



Attitudes towards the regulation of nicotine vaping products

24 February, 2024

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Key findings

Usage of vape products

Most Australians have never vaped. Eight per cent say they currently vape, and another 12 per cent say they used to vape but no longer do (see figure 2).

As can be seen in figure 1, younger Australians are more likely to have vaped, and in particular tried vaping but no longer using nicotine vape products, with 14 per cent of those aged 18-34 currently vaping and 23 per cent formerly vaping, compared with 2 and 3 per cent of those aged 65 and older. In addition to younger people, those most likely to vape are those who live in households with higher incomes, those who do not own their home, and those whose finances cause them considerable stress (shown in figure 3).

Those who say they would vote for The Greens if a federal election were held now are the most likely to vape, with 14 per cent saying they currently do and 20 per cent saying they formerly did. Conversely, just 7 and 9 per cent of Labor and Coalition voters are current vapers, and 12 and 7 former vapers, respectively (figure 2).

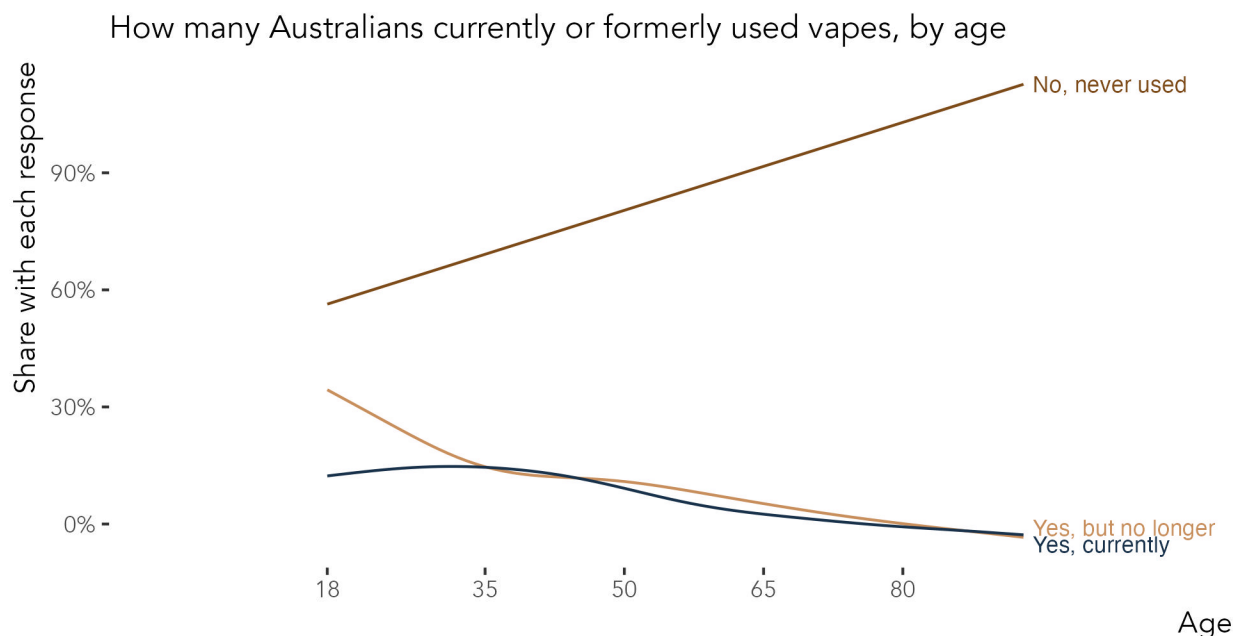


Figure 1: Whether Australians currently or formerly vape, as well as those who have never vaped, by age. Curves were smoothed using generalised additive models.

Those who currently use nicotine vape products report using vapes more frequently than those who say they used to vape but no longer do (see figure 4). Thirty-nine per cent of current vapers report using vape products every day, with the same number reporting using them once a week or more. Twelve per cent say they use them a couple of times per month, 9 per cent say they use them at least once per month or less.

Conversely, among former vapers, 26 per cent say that when they used these products they did so every day, with 19 per cent using them once a week or more, and 16 per cent a couple of times per month. Another 24 per cent used them at least once a month to once a year, while 14 per cent say they only used them once or twice ever.

Figure 5 shows the spend for current users of nicotine vape products. The top plot in this figure shows the distribution of weekly spends. Most spend less than \$30 (the median spend for current vapers), with a small number spending significantly more than this. The long tail of high spenders pushed the mean up considerably higher than the median, at \$50 per week. The spend of those who use nicotine vape products daily was similar to this, but was higher (\$60 per week) among those who vape once a week or more, but less than daily.

Those who use vapes less than weekly spend less, as we might assume; but at \$40 per week it was not substantially less. This may be the result of less frequent users relying more on expensive disposable vape products.

Support for regulation and policy changes

The vast majority of Australians believe that vaping products should only be available through licensed retail outlets and sold to adults, although the share strongly disagreeing with this statement had increased slightly since 2023 and the share strongly agreeing declined (figure 6).

Agreement remains high, however. In the most recent survey, 61 per cent strongly agree that vaping products should only be available to adults through licensed outlets, and 23 per cent agree. Just 3 per cent disagree and 9 per cent strongly disagree (shown in figure 7).

This remains a bipartisan view, with 63 per cent of Labor voters and 87 per cent of both Coalition and Greens supporters agreeing or strongly agreeing with this proposition. Majorities of all major social groups also agreed with it (figure 8).

Australians want stricter regulation, and do not rate government performance well. Just 2 per cent rate the government's performance as very good, and 5 per cent as good. Conversely, 35 per cent rate it as poor, and 32 per cent very poor (see figure 9). This has not changed much over the last several months (figure 10).

Once again, this was a bipartisan view. Just 10 per cent of Labor voters rated government performance in this domain as good or very good, compared with 59 per cent who rate it as poor or very poor. Similarly, 7 per cent of Coalition supporters and 8 per cent of Greens voters rated government performance in this area as good or very good, and 73 and 66 per cent rate it as poor or very poor respectively.

Three quarters (76 per cent) say that if a political party announced they would strictly regulate nicotine vaping products in the same way as alcohol and tobacco (see full question wording below), this would make them more likely to vote for this party, while just 24 per cent would be less likely to do so (figure 13). The share reporting that it would make them more likely to vote for that party has increased since late 2023 (figure 12).

Similarly, 52 per cent strongly agree and 33 per cent agree there should be stronger regulation of nicotine vaping products (figure 19). Just 6 per cent disagree and 3 per cent strongly disagree.

This does not mean that voters want nicotine vape products banned, though. Current users are the most likely to say that a policy announcement of this nature would make them more likely to vote for a party (81 per cent, compared with 75 per cent of those who have never vaped). Similarly, 57 per cent say they believe nicotine vape products should be regulated the same way as alcohol and tobacco, compared with 25 per cent preferring the current regime and 8 per cent something else (see figure 15); and 87 per cent agree vaping products should be taxed the same as alcohol and tobacco, compared to 13 per cent who disagree (figure 17).

Nicotine vapes as medicine

The vast majority of Australians (74 per cent) agree that treating nicotine vapes as a medicine sends the wrong signal they are healthy, that requiring a doctor's appointment to purchase them is not a good use of the healthcare system (71 per cent), and half agree that adults should not need a prescription to purchase vape products if they do not also need one to purchase cigarettes (53 per cent).

Methodology

The fieldwork was conducted between 16 February and 21 February. The sample of N = 1,515 Australian citizens aged 18 and older who were enrolled to vote was recruited over online panel to fill quotas based on age, gender, location (AEC region), education and vote at the 2022 federal election. Rim weighting was used to apply interlocking weights for age, gender, education, religion and location. The efficiency of these weights was 85 per cent, providing an effective sample size of 1283.

Based on this effective sample size, the margin of error (95 per cent confidence interval) for a 50 per cent result on the full sample is ± 2.7 per cent.

This is larger for subsets of the data, such as age or income, and results based on these and similar breakdowns should be interpreted conservatively.

Detailed findings and question wording are contained in the following sections.

Share of Australians who currently or used to vape

Question text

Do you use, or have you ever used, nicotine vaping products?

Single select; random reverse

1. Yes, currently
2. Yes, but no longer
3. No, never used

How many Australians currently or formerly used vapes

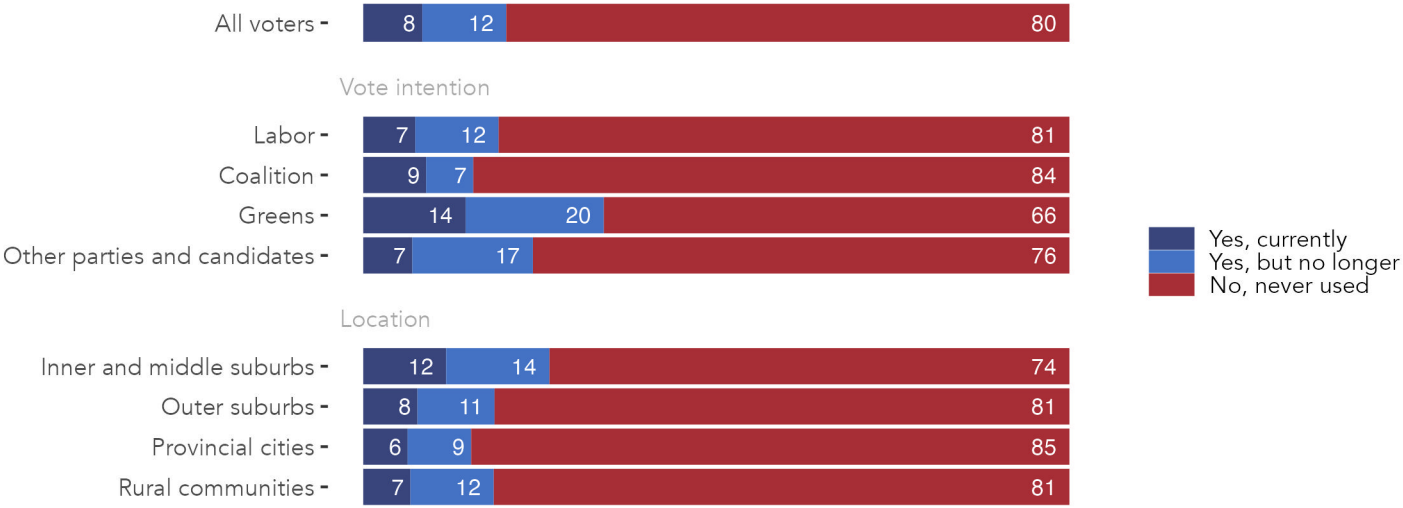


Figure 2: How many Australians currently or formerly used vapes, by vote intention and location.

Table 1: How many Australians currently or formerly used vapes, by vote intention and location.

	Yes, currently	Yes, but no longer	No, never used
All voters	8	12	80
Vote intention			
Labor	7	12	81
Coalition	9	7	84
Greens	14	20	66
Other parties and candidates	7	17	76
Location			
Inner and middle suburbs	12	14	74
Outer suburbs	8	11	81
Provincial cities	6	9	85
Rural communities	7	12	81

How many Australians currently or formerly used vapes

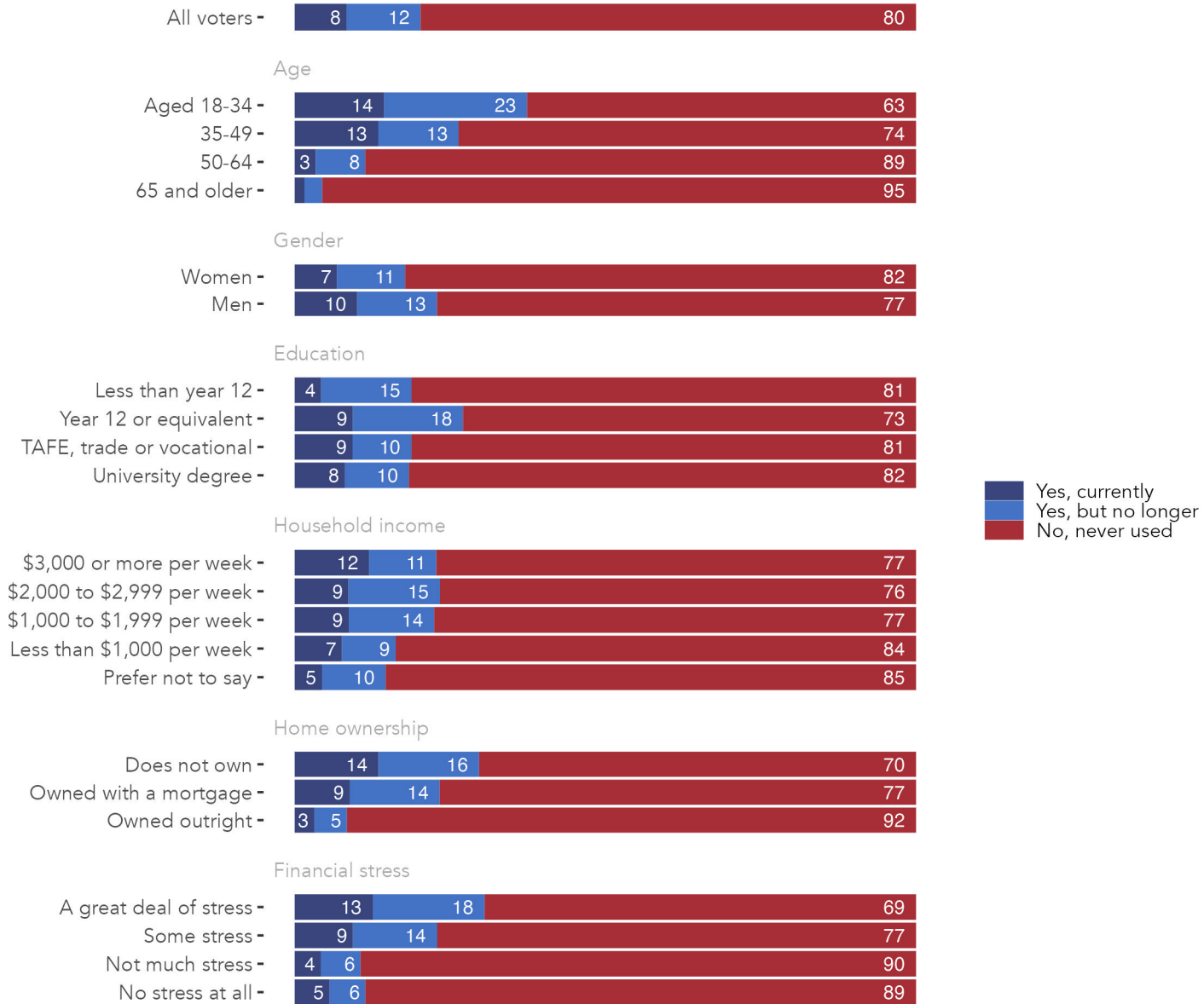


Figure 3: How many Australians currently or formerly used vapes, by demographic characteristics.

Table 2: How many Australians currently or formerly used vapes, by demographic characteristics.

