2016 Vote: Donald Trump	77% (557)	10% (71)	13% (92)	720
2016 Vote: Other	77% (144)	8% (15)	14% (26)	186
2016 Vote: Didn't Vote	72% (462)	14% (90)	14% (89)	640
Voted in 2014: Yes	79% (1053)	10% (140)	11% (145)	1339
Voted in 2014: No	71% (615)	14% (124)	14% (123)	861

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Table VAP4_1: Based on what you have seen, read or heard on the news lately, have any people died from lung disease related to using any of the following products?
Tobacco cigarettes

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	76% (1668)	12% (264)	12% (268)	2200
2012 Vote: Barack Obama	78% (657)	12% (99)	11% (92)	847
2012 Vote: Mitt Romney	81% (424)	8% (43)	11% (59)	527
2012 Vote: Other	72% (73)	13% (13)	16% (16)	102
2012 Vote: Didn't Vote	71% (511)	15% (109)	14% (101)	721
4-Region: Northeast	78% (306)	11% (43)	11% (44)	394
4-Region: Midwest	72% (333)	13% (62)	15% (68)	462
4-Region: South	76% (629)	12% (97)	12% (99)	824
4-Region: West	77% (400)	12% (62)	11% (57)	520

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

Table VAP4_2: Based on what you have seen, read or heard on the news lately, have any people died from lung disease related to using any of the following products?
 Electronic cigarettes, such as Juul

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	58% (1266)	16% (356)	26% (579)	2200
Gender: Male	57% (600)	20% (211)	24% (251)	1062
Gender: Female	58% (665)	13% (145)	29% (328)	1138
Age: 18-29	53% (230)	22% (94)	25% (109)	433
Age: 30-44	56% (327)	19% (113)	24% (140)	580
Age: 45-54	56% (226)	15% (61)	29% (119)	406
Age: 55-64	56% (194)	13% (44)	31% (107)	345
Age: 65+	66% (289)	10% (44)	24% (103)	436
Generation Z: 18-22	50% (72)	25% (36)	25% (36)	144
Millennial: Age 23-38	56% (379)	21% (140)	24% (160)	679
Generation X: Age 39-54	56% (332)	15% (92)	29% (172)	596
Boomers: Age 55-73	61% (426)	11% (80)	28% (192)	697
PID: Dem (no lean)	59% (452)	17% (130)	24% (180)	762
PID: Ind (no lean)	56% (412)	14% (103)	30% (217)	732
PID: Rep (no lean)	57% (402)	17% (122)	26% (182)	706
PID/Gender: Dem Men	59% (187)	22% (71)	19% (60)	318
PID/Gender: Dem Women	60% (265)	13% (59)	27% (120)	444
PID/Gender: Ind Men	56% (210)	16% (62)	28% (104)	375
PID/Gender: Ind Women	57% (203)	12% (41)	32% (113)	357
PID/Gender: Rep Men	55% (204)	21% (78)	24% (87)	369
PID/Gender: Rep Women	59% (198)	13% (44)	28% (95)	337
Ideo: Liberal (1-3)	65% (373)	15% (85)	20% (117)	575
Ideo: Moderate (4)	60% (321)	16% (87)	24% (130)	538
Ideo: Conservative (5-7)	59% (458)	17% (130)	25% (191)	779
Educ: < College	55% (831)	17% (257)	28% (424)	1512
Educ: Bachelors degree	63% (279)	15% (67)	22% (98)	444
Educ: Post-grad	64% (156)	13% (32)	23% (56)	244
Income: Under 50k	53% (693)	17% (228)	30% (391)	1312
Income: 50k-100k	64% (430)	15% (100)	20% (136)	667
Income: 100k+	65% (143)	12% (27)	23% (51)	221

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Table VAP4_2: Based on what you have seen, read or heard on the news lately, have any people died from lung disease related to using any of the following products?
Electronic cigarettes, such as Juul

