

Final Frequencies (n=800)
Nationwide Survey
The Mellman Group, Inc.
June 5, 2007

Hello. My name is **[FIRST NAME ONLY]**. I'm calling long distance from _____. We are conducting a public opinion survey and I would like to ask you some questions. We are not selling anything, and I won't ask you for a contribution or donation. Could I please speak with the male/female 18 or older in your household who celebrated a birthday most recently?

First, are you registered to vote at this address? **[IF NO, ASK FOR A FAMILY MEMBER WHO IS. IF NONE, TERMINATE AND MARK TQ1 ON SAMPLE SHEET.] RECORD, BUT DO NOT ASK GENDER.**

[RECORD, BUT DO NOT ASK, GENDER:]

Male 48
 Female..... 52

How likely would you say you are to vote in the November 2008 general election for President, Congress, and other offices -- are you almost certain to vote in the election, very likely, about 50-50, not too likely, not at all likely, or aren't you sure?

almost certain 79
 very likely 21
 about 50-50 **[TERMINATE]**
 not too likely **[TERMINATE]**
 not at all likely **[TERMINATE]**
 dk/not sure..... **[TERMINATE]**

Generally speaking, do you think things in the country are moving in the right direction, or are they pretty seriously off on the wrong track?

Right direction 28
 Wrong Track 63
 DK **[VOL]**..... 9

Would you favor or oppose the U.S. Congress passing a bill that would give 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]** Is that (favor/oppose) strongly or not so strongly?

Favor, strongly..... 56 70
 Favor, not so strongly 14
 Oppose, not so strongly 9
 Oppose, strongly..... 17 26
 DK **[VOL]**..... 3

Now I'm going to read a list of ways in which 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 proposal or policy. If you aren't sure, please say so and we will move on. **[IF FAVOR/OPPOSE]** Is that (favor/oppose) strongly or not so strongly?

[ROTATE BY QUESTION]

| | Strng Favor | NSS Favor | NSS Oppose | Strng Oppose | dk/ not sure |
|--|-------------|-----------|------------|--------------|--------------|
| __Require tobacco companies to disclose the ingredients in tobacco products | 79 | 15 | 2 | 3 | 2 |
| __Require the reduction or removal of harmful ingredients, including nicotine, from tobacco products..... | 67 | 16 | 7 | 6 | 4 |
| __Prevent tobacco companies from making claims that some products are less harmful than others unless the FDA determines those claims are true | 68 | 19 | 5 | 6 | 2 |
| __Require tobacco companies to take measures, when scientifically possible, to make cigarettes less harmful | 68 | 19 | 5 | 5 | 3 |
| __Restrict tobacco marketing aimed at children such as limiting advertising in magazines with lots of readers under age 18 | 76 | 14 | 3 | 6 | 1 |
| __Restrict tobacco sales to children by requiring ID checks for younger buyers and fining retailers who sell tobacco to minors | 80 | 13 | 2 | 3 | 2 |
| __Require the tobacco companies to inform the FDA any time they make changes to cigarettes and other tobacco products, including increasing the amount of nicotine | 76 | 14 | 4 | 3 | 2 |

Now that you have heard more about the bill that would give the Food and Drug Administration the authority to regulate tobacco products, would you favor or oppose the U.S. Congress passing a bill that would give 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]** Is that (favor/oppose) strongly or not so strongly?

| | | |
|-------------------------------|----|----|
| Favor, strongly..... | 65 | 82 |
| Favor, not so strongly | 17 | |
| Oppose, not so strongly | 5 | |
| Oppose, strongly | 11 | 16 |
| DK [VOL] | 2 | |

Now I'm going to read you some statements about two candidates for federal office and ask for whom you would vote:

[ROTATE STATEMENTS]

__ Candidate X supports legislation that would give the Food and Drug Administration authority over the sale, manufacture, and marketing of tobacco products.

OR

__ Candidate Y opposes legislation that would give the Food and Drug Administration authority over the sale, manufacture, and marketing of tobacco products.