	Yes, currently	Yes, but no longer	No, never used
All voters	8	12	80
Age			
Aged 18-34	14	23	63
35-49	13	13	74
50-64	3	8	89
65 and older	2	3	95
Gender			
Women	7	11	82
Men	10	13	77
Education			
Less than year 12	4	15	81
Year 12 or equivalent	9	18	73
TAFE, trade or vocational	9	10	81
University degree	8	10	82
Household income			
\$3,000 or more per week	12	11	77
\$2,000 to \$2,999 per week	9	15	76
\$1,000 to \$1,999 per week	9	14	77
Less than \$1,000 per week	7	9	84
Prefer not to say	5	10	85
Home ownership			
Does not own	14	16	70
Owned with a mortgage	9	14	77
Owned outright	3	5	92
Financial stress			
A great deal of stress	13	18	69
Some stress	9	14	77
Not much stress	4	6	90
No stress at all	5	6	89

Frequency that current and former vapers used vape products

Question text

Asked if respondent currently vapes

How often do you use nicotine vaping products?

Single select; random reverse

1. Every day
2. Once a week or more
3. A couple of times per month
4. At least once per month
5. A couple of times in the year
6. Just once in the year

Question text

Asked if respondent previously vaped

Before giving up nicotine vaping, how often did you use these products?

Single select; random reverse

1. Every day
2. Once a week or more
3. A couple of times per month
4. At least once per month
5. A couple of times in the year
6. Just once in the year
7. Just once or twice ever

Frequency of usage among current and former vapers

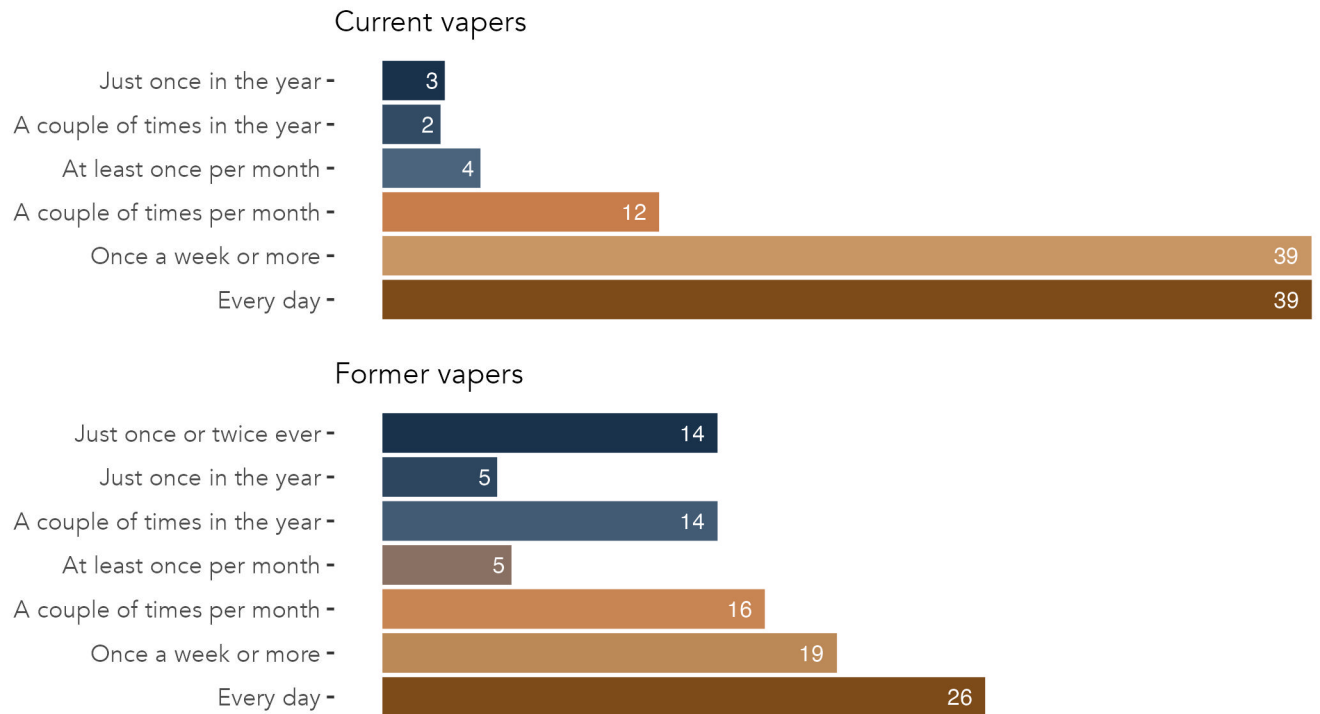


Figure 4: Frequency of vaping among current and former vapers. The sample for current vapers is n=120 and for former vapers n=169.

Weekly spend on nicotine vaping products among current vapers

Question text

On average, how much do you spend per week on products used for vaping, including nicotine, flavours, and all other accessories?

Free text, numbers only; range: 0-1000.

Weekly spend on nicotine vaping products

Distribution of spend

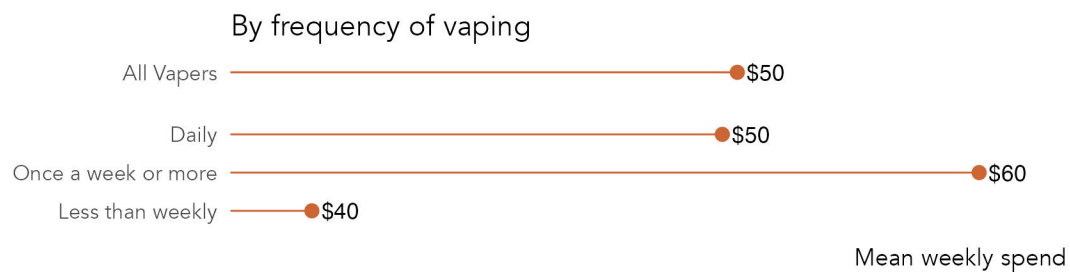
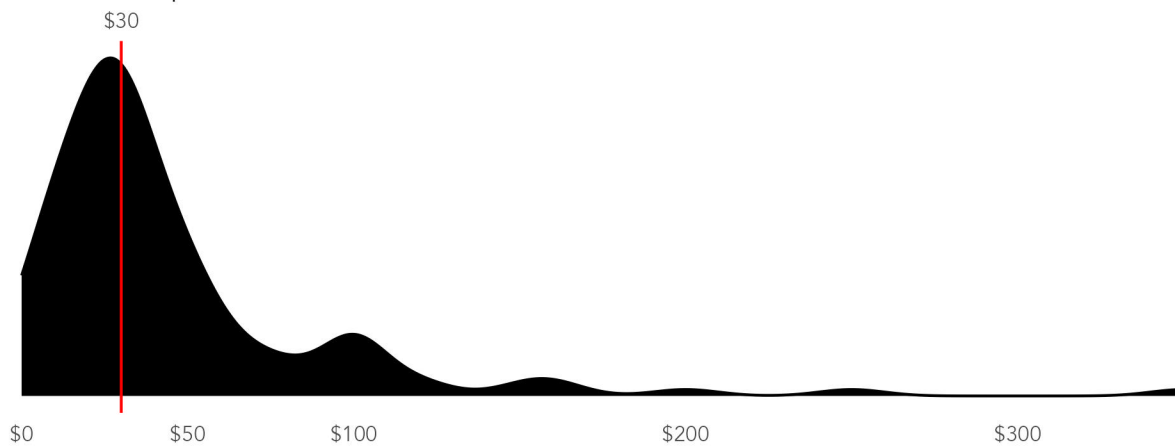


Figure 5: Weekly spend on nicotine vaping products. The top plot shows the distribution of weekly spending on nicotine vape products, with the red vertical line and labelled figure above this the median weekly spend. The figures at the bottom are the mean spends on vaping products by frequency of vaping (the figures are rounded to the nearest 10 dollars). Base is current vapers, n=120.

Nicotine vaping products should only be available through licensed retail outlets to adults

Question text

Do you agree or disagree with the following statement?

Regulated nicotine vaping products should only be available for sale to persons aged 18 and above through licensed retail outlets, the same as alcohol and tobacco products.

Single select; random reverse 1-4

1. Strongly agree
2. Agree
3. Disagree
4. Strongly disagree
5. Don't know

Shift in attitudes between 2023-2024

Nicotine vaping products should only be available through licensed retail outlets to adults

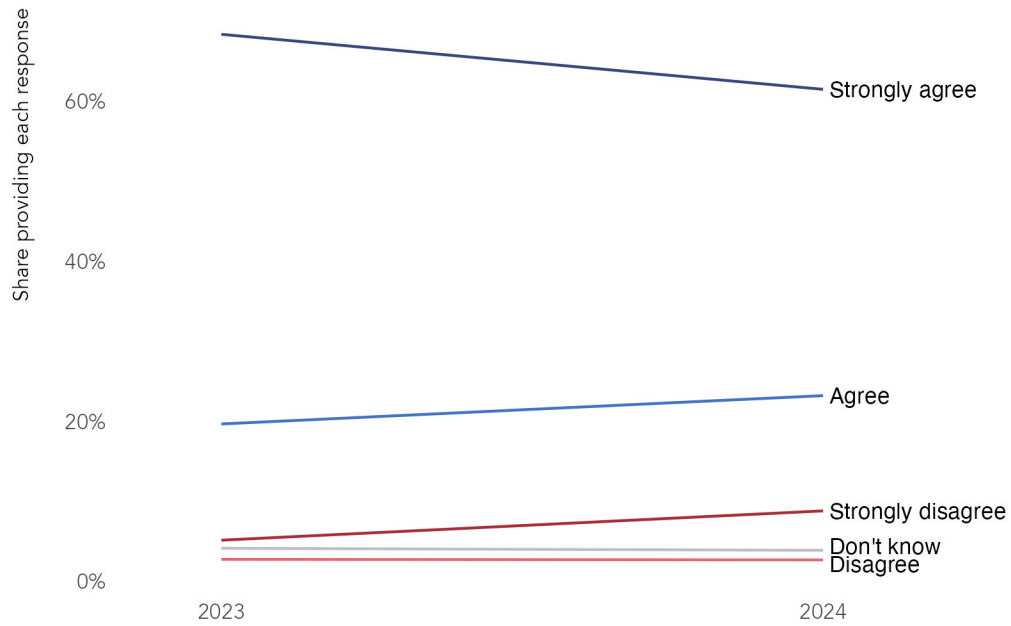


Figure 6: Change in agreement and disagreement with the statement that nicotine vaping products should only be available through licensed retail outlets to adults, between 2023 and 2024.

Nicotine vaping products should only be available through licensed retail outlets to adults

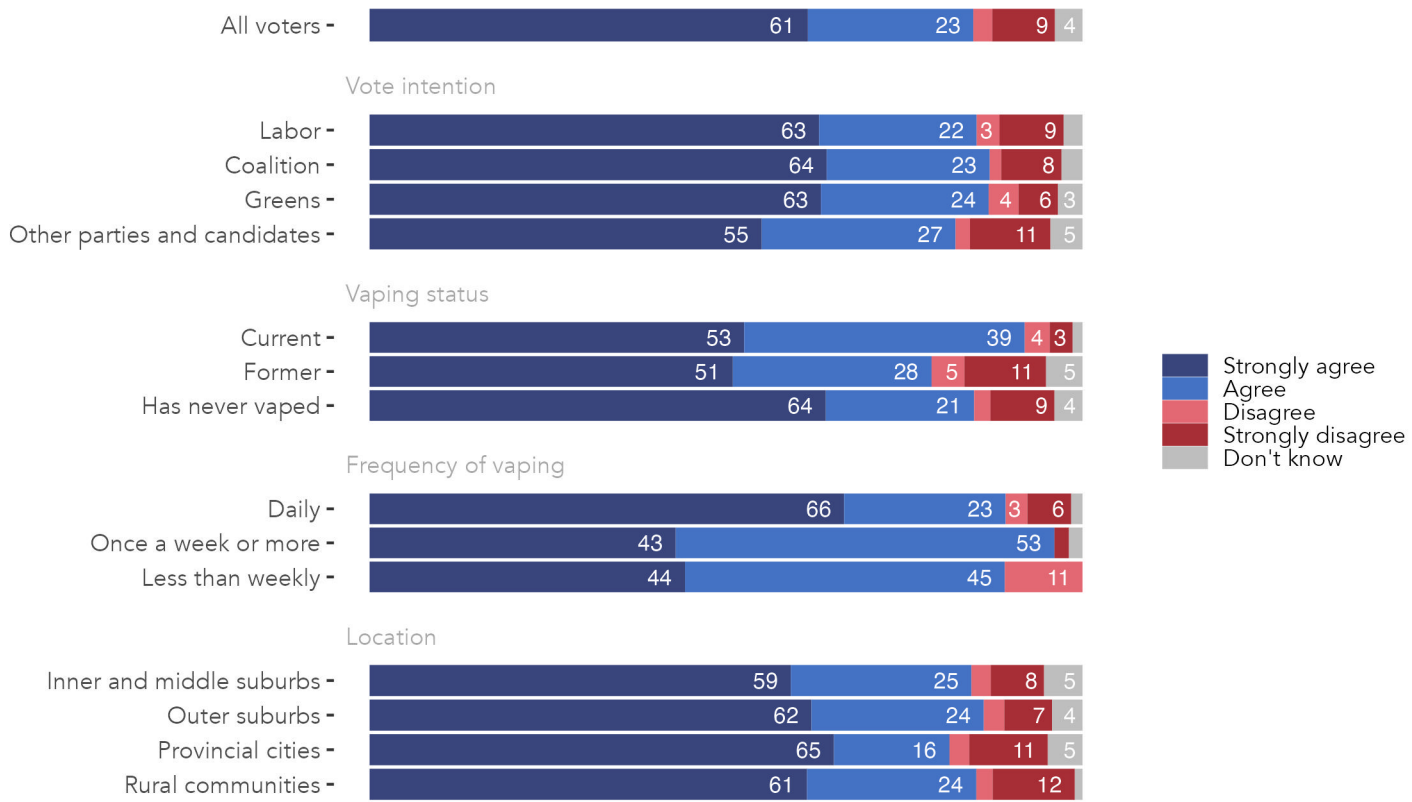


Figure 7: Nicotine vaping products should only be available through licensed retail outlets to adults, by vote intention, vaping status and frequency, and location.

Table 3: Nicotine vaping products should only be available through licensed retail outlets to adults, by vote intention, vaping status and frequency, and location.

