Tobacco Free Kids National Survey

Interview Schedule

Field Dates: February 2-5, 2015

N=1,000 Registered Voters
N=700 Landline
N=300 Cell

Project #: 15054

Margin of Error = ±3.10%

** Denotes result under 0.5%.*
^ Denotes rounding. Due to rounding, some figures may be higher or lower by less than one-half of one percent.

(ASK QUESTIONS CP1-CP4 TO CELL SAMPLE ONLY)

CP1. For your safety, are you currently driving?

100% NO

CP3. Of all the personal telephone calls that you receive, do you get... **(READ, ROTATE PUNCHES 1 AND 3 - KEEP 2 ALWAYS IN THE MIDDLE)** ?

100% All or almost all calls on a cell phone **(CONTINUE)**

A. **LANDLINE:** Are you registered to vote at this address?
CELL PHONE: Are you registered to vote at your home address?

100% YES **(CONTINUE TO QUESTION B)**

B. Are you, or is anyone in your household, employed by a newspaper, television or radio station, or a political party, or by a candidate for political office?

100% NO

Before we begin, I have a few questions about yourself....

1. In what year were you born?

7%	18 - 24
24%	25 - 34
14%	35 - 44
18%	45 - 54
23%	55 - 64
13%	65 AND ABOVE
1%	REFUSED

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2. Would you say that things in the country are going in the right direction, or have they pretty seriously gotten off on the wrong track?

39%	RIGHT DIRECTION
55%	WRONG TRACK
5%	NO OPINION **(DO NOT READ)**
1%	REFUSED **(DO NOT READ)**

Changing topics...

3. In 2009, the U.S. Congress passed a law giving the Food and Drug Administration, known as the FDA, the authority to regulate tobacco products, including restrictions on sales and marketing to children. Do you favor or oppose this law?

(IF FAVOR/OPPOSE, ASK:) And, do you STRONGLY **(favor/oppose)** or NOT-SO-STRONGLY **(favor/oppose)**?

69%	STRONGLY FAVOR
12%	NOT-SO-STRONGLY FAVOR
5%	NOT-SO-STRONGLY OPPOSE
9%	STRONGLY OPPOSE
3%	DON'T KNOW **(DO NOT READ)**
1%	REFUSED **(DO NOT READ)**
81%	**TOTAL FAVOR**
15%^	**TOTAL OPPOSE**

Here are some ways the Food and Drug Administration could regulate tobacco products. After each one, please tell me if you favor or oppose the FDA implementing that particular policy. If you are not sure, just say so.

(IF FAVOR/OPPOSE, ASK:) And, do you STRONGLY **(favor/oppose)** or NOT-SO-STRONGLY **(favor/oppose)**?

STRG FAVOR	**NOT-SO-STRG FAV**	**NOT-SO-STRG OPP**	**STRG OPP**	**DK –DO NOT READ–**	**REF –DO NOT READ–**

The **(first/next)** one is... **(RANDOMIZE)**

4. Require manufacturers to reduce the amount of nicotine in tobacco products so that the tobacco products are not addictive.

66%	12%	7%	11%	4%	1%
77%^		**18%**			

5. Prevent tobacco companies from making claims that some products are less harmful than others, unless the FDA determines those claims are true, and that those claims will not cause more people to smoke.

75%	11%	3%	8%	4%	*
85%^		**11%**			

6. Require tobacco companies to take measures, when scientifically possible, to make tobacco products less harmful.

76%	10%	4%	7%	2%	*
86%		**11%**			

7. Restrict tobacco marketing aimed at children.

88%	3%	1%	7%	1%	*
91%		**8%**			

8. Help prevent tobacco sales to children by requiring ID checks for younger buyers.

94%	2%	*	3%	*	*
96%		**3%**			

9. Help prevent tobacco sales to children by fining retailers who sell tobacco to minors.

87%	5%	2%	5%	1%	–
92%		**7%**			

10. Prohibit tobacco products from containing candy and fruit flavors that can appeal to kids.

67%	8%	7%	15%	2%	–
76%^		**22%**			

(Continued...)

	STRG FAVOR	**NOT-SO-STRG FAV**	**NOT-SO-STRG OPP**	**STRG OPP**	**DK –DO NOT READ–**	**REF**
11. Require large graphic warning labels on cigarette packs to better convey the health risks of smoking.	67%	14%	7%	11%	2%	*
	81%		**17%^**			
12. Require tobacco companies to submit any new tobacco products to the FDA for review before they are allowed to be sold.	76%	10%	4%	7%	2%	*
	86%		**11%**			
13. Require the removal of additives or ingredients that make tobacco products more appealing to kids.	75%	7%	4%	11%	3%	*
	81%^		**15%**			

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14. And, now that you have heard some more information, do you favor or oppose the law that gave the Food and Drug Administration, known as the FDA, the authority to regulate tobacco products, including restrictions on sales and marketing to children?

