

Long Island Tobacco Survey 2013



A telephone survey of Long Island residents was conducted by
Baruch College Survey Research from June 27 – August 13, 2013.

Overview of Results

Selling Tobacco Products

Long Islanders continue to clearly differentiate between the types of stores which they feel should or should not sell cigarettes.

- 66% think pharmacies should not sell tobacco products.
- 72% oppose tobacco sales at stores that are located near schools.
- Long Islanders find the sale of tobacco products acceptable in some stores. Gas stations and convenience stores are seen as appropriate outlets by 66% of residents.

Tobacco Displays

- 63% would favor a policy requiring stores to keep displays of tobacco products where they cannot be seen.
- 68% are concerned that cigarettes being displayed where children can see them will increase smoking in young people.
- 65% think cigarette displays in local stores are likely to lead teenagers to smoke.

Smoking Rates

- Only 13% of Long Island adults say they smoke daily or occasionally, a rate similar to those seen over the past 5 surveys. The smoking rates on Long Island have been between 10% and 15% since 2009.

Long Island/Hudson Valley Regional Survey 2013

Q1a. Do you think that pharmacies should or should not sell tobacco products?

	<u>Long Island</u>	<u>Nassau</u>	<u>Suffolk</u>
	N = 808 (2012 N = 1005)	N = 403 (2012 N= 502)	N = 405 (2012 N=503)
1. Should	33% (32%)	35% (29%)	31% (34%)
2. Should not	66% (67%)	64% (69%)	67% (64)
3. Not sure/Refuse	2% (1%)	1% (1%)	2% (1%)

Q1b. Do you think that grocery stores should or should not sell tobacco products?

	<u>Long Island</u>	<u>Nassau</u>	<u>Suffolk</u>
1. Should	51% (43%)	51% (40%)	51% (46%)
2. Should not	47% (55%)	47% (58%)	48% (51%)
3. Not sure/Refuse	2% (2%)	2% (2%)	2% (2%)

Q1c. Do you think that convenience stores should or should not sell tobacco products?

	<u>Long Island</u>	<u>Nassau</u>	<u>Suffolk</u>
1. Should	67% (64%)	69% (62%)	65% (66%)
2. Should not	32% (33%)	30% (36%)	33% (31%)
3. Not sure/Refuse	2% (2%)	1% (2%)	2% (2%)

Q1d. Do you think that gas stations should or should not sell tobacco products?

	<u>Long Island</u>	<u>Nassau</u>	<u>Suffolk</u>
1. Should	65% (65%)	68% (63%)	63% (67%)
2. Should not	33% (32%)	31% (35%)	35% (30%)
3. Not sure/Refuse	2% (3%)	1% (3%)	3% (3%)

Q1e. Do you think that stores that are located near schools should or should not sell tobacco products?

	<u>Long Island</u>	<u>Nassau</u>	<u>Suffolk</u>
1. Should	25% (21%)	24% (16%)	26% (25%)
2. Should not	72% (76%)	74% (81%)	71% (72%)
3. Not sure/Refuse	3% (3%)	2% (2%)	4% (3%)

Q2. What is your opinion about a policy that would limit the number of stores that could sell tobacco in your community?

	<u>Long Island</u>	<u>Nassau</u>	<u>Suffolk</u>
1. Strongly in favor	35% (35%)	34% (36%)	35% (33%)
2. Somewhat in favor	18% (18%)	18% (19%)	19% (17%)
3. Neither in favor nor against	17% (17%)	20% (16%)	14% (18%)
4. Somewhat against	9% (10%)	9% (10%)	10% (10%)
5. Strongly against	19% (19%)	17% (16%)	21% (21%)
6. Not sure/Refuse	2% (2%)	2% (2%)	1% (1%)

Q3. What is your opinion about a law that would ban the sale of all tobacco products in pharmacies in your community?

	<u>Long Island</u>	<u>Nassau</u>	<u>Suffolk</u>
1. Strongly in favor	42% (42%)	42% (43%)	43% (40%)
2. Somewhat in favor	15 % (15%)	15% (14%)	16% (16%)
3. Neither in favor nor against	12% (14%)	14% (16%)	11% (11%)
4. Somewhat against	8% (10%)	8% (9%)	9% (10%)
5. Strongly against	21% (19%)	21% (17%)	21% (21%)
6. Don't know/Refuse	1% (1%)	1% (0%)	2% (1%)

Q4. What is your opinion about a law that would ban the sale of tobacco products in stores that are located near schools in your community?

