



NY1-Marist Poll

NYC's Smoking Ban:

Good in Theory, But Not Necessarily in Practice

*** Complete Tables for Poll Appended ***

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This NY1-Marist Poll Reports:

It's been a couple of months since New York City legally snuffed out smoking in public parks, plazas, and beaches. So, what do New York City residents think of the outdoor ban? Nearly seven in ten adults citywide -- 69% -- think the ban is a good idea, 26% report it is a bad one, and 4% are unsure.

Not quite one in five New York City residents say they are smokers and not surprisingly, many have a different view. 59% believe prohibiting smoking in outdoor public places is a bad idea while 40% of those who light up favor the ban. Just 1% is unsure.

However, Big Apple residents divide over whether or not the outdoor smoking ban is working. 45% believe it is mostly working while 41% say it is not. 14% are unsure. Among smokers, a majority -- 56% -- classify the law as a failure while 35% rate it as a success. Eight percent are unsure.

"Most New Yorkers like the ban on smoking, but aren't convinced it's working," says Dr. Lee M. Miringoff, Director of the Marist College Institute for Public Opinion. "But, despite a lack of consensus about its effectiveness, they would recommend it to other cities."

Key Findings:

- **Gender differences exist.** While 77% of women in New York City think the **outdoor smoking ban** is a good idea, fewer men -- 61% -- share this view.
- Looking at **the impact of the outdoor smoking ban**, 56% of adults in New York City report they have not been affected at all by the legislation. About one-third -- 33% -- say they have been impacted in a good way while 10% think it has negatively affected them.

- When it comes to **the impact on smokers**, half -- 50% -- say they haven't been affected at all by the ban. 34% believe it has affected them in a bad way while 16% report it has had a positive affect on them.
- Would New Yorkers **recommend an outdoor smoking ban to other cities or communities?** 64% of adults citywide would, 30% would not, and 6% are unsure.
- 63% of **smokers** would *not* **recommend the outdoor smoking ban** to other communities. 35% would, and 2% are unsure.

How the Survey was Conducted

Nature of the Sample: New York City Poll of 808 Adults

This survey of 808 New York City adults was conducted on July 20th, 2011 through July 27th, 2011. Adults 18 years of age and older residing in the five boroughs of New York City were interviewed by telephone. Telephone numbers were selected based upon a list of telephone exchanges from throughout the city. The exchanges were selected to ensure that each borough was represented in proportion to its population. To increase coverage, this land-line sample was supplemented by respondents reached through random dialing of cell phone numbers. The two samples were then combined. Results are statistically significant within ± 3.5 percentage points. The error margin increases for cross-tabulations.

Nature of the Sample: Adults

Nature of the Sample - NYC Adults		
		NYC Adults
		Col %
NYC Adults		100%
NYC Registered Voters		78%
NYC Smokers		17%
NYC Borough	Bronx	15%
	Brooklyn	30%
	Manhattan	21%
	Queens and Staten Island	34%
Income	Less than \$50,000	53%
	\$50,000 or more	47%
Race	White	35%
	African American	24%
	Latino	28%
	Other	13%
Race	White	35%
	Non White	65%
Generation	Millennials (18-30)	24%
	Gen X (31-46)	30%
	Baby Boomers (47-65)	31%
	Silent-Greatest (Over 65)	16%
Age	Under 45	50%
	45 or older	50%
Gender	Men	48%
	Women	52%
Interview Type	Landline	75%
	Cell Phone	25%

NY1-Marist Poll NYC Adults: Interviews conducted July 20th through 27th, 2011, N=808 MOE +/- 3.5%. Totals may not add to 100 due to rounding.

Is New York City's Outdoor Smoking Ban a Good Idea or a Bad Idea?

Asked of NYC Adults Split Sample:

Question Wording: It has been about two months since New York City's outdoor ban on smoking in public parks, plazas, and beaches went into effect. Overall, do you think the ban on smoking in public places is a good idea or a bad idea?

		NYC Adults		
		It has been about two months since New York City's outdoor ban on smoking in public parks, plazas, and beaches went into effect. Overall, do you think the ban on smoking in public places is a good idea or a bad idea?		
		Good idea	Bad idea	Unsure
		Row %	Row %	Row %
NYC Adults		69%	26%	4%
NYC Smokers		40%	59%	1%
NYC Borough	Bronx	71%	25%	4%
	Brooklyn	66%	26%	9%
	Manhattan	77%	21%	2%
	Queens and Staten Island	68%	31%	1%
Income	Less than \$50,000	69%	27%	5%
	\$50,000 or more	71%	28%	2%
Race	White	74%	24%	2%
	African American	71%	25%	4%
	Latino	71%	26%	3%
Education	Not college graduate	67%	29%	3%
	College graduate	72%	22%	6%
Age	Under 45	70%	23%	7%
	45 or older	68%	31%	1%
Gender	Men	61%	31%	7%
	Women	77%	22%	1%
Households with children under 18	Household with children	73%	25%	3%
	No children in household	67%	28%	5%
Interview Type	Landline	71%	28%	1%
	Cell Phone	65%	21%	14%

NY1-Marist Poll NYC Adults Split Sample: Interviews conducted July 20th through 27th, 2011, N=395 MOE +/- 5%. Totals may not add to 100 due to rounding.

