



## **Attitudes towards the regulation of nicotine vapes in Australia**

RedBridge Group

27 September, 2023

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# Executive summary

- Nearly 90 per cent of Australians agree or strongly agree that regulated nicotine vaping products should be sold through licensed retail outlets, the same as alcohol and tobacco products. Fewer than 10 per cent disagree.
- Forty-three per cent believe that the sale of vape products should be regulated like alcohol and tobacco, while 34 per cent believe the current prescription only policy should be continued. Only 32 per cent believe retail sales should be banned, with 52 per cent saying adults should be able to purchase vape products from retail outlets.
- These attitudes are generally bipartisan. Eighty-eight per cent of Coalition voters, 90 per cent of Labor supporters and 93 per cent of Greens voters agree vape products should be available through licensed retail outlets. Additionally, with 50 per cent of Greens voters, 48 per cent of Coalition supporters and 43 per cent of Labor voters all say that vape products should be sold and regulated like alcohol and tobacco. Only around a third of each believe they should require a prescription.
- The current regulatory setup is not popular. Sixty-eight per cent of Australians see government regulation of nicotine vapes as poor or very poor. Just 15 per cent say they are acceptable, three per cent good and one per cent very good. Most see the federal government as being responsible, including 64 per cent of those who saw government as doing a very poor job of regulating nicotine vape products.
- Nearly two-thirds of voters say that when choosing whether to vote for a political party, they would be very or somewhat likely to consider a policy to regulate vape products in the same way as alcohol and tobacco, making sales only available to persons aged 18 and over through licensed retail outlets. In particular, 69 per cent of those aged 18-34 willing to consider such a policy when deciding who to vote for.



# Methodology

The fieldwork for this study was conducted between 13 and 21 September, with the sample of  $N = 1,500$  Australian citizens aged 18 and older who were enrolled to vote. All respondents were 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 and location. The efficiency for these were weights was 93 per cent, providing an effective sample size of 1392.

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  $\pm 2.6$  per cent.

This is larger for subsets of the data. For instance, state-based breakdown of results have sample sizes of 470 for New South Wales, 380 for Victoria and 308 for Queensland. Using the weighting efficiency above, this results in effective margins of error of  $\pm 4.7$ , 5.2 and 5.8 per cent for these states, respectively; and results based on these and similar breakdowns should be interpreted conservatively.

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

# Key findings

## **The vast majority of Australians believe nicotine vapes should be available for sale through retail outlets**

As can be seen in figure 1, more than two thirds of Australian voters strongly agree and an additional 20 per cent agree that regulated nicotine vaping products should be available for sale to adults aged 18 and older through licensed retail outlets, the same as alcohol and tobacco products. Just three per cent disagree and five per cent strongly disagree. This is a broadly bipartisan view, with 88 per cent of Coalition voters, 90 per cent of Labor supporters and 93 per cent of Greens voters either agreeing or strongly agreeing.

Overall levels of agreement were similar by age, as can be seen in figure 2. However, older voters were more likely to strongly agree that vaping products should be available through retail outlets (77 per cent of aged 65 and older, compared with 58 per cent of those aged 18-34).

Similarly, 43 per cent believe that the sale of vape products should be regulated like alcohol and tobacco, while 34 per cent believe the current prescription only policy should be continued (see figure 3). Likewise, only 32 per cent believe retail sales should be banned, with 52 per cent saying adults should be able to purchase vape products (see figure 6). As above, this is mostly bipartisan, with 50 per cent of Greens voters, 48 per cent of Coalition supporters and 43 per cent of Labor voters all saying that vape products should be sold and regulated like alcohol and tobacco.

There is a linear relationship between age and attitudes towards the sale of vape products (see figure 4). Younger voters are more likely to prefer the regulation and sale of vapes in a way that is like similar products, with 52 per cent of those aged 18-34 selecting this option, compared with 39 per cent of those 65 and older (see figure 5). Sixty per cent of those aged 18-34 believe adults should be able to purchase vape products in the same way as they can buy alcohol and tobacco, while just 22 per cent prefer an ongoing ban of retail sales. Conversely, 45 per cent of those 65 and older believe adults should be able to purchase vape products, while 42 per cent would rather the ban on general retail sales (figure 7).

## **Australians do not think government is doing well regulating nicotine vaping products**

Australians do not rate government efforts to regulate nicotine vaping products highly. Thirty-four per cent see these efforts to manage regulation in this space as very poor, with another 34 per cent rating them as poor. Just 15 per cent say they are acceptable, three per cent as good and one per cent as very good (shown in figure 8).

Those who voted for the Coalition at the 2022 federal election are the most critical. Nearly three quarters say government regulation of vapes is either poor or very poor. Labor and Greens supporters are only slightly more positive, with 64 and 67 per cent rating this as poor or very poor respectively. Voters in rural and provincial regions are more likely to say that government regulation has been poor or very poor (71 per cent in both) than those in inner and outer metropolitan areas (67 and 66 per cent, respectively).

Similarly, as figure 9 shows, older voters were more likely to say regulation has been poor or very poor (rated as such by 80 per cent of those aged 65 and older), while nearly a quarter of those aged 18-34 rated it as acceptable (and 56 per cent as poor or very poor).

Which level of government do Australians mainly see as responsible for this? For just over half, it is the federal government, with 24 per cent seeing state and territory governments as primarily in charge of the regulation of nicotine vape products (see figure 10). Twenty-one per cent did not know. Potentially worse for the federal government, those who saw government as doing a very poor job of regulating nicotine vape products were more likely to see it as being primarily responsible (64 per cent).

Labor and Coalition voters were roughly equally likely to see the federal government as mainly responsible for this issue area (at 56 and 60 per cent, respectively), while approximately a quarter of these voters

and Greens supporters seeing state and territory governments as being accountable for nicotine vape regulation (see figure 11). Greens voters, those aged 18-34, with annual income of less than \$50,000, women and those who had not completed a year 12 education (see figure 12) were more likely to not know who was responsible (with roughly a quarter of each of these groups saying they did not know).

### **Low confidence in the prescription-only approach**

One of the reasons for this low confidence may be that Australians are not confident that the prescription-only approach does anything to stop black market vape sales. Just two per cent say they are very confident the prescription-only approach works, while 15 per cent somewhat confident. Meanwhile, 44 per cent are not particularly confident and 39 per cent not at all confident (see figure 13).

Once again, there were few partisan differences on this. For both Coalition and Labor voters, 19 per cent were either very or somewhat confident, while 21 per cent of Greens supporters held these views.

However, the residents of inner metropolitan areas tended to be more confident, with 21 per cent somewhat or very confident, compared with 14 per cent of those in rural areas. Additionally, younger voters tended to be more confident, with 22 per cent of those aged 18-34 very or somewhat confident, while those 65 and over were less so, with 10 per cent somewhat confident and less than one per cent very confident (see figure 14).

### **Will Australians consider this when they vote?**

As figure 15 shows, 62 per cent of Australians say that when choosing whether to vote for a political party, they would be very or somewhat likely to consider a policy to regulate vape products in the same way as alcohol and tobacco, making sales only available to persons aged 18 and over through licensed retail outlets. This included 63 per cent of Coalition supporters, 62 per cent of Labor voters and 67 per cent of those who voted for the Greens at the last federal election.

In particular, younger voters were more likely to say that they would consider such a policy, with 69 per cent of those aged 18-34 willing to consider such a policy, versus 55 per cent of those 65 and older (see figure 16).

# Detailed results

# **Regulated nicotine vaping products should be available for sale through licensed retail outlets**

## **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 through licensed retail outlets, the same as alcohol and tobacco products.*

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

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

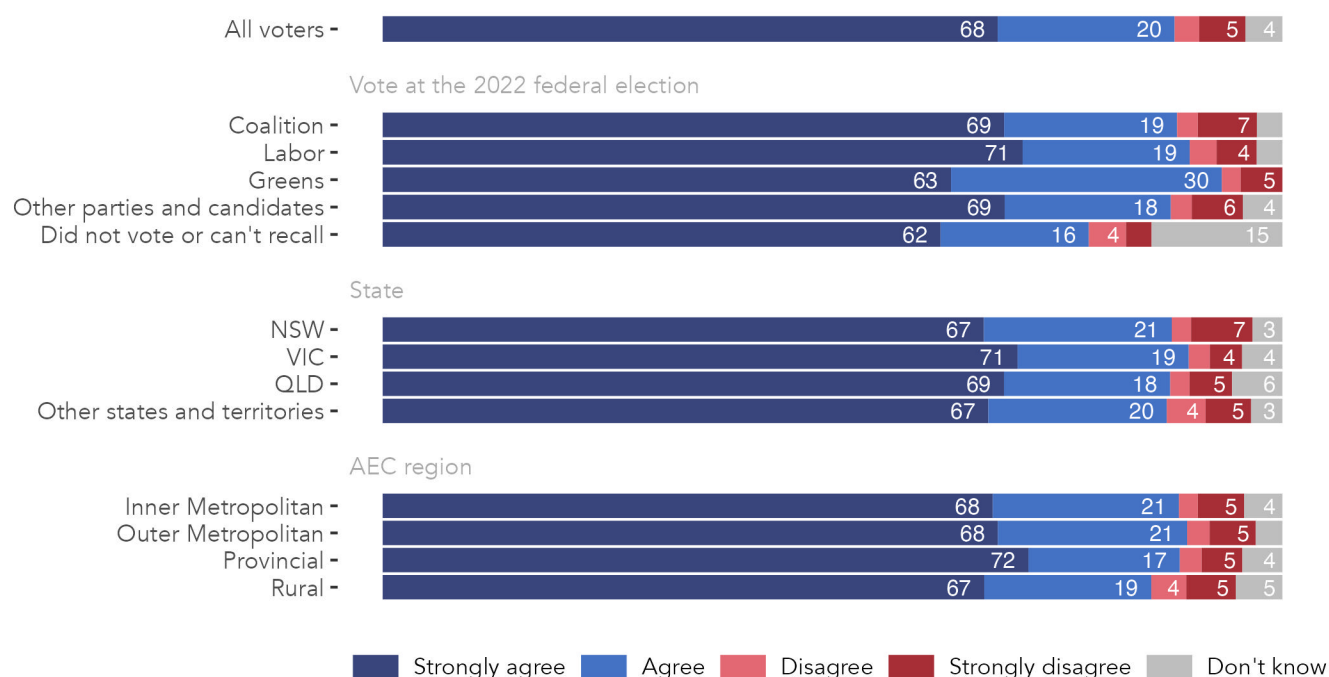


Figure 1: Agreement and disagreement with the statement that Regulated nicotine vaping products should only be available for sale to persons aged 18 and over through licensed retail outlets, the same as alcohol and tobacco products, by vote at the 2022 federal election, location and state.

