



NY1-Marist Poll

**Put Sugary Drink Ban on Ice...  
Ban Goes Too Far, Says Majority**

\*\*\* Complete Tables for Poll Appended \*\*\*

**For Immediate Release: Monday, June 4, 2012**

Contact: Lee M. Miringoff  
Barbara L. Carvalho  
Mary E. Azzoli  
Marist College  
845.575.5050

**This NY1-Marist Poll Reports:**

New York City Mayor Michael Bloomberg caused a stir last week when he proposed the ban of sugary drinks larger than 16 ounces in establishments other than grocery and convenience stores. What do New York City residents think about the proposal? 53% of adults in the Big Apple believe it's a bad idea while 42% say it is a good one. Six percent are unsure.

"Unfortunately for Mayor Bloomberg, New Yorkers find the glass to be half empty on his proposal to ban super-size drinks," says Dr. Lee M. Miringoff, Director of The Marist College Institute for Public Opinion.

By borough, the proposal is poorly received among residents in Queens and Staten Island and in Brooklyn. 58% of adults in Queens and Staten Island and 55% of those in Brooklyn say the ban is a *bad* idea. However, 52% of Manhattan residents think the proposal is a *good* one. In the Bronx, 49% say the plan is a bad idea while 44% think it's a good one.

Even a majority of New Yorkers who want to lose weight -- 51% -- think the restriction is *not* a good idea.

And, while 42% of New York City adults report the idea is good health policy to fight the problem of obesity, 53% believe Bloomberg's plan is an example of government going too far. Five percent are unsure.

Many New Yorkers think there's little point to the ban. 52% state the proposal won't help people watch their weight. 45% disagree and say it will, and 3% are unsure.

The proposal made quite a splash. 67% have seen or heard about it including 39% who have heard a great deal about it and 28% who know a good amount. 16% haven't heard or seen very much about the plan, and 17% know nothing at all about it.

When it comes to New Yorkers' own drinking habits, the ban would affect less than one in five adults. Just 17% of residents say they purchase a beverage larger than 16 ounces when they go out to eat, to the movies, or to a sporting event. This includes 6% who report they do so very often and 11% who say they often do. 31% state it's rare they make such a purchase, and 52% say they never buy super-size drinks. Not surprisingly, 64% of those who purchase these large drinks think the mayor's proposed ban is a bad idea.

### **Bloomberg Approval Rating at 45%**

45% of registered voters in New York City believe Mayor Bloomberg is doing either an excellent or good job in office. This includes 9% who say he is doing an excellent one and 36% who report he is doing a good one. 29% rate Bloomberg's job performance as fair while 20% think he is performing poorly. Six percent are unsure.

When NY1-Marist last asked this question in April, 44% gave the mayor high marks. 33% said he was doing an average job while 22% believed he fell short. Only 1%, at the time, was unsure.

### **By borough:**

- Among voters in the **Bronx**, 36% approve of Bloomberg's job performance. This compares with 33% who thought this way in April.
- In **Brooklyn**, 42% praise the mayor while a similar proportion -- 46% -- previously gave Bloomberg a thumbs-up.
- 48% of registered voters in **Queens and Staten Island** believe the mayor is doing an excellent or good job in office while 44% had this opinion in April.
- Looking at **Manhattan**, 50% approve of Mayor Bloomberg's job performance. This compares with 51% who shared this view in NY1-Marist's April survey.

## How the Survey was Conducted

---

### **Nature of the Sample: NY1-Marist New York City Poll of 500 Adults**

This survey of 500 New York City adults was conducted June 3<sup>rd</sup>, 2012. Adults 18 years of age and older residing in 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 landline sample was supplemented by respondents reached through random dialing of cell phone numbers. The two samples were then combined. Results are statistically significant within  $\pm 4.5$  percentage points. There are 404 registered voters. The results for this subset are statistically significant within  $\pm 5.0$  percentage points. The error margin increases for cross-tabulations.