For which of these candidates would you vote? **[IF CANDIDATE CHOSEN:]** Would you be much more likely or somewhat more likely to vote for that candidate?

| | | |
|--|----|----|
| Candidate X, much more likely | 51 | 68 |
| Candidate X, somewhat more likely | 17 | |
| Candidate Y, somewhat more likely | 6 | |
| Candidate Y, much more likely | 11 | 17 |
| Neither/no difference [VOL] | 12 | |
| DK/Refused | 4 | |

How important is it to you personally that Congress pass legislation giving the Food and Drug Administration authority over tobacco products? Is it very important, somewhat important, not too important, or not at all important?

| | |
|---------------------------|----|
| Very important..... | 40 |
| Somewhat important..... | 35 |
| Not too important | 12 |
| Not at all important..... | 11 |
| DK [VOL] | 1 |

[SPLIT SAMPLE A]

Now I'm going to list a few things some people say could happen if the Food and Drug Administration was given authority over tobacco products. After each, please tell me how likely each is to happen if the FDA is given authority over tobacco products -- is it very likely, somewhat likely, not too likely, or not likely at all? If you are not sure, please say so and we will go on.

[ROTATE BY QUESTION]

| | very likely | smwt likely | not too likley | not likely at all | not sure |
|---|-------------|-------------|----------------|-------------------|----------|
| __ Convenience stores would be forced out of business | 6 | 9 | 32 | 51 | 2 |
| __ More people would quit smoking | 16 | 30 | 33 | 20 | 2 |
| __ Regulating tobacco would take so much time that the FDA would be too slow in approving life-saving medications | 13 | 30 | 26 | 20 | 11 |
| __ Tobacco farmers would be hurt | 37 | 39 | 12 | 10 | 2 |
| __ Fewer people would die from smoking-related diseases, like cancer, heart disease and lung disease | 31 | 42 | 12 | 11 | 5 |
| __ Youth smoking rates would decrease | 29 | 42 | 12 | 13 | 4 |
| __ Unfair restrictions would be put on the right of tobacco companies to advertise their product | 22 | 30 | 19 | 25 | 5 |

[SPLIT SAMPLE B]

Now I'm going to list a few things that some people say could happen if the FDA is given authority over tobacco products. After each, Please tell me how good or bad it would be if that particular thing did happen. Use a scale of zero to ten where zero means it is one of the worst things that could happen and 10 means it is one of the best things that can happen. If you are not sure, please say so, and we'll move on.

[RECORD NUMBER 0-10, DK=999]

0 1 2 3 4 5 6 7 8 9 10
WORST **BEST**

[ROTATE BY QUESTION]

| | |
|--|------|
| __Convenience stores would be forced out of business | 3.25 |
| __More people would quit smoking | 7.59 |
| __Regulating tobacco would take so much time that the FDA would be too slow in approving life-saving medications | 3.73 |
| __Tobacco farmers would be hurt | 4.92 |
| __Fewer people would die from smoking-related diseases, like cancer, heart disease and lung disease | 8.15 |
| __Youth smoking rates would decrease | 8.12 |
| __Unfair restrictions would be put on the right of tobacco companies to advertise their product | 6.03 |

[RESUME ASKING EVERYONE]

[ROTATE NEXT TWO QUESTIONS]

__If Congress passed legislation giving the Food and Drug Administration authority over tobacco products, would you feel that Congress had accomplished something important or that Congress had not accomplished something important? **[IF IMPORTANT/NOT IMPORTANT]** Do you feel that way strongly or not so strongly?

| | | |
|---|----|----|
| Had accomplished something, strongly..... | 48 | 72 |
| Had accomplished something, not so strongly | 24 | |
| Had <u>not</u> accomplished something, not so strongly... | 11 | |
| Had <u>not</u> accomplished something, strongly..... | 13 | 25 |
| DK [VOL] | 3 | |

__If Congress passes legislation giving the Food and Drug Administration authority over tobacco, would you have a more favorable opinion of Congress, a less favorable opinion, or would Congress' passage of this legislation not have any effect on your opinion of Congress? **[IF MORE/LESS FAVORABLE]** Is that much (more/less) favorable, or only somewhat (more/less) favorable?

