

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.