

LONG ISLAND/ HUDSON VALLEY SURVEY 2007

JULY 24-AUGUST 9, 2007

PUTNAM, ORANGE, WESTCHESTER AND ROCKLAND RESULTS

- **While the four POW'R counties are similar in attitudes and behavior, as was true in 2005 and 2006, Rockland stands out from the other three. Anti-smoking sentiment is strongest in Rockland, and Rockland has the lowest smoking levels of all counties surveyed.**
- **While all four counties continue to believe that secondhand smoke is harmful to your health, residents are less inclined to say that it is very harmful in all four.**
- **Opposition to tobacco advertising in stores has grown in all four counties, with Westchester most adamantly opposed.**
- **Support for banning smoking within 50 feet of the entrance to a building is identical to last year's in Putnam, Orange and Rockland, and essentially the same in Westchester.**
- **Only a quarter to a third of each county's adults report seeing media ads about tobacco advertising in stores, but a majority of those who did see the media campaign say it made them more aware of tobacco ads in stores.**
- **Residents of all four counties believe that community, cultural, and charitable events and organizations should refuse tobacco sponsorship**
- **Fewer POW'R area adults smoke than ever before, with the fewest in Rockland. Smoking levels in all four counties is far below the national smoking level. Because those most likely to smoke are the young, because the young are increasingly difficult to reach, and because the young are the group most likely to have only cell phones, a cell phone component should be added to the survey in future years as cell phone sampling becomes more feasible.**

- **Rockland also has the fewest who have ever smoked with Westchester second lowest, due to the remarkably low number of young adults who report having smoked 100 cigarettes (12% in Rockland & 14% in Westchester).**
- **Three quarters of the POW' R area households prohibit smoking inside the home. Only 2-4% allow it anywhere & any time.**
- **A majority of residents have heard of the Quitline, including three quarters of POW'R area's smokers.**
- **Two thirds to three quarters support raising the minimum age to purchase tobacco products to 19.**
- **At least three quarters of POW'R area residents do not allow smoking in their homes, and similar numbers do not allow smoking in their cars.**
- **The public is more opposed to tobacco advertising than a year ago.**
- **POW'R area residents think community, cultural and charitable organizations and events should not accept tobacco sponsorships.**
- **There are very few subgroup differences in attitudes toward smoking, other than those between smokers and non-smokers**
- **As was true in 2005 and 2006, public opinion in the POW'R counties is quite similar to those in the 4 other counties polled (Nassau, Suffolk, Ulster & Dutchess).**

2nd hand smoke

- **While all four counties continue to believe that secondhand smoke is harmful to your health, residents are less incline to say that it is very harmful in all four.**
- **Two thirds to three quarters (Putnam 65% now/73% in 2006/ 69% in 2005, Orange 69% now/ 73% in 2006/72%in 2005, Westchester 69% now/73% in 2006/67% in 2005 & Rockland 73% now/ 80% in 2006/72% in 2005) believe that breathing secondhand smoke is very harmful to one's health, and almost everyone (91%-94%) in the four counties believes it is at least somewhat harmful.**

- **As was true in 2006, the greatest certainty about secondhand smoke of all eight counties polled is in Rockland County.**

80-88% of smokers in the four counties now agree that breathing smoke from someone else's cigarettes is at least somewhat harmful to one's health. No group doubts this assertion.

Smoking outdoors:

Ban within 50 feet of building

- **A majority (Putnam 58%, Orange 63%, Westchester 60% & Rockland 66%) of residents would support a law banning smoking within 50 feet of all building entrances.**

Except for smokers, a majority of all groups in all four counties would support a ban on smoking within 50 feet of the entrance to any building.

Parks

- **Three quarters (Putnam 74%, Orange 74%, Westchester 75% & Rockland 83%) would at least restrict smoking in parks/**

Almost half (Putnam 48%, Orange 46%, Westchester 47% & Rockland 48%) would restrict smoking in parks to certain areas, while 26%-35% (Putnam 26%, Orange 28%, Westchester 28% & Rockland 35%) would not allow it at all. While a majority of smokers in most counties would favor at least restricting smoking to certain areas in parks, a majority of Rockland smokers would oppose a ban.

Beaches

- **Support for restricting or banning smoking on beaches is also about three quarters, only slightly lower than for limiting smoking in parks (Putnam 71 %, Orange 70%, Westchester 76% & Rockland 78 %).**

As is true of parks, almost half (Putnam 47%, Orange 41%, Westchester 44% & Rockland 45%) would restrict smoking on beaches to certain areas, while a quarter to a third (Putnam 24%, Orange 29%, Westchester 32% & Rockland 33%) would not allow it at all. Smokers in the four counties oppose restricting smoking at all on beaches, but a majority of every other group in all four counties favors restrictions.

