



NY1/YNN-Marist Poll

***Romantic Moon over Manhattan:
Manhattan Called the Most Romantic Borough by New Yorkers***

*** Complete Tables for Poll Appended ***

For Immediate Release: Sunday, February 13, 2011

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

This NY1/YNN-Marist Poll Reports:

Romantic Moon over Manhattan

Perhaps, it's the iconic scenes in films like *An Affair to Remember* and *When Harry Met Sally* or New Yorkers' own magical memories. Whatever the reason, more than six in ten New York City residents -- 64% -- view Manhattan as the city's most romantic borough. Brooklyn comes in a distant second with 18% followed by Queens with 9%, Staten Island with 6%, and the Bronx with 3%.

And, fuhgeddaboud borough loyalty! Manhattan takes the top spot regardless of New Yorkers' borough of residence. 83% of those in Manhattan, 66% of those who live in Queens and Staten Island, 64% of Bronx residents, and nearly half of those in Brooklyn -- 48% -- call Manhattan the city's most romantic borough. However, Brooklynites divide. Four in ten -- 40% -- say their borough is the most romantic.

Although majorities of all generations view Manhattan as the most amorous borough, more Gen Xers -- 70% -- and Millennials -- 69% -- think this to be true compared with 61% of New Yorkers in the Silent-Greatest generation and 57% of Baby Boomers.

More women -- 68% -- than men -- 59% -- consider Manhattan to be the most romantic borough in New York City.

"Will You Marry US, Rudy," Ask Nearly One-Third of New Yorkers

Which New York City mayor would New York City residents most want to be a part of their wedding ceremony? Rudy Giuliani edges out Michael Bloomberg. Giuliani receives 32% while Bloomberg garners 27%. More than one in five -- 23% -- would prefer David Dinkins to be present while 19% think Ed Koch to be the best choice.

While Giuliani is the choice of 40% of residents in Queens and Staten Island and 38% in Brooklyn, Bloomberg is preferred by 35% of those in the Bronx. Manhattan residents divide. 34% would want Dinkins to take part in their wedding ceremony while 32% think Bloomberg would be their best bet.

Generationally, there is little consensus. A slim majority of Millennials -- 51% -- would invite Giuliani to their wedding while 31% of Baby Boomers would ask Dinkins. About a third of the Silent-Greatest generation -- 33% -- would request Bloomberg. There is no clear pick among those in Gen X. Giuliani -- 28% -- and Bloomberg -- 26% -- vie for the top spot among this generation followed by Dinkins -- 23% -- and Koch -- 22%.

How the Survey was Conducted

Nature of the Sample: New York City Poll of 657 Adults

This survey of 657 New York City adults was conducted on January 24th through January 31st, 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 ± 4.0 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%
Registered Voters		77%
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	23%
	Latino	28%
	Other	14%
Race	White	35%
	Non White	65%
Generation	Millennials (18-30)	26%
	Gen X (31-46)	26%
	Baby Boomers (47-65)	35%
	Silent-Greatest (Over 65)	13%
Age	Under 45	48%
	45 or older	52%
Gender	Men	48%
	Women	52%
Union Member in Household	Yes	32%
Own or Rent Home	Own	40%
	Rent	58%
Interview Type	Landline	74%
	Cell Phone	26%

NY1/YNN-Marist Poll NYC Adults: Interviews conducted January 24th through 31st, 2011, N=657 MOE +/- 4%. Totals may not add to 100 due to rounding.

