



**TO:** Environmental Working Group  
**FROM:** The Mellman Group, Inc. and American Viewpoint  
**RE:** Large Majorities Of Voters Want Government To Ensure The Safety Of Personal Care Products  
**DATE:** February 28, 2016

*This analysis represents the findings of a survey of 800 likely 2016 general election voters. Interviews were conducted by telephone February 8-11, 2016 using a national registration-based sample which contacted both mobile and landline phones. The gender distribution is 53% female, 47% male, reflecting the distribution in the electorate. The margin of error for this survey is +/-3.5% at the 95% level of confidence. The margin of error is higher for subgroups.*

**AMERICANS WRONGLY BELIEVE THE GOVERNMENT ALREADY PROTECTS THE SAFETY OF PERSONAL CARE PRODUCTS**

Voters believe the government is already protecting them from harmful chemicals in personal care products. Thirty-seven percent (37%) are under the impression that the government has cleared most of the chemicals used in personal care products and a total of 67% believe at least some products have been cleared by the government.

**VOTERS OVERWHELMINGLY WANT GOVERNMENT TO ENSURE THE SAFETY OF SUCH PRODUCTS**

More than two thirds (68%) of likely 2016 voters nationwide believe “The government should make certain that chemicals that end up in my body from the use of personal care products, like makeup, toothpaste, and lotions, are safe” compared to just 28% who say “There are too many government regulations already. People should decide for themselves if they want to use personal care products without government interference.”

Not only is opinion lopsidedly in favor of government action, support for government ensuring safety of these products is much more intensely felt than

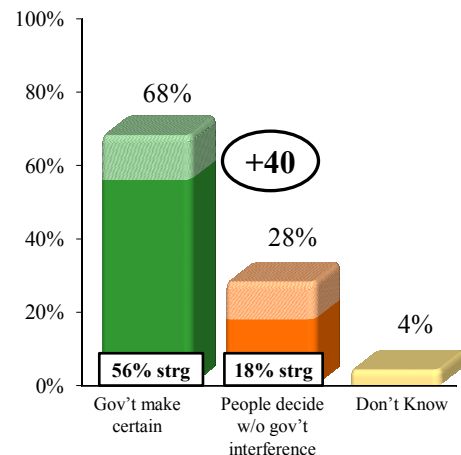
**Voters Overwhelmingly Believe Government Should Ensure The Safety Of Personal Care Products**

*Which of the following statements comes closer to your point of view?*

**Statement A.** The government should make certain that chemicals that end up in my body from the use of personal care products, like makeup, toothpaste, and lotions, are safe.

OR

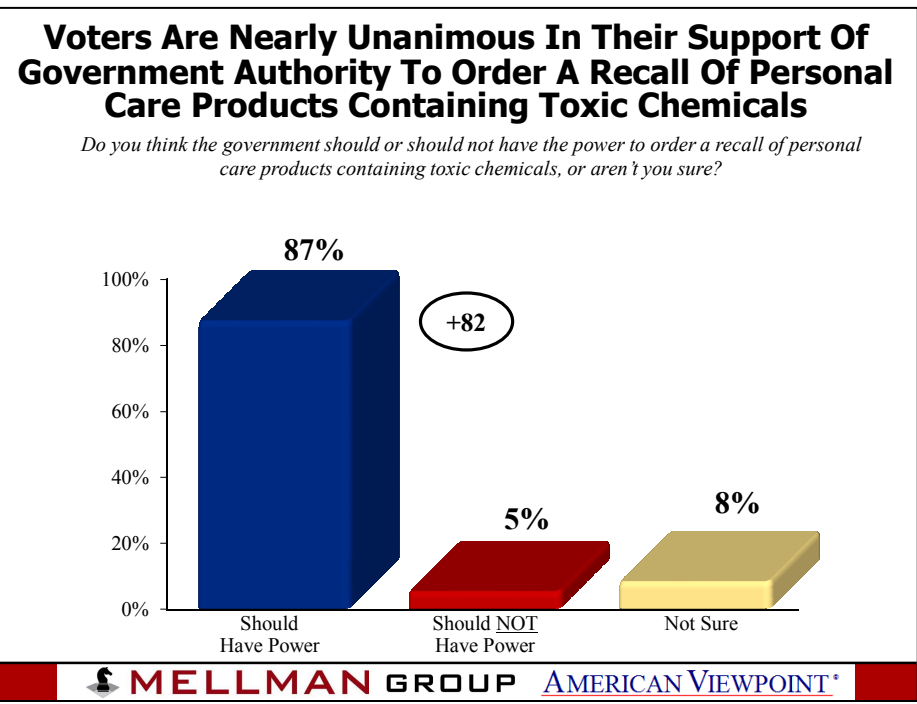
**Statement B.** There are too many government regulations already. People should decide for themselves if they want to use personal care products without government interference.



opposition, with an outright 56% majority “strongly” supporting government assurance compared to just 18% who strongly believe there are too many regulations already and that people should decide these questions without government interference.

What’s more, these views are widespread across partisan lines, with majorities of Democrats (82% government make certain, 15% no government interference), independents (68% government make certain, 28% no government interference) and Republicans (52% government make certain, 43% no government interference) all supporting government action.

