



# Study Reveals Consumer Knowledge of Government Regulations

Washington, DC, June 16, 2017 — This Ipsos study reveals consumer knowledge on government regulations of products and ads.

1. To the best of your knowledge do the government...  
Set manufacturing standards for tobacco products?

	Total
No; I am certain	5%
No; but I am not certain	8%
I don't know	33%
Yes; but I am not certain	30%
Yes; I am certain	24%

Approve new tobacco products

	Total
No; I am certain	8%
No; but I am not certain	13%
I don't know	38%
Yes; but I am not certain	26%
Yes; I am certain	15%

2. This question is about e-cigarettes, also known as vaporizers. These products do not contain tobacco. Users inhale vapor through the device.
  - a. Had you heard of these kinds of products before today?

	Total
Yes	94%
No	6%

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- b. To the best of your knowledge, does the government...  
Set manufacturing standards for e-cigarette products?

	<b>Total</b>
No; I am certain	13%
No; but I am not certain	22%
I don't know	45%
Yes; but I am not certain	14%
Yes; I am certain	7%

Approve new e-cigarette products?

	<b>Total</b>
No; I am certain	12%
No; but I am not certain	19%
I don't know	44%
Yes; but I am not certain	16%
Yes; I am certain	8%

3. To the best of your knowledge, does the government regulate advertising (ad) content for the following products?  
E-cigarettes

	<b>Total</b>
No; I am certain	9%
No; but I am not certain	18%
I don't know	44%
Yes; but I am not certain	20%
Yes; I am certain	9%

Tobacco products

	<b>Total</b>
No; I am certain	4%
No; but I am not certain	6%
I don't know	25%
Yes; but I am not certain	25%
Yes; I am certain	40%



Online ads for prescription drug

	<b>Total</b>
No; I am certain	6%
No; but I am not certain	15%
I don't know	38%
Yes; but I am not certain	26%
Yes; I am certain	15%

TV ads for prescription drugs

	<b>Total</b>
No; I am certain	6%
No; but I am not certain	10%
I don't know	32%
Yes; but I am not certain	29%
Yes; I am certain	22%

4. How much do you agree or disagree with the following statements? I would trust \_\_\_\_ more if it were regulated by the government than if it were **not** regulated by the government.

The labels “Low Fat” or “Fat Free” on food products

	<b>Total</b>
Completely agree	21%
Agree somewhat	30%
Neither agree nor disagree	26%
Disagree somewhat	11%
Completely disagree	12%

Vitamins and Minerals

	<b>Total</b>
Completely agree	22%
Agree somewhat	30%
Neither agree nor disagree	28%
Disagree somewhat	8%
Completely disagree	12%



### Herbal Botanical Supplements

	<b>Total</b>
Completely agree	20%
Agree somewhat	26%
Neither agree nor disagree	31%
Disagree somewhat	11%
Completely disagree	12%

### E-Cigarette products

	<b>Total</b>
Completely agree	17%
Agree somewhat	19%
Neither agree nor disagree	34%
Disagree somewhat	11%
Completely disagree	18%

### E-Cigarette ad content

	<b>Total</b>
Completely agree	18%
Agree somewhat	19%
Neither agree nor disagree	34%
Disagree somewhat	12%
Completely disagree	17%

### Tobacco products

	<b>Total</b>
Completely agree	20%
Agree somewhat	18%
Neither agree nor disagree	31%
Disagree somewhat	11%
Completely disagree	21%

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#### Tobacco product ad content

	<b>Total</b>
Completely agree	18%
Agree somewhat	18%
Neither agree nor disagree	33%
Disagree somewhat	11%
Completely disagree	19%

#### Prescription drug ad content on TV

	<b>Total</b>
Completely agree	23%
Agree somewhat	27%
Neither agree nor disagree	27%
Disagree somewhat	11%
Completely disagree	13%

#### Prescription drug ad content online

	<b>Total</b>
Completely agree	21%
Agree somewhat	28%
Neither agree nor disagree	29%
Disagree somewhat	10%
Completely disagree	12%

5. How much do you agree or disagree with the following statements? Consumers would be safer if the government regulated

\_\_\_\_\_.