## Nature of the Sample: NYC Adults & Registered Voters

Nature of the Sample - NYC Adults & Registered Voters			
		NYC Adults	NYC Registered Voters
		Col %	Col %
NYC Adults		100%	
NYC Registered Voters		81%	100%
Party Registration	Democrat	n/a	62%
	Republican	n/a	12%
	Non-enrolled	n/a	25%
	Other	n/a	0%
NYC Borough	Bronx	16%	16%
	Brooklyn	30%	31%
	Manhattan	21%	22%
	Queens and Staten Island	33%	31%
Income	Less than \$50,000	50%	48%
	\$50,000 or more	50%	52%
Race	White	39%	42%
	African American	22%	22%
	Latino	27%	25%
	Other	12%	11%
Age	Under 45	51%	46%
	45 or older	49%	54%
Gender	Men	47%	45%
	Women	53%	55%
Education	Not college graduate	62%	61%
	College graduate	38%	39%
Interview Type	Landline	83%	84%
	Cell Phone	17%	16%

NY1-Marist Poll NYC Adults: Interviews conducted June 3rd, 2012, N=500 MOE +/- 4.5 percentage points. NYC Registered Voters: N=404 MOE +/- 5.0 percentage points. Totals may not add to 100% due to rounding.

		NYC Adults		
		Mayor Bloomberg has proposed a ban on the sale of sugary drinks larger than 16 ounces including energy drinks and iced teas. You would still be able to get refills or buy more than one serving and be able to get diet sodas, fruit juices, dairy drinks, alcoholic beverages, or any drinks sold in a grocery or convenience store. Do you think the proposal to ban sugary drinks is a good idea or a bad idea?		
		Good idea	Bad idea	Unsure
		Row %	Row %	Row %
NYC Adults		42%	53%	6%
NYC Registered Voters		38%	57%	5%
Bloomberg Approval	Excellent-Good	55%	41%	4%
Rating	Fair-Poor	24%	70%	5%
Adults who Want to Lose Weight		44%	51%	5%
Frequency of Purchasing Sugary Drinks 16 oz or Larger	Very often-Often	34%	64%	2%
	Not very often-Not at all	43%	51%	6%
NYC Borough	Bronx	44%	49%	8%
	Brooklyn	37%	55%	8%
	Manhattan	52%	44%	4%
	Queens and Staten Island	39%	58%	3%
Income	Less than \$50,000	42%	51%	7%
	\$50,000 or more	39%	58%	4%
Race	White	41%	52%	7%
	African American	38%	58%	4%
	Latino	40%	55%	5%
Education	Not college graduate	39%	55%	7%
	College graduate	45%	52%	3%
Age	Under 45	47%	50%	3%
	45 or older	40%	53%	7%
Gender	Men	38%	58%	4%
	Women	45%	48%	7%

NY1-Marist Poll NYC Adults: Interviews conducted June 3rd, 2012, N=500 MOE +/- 4.5 percentage points.

^NYC Registered Voters: N=404 MOE +/- 5.0 percentage points. Totals may not add to 100% due to rounding.

		NYC Adults		
		Which comes closer to your view: The proposed ban is:		
		Good health policy to fight the problem of obesity	Government going too far	Unsure
		Row %	Row %	Row %
NYC Adults		42%	53%	5%
NYC Registered Voters		39%	56%	5%
NYC Borough	Bronx	40%	56%	4%
	Brooklyn	39%	56%	5%
	Manhattan	53%	42%	5%
	Queens and Staten Island	40%	56%	4%
Adults who Want to Lose Weight		45%	52%	3%
Income	Less than \$50,000	49%	47%	4%
	\$50,000 or more	40%	58%	2%
Race	White	39%	55%	6%
	African American	42%	57%	1%
	Latino	40%	53%	7%
Education	Not college graduate	40%	54%	5%
	College graduate	46%	52%	3%
Age	Under 45	46%	50%	4%
	45 or older	40%	56%	4%
Gender	Men	40%	57%	3%
	Women	45%	50%	6%

NY1-Marist Poll NYC Adults: Interviews conducted June 3rd, 2012, N=500 MOE +/- 4.5 percentage points.

^NYC Registered Voters: N=404 MOE +/- 5.0 percentage points. Totals may not add to 100% due to rounding.

