

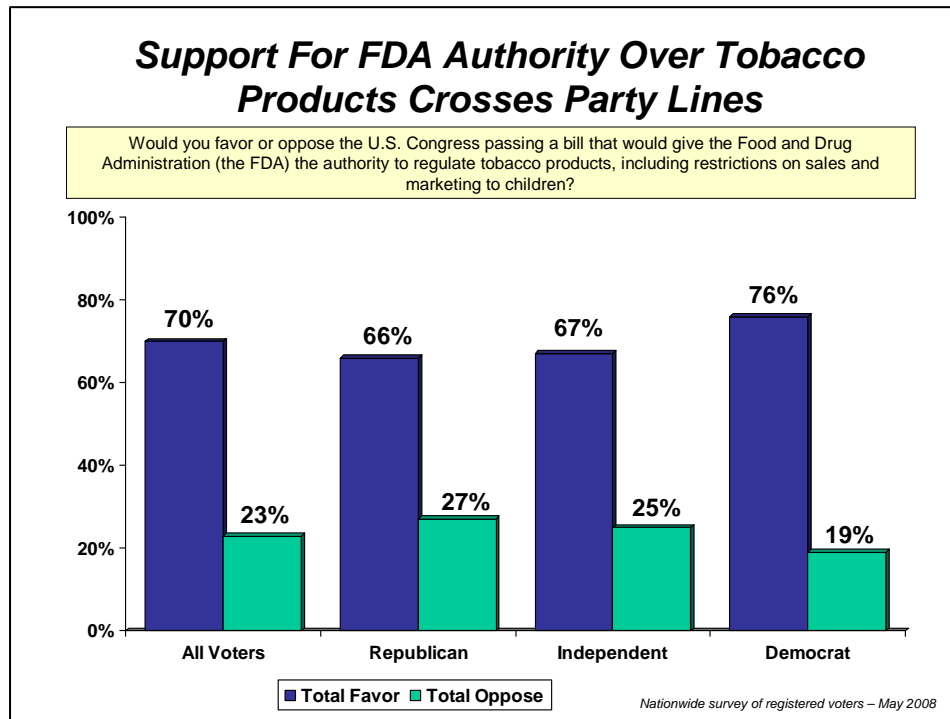


## PUBLIC SUPPORT FOR FDA AUTHORITY OVER TOBACCO PRODUCTS

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 (70 percent to 23 percent), including 59 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, education level and political party favoring FDA regulation. As shown in the chart, the broad-based coalition of voters supporting FDA authority includes 66 percent of Republicans, 67 percent of independents and 76 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 77 percent of voters in the Northeast, 72 percent of voters in the Midwest, 69 percent of voters in the South and 63 percent of voters in the West.<sup>4</sup>

Results from more than twenty statewide polls also demonstrate majority support for FDA regulation. A majority of voters in Alaska (73 percent)<sup>5</sup>, Connecticut (73 percent)<sup>6</sup>, Florida (75 percent)<sup>7</sup>, Illinois (74 percent)<sup>8</sup>, Indiana (75 percent)<sup>9</sup>, Kentucky (69 percent)<sup>10</sup>, Massachusetts (80 percent)<sup>11</sup>, Michigan (71 percent)<sup>12</sup>, Mississippi (68 percent)<sup>13</sup>, Montana (62 percent)<sup>14</sup>, Nebraska (73 percent)<sup>15</sup>, New Jersey (78 percent)<sup>16</sup>, New Mexico (78 percent)<sup>17</sup>, New York (79 percent)<sup>18</sup>, North Dakota (71 percent)<sup>19</sup>, Ohio (72

percent)<sup>20</sup>, Oregon (68 percent)<sup>21</sup>, Pennsylvania (71 percent)<sup>22</sup>, Rhode Island (80 percent)<sup>23</sup>, South Carolina (70 percent)<sup>24</sup>, South Dakota (75 percent)<sup>25</sup>, Tennessee (75 percent)<sup>26</sup>, Texas (75 percent)<sup>27</sup>, Utah (75 percent)<sup>28</sup>, Vermont (73 percent)<sup>29</sup>, Virginia (71 percent)<sup>30</sup> and Wisconsin (71 percent)<sup>31</sup> support Congress granting the FDA authority to regulate tobacco products.