Is New York City's Outdoor Smoking Ban Working or Not Working?

Asked of NYC Adults Split Sample:

Question Wording: Do you think the outdoor ban on smoking has been mostly working or mostly not working?

		NYC Adults		
		Do you think the outdoor ban on smoking has been mostly working or mostly not working?		
		Mostly working	Mostly not working	Unsure
		Row %	Row %	Row %
NYC Adults		45%	41%	14%
NYC Smokers		35%	56%	8%
NYC Borough	Bronx	42%	46%	12%
	Brooklyn	40%	50%	10%
	Manhattan	56%	29%	15%
	Queens and Staten Island	44%	39%	17%
Income	Less than \$50,000	46%	44%	10%
	\$50,000 or more	48%	40%	11%
Race	White	47%	37%	16%
	African American	39%	47%	14%
	Latino	46%	45%	9%
Education	Not college graduate	40%	44%	16%
	College graduate	53%	36%	10%
Age	Under 45	48%	44%	8%
	45 or older	42%	39%	19%
Gender	Men	46%	40%	13%
	Women	44%	43%	14%
Households with children under 18	Household with children	45%	42%	13%
	No children in household	45%	40%	14%
Interview Type	Landline	45%	43%	12%
	Cell Phone	45%	38%	18%

NY1-Marist Poll NYC Adults Split Sample: Interviews conducted July 20th through 27th, 2011, N=395 MOE +/- 5%. Totals may not add to 100 due to rounding.

Personal Impact of the Outdoor Smoking Ban

Asked of NYC Adults Split Sample:

Question Wording: Have you personally been affected in a good way, a bad way, or not at all by the outdoor ban on smoking?

		NYC Adults		
		Have you personally been affected in a good way, a bad way, or not at all by the outdoor ban on smoking?		
		A good way	A bad way	Not at all
		Row %	Row %	Row %
NYC Adults		33%	10%	56%
NYC Smokers		16%	34%	50%
NYC Borough	Bronx	39%	13%	48%
	Brooklyn	34%	12%	54%
	Manhattan	41%	6%	53%
	Queens and Staten Island	26%	10%	64%
Income	Less than \$50,000	36%	14%	50%
	\$50,000 or more	30%	6%	64%
Race	White	30%	8%	62%
	African American	28%	16%	56%
	Latino	42%	9%	49%
Education	Not college graduate	33%	14%	53%
	College graduate	35%	7%	59%
Age	Under 45	34%	14%	51%
	45 or older	33%	7%	60%
Gender	Men	31%	13%	56%
	Women	36%	8%	57%
Households with children under 18	Household with children	37%	15%	48%
	No children in household	32%	7%	61%
Interview Type	Landline	33%	10%	58%
	Cell Phone	35%	13%	52%

NY1-Marist Poll NYC Adults Split Sample: Interviews conducted July 20th through 27th, 2011, N=395 MOE +/- 5%. Totals may not add to 100 due to rounding.

Recommend Smoking Ban to Other Cities or Communities?

Asked of NYC Adults Split Sample:

Question Wording: Have you personally been affected in a good way, a bad way, or not at all by the outdoor ban on smoking?

		NYC Adults		
		Would you recommend or not recommend other cities or communities have a ban on outdoor smoking in public places?		
		Recommend	Not recommend	Unsure
		Row %	Row %	Row %
NYC Adults		64%	30%	6%
NYC Smokers		35%	63%	2%
NYC Borough	Bronx	61%	25%	14%
	Brooklyn	68%	27%	5%
	Manhattan	72%	22%	6%
	Queens and Staten Island	58%	38%	3%
Income	Less than \$50,000	64%	32%	4%
	\$50,000 or more	64%	30%	6%
Race	White	65%	29%	6%
	African American	62%	27%	11%
	Latino	72%	26%	2%
Education	Not college graduate	61%	33%	6%
	College graduate	69%	25%	6%
Age	Under 45	67%	28%	5%
	45 or older	63%	33%	5%
Gender	Men	57%	36%	7%
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