



March Omni National - FDA Regulation of Tobacco

March 8 & 10-12, 2007

N=800 Registered Voters
Margin of Error = + 3.5%

Would you favor or oppose the U.S. Congress passing a bill that would give the Food and Drug Administration (the FDA) the authority to regulate tobacco products, including restrictions on sales and marketing to children?

64% STRONGLY FAVOR
13% SOMEWHAT FAVOR
5% SOMEWHAT OPPOSE
17% STRONGLY OPPOSE

1% DON'T KNOW

77% TOTAL FAVOR
22% TOTAL OPPOSE

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.

TOTAL FAVOR	TOTAL OPPOSE	STR FAV	SMWT FAV	SMWT OPP	STR OPP	DK	REF
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Ranked by % Strongly Favor

Restrict tobacco sales to children by requiring ID checks for younger buyers and fining retailers who sell tobacco to minors.

94%	6%	88%	6%	1%	4%	1%	*
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Restrict tobacco marketing aimed at children such as limiting advertising in magazines with lots of readers under age eighteen.

85%	15%	74%	10%	4%	11%	1%	*
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Prevent tobacco companies from making claims that some products are less harmful than others unless the FDA determines those claims are true.

83%	15%	69%	15%	5%	11%	1%	*
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Require tobacco companies to take measures, when scientifically possible, to make cigarettes less harmful.

83% **16%** 66% 16% 4% 12% 1% *

Require the reduction or removal of harmful ingredients, including nicotine, from tobacco products.

76% **21%** 64% 12% 8% 13% 2% *

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

In what year were you born?

2% 18 – 24
11% 25 – 34
16% 35 – 44
22% 45 – 54
27% 55 – 64
21% 65 AND ABOVE

* REFUSED

And what was the last grade you completed in school?

1% SOME GRADE SCHOOL (1-8)
3% SOME HIGH SCHOOL (9-11)
25% GRADUATED HIGH SCHOOL (9-12)
2% TECHNICAL OR VOCATIONAL SCHOOL (12)
24% SOME COLLEGE (13-15) 27% GRADUATED COLLEGE (16)
17% GRADUATE/PROFESSIONAL SCHOOL (16+)

* REFUSED

29% **HIGH SCHOOL OR LESS**

26% **SOME COLLEGE**

45% **COLLEGE+**

Is your total annual household income greater or less than \$60,000 dollars?

10% UNDER \$20,000
18% BETWEEN \$20,000 - \$40,000
17% OVER \$40,000, BUT UNDER \$60,000

16% UNDER \$80,000, BUT OVER \$60,000
13% BETWEEN \$80,000 - \$100,000
19% OVER \$100,000

7% REFUSED

28% <\$40K
32% \$40-\$80K
32% \$80K+

And in politics today, do you consider yourself...

___ a Republican,
___ a Democrat,
...or something else?

18% STRONG REPUBLICAN
12% NOT-SO-STRONG REPUBLICAN
9% LEAN REPUBLICAN

17% SOMETHING ELSE/INDEPENDENT/UNDECLARED

9% LEAN DEMOCRAT
12% NOT-SO-STRONG DEMOCRAT
23% STRONG DEMOCRAT

1% REFUSED

38% TOTAL REPUBLICAN
44% TOTAL DEMOCRAT

And, thinking a little about your political attitudes... Do you consider yourself to be...

Conservative,
Moderate,
...OR...
Liberal

... on most issues?

15% VERY CONSERVATIVE
23% SOMEWHAT CONSERVATIVE

37% MODERATE

15% SOMEWHAT LIBERAL
9% VERY LIBERAL

1% NOT SURE
1% REFUSED

38% TOTAL CONSERVATIVE
23% TOTAL LIBERAL

Which one of the following best describes your behavior...

39% I have never used a tobacco product, smoked a cigarette or used chewing tobacco

16% I tried tobacco products in the past, but I have never been a regular smoker nor have I regularly chewed tobacco

25% I used to be a smoker or regularly use chewing tobacco, but I have quit

4% I smoke cigarettes or chew tobacco in certain circumstances, like at a bar

15% I regularly smoke cigarettes or chew tobacco

* REFUSED

80% TOTAL NON-SMOKER/TOBACCO USER
20% TOTAL SMOKER/TOBACCO USER