	Strongly agree	Agree	Disagree	Strongly disagree	Don't know
All voters	61	23	3	9	4
Vote intention					
Labor	63	22	3	9	3
Coalition	64	23	2	8	3
Greens	63	24	4	6	3
Other parties and candidates	55	27	2	11	5
Vaping status					
Current	53	39	4	3	1
Former	51	28	5	11	5
Has never vaped	64	21	2	9	4
Frequency of vaping					
Daily	66	23	3	6	2
Once a week or more	43	53	0	2	2
Less than weekly	44	45	11	0	0
Location					
Inner and middle suburbs	59	25	3	8	5
Outer suburbs	62	24	3	7	4
Provincial cities	65	16	3	11	5
Rural communities	61	24	2	12	1

Nicotine vaping products should only be available through licensed retail outlets to adults

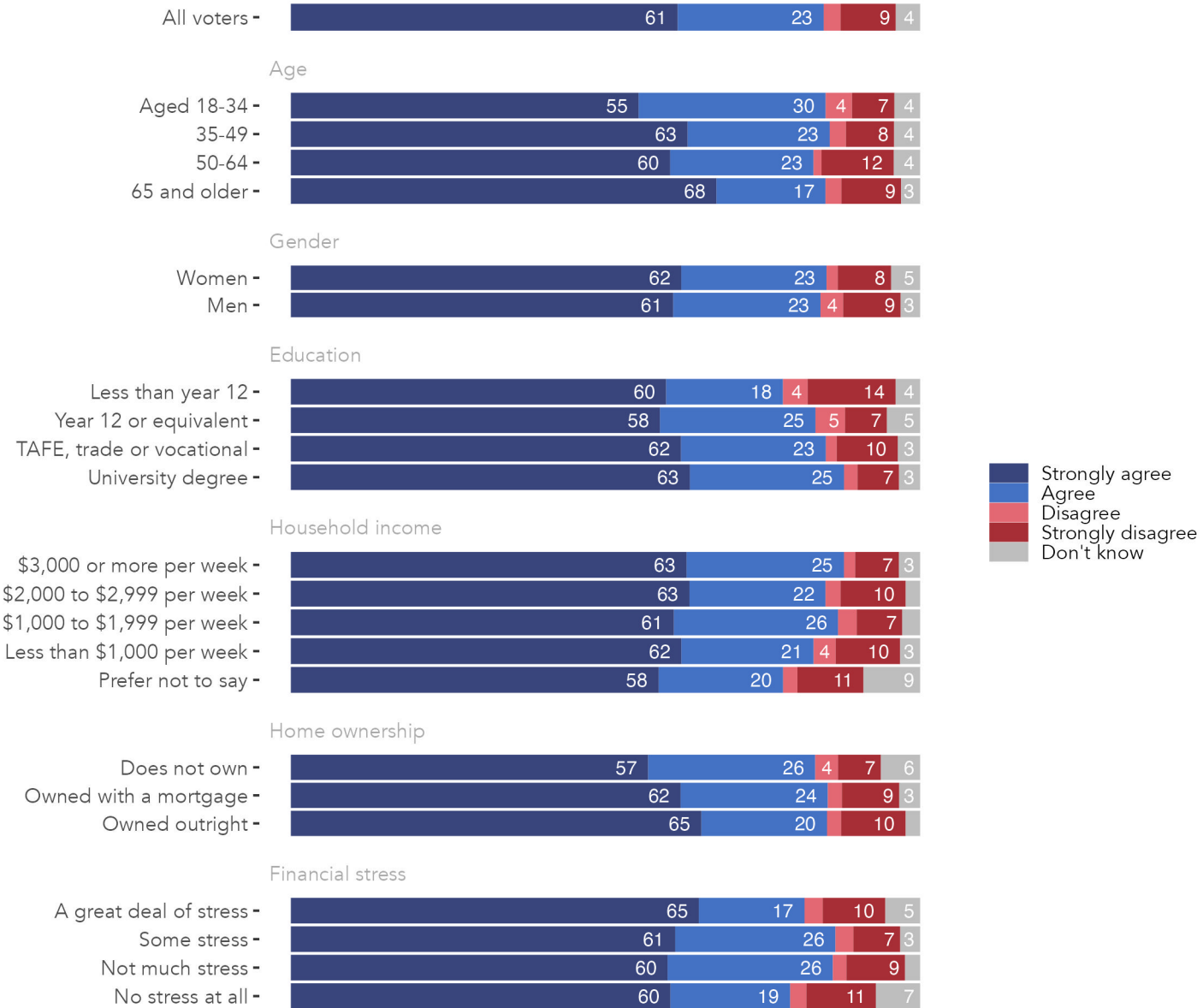


Figure 8: Nicotine vaping products should only be available through licensed retail outlets to adults, by demographic characteristics.

Table 4: Nicotine vaping products should only be available through licensed retail outlets to adults, by demographic characteristics.

	Strongly agree	Agree	Disagree	Strongly disagree	Don't know
All voters	61	23	3	9	4
Age					
Aged 18-34	55	30	4	7	4
35-49	63	23	2	8	4
50-64	60	23	1	12	4
65 and older	68	17	3	9	3
Gender					
Women	62	23	2	8	5
Men	61	23	4	9	3
Education					
Less than year 12	60	18	4	14	4
Year 12 or equivalent	58	25	5	7	5
TAFE, trade or vocational	62	23	2	10	3
University degree	63	25	2	7	3
Household income					
\$3,000 or more per week	63	25	2	7	3
\$2,000 to \$2,999 per week	63	22	3	10	2
\$1,000 to \$1,999 per week	61	26	3	7	3
Less than \$1,000 per week	62	21	4	10	3
Prefer not to say	58	20	2	11	9
Home ownership					
Does not own	57	26	4	7	6
Owned with a mortgage	62	24	2	9	3
Owned outright	65	20	2	10	3
Financial stress					
A great deal of stress	65	17	3	10	5
Some stress	61	26	3	7	3
Not much stress	60	26	2	9	3
No stress at all	60	19	3	11	7

Government performance on the regulation of nicotine vaping products

Question text

How well do you believe governments in Australia are doing managing the regulation of nicotine vaping products?

Has their management been...

Single select; random reverse 1-5

1. Very Good
2. Good
3. Acceptable
4. Poor
5. Very Poor
6. Don't know

Government performance on the regulation of nicotine vaping products

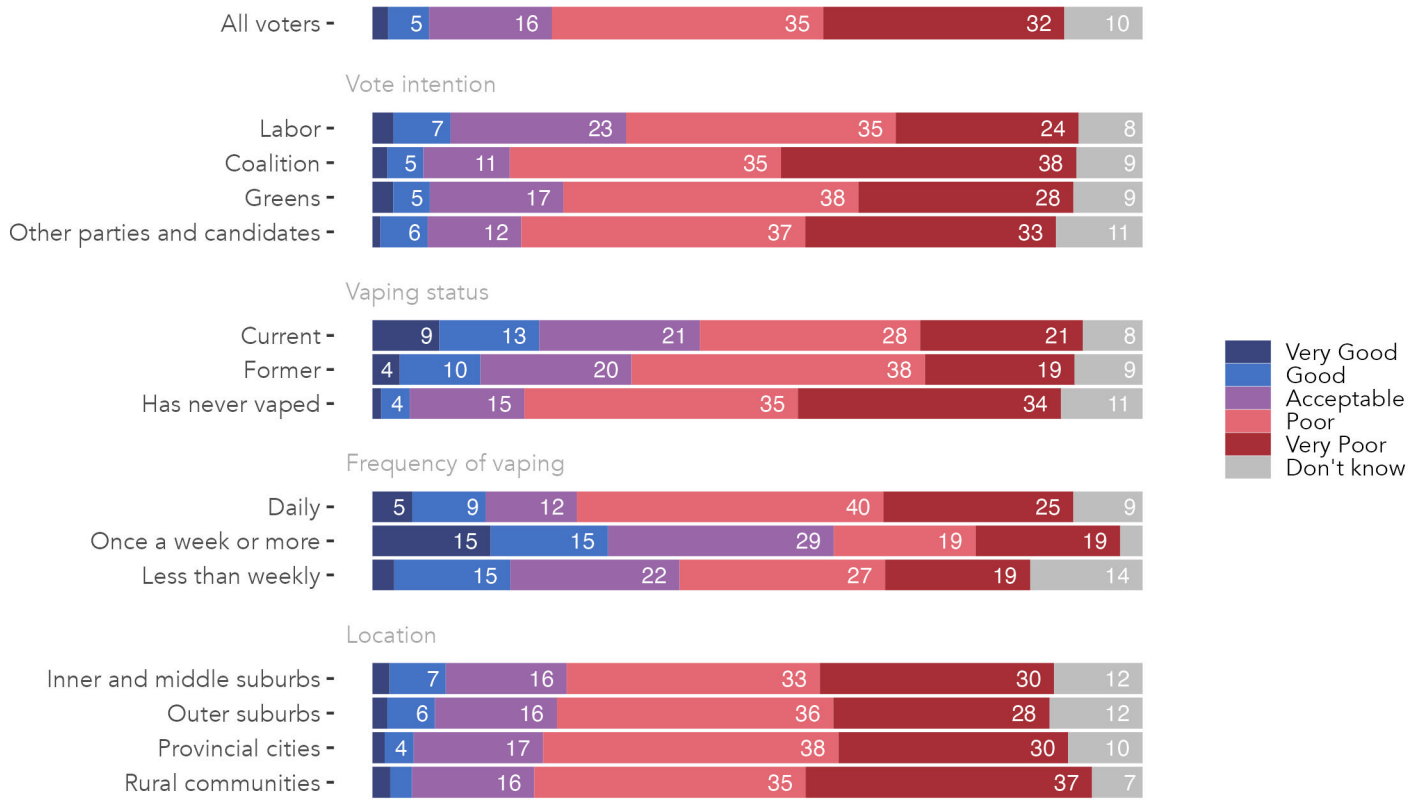


Figure 9: Government performance on the regulation of nicotine vaping products, by vote intention, vaping status and frequency, and location.

Table 5: Government performance on the regulation of nicotine vaping products, by vote intention, vaping status and frequency, and location.

	Very Good	Good	Acceptable	Poor	Very Poor	Don't know
All voters	2	5	16	35	32	10
Vote intention						
Labor	3	7	23	35	24	8
Coalition	2	5	11	35	38	9
Greens	3	5	17	38	28	9
Other parties and candidates	1	6	12	37	33	11
Vaping status						
Current	9	13	21	28	21	8
Former	4	10	20	38	19	9
Has never vaped	1	4	15	35	34	11
Frequency of vaping						
Daily	5	9	12	40	25	9
Once a week or more	15	15	29	19	19	3
Less than weekly	3	15	22	27	19	14
Location						
Inner and middle suburbs	2	7	16	33	30	12
Outer suburbs	2	6	16	36	28	12
Provincial cities	1	4	17	38	30	10
Rural communities	2	3	16	35	37	7

Shift in attitudes between 2023-2024

Government performance on the regulation of nicotine vaping products has been...

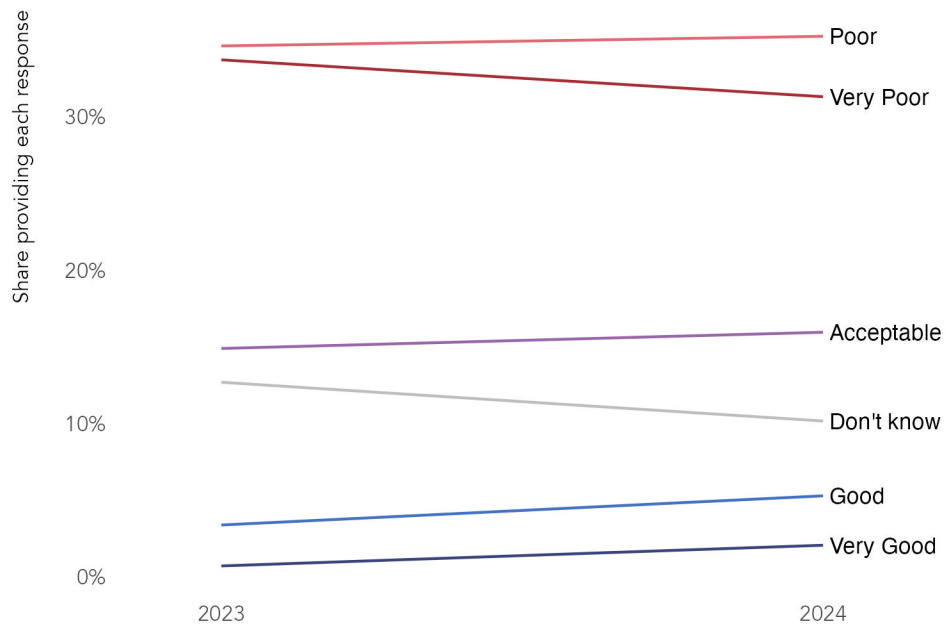


Figure 10: Change in attitudes towards government performance of the regulation of nicotine vaping products between 2023 and 2024.

Government performance on the regulation of nicotine vaping products

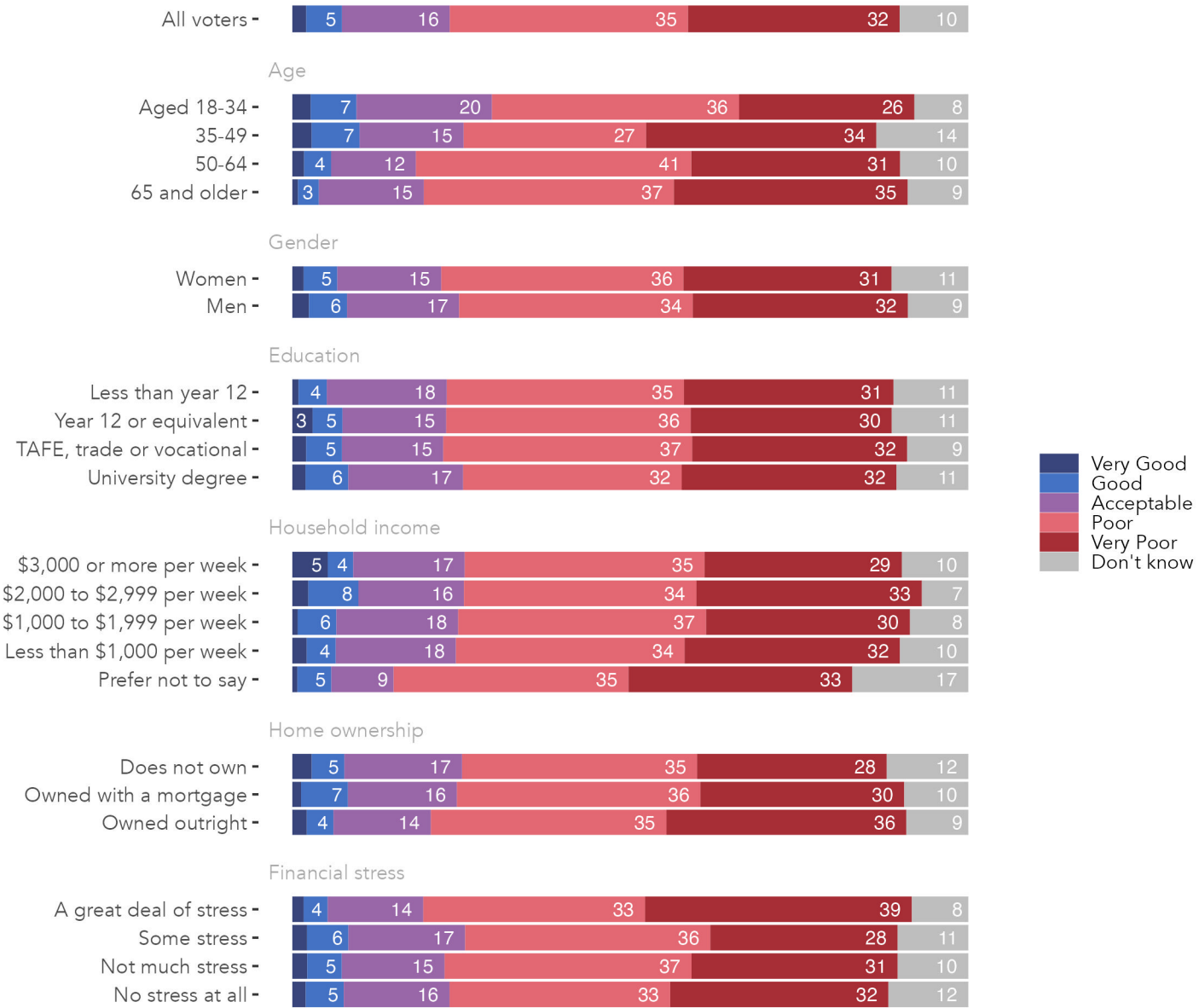


Figure 11: Government performance on the regulation of nicotine vaping products, by demographic characteristics.