Table 1: Agreement and disagreement with the statement that Regulated nicotine vaping products should only be available for sale to persons aged 18 and over through licensed retail outlets, the same as alcohol and tobacco products, by vote at the 2022 federal election, location and state.

	Strongly agree	Agree	Disagree	Strongly disagree	Don't know
All voters	68	20	3	5	4
<b>Vote at the 2022 federal election</b>					
Coalition	69	19	2	7	3
Labor	71	19	3	4	3
Greens	63	30	2	5	0
Other parties and candidates	69	18	2	6	4
Did not vote or can't recall	62	16	4	3	15
<b>State</b>					
NSW	67	21	2	7	3
VIC	71	19	2	4	4
QLD	69	18	2	5	6
Other states and territories	67	20	4	5	3
<b>AEC region</b>					
Inner Metropolitan	68	21	2	5	4
Outer Metropolitan	68	21	3	5	3
Provincial	72	17	2	5	4
Rural	67	19	4	5	5

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

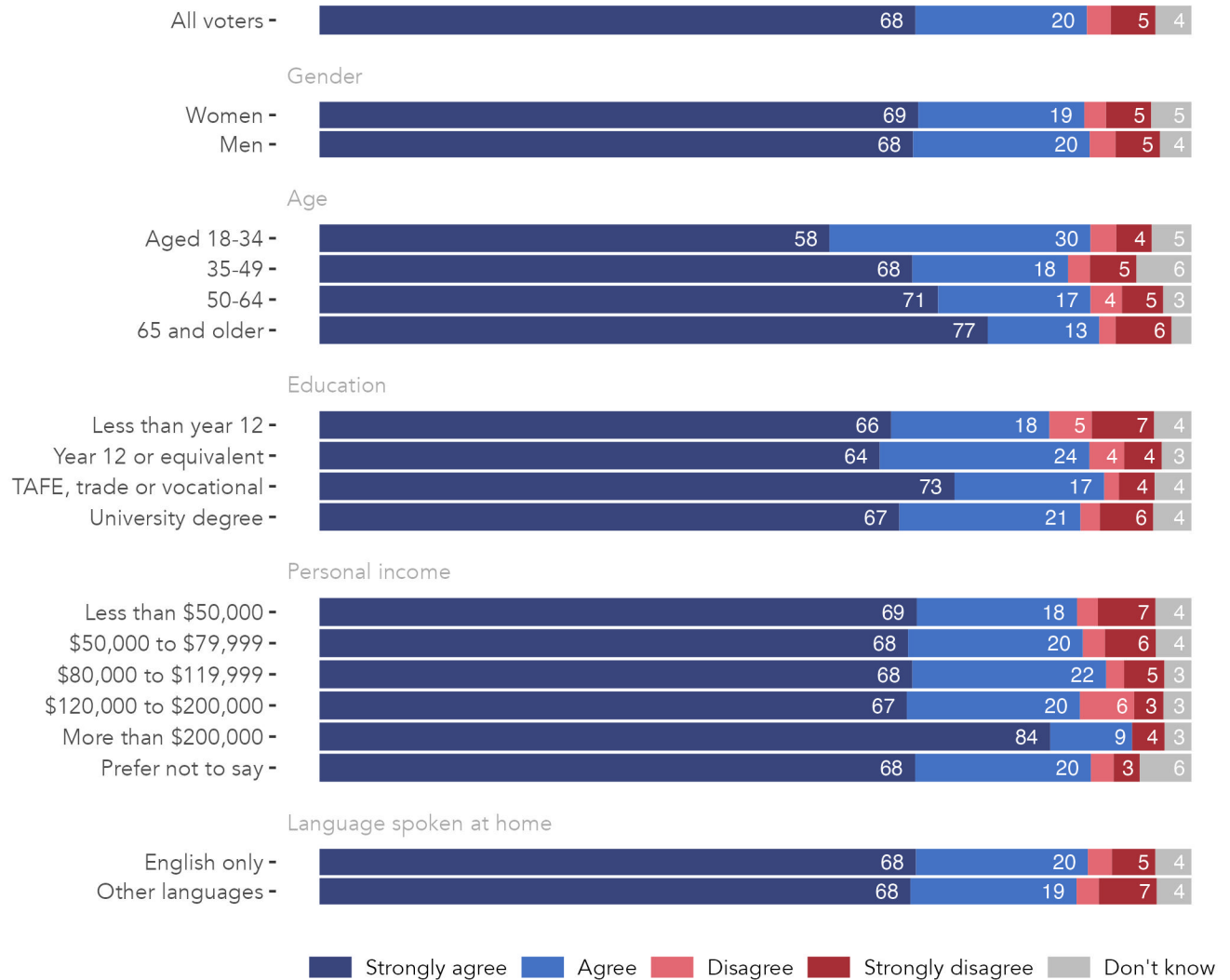


Figure 2: Agreement and disagreement with the statement that Regulated nicotine vaping products should only be available for sale to persons aged 18 and over through licensed retail outlets, the same as alcohol and tobacco products, by individual characteristics.



Table 2: Regulated nicotine vaping products should only be available for sale to persons aged 18 and over through licensed retail outlets, the same as alcohol and tobacco products, by individual characteristics.

		Strongly agree	Agree	Disagree	Strongly disagree	Don't know
<b>Gender</b>	All voters	68	20	3	5	4
	Women	69	19	2	5	5
	Men	68	20	3	5	4
<b>Age</b>	Aged 18-34	58	30	3	4	5
	35-49	68	18	2	5	6
	50-64	71	17	4	5	3
	65 and older	77	13	2	6	2
<b>Education</b>	Less than year 12	66	18	5	7	4
	Year 12 or equivalent	64	24	4	4	3
	TAFE, trade or vocational	73	17	2	4	4
	University degree	67	21	2	6	4
<b>Personal income</b>	Less than \$50,000	69	18	2	7	4
	\$50,000 to \$79,999	68	20	3	6	4
	\$80,000 to \$119,999	68	22	2	5	3
	\$120,000 to \$200,000	67	20	6	3	3
	More than \$200,000	84	9	0	4	3
	Prefer not to say	68	20	3	3	6
<b>Language spoken at home</b>	English only	68	20	3	5	4
	Other languages	68	19	3	7	4

# Should nicotine vapes be available for regulated sale like alcohol and tobacco or only by prescription?

## Question text

**Since October 2021, Australia's vaping laws require adults to obtain a prescription from a doctor to lawfully purchase a nicotine vape.**

*Which option would you prefer?*

1. Take a different approach and regulate the sale of nicotine vaping products like alcohol and tobacco, sold only by licensed retail outlets to persons aged 18 and over
2. Continue with the current prescription-only policy for nicotine vaping products
3. Neither of these
4. Don't know

Should nicotine vapes be available for regulated sale like alcohol and tobacco or only by prescription?

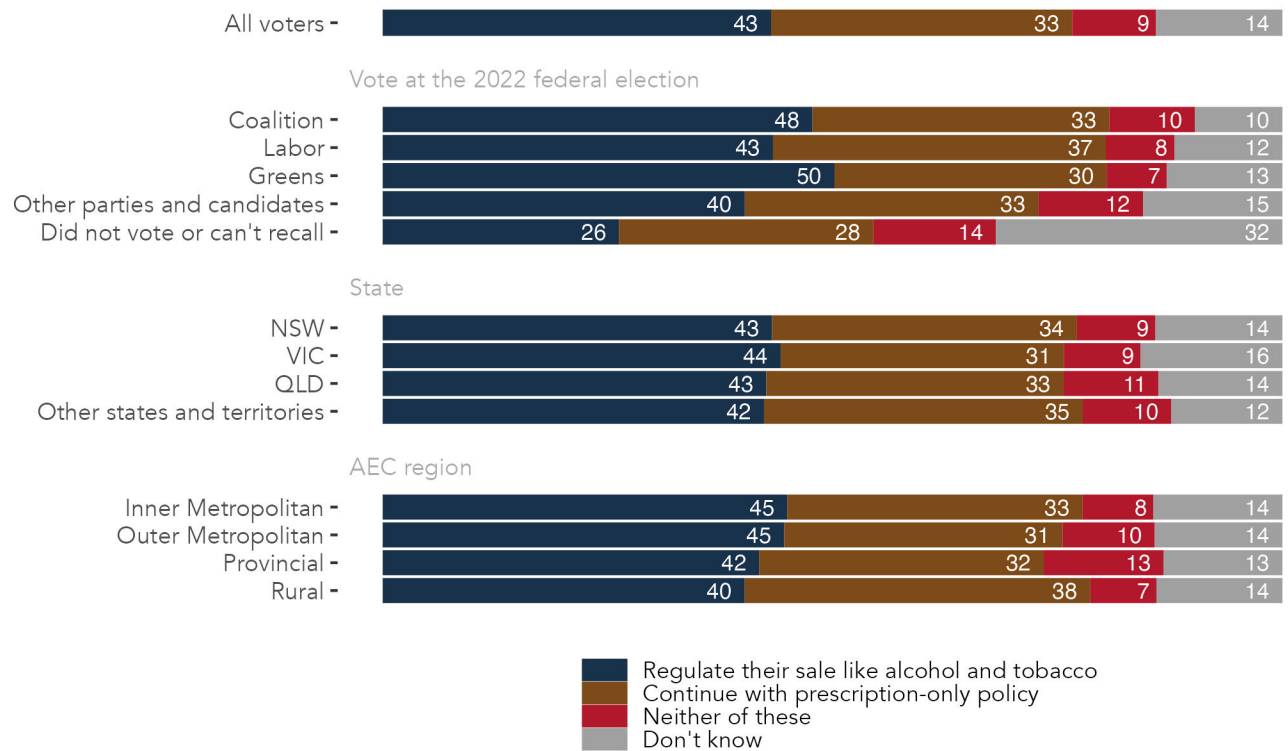


Figure 3: Should nicotine vapes be available for regulated sale like alcohol and tobacco or only by prescription, by vote at the 2022 federal election, location and state.

