

Swing State Suburban Female Voters Want an End to Illegal Disposable Vapes

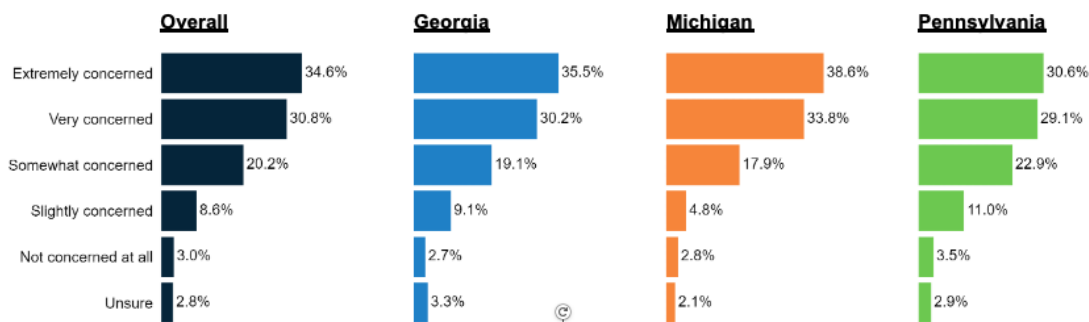


CYGNAL

DATE: Monday, September 30, 2024
TO: Interested Parties
FROM: Brent Buchanan, President & Founder, Cygnal
RE: Survey of n1200 Likely Suburban Female Voters in PA, MI, and GA

Suburban female voters are concerned about illegal disposable vape sales.

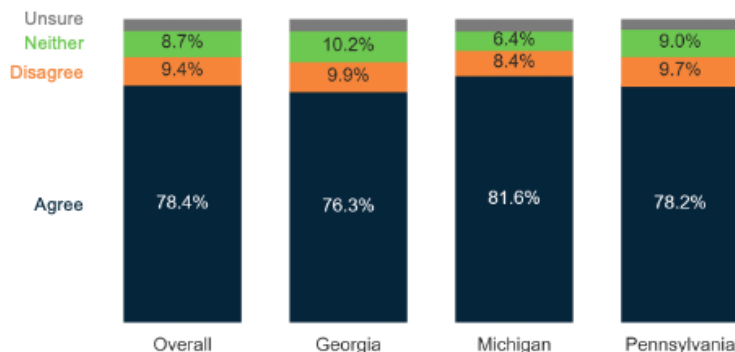
Illegal Disposable Vape Concern



- Half of these voters are unaware that many illegal disposable vape products are still widely available for purchase in the U.S. **due to a lack of enforcement of the FDA’s rules.**
- A large majority of suburban female voters are *extremely* or *very* concerned that **illegal disposable vape products from China are being sold in the U.S. due to lack of enforcement.**
- These voters have an **abysmal view of both China (65% unfavorable) and vape shops (59% unfavorable),** two culprits they see in the sale of illegal disposable vape products.

Suburban female voters want the FDA and next president to take aggressive action to stop the sale of illegal disposable vape products in the U.S.

“Do you agree or disagree that the FDA should take more aggressive enforcement action to stop the sale of illegal disposable vape products in the U.S.?”



- **78% of suburban females agree that the FDA should take more aggressive enforcement action** to stop the sale of illegal disposable vape products in the U.S.
- Three-quarters of these voters **agree that whoever is the next president should do all they can to push the FDA to utilize the current multi-agency taskforce to take aggressive enforcement action** to stop the sale of illegal disposable vape products.
- **66% of these voters are more likely to vote for a lawmaker who passed state legislation aimed at stopping the sale of illegal disposable vapes.**

Methodology: This probabilistic survey was conducted September 20 - 24, with 1200 suburban female voters in PA, MI & GA. It has a margin of error of $\pm 2.79\%$. Likely suburban female voters were interviewed via SMS text-to-web and online panel. This survey was weighted to a likely general election voter universe.