Most Romantic Borough

Asked of NYC Adults

Question Wording: Which borough do you think of as most romantic:

		NYC Adults				
		Which borough do you think of as most romantic:				
		The Bronx	Brooklyn	Manhattan	Queens	Staten Island
		Row %	Row %	Row %	Row %	Row %
NYC Adults		3%	18%	64%	9%	6%
NYC Registered Voters		3%	19%	63%	9%	6%
Party Registration	Democrat	4%	21%	60%	9%	6%
	Republican	1%	27%	57%	6%	9%
	Non-enrolled	1%	8%	78%	9%	4%
NYC Borough	Bronx	15%	8%	64%	7%	6%
	Brooklyn	<1%	40%	48%	8%	5%
	Manhattan	2%	8%	83%	1%	7%
	Queens and Staten Island	<1%	9%	66%	17%	7%
Income	Less than \$50,000	4%	16%	62%	9%	8%
	\$50,000 or more	2%	20%	66%	8%	4%
Race	White	1%	22%	64%	6%	7%
	African American	3%	14%	66%	12%	4%
	Latino	5%	18%	58%	10%	8%
Education	Not college graduate	4%	16%	63%	10%	7%
	College graduate	1%	20%	64%	9%	6%
Age	Under 45	<1%	15%	70%	7%	8%
	45 or older	5%	20%	58%	12%	5%
Generation	Millennials (18-30)	<1%	11%	69%	9%	11%
	Gen X (31-46)	1%	20%	70%	4%	5%
	Baby Boomers (47-65)	5%	21%	57%	13%	5%
	Silent-Greatest (Over 65)	4%	18%	61%	12%	5%
Gender	Men	3%	17%	59%	12%	9%
	Women	2%	19%	68%	7%	4%
Households with children under 18	Household with children	2%	20%	63%	9%	6%
	No children in household	3%	16%	64%	10%	6%
Union Member in Household		5%	22%	56%	10%	8%
Own or Rent Home	Own	2%	20%	63%	10%	6%
	Rent	3%	18%	64%	10%	5%
Interview Type	Landline	3%	19%	63%	11%	5%
	Cell Phone	1%	16%	67%	6%	9%

NY1/YNN-Marist Poll NYC Adults: Interviews conducted January 24th through 31st, 2011, N=657 MOE +/- 4%. Totals may not add to 100 due to rounding.

NYC Mayor in Wedding Ceremony

Asked of NYC Adults

Question Wording: If you were getting married which one of the following mayors would you want to be part of your ceremony?

		NYC Adults			
		If you were getting married which one of the following mayors would you want to be part of your ceremony?			
		Michael Bloomberg	David Dinkins	Rudy Giuliani	Ed Koch
		Row %	Row %	Row %	Row %
NYC Adults		27%	23%	32%	19%
NYC Registered Voters		26%	24%	29%	21%
Party Registration	Democrat	27%	30%	22%	21%
	Republican	12%	1%	55%	32%
	Non-enrolled	32%	18%	37%	14%
NYC Borough	Bronx	35%	25%	22%	17%
	Brooklyn	22%	22%	38%	18%
	Manhattan	32%	34%	16%	18%
	Queens and Staten Island	24%	16%	40%	20%
Income	Less than \$50,000	23%	26%	35%	16%
	\$50,000 or more	27%	23%	28%	22%
Race	White	23%	9%	41%	27%
	African American	28%	45%	14%	13%
	Latino	24%	27%	36%	13%
Education	Not college graduate	22%	22%	39%	17%
	College graduate	31%	25%	23%	21%
Age	Under 45	28%	16%	40%	16%
	45 or older	25%	30%	23%	22%
Generation	Millennials (18-30)	28%	13%	51%	8%
	Gen X (31-46)	26%	23%	28%	22%
	Baby Boomers (47-65)	24%	31%	24%	21%
	Silent-Greatest (Over 65)	33%	20%	20%	27%
Gender	Men	30%	20%	35%	16%
	Women	24%	26%	29%	21%
Households with children under 18	Household with children	26%	25%	30%	19%
	No children in household	28%	21%	33%	18%
Union Member in Household		18%	31%	29%	21%
Own or Rent Home	Own	30%	18%	33%	19%
	Rent	24%	27%	30%	19%
Interview Type	Landline	30%	22%	29%	20%
	Cell Phone	20%	26%	39%	16%

NY1/YNN-Marist Poll NYC Adults: Interviews conducted January 24th through 31st, 2011, N=657 MOE +/- 4%. Totals may not add to 100 due to rounding.