



Most Ohio adults support regulating, taxing e-cigarettes

An electronic nicotine delivery system, also known as an electronic cigarette or e-cigarette, is a system that uses a battery and a heating element to deliver nicotine vapor to the user. Using such a device is widely known as “vaping.” The **2015 Ohio Health Issues Poll (OHIP)** asked Ohio adults about their experience with and opinions about the use, regulation and taxation of e-cigarettes.

About 1 in 4 Ohio adults (24%) reported having ever used an e-cigarette. This is slightly more than the percentage of Ohio adults who reported being current smokers (19%).

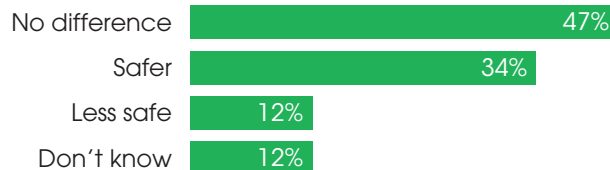
Opinions about safety of e-cigarettes vary

OHIP asked respondents if they would say that e-cigarettes were safer or less safe than tobacco cigarettes, or whether there was no difference. About 3 in 10 adults (34%) said that e-cigarettes were safer than tobacco cigarettes. About 1 in 10 (12%) said they were less safe. About 4 in 10 adults (42%) said there was no difference between the two.

Percentage who have ever used an e-cigarette

Ohio adults  24%

From what you have seen and heard, would you say that e-cigarettes are safer to use than tobacco cigarettes, less safe to use than tobacco cigarettes, or there is no difference?



Men (45%) were nearly twice as likely as women (23%) to say that e-cigarettes are safer than tobacco cigarettes. Younger adults were much more likely than older adults to say this. More than 5 in 10 adults ages 18-29 (55%) said e-cigarettes are safer than tobacco cigarettes. This compares with 3 in 10 adults ages 30 and older (30%) who said this.

Majority favors taxing regulating, e-cigarettes

E-cigarettes are not regulated by the U.S. Food and Drug Administration (FDA). More than 6 in 10 Ohio adults (62%) said that the FDA should regulate the

sale and marketing of e-cigarettes. This level of support was consistent among both adults who had used (57%) and never used (63%) e-cigarettes.

A majority of both Democrats (72%) and Republicans (62%) favored FDA regulation of e-cigarettes. Only 43% of Independent voters favored regulation.

OHIP also asked if respondents favored or opposed the State of Ohio placing an excise tax on e-cigarettes that would be similar to the rate on a pack of tobacco

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These findings unless otherwise noted are from Interact for Health's Ohio Health Issues Poll (OHIP) conducted July 15-28, 2015, by the Institute for Policy Research at the University of Cincinnati. A random sample of 811 adults throughout Ohio was interviewed by telephone. This included 448 landline telephone interviews and 363 cell phone interviews. In 95 of 100 cases, statewide estimates will be accurate to ±3.4%. There are other sources of variation inherent in public opinion studies, such as non-response, question wording, or context effects that can introduce error or bias. For more information about OHIP, please visit www.interactforhealth.org/ohio-health-issues-poll. If you have questions about the data in this document, please contact Jennifer Chubinski, Director of Community Research, at 513-458-6608 or jchubinski@interactforhealth.org.

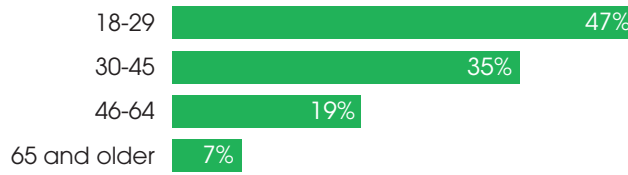
cigarettes. That rate is currently \$1.25 per pack. Nearly 6 in 10 Ohio adults (57%) either strongly or somewhat favored a similar tax for e-cigarettes. A majority of both Democrats (60%) and Republicans (57%) favored an excise tax. Only 49% of Independent voters favored such a tax.

Nearly half of young adults have ever used e-cigarettes

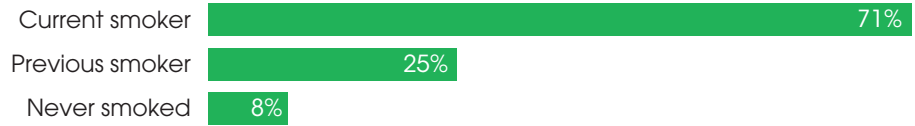
Younger adults were much more likely to report having used e-cigarettes. Nearly half of Ohio adults ages 18-29 (47%) had used an e-cigarette. This compares with fewer than 1 in 10 adults older than 65 (7%). Men (31%) were

Percentage of Ohio adults who have ever used an e-cigarette

By age



By smoking status



almost twice as likely as women (18%) to report having ever used an e-cigarette.

The relationship between tobacco use and e-cigarette use remains unclear, as does whether one of

those activities leads to the other. However, OHIP found that 71% of current smokers reported having ever used an e-cigarette. Only 25% of former smokers and 8% of adults who have never smoked reported doing so.