

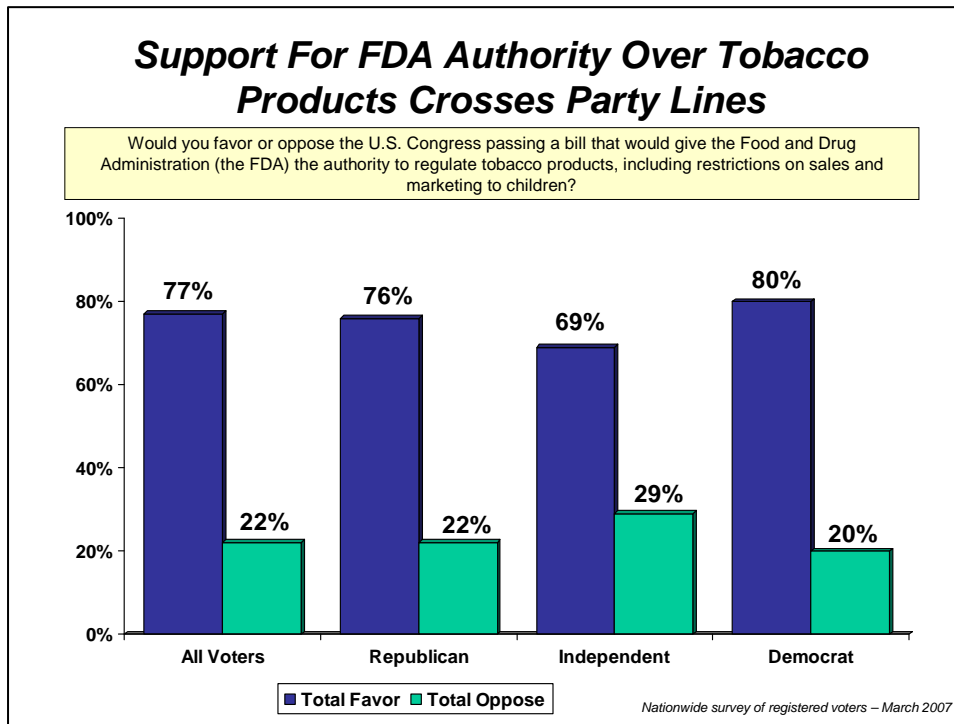


## PUBLIC SUPPORT FOR FDA AUTHORITY OVER TOBACCO PRODUCTS

Nationwide and state polling shows overwhelming support for giving the U.S. Food and Drug Administration (FDA) the authority to regulate tobacco products. This support crosses all political and ideological lines, with majorities of Democrats, independents and Republicans strongly favoring FDA regulation.

### A Broad Range of Voters Support FDA Authority

Nationally, voters support Congress passing a bill to give the FDA authority to regulate tobacco by more than a three to one margin (77 percent to 22 percent), including 64 percent who strongly favor congressional action.<sup>1</sup>



This support crosses all demographic and political lines, with majorities of voters in every age bracket, income group, education level and political party favoring FDA regulation. As shown in the chart, the broad-based coalition of voters supporting FDA authority includes 76 percent of Republicans, 69 percent of independents and 80 percent of Democrats.

Earlier polling reveals that voters not only support FDA regulation of tobacco

products, 78 percent feel it is important for Congress to pass legislation granting the authority<sup>2</sup>. Additionally, nearly two-thirds of voters (65 percent) feel that FDA would be effective in reducing both the rate of cancer, heart disease and lung disease in this country and the rate of youth smoking should Congress grant the agency the authority to regulate the sale, manufacture and marketing of cigarettes.<sup>3</sup>

### Voters From Across the Country Support FDA Authority

Voters from across the country support Congress passing a bill giving the FDA authority to regulate tobacco products, including 85 percent of voters in the Northeast, 79 percent of voters in the Midwest, 73 percent of voters in the South and 71 percent of voters in the West.<sup>4</sup>

Additional polling reveals that, by an overall margin of more than two-to-one, voters in tobacco growing states favor FDA regulation of tobacco, including voters in North Carolina (59 percent), Georgia (74 percent), Kentucky (60 percent), South Carolina (58 percent), Tennessee (64 percent) and Virginia (69 percent).<sup>5</sup>

