

**GALLUP NEWS SERVICE**

**GALLUP POLL SOCIAL SERIES:  
CONSUMPTION HABITS**

-- FINAL TOPLINE --

Timberline: 937614  
GAL 013  
Princeton Job #: 24-07-007

July 1-21, 2024

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Results are based on telephone interviews conducted July 1-21, 2024, with a random sample of **–1,010—**adults, ages 18+, living in all 50 U.S. states and the District of Columbia. For results based on this sample of national adults, the margin of sampling error is **±4** percentage points at the 95% confidence level.

For results based on the sample of **–504—**national adults in Form A and the sample of **–506—** national adults in Form B, the margin of sampling error is **±5** percentage points.

For results based on the sample of **–616—**adults who drink alcoholic beverages, the maximum margin of sampling error is **±5** percentage points.

Interviews are conducted with respondents on landline telephones and cellular phones, with interviews conducted in Spanish for respondents who are primarily Spanish-speaking. Each sample of national adults includes a minimum quota of 80% cell phone respondents and 20% landline respondents, with additional minimum quotas by time zone within region. Landline and cell phone telephone numbers are selected using random digit dial methods. Landline respondents are chosen at random within each household on the basis of which member has the next birthday.

Samples are weighted to correct for unequal selection probability, non-response, and double coverage of landline and cell users in the two sampling frames. They are also weighted to match the national demographics of gender, age, race, Hispanic ethnicity, education, region, population density, and phone status (cell phone-only/landline only/both and cell phone mostly). Demographic weighting targets are based on the most recent Current Population Survey figures for the aged 18 and older U.S. population. Phone status targets are based on the most recent National Health Interview Survey. Population density targets are based on the 2020 census. All reported margins of sampling error include the computed design effects for weighting.

In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of public opinion polls. For questions about how this survey was conducted, please contact [galluphelp@gallup.com](mailto:galluphelp@gallup.com).

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Now, turning to another topic,

8. Have you, yourself, smoked any cigarettes in the past week?

|                | Yes | No |                | Yes | No |
|----------------|-----|----|----------------|-----|----|
| 2024 Jul 1-21  | 11  | 89 | 2000 Nov 13-15 | 25  | 75 |
|                |     |    | 1999 Sep 23-26 | 23  | 77 |
| 2023 Jul 3-27  | 12  | 88 | 1998 Jun 22-23 | 28  | 72 |
| 2022 Jul 5-26  | 11  | 89 | 1997 Sep 25-28 | 26  | 74 |
| 2021 Jul 6-21  | 16  | 84 | 1997 Jun 26-29 | 26  | 74 |
| 2019 Jul 1-12  | 15  | 85 | 1997 Jun 23-24 | 26  | 74 |
| 2018 Jul 1-11  | 16  | 84 | 1997 May 6-7   | 25  | 75 |
| 2017 Jul 5-9   | 17  | 83 | 1997 Mar 24-26 | 27  | 73 |
| 2016 Jul 13-17 | 19  | 81 | 1996 May 9-12  | 27  | 73 |
| 2015 Jul 8-12  | 19  | 81 | 1994 Jul 15-17 | 27  | 73 |
| 2014 Jul 7-10  | 21  | 79 | 1994 Mar 11-13 | 27  | 73 |
| 2013 Jul 10-14 | 19  | 80 | 1991 Nov 7-10  | 28  | 72 |
| 2012 Jul 9-12  | 20  | 80 | 1990 Jul 6-8   | 27  | 73 |
| 2011 Jul 7-10  | 22  | 78 | 1989 May 15-18 | 27  | 73 |
| 2010 Jul 8-11  | 22  | 78 | 1989 Apr 4-9   | 29  | 71 |
| 2009 Jun 14-17 | 20  | 80 | 1988 Jul 1-7   | 32  | 68 |
| 2008 Jul 10-13 | 21  | 79 | 1987 Mar 14-18 | 30  | 70 |
| 2007 Nov 11-14 | 20  | 80 | 1986 Jun 9-16  | 31  | 69 |
| 2007 Aug 3-5   | 24  | 76 | 1985 Jun 7-10  | 35  | 65 |
| 2007 Jul 12-15 | 21  | 79 | 1983           | 38  | 62 |
| 2006 Nov 9-12  | 23  | 77 | 1981 Jun 26-29 | 35  | 65 |
| 2006 Jul 6-9   | 25  | 75 | 1978 Jan 20-23 | 36  | 64 |
| 2005 Nov 7-10  | 25  | 75 | 1977 Aug 19-22 | 38  | 62 |
| 2005 Jul 7-10  | 25  | 75 | 1974 May 10-13 | 40  | 60 |
| 2004 Nov 7-10  | 22  | 78 | 1972 Apr 21-24 | 43  | 57 |
| 2004 Jul 8-11  | 25  | 75 | 1971 May 14-17 | 42  | 58 |
| 2003 Nov 3-5   | 26  | 74 | 1969 Jul 24-29 | 40  | 60 |
| 2003 Jul 7-9   | 25  | 75 | 1957 Jun       | 42  | 58 |
| 2002 Jul 9-11  | 24  | 76 | 1954 Jun       | 45  | 55 |
| 2001 Nov 8-11  | 26  | 74 | 1949 Oct       | 44  | 56 |
| 2001 Jul 19-22 | 28  | 72 | 1944 Nov       | 41  | 59 |

9. *(Asked of smokers)* About how many cigarettes do you smoke each day?