Table 3: Should nicotine vapes be available for regulated sale like alcohol and tobacco or only by prescription, by vote at the 2022 federal election, location and state.

	Regulate their sale like alcohol and tobacco	Continue with prescription- only policy	Neither of these	Don't know
All voters	43	33	9	14
<b>Vote at the 2022 federal election</b>				
Coalition	48	33	10	10
Labor	43	37	8	12
Greens	50	30	7	13
Other parties and candidates	40	33	12	15
Did not vote or can't recall	26	28	14	32
<b>State</b>				
NSW	43	34	9	14
VIC	44	31	9	16
QLD	43	33	11	14
Other states and territories	42	35	10	12
<b>AEC region</b>				
Inner Metropolitan	45	33	8	14
Outer Metropolitan	45	31	10	14
Provincial	42	32	13	13
Rural	40	38	7	14

Should nicotine vapes be available for regulated sale like alcohol and tobacco or only by prescription?

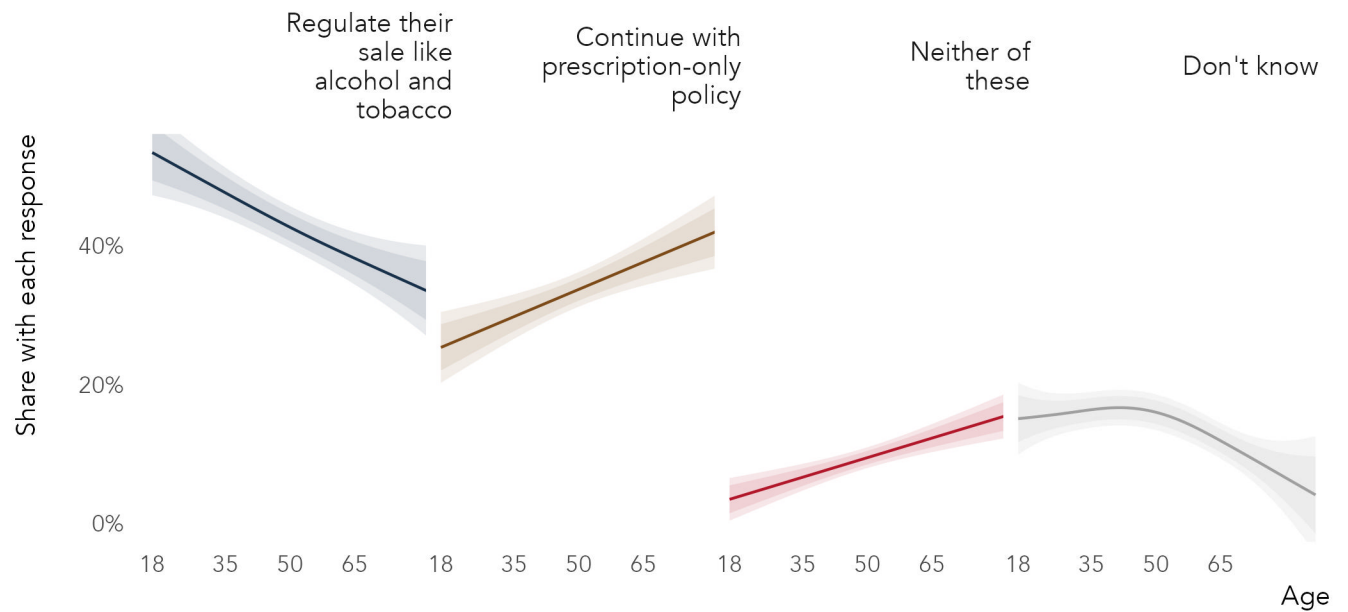


Figure 4: Should nicotine vapes be available for regulated sale like alcohol and tobacco or only by prescription, by age. Curves are smoothed using generalised additive models, while shaded areas indicate 80 and 95 per cent confidence intervals.

Should nicotine vapes be available for regulated sale like alcohol and tobacco or only by prescription?

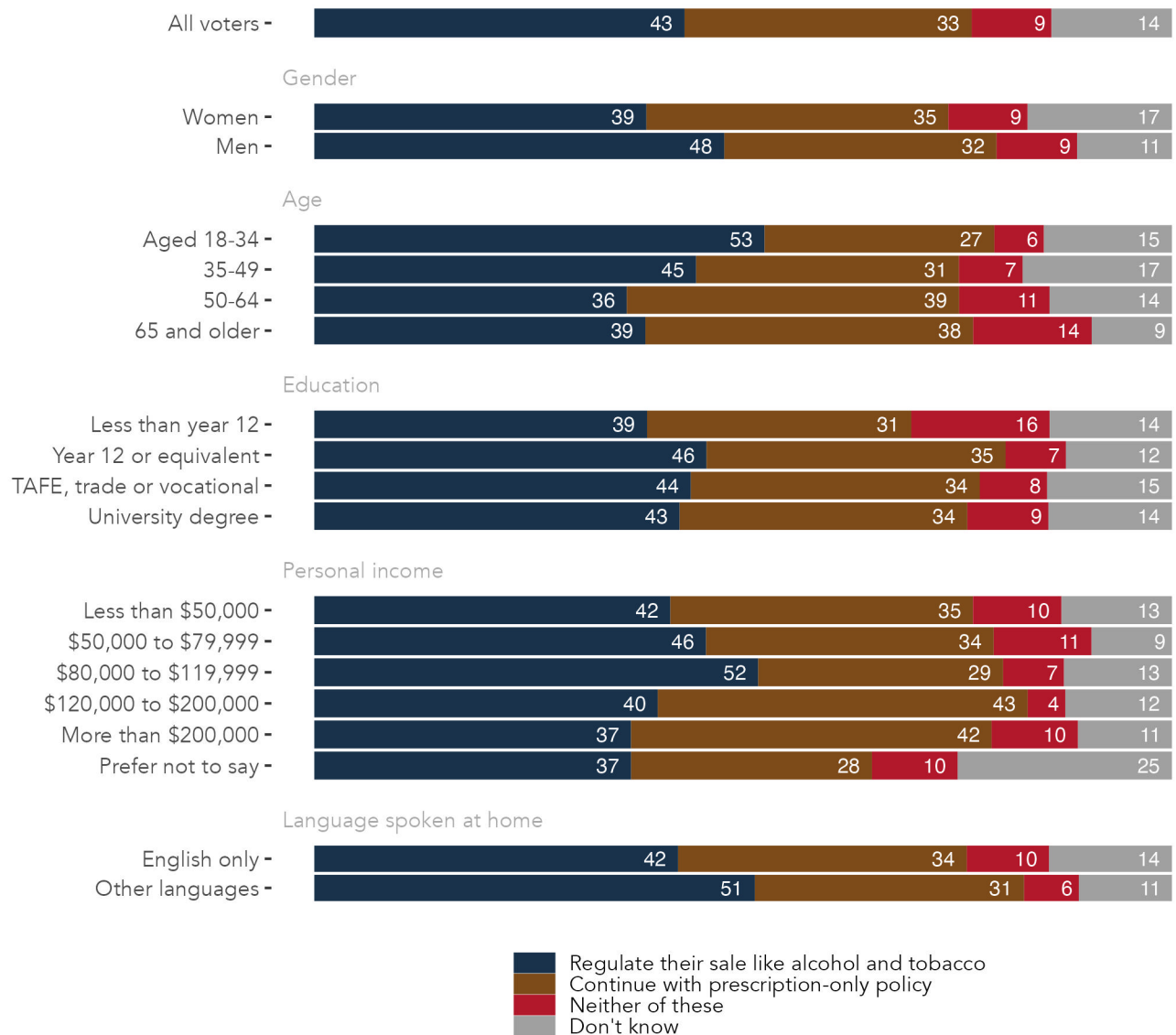


Figure 5: Should nicotine vapes be available for regulated sale like alcohol and tobacco or only by prescription, by individual characteristics.

Table 4: Should nicotine vapes be available for regulated sale like alcohol and tobacco or only by prescription, by individual characteristics.