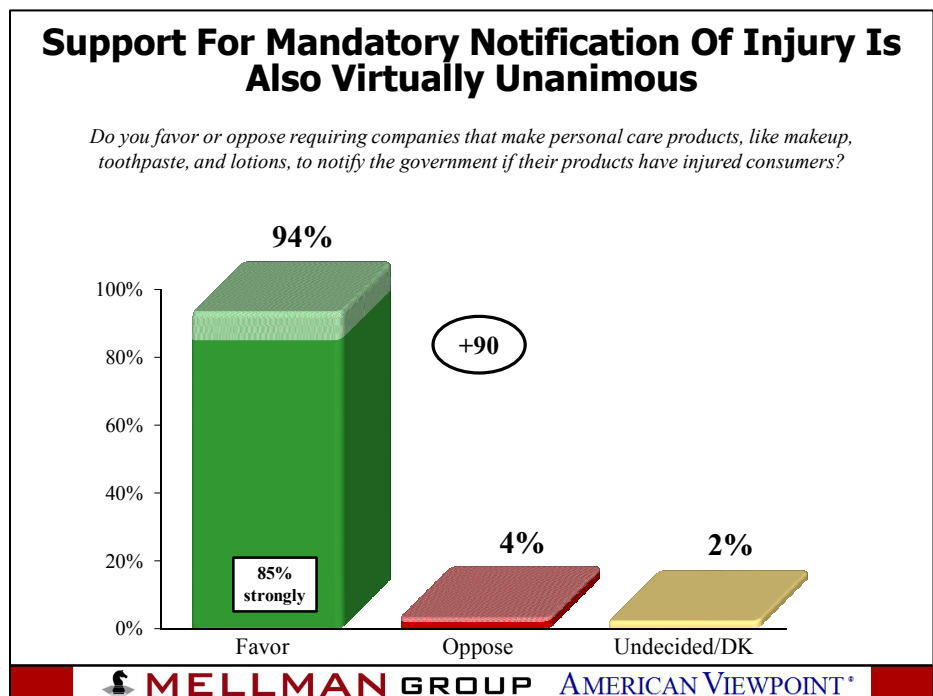
**VOTERS SUPPORT AN EXPANSIVE GOVERNMENTAL ROLE INCLUDING RECALL AUTHORITY AND NOTIFICATION REQUIREMENTS**



Most all voters (87%) “think the government should...have the power to order a recall of personal care products containing toxic chemicals.” A mere 5% believe government “should not have” that power and 8% are unsure.

These views too are widespread across partisan lines, with huge supermajorities of Democrats (94% gov’t should have the power), independents (86%) and Republicans (82%) all in agreement that government should have this authority.

Finally, 94% favor “requiring companies that make personal care products, like makeup, toothpaste, and lotions, to notify the government if their products have injured consumers,” including a huge 85% majority who “strongly” favor such a notification requirement. Here again, this is a consensus view spanning party, with almost all Democrats (96% favor), independents (92% favor), and Republicans (92% favor) in agreement.



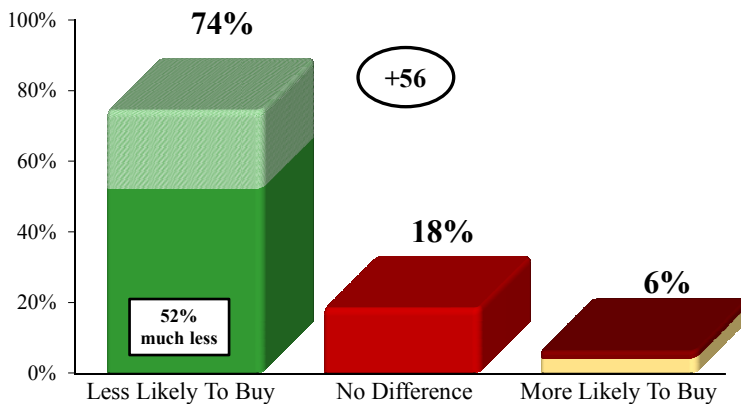
**FIGHTING REGULATIONS ON PERSONAL CARE CHEMICALS COULD DAMAGE A COMPANY’S REPUTATION AND BOTTOM LINE**

A large 74% majority say they would be less likely to buy a company’s products if they found out that company were fighting regulation of the chemicals in personal care products<sup>1</sup>, including a 52% majority

who say they would be “much less likely” to buy such a company’s products.

**Nearly Three-Quarters Would Be Less Likely To Buy From A Company That Was Fighting Against Regulations, And A Majority Would Be Much Less Likely To Buy**

*How would you feel about buying a company’s products if you found out that they were fighting regulation of the chemicals in personal care products, like makeup, toothpaste, and lotions?*



On this point too there is agreement across party lines, with 64% of Republicans saying they would be less likely to buy a regulation-resistant company’s products (41% much less likely), along with 75% of independents (52% much less likely), and 83% of Democrats (63% much less likely) all saying they would be less likely to buy that company’s products..

<sup>1</sup> “How would you feel about buying a company’s products if you found out that they were fighting regulation of the chemicals in personal care products, like makeup, toothpaste, and lotions—would it make you [ROTATE] \_\_more likely to buy their products, \_\_less likely to buy their products or would it make no difference? [IF MORE/ LESS ASK:] Is that much [MORE/LESS] or somewhat [MORE/LESS] likely to buy their products?”