NOT REPORTED DUE TO SMALL SAMPLE SIZES

10. *(Asked of smokers)* At what age did you begin smoking?

NOT REPORTED DUE TO SMALL SAMPLE SIZES

Turning now to e-cigarettes, also known as “vaping,”

11. *(Asked of a half sample)* Do you think the laws and regulations covering e-cigarettes should be made more strict, less strict, or kept as they are now?

**BASED ON --504-- NATIONAL ADULTS IN FORM A**

|               | <u>More strict</u> | <u>Less strict</u> | <u>Kept as now</u> | <u>No opinion</u> |
|---------------|--------------------|--------------------|--------------------|-------------------|
| 2024 Jul 1-21 | 57                 | 8                  | 27                 | 8                 |
| 2023 Jul 3-27 | 55                 | 7                  | 32                 | 5                 |
| 2022 Jul 5-26 | 61                 | 7                  | 30                 | 2                 |
| 2021 Jul 6-21 | 54                 | 9                  | 34                 | 3                 |
| 2019 Jul 1-12 | 64                 | 5                  | 26                 | 4                 |

12. Have you, yourself, smoked any e-cigarettes or “vaped” in the past week?

|               | <u>Yes</u> | <u>No</u> | <u>No opinion</u> |
|---------------|------------|-----------|-------------------|
| 2024 Jul 1-21 | 7          | 93        | --                |
| 2023 Jul 3-27 | 8          | 92        | *                 |
| 2022 Jul 5-26 | 8          | 92        | --                |
| 2021 Jul 6-21 | 6          | 94        | *                 |
| 2019 Jul 1-12 | 8          | 92        | *                 |

13. *(Asked of vapers)* At what age did you begin vaping?

NOT REPORTED DUE TO SMALL SAMPLE SIZES

27. In general, how harmful do you feel each of the following is to people who use them—very harmful, somewhat harmful, not too harmful, or not at all harmful? How about – [RANDOM ORDER, ITEM G ALWAYS READ LAST]?

**A. Cigarettes**

|               | <u>Very harmful</u> | <u>Some-what harmful</u> | <u>Not too harmful</u> | <u>Not at all harmful</u> | <u>Depends (vol.)</u> | <u>No opinion</u> |
|---------------|---------------------|--------------------------|------------------------|---------------------------|-----------------------|-------------------|
| 2024 Jul 1-21 | 79                  | 18                       | 1                      | 1                         | *                     | *                 |
| 2023 Jul 3-27 | 76                  | 19                       | 3                      | 1                         | *                     | *                 |

**B. A pipe**

|               | <u>Very harmful</u> | <u>Some-what harmful</u> | <u>Not too harmful</u> | <u>Not at all harmful</u> | <u>Depends (vol.)</u> | <u>No opinion</u> |
|---------------|---------------------|--------------------------|------------------------|---------------------------|-----------------------|-------------------|
| 2024 Jul 1-21 | 44                  | 40                       | 7                      | 3                         | 2                     | 5                 |
| 2023 Jul 3-27 | 39                  | 42                       | 11                     | 5                         | 1                     | 3                 |

**C. Cigars**

|               | <u>Very harmful</u> | <u>Some-what harmful</u> | <u>Not too harmful</u> | <u>Not at all harmful</u> | <u>Depends (vol.)</u> | <u>No opinion</u> |
|---------------|---------------------|--------------------------|------------------------|---------------------------|-----------------------|-------------------|
| 2024 Jul 1-21 | 45                  | 39                       | 9                      | 4                         | *                     | 2                 |
| 2023 Jul 3-27 | 39                  | 41                       | 15                     | 3                         | *                     | 1                 |

**D. Chewing tobacco**

|               | <u>Very harmful</u> | <u>Some-what harmful</u> | <u>Not too harmful</u> | <u>Not at all harmful</u> | <u>Depends (vol.)</u> | <u>No opinion</u> |
|---------------|---------------------|--------------------------|------------------------|---------------------------|-----------------------|-------------------|
| 2024 Jul 1-21 | 61                  | 31                       | 3                      | 2                         | *                     | 3                 |
| 2023 Jul 3-27 | 58                  | 31                       | 7                      | 2                         | *                     | 1                 |