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	58% (1266)	16% (356)	26% (579)	2200
Ethnicity: White	59% (1010)	15% (263)	26% (449)	1722
Ethnicity: Hispanic	54% (188)	21% (75)	25% (86)	349
Ethnicity: Afr. Am.	55% (150)	18% (49)	28% (76)	274
Ethnicity: Other	52% (106)	22% (45)	26% (54)	204
All Christian	62% (604)	14% (137)	24% (236)	978
All Non-Christian	60% (50)	23% (19)	16% (13)	82
Atheist	50% (51)	25% (26)	25% (25)	102
Agnostic/Nothing in particular	54% (561)	17% (174)	29% (304)	1038
Religious Non-Protestant/Catholic	60% (63)	24% (26)	16% (17)	105
Evangelical	56% (347)	14% (85)	30% (183)	615
Non-Evangelical	60% (489)	15% (120)	25% (200)	809
Community: Urban	56% (318)	20% (116)	24% (134)	567
Community: Suburban	58% (569)	16% (152)	26% (258)	979
Community: Rural	58% (379)	13% (88)	29% (187)	654
Employ: Private Sector	63% (415)	16% (103)	21% (139)	657
Employ: Government	64% (89)	15% (21)	21% (29)	139
Employ: Self-Employed	53% (100)	20% (38)	27% (51)	189
Employ: Homemaker	56% (97)	19% (33)	25% (44)	174
Employ: Retired	59% (293)	10% (49)	31% (150)	492
Employ: Unemployed	44% (103)	23% (54)	33% (77)	234
Employ: Other	51% (113)	19% (42)	30% (66)	221
Military HH: Yes	59% (226)	18% (68)	23% (86)	380
Military HH: No	57% (1040)	16% (288)	27% (493)	1820
RD/WT: Right Direction	56% (485)	18% (153)	26% (222)	860
RD/WT: Wrong Track	58% (780)	15% (203)	27% (357)	1340
Trump Job Approve	55% (522)	18% (171)	28% (264)	957
Trump Job Disapprove	62% (704)	15% (169)	24% (270)	1143

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Table VAP4_2: Based on what you have seen, read or heard on the news lately, have any people died from lung disease related to using any of the following products?
 Electronic cigarettes, such as Juul

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	58% (1266)	16% (356)	26% (579)	2200
Trump Job Strongly Approve	52% (259)	20% (102)	28% (139)	501
Trump Job Somewhat Approve	58% (263)	15% (69)	27% (124)	457
Trump Job Somewhat Disapprove	58% (150)	12% (31)	30% (78)	258
Trump Job Strongly Disapprove	63% (554)	16% (138)	22% (193)	884
Favorable of Trump	56% (525)	17% (162)	27% (254)	941
Unfavorable of Trump	61% (690)	15% (173)	23% (261)	1125
Very Favorable of Trump	55% (295)	20% (106)	26% (137)	538
Somewhat Favorable of Trump	57% (230)	14% (56)	29% (117)	404
Somewhat Unfavorable of Trump	53% (113)	15% (32)	32% (68)	213
Very Unfavorable of Trump	63% (577)	16% (141)	21% (193)	911
#1 Issue: Economy	59% (334)	16% (92)	25% (144)	570
#1 Issue: Security	61% (285)	16% (73)	24% (110)	468
#1 Issue: Health Care	54% (198)	18% (65)	28% (103)	366
#1 Issue: Medicare / Social Security	58% (171)	12% (34)	31% (91)	297
#1 Issue: Women's Issues	53% (51)	17% (16)	30% (29)	96
#1 Issue: Education	54% (67)	26% (32)	20% (25)	125
#1 Issue: Energy	63% (92)	18% (26)	19% (28)	145
#1 Issue: Other	50% (67)	13% (17)	37% (49)	133
2018 House Vote: Democrat	64% (486)	17% (128)	19% (148)	762
2018 House Vote: Republican	59% (423)	15% (107)	26% (182)	712
2018 House Vote: Someone else	47% (48)	13% (13)	40% (41)	102
2016 Vote: Hillary Clinton	61% (398)	15% (97)	23% (152)	648
2016 Vote: Donald Trump	61% (436)	15% (108)	24% (176)	720
2016 Vote: Other	62% (116)	14% (25)	24% (44)	186
2016 Vote: Didn't Vote	49% (311)	19% (124)	32% (205)	640
Voted in 2014: Yes	61% (822)	14% (192)	24% (324)	1339
Voted in 2014: No	51% (444)	19% (164)	30% (254)	861

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Table VAP4_2: Based on what you have seen, read or heard on the news lately, have any people died from lung disease related to using any of the following products?
Electronic cigarettes, such as Juul

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	58% (1266)	16% (356)	26% (579)	2200
2012 Vote: Barack Obama	63% (536)	14% (118)	23% (194)	847
2012 Vote: Mitt Romney	62% (325)	12% (64)	26% (138)	527
2012 Vote: Other	56% (57)	13% (13)	31% (32)	102
2012 Vote: Didn't Vote	48% (347)	22% (160)	30% (215)	721
4-Region: Northeast	58% (228)	13% (52)	29% (113)	394
4-Region: Midwest	63% (293)	13% (62)	23% (107)	462
4-Region: South	56% (458)	20% (162)	25% (204)	824
4-Region: West	55% (287)	15% (79)	30% (154)	520

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

Table VAP4_3: Based on what you have seen, read or heard on the news lately, have any people died from lung disease related to using any of the following products?