		Regulate their sale like alcohol and tobacco	Continue with prescription- only policy	Neither of these	Don't know
	All voters	43	33	9	14
<b>Gender</b>					
	Women	39	35	9	17
	Men	48	32	9	11
<b>Age</b>					
	Aged 18-34	53	27	6	15
	35-49	45	31	7	17
	50-64	36	39	11	14
	65 and older	39	38	14	9
<b>Education</b>					
	Less than year 12	39	31	16	14
	Year 12 or equivalent	46	35	7	12
	TAFE, trade or vocational	44	34	8	15
	University degree	43	34	9	14
<b>Personal income</b>					
	Less than \$50,000	42	35	10	13
	\$50,000 to \$79,999	46	34	11	9
	\$80,000 to \$119,999	52	29	7	13
	\$120,000 to \$200,000	40	43	4	12
	More than \$200,000	37	42	10	11
	Prefer not to say	37	28	10	25
<b>Language spoken at home</b>					
	English only	42	34	10	14
	Other languages	51	31	6	11

# Should the the general retail sale of nicotine vaping products continue to be banned, or regulated the same way as alcohol and tobacco

## Question text

*It has been reported that Australia's vaping policy has created a black market with criminal gangs selling unregulated vaping products because legal products are too difficult for adults to purchase from a pharmacy.*

## Would you prefer?

1. Vaping products being regulated in the same way as alcohol and tobacco to allow adults to lawfully purchase them while restricting youth purchase
2. Continuing to ban the general retail sale of nicotine vaping products
3. Neither of these
4. Don't know



Should the the general retail sale of nicotine vaping products continue to be banned, or regulated the same way as alcohol and tobacco

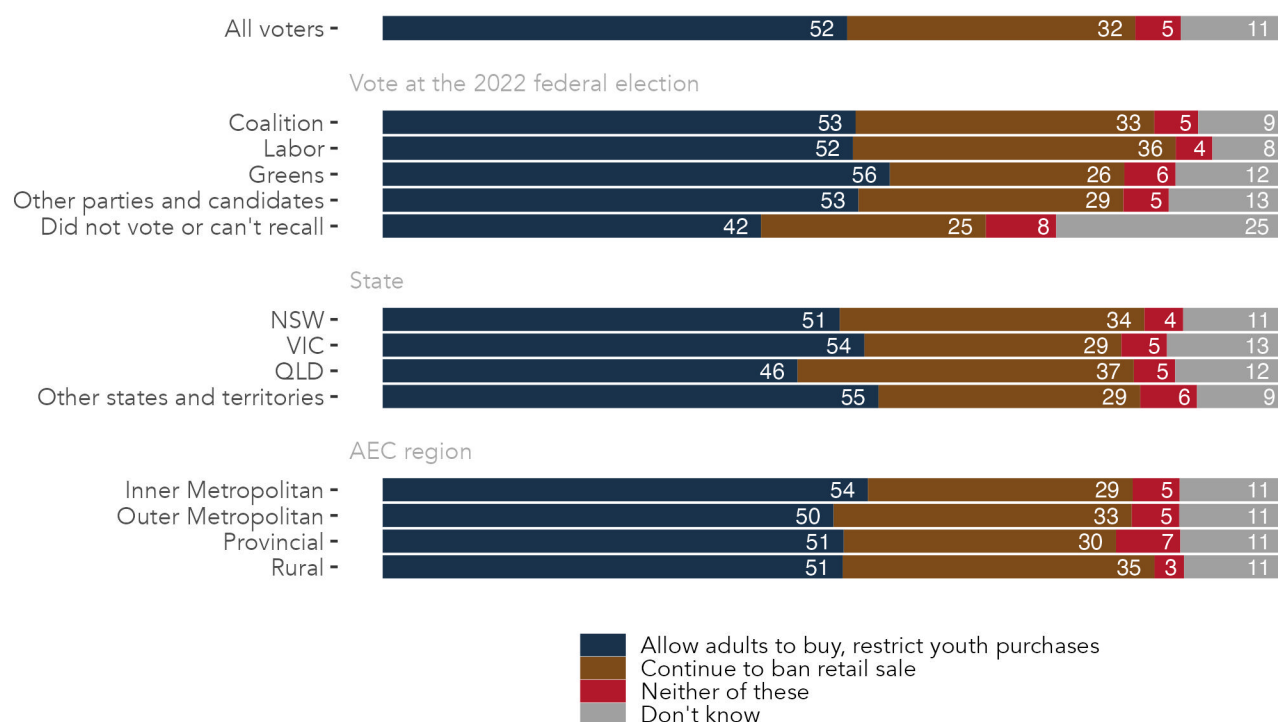


Figure 6: Should the the general retail sale of nicotine vaping products continue to be banned, or regulated the same way as alcohol and tobacco, by vote at the 2022 federal election, location and state.

Table 5: Should the the general retail sale of nicotine vaping products continue to be banned, or regulated the same way as alcohol and tobacco, by vote at the 2022 federal election, location and state.

	Allow adults to buy, restrict youth purchases	Continue to ban retail sale	Neither of these	Don't know
All voters	52	32	5	11
<b>Vote at the 2022 federal election</b>				
Other states and territories	55	29	6	9
QLD	46	37	5	12
VIC	54	29	5	13
NSW	51	34	4	11
Rural	51	35	3	11
<b>State</b>				
Provincial	51	30	7	11
Outer Metropolitan	50	33	5	11
Inner Metropolitan	54	29	5	11
Did not vote or can't recall	42	25	8	25
<b>AEC region</b>				
Other parties and candidates	53	29	5	13
Greens	56	26	6	12
Labor	52	36	4	8
Coalition	53	33	5	9

Should the the general retail sale of nicotine vaping products continue to be banned, or regulated the same way as alcohol and tobacco

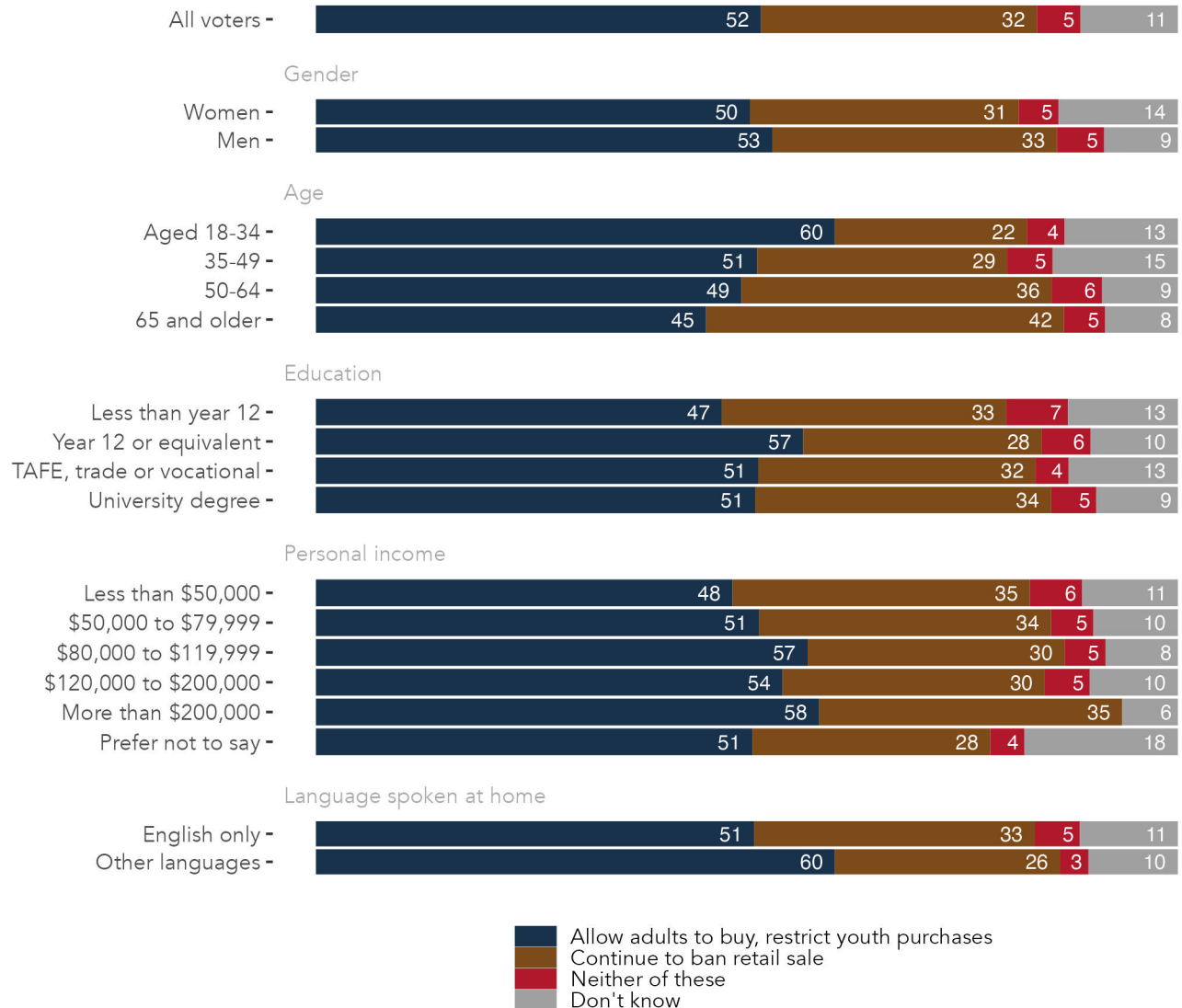


Figure 7: Should the the general retail sale of nicotine vaping products continue to be banned, or regulated the same way as alcohol and tobacco, by individual characteristics.

Table 6: Should the the general retail sale of nicotine vaping products continue to be banned, or regulated the same way as alcohol and tobacco, by individual characteristics.