**E. E-cigarettes, also known as “vaping”**

|               | <u>Very harmful</u> | <u>Some-what harmful</u> | <u>Not too harmful</u> | <u>Not at all harmful</u> | <u>Depends (vol.)</u> | <u>No opinion</u> |
|---------------|---------------------|--------------------------|------------------------|---------------------------|-----------------------|-------------------|
| 2024 Jul 1-21 | 57                  | 34                       | 4                      | 1                         | *                     | 4                 |
| 2023 Jul 3-27 | 54                  | 36                       | 8                      | 1                         | *                     | 2                 |

F-G. REPORTED SEPARATELY

## H. Nicotine pouches

|               | <u>Very harmful</u> | <u>Some-what harmful</u> | <u>Not too harmful</u> | <u>Not at all harmful</u> | <u>Depends (vol.)</u> | <u>No opinion</u> |
|---------------|---------------------|--------------------------|------------------------|---------------------------|-----------------------|-------------------|
| 2024 Jul 1-21 | 34                  | 38                       | 10                     | 7                         | *                     | 11                |

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**QN8: Smoked Cigarettes In Past Week BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income**

|                   |              | Gender |      | Race I |       | Age       |       |       | Education |              |              | Party I.D.      |            |             | Household Income |                    |                  |            |
|-------------------|--------------|--------|------|--------|-------|-----------|-------|-------|-----------|--------------|--------------|-----------------|------------|-------------|------------------|--------------------|------------------|------------|
|                   |              | Total  | Male | Female | White | Non-white | 18-34 | 35-54 | 55+       | College Grad | Some College | HS Grad or Less | Republican | Independent | Democrat         | Less than \$50,000 | \$50,000-100,000 | \$100,000+ |
| Total             | Unweighted n | 1010   | 556  | 440    | 758   | 234       | 172   | 232   | 587       | 495          | 265          | 246             | 347        | 359         | 295              | 243                | 307              | 341        |
|                   | Weighted n   | 1010   | 491  | 494    | 646   | 349       | 267   | 315   | 408       | 365          | 267          | 376             | 307        | 413         | 280              | 295                | 287              | 302        |
| Yes               |              | 113    | 58   | 52     | 73    | 39        | 19    | 42    | 51        | 24           | 34           | 54              | 36         | 50          | 27               | 48                 | 21               | 31         |
|                   |              | 11%    | 12%  | 10%    | 11%   | 11%       | 7%    | 13%   | 13%       | 7%           | 13%          | 14%             | 12%        | 12%         | 10%              | 16%                | 7%               | 10%        |
| No                |              | 896    | 431  | 443    | 572   | 310       | 248   | 273   | 355       | 341          | 233          | 321             | 271        | 363         | 253              | 247                | 264              | 271        |
|                   |              | 89%    | 88%  | 90%    | 88%   | 89%       | 93%   | 87%   | 87%       | 93%          | 87%          | 85%             | 88%        | 88%         | 90%              | 84%                | 92%              | 90%        |
| DONT KNOW/REFUSED |              | 1      | 1    | -      | 1     | -         | -     | -     | 1         | -            | -            | 1               | 1          | -           | -                | -                  | 1                | -          |
|                   |              | 0%     | 0%   | -      | 0%    | -         | -     | -     | 0%        | -            | -            | 0%              | 0%         | -           | -                | -                  | 0%               | -          |

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**QN11: Laws And Regulations Covering E-Cigarettes BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income**

|                      |              | Gender |      | Race I |       | Age       |       |       | Education |              |              | Party I.D.      |            |             | Household Income |                    |                  |            |
|----------------------|--------------|--------|------|--------|-------|-----------|-------|-------|-----------|--------------|--------------|-----------------|------------|-------------|------------------|--------------------|------------------|------------|
|                      |              | Total  | Male | Female | White | Non-white | 18-34 | 35-54 | 55+       | College Grad | Some College | HS Grad or Less | Republican | Independent | Democrat         | Less than \$50,000 | \$50,000-100,000 | \$100,000+ |
| Total                | Unweighted n | 504    | 284  | 216    | 390   | 105       | 77    | 124   | 295       | 255          | 132          | 114             | 175        | 169         | 156              | 113                | 158              | 172        |
|                      | Weighted n   | 491    | 247  | 238    | 330   | 154       | 118   | 171   | 195       | 191          | 132          | 166             | 146        | 183         | 155              | 137                | 142              | 153        |
| More strict          |              | 280    | 117  | 158    | 183   | 94        | 68    | 94    | 113       | 117          | 62           | 101             | 77         | 98          | 102              | 95                 | 65               | 88         |
|                      |              | 57%    | 47%  | 67%    | 55%   | 61%       | 57%   | 55%   | 58%       | 61%          | 47%          | 61%             | 53%        | 54%         | 66%              | 70%                | 45%              | 58%        |
| Less strict          |              | 37     | 29   | 9      | 21    | 16        | 12    | 19    | 6         | 9            | 14           | 15              | 10         | 17          | 7                | 7                  | 11               | 8          |
|                      |              | 8%     | 12%  | 4%     | 6%    | 10%       | 10%   | 11%   | 3%        | 4%           | 10%          | 9%              | 7%         | 9%          | 4%               | 5%                 | 8%               | 5%         |
| Kept as they are now |              | 134    | 77   | 56     | 97    | 35        | 35    | 46    | 53        | 51           | 46           | 36              | 50         | 47          | 36               | 25                 | 55               | 43         |
|                      |              | 27%    | 31%  | 24%    | 29%   | 23%       | 30%   | 27%   | 27%       | 27%          | 35%          | 22%             | 35%        | 26%         | 23%              | 19%                | 39%              | 28%        |
| DONT KNOW/REFUSED    |              | 40     | 25   | 15     | 30    | 9         | 3     | 13    | 24        | 15           | 10           | 15              | 8          | 21          | 10               | 9                  | 12               | 13         |
|                      |              | 8%     | 10%  | 6%     | 9%    | 6%        | 2%    | 8%    | 12%       | 8%           | 8%           | 9%              | 6%         | 12%         | 7%               | 6%                 | 8%               | 8%         |