Marijuana or THC electronic cigarettes

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	34% (752)	32% (693)	34% (755)	2200
Gender: Male	34% (361)	35% (367)	31% (334)	1062
Gender: Female	34% (391)	29% (326)	37% (421)	1138
Age: 18-29	30% (131)	40% (173)	30% (129)	433
Age: 30-44	27% (158)	41% (239)	32% (183)	580
Age: 45-54	38% (156)	28% (114)	34% (136)	406
Age: 55-64	35% (119)	25% (88)	40% (138)	345
Age: 65+	43% (188)	18% (80)	39% (168)	436
Generation Z: 18-22	36% (51)	36% (52)	28% (41)	144
Millennial: Age 23-38	27% (182)	43% (293)	30% (204)	679
Generation X: Age 39-54	35% (211)	30% (181)	34% (203)	596
Boomers: Age 55-73	37% (259)	23% (158)	40% (280)	697
PID: Dem (no lean)	31% (239)	35% (264)	34% (258)	762
PID: Ind (no lean)	31% (225)	33% (243)	36% (264)	732
PID: Rep (no lean)	41% (287)	26% (186)	33% (233)	706
PID/Gender: Dem Men	34% (108)	36% (114)	30% (96)	318
PID/Gender: Dem Women	29% (131)	34% (151)	37% (163)	444
PID/Gender: Ind Men	29% (109)	37% (140)	34% (126)	375
PID/Gender: Ind Women	33% (116)	29% (103)	38% (137)	357
PID/Gender: Rep Men	39% (143)	31% (113)	30% (112)	369
PID/Gender: Rep Women	43% (144)	21% (72)	36% (121)	337
Ideo: Liberal (1-3)	33% (191)	36% (209)	30% (175)	575
Ideo: Moderate (4)	34% (182)	34% (181)	32% (175)	538
Ideo: Conservative (5-7)	41% (320)	26% (200)	33% (259)	779
Educ: < College	32% (486)	33% (503)	35% (523)	1512
Educ: Bachelors degree	37% (164)	28% (125)	35% (155)	444
Educ: Post-grad	42% (102)	27% (65)	31% (77)	244
Income: Under 50k	30% (389)	35% (453)	36% (470)	1312
Income: 50k-100k	39% (260)	29% (191)	32% (217)	667
Income: 100k+	47% (104)	23% (50)	31% (68)	221

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Table VAP4_3: Based on what you have seen, read or heard on the news lately, have any people died from lung disease related to using any of the following products?
Marijuana or THC electronic cigarettes

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	34% (752)	32% (693)	34% (755)	2200
Ethnicity: White	37% (643)	29% (495)	34% (584)	1722
Ethnicity: Hispanic	33% (116)	37% (129)	30% (105)	349
Ethnicity: Afr. Am.	17% (46)	44% (121)	39% (108)	274
Ethnicity: Other	31% (64)	38% (78)	31% (62)	204
All Christian	41% (404)	25% (244)	34% (330)	978
All Non-Christian	32% (26)	26% (22)	42% (35)	82
Atheist	28% (28)	51% (52)	21% (21)	102
Agnostic/Nothing in particular	28% (294)	36% (376)	36% (369)	1038
Religious Non-Protestant/Catholic	33% (34)	23% (25)	44% (46)	105
Evangelical	35% (216)	26% (163)	38% (237)	615
Non-Evangelical	39% (312)	30% (239)	32% (258)	809
Community: Urban	30% (169)	39% (220)	31% (178)	567
Community: Suburban	36% (355)	30% (289)	34% (335)	979
Community: Rural	35% (228)	28% (184)	37% (242)	654
Employ: Private Sector	35% (231)	35% (231)	30% (195)	657
Employ: Government	36% (50)	33% (45)	31% (43)	139
Employ: Self-Employed	31% (59)	40% (76)	29% (55)	189
Employ: Homemaker	33% (57)	31% (53)	37% (64)	174
Employ: Retired	39% (192)	19% (94)	42% (206)	492
Employ: Unemployed	28% (65)	33% (76)	39% (92)	234
Employ: Other	33% (72)	36% (79)	32% (70)	221
Military HH: Yes	37% (140)	29% (110)	34% (130)	380
Military HH: No	34% (612)	32% (583)	34% (625)	1820
RD/WT: Right Direction	38% (327)	27% (233)	35% (300)	860
RD/WT: Wrong Track	32% (425)	34% (460)	34% (454)	1340
Trump Job Approve	39% (377)	27% (258)	34% (323)	957
Trump Job Disapprove	31% (356)	36% (409)	33% (378)	1143