Minimum age

- **Support for raising the minimum age to 19 to purchase tobacco products continues to be strong in the four counties.**

Two thirds to three quarters (Putnam 73%, Orange 67%, Westchester 70% & Rockland 74 %) overall, very similar to the numbers seen in 2006, except for Rockland where support has gone up from 68% to 74%.

A majority of every subgroup, including smokers, favors raising the minimum age to 19, except in Orange, where smokers divided on the issue. This year the under 30s in all four counties support raising the minimum age. This is a positive change for Orange County, where in previous years the young had been more divided on the issue. The numbers in general have held steady for 2 years.

Advertising in stores

- **POW'R area residents are more inclined to restrict or prohibit tobacco advertising in stores than they were a year ago.**
- **More than two thirds now support restricting cigarette ads to inside stores or not allowing them at all (Putnam 68%, Orange 68%, Westchester 70%, Rockland 69%). This represents an increase in support for restrictions in all four counties.**

Every group, except smokers would restrict or prohibit tobacco advertising in stores, side or outside a store. A majority of every other group, favors at least some restriction on tobacco advertisements. Women are more likely to favor prohibiting all ads than are men, and the desire for a total ban on store advertising is generally goes up with age.

Voluntary decrease

- **Not surprisingly, there is overwhelming support (72%-82%) for a voluntary decrease in tobacco advertising in stores**

A majority of every group would like to see such a voluntary decrease in store advertising of tobacco products.

Tobacco ads seen

- **Most POW'R area residents (77% in Putnam, 74% in Orange & 72% in Rockland, 69% in Westchester) report seeing at least a little cigarette advertising at a convenience store or gas station in the last 30 days, with about a quarter (Putnam 23%, Orange 28%, Westchester 28% & Rockland 26%) saying they saw a lot of cigarette ads at convenience stores or gas stations in the last month, up from 2006 and about the same as in 2005.**

Only 7%-12% report not seeing any cigarette advertising at convenience stores or gas stations. Overall, younger adults, Latino residents, and smokers reported seeing more ads than did other groups.

Media campaign about tobacco ads

- **While only a minority of POW'R residents report seeing media ads about tobacco advertising in stores (Putnam 27%, Orange 36%, Westchester 30% & Rockland 23%), the majority of that group says the media campaign made them more aware of cigarette ads in stores, and at least 40% say it had an impact on their opinion of these tobacco ads.**

Overall younger residents and non-whites were more likely to have seen the media campaign. This probably reflects the different media seen by different groups, and these groups were the likely intended targets of the campaign.

Tobacco sponsorship

Most area residents believe tobacco sponsorship of community, cultural and charitable organizations should be refused by those groups

Community fairs, festivals and parades

- **Two thirds to three quarters of the POW'r counties (Putnam 72%, Orange 67%, Westchester 78% & Rockland 71%) believe tobacco sponsorship of community fairs, festivals and parades should be refused.**

Only a quarter (19%-30%) think they should accept such sponsorship. A majority of every group, except Orange County smokers, believes tobacco sponsorship should be refused by community fairs, festivals and parades.

Charities and non-profit organizations

- **Two thirds believe that charities and non-profit organizations should reject tobacco sponsorship (Putnam 66%, Orange 61%, Westchester 70% & Rockland 66%).**

All groups, except Orange County smokers, agree.

Sporting events

- **About 2/3 of the POW'R area thinks sporting events should refuse to accept tobacco sponsorships. (Putnam 65%, Orange 61%, Westchester 67% & Rockland 63%).**

All groups agree.

Arts and cultural events

- **About 2/3 of the residents of the 4 POW'R counties think tobacco sponsorship should be refused for arts and cultural events. (Putnam 63%, Orange 61%, Westchester 71% & Rockland 67%).**

All groups agree.

Concerts

- **Most think concerts should refuse to accept tobacco sponsorships. (Putnam 59%, Orange 57%, Westchester 63% & Rockland 60%).**

All groups, except smokers in all 4 counties, agree.