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**QN12: Smoked E-Cigarettes Or "Vaped" Past Week BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income**

|       |              | Gender |      | Race I |       | Age       |       |       | Education |              |              | Party I.D.      |            |             | Household Income |                    |                  |            |
|-------|--------------|--------|------|--------|-------|-----------|-------|-------|-----------|--------------|--------------|-----------------|------------|-------------|------------------|--------------------|------------------|------------|
|       |              | Total  | Male | Female | White | Non-white | 18-34 | 35-54 | 55+       | College Grad | Some College | HS Grad or Less | Republican | Independent | Democrat         | Less than \$50,000 | \$50,000-100,000 | \$100,000+ |
| Total | Unweighted n | 1010   | 556  | 440    | 758   | 234       | 172   | 232   | 587       | 495          | 265          | 246             | 347        | 359         | 295              | 243                | 307              | 341        |
|       | Weighted n   | 1010   | 491  | 494    | 646   | 349       | 267   | 315   | 408       | 365          | 267          | 376             | 307        | 413         | 280              | 295                | 287              | 302        |
| Yes   |              | 71     | 42   | 20     | 35    | 36        | 41    | 20    | 10        | 16           | 26           | 29              | 19         | 30          | 22               | 30                 | 21               | 18         |
|       |              | 7%     | 9%   | 4%     | 5%    | 10%       | 15%   | 6%    | 2%        | 4%           | 10%          | 8%              | 6%         | 7%          | 8%               | 10%                | 7%               | 6%         |
| No    |              | 939    | 449  | 475    | 611   | 313       | 225   | 295   | 398       | 349          | 241          | 347             | 288        | 383         | 259              | 265                | 266              | 284        |
|       |              | 93%    | 91%  | 96%    | 95%   | 90%       | 85%   | 94%   | 98%       | 96%          | 90%          | 92%             | 94%        | 93%         | 92%              | 90%                | 93%              | 94%        |

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**QN27A: Harmfulness of Cigarettes BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income**

|                    | Total        | Gender |        | Race I |           | Age   |       |     | Education    |              |                 | Party I.D. |             |          | Household Income   |                  |            |     |
|--------------------|--------------|--------|--------|--------|-----------|-------|-------|-----|--------------|--------------|-----------------|------------|-------------|----------|--------------------|------------------|------------|-----|
|                    |              | Male   | Female | White  | Non-white | 18-34 | 35-54 | 55+ | College Grad | Some College | HS Grad or Less | Republican | Independent | Democrat | Less than \$50,000 | \$50,000-100,000 | \$100,000+ |     |
| Total              | Unweighted n | 1010   | 556    | 440    | 758       | 234   | 172   | 232 | 587          | 495          | 265             | 246        | 347         | 359      | 295                | 243              | 307        | 341 |
|                    | Weighted n   | 1010   | 491    | 494    | 646       | 349   | 267   | 315 | 408          | 365          | 267             | 376        | 307         | 413      | 280                | 295              | 287        | 302 |
| Very harmful       |              | 801    | 373    | 411    | 516       | 270   | 207   | 228 | 347          | 310          | 195             | 294        | 243         | 313      | 240                | 228              | 218        | 256 |
|                    |              | 79%    | 76%    | 83%    | 80%       | 77%   | 78%   | 72% | 85%          | 85%          | 73%             | 78%        | 79%         | 76%      | 86%                | 77%              | 76%        | 85% |
| Somewhat harmful   |              | 185    | 105    | 73     | 122       | 63    | 58    | 75  | 52           | 50           | 63              | 72         | 61          | 88       | 33                 | 58               | 60         | 42  |
|                    |              | 18%    | 21%    | 15%    | 19%       | 18%   | 22%   | 24% | 13%          | 14%          | 24%             | 19%        | 20%         | 21%      | 12%                | 20%              | 21%        | 14% |
| Not too harmful    |              | 8      | 6      | 3      | 3         | 5     | 2     | 5   | 2            | 3            | 1               | 4          | 3           | 4        | 1                  | 3                | 3          | 2   |
|                    |              | 1%     | 1%     | 1%     | 1%        | 1%    | 1%    | 2%  | 0%           | 1%           | 0%              | 1%         | 1%          | 1%       | 0%                 | 1%               | 1%         | 1%  |
| Not at all harmful |              | 12     | 5      | 7      | 4         | 8     | -     | 7   | 5            | -            | 6               | 6          | -           | 6        | 6                  | 4                | 5          | 2   |
|                    |              | 1%     | 1%     | 1%     | 1%        | 2%    | -     | 2%  | 1%           | -            | 2%              | 2%         | -           | 1%       | 2%                 | 1%               | 2%         | 1%  |
| DEPENDS (VOL)      |              | 0      | 0      | -      | -         | 0     | -     | -   | -            | 0            | -               | -          | -           | 0        | -                  | -                | -          | -   |
|                    |              | 0%     | 0%     | -      | -         | 0%    | -     | -   | -            | 0%           | -               | -          | -           | 0%       | -                  | -                | -          | -   |
| DONT KNOW/REFUSED  |              | 3      | 2      | 1      | 2         | 2     | -     | -   | 3            | 2            | 1               | -          | 1           | 2        | 0                  | 1                | 1          | -   |
|                    |              | 0%     | 0%     | 0%     | 0%        | 0%    | -     | -   | 1%           | 1%           | 1%              | -          | 0%          | 0%       | 0%                 | 0%               | 0%         | -   |

