



Global Strategy Group

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NYC Smoke-Free Law Tracking Poll
Registered Voters in NYC
Conducted March 21-22, 2004
500 Interviews
MoE: ± 4.5

(Note: Percentages may not add to 100 due to rounding.)

SCREENER

1. Are you at least 18 years of age or older and registered to vote at this address?
[IF YES:] With which political party are you registered to vote?

69% Democrat
15% Republican
17% Independent/Other

2. Now, thinking about elections, would you say you always vote in elections for offices like Mayor and other local offices, usually vote, sometimes vote, or never vote in elections for offices like Mayor and other local offices?

62% Always
24% Usually
13% Sometimes

FAVORABILITY

I'm going to read you a short list of public figures, organizations and things in New York. Please tell me if you have a very favorable, somewhat favorable, somewhat unfavorable or very unfavorable opinion of each one. If you haven't heard of one, or if you don't know enough about that one to have an impression, just say so and we will move on.

PROBE: Overall, do you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable impression of _____?

3. George Steinbrenner

12%	Very favorable	NET FAVORABLE	39%
27%	Somewhat favorable		
15%	Somewhat unfavorable	NET UNFAVORABLE	32%
18%	Very unfavorable		
20%	Don't know/Refused		
9%	Never heard of		

4. Donald Trump

18%	Very favorable	NET FAVORABLE	48%
30%	Somewhat favorable		
17%	Somewhat unfavorable	NET UNFAVORABLE	36%
19%	Very unfavorable		
13%	Don't know/Refused		
2%	Never heard of		

5. New York Yankees

46%	Very favorable	NET FAVORABLE	69%
23%	Somewhat favorable		
6%	Somewhat unfavorable	NET UNFAVORABLE	17%
12%	Very unfavorable		
12%	Don't know/Refused		
1%	Never heard of		

6. New York Knicks

32%	Very favorable	NET FAVORABLE	63%
31%	Somewhat favorable		
8%	Somewhat unfavorable	NET UNFAVORABLE	15%
7%	Very unfavorable		
19%	Don't know/Refused		
2%	Never heard of		

7. David Letterman

24%	Very favorable	NET FAVORABLE	62%
37%	Somewhat favorable		
9%	Somewhat unfavorable	NET UNFAVORABLE	19%
10%	Very unfavorable		
16%	Don't know/Refused		
3%	Never heard of		

8. A deli cornbeef sandwich

37%	Very favorable	NET FAVORABLE	60%
24%	Somewhat favorable		
7%	Somewhat unfavorable	NET UNFAVORABLE	21%
14%	Very unfavorable		
15%	Don't know/Refused		
3%	Never heard of		

9. Coney Island hot dog

39%	Very favorable	NET FAVORABLE	61%
22%	Somewhat favorable		
7%	Somewhat unfavorable	NET UNFAVORABLE	16%
10%	Very unfavorable		
18%	Don't know/Refused		
5%	Never heard of		

10. Krispy Kreme donuts

27%	Very favorable	NET FAVORABLE	49%
22%	Somewhat favorable		
9%	Somewhat unfavorable	NET UNFAVORABLE	25%
16%	Very unfavorable		
21%	Don't know/Refused		
6%	Never heard of		

SECONDHAND SMOKE

Moving on to other issues . . .

11. In general, do you feel that exposure to second-hand smoke is a serious health hazard, a moderate health hazard, a minor health hazard, or not a health hazard at all?

66%	Serious health hazard
16%	Moderate health hazard
11%	Minor health hazard
5%	Not a health hazard at all
2%	Don't know/Refused

SMOKE-FREE LAW BALLOT

12. A year ago, a law went into effect prohibiting smoking in all workplaces in New York City, including offices, restaurants, and bars. Would you say that you support or oppose the law?

	March 2004	August 2003
Strongly support	61%	55%
Somewhat support	14%	15%
Somewhat oppose	8%	12%
Strongly oppose	15%	15%
Don't know/Refused	1%	3%
TOTAL SUPPORT	75%	70%
TOTAL OPPOSE	24%	27%

PAIRED STATEMENT

13. Now I'd like to read you two statements, and I'd like you to tell me which ONE is more important:

- A. The rights of customers and employees to breathe clean air inside restaurants and bars.
- B. The rights of smokers to smoke inside restaurants and bars.

	March 2004	August 2003
Rights of customers, much more important	70%	69%
Rights of customers, somewhat more important	10%	10%
Rights of smokers, somewhat more important	8%	8%
Rights of smokers, much more important	6%	6%
Don't know/Refused	6%	8%
NET CUSTOMERS/EMPLOYEES	79%	79%
NET SMOKERS	15%	14%

AGREEMENT BATTERY

Now I'm going to read a series of statements related to New York City's smoke-free law. After I read each one, please tell me whether you personally agree or disagree with the statement.

14. The media is blowing this out of proportion. There will always be a small group of people who complain about the smoke-free law, but overall the new law is working fine.

	March 2004	August 2003
Strongly agree	49%	47%
Somewhat agree	24%	22%
Somewhat disagree	11%	12%
Strongly disagree	10%	13%
Don't know/Refused	6%	5%
NET AGREE	73%	69%
NET DISAGREE	21%	25%

15. People should not get too worked up about this law. It is not too much to ask for smokers to step outside a restaurant or bar when they want a cigarette.

	March 2004	August 2003
Strongly agree	56%	54%
Somewhat agree	19%	19%
Somewhat disagree	10%	11%
Strongly disagree	11%	13%
Don't know/Refused	4%	3%
NET AGREE	75%	73%
NET DISAGREE	21%	24%

16. It's really nice to go out and enjoy New York's restaurants and bars without smelling like smoke when you get home.

	March 2004	August 2003
Strongly agree	70%	66%
Somewhat agree	17%	15%
Somewhat disagree	5%	8%
Strongly disagree	6%	8%
Don't know/Refused	2%	4%
NET AGREE	87%	81%
NET DISAGREE	10%	16%

17. Restaurants and bars are healthier for customers and employees now that they are smoke-free.

	March 2004	August 2003
Strongly agree	67%	63%
Somewhat agree	17%	20%
Somewhat disagree	8%	6%
Strongly disagree	5%	8%
Don't know/Refused	3%	3%
NET AGREE	84%	83%
NET DISAGREE	13%	14%

DEMOGRAPHICS

I only have a few more questions for statistical purposes only....

18. What is your age please?

8% 18-24
11% 25-34
17% 35-44
20% 45-54
16% 55-64
26% 65+
2% Refused

19. What is the last grade of formal education you have completed?

4% Less than high school
26% High school graduate
21% Some college/vocational school
29% College graduate
18% Post graduate
2% Refused

20. For statistical purposes only, could you tell me what is your main racial background?

55% White/Caucasian
23% African-American/Black
13% Hispanic/Latino
3% Asian-American/Asian
2% Other
1% Mixed
4% Don't know/Refused

21. Are you a daily smoker, an occasional smoker, a former smoker or have you never been a smoker?

11% Daily smoker
7% Occasional smoker
30% Former smoker
51% Have never been a smoker
1% Don't know/refused

A. GENDER

48% Male
52% Female

B. REGION

13% Bronx
28% Brooklyn
26% Queens
26% Manhattan
7% Staten Island