		Allow adults to buy, restrict youth purchases	Continue to ban retail sale	Neither of these	Don't know
	All voters	52	32	5	11
<b>Gender</b>					
	Women	50	31	5	14
	Men	53	33	5	9
<b>Age</b>					
	Aged 18-34	60	22	4	13
	35-49	51	29	5	15
	50-64	49	36	6	9
	65 and older	45	42	5	8
<b>Education</b>					
	Less than year 12	47	33	7	13
	Year 12 or equivalent	57	28	6	10
	TAFE, trade or vocational	51	32	4	13
	University degree	51	34	5	9
<b>Personal income</b>					
	Less than \$50,000	48	35	6	11
	\$50,000 to \$79,999	51	34	5	10
	\$80,000 to \$119,999	57	30	5	8
	\$120,000 to \$200,000	54	30	5	10
	More than \$200,000	58	35	0	6
	Prefer not to say	51	28	4	18
<b>Language spoken at home</b>					
	English only	51	33	5	11
	Other languages	60	26	3	10

# How well are governments in Australia managing 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...*

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

## How well are governments in Australia managing the regulation of nicotine vaping products

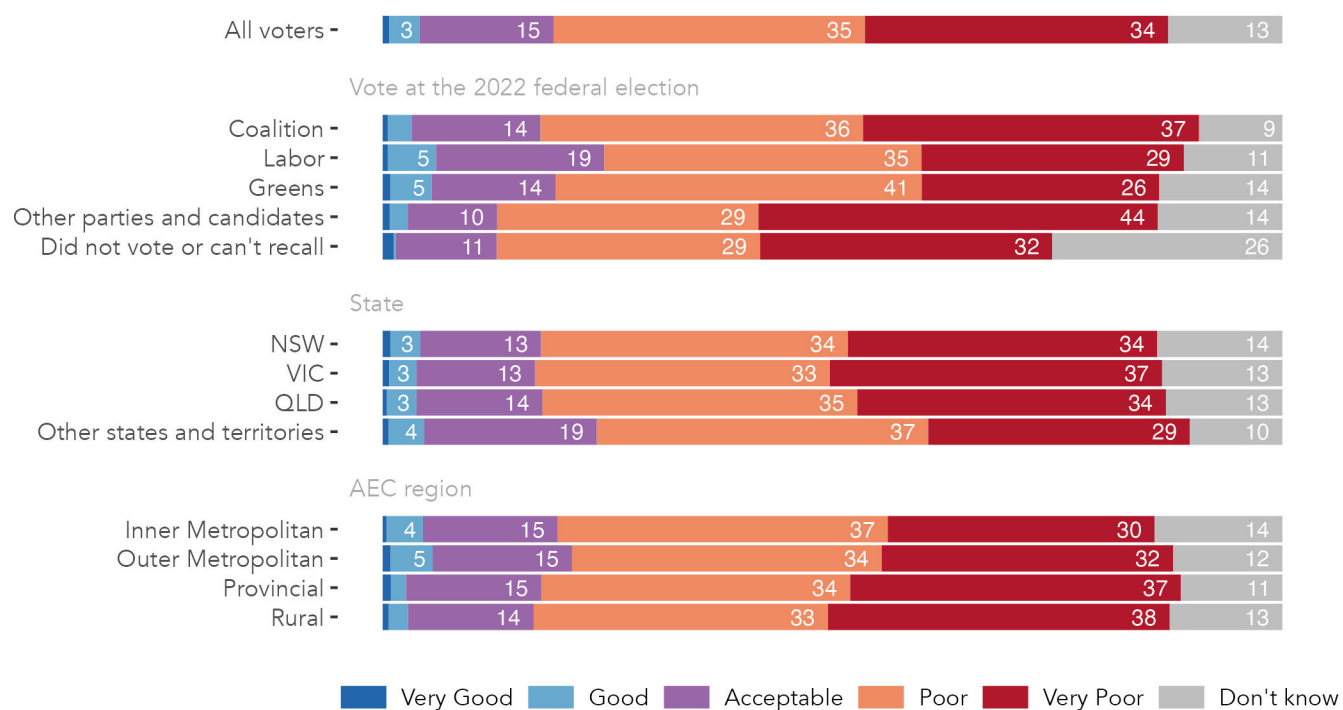


Figure 8: How well are governments in Australia seen to be managing the regulation of nicotine vaping products, by vote at the 2022 federal election, location and state.

Table 7: How well are governments in Australia seen to be managing the regulation of nicotine vaping products, by vote at the 2022 federal election, location and state.

	Very Good	Good	Acceptable	Poor	Very Poor	Don't know
All voters	1	3	15	35	34	13
<b>Vote at the 2022 federal election</b>						
Coalition	1	3	14	36	37	9
Labor	1	5	19	35	29	11
Greens	1	5	14	41	26	14
Other parties and candidates	1	2	10	29	44	14
Did not vote or can't recall	1	0	11	29	32	26
<b>State</b>						
NSW	1	3	13	34	34	14
VIC	1	3	13	33	37	13
QLD	0	3	14	35	34	13
Other states and territories	1	4	19	37	29	10
<b>AEC region</b>						
Inner Metropolitan	0	4	15	37	30	14
Outer Metropolitan	1	5	15	34	32	12
Provincial	1	2	15	34	37	11
Rural	1	2	14	33	38	13

## How well are governments in Australia managing the regulation of nicotine vaping products

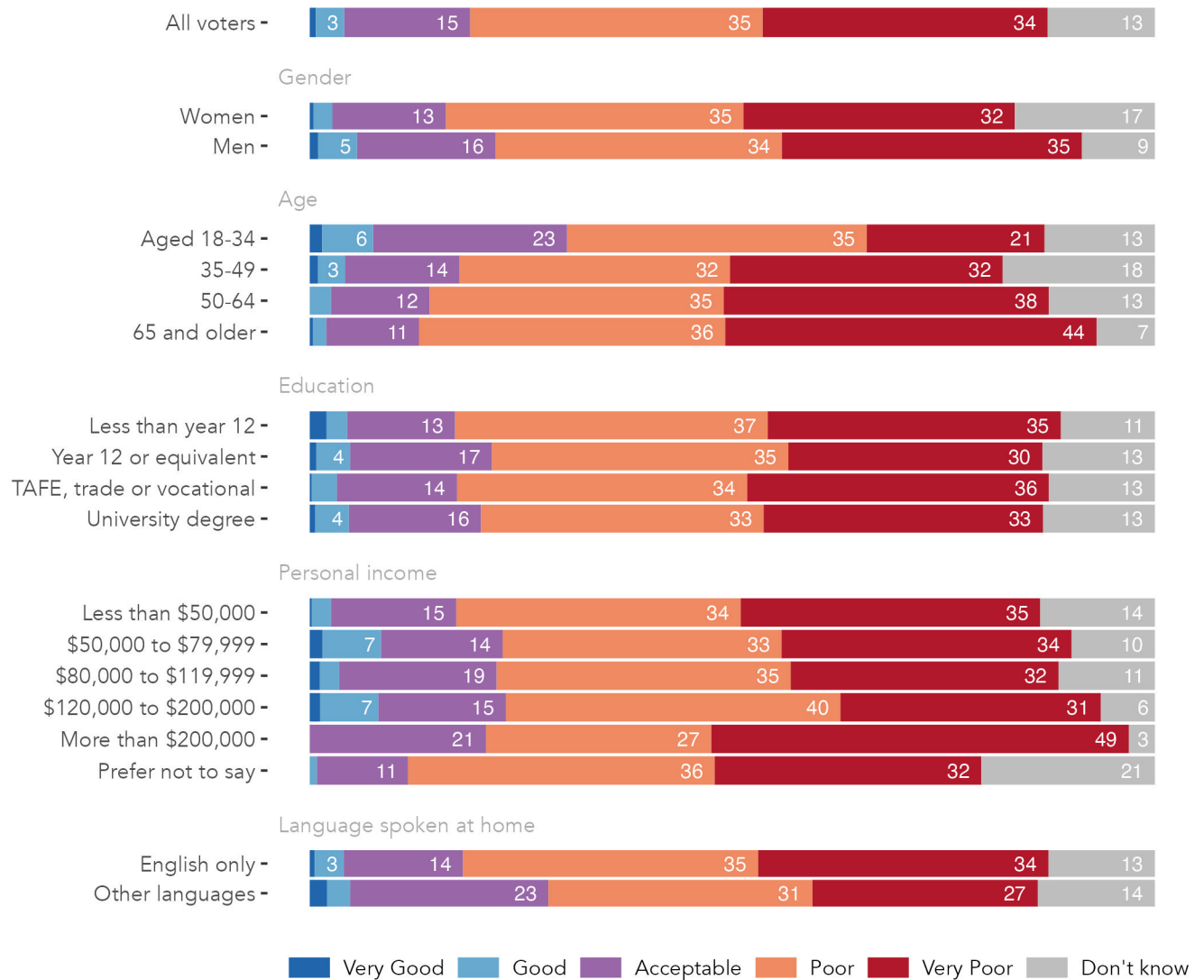


Figure 9: How well are governments in Australia seen to be managing the regulation of nicotine vaping products, by individual characteristics.



Table 8: How well are governments in Australia seen to be managing the regulation of nicotine vaping products, by individual characteristics.

		Very Good	Good	Acceptable	Poor	Very Poor	Don't know
	All voters	1	3	15	35	34	13
<b>Gender</b>							
	Women	0	2	13	35	32	17
	Men	1	5	16	34	35	9
<b>Age</b>							
	Aged 18-34	1	6	23	35	21	13
	35-49	1	3	14	32	32	18
	50-64	0	3	12	35	38	13
	65 and older	0	2	11	36	44	7
<b>Education</b>							
	Less than year 12	2	2	13	37	35	11
	Year 12 or equivalent	1	4	17	35	30	13
	TAFE, trade or vocational	0	3	14	34	36	13
	University degree	1	4	16	33	33	13
<b>Personal income</b>							
	Less than \$50,000	0	2	15	34	35	14
	\$50,000 to \$79,999	2	7	14	33	34	10
	\$80,000 to \$119,999	1	2	19	35	32	11
	\$120,000 to \$200,000	1	7	15	40	31	6
	More than \$200,000	0	0	21	27	49	3
	Prefer not to say	0	1	11	36	32	21
<b>Language spoken at home</b>							
	English only	1	3	14	35	34	13
	Other languages	2	3	23	31	27	14

# Who is seen as most responsible for the regulation of nicotine vaping products?

## Question text

*Which level of government do you view as being most responsible for the regulation of nicotine vaping products?*