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July 2024  
Public Release Data**

**QN27B: Harmfulness of a Pipe BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income**

|                    | Total        | Gender |        | Race I |           | Age   |       |     | Education    |              |                 | Party I.D. |             |          | Household Income   |                  |            |     |
|--------------------|--------------|--------|--------|--------|-----------|-------|-------|-----|--------------|--------------|-----------------|------------|-------------|----------|--------------------|------------------|------------|-----|
|                    |              | Male   | Female | White  | Non-white | 18-34 | 35-54 | 55+ | College Grad | Some College | HS Grad or Less | Republican | Independent | Democrat | Less than \$50,000 | \$50,000-100,000 | \$100,000+ |     |
| Total              | Unweighted n | 1010   | 556    | 440    | 758       | 234   | 172   | 232 | 587          | 495          | 265             | 246        | 347         | 359      | 295                | 243              | 307        | 341 |
|                    | Weighted n   | 1010   | 491    | 494    | 646       | 349   | 267   | 315 | 408          | 365          | 267             | 376        | 307         | 413      | 280                | 295              | 287        | 302 |
| Very harmful       |              | 440    | 200    | 229    | 257       | 173   | 135   | 110 | 185          | 160          | 108             | 171        | 126         | 175      | 137                | 136              | 108        | 131 |
|                    |              | 44%    | 41%    | 46%    | 40%       | 50%   | 50%   | 35% | 45%          | 44%          | 41%             | 45%        | 41%         | 42%      | 49%                | 46%              | 37%        | 43% |
| Somewhat harmful   |              | 400    | 210    | 185    | 299       | 98    | 95    | 135 | 164          | 157          | 110             | 133        | 138         | 159      | 103                | 107              | 127        | 131 |
|                    |              | 40%    | 43%    | 37%    | 46%       | 28%   | 36%   | 43% | 40%          | 43%          | 41%             | 35%        | 45%         | 38%      | 37%                | 36%              | 44%        | 43% |
| Not too harmful    |              | 72     | 35     | 29     | 43        | 27    | 24    | 23  | 25           | 24           | 22              | 26         | 21          | 28       | 19                 | 18               | 22         | 23  |
|                    |              | 7%     | 7%     | 6%     | 7%        | 8%    | 9%    | 7%  | 6%           | 7%           | 8%              | 7%         | 7%          | 7%       | 7%                 | 6%               | 8%         | 8%  |
| Not at all harmful |              | 31     | 19     | 11     | 21        | 11    | 5     | 14  | 12           | 7            | 9               | 15         | 9           | 15       | 7                  | 7                | 17         | 6   |
|                    |              | 3%     | 4%     | 2%     | 3%        | 3%    | 2%    | 5%  | 3%           | 2%           | 4%              | 4%         | 3%          | 4%       | 3%                 | 2%               | 6%         | 2%  |
| DEPENDS (VOL)      |              | 18     | 4      | 14     | 5         | 13    | 5     | 10  | 3            | 7            | 3               | 8          | 5           | 9        | 2                  | 5                | 5          | 5   |
|                    |              | 2%     | 1%     | 3%     | 1%        | 4%    | 2%    | 3%  | 1%           | 2%           | 1%              | 2%         | 1%          | 2%       | 1%                 | 2%               | 2%         | 2%  |
| DONT KNOW/REFUSED  |              | 49     | 22     | 27     | 21        | 28    | 3     | 23  | 19           | 11           | 14              | 23         | 9           | 27       | 12                 | 23               | 7          | 6   |
|                    |              | 5%     | 4%     | 5%     | 3%        | 8%    | 1%    | 7%  | 5%           | 3%           | 5%              | 6%         | 3%          | 6%       | 4%                 | 8%               | 3%         | 2%  |