(IF FAVOR/OPPOSE, ASK:) And, do you STRONGLY **(favor/oppose)** or NOT-SO-STRONGLY **(favor/oppose)**?

Q3 INT	**Q14 INF**	
69%	78%	STRONGLY FAVOR
12%	10%	NOT-SO-STRONGLY FAVOR
5%	3%	NOT-SO-STRONGLY OPPOSE
9%	8%	STRONGLY OPPOSE
3%	2%	DON'T KNOW **(DO NOT READ)**
1%	*	REFUSED **(DO NOT READ)**
81%	**88%**	**TOTAL FAVOR**
15%^	**10%^**	**TOTAL OPPOSE**

Still thinking about tobacco-related issues...

(ROTATE Q15-16)

15. **(And)**, In general, do you feel that smoking cigars is **(ROTATE TOP TO BOTTOM, BOTTOM TO TOP)** a serious health hazard, a moderate health hazard, a minor health hazard, or not a health hazard at all?

60%	SERIOUS HEALTH HAZARD
25%	MODERATE HEALTH HAZARD
11%	MINOR HEALTH HAZARD
1%	NOT A HEALTH HAZARD AT ALL
3%	DON'T KNOW **(DO NOT READ)**
*	REFUSED **(DO NOT READ)**
85%	**TOTAL HEALTH HAZARD**
12%	**TOTAL NOT A HEALTH HAZARD**

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16. **(And)**, In general, do you feel that smoking cigarettes is **(ROTATE TOP TO BOTTOM, BOTTOM TO TOP)** a serious health hazard, a moderate health hazard, a minor health hazard, or not a health hazard at all?

85%	SERIOUS HEALTH HAZARD
12%	MODERATE HEALTH HAZARD
2%	MINOR HEALTH HAZARD
*	NOT A HEALTH HAZARD AT ALL
1%	DON'T KNOW **(DO NOT READ)**
*	REFUSED **(DO NOT READ)**
97%	**TOTAL HEALTH HAZARD**
2%	**TOTAL NOT A HEALTH HAZARD**

Now, I am going to read a series of statements, and after I read each one, please tell me which statement comes closest to your point of view...

The first series is... **(ROTATE Q17 STATEMENTS)**

17. **(Some/other)** people say Congress should act to prevent agencies like the FDA from imposing too many regulations on businesses. Preventing tobacco use may be important, but more government regulation is not the answer. We need less government regulation, not more.

...while...

(Some/other) people say tobacco kills four hundred eighty thousand Americans each year. Since tobacco is so harmful, we should do everything we can to prevent tobacco use among young people and help smokers quit. Congress should not limit the FDA's authority to regulate tobacco, which helps reduce smoking and saves lives.

(PROMPT:) Which statement comes closest to your own point of view?

(IF CHOICE, ASK:) And, do you feel that way strongly or not-so-strongly?

26%	STRONGLY CONGRESS SHOULD ACT TO PREVENT FDA REGULATIONS
7%	NOT-SO-STRONGLY CONGRESS SHOULD ACT TO PREVENT FDA REGULATIONS
11%	NOT-SO-STRONGLY CONGRESS SHOULD NOT LIMIT FDA'S AUTHORITY
50%	STRONGLY CONGRESS SHOULD NOT LIMIT FDA'S AUTHORITY
1%	NEITHER **(DO NOT READ)**
1%	BOTH **(DO NOT READ)**
2%	DON'T KNOW **(DO NOT READ)**
*	REFUSED **(DO NOT READ)**
62%^	**TOTAL CONGRESS SHOULD NOT LIMIT FDA'S AUTHORITY**
34%^	**TOTAL CONGRESS SHOULD ACT TO PREVENT FDA REGULATIONS**

The next series is... **(ROTATE Q18 STATEMENTS)**

18. **(Some/other)** people say Congress should pass a law preventing the FDA from regulating large premium cigars. These cigars cost several dollars apiece and are usually sold in specialty shops or online, making them less accessible to children under eighteen. Too many regulations on premium cigars are unnecessary and would cost jobs by burdening small manufacturers and retailers, putting many out of business.

...while...

(Some/other) people say Congress should continue to allow the FDA to regulate all tobacco products, including large premium cigars. By promoting a new law to prevent regulation of cigars, tobacco companies are just trying to avoid FDA regulations that protect health and prevent children from smoking. Cigar smoke contains toxins and causes cancer and heart disease. Scientists at the FDA, not Congress, should decide what type of regulation makes sense for each product.

(PROMPT:) Which statement comes closest to your own point of view?

