Key findings from a national survey of 1,000 registered voters, conducted February 2-5, 2015.

Glen Bolger
Nathan Henry
Public Opinion Strategies and the Mellman Group are pleased to present the key findings from a national survey of 1,000 registered voters, including 300 cell phone interviews, conducted February 2-5, 2015. The margin of error for this survey is ±3.10%

Glen Bolger and Nathan Henry were the principal researchers on this project. Kyle Clark was the project director, and Trevor Spranger provided analytical support.
Voters overwhelmingly favor the 2009 law that gave the FDA authority to regulate tobacco products.

“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?”

Total Favor 81%
Total Oppose 15%*

Strongly Favor 69%
Not-So-Strongly Favor 12%
Not-So-Strongly Oppose 5%
Strongly Oppose 9%
Don’t Know 3%
Refused 2%*

*Denotes Rounding
Support is high across party lines.

By Party

+55%  +58%  +60%  +79%  +77%

74%  78%  75%  88%  88%

Base GOP (15%)  Soft/Lean GOP (22%)  Independent (18%)  Soft/Lean Democrat (24%)  Base Democrat (20%)

19%  20%  15%  9%  11%

*Denotes Rounding
There is no significant difference in support by region.

By Region

Northeast (21%)
- Total Favor: 85%
- Total Oppose: 12%

Midwest (22%)
- Total Favor: 78%
- Total Oppose: 18%

South (34%)
- Total Favor: 81%
- Total Oppose: 16%

West (23%)
- Total Favor: 82%
- Total Oppose: 12%
Support for the law is high across all ideological groups.

**FDA Law by Ideology**

- **Very Conservative (16%)**
  - Total Favor: 66%
  - Total Oppose: 30%

- **Somewhat Conservative (19%)**
  - Total Favor: 82%
  - Total Oppose: 15%

- **Moderate (37%)**
  - Total Favor: 86%
  - Total Oppose: 10%

- **Total Liberal (24%)**
  - Total Favor: 86%
  - Total Oppose: 10%

- **Conservative Democrats (8%)**
  - Total Favor: 80%
  - Total Oppose: 20%
Three-quarters of smokers favor the law giving the FDA authority to regulate tobacco products.

*FDA Law by Smokers*

<table>
<thead>
<tr>
<th>Smoking Status</th>
<th>Favor</th>
<th>Oppose</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regular (8%)</td>
<td>73%</td>
<td>23%</td>
</tr>
<tr>
<td>Occasional (6%)</td>
<td>84%</td>
<td>16%</td>
</tr>
<tr>
<td>Past (27%)</td>
<td>78%</td>
<td>18%</td>
</tr>
<tr>
<td>Never (58%)</td>
<td>84%</td>
<td>12%</td>
</tr>
<tr>
<td>Total Smokers (20%)</td>
<td>76%</td>
<td>20%</td>
</tr>
</tbody>
</table>

Total Favor:  +50%  +68%  +60%  +72%  +56%

Campaign for Tobacco-Free Kids National Survey ~ February 2-5, 2015
Testing specific policies the FDA might implement, support for policies that restrict access to children are very popular.

“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.”

Ranked by % Strongly Favor

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

- **Strongly Favor:** 94%
- **Total Favor:** 96%
- **Strongly Oppose:** 3%
- **Total Oppose:** 7%

Restrict tobacco marketing aimed at children.

- **Strongly Favor:** 88%
- **Total Favor:** 91%
- **Strongly Oppose:** 7%
- **Total Oppose:** 8%

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

- **Strongly Favor:** 87%
- **Total Favor:** 92%
- **Strongly Oppose:** 7%
- **Total Oppose:** 11%

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

- **Strongly Favor:** 76%
- **Total Favor:** 86%
- **Strongly Oppose:** 11%
- **Total Oppose:** 7%

Require tobacco companies to submit any new tobacco products to the FDA for review before they are allowed to be sold.

- **Strongly Favor:** 76%
- **Total Favor:** 86%
- **Strongly Oppose:** 11%
- **Total Oppose:** 7%
Each proposal receives at least two-thirds support.

Ranked by % Strongly Favor

Require the removal of additives or ingredients that make tobacco products more appealing to kids.
- Strongly Favor: 75%
- Total Favor: 81%
- Strongly Oppose: 11%
- Total Oppose: 15%

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.
- Strongly Favor: 75%
- Total Favor: 85%
- Strongly Oppose: 8%
- Total Oppose: 11%

Prohibit tobacco products from containing candy and fruit flavors that can appeal to kids.
- Strongly Favor: 67%
- Total Favor: 76%
- Strongly Oppose: 15%
- Total Oppose: 22%

Require large graphic warning labels on cigarette packs to better convey the health risks of smoking.
- Strongly Favor: 67%
- Total Favor: 81%
- Strongly Oppose: 11%
- Total Oppose: 17%

Require manufacturers to reduce the amount of nicotine in tobacco products so that the tobacco products are not addictive.
- Strongly Favor: 66%
- Total Favor: 77%
- Strongly Oppose: 11%
- Total Oppose: 18%

*Denotes Rounding
Support for the law climbs even higher after respondents hear potential policies.

“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?”

*Denotes Rounding
There is little doubt to voters whether cigars and cigarettes pose a health hazard.

“In general, do you feel that smoking CIGARS is a serious health hazard, a moderate health hazard, a minor health hazard, or not a health hazard at all?”

