

STATEMENT OF HAROLD H KASSARJIAN, Ph.D.

1. My name is Harold H. Kassarian. I am a Professor Emeritus of Marketing and Consumer Behavior at the Graduate School of Management, University of California, Los Angeles.
2. For the last thirty years I have taught courses at UCLA in consumer behavior, mass communications, marketing research, research methodology, statistics, the design and interpretation of consumer surveys and opinion polls.
3. I am a member of the American Association for Public Opinion Research, the American Marketing Association, and the Association for Consumer Research, among others.
4. Over the years, I have been asked to consult on issues involving consumer attitudes and public opinion by the U.S. Food and Drug Administration, the Federal Trade Commission, the State of California and others.
5. I have written numerous articles and books in the field of consumer behavior, and have designed, administered and interpreted numerous surveys of public opinions and attitudes.
6. I have reviewed the 1993 Gallup Survey, Smoking Prevalence, Beliefs and Activities by Gender and Other Demographic Indicators, R. M. Thomas, M.D. Larsen, Princeton, NJ: The Gallup Organization, Inc., 1993, cited by Commissioner Kessler in his March 25, 1994 statement to Congress. In addition, I have separately analyzed the responses of smokers in this Survey who say that they are "addicted" to cigarettes.

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