(IF PREVENT/CONTINUE, ASK:) And, do you feel that way strongly or not-so-strongly?

21% STRONGLY PASS A LAW PREVENTING REGULATION
12% NOT-SO-STRONGLY PASS A LAW PREVENTING REGULATION
15% NOT-SO-STRONGLY FDA CONTINUE TO REGULATE
47% STRONGLY FDA CONTINUE TO REGULATE

2% NEITHER **(DO NOT READ)**
1% BOTH **(DO NOT READ)**
2% DON'T KNOW **(DO NOT READ)**
* REFUSED **(DO NOT READ)**

62% TOTAL FDA CONTINUE TO REGULATE
33% TOTAL PASS A LAW PREVENTING REGULATION

Changing topics...

19. In the past few years, there has been an increase in the number of people using products called electronic cigarettes, or e-cigarettes. These products contain nicotine and other chemicals. While conventional cigarettes burn tobacco, e-cigarettes use a battery to heat and vaporize a nicotine solution for inhaling. Before today, how much had you heard about electronic cigarettes, **(ROTATE TOP TO BOTTOM, BOTTOM TO TOP)** a great deal, some, not too much, or nothing at all?

42%	GREAT DEAL
42%	SOME
14%	NOT TOO MUCH
2%	NOTHING AT ALL
*	DON'T KNOW/NOT SURE **(DO NOT READ)**
–	REFUSED **(DO NOT READ)**
84%	**TOTAL GREAT DEAL/SOME**
16%	**TOTAL NOT MUCH/NOTHING**

20. And, from what you know, do you feel that using electronic cigarettes is **(ROTATE TOP TO BOTTOM, BOTTOM TO TOP)** a serious health hazard, a moderate health hazard, a minor health hazard, or not a health hazard at all?

31% SERIOUS HEALTH HAZARD
37% MODERATE HEALTH HAZARD
19% MINOR HEALTH HAZARD
5% NOT A HEALTH HAZARD AT ALL

8% DON'T KNOW **(DO NOT READ)**
* REFUSED **(DO NOT READ)**

68% TOTAL HEALTH HAZARD
24% TOTAL NOT A HEALTH HAZARD

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21. The FDA recently announced that it would begin to regulate electronic cigarettes. Do you favor or oppose the FDA regulating electronic cigarettes?

(IF FAVOR/OPPOSE, ASK:) And, do you STRONGLY **(favor/oppose)** or NOT-SO-STRONGLY **(favor/oppose)**?

52% STRONGLY FAVOR
21% NOT-SO-STRONGLY FAVOR
8% NOT-SO-STRONGLY OPPOSE
14% STRONGLY OPPOSE

5% DON'T KNOW **(DO NOT READ)**
* REFUSED **(DO NOT READ)**

72%^ TOTAL FAVOR
22% TOTAL OPPOSE

Thinking again about the Food and Drug Administration, or FDA...

The FDA recently announced that it would begin to regulate electronic cigarettes. Here are a number of ways in which the FDA could act. After each one, please tell me if you favor or oppose the FDA implementing that particular proposal. If you are not sure, just say so.

(IF FAVOR/OPPOSE, ASK:) And, do you STRONGLY **(favor/oppose)** or NOT-SO-STRONGLY **(favor/oppose)**?

STRG FAVOR	**NOT-SO-STRG FAV**	**NOT-SO-STRG OPP**	**STRG OPP**	**DK –DO NOT READ–**	**REF –DO NOT READ–**

The **(first/next)** one is...

22. Prohibit the use of candy and fruit flavors that can appeal to kids like cherry and cotton candy.

63%	10%	8%	16%	3%	–
73%		**24%**			

23. Require child resistant packaging for all e-cigarettes and liquid nicotine refills.

77%	10%	4%	7%	3%	*
87%		**10%^**			

24. Require warning labels for e-cigarettes to convey the risks of nicotine use, especially for young people.

83%	9%	3%	4%	2%	–
92%		**7%**			

25. Prevent children under age eighteen from buying e-cigarettes by requiring age verification on all sales of e-cigarette products, including internet sales.

89%	6%	1%	4%	1%	*
95%		**4%^**			

26. Restrict e-cigarette marketing aimed at children.

87%	5%	2%	5%	2%	*
92%		**6%^**			

27. Require companies to disclose the ingredients in electronic cigarettes and the aerosol created by using the products.

85%	8%	1%	4%	2%	*
93%		**5%**			

Thinking now about you...

D1. Which of the following describes your use of cigarettes ... **(ROTATE TOP TO BOTTOM, BOTTOM TO TOP)** I currently smoke cigarettes regularly, I smoke cigarettes only occasionally, I USED to smoke but no longer do, or I have never been a cigarette smoker.