Table 6: Government performance on the regulation of nicotine vaping products, by demographic characteristics.

	Very Good	Good	Acceptable	Poor	Very Poor	Don't know
All voters	2	5	16	35	32	10
Age						
Aged 18-34	3	7	20	36	26	8
35-49	3	7	15	27	34	14
50-64	2	4	12	41	31	10
65 and older	1	3	15	37	35	9
Gender						
Women	2	5	15	36	31	11
Men	2	6	17	34	32	9
Education						
Less than year 12	1	4	18	35	31	11
Year 12 or equivalent	3	5	15	36	30	11
TAFE, trade or vocational	2	5	15	37	32	9
University degree	2	6	17	32	32	11
Household income						
\$3,000 or more per week	5	4	17	35	29	10
\$2,000 to \$2,999 per week	2	8	16	34	33	7
\$1,000 to \$1,999 per week	1	6	18	37	30	8
Less than \$1,000 per week	2	4	18	34	32	10
Prefer not to say	1	5	9	35	33	17
Home ownership						
Does not own	3	5	17	35	28	12
Owned with a mortgage	1	7	16	36	30	10
Owned outright	2	4	14	35	36	9
Financial stress						
A great deal of stress	2	4	14	33	39	8
Some stress	2	6	17	36	28	11
Not much stress	2	5	15	37	31	10
No stress at all	2	5	16	33	32	12

Would stricter regulation of nicotine vaping products make you more likely to vote for a party?

Question text

If a political party announced they would strictly regulate nicotine vaping products in the same way as alcohol and tobacco, making sales only available to persons aged 18 and over through licenced retail outlets, how likely would you be to consider this policy in choosing whether to vote for this political party?

Single select; random reverse

1. Very likely
2. Somewhat likely
3. Somewhat unlikely
4. Very unlikely

Shift in attitudes between 2023-2024

Would stricter regulation of nicotine vaping products make you more likely to vote for a party

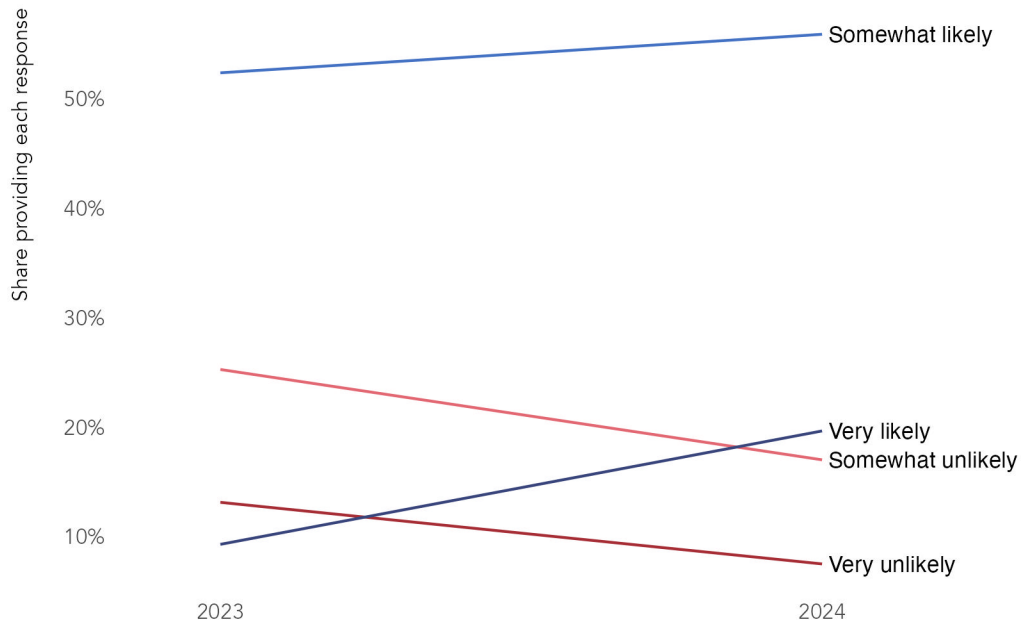


Figure 12: Change in share saying stricter regulation of nicotine vaping products would make voters more likely to support a party, between 2023 and 2024.

Would stricter regulation of nicotine vaping products make you more likely to vote for a party

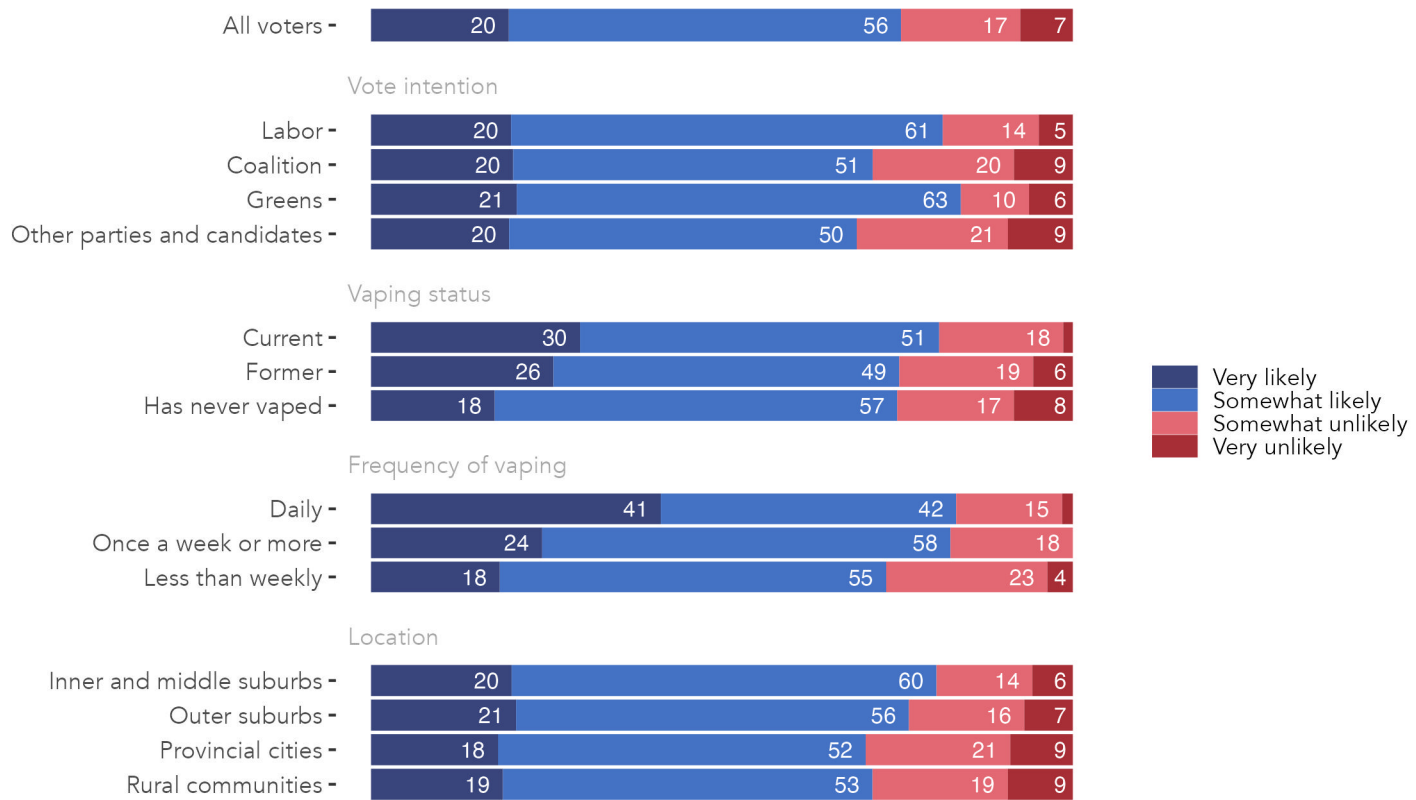


Figure 13: Would stricter regulation of nicotine vaping products make you more likely to vote for a party, by vote intention, vaping status and frequency, and location.

Table 7: Would stricter regulation of nicotine vaping products make you more likely to vote for a party, by vote intention, vaping status and frequency, and location.

	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely
All voters	20	56	17	7
Vote intention				
Labor	20	61	14	5
Coalition	20	51	20	9
Greens	21	63	10	6
Other parties and candidates	20	50	21	9
Vaping status				
Current	30	51	18	1
Former	26	49	19	6
Has never vaped	18	57	17	8
Frequency of vaping				
Daily	41	42	15	2
Once a week or more	24	58	18	0
Less than weekly	18	55	23	4
Location				
Inner and middle suburbs	20	60	14	6
Outer suburbs	21	56	16	7
Provincial cities	18	52	21	9
Rural communities	19	53	19	9

Would stricter regulation of nicotine vaping products make you more likely to vote for a party

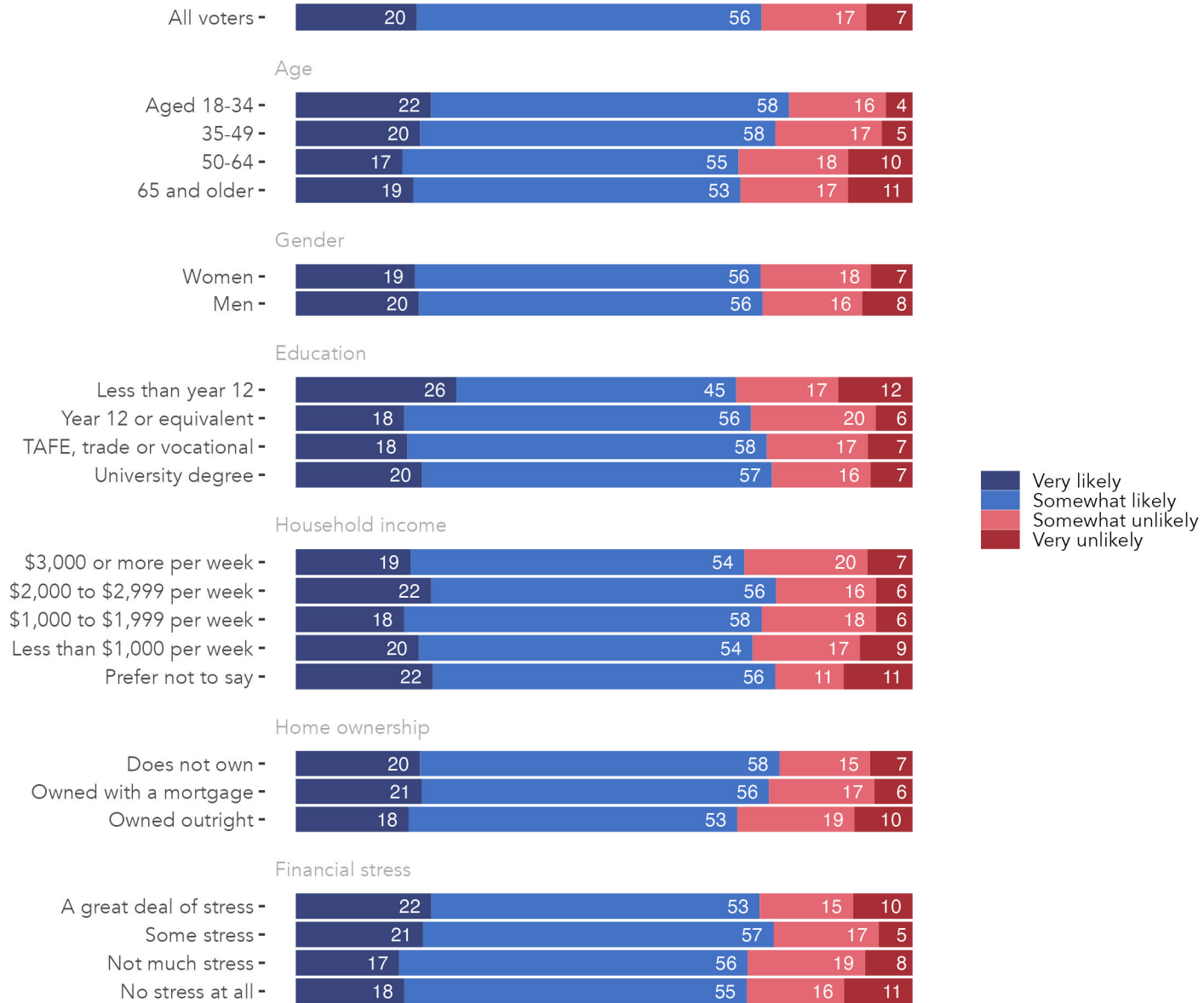


Figure 14: Would stricter regulation of nicotine vaping products make you more likely to vote for a party, by demographic characteristics.

Table 8: Would stricter regulation of nicotine vaping products make you more likely to vote for a party, by demographic characteristics.

	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely
All voters	20	56	17	7
Age				
Aged 18-34	22	58	16	4
35-49	20	58	17	5
50-64	17	55	18	10
65 and older	19	53	17	11
Gender				
Women	19	56	18	7
Men	20	56	16	8
Education				
Less than year 12	26	45	17	12
Year 12 or equivalent	18	56	20	6
TAFE, trade or vocational	18	58	17	7
University degree	20	57	16	7
Household income				
\$3,000 or more per week	19	54	20	7
\$2,000 to \$2,999 per week	22	56	16	6
\$1,000 to \$1,999 per week	18	58	18	6
Less than \$1,000 per week	20	54	17	9
Prefer not to say	22	56	11	11
Home ownership				
Does not own	20	58	15	7
Owned with a mortgage	21	56	17	6
Owned outright	18	53	19	10
Financial stress				
A great deal of stress	22	53	15	10
Some stress	21	57	17	5
Not much stress	17	56	19	8
No stress at all	18	55	16	11

How should the Government proceed with nicotine vaping product regulation?

Question text

Currently, adults can only legally buy nicotine vaping products as a medicine with a prescription. The retail sale of nicotine vaping products outside of a pharmacy with a prescription has always been banned in Australia.

Despite these restrictions, the National Illicit Drug Reporting System survey has found only 3% of vapers have a nicotine prescription, with 97% of nicotine vapers purchasing illegally.

It has been suggested the Government needs to do more to address the illegal market for nicotine vapes.

Which of the following is closest to your own views?