**GALLUP POLL SOCIAL SURVEY  
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**QN27C: Harmfulness of Cigars BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income**

|                    |              | Gender |      | Race I |       | Age       |       |       | Education |              |              | Party I.D.      |            |             | Household Income |                    |                  |            |
|--------------------|--------------|--------|------|--------|-------|-----------|-------|-------|-----------|--------------|--------------|-----------------|------------|-------------|------------------|--------------------|------------------|------------|
|                    |              | Total  | Male | Female | White | Non-white | 18-34 | 35-54 | 55+       | College Grad | Some College | HS Grad or Less | Republican | Independent | Democrat         | Less than \$50,000 | \$50,000-100,000 | \$100,000+ |
| Total              | Unweighted n | 1010   | 556  | 440    | 758   | 234       | 172   | 232   | 587       | 495          | 265          | 246             | 347        | 359         | 295              | 243                | 307              | 341        |
|                    | Weighted n   | 1010   | 491  | 494    | 646   | 349       | 267   | 315   | 408       | 365          | 267          | 376             | 307        | 413         | 280              | 295                | 287              | 302        |
| Very harmful       |              | 458    | 198  | 248    | 286   | 162       | 118   | 118   | 210       | 166          | 123          | 168             | 132        | 191         | 133              | 143                | 121              | 131        |
|                    |              | 45%    | 40%  | 50%    | 44%   | 47%       | 44%   | 37%   | 51%       | 46%          | 46%          | 45%             | 43%        | 46%         | 48%              | 48%                | 42%              | 43%        |
| Somewhat harmful   |              | 394    | 199  | 187    | 271   | 120       | 114   | 131   | 143       | 154          | 99           | 140             | 130        | 161         | 96               | 102                | 124              | 126        |
|                    |              | 39%    | 41%  | 38%    | 42%   | 34%       | 43%   | 41%   | 35%       | 42%          | 37%          | 37%             | 42%        | 39%         | 34%              | 35%                | 43%              | 42%        |
| Not too harmful    |              | 92     | 54   | 35     | 56    | 34        | 22    | 39    | 32        | 33           | 24           | 35              | 31         | 31          | 30               | 27                 | 22               | 35         |
|                    |              | 9%     | 11%  | 7%     | 9%    | 10%       | 8%    | 12%   | 8%        | 9%           | 9%           | 9%              | 10%        | 7%          | 11%              | 9%                 | 8%               | 12%        |
| Not at all harmful |              | 41     | 25   | 15     | 21    | 20        | 6     | 19    | 16        | 6            | 15           | 20              | 8          | 14          | 18               | 14                 | 18               | 7          |
|                    |              | 4%     | 5%   | 3%     | 3%    | 6%        | 2%    | 6%    | 4%        | 2%           | 6%           | 5%              | 3%         | 3%          | 7%               | 5%                 | 6%               | 2%         |
| DEPENDS (VOL)      |              | 2      | 2    | -      | 2     | 0         | 2     | -     | 0         | 1            | -            | 2               | 2          | 0           | 0                | -                  | -                | 2          |
|                    |              | 0%     | 0%   | -      | 0%    | 0%        | 1%    | -     | 0%        | 0%           | -            | 0%              | 1%         | 0%          | 0%               | -                  | -                | 1%         |
| DONT KNOW/REFUSED  |              | 22     | 12   | 10     | 10    | 12        | 5     | 9     | 8         | 4            | 6            | 12              | 4          | 16          | 2                | 8                  | 2                | 2          |
|                    |              | 2%     | 2%   | 2%     | 2%    | 3%        | 2%    | 3%    | 2%        | 1%           | 2%           | 3%              | 1%         | 4%          | 1%               | 3%                 | 1%               | 1%         |

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**QN27D: Harmfulness of Chewing tobacco BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income**

