Voters Aren't Fans of China or Vape Shops, Want Illegal Vapes Stopped

CYGNAL

DATE: Tuesday, February 13, 2024
TO: Southern Association of Wholesale Distributors
FROM: Brent Buchanan, President & Founder, Cygnal
RE: Survey of Likely General Election Voters in Alabama

Voters aren't initially aware of the problem of illegal Chinese vapes.

- 55% of voters did not know illegal disposable vapes products are still available for purchase in the U.S. due to **a lack of enforcement**.
- A higher number (58%) did not realize the Food and Drug Administration (FDA) ban on flavored products has been circumvented by illegal flavored disposable vapes products primarily from China, many in flavors aimed at children.

The source of illegal vapes – China and vape shops – are highly disdained.

- A whopping **66%** of Alabama voters have an **unfavorable opinion of China**, meaning **anything related to China is a negative to voters**.
- Another thing voters don't like are **vape shops**, whereby 51% have an **unfavorable** opinion.

There is a strong desire to address the problem of illegal vapes by passing legislation to set up a directory to confirm the legality of vapor products.

- A **strong majority of voters (56%) support passing a state law to create a PMTA directory** that would require manufacturers of vapor products to confirm their PMTA (Premarket Tobacco Product Application) status to bolster enforcement capabilities against illegal disposable vapes.
- The **strongest message** in support of PMTA directory legislation is: "Illegal flavored disposable vapor products are targeted towards youth by using kid- friendly flavors and packaging - usage among high schoolers has skyrocketed 2617% since 2019. PMTA Directory legislation will provide law enforcement a much-needed tool to crack down on illegal disposable vapes and protect our children", **making voters 57% more likely to support the legislation**.

Economy is not viewed well, and concerns exist about crime, AI, and small businesses.

- 51% said the financial wellbeing of their community is very or somewhat unhealthy.
- 53% believe crime has been increasing near them over the past few years.
- 61% think local wholesale distribution companies consolidating into larger businesses with fewer competitors hurts consumers.
- A huge majority (69%) say knowing a business is family-owned positively impacts their buying decisions.
- Over two-thirds of voters think artificial intelligence and automation will have a negative impact on jobs.

Methodology: Cygnal conducted a quantitative survey of 1500 likely general election voters in 14 states. Known registered voters were interviewed via validated online panel and text-to-web. A statistical model called multilevel regression with poststratification was used to develop the Alabama-specific results.