Single select; random reverse 1-2

1. Maintain current medical prescription arrangements and increase Government spending on enforcement
2. Regulate nicotine vaping products in the same way as alcohol and tobacco to allow adults to lawfully purchase from licensed retailers while restricting youth purchase
3. Neither of these
4. Don't know

How should the Government proceed with nicotine vaping product regulation

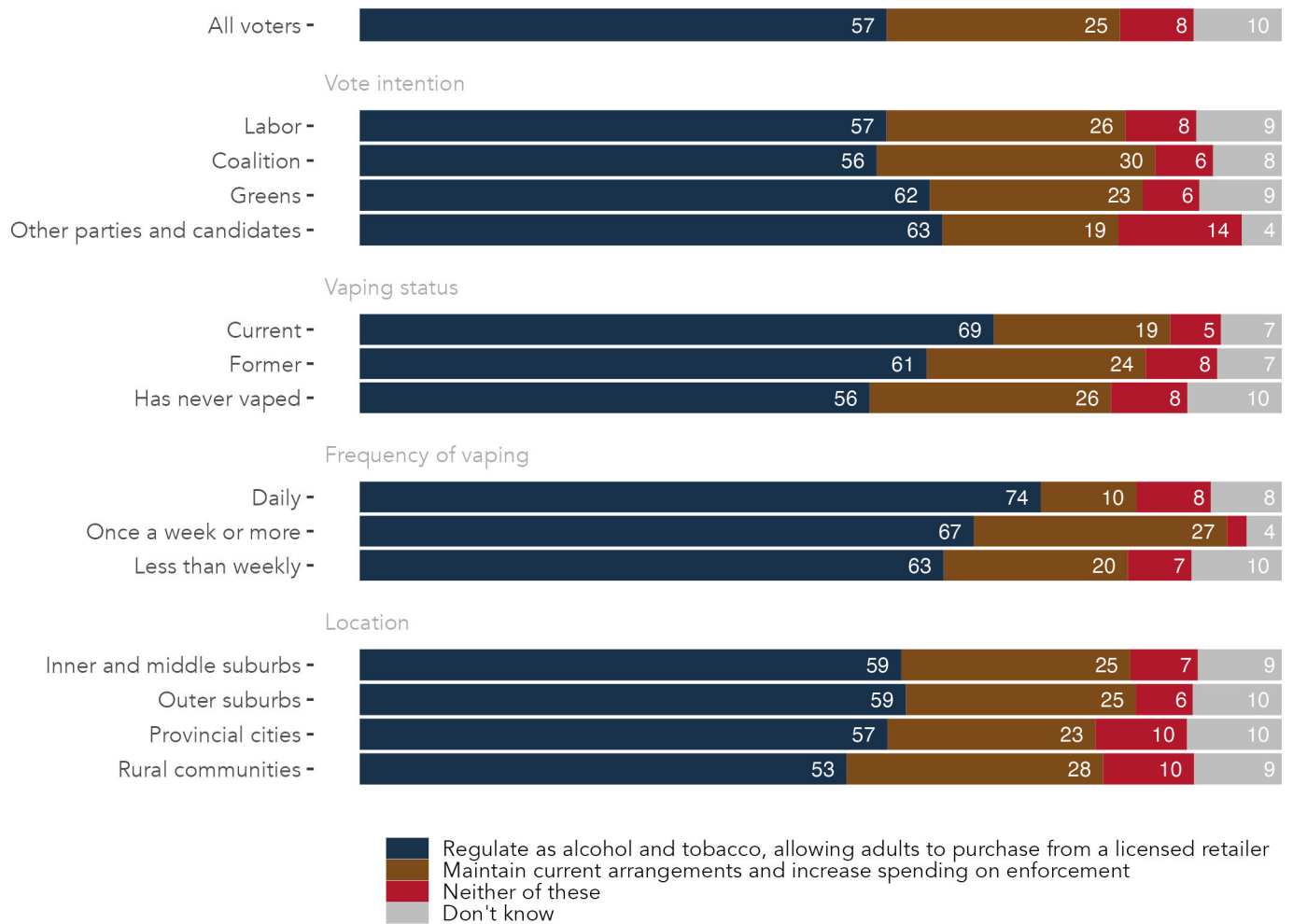


Figure 15: How should the Government proceed with nicotine vaping product regulation, by vote intention, vaping status and frequency, and location.

Table 9: How should the Government proceed with nicotine vaping product regulation, by vote intention, vaping status and frequency, and location.

	Regulate as alcohol and tobacco, allowing adults to purchase from a licensed retailer	Maintain current arrangements and increase spending on enforcement	Neither of these	Don't know
All voters	57	25	8	10
Vote intention				
Labor	57	26	8	9
Coalition	56	30	6	8
Greens	62	23	6	9
Other parties and candidates	63	19	14	4
Vaping status				
Current	69	19	5	7
Former	61	24	8	7
Has never vaped	56	26	8	10
Frequency of vaping				
Daily	74	10	8	8
Once a week or more	67	27	2	4
Less than weekly	63	20	7	10
Location				
Inner and middle suburbs	59	25	7	9
Outer suburbs	59	25	6	10
Provincial cities	57	23	10	10
Rural communities	53	28	10	9

How should the Government proceed with nicotine vaping product regulation

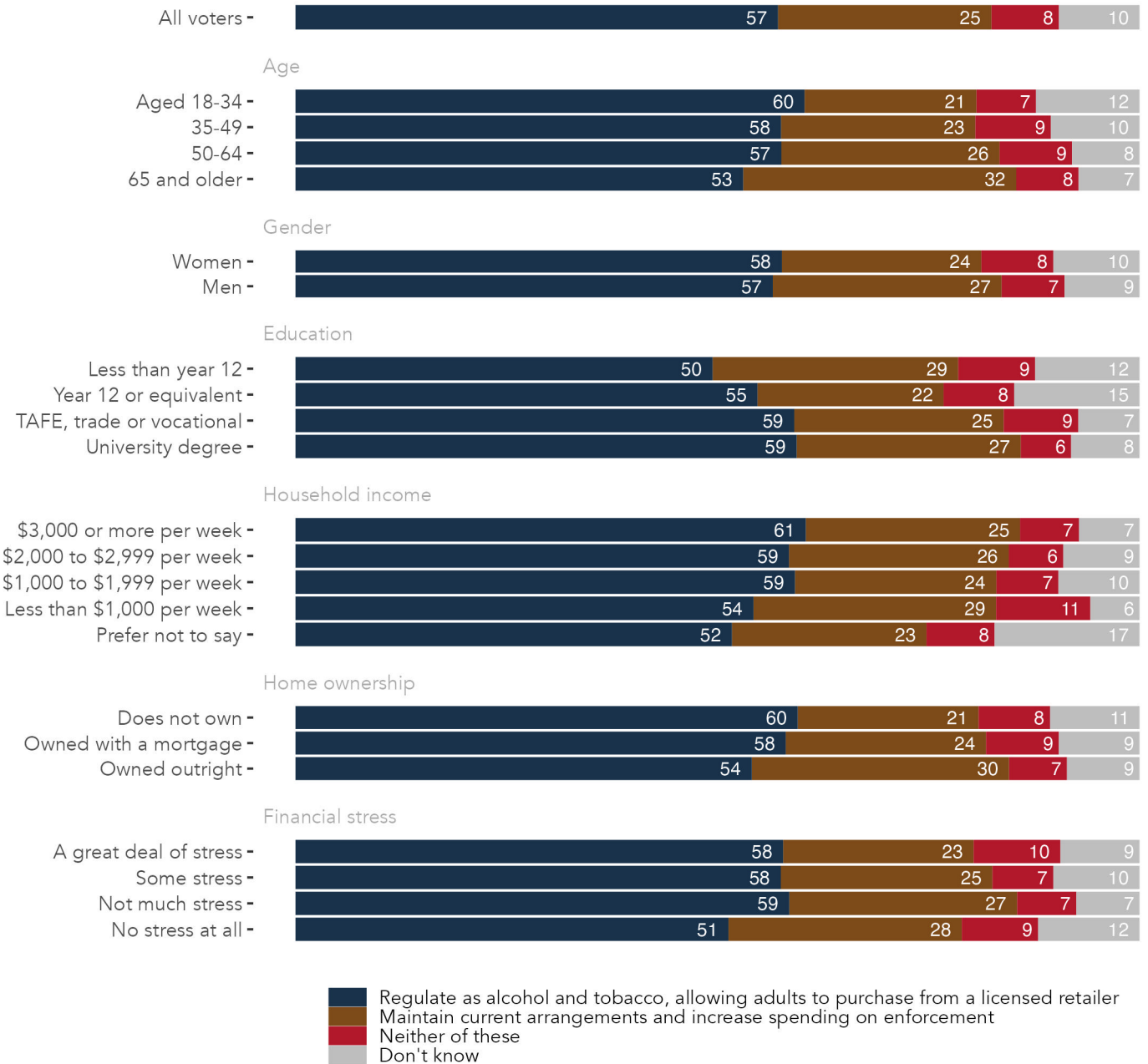


Figure 16: How should the Government proceed with nicotine vaping product regulation, by demographic characteristics.

Table 10: How should the Government proceed with nicotine vaping product regulation, by demographic characteristics.

	Regulate as alcohol and tobacco, allowing adults to purchase from a licensed retailer	Maintain current arrangements and increase spending on enforcement	Neither of these	Don't know
All voters	57	25	8	10
Age				
Aged 18-34	60	21	7	12
35-49	58	23	9	10
50-64	57	26	9	8
65 and older	53	32	8	7
Gender				
Women	58	24	8	10
Men	57	27	7	9
Education				
Less than year 12	50	29	9	12
Year 12 or equivalent	55	22	8	15
TAFE, trade or vocational	59	25	9	7
University degree	59	27	6	8
Household income				
\$3,000 or more per week	61	25	7	7
\$2,000 to \$2,999 per week	59	26	6	9
\$1,000 to \$1,999 per week	59	24	7	10
Less than \$1,000 per week	54	29	11	6
Prefer not to say	52	23	8	17
Home ownership				
Does not own	60	21	8	11
Owned with a mortgage	58	24	9	9
Owned outright	54	30	7	9
Financial stress				
A great deal of stress	58	23	10	9
Some stress	58	25	7	10
Not much stress	59	27	7	7
No stress at all	51	28	9	12

Support for a tax on nicotine vaping products

Question text

Unlike alcohol and tobacco, legal nicotine vaping products currently have no tax or GST applied to them.

If nicotine vapes were regulated in the same way as alcohol and tobacco, would you support or oppose a tax of between 10-20% being applied to nicotine vaping products to help fund the healthcare system and youth vaping prevention programs?

Single select; random reverse

1. Strongly support
2. Support
3. Oppose
4. Strongly oppose

Support for a tax on nicotine vaping products

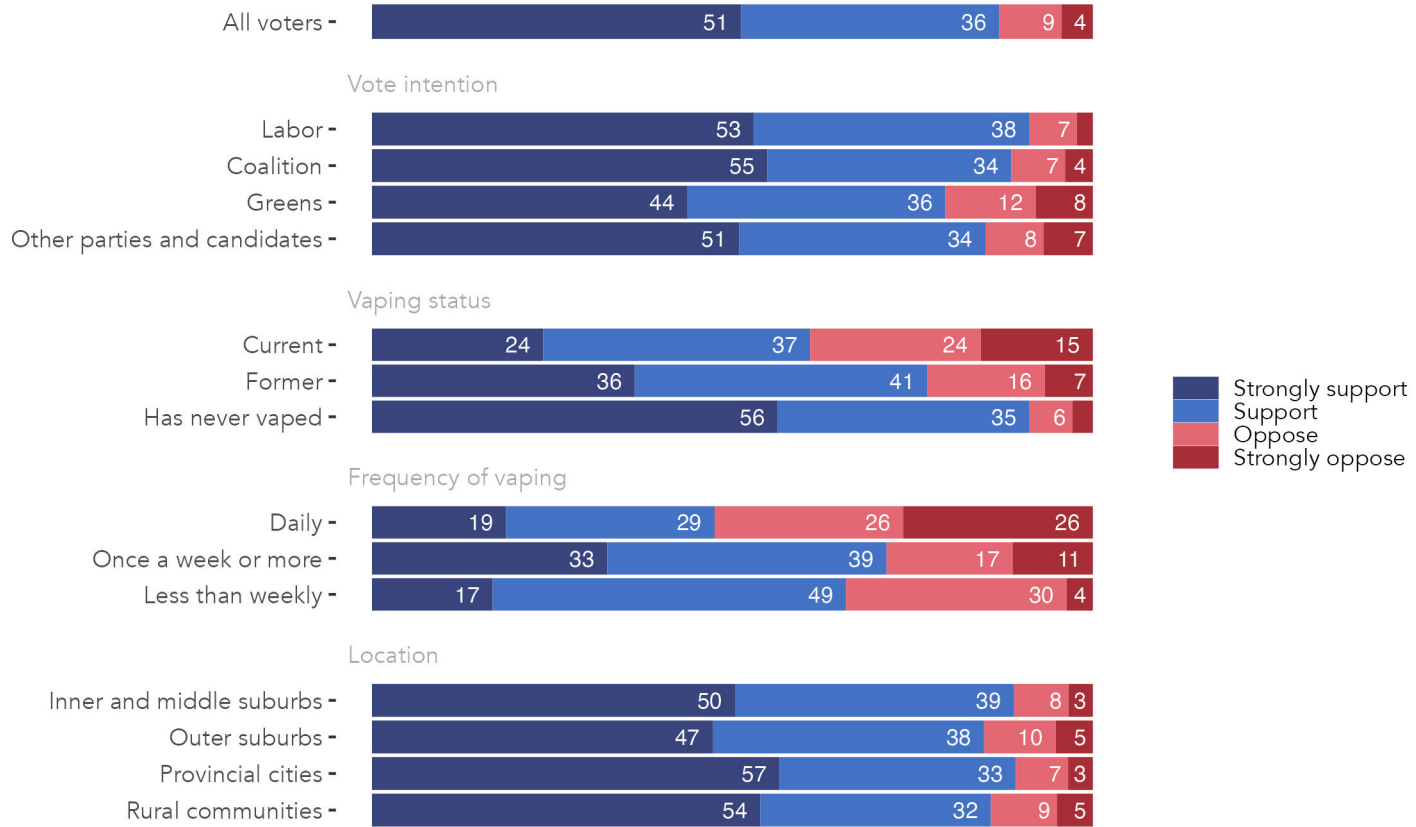


Figure 17: Support for a tax on nicotine vaping products , by vote intention, vaping status and frequency, and location.

Table 11: Support for a tax on nicotine vaping products , by vote intention, vaping status and frequency, and location.