| | | |
|--------------------------------------|----|----|
| Much more favorable | 28 | 55 |
| Somewhat more favorable | 27 | |
| Not have any effect on opinion | 30 | |
| Somewhat less favorable | 6 | |
| Much less favorable..... | 6 | 12 |
| DK [VOL] | 3 | |

[ROTATE NEXT SIX QUESTIONS]

__ Which of the following statements comes closer to your point of view:

[ROTATE STATEMENTS]

Statement A: We should give the Food and Drug Administration the authority to regulate tobacco products because tobacco is exempt from the basic health protections that the FDA applies to other products. Currently, the FDA can regulate a box of macaroni and cheese, but not a pack of cigarettes. This bill will provide additional resources for the scientists and health professionals at the FDA to effectively regulate tobacco products without taking away from its other responsibilities.

OR

Statement B: We should not give the Food and Drug Administration the authority to regulate tobacco products because the FDA already has its hands full trying to regulate prescription drugs and other products. Regulating tobacco would take time and resources away from the FDA’s main job of approving potentially life saving medications.

[IF A/B] Do you feel that way strongly or not so strongly?

| | | |
|------------------------------------|----|----|
| Statement A, strongly..... | 53 | 73 |
| Statement A, not so strongly | 20 | |
| Statement B, not so strongly | 8 | |
| Statement B, strongly | 17 | 25 |
| DK [VOL]..... | 2 | |

__ Which of the following statements comes closer to your point of view:

[ROTATE STATEMENTS]

Statement A: We should give the Food and Drug Administration the authority to regulate tobacco products and their marketing. The tobacco companies spend more than \$13 billion dollars every year marketing their deadly products, and much of that marketing directly impacts kids. The marketing restrictions included in the bill will help prevent tobacco companies from addicting our children.

OR

Statement B: We should not give the Food and Drug Administration the authority to regulate tobacco products because the marketing restrictions included in the proposed bill would be an unconstitutional limitation on free speech and restrict the right of tobacco companies to market their products to adults who choose to smoke.

[IF A/B] Do you feel that way strongly or not so strongly?

| | | |
|------------------------------------|----|----|
| Statement A, strongly..... | 55 | 72 |
| Statement A, not so strongly | 18 | |
| Statement B, not so strongly | 9 | |
| Statement B, strongly | 16 | 25 |
| DK [VOL]..... | 3 | |

__ Which of the following statements comes closer to your point of view:

[ROTATE STATEMENTS]

__ **Statement A:** We should give the Food and Drug Administration the authority to regulate tobacco products so it has the power to stop tobacco companies from marketing to children, reduce smoking and save lives. The positive impact the proposal will have on public health outweighs any possible impact on convenience stores.

OR

__ **Statement B:** We should not give the Food and Drug Administration the authority to regulate tobacco products because the new restrictions would place an unfair burden on convenience stores by limiting tobacco advertising in stores, requiring them to check ID’s and penalizing stores if clerks sell to minors. These restrictions could cause thousands of small businesses like convenience stores to go out of business, costing thousands of jobs.

[IF A/B] Do you feel that way strongly or not so strongly?

| | | |
|-----------------------------------|----|----|
| Statement A, strongly..... | 60 | 78 |
| Statement A, not so strongly..... | 18 | |
| Statement B, not so strongly..... | 7 | |
| Statement B, strongly..... | 12 | 19 |
| DK [VOL]..... | 3 | |

__ Which of the following statements comes closer to your point of view:

[ROTATE STATEMENTS]

__ We should give the Food and Drug Administration the authority to regulate tobacco products because the agency could stop tobacco companies from deceiving people about the health dangers of their product, end efforts to manipulate nicotine levels in cigarettes to hook more smokers, and force tobacco companies to implement ways to make cigarettes less dangerous to people’s health.

OR

__ We should not give the Food and Drug Administration the authority to regulate tobacco products because FDA regulation of tobacco could make it seem like cigarettes have a government “seal of approval” that would minimize the danger of cigarettes and cause more people to start smoking or not quit.