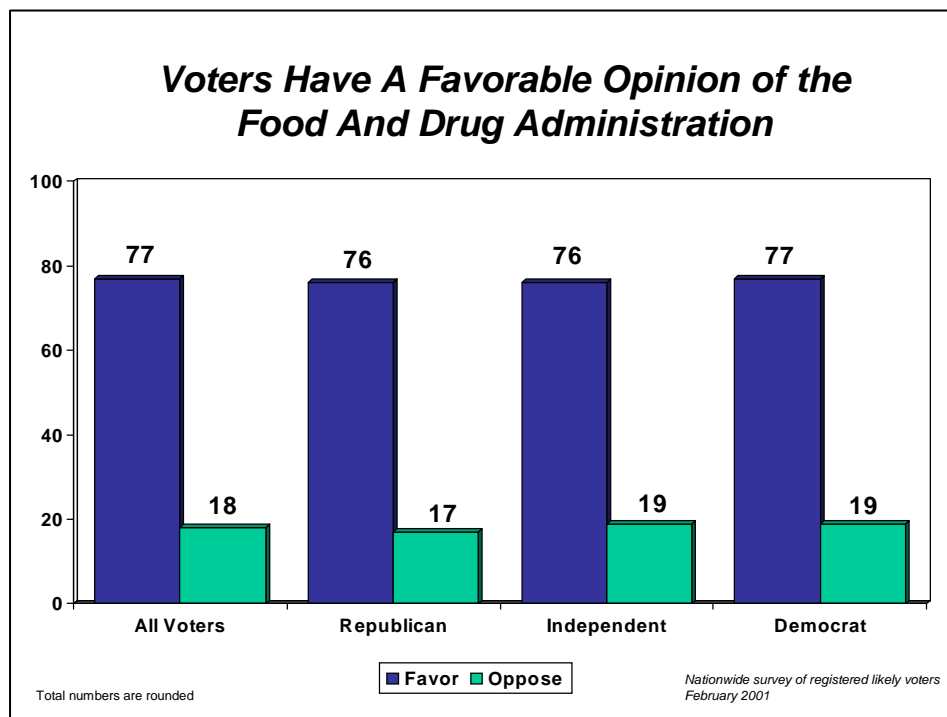
Results from more than a dozen statewide polls also demonstrate majority support for FDA regulation. A majority of voters in Alaska (73 percent)<sup>6</sup>, Florida (75 percent)<sup>7</sup>, Illinois (79 percent)<sup>8</sup>, Indiana (68 percent)<sup>9</sup>, Massachusetts (80 percent)<sup>10</sup>, Michigan (71 percent)<sup>11</sup>, Montana (62 percent)<sup>12</sup>, Nebraska (73 percent)<sup>13</sup>, New Jersey (78 percent)<sup>14</sup>, New Mexico (78 percent)<sup>15</sup>, New York (79 percent)<sup>16</sup>, Ohio (72 percent)<sup>17</sup>, Oregon (68 percent)<sup>18</sup>, Pennsylvania (71 percent)<sup>19</sup>, Rhode Island (80 percent)<sup>20</sup>, Utah (75 percent)<sup>21</sup>, Vermont (73 percent)<sup>22</sup>, Virginia (75 percent)<sup>23</sup> and Wisconsin (71 percent)<sup>24</sup> support Congress granting the FDA authority to regulate tobacco products.

### Voters Support Specific FDA Regulations<sup>25</sup>

Recent polling also shows overwhelming voter support for a broad range of specific actions that the FDA could take to regulate tobacco products:

- 94 percent support restricting tobacco sales to children by requiring ID checks for younger buyers and fining retailers who sell tobacco to minors.
- 85 percent support restricting tobacco marketing aimed at children such as limiting advertising in magazines with lots of readers under age 18.
- 83 percent support requiring tobacco companies to take measures, when scientifically possible, to make cigarettes less harmful.
- 83 percent support preventing tobacco companies from making claims that some products are less harmful than others unless the FDA determines those claims are true.
- 76 percent support requiring the reduction or removal of harmful ingredients, including nicotine, from tobacco products.

### FDA Is Well Regarded By Voters<sup>26</sup>



Voter support for FDA regulation of tobacco products is not surprising given the electorate's regard for the FDA. The agency is viewed quite favorably, with more than three out of four voters (77 percent) saying that they have a favorable opinion of the FDA. Seventy-seven (77) percent of Democrats, 76 percent of Republicans and 76 percent of independents have a favorable opinion of the FDA. Voters are also much more likely to see FDA as playing an important safety role than as a wasteful

government bureaucracy. Eighty-one (81) percent of voters, including 82 percent of Democrats, 80 percent of independents and 79 percent of Republicans, feel the FDA plays an important role in ensuring

that our food and prescription drugs are safe. Just 14 percent of voters view the FDA as a “wasteful government bureaucracy.”