1. State and Territory Governments
2. The Federal Government
3. Don't know

## Who is seen as most responsible for the regulation of nicotine vaping products?

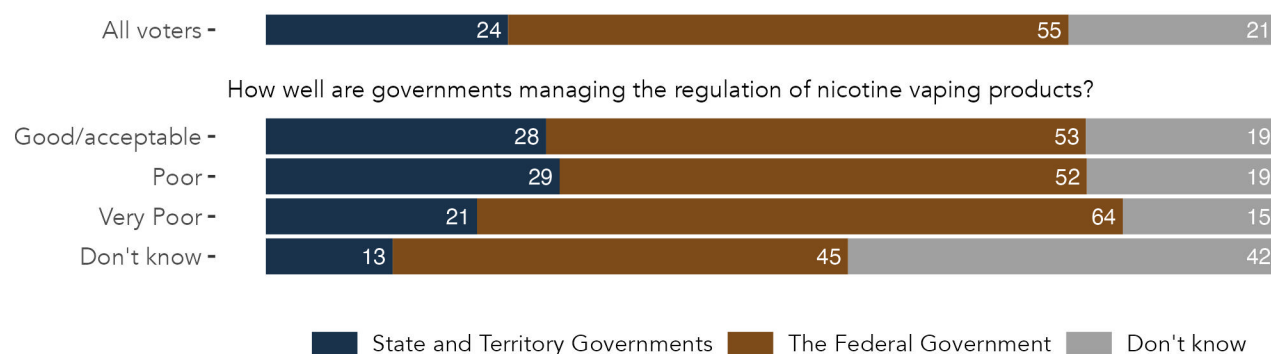


Figure 10: Who is seen as most responsible for the regulation of nicotine vaping products, by their perceived performance managing the regulation of nicotine vaping products. The responses for those who described the regulation of vapes as very good, good and acceptable have been collapsed into a single category due to small sample sizes.

Table 9: Who is seen as most responsible for the regulation of nicotine vaping products, by their perceived performance managing the regulation of nicotine vaping products. The responses for those who described the regulation of vapes as very good, good and acceptable have been collapsed into a single category due to small sample sizes.

	State and Territory Governments	The Federal Government	Don't know
All voters	24	55	21
<b>How well are governments managing the regulation of nicotine vaping products?</b>			
Don't know	13	45	42
Very Poor	21	64	15
Poor	29	52	19
Good/acceptable	28	53	19

## Who is seen as most responsible for the regulation of nicotine vaping products?

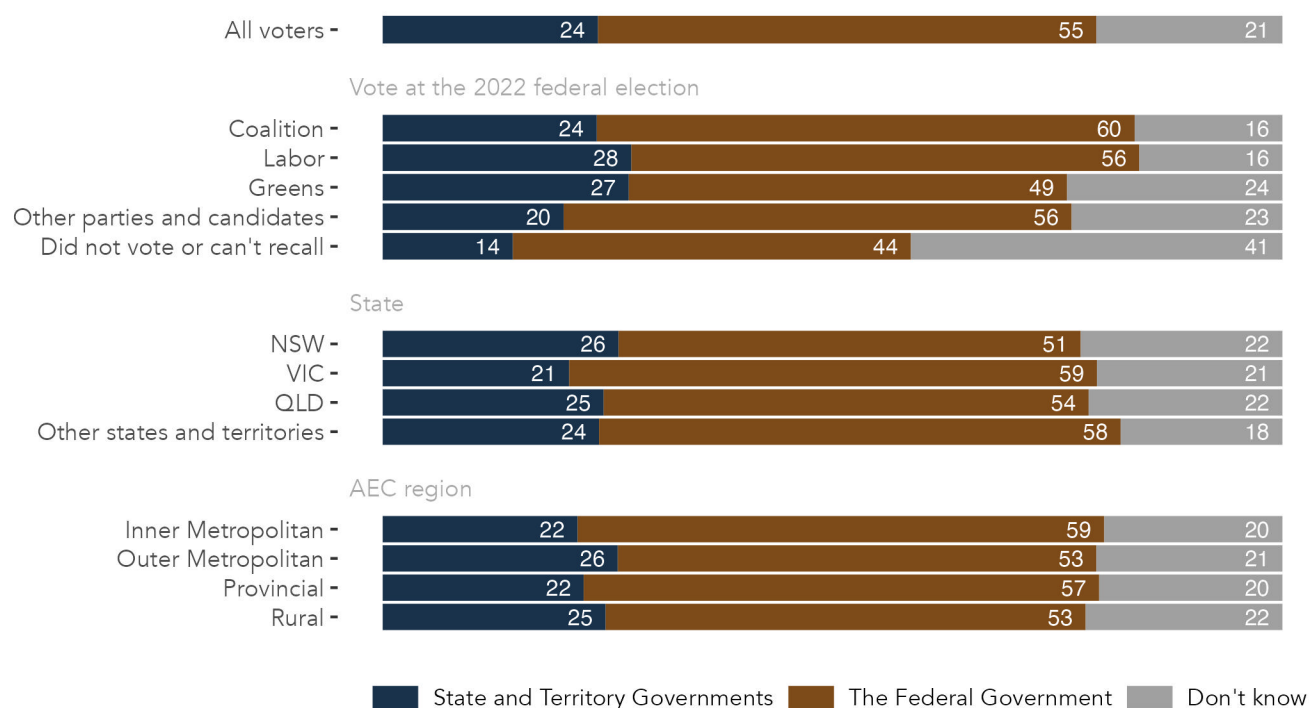


Figure 11: The level of government seen as most responsible for the regulation of nicotine vaping products, by vote at the 2022 federal election, location and state.

Table 10: The level of government seen as most responsible for the regulation of nicotine vaping products, by vote at the 2022 federal election, location and state.

	State and Territory Governments	The Federal Government	Don't know
All voters	24	55	21
<b>Vote at the 2022 federal election</b>			
Coalition	24	60	16
Labor	28	56	16
Greens	27	49	24
Other parties and candidates	20	56	23
Did not vote or can't recall	14	44	41
<b>State</b>			
NSW	26	51	22
VIC	21	59	21
QLD	25	54	22
Other states and territories	24	58	18
<b>AEC region</b>			
Inner Metropolitan	22	59	20
Outer Metropolitan	26	53	21
Provincial	22	57	20
Rural	25	53	22

# Who is seen as most responsible for the regulation of nicotine vaping products?

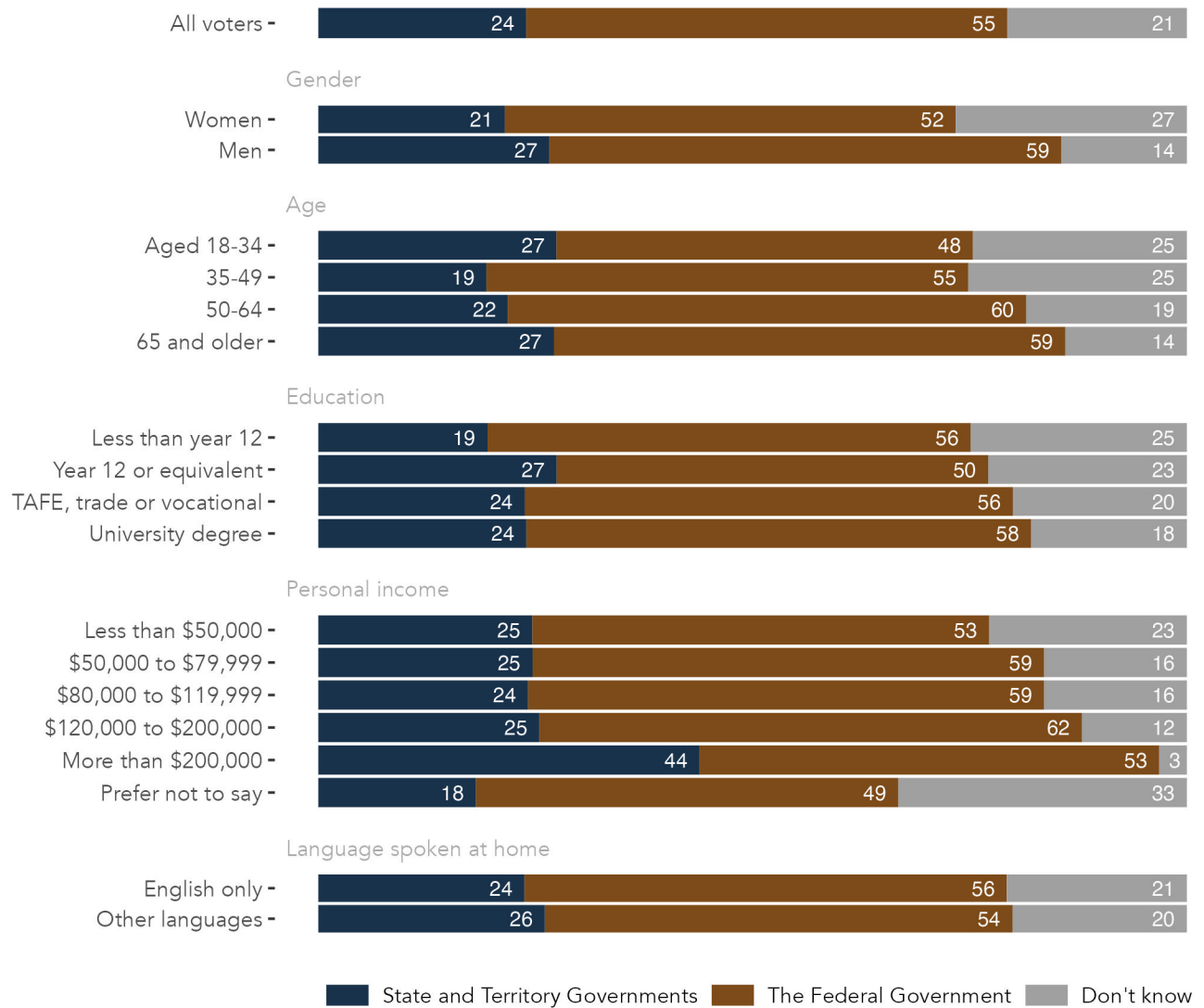


Figure 12: The level of government seen as most responsible for the regulation of nicotine vaping products, by individual characteristics, by individual characteristics.

