



For Immediate Release

Media Contacts:

Maureen Kenney, Director, POW'R Against Tobacco
914-347-2094 ext. 15
mkenney@alany.org

POW'R Against Tobacco Releases Annual Survey Report

White Plains, N.Y. (November 29, 2011) POW'R Against Tobacco has released the findings of the local annual tobacco survey. In collaboration with the Hudson Valley and Long Island tobacco coalitions, Baruch College Survey Research was commissioned to conduct a regional telephone survey to ascertain public opinion and behavior regarding tobacco.

For 2011, the survey focused on tobacco sales and store marketing. One of the main initiatives of the coalition is to limit youth exposure to tobacco marketing at the point of sale. Research shows that tobacco product displays and store advertising have an impact on youth smoking initiation rates.

According to the survey, opposition to the sale of tobacco products in pharmacies has increased throughout the area, with 70 % now saying that pharmacies should not sell tobacco products. Rockland is most opposed at 76%. More than three quarters of the residents in all four counties say that stores located near schools should not sell tobacco products.

As was true in 2010, more than 3/4 of the residents in all four counties believe that stores should keep displays of tobacco products where children cannot see them. However, these numbers are down slightly from last year in 3 of the 4 counties.

The number of smokers in the four county area continues to decrease. Smoking rates in the four counties for 2011 are as follows:

- **Rockland County** again had the fewest smokers, at 9%, with 6% smoking daily. This is a decrease from 12% overall and 8% daily in 2010.
- **Westchester** was only 2 points higher than Rockland at 11%, with 7% smoking every day. This was a slight decrease from 2010, when the smoking rate was 12%, with 8% smoking daily.
- **Putnam** showed the greatest decline in its smoking rate, dropping from 20% in 2010 to only 12% this year. Only 8% now smoke daily (down from 14% in 2010).
- Seventeen percent of **Orange County** residents still smoke, with 12% smoking every day. This is the highest smoking rate among the POW'R counties, as was true in 2010. Nevertheless, this year's number is still a decrease from last year's 19% (14% daily).

POW'R Against Tobacco, a program of the American Lung Association in New York, is funded by the NY Tobacco Control Program. The mission is to educate community leaders and the public about the dangers and social costs of tobacco; engage local stakeholders to adopt policies that will restrict tobacco industry presence, de-normalize tobacco use, and eliminate secondhand smoke. For More information visit POWRAgainstTobacco.org