

# **NY1-Marist Poll NYC Tables**

**January 6, 2011**

## How the Survey was Conducted

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### **Nature of the Sample: New York City Poll of 600 Adults**

This survey of 600 adults was conducted on January 5<sup>th</sup>, 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  $\pm 4.0$  percentage points. There are 439 registered voters. The results for this subset are statistically significant within  $\pm 5.0$  percentage points. The error margin increases for cross-tabulations.

## Nature of the Sample: NYC Adults

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Nature of the Sample - NYC Adults		
		NYC Adults
		Col %
<b>NYC Adults</b>		<b>100%</b>
<b>Registered Voters</b>		<b>73%</b>
<b>NYC Borough</b>	<b>Bronx</b>	<b>15%</b>
	<b>Brooklyn</b>	<b>30%</b>
	<b>Manhattan</b>	<b>21%</b>
	<b>Queens and Staten Island</b>	<b>34%</b>
<b>Household Income</b>	<b>Less than \$50,000</b>	<b>53%</b>
	<b>\$50,000 or more</b>	<b>47%</b>
<b>Race</b>	<b>White</b>	<b>34%</b>
	<b>African American</b>	<b>24%</b>
	<b>Latino</b>	<b>28%</b>
	<b>Other</b>	<b>14%</b>
<b>Generation</b>	<b>Millennials</b>	<b>25%</b>
	<b>Gen X</b>	<b>25%</b>
	<b>Baby Boomers</b>	<b>33%</b>
	<b>Silent-Greatest</b>	<b>17%</b>
<b>Age</b>	<b>Under 45</b>	<b>48%</b>
	<b>45 or older</b>	<b>52%</b>
<b>Gender</b>	<b>Men</b>	<b>48%</b>
	<b>Women</b>	<b>52%</b>
<b>Households with children under 18</b>	<b>Household with children</b>	<b>53%</b>
	<b>No children in household</b>	<b>47%</b>
<b>Interview Type</b>	<b>Landline</b>	<b>74%</b>
	<b>Cell Phone</b>	<b>26%</b>

NY1-Marist Poll NYC Adults: Interviews conducted January 5th, 2011, N=600 MOE +/- 4%. Totals may not add to 100 due to rounding.

## Nature of the Sample: NYC Registered Voters

Nature of the Sample - NYC Registered Voters		
		NYC Registered Voters
		Col %
<b>NYC Registered Voters</b>		<b>100%</b>
<b>Party Registration</b>	<b>Democrat</b>	<b>64%</b>
	<b>Republican</b>	<b>13%</b>
	<b>Non-enrolled</b>	<b>21%</b>
	<b>Other</b>	<b>2%</b>
<b>NYC Borough</b>	<b>Bronx</b>	<b>16%</b>
	<b>Brooklyn</b>	<b>30%</b>
	<b>Manhattan</b>	<b>22%</b>
	<b>Queens and Staten Island</b>	<b>32%</b>
<b>Household Income</b>	<b>Less than \$50,000</b>	<b>50%</b>
	<b>\$50,000 or more</b>	<b>50%</b>
<b>Race</b>	<b>White</b>	<b>40%</b>
	<b>African American</b>	<b>25%</b>
	<b>Latino</b>	<b>23%</b>
	<b>Other</b>	<b>12%</b>
<b>Generation</b>	<b>Millennials</b>	<b>17%</b>
	<b>Gen X</b>	<b>25%</b>
	<b>Baby Boomers</b>	<b>36%</b>
	<b>Silent-Greatest</b>	<b>22%</b>
<b>Age</b>	<b>Under 45</b>	<b>40%</b>
	<b>45 or older</b>	<b>60%</b>
<b>Gender</b>	<b>Men</b>	<b>48%</b>
	<b>Women</b>	<b>52%</b>
<b>Households with children under 18</b>	<b>Household with children</b>	<b>50%</b>
	<b>No children in household</b>	<b>50%</b>
<b>Interview Type</b>	<b>Landline</b>	<b>81%</b>
	<b>Cell Phone</b>	<b>19%</b>

NY1-Marist Poll NYC Registered Voters: Interviews conducted January 5th, 2011, N=439 MOE +/- 5%. Totals may not add to 100 due to rounding.