Table 11: The level of government seen as most responsible for the regulation of nicotine vaping products, by individual characteristics.

	State and Territory Governments	The Federal Government	Don't know
All voters	24	55	21
<b>Gender</b>			
Women	21	52	27
Men	27	59	14
<b>Age</b>			
Aged 18-34	27	48	25
35-49	19	55	25
50-64	22	60	19
65 and older	27	59	14
<b>Education</b>			
Less than year 12	19	56	25
Year 12 or equivalent	27	50	23
TAFE, trade or vocational	24	56	20
University degree	24	58	18
<b>Personal income</b>			
Less than \$50,000	25	53	23
\$50,000 to \$79,999	25	59	16
\$80,000 to \$119,999	24	59	16
\$120,000 to \$200,000	25	62	12
More than \$200,000	44	53	3
Prefer not to say	18	49	33
<b>Language spoken at home</b>			
English only	24	56	21
Other languages	26	54	20



# Confidence that a prescription-only approach will stop black market vape sales

## Question text

*The Federal Government recently announced a policy to continue with the prescription-only approach for nicotine vaping products that has been in place since 2021 and also an intention to 'ban recreational vaping'.*

**How confident are you this will stop black market vape sales?**

1. Very confident
2. Somewhat confident
3. Not particularly confident
4. Not at all confident

## Confidence a prescription-only approach will stop black market vape sales

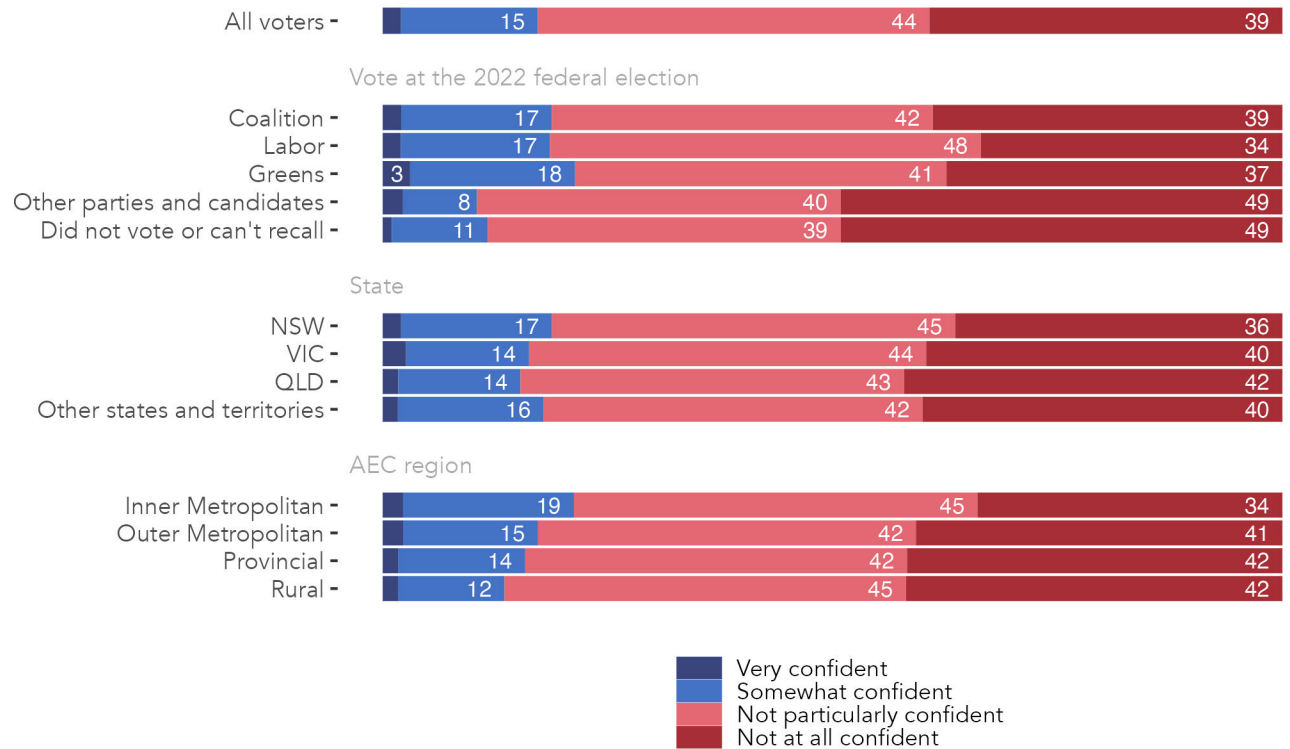


Figure 13: Confidence that a prescription-only approach will stop black market vape sales, by vote at the 2022 federal election, location and state.

Table 12: Confidence that a prescription-only approach will stop black market vape sales, by vote at the 2022 federal election, location and state.

	Very confident	Somewhat confident	Not particularly confident	Not at all confident
All voters	2	15	44	39
<b>Vote at the 2022 federal election</b>				
Coalition	2	17	42	39
Labor	2	17	48	34
Greens	3	18	41	37
Other parties and candidates	2	8	40	49
Did not vote or can't recall	1	11	39	49
<b>State</b>				
NSW	2	17	45	36
VIC	3	14	44	40
QLD	2	14	43	42
Other states and territories	2	16	42	40
<b>AEC region</b>				
Inner Metropolitan	2	19	45	34
Outer Metropolitan	2	15	42	41
Provincial	2	14	42	42
Rural	2	12	45	42

### Confidence a prescription-only approach will stop black market vape sales

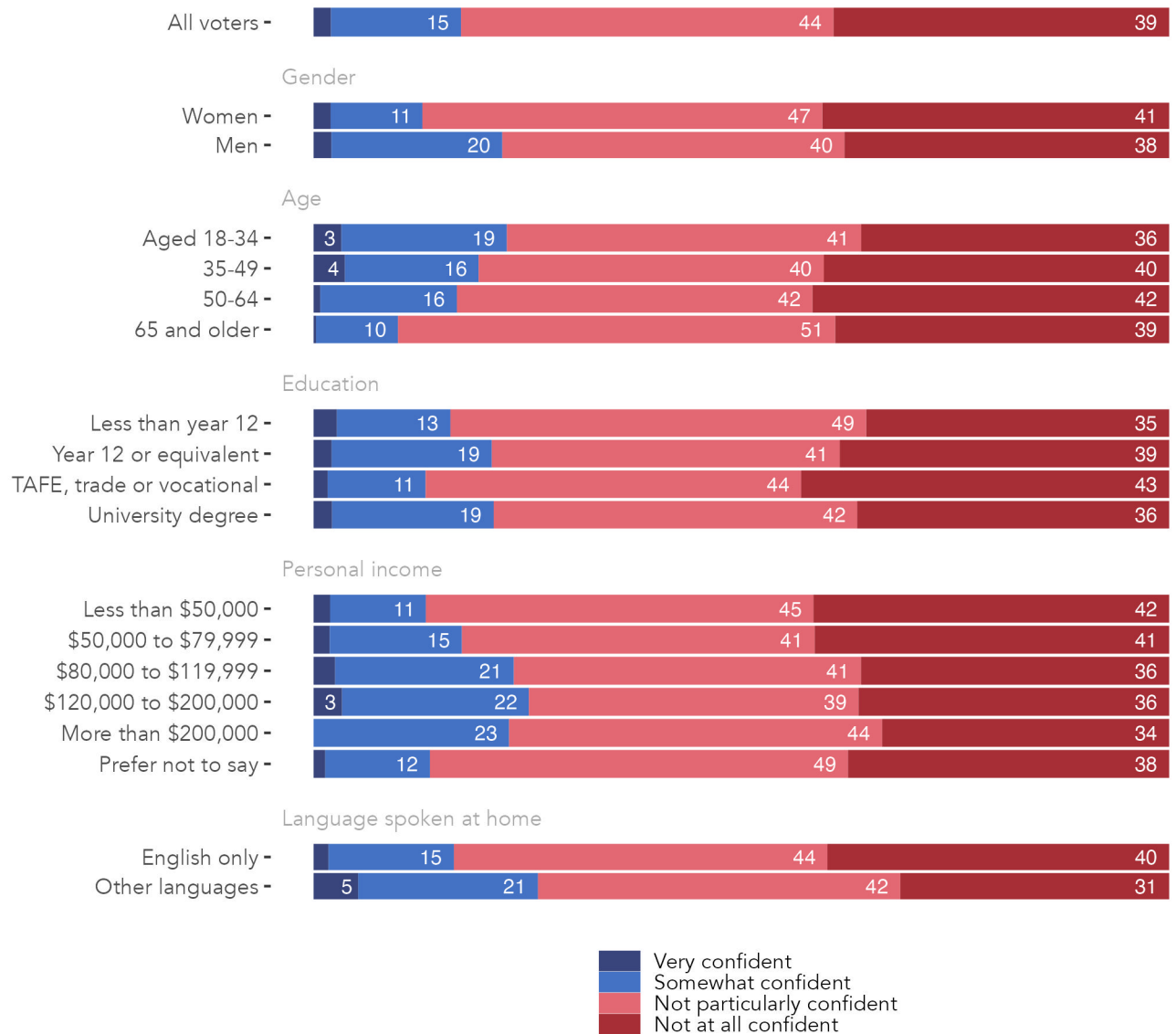


Figure 14: Confidence that a prescription-only approach will stop black market vape sales, by individual characteristics.

Table 13: Confidence that a prescription-only approach will stop black market vape sales, by individual characteristics.