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Table VAP4_3: Based on what you have seen, read or heard on the news lately, have any people died from lung disease related to using any of the following products?

Marijuana or THC electronic cigarettes

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	34% (752)	32% (693)	34% (755)	2200
Trump Job Strongly Approve	38% (189)	29% (144)	34% (168)	501
Trump Job Somewhat Approve	41% (188)	25% (114)	34% (155)	457
Trump Job Somewhat Disapprove	31% (80)	36% (93)	33% (85)	258
Trump Job Strongly Disapprove	31% (275)	36% (316)	33% (293)	884
Favorable of Trump	39% (370)	26% (247)	34% (324)	941
Unfavorable of Trump	32% (359)	36% (404)	32% (361)	1125
Very Favorable of Trump	40% (213)	29% (156)	31% (168)	538
Somewhat Favorable of Trump	39% (157)	23% (91)	39% (156)	404
Somewhat Unfavorable of Trump	31% (66)	32% (68)	38% (80)	213
Very Unfavorable of Trump	32% (294)	37% (336)	31% (281)	911
#1 Issue: Economy	33% (189)	34% (195)	33% (186)	570
#1 Issue: Security	41% (191)	28% (132)	31% (144)	468
#1 Issue: Health Care	31% (112)	34% (124)	36% (130)	366
#1 Issue: Medicare / Social Security	32% (95)	25% (74)	43% (128)	297
#1 Issue: Women's Issues	36% (35)	27% (26)	36% (35)	96
#1 Issue: Education	36% (45)	37% (46)	27% (34)	125
#1 Issue: Energy	35% (50)	36% (52)	29% (43)	145
#1 Issue: Other	26% (35)	33% (44)	41% (55)	133
2018 House Vote: Democrat	32% (244)	36% (272)	32% (246)	762
2018 House Vote: Republican	41% (294)	26% (183)	33% (234)	712
2018 House Vote: Someone else	25% (26)	30% (31)	45% (46)	102
2016 Vote: Hillary Clinton	32% (210)	34% (221)	34% (217)	648
2016 Vote: Donald Trump	41% (299)	24% (175)	34% (247)	720
2016 Vote: Other	35% (64)	28% (52)	37% (69)	186
2016 Vote: Didn't Vote	28% (179)	38% (240)	34% (221)	640
Voted in 2014: Yes	37% (492)	29% (386)	34% (461)	1339
Voted in 2014: No	30% (260)	36% (307)	34% (294)	861

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Table VAP4_3: Based on what you have seen, read or heard on the news lately, have any people died from lung disease related to using any of the following products?
Marijuana or THC electronic cigarettes

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	34% (752)	32% (693)	34% (755)	2200
2012 Vote: Barack Obama	32% (275)	33% (277)	35% (296)	847
2012 Vote: Mitt Romney	45% (236)	20% (105)	35% (186)	527
2012 Vote: Other	37% (38)	30% (31)	32% (33)	102
2012 Vote: Didn't Vote	28% (201)	39% (280)	33% (240)	721
4-Region: Northeast	34% (136)	30% (119)	35% (139)	394
4-Region: Midwest	39% (182)	27% (126)	33% (154)	462
4-Region: South	32% (266)	34% (279)	34% (279)	824
4-Region: West	32% (169)	33% (169)	35% (182)	520