	<u>Long Island</u>	<u>Nassau</u>	<u>Suffolk</u>
1. Strongly in favor	50% (55%)	49% (57%)	52% (54%)
2. Somewhat in favor	14% (12%)	14% (11%)	14% (12%)
3. Neither in favor nor against	10% (8%)	11% (8%)	9% (9%)
4. Somewhat against	5% (8%)	6% (9%)	4% (8%)
5. Strongly against	19% (16%)	19% (15%)	19% (17%)
6. Don't know/Refuse	1% (1%)	1% (1%)	2% (0%)

Q5. Over the past 30 days, how often did you notice packs of cigarettes or cigars visible behind the cash register or in other areas of stores?

	<u>Long Island</u>	<u>Nassau</u>	<u>Suffolk</u>
1. Almost every time you were in a store	23% (23%)	25% (23%)	21% (22%)
2. Frequently when you were in a store	22% (26%)	20% (25%)	23% (27%)
3. Occasionally when you were in a store	29% (27%)	27% (28%)	32% (27%)
4. Never/not that I remember	23% (22%)	26% (22%)	21% (23%)
5. I have not visited a store in past 30 days	1% (1%)	1% (1%)	2% (1%)
6. Don't know/Refuse	1% (1%)	1% (1%)	1% (1%)

Q6. Have you seen Internet ads or videos about tobacco marketing and kids in NY in the past 3 months?

	<u>Long Island</u>	<u>Nassau</u>	<u>Suffolk</u>
1. Yes	17%	17%	17%
2. No	81%	82%	81%
3. Don't know/Not sure	2%	1%	2%

Q7. Have you seen print ads or heard radio messages about tobacco marketing and kids in the past 3 months?

	<u>Long Island</u>	<u>Nassau</u>	<u>Suffolk</u>
1. Yes	20%	19%	21%
2. No	79%	80%	78%
3. Don't know/Not sure	1%	1%	1%

Q8. Have you seen print ads or Internet ads about stopping the sale of cigarettes in pharmacies in the past 3 months?

	<u>Long Island</u>	<u>Nassau</u>	<u>Suffolk</u>
1. Yes	12%	11%	14%
2. No	87%	88%	85%
3. Don't know/Not sure	1%	1%	1%

Q9. What is your opinion about a policy requiring stores to keep displays of tobacco products, such as packs of cigarettes, where they cannot be seen?

	<u>Long Island</u>	<u>Nassau</u>	<u>Suffolk</u>
1. Strongly in favor	45% (40%)	43% (42%)	47% (39%)
2. Somewhat in favor	18% (19%)	19% (18%)	18% (21%)
3. Neither in favor nor against	18% (21%)	19% (21%)	16% (20%)
4. Somewhat against	7% (8%)	8% (9%)	7% (7%)
5. Strongly against	10% (11%)	9% (9%)	11% (12%)
6. Don't know/Refuse	1% (1%)	2% (1%)	1% (1%)

Q10. How concerned are you that cigarettes being displayed where children can see them will increase smoking among young people?

	<u>Long Island</u>	<u>Nassau</u>	<u>Suffolk</u>
1. Very concerned	42% (42%)	43% (45%)	42% (40%)
2. Somewhat concerned	26% (27%)	25% (27%)	27% (28%)
3. Not too concerned	17% (16%)	19% (16%)	15% (17%)
4. Not at all concerned	14% (13%)	12% (12%)	15% (15%)
5. Don't know/Refuse	1% (1%)	1% (1%)	1% (1%)

Q11a. How likely is cigarette advertising in local stores to lead teenagers to smoke?

	<u>Long Island</u>	<u>Nassau</u>	<u>Suffolk</u>
1. Very likely	26% (30%)	24% (28%)	28% (31%)
2. Somewhat likely	41% (40%)	42% (43%)	39% (38%)
3. Not too likely	21% (18%)	22% (17%)	20% (19%)
4. Not at all likely	10% (11%)	10% (11%)	10% (11%)
5. Don't know/Refuse	2% (1%)	2% (0%)	3% (2%)

Q11b. How likely are cigarette displays in local stores to lead teenagers to smoke?

	<u>Long Island</u>	<u>Nassau</u>	<u>Suffolk</u>
1. Very likely	25% (28%)	25% (27%)	25% (28%)
2. Somewhat likely	40% (40%)	40% (43%)	40% (38%)
3. Not too likely	22% (20%)	21% (18%)	22% (21%)
4. Not at all likely	11% (11%)	12% (11%)	11% (12%)
5. Don't know/Refuse	2% (1%)	1% (1%)	2% (1%)

Q12. Have you smoked at least 100 cigarettes in your entire life?