Smokers and smoking

- **The proportion of adults in Rockland who have smoked at least 100 cigarettes is 39%, which is the lowest of any of the eight counties polled. Westchester is second lowest at 41%. The 48% in Putnam and 47% in Orange are more in line with the rest of the counties.**

- **The low levels found in Rockland and Westchester are due to the remarkably low number of young adults who report having smoked 100 cigarettes in their lives. Only 12% of the under 30s in Rockland and 14% of the under 30s in Westchester tell us they have smoked 100 cigarettes.**
- **Current smoking levels are lowest in Rockland, with only 6% smoking daily, and 2% occasionally, for a total of 8%. This remarkably low smoking rate is only a third of the 24% found nationally by Gallup in an August 3-5, 2007 poll.**
- **Smoking levels are almost as low in Westchester (7% daily + 3% some days = 10% total). Rates in Putnam (10% daily + 5% some days = 15% total) & Orange (12% daily + 5% some days = 17% total) are also well below the national average.** The percentage found in all 8 regional counties polled is lower than the national percentage.
- **Smoking levels are similar to last year.**

While the vast majority of all groups on POW'R area do not smoke at all, smoking varies by age and gender. Few young adults have ever smoked, however, of those who have ever smoked, more continue to do so. Men are more likely than women to smoke daily, while more women are occasional smokers.

Smoking in homes or cars

Homes:

- **Smoking is not allowed in ___ of POW'R area homes (Putnam 76%, Orange 74%, Westchester 79% & Rockland 82%), at almost identical levels as last year.**

Smoking is not permitted anywhere inside 78-87% of the homes where there are children under 18 (Putnam 83%, Orange 78%, Westchester 87% & Rockland 87%).

Even most smokers either ban or restrict smoking in their homes.

Family Cars

- **More than _ of car owners* (Putnam 77%, Orange 76%, Westchester 82% & Rockland 88%) do not permit smoking in the family car(s). This is similar to last year's findings.** * 96-98% of residents own cars

In addition to the 77-88% of POW'R area car owners who ban smoking altogether, another 8-17% restrict smoking to some times or some cars. Only 3-8% permit unrestricted smoking in the family cars.

A majority of all groups, except smokers, ban all smoking in family cars. 76%-89% of those with children ban smoking in the family car(s). Most smokers either ban smoking or restrict smoking to certain cars or certain times.

Multi-family residences and second-hand smoke

- **The proportion of residents living in multi-unit residences ranges from a low of 16% in Putnam to a high of 34% in Westchester, so the issue of second-hand smoke from other units is different from county to county.**
- **While 71% of those who live in multi-unit homes in Putnam report that secondhand smoke never enters any of the common areas, patios or balconies of the multi-unit dwelling, the number in Westchester is 57%.**
- **Of those who live in multi-unit residences and do not allow smoking in their homes, most report report that second hand smoke has never entered their home from somewhere else in the building, but again the proportion ranges from 51% in Westchester to 74% in Putnam. While only 4% in Putnam report this happening at least a few times a week, a quarter of those in Westchester have secondhand smoke enter their home that often.**
- **More Putnam residents (82%) who live in multi-unit residences and ban smoking in their own homes report that they are not bothered at all by second-hand smoke from neighbors than is true in the other 3 counties (Orange 55%, Westchester 47% & Rockland 56%). Only 3% are**

bothered enough to consider moving in Putnam, compared to 9% in Orange and Westchester and 11% in Rockland.

- **About half of those who live in multi-unit dwellings and ban smoking in their homes for a ban on smoking in all areas of their residence, including such personal living spaces as balconies and patios (Putnam 42%, Orange 51%, Westchester (48%), Rockland (50%).**

Quitline

- **The quitline is known less to the two counties with fewer smokers (Westchester 49%, Rockland 50%) and more in the counties with more smokers (60% in both Putnam & Orange). This is not surprising, since smokers are the most likely to have heard of the Quitline (72%-90%).**

Methodology

This telephone poll of a random sample of 500 adults each in Putnam, Orange, Westchester, and Rockland, was conducted for the POW'R Against Tobacco Coalition by Blum & Weprin Associates, Inc. from July 24 –August 9, 2007. Polls of 500 adults each in Nassau, Suffolk, Ulster and Dutchess counties were conducted simultaneously.

The sample was based on an RDD design which draws numbers from all existing telephone exchanges in the 4 POW'R counties, giving all phone numbers, listed and unlisted, a proportionate chance of being included. Respondents were selected randomly within the household. Respondents were offered the option of being interviewed in Spanish. The estimated average sample tolerance for data from the poll is $\pm 4.5\%$ for each county at the 95% confidence level. That is, the chances are about 19 out of 20 that if all households with telephones were surveyed with the same questionnaire, the results of the complete census would not be found to deviate from the poll findings by more than 4.5 points in any county). Error for subgroups is higher. Differences among subgroups not noted above should not be used. Sampling is only one source of error. Other sources of error may include question wording, question order and interviewer effects.