<table>
<thead>
<tr>
<th>Health Hazard</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Serious</td>
<td>60%</td>
</tr>
<tr>
<td>Moderate</td>
<td>25%</td>
</tr>
<tr>
<td>Minor</td>
<td>11%</td>
</tr>
<tr>
<td>Not A Health Hazard At All</td>
<td>1%</td>
</tr>
<tr>
<td>Don’t Know</td>
<td>3%</td>
</tr>
<tr>
<td>Total Health Hazard</td>
<td>85%</td>
</tr>
<tr>
<td>Total Not A Health Hazard</td>
<td>12%</td>
</tr>
</tbody>
</table>

*Denotes Rounding

“In general, do you feel that CIGARETTES is a serious health hazard, a moderate health hazard, a minor health hazard, or not a health hazard at all?”

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<tr>
<td>Moderate</td>
<td>12%</td>
</tr>
<tr>
<td>Minor</td>
<td>2%</td>
</tr>
<tr>
<td>Not A Health Hazard At All</td>
<td>0</td>
</tr>
<tr>
<td>Don’t Know</td>
<td>1%</td>
</tr>
<tr>
<td>Total Health Hazard</td>
<td>97%</td>
</tr>
<tr>
<td>Total Not A Health Hazard</td>
<td>2%^</td>
</tr>
</tbody>
</table>

^Two respondents said not a health hazard at all, <1%.

Total Health Hazard 85%
Total Not A Health Hazard 12%

Campaign for Tobacco-Free Kids National Survey ~ February 2-5, 2015
Voters say that Congress should not limit the FDA’s authority to regulate tobacco.

“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…”

<table>
<thead>
<tr>
<th>Intensity</th>
<th>50% Strongly</th>
<th>26% Strongly</th>
</tr>
</thead>
</table>

62%*

Some 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.

...while...

34%*

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.

*Denotes Rounding
Voters say that Congress should not limit the FDA’s authority to regulate large premium cigars.

“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...”

<table>
<thead>
<tr>
<th>Intensity</th>
<th>47% Strongly</th>
<th>21% Strongly</th>
</tr>
</thead>
</table>

62% Some 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.

33% 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.

Campaign for Tobacco-Free Kids National Survey ~ February 2-5, 2015
CAMPAIGN for TOBACCO-FREE Kids®

E-Cigarettes
Awareness of electronic cigarettes is high.

“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, a great deal, some, not too much, or nothing at all?”

**Total Great Deal/Some:** 84%
**Total Not Much/Nothing:** 16%

*Denotes Rounding.*
Voters overwhelmingly believe e-cigarettes pose a health hazard.

“And, from what you know, do you feel that using electronic cigarettes is a serious health hazard, a moderate health hazard, a minor health hazard, or not a health hazard at all?”

Total Health Hazard 68%
Total Not A Health Hazard 24%
Cigarettes are viewed as much more hazardous than cigars and e-cigarettes.

<table>
<thead>
<tr>
<th></th>
<th>Serious Hazard</th>
<th>Moderate Hazard</th>
<th>Minor Hazard</th>
<th>Not a Hazard</th>
<th>Total Serious/Moderate Hazard</th>
<th>Total Minor/Not a Hazard</th>
</tr>
</thead>
<tbody>
<tr>
<td>E-Cigarettes</td>
<td>31%</td>
<td>37%</td>
<td>19%</td>
<td>5%</td>
<td>68%</td>
<td>24%</td>
</tr>
<tr>
<td>Cigarettes</td>
<td>85%</td>
<td>12%</td>
<td>2%</td>
<td>*</td>
<td>97%</td>
<td>2%**</td>
</tr>
<tr>
<td>Cigars</td>
<td>60%</td>
<td>25%</td>
<td>11%</td>
<td>1%</td>
<td>85%</td>
<td>12%</td>
</tr>
</tbody>
</table>

* <1%. **Denotes Rounding.
Nearly three-quarters of voters support the FDA regulation of electronic cigarettes.

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

<table>
<thead>
<tr>
<th>Response</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Favor</td>
<td>52%</td>
</tr>
<tr>
<td>Somewhat Favor</td>
<td>21%</td>
</tr>
<tr>
<td>Somewhat Oppose</td>
<td>8%</td>
</tr>
<tr>
<td>Strongly Oppose</td>
<td>14%</td>
</tr>
<tr>
<td>Don’t Know</td>
<td>5%</td>
</tr>
<tr>
<td>Total Favor</td>
<td>72%*</td>
</tr>
<tr>
<td>Total Oppose</td>
<td>22%</td>
</tr>
</tbody>
</table>

*Denotes Rounding
Voters are very supportive of all potential e-cigarette regulations.

“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.”

**Ranked by % Strongly Favor**

- Prevent children under age eighteen from buying e-cigarettes by requiring age verification on all sales of e-cigarette products, including internet sales. 89% Strongly Favor, 95% Favor, 4% Strongly Oppose, 4% Oppose
- Restrict e-cigarette marketing aimed at children. 87% Strongly Favor, 92% Favor, 6% Strongly Oppose, 6% Oppose
- Require companies to disclose the ingredients in electronic cigarettes and the aerosol created by using the products. 85% Strongly Favor, 93% Favor, 5% Strongly Oppose, 5% Oppose
- Require warning labels for e-cigarettes to convey the risks of nicotine use, especially for young people. 83% Strongly Favor, 92% Favor, 7% Strongly Oppose, 7% Oppose
- Require child resistant packaging for all e-cigarettes and liquid nicotine refills. 77% Strongly Favor, 87% Favor, 10% Strongly Oppose, 10% Oppose
- Prohibit the use of candy and fruit flavors that can appeal to kids like cherry and cotton candy. 63% Strongly Favor, 73% Favor, 16% Strongly Oppose, 24% Oppose
For more information about this presentation or about Public Opinion Strategies or the Mellman Group, please give us a call.

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