

# A Federal Ban on Cigarettes?

Nationwide Survey  
of 1,200 Registered Voters

*presented to:*  
Drug Policy Alliance

*presented by:*  
Zogby International

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**DRUG POLICY ALLIANCE**

Reason. Compassion. Justice.

## INTRODUCTION AND METHODOLOGY

**Zogby International** is pleased to present to **Drug Policy Alliance** this analysis of findings from a nationwide telephone survey of likely voters conducted July 21, 2006 through July 26, 2006.

The target sample is 1,200 interviews with approximately 70 questions asked. Samples are randomly drawn from telephone cd's of national listed sample.

Zogby International surveys employ sampling strategies in which selection probabilities are proportional to population size within area codes and exchanges. As many as six calls are made to reach a sampled phone number.

Cooperation rates are calculated using one of AAPOR's approved methodologies<sup>1</sup> and are comparable to other professional public-opinion surveys conducted using similar sampling strategies.<sup>2</sup> Weighting by region, party, age, race, religion, and gender is used to adjust for non-response.

The margin of error is +/- 2.9 percentage points at a 95 percent confidence interval. Margins of error are higher in sub-groups.

Zogby International's sampling and weighting procedures also have been validated through its political polling: more than 95% of the firm's polls have come within 1% of actual election-day outcomes.

## ANALYSIS OF FINDINGS

### **Forty-five percent of those polled support making cigarettes illegal within the next five to ten years.**

A slight majority of adults (52%) is opposed to a federal law making cigarettes illegal within the next five to ten years. More than one in three overall (36%) are strongly

<sup>1</sup> See COOP4 (p.38) in *Standard Definitions: Final Dispositions of Case Codes and Outcome Rates of Surveys*. The American Association for Public Opinion Research, (2000).

<sup>2</sup> *Cooperation Tracking Study: April 2003 Update*, Jane M. Sheppard and Shelly Haas. The Council for Marketing & Opinion Research (CMOR). Cincinnati, Ohio (2003).

opposed. More than two in five (45%), however, would support such a law. This includes three in ten (31%) who are strongly in support.

**Would you strongly support, somewhat support, somewhat oppose, or strongly oppose a federal law making cigarettes illegal within the next five to ten years?**

<b>SUPPORT 45%</b>		<b>OPPOSE 52%</b>	
STRONGLY SUPPORT	31%	SOMEWHAT OPPOSE	16%
SOMEWHAT SUPPORT	14	STRONGLY OPPOSE	36
NOT SURE	3%		

**Surprisingly, the strongest support for making cigarettes illegal is among 18-29 year-olds, with 57 percent of them in favor of criminalizing cigarette smokers.**

Majorities of people in the following demographic groups would support the law: 18-29 year-olds (57%), seniors 65 and older (51%), Born-again Christians (52%), adults with less education than a high school diploma (55%), those whose political ideology is conservative (51%) and very conservative (60%), and people with annual household incomes of \$25,000-\$34,999 (53%) and \$50,000-\$74,999 (50%).

Of these sub-groups, more than two-fifths of 18-29 year-olds, seniors 65 and older, adults with less than a high school diploma (50%), and people with household income of \$25,000-\$34,999 are *strongly* in support. In addition, two-fifths of people who describe their political ideology as progressive/very liberal are also in strong support.

Support for the law comes from more women (52%) than men (38%); more whites (46%) and African Americans (48%) than Hispanics (38%); more residents of the East (46%), Central/Great Lakes (46%), and West (49%) than in the South region (39%); and slightly more Democrats (48%) and Republicans (46%) than independent voters (40%).

A majority of people within many sub-groups is opposed. Among the most likely are approximately three in five (57%-61%) 50-64 year-olds, independent voters, liberals, moderates, college graduates and adults with some college education, residents of the South and rural areas, men, and people with annual household income of \$35,000-\$49,999 and \$75,000 or more. Furthermore, in most of the aforementioned groups, more than two in five are *strongly* opposed.