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) and Georgia (74 percent).<sup>32</sup>

### **Voters Support Specific FDA Regulations<sup>33</sup>**

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

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

### **Voters Prefer Candidates Who Support FDA Authority Over Tobacco<sup>34</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, April 20, 2009*

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<sup>1</sup> The Mellman Group, nationwide survey of 800 likely voters (May 19-22, 2008).

<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> The Mellman Group, nationwide survey of 800 likely voters (May 19-22, 2008).

<sup>5</sup> Market Strategies, Inc., statewide survey of 500 registered Alaska voters (April 4-7, 2003).

<sup>6</sup> Center for Survey Research and Analysis, survey of 701 Connecticut residents (March 3-April 1, 2009).

<sup>7</sup> Public Opinion Strategies, statewide survey of 600 registered likely Florida voters (March 11-13, 2008).

<sup>8</sup> Greenberg Quinlan Rosner Research, statewide survey of 606 registered Illinois voters (May 28-June 1, 2008).

<sup>9</sup> The Mellman Group and Public Opinion Strategies, statewide survey of 500 registered Indiana voters (January 27-29, 2009).

<sup>10</sup> Public Opinion Strategies, statewide survey of 500 likely Kentucky voters (December 15-16, 2008).

<sup>11</sup> Kiley & Company, statewide survey of 501 Massachusetts voters (January 24-27, 2008).

<sup>12</sup> Mitchell Research & Communications, statewide survey of 600 registered likely Michigan voters (March 4-15, 2004).

<sup>13</sup> Public Opinion Strategies, statewide survey of 500 registered likely Mississippi voters (June 11-12, 14, 2008).

- <sup>14</sup> Greenberg Quinlan Rosner Research, statewide survey of 504 registered Montana voters (September 22-23, 2004).
- <sup>15</sup> Public Opinion Strategies, Inc., statewide survey of 500 registered Nebraska voters (February 14-15, 2007).
- <sup>16</sup> Monmouth University Polling Institute, statewide survey of 688 registered New Jersey voters (September 27-30, 2007).
- <sup>17</sup> Research & Polling, Inc., statewide survey of 500 registered New Mexico voters (August 26-September 1, 2004).
- <sup>18</sup> Global Strategy Group, statewide survey of 804 registered New York voters (February 17-21, 2008).
- <sup>19</sup> The Mellman Group, statewide survey of 400 likely North Dakota voters (September 10-14, 2008).
- <sup>20</sup> Public Opinion Strategies, statewide survey of 500 registered Ohio voters (April 3-4, 2007).
- <sup>21</sup> Grove Insight, statewide survey of 500 registered Oregon voters (April, 2007).
- <sup>22</sup> Susquehanna Polling and Research, statewide survey of 650 registered Pennsylvania voters (April 8-12, 2004).
- <sup>23</sup> The Mellman Group, statewide survey of 500 registered likely Rhode Island voters (January 15-18, 2004).
- <sup>24</sup> Public Opinion Strategies, statewide survey of 500 likely South Carolina voters (December 9, 11, 2008).
- <sup>25</sup> Public Opinion Strategies, statewide survey of 500 likely South Dakota voters (August 25-26, 2008).
- <sup>26</sup> Global Strategy Group, statewide survey of 511 registered Tennessee voters (May 15-19, 2008).
- <sup>27</sup> Baseline & Associates, statewide survey of 601 registered Texas voters (January 18-19, 2009).
- <sup>28</sup> Dan Jones & Associates, statewide survey of 611 registered Utah voters (November 1-13, 2007).
- <sup>29</sup> The Mellman Group, statewide survey of 400 registered Vermont voters (January 24-26, 2006).
- <sup>30</sup> Global Strategy Group, statewide survey of 500 registered Virginia voters (January 27-29, 2009).
- <sup>31</sup> The Mellman Group and Public Opinion Strategies, statewide survey of 500 registered Wisconsin voters (February 17-19, 2007).
- <sup>32</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>33</sup> The Mellman Group, nationwide survey of 800 likely voters (May 19-22, 2008).
- <sup>34</sup> The Mellman Group, nationwide survey of 800 registered likely voters (March 22-23, 2000).