### **Voters Prefer Candidates Who Support FDA Authority Over Tobacco<sup>27</sup>**

By a margin of 67 percent to 23 percent, voters prefer a candidate for Congress who supports legislation granting the FDA authority over tobacco products to a candidate who opposes such legislation. Support for a “pro-FDA regulation” candidate cuts across party lines, with 71 percent of Independents, 69 percent of Democrats and 61 percent of Republicans preferring the candidate who favors FDA authority over tobacco products.

#### ***Campaign for Tobacco-Free Kids, March 17, 2008***

- 
- <sup>1</sup> Public Opinion Strategies & The Mellman Group, nationwide survey of 800 registered voters (March 8 & March 10-12, 2007).
  - <sup>2</sup> The Mellman Group, nationwide survey of 800 registered likely voters (February 19-22, 2001).
  - <sup>3</sup> The Mellman Group, nationwide survey of 800 registered likely voters (February 19-22, 2001).
  - <sup>4</sup> Public Opinion Strategies & The Mellman Group, nationwide survey of 800 registered voters (March 8 & March 10-12, 2007).
  - <sup>5</sup> Greenberg, Quinlan, Rosner Research and Market Strategies, Inc., survey of 1,101 registered likely voters in the six largest tobacco growing states – 601 in NC and 100 each in KY, VA, SC, TN, and GA. For the overall six-state results, the data are weighted to accurately reflect the population of each individual state (August 30-September 1, 2004).
  - <sup>6</sup> Market Strategies, Inc., statewide survey of 500 registered Alaska voters (April 4-7, 2003).
  - <sup>7</sup> Public Opinion Strategies, statewide survey of 600 registered likely Florida voters (March 11-13, 2008).
  - <sup>8</sup> Fako & Associates, statewide survey of 600 registered Illinois voters (January 29-February 1, 2007).
  - <sup>9</sup> Public Opinion Strategies, statewide survey of 500 registered Indiana voters (January 10-11, 2007).
  - <sup>10</sup> Kiley & Company, statewide survey of 501 Massachusetts voters (January 24-27, 2008).
  - <sup>11</sup> Mitchell Research & Communications, statewide survey of 600 registered likely Michigan voters (March 4-15, 2004).
  - <sup>12</sup> Greenberg Quinlan Rosner Research, statewide survey of 504 registered Montana voters (September 22-23, 2004).
  - <sup>13</sup> Public Opinion Strategies, Inc., statewide survey of 500 registered Nebraska voters (February 14-15, 2007).
  - <sup>14</sup> Monmouth University Polling Institute, statewide survey of 688 registered New Jersey voters (September 27-30, 2007).
  - <sup>15</sup> Research & Polling, Inc., statewide survey of 500 registered New Mexico voters (August 26-September 1, 2004).
  - <sup>16</sup> Global Strategy Group, statewide survey of 804 registered New York voters (February 17-21, 2008).
  - <sup>17</sup> Public Opinion Strategies, statewide survey of 500 registered Ohio voters (April 3-4, 2007).
  - <sup>18</sup> Grove Insight, statewide survey of 500 registered Oregon voters (April, 2007).
  - <sup>19</sup> Susquehanna Polling and Research, statewide survey of 650 registered Pennsylvania voters (April 8-12, 2004).
  - <sup>20</sup> The Mellman Group, statewide survey of 500 registered likely Rhode Island voters (January 15-18, 2004).
  - <sup>21</sup> Dan Jones & Associates, statewide survey of 611 registered Utah voters (November 1-13, 2007).
  - <sup>22</sup> The Mellman Group, statewide survey of 400 registered Vermont voters (January 24-26, 2006).
  - <sup>23</sup> The Mellman Group, statewide survey of 500 registered Virginia voters (January 25, 2008).
  - <sup>24</sup> The Mellman Group and Public Opinion Strategies, statewide survey of 500 registered Wisconsin voters (February 17-19, 2007).
  - <sup>25</sup> Public Opinion Strategies, nationwide survey of 800 registered voters (March 8 & March 10-12, 2007).
  - <sup>26</sup> The Mellman Group, nationwide survey of 800 registered likely voters (February 19-22, 2001).
  - <sup>27</sup> The Mellman Group, nationwide survey of 800 registered likely voters (March 22-23, 2000).