		Very confident	Somewhat confident	Not particularly confident	Not at all confident
	All voters	2	15	44	39
<b>Gender</b>					
	Women	2	11	47	41
	Men	2	20	40	38
<b>Age</b>					
	Aged 18-34	3	19	41	36
	35-49	4	16	40	40
	50-64	1	16	42	42
	65 and older	0	10	51	39
<b>Education</b>					
	Less than year 12	3	13	49	35
	Year 12 or equivalent	2	19	41	39
	TAFE, trade or vocational	2	11	44	43
	University degree	2	19	42	36
<b>Personal income</b>					
	Less than \$50,000	2	11	45	42
	\$50,000 to \$79,999	2	15	41	41
	\$80,000 to \$119,999	3	21	41	36
	\$120,000 to \$200,000	3	22	39	36
	More than \$200,000	0	23	44	34
	Prefer not to say	1	12	49	38
<b>Language spoken at home</b>					
	English only	2	15	44	40
	Other languages	5	21	42	31

# How likely are voters to consider a vape regulation policy when choosing whether to vote for a political 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 licensed retail outlets, how likely would you be to consider this policy in choosing whether to vote for this political party?*

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

How likely are voters to consider a vape regulation policy when choosing whether to vote for a political party?

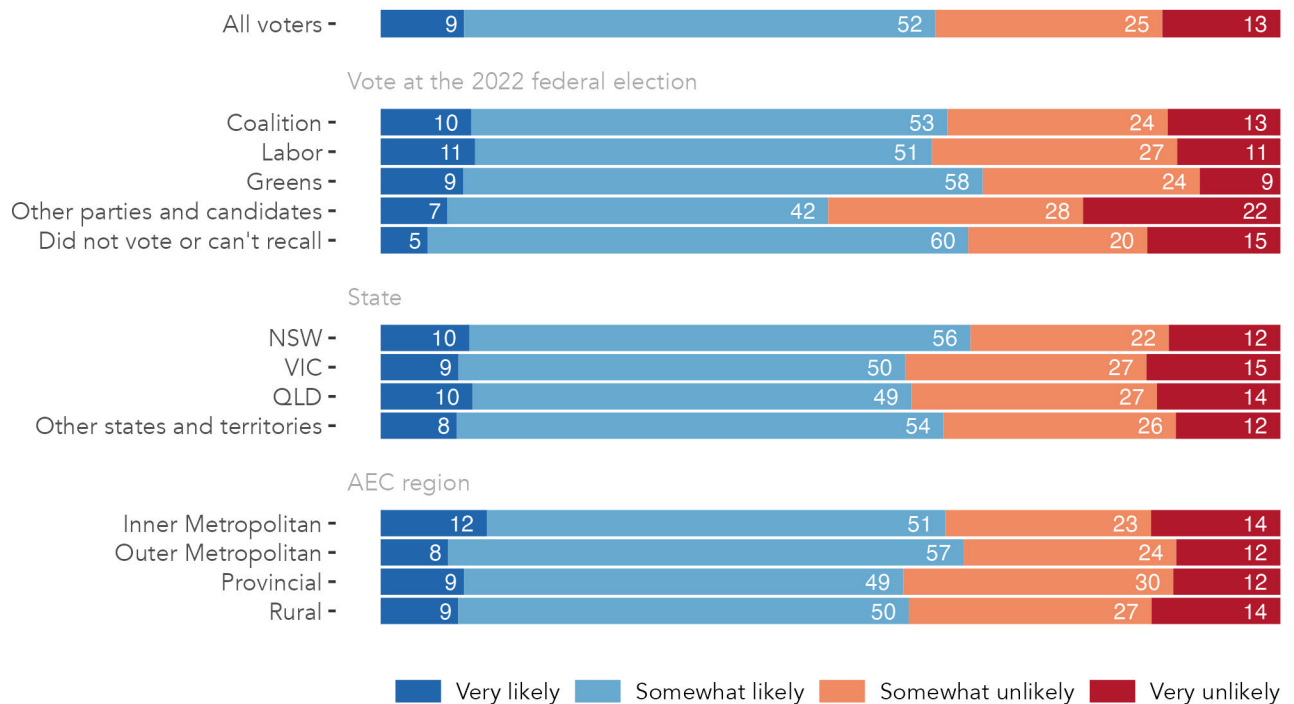


Figure 15: How likely are voters to consider a vape regulation policy when choosing whether to vote for a political party, by vote at the 2022 federal election, location and state.

Table 14: How likely are voters to consider a vape regulation policy when choosing whether to vote for a political party, by vote at the 2022 federal election, location and state.

	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely
All voters	9	52	25	13
<b>Vote at the 2022 federal election</b>				
Coalition	10	53	24	13
Labor	11	51	27	11
Greens	9	58	24	9
Other parties and candidates	7	42	28	22
Did not vote or can't recall	5	60	20	15
<b>State</b>				
NSW	10	56	22	12
VIC	9	50	27	15
QLD	10	49	27	14
Other states and territories	8	54	26	12
<b>AEC region</b>				
Inner Metropolitan	12	51	23	14
Outer Metropolitan	8	57	24	12
Provincial	9	49	30	12
Rural	9	50	27	14



# How likely are voters to consider a vape regulation policy when choosing whether to vote for a political party?

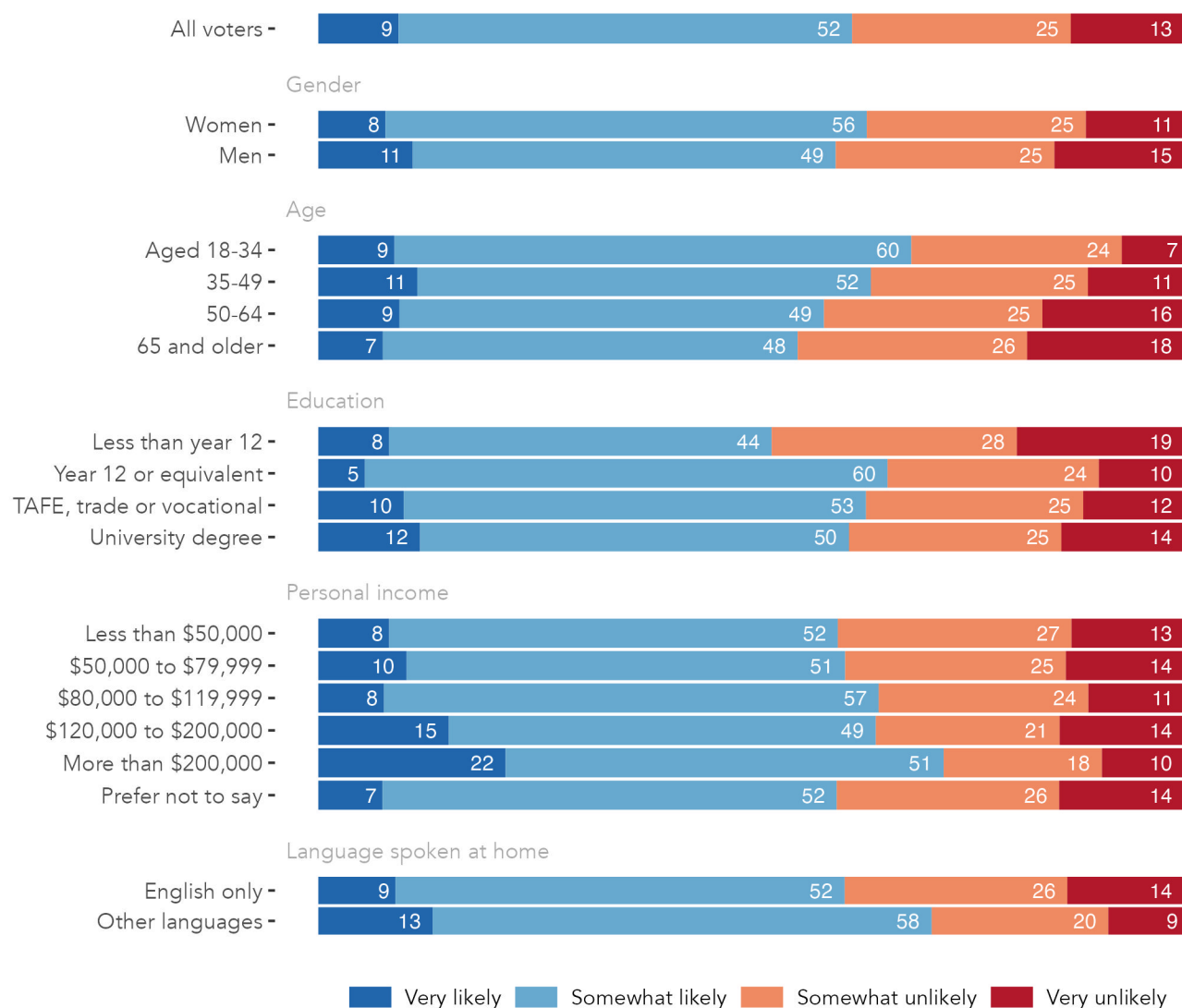


Figure 16: How likely are voters to consider a vape regulation policy when choosing whether to vote for a political party, by individual characteristics.

Table 15: How likely are voters to consider a vape regulation policy when choosing whether to vote for a political party, by individual characteristics.

		Very likely	Somewhat likely	Somewhat unlikely	Very unlikely
	All voters	9	52	25	13
<b>Gender</b>					
	Women	8	56	25	11
	Men	11	49	25	15
<b>Age</b>					
	Aged 18-34	9	60	24	7
	35-49	11	52	25	11
	50-64	9	49	25	16
	65 and older	7	48	26	18
<b>Education</b>					
	Less than year 12	8	44	28	19
	Year 12 or equivalent	5	60	24	10
	TAFE, trade or vocational	10	53	25	12
	University degree	12	50	25	14
<b>Personal income</b>					
	Less than \$50,000	8	52	27	13
	\$50,000 to \$79,999	10	51	25	14
	\$80,000 to \$119,999	8	57	24	11
	\$120,000 to \$200,000	15	49	21	14
	More than \$200,000	22	51	18	10
	Prefer not to say	7	52	26	14
<b>Language spoken at home</b>					
	English only	9	52	26	14
	Other languages	13	58	20	9