The labels “Low Fat” or “Fat Free” on food products

	<b>Total</b>
Completely agree	24%
Agree somewhat	30%
Neither agree nor disagree	29%
Disagree somewhat	9%
Completely disagree	8%



### Vitamins and Minerals

	<b>Total</b>
Completely agree	26%
Agree somewhat	29%
Neither agree nor disagree	28%
Disagree somewhat	8%
Completely disagree	9%

### Herbal Botanical Supplements

	<b>Total</b>
Completely agree	24%
Agree somewhat	29%
Neither agree nor disagree	29%
Disagree somewhat	9%
Completely disagree	9%

### E-Cigarette products

	<b>Total</b>
Completely agree	27%
Agree somewhat	25%
Neither agree nor disagree	28%
Disagree somewhat	9%
Completely disagree	11%

### E-Cigarette ad content

	<b>Total</b>
Completely agree	26%
Agree somewhat	24%
Neither agree nor disagree	30%
Disagree somewhat	9%
Completely disagree	11%

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Tobacco products

	<b>Total</b>
Completely agree	30%
Agree somewhat	24%
Neither agree nor disagree	25%
Disagree somewhat	9%
Completely disagree	12%

Tobacco product ad content

	<b>Total</b>
Completely agree	27%
Agree somewhat	26%
Neither agree nor disagree	28%
Disagree somewhat	9%
Completely disagree	11%

Drug ad content on TV

	<b>Total</b>
Completely agree	28%
Agree somewhat	31%
Neither agree nor disagree	25%
Disagree somewhat	8%
Completely disagree	8%

Drug ad content online

	<b>Total</b>
Completely agree	28%
Agree somewhat	29%
Neither agree nor disagree	27%
Disagree somewhat	8%
Completely disagree	8%

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6. What is your political affiliation?

	<b>Total</b>
Conservative	28%
Liberal	24%
Independent	27%
None	16%
Other	5%

7. Do you currently use tobacco products?

	<b>Total</b>
Yes	26%
No	74%

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## About the Study

*These are findings from an Ipsos poll conducted in May 29-31, 2015. For the survey, a sample of roughly 1,006 adults age 18+ from the continental U.S., Alaska and Hawaii was interviewed online in English.*

*The sample for this study was randomly drawn from Ipsos's online panel (see link below for more info on "Access Panels and Recruitment"), partner online panel sources, and "river" sampling (see link below for more info on the Ipsos "Ampario Overview" sample method) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2013 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.*

*Statistical margins of error are not applicable to online polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.5 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following ( $n=1,006$ ,  $DEFF=1.5$ , adjusted Confidence Interval=5).*

*For more information about conducting research intended for public release or Ipsos' online polling methodology, please visit our [Public Opinion Polling and Communication](#) page where you can download our brochure, see our public release protocol, or contact us.*

### **For more information on this news release, please contact:**

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## About Ipsos Public Affairs

Ipsos Public Affairs is a non-partisan, objective, survey-based research practice made up of seasoned professionals. We conduct strategic research initiatives for a diverse number of American and international organizations, based not only on public opinion research, but elite stakeholder, corporate, and media opinion research.

Ipsos has media partnerships with the most prestigious news organizations around the world. In Canada, the U.S., UK, and internationally, Ipsos Public Affairs is the media polling supplier to Reuters News, the world's leading source of intelligent information for businesses and professionals. Ipsos Public Affairs is a member of the Ipsos Group, a leading global survey-based market research company. We provide boutique-style customer service and work closely with our clients, while also undertaking global research.

## About Ipsos

Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. Ipsos ranks fourth in the global research industry.

With offices in 89 countries, Ipsos delivers insightful expertise across five research specializations: brand, advertising and media; customer loyalty; marketing; public affairs research; and survey management.

Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.

Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,782.7 million in 2016.

### GAME CHANGERS

« Game Changers » is the Ipsos signature.

At Ipsos we are passionately curious about people, markets, brands and society.  
We make our changing world easier and faster to navigate and inspire clients to make smarter decisions.  
We deliver with security, speed, simplicity and substance. We are Game Changers.

Ipsos is listed on Eurolist – NYSE-Euronext.  
The company is part of the SBF 120 and the Mid-60 index  
and is eligible for the Deferred Settlement Service (SRD).

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