		NYC Adults		
		Do you think a ban on the sale of sugary drinks larger than 16 ounces will help or not help people watch their weight?		
		Help	Not help	Unsure
		Row %	Row %	Row %
NYC Adults		45%	52%	3%
NYC Registered Voters		42%	55%	2%
NYC Borough	Bronx	42%	55%	3%
	Brooklyn	41%	56%	3%
	Manhattan	55%	41%	4%
	Queens and Staten Island	45%	54%	2%
Adults who Want to Lose Weight		44%	54%	2%
Income	Less than \$50,000	50%	48%	2%
	\$50,000 or more	41%	58%	1%
Race	White	41%	54%	4%
	African American	38%	61%	2%
	Latino	48%	51%	1%
Education	Not college graduate	45%	52%	3%
	College graduate	45%	53%	2%
Age	Under 45	49%	50%	1%
	45 or older	43%	53%	4%
Gender	Men	51%	47%	2%
	Women	40%	56%	4%

NY1-Marist Poll NYC Adults: Interviews conducted June 3rd, 2012, N=500 MOE +/- 4.5 percentage points.

^NYC Registered Voters: N=404 MOE +/- 5.0 percentage points. Totals may not add to 100% due to rounding.

		NYC Adults			
		Have you seen or heard a great deal, a good amount, not very much, or nothing at all about Mayor Bloomberg's proposal to ban sugary drinks?			
		A great deal	A good amount	Not very much	Nothing at all
		Row %	Row %	Row %	Row %
NYC Adults		39%	28%	16%	17%
NYC Registered Voters		43%	28%	17%	12%
Adults who Want to Lose Weight		38%	31%	16%	14%
NYC Borough	Bronx	34%	22%	19%	24%
	Brooklyn	43%	26%	17%	14%
	Manhattan	47%	27%	10%	16%
	Queens and Staten Island	33%	33%	18%	16%
Income	Less than \$50,000	36%	24%	21%	19%
	\$50,000 or more	45%	35%	13%	7%
Race	White	52%	28%	15%	6%
	African American	31%	39%	17%	12%
	Latino	27%	22%	19%	32%
Education	Not college graduate	32%	26%	21%	22%
	College graduate	52%	32%	8%	9%
Age	Under 45	30%	27%	17%	26%
	45 or older	48%	29%	16%	7%
Gender	Men	35%	28%	18%	20%
	Women	43%	28%	15%	14%

NY1-Marist Poll NYC Adults: Interviews conducted June 3rd, 2012, N=500 MOE +/- 4.5 percentage points.

^NYC Registered Voters: N=404 MOE +/- 5.0 percentage points. Totals may not add to 100% due to rounding.



		NYC Adults			
		How often do you buy a serving size larger than 16 ounces of a sugary drink when you go out to eat, go to the movies, or a sporting event: very often, often, not very often, or not at all?			
		Very often	Often	Not very often	Not at all
		Row %	Row %	Row %	Row %
NYC Adults		6%	11%	31%	52%
NYC Registered Voters		6%	8%	32%	54%
NYC Borough	Bronx	16%	10%	38%	36%
	Brooklyn	5%	14%	34%	48%
	Manhattan	2%	4%	24%	69%
	Queens and Staten Island	5%	12%	31%	52%
Adults who Want to Lose Weight		8%	12%	31%	49%
Income	Less than \$50,000	10%	9%	38%	43%
	\$50,000 or more	3%	11%	29%	57%
Race	White	4%	5%	24%	67%
	African American	7%	13%	37%	44%
	Latino	7%	22%	35%	36%
Education	Not college graduate	7%	13%	35%	44%
	College graduate	4%	7%	25%	64%
Age	Under 45	7%	18%	36%	39%
	45 or older	5%	5%	29%	61%
Gender	Men	8%	14%	34%	44%
	Women	5%	8%	29%	59%

NY1-Marist Poll NYC Adults: Interviews conducted June 3rd, 2012, N=500 MOE +/- 4.5 percentage points.

^NYC Registered Voters: N=404 MOE +/- 5.0 percentage points. Totals may not add to 100% due to rounding.