[IF A/B] Do you feel that way strongly or not so strongly?

| | | |
|-----------------------------------|----|----|
| Statement A, strongly..... | 57 | 74 |
| Statement A, not so strongly..... | 17 | |
| Statement B, not so strongly..... | 9 | |
| Statement B, strongly..... | 13 | 22 |
| DK [VOL]..... | 5 | |

__Which of the following statements comes closer to your point of view:

[ROTATE STATEMENTS]

__Statement A: We should give the Food and Drug Administration the authority to regulate tobacco products because it will help stop our kids from smoking and help current smokers quit, which will save billions of dollars by reducing health care costs from tobacco related illnesses. The additional funds needed for the FDA would come from a fee on the tobacco companies amounting to less than two cents per pack of cigarettes sold.

OR

__Statement B: We should not give the Food and Drug Administration the authority to regulate tobacco products because this law would waste taxpayer dollars by creating a huge new government bureaucracy and cost more than \$300 million dollars to implement.

[IF A/B] Do you feel that way strongly or not so strongly?

| | | |
|-----------------------------------|----|----|
| Statement A, strongly..... | 55 | 72 |
| Statement A, not so strongly..... | 18 | |
| Statement B, not so strongly..... | 7 | |
| Statement B, strongly..... | 18 | 24 |
| DK [VOL]..... | 3 | |

__Which of the following statements comes closer to your point of view:

[ROTATE STATEMENTS]

__Statement A: We should give the Food and Drug Administration the authority to regulate tobacco products so it has the power to stop tobacco companies from marketing to children, reduce smoking and save lives. The positive impact the proposal will have on public health outweighs any possible impact on tobacco growers.

OR

__Statement B: We should not give the Food and Drug Administration the authority to regulate tobacco products because the new restrictions could hurt tobacco growers by reducing demand for their crops and placing burdensome requirements on tobacco growing.

[IF A/B] Do you feel that way strongly or not so strongly?

| | | |
|-----------------------------------|----|----|
| Statement A, strongly..... | 61 | 79 |
| Statement A, not so strongly..... | 18 | |
| Statement B, not so strongly..... | 7 | |
| Statement B, strongly..... | 11 | 18 |
| DK [VOL]..... | 3 | |

Sometimes over the course of a survey, opinions change. Would you favor or oppose the U.S. Congress passing a bill that would give 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]** Is that (favor/oppose) strongly or not so strongly?

| | | |
|------------------------------|----|----|
| Favor, strongly..... | 62 | 76 |
| Favor, not so strongly..... | 13 | |
| Oppose, not so strongly..... | 6 | |
| Oppose, strongly..... | 15 | 22 |
| DK [VOL]..... | 3 | |

THANK YOU. THE FEW REMAINING QUESTIONS ARE FOR STATISTICAL PURPOSES ONLY.

Generally speaking, do you think of yourself as a Republican, a Democrat, an independent, or something else? **[IF REPUBLICAN OR DEMOCRAT ASK:]** Do you consider yourself a strong (Republican/Democrat) or a not so strong (Republican/Democrat)? **[IF INDEPENDENT ASK:]**

Would you say that you lean more toward the Republicans or more toward the Democrats?

| | | |
|------------------------------------|----|----|
| strong Republican..... | 19 | 34 |
| not so strong Republican | 10 | |
| independent leans Republican | 5 | |
| Independent | 25 | |
| independent leans Democratic..... | 7 | |
| not so strong Democrat..... | 9 | |
| strong Democrat | 22 | 37 |
| dk/na/other..... | 4 | |

Do you consider yourself very liberal, somewhat liberal, moderate, somewhat conservative or very conservative? **[IF MODERATE, ASK:]** Do you tend to lean toward the liberal or conservative side?

| | | |
|----------------------------------|----|----|
| very liberal..... | 8 | 27 |
| somewhat liberal..... | 14 | |
| moderate leans liberal..... | 5 | |
| Moderate..... | 30 | |
| moderate leans conservative..... | 8 | |
| somewhat conservative..... | 16 | |
| very conservative..... | 17 | 40 |
| dk/ref..... | 3 | |