	Strongly support	Support	Oppose	Strongly oppose
All voters	51	36	9	4
Vote intention				
Labor	53	38	7	2
Coalition	55	34	7	4
Greens	44	36	12	8
Other parties and candidates	51	34	8	7
Vaping status				
Current	24	37	24	15
Former	36	41	16	7
Has never vaped	56	35	6	3
Frequency of vaping				
Daily	19	29	26	26
Once a week or more	33	39	17	11
Less than weekly	17	49	30	4
Location				
Inner and middle suburbs	50	39	8	3
Outer suburbs	47	38	10	5
Provincial cities	57	33	7	3
Rural communities	54	32	9	5

Support for a tax on nicotine vaping products

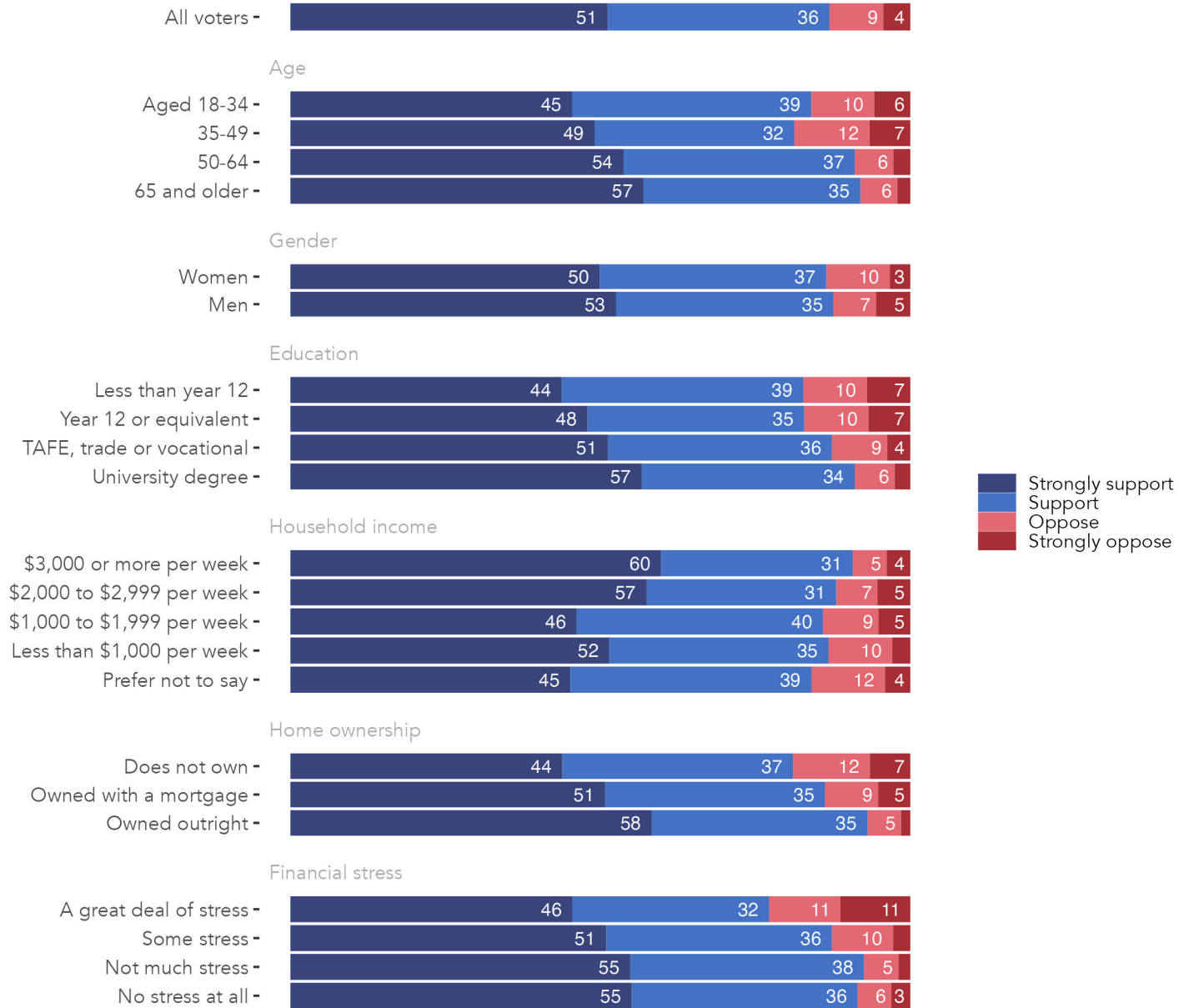


Figure 18: Support for a tax on nicotine vaping products , by demographic characteristics.

Table 12: Support for a tax on nicotine vaping products , by demographic characteristics.

	Strongly support	Support	Oppose	Strongly oppose
All voters	51	36	9	4
Age				
Aged 18-34	45	39	10	6
35-49	49	32	12	7
50-64	54	37	6	3
65 and older	57	35	6	2
Gender				
Women	50	37	10	3
Men	53	35	7	5
Education				
Less than year 12	44	39	10	7
Year 12 or equivalent	48	35	10	7
TAFE, trade or vocational	51	36	9	4
University degree	57	34	6	3
Household income				
\$3,000 or more per week	60	31	5	4
\$2,000 to \$2,999 per week	57	31	7	5
\$1,000 to \$1,999 per week	46	40	9	5
Less than \$1,000 per week	52	35	10	3
Prefer not to say	45	39	12	4
Home ownership				
Does not own	44	37	12	7
Owned with a mortgage	51	35	9	5
Owned outright	58	35	5	2
Financial stress				
A great deal of stress	46	32	11	11
Some stress	51	36	10	3
Not much stress	55	38	5	2
No stress at all	55	36	6	3

Perceptions of vaping as a prescription-only medicine

Question text

Thinking again of the existing laws that regulate nicotine vapes as a prescription-only medicine...

Do you agree or disagree with the following statements?

Carousel; Single select Questions; randomise

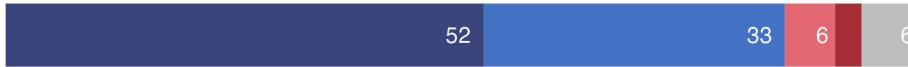
- A. Treating nicotine vapes as a medicine sends the wrong signal that these products are healthy
- B. Requiring doctors' appointments to purchase nicotine vapes is not a good use of Australia's healthcare system
- C. If adults don't require a medical prescription to buy cigarettes, they shouldn't need one to buy vapes
- D. There should be stronger regulation of nicotine vaping products

Single select; random reverse 1-4

- 1. Strongly agree
- 2. Agree
- 3. Disagree
- 4. Strongly disagree
- 5. Not sure

Do you agree or disagree with the following statements?

There should be stronger regulation of nicotine vaping products



Treating nicotine vapes as a medicine sends the wrong signal that these products are healthy



Requiring doctors' appointments to purchase nicotine vapes is not a good use of Australia's healthcare system



If adults don't require a medical prescription to buy cigarettes, they shouldn't need one to buy vapes



Figure 19: Perceptions of vaping as a prescription-only medicine.

Treating nicotine vapes as a medicine sends the wrong signal that these products are healthy

Treating nicotine vapes as a medicine sends the wrong signal that these products are healthy

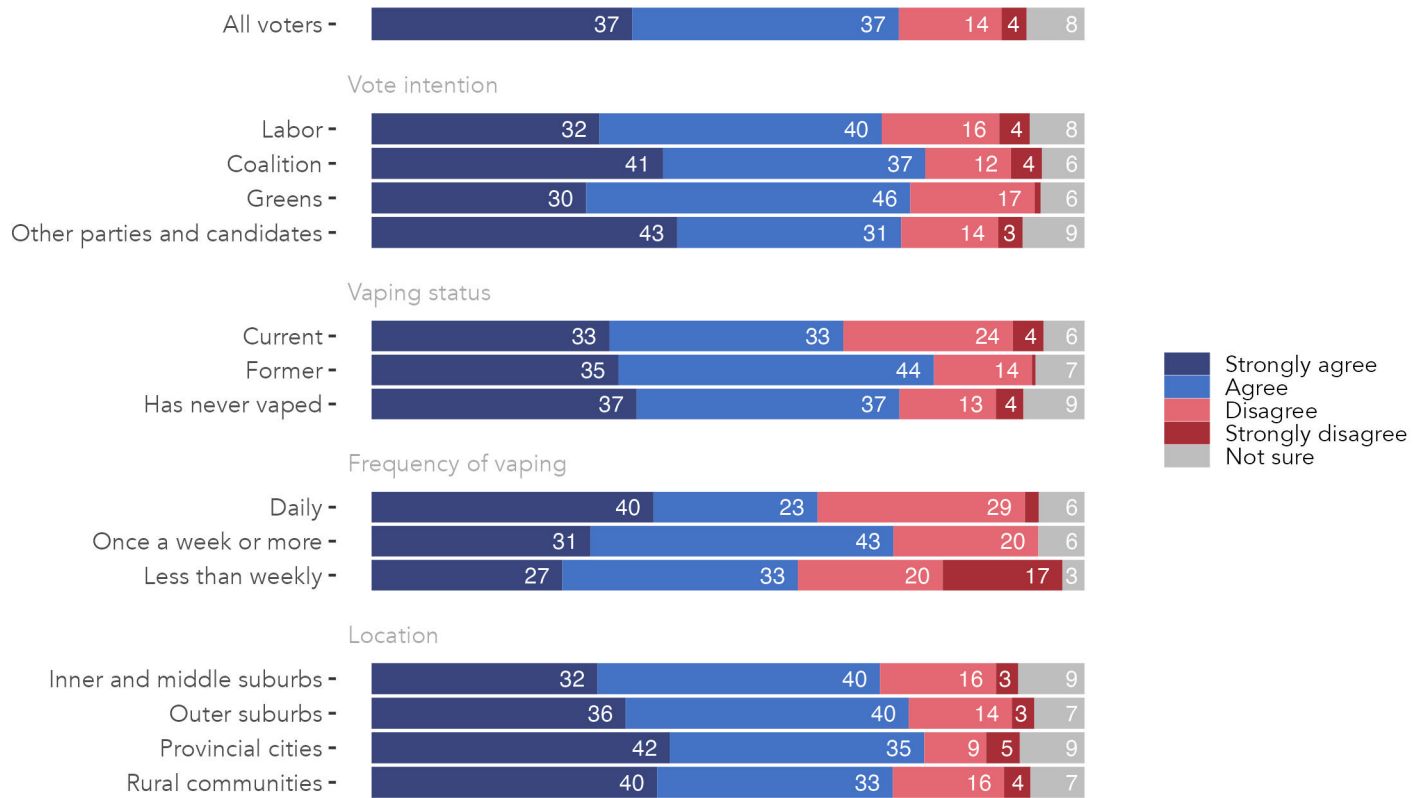


Figure 20: Treating nicotine vapes as a medicine sends the wrong signal that these products are healthy, by vote intention, vaping status and frequency, and location.

Table 13: Treating nicotine vapes as a medicine sends the wrong signal that these products are healthy, by vote intention, vaping status and frequency, and location.

	Strongly agree	Agree	Disagree	Strongly disagree	Not sure
All voters	37	37	14	4	8
Vote intention					
Labor	32	40	16	4	8
Coalition	41	37	12	4	6
Greens	30	46	17	1	6
Other parties and candidates	43	31	14	3	9
Vaping status					
Current	33	33	24	4	6
Former	35	44	14	0	7
Has never vaped	37	37	13	4	9
Frequency of vaping					
Daily	40	23	29	2	6
Once a week or more	31	43	20	0	6
Less than weekly	27	33	20	17	3
Location					
Inner and middle suburbs	32	40	16	3	9
Outer suburbs	36	40	14	3	7
Provincial cities	42	35	9	5	9
Rural communities	40	33	16	4	7

Treating nicotine vapes as a medicine sends the wrong signal that these products are healthy

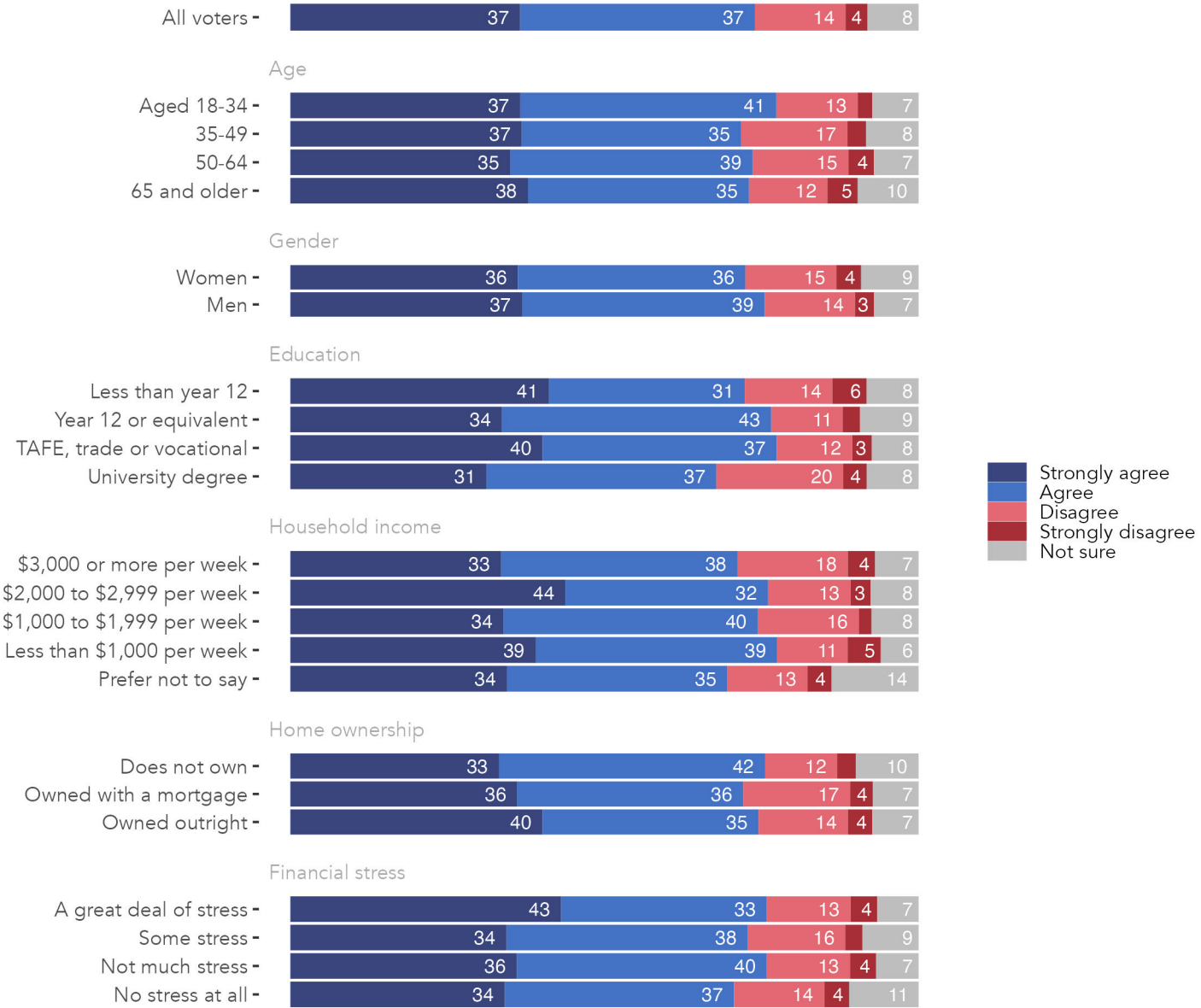


Figure 21: Treating nicotine vapes as a medicine sends the wrong signal that these products are healthy, by demographic characteristics.

Table 14: Treating nicotine vapes as a medicine sends the wrong signal that these products are healthy, by demographic characteristics.