	<u>Long Island</u>	<u>Nassau</u>	<u>Suffolk</u>
1. Yes	46% (42%)	45% (39%)	46% (45%)
2. No	54% (57%)	55% (60%)	54% (55%)
3. Don't know/Not sure	0% (0%)	0% (1%)	0% (0%)

Q13. Do you now smoke cigarettes...

	<u>Long Island</u>	<u>Nassau</u>	<u>Suffolk</u>
1. Everyday	7% (9%)	7% (6%)	6% (10%)
2. Some days	6% (3%)	4% (5%)	8% (2%)
3. Not at all	87% (88%)	89% (88%)	86% (88%)
4. Refuse	0% (0%)	0% (0%)	0% (0%)

Demographics

D1. How old are you? (Q14 – Age combined)

	<u>Long Island</u>	<u>Nassau</u>	<u>Suffolk</u>
1. 18-29	18%	18%	18%
2. 30-49	36%	34%	37%
3. 50-64	26%	27%	26%
4. 65+	18%	19%	17%
5. Don't know/Refuse	2%	3%	2%

D2. Are you Hispanic or Latino? (Q15)

	<u>Long Island</u>	<u>Nassau</u>	<u>Suffolk</u>
1. Yes	14%	13%	15%
2. No	84%	85%	84%
3. Refuse	2%	2%	2%

D3. Which of the following best represents your race? (Q16)

	<u>Long Island</u>	<u>Nassau</u>	<u>Suffolk</u>
1. White	76%	71%	80%
2. Black or African-American	8%	10%	7%
3. Asian	5%	6%	4%
4. Native Hawaiian or other Pacific Islander	0%	1%	0%
5. American Indian or Alaska Native	2%	2%	1%
6. Something else	5%	6%	5%
7. Refuse	4%	5%	4%

D4. If you added together the yearly income of all the members of your family living at home last year, would the total be... (Q17)

	<u>Long Island</u>	<u>Nassau</u>	<u>Suffolk</u>
1. Less than \$30,000	9%	8%	9%
2. \$30,000 to less than \$50,000	9%	10%	9%
3. \$50,000 to less than \$100,000	25%	23%	28%
4. More than \$100,000	34%	34%	34%
5. Refuse	23%	25%	21%

CELL1. How many adults (age 18 and over) in this household have a cell phone for personal use?

	<u>Long Island</u>	<u>Nassau</u>	<u>Suffolk</u>
1. None	6% (5%)	5% (6%)	6% (5%)
2. One	20% (19%)	20% (19%)	20% (18%)
3. Two	39% (40%)	40% (38%)	39% (41%)
4. Three	17% (19%)	18% (20%)	16% (18%)
5. Four or more	16% (15%)	15% (14%)	16% (15%)
6. Don't know/Refuse	2% (3%)	1% (3%)	3% (2%)

CELL2. Of all the phone calls that you receive, about how many are received on a cell phone?

	<u>Long Island</u>	<u>Nassau</u>	<u>Suffolk</u>
1. All or almost all calls	37% (30%)	36% (30%)	38% (31%)
2. More than half	25% (26%)	28% (26%)	23% (26%)
3. Less than half	19% (21%)	17% (22%)	20% (20%)
4. Very few to none	18% (20%)	18% (19%)	18% (21%)
5. Don't know/Refuse	2% (3%)	1% (3%)	2% (3%)

D5. Gender (Q20)

	<u>Long Island</u>	<u>Nassau</u>	<u>Suffolk</u>
1. Male	48%	47%	48%
2. Female	52%	53%	52%

Methodology

This telephone poll of a random sample of 808 adults on Long Island (403 in Nassau County and 405 in Suffolk County) was conducted for the Tobacco Action Coalition of Long Island by Baruch College Survey Research, School of Public Affairs, Baruch College, City University of New York from June 27- August 13, 2013.

Of the 808 interviews, 644 were conducted among those who have landline phones, and 164 cell phone interviews were conducted among a separate sample of those who do not have or use landlines. Polls were conducted simultaneously in 4 other counties, all located in the Hudson Valley region.

The landline sample was based on an RDD design which draws numbers from all existing landline telephone exchanges in Nassau and Suffolk Counties, giving all phone numbers, listed and unlisted, a proportionate chance of being included. Respondents in the landline sample were selected randomly within the household. This sample was supplemented by a cell phone sample, based on numbers identified as cell phones in the LI-HV region. Respondents were screened for residence in each county and were offered the option of being interviewed in Spanish. The estimated average sample tolerance for data from the poll is $\pm 3.5\%$ for the full sample of 808 at the 95% confidence level and $\pm 5\%$ for the 400 in each county. 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 3.5 percentage points for the full sample and 5 percentage points for the counties. 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.