|                    |              | Gender |      | Race I |       | Age       |       |       | Education |              |              | Party I.D.      |            |             | Household Income |                    |                  |            |
|--------------------|--------------|--------|------|--------|-------|-----------|-------|-------|-----------|--------------|--------------|-----------------|------------|-------------|------------------|--------------------|------------------|------------|
|                    |              | Total  | Male | Female | White | Non-white | 18-34 | 35-54 | 55+       | College Grad | Some College | HS Grad or Less | Republican | Independent | Democrat         | Less than \$50,000 | \$50,000-100,000 | \$100,000+ |
| Total              | Unweighted n | 1010   | 556  | 440    | 758   | 234       | 172   | 232   | 587       | 495          | 265          | 246             | 347        | 359         | 295              | 243                | 307              | 341        |
|                    | Weighted n   | 1010   | 491  | 494    | 646   | 349       | 267   | 315   | 408       | 365          | 267          | 376             | 307        | 413         | 280              | 295                | 287              | 302        |
| Very harmful       |              | 612    | 261  | 338    | 392   | 208       | 168   | 167   | 263       | 242          | 159          | 210             | 179        | 238         | 191              | 165                | 174              | 194        |
|                    |              | 61%    | 53%  | 68%    | 61%   | 59%       | 63%   | 53%   | 64%       | 66%          | 60%          | 56%             | 58%        | 58%         | 68%              | 56%                | 61%              | 64%        |
| Somewhat harmful   |              | 317    | 180  | 128    | 224   | 92        | 80    | 119   | 117       | 112          | 90           | 116             | 108        | 132         | 73               | 97                 | 96               | 100        |
|                    |              | 31%    | 37%  | 26%    | 35%   | 26%       | 30%   | 38%   | 29%       | 31%          | 34%          | 31%             | 35%        | 32%         | 26%              | 33%                | 34%              | 33%        |
| Not too harmful    |              | 32     | 25   | 6      | 13    | 20        | 13    | 8     | 10        | 5            | 5            | 22              | 13         | 13          | 7                | 13                 | 3                | 5          |
|                    |              | 3%     | 5%   | 1%     | 2%    | 6%        | 5%    | 2%    | 2%        | 1%           | 2%           | 6%              | 4%         | 3%          | 2%               | 4%                 | 1%               | 2%         |
| Not at all harmful |              | 16     | 9    | 7      | 6     | 10        | 2     | 7     | 7         | 1            | 8            | 7               | 2          | 7           | 7                | 6                  | 5                | 3          |
|                    |              | 2%     | 2%   | 1%     | 1%    | 3%        | 1%    | 2%    | 2%        | 0%           | 3%           | 2%              | 1%         | 2%          | 3%               | 2%                 | 2%               | 1%         |
| DEPENDS (VOL)      |              | 4      | 4    | -      | 4     | 0         | 4     | -     | 0         | 0            | -            | 4               | 4          | -           | -                | -                  | 4                | -          |
|                    |              | 0%     | 1%   | -      | 1%    | 0%        | 1%    | -     | 0%        | -            | -            | 1%              | 1%         | -           | -                | -                  | 1%               | -          |
| DONT KNOW/REFUSED  |              | 28     | 12   | 16     | 8     | 19        | 3     | 11    | 11        | 5            | 5            | 18              | 6          | 19          | 3                | 13                 | 5                | 0          |
|                    |              | 3%     | 2%   | 3%     | 1%    | 5%        | 1%    | 3%    | 3%        | 1%           | 2%           | 5%              | 2%         | 5%          | 1%               | 4%                 | 2%               | 0%         |



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**QN27E: Harmfulness of E-cigarettes BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income**

|                    |              | Gender |      | Race I |       | Age       |       |       | Education |              |              | Party I.D.      |            |             | Household Income |                    |                  |            |
|--------------------|--------------|--------|------|--------|-------|-----------|-------|-------|-----------|--------------|--------------|-----------------|------------|-------------|------------------|--------------------|------------------|------------|
|                    |              | Total  | Male | Female | White | Non-white | 18-34 | 35-54 | 55+       | College Grad | Some College | HS Grad or Less | Republican | Independent | Democrat         | Less than \$50,000 | \$50,000-100,000 | \$100,000+ |
| Total              | Unweighted n | 1010   | 556  | 440    | 758   | 234       | 172   | 232   | 587       | 495          | 265          | 246             | 347        | 359         | 295              | 243                | 307              | 341        |
|                    | Weighted n   | 1010   | 491  | 494    | 646   | 349       | 267   | 315   | 408       | 365          | 267          | 376             | 307        | 413         | 280              | 295                | 287              | 302        |
| Very harmful       |              | 577    | 252  | 313    | 362   | 205       | 159   | 161   | 245       | 210          | 137          | 229             | 174        | 232         | 167              | 176                | 148              | 171        |
|                    |              | 57%    | 51%  | 63%    | 56%   | 59%       | 60%   | 51%   | 60%       | 58%          | 51%          | 61%             | 57%        | 56%         | 59%              | 60%                | 52%              | 56%        |
| Somewhat harmful   |              | 341    | 197  | 133    | 235   | 104       | 90    | 124   | 125       | 128          | 98           | 115             | 104        | 139         | 94               | 93                 | 113              | 110        |
|                    |              | 34%    | 40%  | 27%    | 36%   | 30%       | 34%   | 39%   | 31%       | 35%          | 37%          | 30%             | 34%        | 34%         | 33%              | 32%                | 39%              | 36%        |
| Not too harmful    |              | 36     | 22   | 12     | 24    | 10        | 10    | 14    | 12        | 15           | 15           | 6               | 16         | 13          | 8                | 7                  | 11               | 15         |
|                    |              | 4%     | 5%   | 2%     | 4%    | 3%        | 4%    | 4%    | 3%        | 4%           | 6%           | 2%              | 5%         | 3%          | 3%               | 2%                 | 4%               | 5%         |
| Not at all harmful |              | 14     | 5    | 10     | 6     | 8         | 2     | 5     | 7         | 2            | 7            | 5               | 4          | 6           | 4                | 7                  | 2                | 4          |
|                    |              | 1%     | 1%   | 2%     | 1%    | 2%        | 1%    | 2%    | 2%        | 0%           | 3%           | 1%              | 1%         | 1%          | 1%               | 2%                 | 1%               | 1%         |
| DEPENDS (VOL)      |              | 3      | 0    | 3      | -     | -         | 3     | 2     | -         | 1            | 0            | 1               | 2          | 2           | 0                | 1                  | -                | 1          |
|                    |              | 0%     | 0%   | 1%     | -     | -         | 1%    | -     | -         | 0%           | 0%           | 0%              | 1%         | 1%          | 0%               | 0%                 | -                | 0%         |
| DONT KNOW/REFUSED  |              | 38     | 14   | 24     | 19    | 18        | 4     | 11    | 18        | 10           | 10           | 19              | 7          | 23          | 7                | 11                 | 12               | 3          |
|                    |              | 4%     | 3%   | 5%     | 3%    | 5%        | 1%    | 3%    | 4%        | 3%           | 4%           | 5%              | 2%         | 6%          | 3%               | 4%                 | 4%               | 1%         |