	Strongly agree	Agree	Disagree	Strongly disagree	Not sure
All voters	37	37	14	4	8
Age					
Aged 18-34	37	41	13	2	7
35-49	37	35	17	3	8
50-64	35	39	15	4	7
65 and older	38	35	12	5	10
Gender					
Women	36	36	15	4	9
Men	37	39	14	3	7
Education					
Less than year 12	41	31	14	6	8
Year 12 or equivalent	34	43	11	3	9
TAFE, trade or vocational	40	37	12	3	8
University degree	31	37	20	4	8
Household income					
\$3,000 or more per week	33	38	18	4	7
\$2,000 to \$2,999 per week	44	32	13	3	8
\$1,000 to \$1,999 per week	34	40	16	2	8
Less than \$1,000 per week	39	39	11	5	6
Prefer not to say	34	35	13	4	14
Home ownership					
Does not own	33	42	12	3	10
Owned with a mortgage	36	36	17	4	7
Owned outright	40	35	14	4	7
Financial stress					
A great deal of stress	43	33	13	4	7
Some stress	34	38	16	3	9
Not much stress	36	40	13	4	7
No stress at all	34	37	14	4	11

Requiring doctors' appointments to purchase nicotine vapes is not a good use of Australia's healthcare system

Requiring doctors' appointments to purchase nicotine vapes is not a good use of Australia's healthcare system

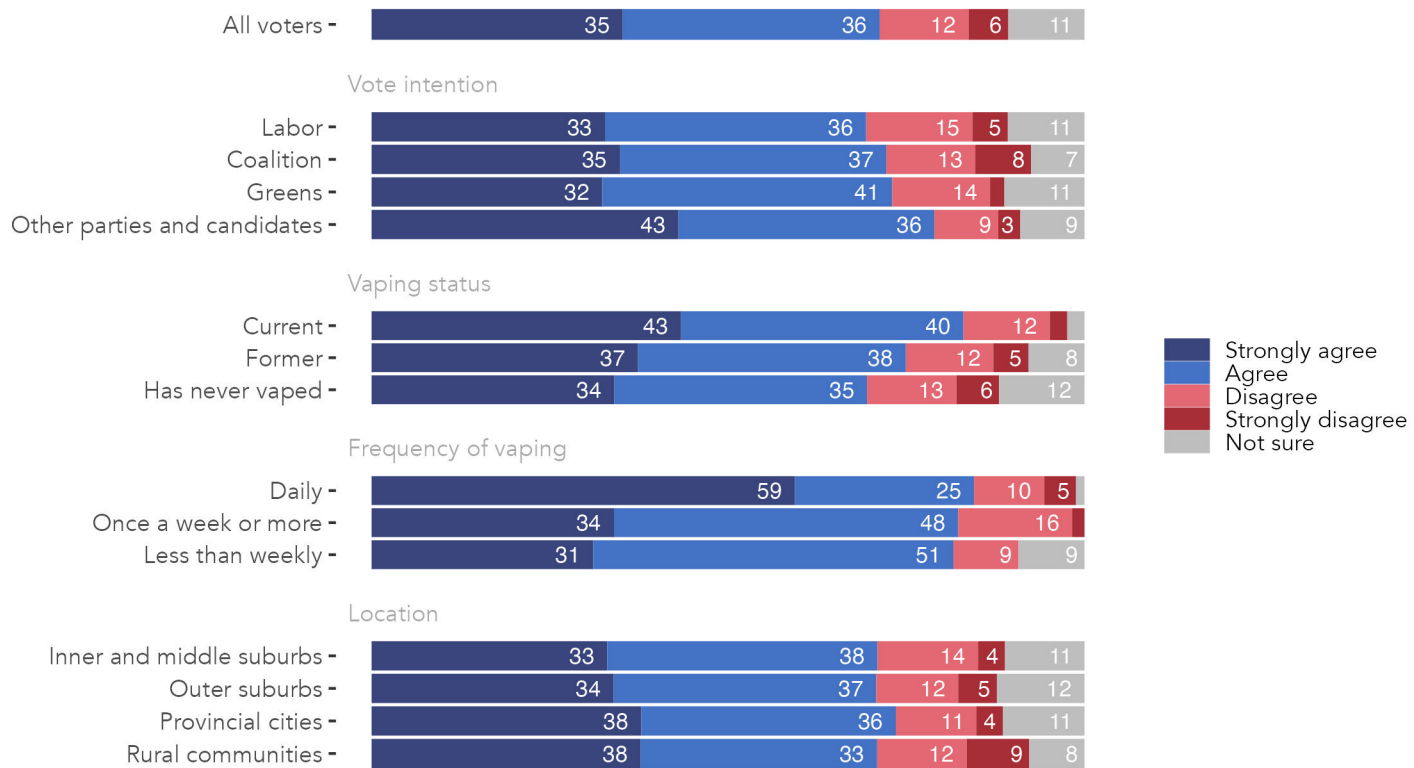


Figure 22: Requiring doctors' appointments to purchase nicotine vapes is not a good use of Australia's healthcare system, by vote intention, vaping status and frequency, and location.

Table 15: Requiring doctors' appointments to purchase nicotine vapes is not a good use of Australia's healthcare system, by vote intention, vaping status and frequency, and location.

	Strongly agree	Agree	Disagree	Strongly disagree	Not sure
All voters	35	36	12	6	11
Vote intention					
Labor	33	36	15	5	11
Coalition	35	37	13	8	7
Greens	32	41	14	2	11
Other parties and candidates	43	36	9	3	9
Vaping status					
Current	43	40	12	3	2
Former	37	38	12	5	8
Has never vaped	34	35	13	6	12
Frequency of vaping					
Daily	59	25	10	5	1
Once a week or more	34	48	16	2	0
Less than weekly	31	51	9	0	9
Location					
Inner and middle suburbs	33	38	14	4	11
Outer suburbs	34	37	12	5	12
Provincial cities	38	36	11	4	11
Rural communities	38	33	12	9	8

Requiring doctors' appointments to purchase nicotine vapes is not a good use of Australia's healthcare system

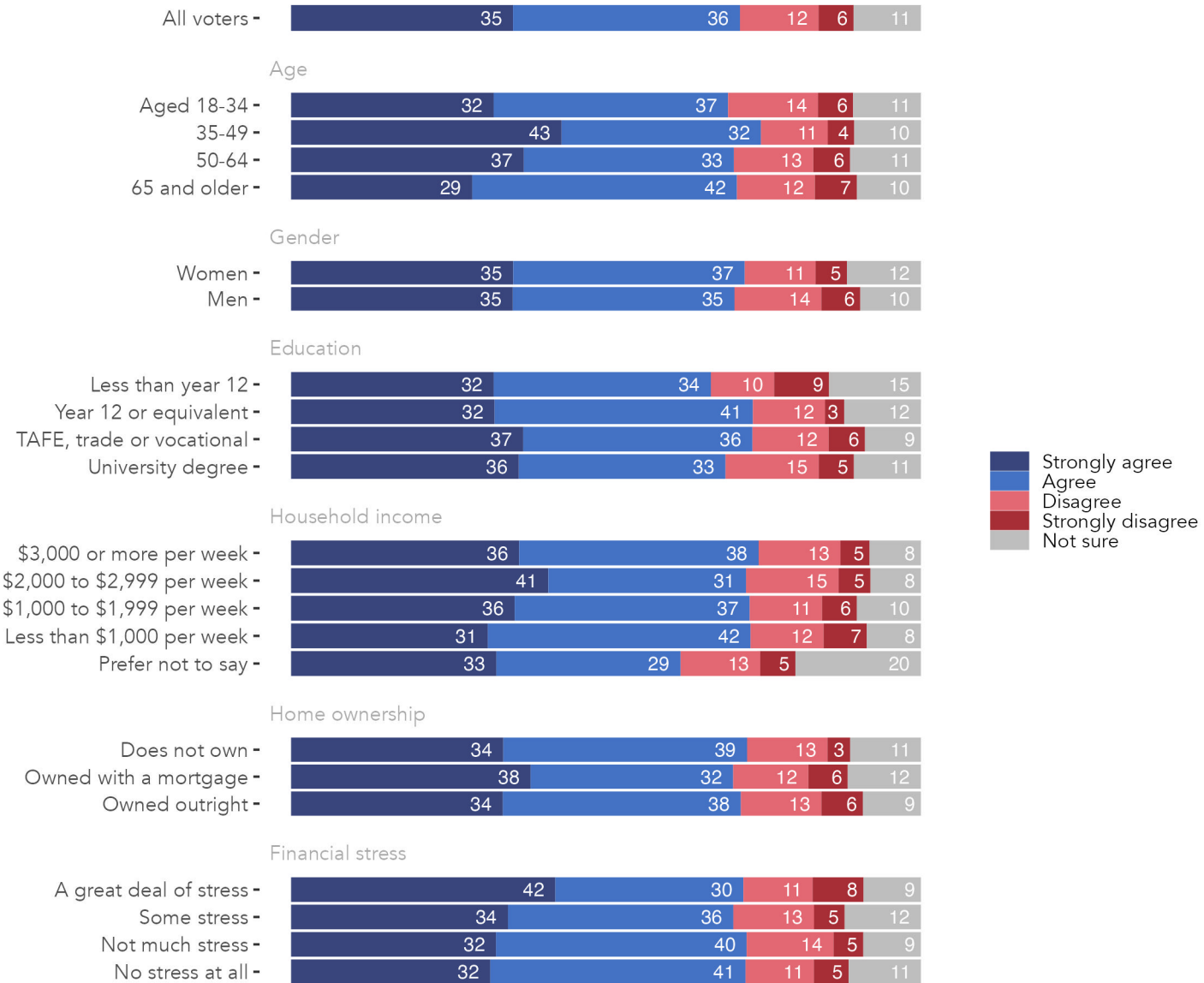


Figure 23: Requiring doctors' appointments to purchase nicotine vapes is not a good use of Australia's healthcare system, by demographic characteristics.

Table 16: Requiring doctors' appointments to purchase nicotine vapes is not a good use of Australia's healthcare system, by demographic characteristics.

	Strongly agree	Agree	Disagree	Strongly disagree	Not sure
All voters	35	36	12	6	11
Age					
Aged 18-34	32	37	14	6	11
35-49	43	32	11	4	10
50-64	37	33	13	6	11
65 and older	29	42	12	7	10
Gender					
Women	35	37	11	5	12
Men	35	35	14	6	10
Education					
Less than year 12	32	34	10	9	15
Year 12 or equivalent	32	41	12	3	12
TAFE, trade or vocational	37	36	12	6	9
University degree	36	33	15	5	11
Household income					
\$3,000 or more per week	36	38	13	5	8
\$2,000 to \$2,999 per week	41	31	15	5	8
\$1,000 to \$1,999 per week	36	37	11	6	10
Less than \$1,000 per week	31	42	12	7	8
Prefer not to say	33	29	13	5	20
Home ownership					
Does not own	34	39	13	3	11
Owned with a mortgage	38	32	12	6	12
Owned outright	34	38	13	6	9
Financial stress					
A great deal of stress	42	30	11	8	9
Some stress	34	36	13	5	12
Not much stress	32	40	14	5	9
No stress at all	32	41	11	5	11

If adults don't require a medical prescription to buy cigarettes, they shouldn't need one to buy vapes

If adults don't require a medical prescription to buy cigarettes, they shouldn't need one to buy vapes

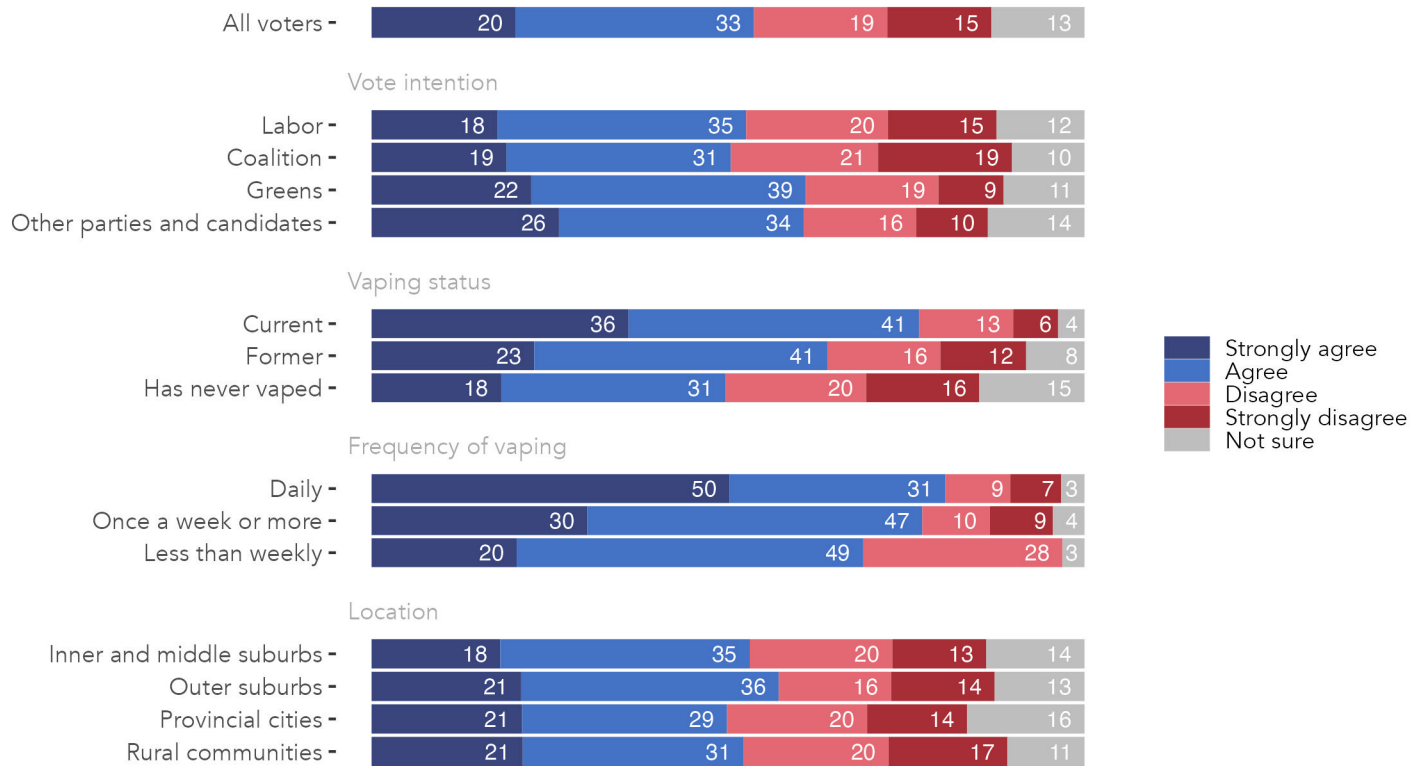


Figure 24: If adults don't require a medical prescription to buy cigarettes, they shouldn't need one to buy vapes, by vote intention, vaping status and frequency, and location.

Table 17: If adults don't require a medical prescription to buy cigarettes, they shouldn't need one to buy vapes, by vote intention, vaping status and frequency, and location.