		NYC Registered Voters				
		Would you rate the job Mayor Michael Bloomberg is doing in office as excellent, good, fair, or poor?				
		Excellent	Good	Fair	Poor	Unsure-Never Heard
		Row %	Row %	Row %	Row %	Row %
NYC Registered Voters		9%	36%	29%	20%	6%
NYC Borough	Bronx	5%	31%	35%	23%	6%
	Brooklyn	6%	36%	32%	25%	1%
	Manhattan	19%	31%	22%	12%	15%
	Queens and Staten Island	7%	41%	28%	17%	6%
Income	Less than \$50,000	6%	35%	35%	18%	6%
	\$50,000 or more	13%	38%	24%	22%	3%
Race	White	14%	38%	27%	16%	5%
	African American	2%	31%	35%	29%	3%
	Latino	3%	31%	36%	19%	11%
Education	Not college graduate	6%	29%	34%	21%	9%
	College graduate	13%	45%	24%	15%	3%
Age	Under 45	8%	36%	26%	19%	11%
	45 or older	11%	35%	33%	18%	2%
Gender	Men	7%	38%	25%	23%	7%
	Women	11%	34%	33%	17%	6%

NY1-Marist Poll NYC Registered Voters: Interviews conducted June 3rd, 2012, N=404 MOE +/- 5.0 percentage points. Totals may not add to 100% due to rounding.

New York City Registered Voters						
Would you rate the job Mayor Michael Bloomberg is doing in office as excellent, good, fair, or poor?						
	Excellent/ Good	Excellent	Good	Fair	Poor	Unsure
June 2012	45%	9%	36%	29%	20%	6%
April 2012	44%	12%	32%	33%	22%	1%
September 2011	46%	10%	36%	35%	18%	2%
August 2011	39%	8%	31%	35%	23%	4%
March 2011	40%	9%	31%	38%	21%	1%
February 2011	44%	10%	34%	29%	26%	1%
January 6, 2011	37%	11%	26%	34%	26%	3%
October 20, 2010	50%	14%	36%	30%	15%	5%
September 10, 2010	49%	11%	38%	31%	18%	2%
August 10, 2010	49%	13%	36%	33%	16%	2%
April 13, 2010	56%	13%	43%	29%	13%	2%
October 30, 2009	54%	14%	40%	33%	12%	1%
October 22, 2009	58%	17%	41%	30%	11%	1%
September 21, 2009	59%	17%	42%	29%	11%	1%
July 8, 2009	58%	15%	43%	27%	13%	2%
May 13, 2009	59%	13%	46%	25%	14%	2%
February 20, 2009	52%	14%	38%	32%	15%	1%
November 2008	59%	21%	38%	28%	11%	2%
October 2008	68%	29%	39%	21%	11%	<1%
February 2008	66%	22%	44%	25%	6%	3%
July 2007	66%	21%	45%	22%	8%	4%
March 2006	65%	20%	45%	24%	10%	1%
November 4, 2005	63%	17%	46%	28%	9%	<1%
November 1, 2005	64%	19%	45%	28%	7%	1%
October 2005	65%	22%	43%	27%	7%	1%
September 2005	61%	15%	46%	30%	8%	1%
August 2005	53%	14%	39%	34%	12%	1%
July 2005	58%	15%	43%	27%	12%	3%
June 10, 2005	49%	11%	38%	35%	15%	1%
June 2, 2005	55%	12%	43%	32%	12%	1%
April 2005	48%	8%	40%	35%	16%	1%
March 2005	43%	8%	35%	34%	21%	2%
December 2004	46%	6%	40%	35%	18%	1%
September 2004	42%	7%	35%	35%	21%	2%
April 2004	40%	7%	33%	38%	19%	3%
March 2002	50%	8%	42%	29%	6%	15%

Marist Poll New York City Registered Voters

		NYC Adults		
		Thinking about your age and height, do you think you should:		
		Weigh more	Weigh less	Weight is about right
		Row %	Row %	Row %
NYC Adults		7%	54%	39%
NYC Registered Voters		5%	56%	39%
NYC Borough	Bronx	2%	57%	41%
	Brooklyn	4%	59%	37%
	Manhattan	10%	48%	41%
	Queens and Staten Island	11%	51%	38%
Income	Less than \$50,000	6%	57%	36%
	\$50,000 or more	4%	57%	39%
Race	White	5%	56%	39%
	African American	7%	56%	37%
	Latino	10%	53%	37%
Education	Not college graduate	11%	55%	34%
	College graduate	3%	51%	46%
Age	Under 45	10%	54%	36%
	45 or older	4%	56%	41%
Gender	Men	10%	50%	40%
	Women	5%	57%	38%

NY1-Marist Poll NYC Adults: Interviews conducted June 3rd, 2012, N=500 MOE +/- 4.5 percentage points.

^NYC Registered Voters: N=404 MOE +/- 5.0 percentage points. Totals may not add to 100% due to rounding.