What is your age? **[CODE ACTUAL AGE. REFUSED=99]** _____

| | |
|-------------|----|
| 18-29..... | 15 |
| 30-39..... | 17 |
| 40-49..... | 20 |
| 50-59..... | 20 |
| 60+ | 25 |
| ref/na..... | 3 |

What was the last level of schooling you completed?

| | |
|-------------------------------------|----|
| less than high school graduate..... | 6 |
| high school graduate..... | 26 |
| some college | 26 |
| college graduate..... | 27 |
| post-graduate | 14 |
| Na | 1 |

Are you of Hispanic, Spanish or Latino descent?

| | |
|-----------|----|
| Yes | 7 |
| No | 92 |
| DK | 1 |

Are you black, white, Asian, Native American or some other race?

| | |
|----------------------|----|
| Black..... | 11 |
| White | 77 |
| Asian..... | 3 |
| Native American..... | 1 |
| Other | 6 |
| Ref | 1 |

Which of the following describes your use of tobacco products ... I currently smoke cigarettes... I USED to smoke cigarettes, but I've quit ... or I have never been a cigarette smoker.

| | | |
|--|----|-----------------------------|
| Current smoker | 19 | [SKIP NEXT QUESTION] |
| Former smoker..... | 29 | [ASK NEXT QUESTION] |
| Never smoked..... | 50 | [ASK NEXT QUESTION] |
| [VOL] Smokeless or other tobacco user | 1 | [ASK NEXT QUESTION] |
| DK [PROBE: RE-READ QUESTION] | 0 | [ASK NEXT QUESTION] |
| Refused..... | 0 | [ASK NEXT QUESTION] |

[ASK IF PREVIOUS QUESTION=PUNCHES 2-6]

And do you never smoke, or do you smoke on occasion?

| | |
|--------------------------------|----|
| Never smoke | 87 |
| Smoke on occasion | 10 |
| Don't know | 2 |
| Refused..... | 1 |
| SMOKER+OCCASIONAL | 28 |

[RESUME ASKING EVERYBODY]

Do you have children, 18 years old or younger living at home?

| | |
|-----------|----|
| Yes | 37 |
| No | 63 |
| DK | 0 |

Are you married, single and never married, separated, widowed or divorced?

| | |
|-----------------|----|
| Married | 58 |
| Single..... | 21 |
| Separated | 2 |
| Widowed..... | 10 |
| Divorced | 9 |
| Refused..... | 1 |

Are you Protestant, Catholic, Jewish, Mormon, or something else? **[IF SOMETHING ELSE]** Are you Christian or non-Christian?

| | |
|----------------------------|----|
| Protestant | 29 |
| Catholic..... | 25 |
| Jewish | 2 |
| Mormon | 3 |
| [IF SOMETHING ELSE] | |
| Christian | 29 |
| Non-Christian | 4 |
| Refused..... | 8 |

Do you live in a large city of over a million, a smaller city, a suburban area, a small town, or a rural area?

| | |
|--------------------------|----|
| City over a million..... | 16 |
| Smaller city..... | 25 |
| Suburban area | 20 |
| Small town..... | 24 |
| Rural area..... | 13 |
| DK/na | 1 |

If you were asked to use one of these given names for the economic class you belong to, which would you say you belong in—upper class, upper middle-class, middle class, working class, or lower class?

| | |
|-------------------------|----|
| upper class | 3 |
| upper middle-class..... | 16 |
| middle-class..... | 55 |
| working class..... | 21 |
| lower class | 4 |
| don't know (VOL)..... | 1 |
| other (VOL)..... | 1 |

In which of the following ranges does your family income fall?

| | |
|------------------------------------|----|
| below \$12,000 | 5 |
| 12 but less than 20 thousand..... | 7 |
| 20 but less than 30 thousand..... | 12 |
| 30 but less than 40 thousand..... | 13 |
| 40 but less than 50 thousand..... | 11 |
| 50 but less than 60 thousand..... | 6 |
| 60 but less than 80 thousand..... | 9 |
| 80 but less than 100 thousand..... | 9 |
| above 100 thousand | 11 |
| n/a | 16 |

And last, what is your zip code? _____

Thank you. That completes our public opinion survey.