	Strongly agree	Agree	Disagree	Strongly disagree	Not sure
All voters	20	33	19	15	13
Vote intention					
Labor	18	35	20	15	12
Coalition	19	31	21	19	10
Greens	22	39	19	9	11
Other parties and candidates	26	34	16	10	14
Vaping status					
Current	36	41	13	6	4
Former	23	41	16	12	8
Has never vaped	18	31	20	16	15
Frequency of vaping					
Daily	50	31	9	7	3
Once a week or more	30	47	10	9	4
Less than weekly	20	49	28	0	3
Location					
Inner and middle suburbs	18	35	20	13	14
Outer suburbs	21	36	16	14	13
Provincial cities	21	29	20	14	16
Rural communities	21	31	20	17	11

If adults don't require a medical prescription to buy cigarettes, they shouldn't need one to buy vapes

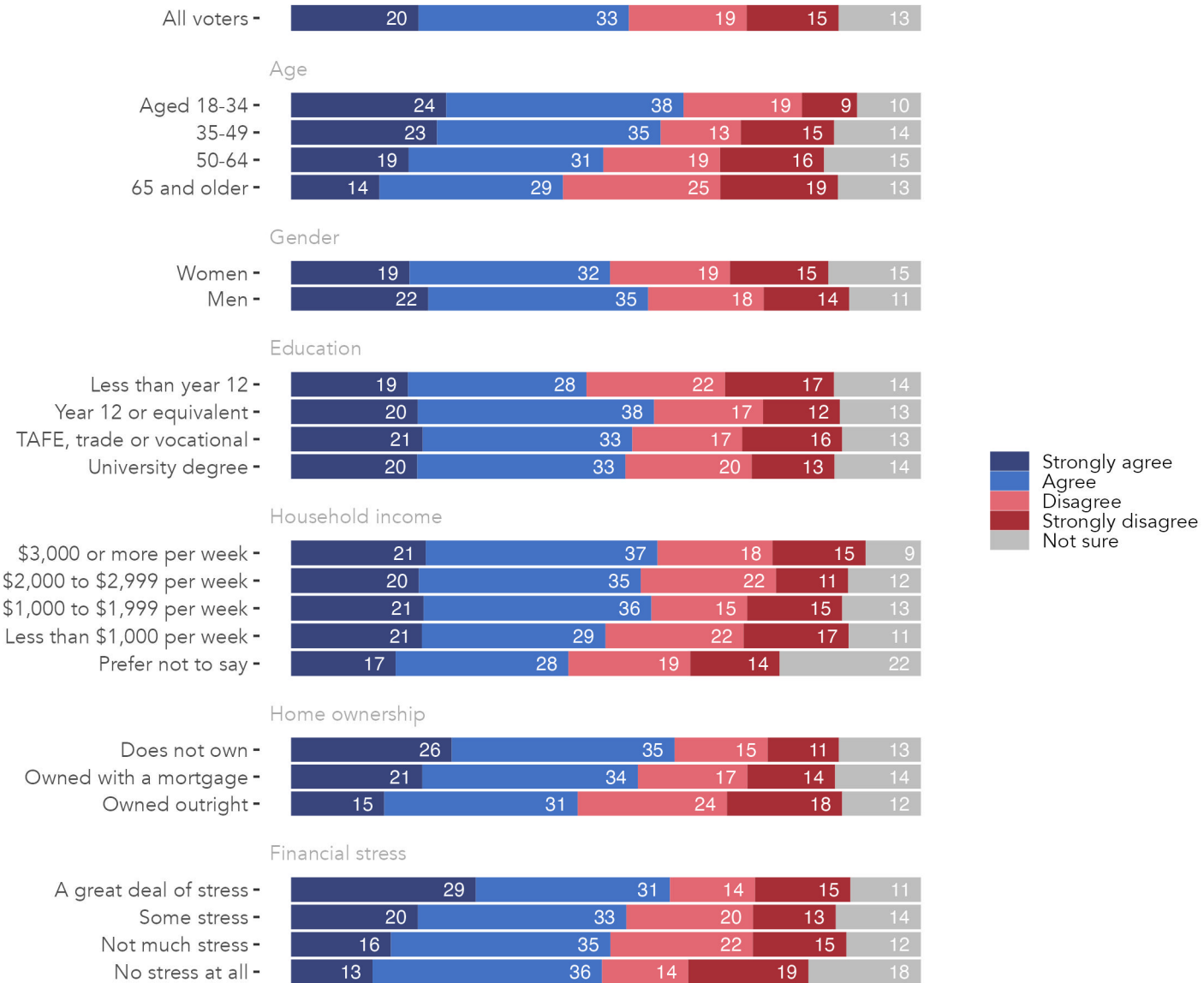


Figure 25: If adults don't require a medical prescription to buy cigarettes, they shouldn't need one to buy vapes, by demographic characteristics.

Table 18: If adults don't require a medical prescription to buy cigarettes, they shouldn't need one to buy vapes, by demographic characteristics.

	Strongly agree	Agree	Disagree	Strongly disagree	Not sure
All voters	20	33	19	15	13
Age					
Aged 18-34	24	38	19	9	10
35-49	23	35	13	15	14
50-64	19	31	19	16	15
65 and older	14	29	25	19	13
Gender					
Women	19	32	19	15	15
Men	22	35	18	14	11
Education					
Less than year 12	19	28	22	17	14
Year 12 or equivalent	20	38	17	12	13
TAFE, trade or vocational	21	33	17	16	13
University degree	20	33	20	13	14
Household income					
\$3,000 or more per week	21	37	18	15	9
\$2,000 to \$2,999 per week	20	35	22	11	12
\$1,000 to \$1,999 per week	21	36	15	15	13
Less than \$1,000 per week	21	29	22	17	11
Prefer not to say	17	28	19	14	22
Home ownership					
Does not own	26	35	15	11	13
Owned with a mortgage	21	34	17	14	14
Owned outright	15	31	24	18	12
Financial stress					
A great deal of stress	29	31	14	15	11
Some stress	20	33	20	13	14
Not much stress	16	35	22	15	12
No stress at all	13	36	14	19	18

There should be stronger regulation of nicotine vaping products

There should be stronger regulation of nicotine vaping products

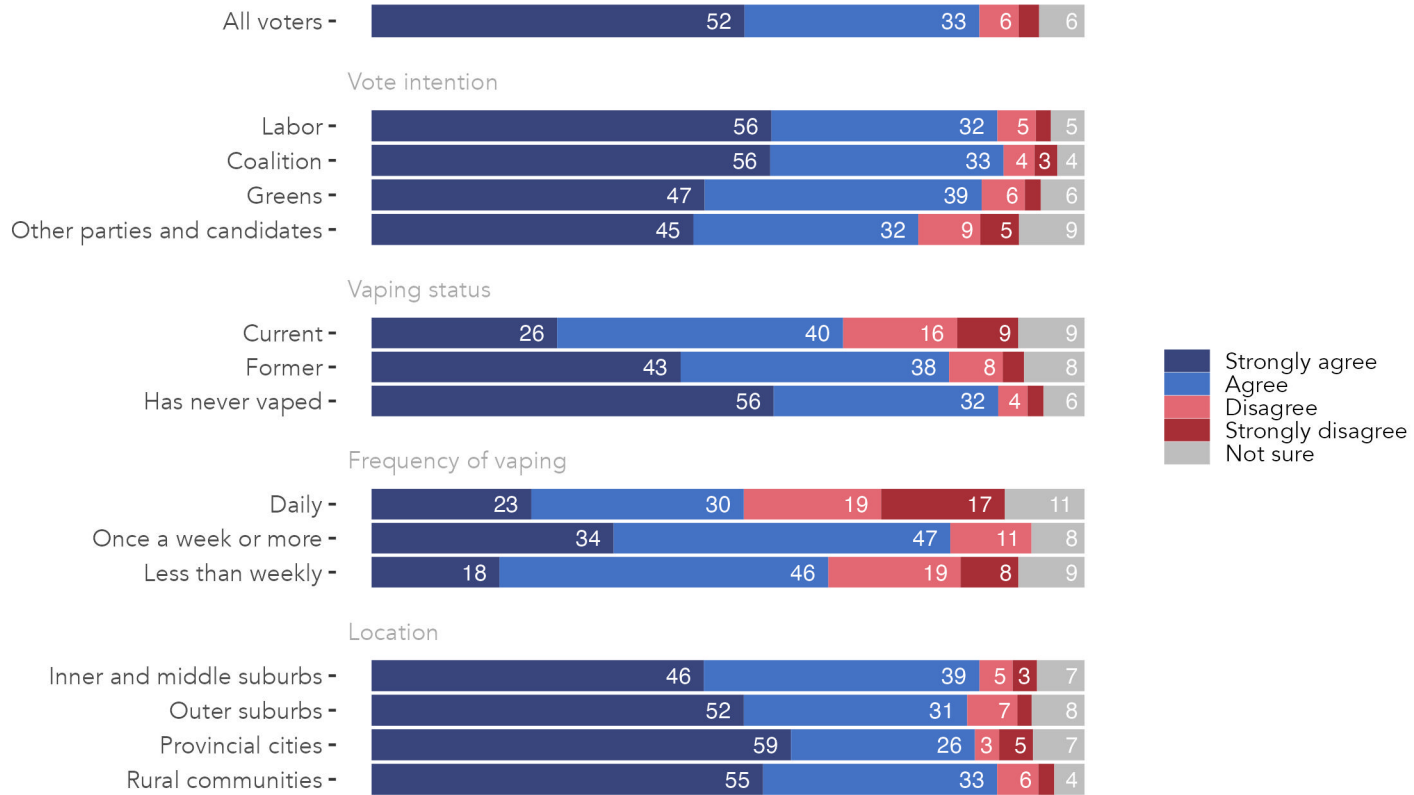


Figure 26: There should be stronger regulation of nicotine vaping products, by vote intention, vaping status and frequency, and location.

Table 19: There should be stronger regulation of nicotine vaping products, by vote intention, vaping status and frequency, and location.

	Strongly agree	Agree	Disagree	Strongly disagree	Not sure
All voters	52	33	6	3	6
Vote intention					
Labor	56	32	5	2	5
Coalition	56	33	4	3	4
Greens	47	39	6	2	6
Other parties and candidates	45	32	9	5	9
Vaping status					
Current	26	40	16	9	9
Former	43	38	8	3	8
Has never vaped	56	32	4	2	6
Frequency of vaping					
Daily	23	30	19	17	11
Once a week or more	34	47	11	0	8
Less than weekly	18	46	19	8	9
Location					
Inner and middle suburbs	46	39	5	3	7
Outer suburbs	52	31	7	2	8
Provincial cities	59	26	3	5	7
Rural communities	55	33	6	2	4

There should be stronger regulation of nicotine vaping products

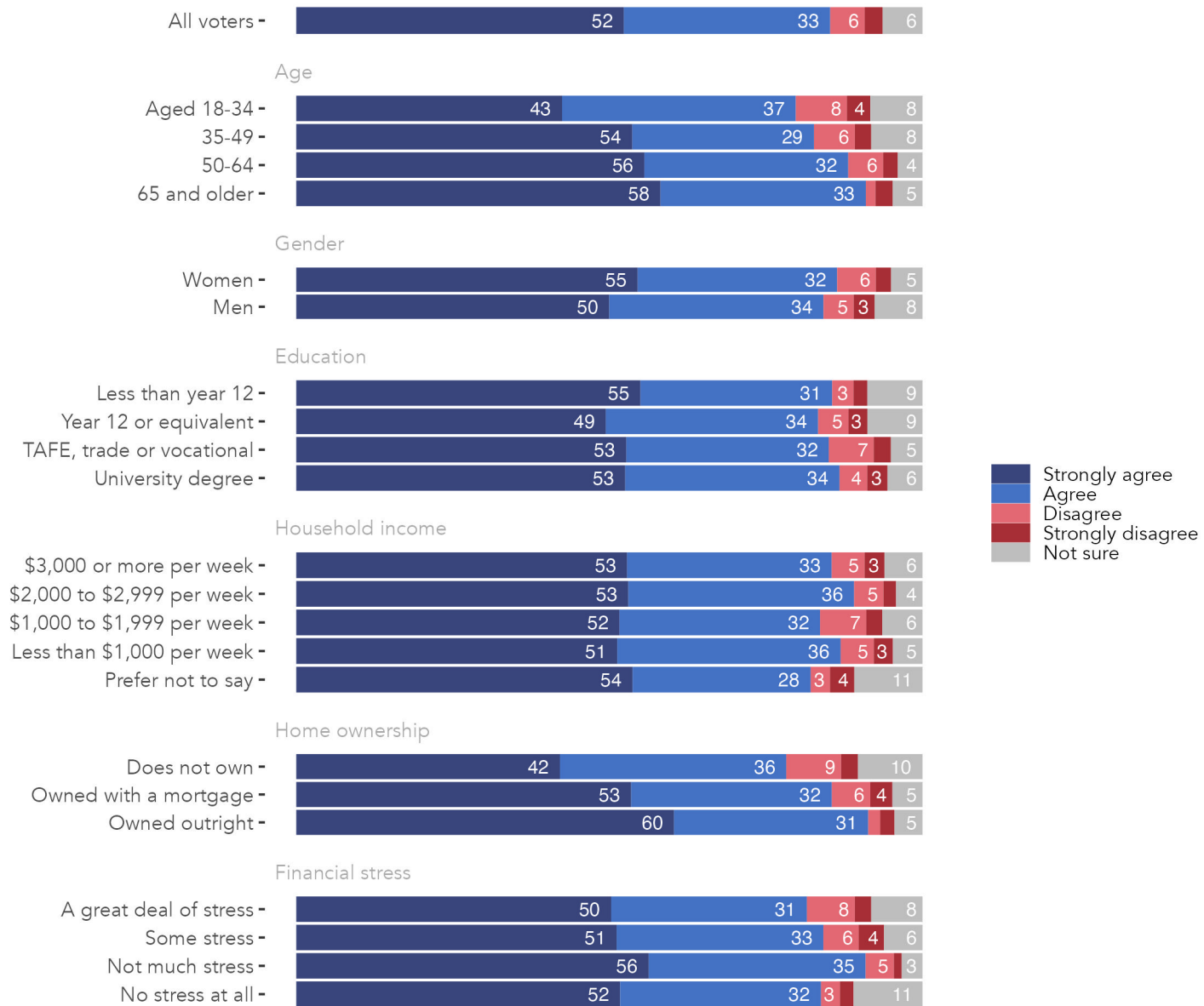


Figure 27: There should be stronger regulation of nicotine vaping products, by demographic characteristics.

Table 20: There should be stronger regulation of nicotine vaping products, by demographic characteristics.

	Strongly agree	Agree	Disagree	Strongly disagree	Not sure
All voters	52	33	6	3	6
Age					
Aged 18-34	43	37	8	4	8
35-49	54	29	6	3	8
50-64	56	32	6	2	4
65 and older	58	33	1	3	5
Gender					
Women	55	32	6	2	5
Men	50	34	5	3	8
Education					
Less than year 12	55	31	3	2	9
Year 12 or equivalent	49	34	5	3	9
TAFE, trade or vocational	53	32	7	3	5
University degree	53	34	4	3	6
Household income					
\$3,000 or more per week	53	33	5	3	6
\$2,000 to \$2,999 per week	53	36	5	2	4
\$1,000 to \$1,999 per week	52	32	7	3	6
Less than \$1,000 per week	51	36	5	3	5
Prefer not to say	54	28	3	4	11
Home ownership					
Does not own	42	36	9	3	10
Owned with a mortgage	53	32	6	4	5
Owned outright	60	31	2	2	5
Financial stress					
A great deal of stress	50	31	8	3	8
Some stress	51	33	6	4	6
Not much stress	56	35	5	1	3
No stress at all	52	32	3	2	11



INFLUENCE WITH INTEGRITY