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**QN27H: Harmfulness of Nicotine Pouches BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income**

|                    |              | Gender |      | Race I |       | Age       |       |       | Education |              |              | Party I.D.      |            |             | Household Income |                    |                  |            |
|--------------------|--------------|--------|------|--------|-------|-----------|-------|-------|-----------|--------------|--------------|-----------------|------------|-------------|------------------|--------------------|------------------|------------|
|                    |              | Total  | Male | Female | White | Non-white | 18-34 | 35-54 | 55+       | College Grad | Some College | HS Grad or Less | Republican | Independent | Democrat         | Less than \$50,000 | \$50,000-100,000 | \$100,000+ |
| Total              | Unweighted n | 1010   | 556  | 440    | 758   | 234       | 172   | 232   | 587       | 495          | 265          | 246             | 347        | 359         | 295              | 243                | 307              | 341        |
|                    | Weighted n   | 1010   | 491  | 494    | 646   | 349       | 267   | 315   | 408       | 365          | 267          | 376             | 307        | 413         | 280              | 295                | 287              | 302        |
| Very harmful       |              | 340    | 145  | 182    | 183   | 149       | 101   | 85    | 148       | 111          | 84           | 145             | 99         | 134         | 104              | 120                | 83               | 81         |
|                    |              | 34%    | 29%  | 37%    | 28%   | 43%       | 38%   | 27%   | 36%       | 30%          | 31%          | 38%             | 32%        | 33%         | 37%              | 41%                | 29%              | 27%        |
| Somewhat harmful   |              | 385    | 198  | 178    | 274   | 108       | 120   | 131   | 127       | 137          | 107          | 139             | 135        | 154         | 90               | 103                | 107              | 141        |
|                    |              | 38%    | 40%  | 36%    | 42%   | 31%       | 45%   | 41%   | 31%       | 38%          | 40%          | 37%             | 44%        | 37%         | 32%              | 35%                | 37%              | 47%        |
| Not too harmful    |              | 106    | 63   | 42     | 71    | 34        | 22    | 46    | 37        | 42           | 26           | 37              | 29         | 43          | 34               | 21                 | 40               | 40         |
|                    |              | 10%    | 13%  | 8%     | 11%   | 10%       | 8%    | 15%   | 9%        | 12%          | 10%          | 10%             | 9%         | 10%         | 12%              | 7%                 | 14%              | 13%        |
| Not at all harmful |              | 68     | 40   | 27     | 47    | 21        | 12    | 31    | 25        | 28           | 18           | 22              | 17         | 33          | 18               | 8                  | 32               | 23         |
|                    |              | 7%     | 8%   | 5%     | 7%    | 6%        | 4%    | 10%   | 6%        | 8%           | 7%           | 6%              | 6%         | 8%          | 6%               | 3%                 | 11%              | 8%         |
| DEPENDS (VOL)      |              | 1      | 1    | -      | 1     | 0         | -     | 1     | -         | 1            | -            | -               | -          | 0           | 1                | -                  | -                | 1          |
|                    |              | 0%     | 0%   | -      | 0%    | 0%        | -     | 0%    | -         | 0%           | -            | -               | -          | 0%          | 0%               | -                  | -                | 0%         |
| DONT KNOW/REFUSED  |              | 110    | 44   | 66     | 72    | 36        | 12    | 22    | 70        | 46           | 32           | 33              | 27         | 48          | 34               | 43                 | 26               | 16         |
|                    |              | 11%    | 9%   | 13%    | 11%   | 10%       | 5%    | 7%    | 17%       | 12%          | 12%          | 9%              | 9%         | 12%         | 12%              | 15%                | 9%               | 5%         |