8%	I currently smoke cigarettes regularly
6%	I smoke cigarettes only occasionally
27%	I used to smoke but no longer do
58%	I have never been a cigarette smoker
–	DON'T KNOW **(DO NOT READ)**
*	REFUSED **(DO NOT READ)**
15%^	**TOTAL SMOKER**
85%	**TOTAL NON-SMOKER**

(IF D1:3-6, ASK D2) (N=855, Results shown off of total base)

D2. And do you never smoke, or do you sometimes smoke on occasion?

80%	NEVER SMOKE
5%	SOMETIMES SMOKE ON OCCASION
*	DON'T KNOW **(DO NOT READ)**
*	REFUSED **(DO NOT READ)**

D3. Do you use any other tobacco products, such as e-cigarettes or chewing or spit tobacco?

7%	YES
93%	NO
–	DON'T KNOW **(DO NOT READ)**
–	REFUSED **(DO NOT READ)**

D4. Does anyone in your household smoke cigarettes or use any other tobacco products?

21%	YES
79%	NO
–	DON'T KNOW **(DO NOT READ)**
*	REFUSED **(DO NOT READ)**

Now, I just have a few more questions for statistical purposes only.

D5. What is the last grade you completed in school? **(DO NOT READ CHOICES)**

*	SOME GRADE SCHOOL (GRADES 1-8)
1%	SOME HIGH SCHOOL (GRADES 9-11)
20%	GRADUATED HIGH SCHOOL (GRADE 12)
2%	TECHNICAL/VOCATIONAL SCHOOL
24%	SOME COLLEGE
36%	GRADUATED COLLEGE
15%	POST-GRADUATE
*	REFUSED (**DO NOT READ**)
22%^	**HIGH SCHOOL OR LESS**
27%^	**SOME COLLEGE**
51%	**COLLEGE+**

D6. And in politics today, do you consider yourself ... **(ROTATE)**

a Republican,
a Democrat,
an Independent or something else?

(IF REPUBLICAN OR DEMOCRAT, ASK:)
Would you call yourself a STRONG (Republican/Democrat) or a NOT-SO-STRONG (Republican/Democrat)?

(IF INDEPENDENT/SOMETHING ELSE/OTHER/NO PREFERENCE, ASK:) Do you think of yourself as closer to the... **(ROTATE)**

the Republican party
...or...
the Democratic party

15% STRONG REPUBLICAN
10% NOT-SO-STRONG REPUBLICAN
12% LEAN REPUBLICAN

18% SOMETHING ELSE/INDEPENDENT

11% LEAN DEMOCRAT
12% NOT-SO-STRONG DEMOCRAT
20% STRONG DEMOCRAT

2% DON'T KNOW/REFUSED **(DO NOT READ)**

36%^ TOTAL REPUBLICAN
44%^ TOTAL DEMOCRAT

D7. Generally speaking, do you consider yourself to be (**ROTATE TOP TO BOTTOM, BOTTOM TO TOP**) conservative, moderate ...or... liberal on most issues?

(IF CONSERVATIVE/LIBERAL, ASK:) And would you say you are VERY **(conservative/liberal)** or just SOMEWHAT **(conservative/liberal)**?

16% VERY CONSERVATIVE
19% SOMEWHAT CONSERVATIVE

37% MODERATE

14% SOMEWHAT LIBERAL
10% VERY LIBERAL

2% DON'T KNOW **(DO NOT READ)**
1% REFUSED **(DO NOT READ)**

36%^ TOTAL CONSERVATIVE
24% TOTAL LIBERAL

D8. And, do you have a favorable or unfavorable opinion of the Tea Party Movement, or do you not really know enough about it to have an opinion?

(IF FAVORABLE/UNFAVORABLE, ASK:) Would that be STRONGLY **(favorable/unfavorable)** or just SOMEWHAT **(favorable/unfavorable)**?

9% STRONGLY FAVORABLE
10% SOMEWHAT FAVORABLE
8% SOMEWHAT UNFAVORABLE
24% STRONGLY UNFAVORABLE

48% NO OPINION/DON'T KNOW

1% REFUSED **(DO NOT READ)**

19% TOTAL FAVORABLE
32% TOTAL UNFAVORABLE

D9. What is your main racial or ethnic heritage? Is it... **(READ LIST SLOWLY BEFORE ACCEPTING ANSWER, THEN ACCEPT ONE RESPONSE ONLY.)**

73% CAUCASIAN OR WHITE
12% AFRICAN-AMERICAN OR BLACK
10% HISPANIC ...or...
2% ASIAN
1% OTHER **(DO NOT READ) (Specify: _____)**
2% REFUSED **(DO NOT READ)**

D10. Gender **(BY OBSERVATION)**

48% MALE
52% FEMALE