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	2200	100%
xdemGender	Gender: Male	1062	48%
	Gender: Female	1138	52%
	N	2200	
age5	Age: 18-29	433	20%
	Age: 30-44	580	26%
	Age: 45-54	406	18%
	Age: 55-64	345	16%
	Age: 65+	436	20%
	N	2200	
demAgeGeneration	Generation Z: 18-22	144	7%
	Millennial: Age 23-38	679	31%
	Generation X: Age 39-54	596	27%
	Boomers: Age 55-73	697	32%
	N	2116	
xpid3	PID: Dem (no lean)	762	35%
	PID: Ind (no lean)	732	33%
	PID: Rep (no lean)	706	32%
	N	2200	
xpidGender	PID/Gender: Dem Men	318	14%
	PID/Gender: Dem Women	444	20%
	PID/Gender: Ind Men	375	17%
	PID/Gender: Ind Women	357	16%
	PID/Gender: Rep Men	369	17%
	PID/Gender: Rep Women	337	15%
	N	2200	
xdemIdeo3	Ideo: Liberal (1-3)	575	26%
	Ideo: Moderate (4)	538	24%
	Ideo: Conservative (5-7)	779	35%
	N	1891	
xeduc3	Educ: < College	1512	69%
	Educ: Bachelors degree	444	20%
	Educ: Post-grad	244	11%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1312	60%
	Income: 50k-100k	667	30%
	Income: 100k+	221	10%
	N	2200	
xdemWhite	Ethnicity: White	1722	78%
xdemHispBin	Ethnicity: Hispanic	349	16%
demBlackBin	Ethnicity: Afr. Am.	274	12%
demRaceOther	Ethnicity: Other	204	9%
xdemReligion	All Christian	978	44%
	All Non-Christian	82	4%
	Atheist	102	5%
	Agnostic/Nothing in particular	1038	47%
	N	2200	
xdemReligOther	Religious Non-Protestant/Catholic	105	5%
xdemEvang	Evangelical	615	28%
	Non-Evangelical	809	37%
	N	1425	
xdemUsr	Community: Urban	567	26%
	Community: Suburban	979	45%
	Community: Rural	654	30%
	N	2200	
xdemEmploy	Employ: Private Sector	657	30%
	Employ: Government	139	6%
	Employ: Self-Employed	189	9%
	Employ: Homemaker	174	8%
	Employ: Retired	492	22%
	Employ: Unemployed	234	11%
	Employ: Other	221	10%
	N	2106	
xdemMilHH1	Military HH: Yes	380	17%
	Military HH: No	1820	83%
	N	2200	
xnr1	RD/WT: Right Direction	860	39%
	RD/WT: Wrong Track	1340	61%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
Trump_Approve	Trump Job Approve	957	44%
	Trump Job Disapprove	1143	52%
	N	2100	
Trump_Approve2	Trump Job Strongly Approve	501	23%
	Trump Job Somewhat Approve	457	21%
	Trump Job Somewhat Disapprove	258	12%
	Trump Job Strongly Disapprove	884	40%
	N	2100	
Trump_Fav	Favorable of Trump	941	43%
	Unfavorable of Trump	1125	51%
	N	2066	
Trump_Fav_FULL	Very Favorable of Trump	538	24%
	Somewhat Favorable of Trump	404	18%
	Somewhat Unfavorable of Trump	213	10%
	Very Unfavorable of Trump	911	41%
	N	2066	
xnr3	#1 Issue: Economy	570	26%
	#1 Issue: Security	468	21%
	#1 Issue: Health Care	366	17%
	#1 Issue: Medicare / Social Security	297	13%
	#1 Issue: Women's Issues	96	4%
	#1 Issue: Education	125	6%
	#1 Issue: Energy	145	7%
	#1 Issue: Other	133	6%
	N	2200	
xsubVote18O	2018 House Vote: Democrat	762	35%
	2018 House Vote: Republican	712	32%
	2018 House Vote: Someone else	102	5%
	N	1576	
xsubVote16O	2016 Vote: Hillary Clinton	648	29%
	2016 Vote: Donald Trump	720	33%
	2016 Vote: Other	186	8%
	2016 Vote: Didn't Vote	640	29%
	N	2194	
xsubVote14O	Voted in 2014: Yes	1339	61%
	Voted in 2014: No	861	39%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote12O	2012 Vote: Barack Obama	847	39%
	2012 Vote: Mitt Romney	527	24%
	2012 Vote: Other	102	5%
	2012 Vote: Didn't Vote	721	33%
	N	2197	
xreg4	4-Region: Northeast	394	18%
	4-Region: Midwest	462	21%
	4-Region: South	824	37%
	4-Region: West	520	24%
	N	2200	

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

The logo consists of a stylized 'M' shape formed by two overlapping triangles, one pointing down and one pointing up, creating a central white space.

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