

How the Survey was Conducted

Nature of the Sample: New York City Poll of 772 Adults

This survey of 772 New York City adults was conducted on March 22nd through March 24th, 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. There are 605 registered voters. The results for this subset 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		78%
NYC Borough	Bronx	15%
	Brooklyn	30%
	Manhattan	21%
	Queens and Staten Island	34%
Income	Less than \$50,000	52%
	\$50,000 or more	48%
Race	White	35%
	African American	24%
	Latino	27%
	Other	14%
Race	White	35%
	Non White	65%
Generation	Millennials (18-30)	25%
	Gen X (31-46)	28%
	Baby Boomers (47-65)	31%
	Silent-Greatest (Over 65)	15%
Age	Under 45	49%
	45 or older	51%
Gender	Men	48%
	Women	52%
Union Member in Household		34%
Parents with Children in NYC Public School		26%
Interview Type	Landline	82%
	Cell Phone	18%

NY1-Marist Poll NYC Adults: Interviews conducted March 22nd through 24th, 2011, N=772 MOE +/- 3.5%. Totals may not add to 100 due to rounding.

Nature of the Sample: Registered Voters

Nature of the Sample - NYC Registered Voters		
		NYC Registered Voters
		Col %
NYC Registered Voters		100%
Party ID	Democrat	65%
	Republican	12%
	Non-enrolled	23%
	Other	1%
Political Ideology	Liberal	35%
	Moderate	39%
	Conservative	26%
NYC Borough	Bronx	15%
	Brooklyn	31%
	Manhattan	21%
	Queens and Staten Island	33%
Income	Less than \$50,000	50%
	\$50,000 or more	50%
Race	White	37%
	African American	26%
	Latino	24%
	Other	13%
Race	White	37%
	Non White	63%
Generation	Millennials (18-30)	18%
	Gen X (31-46)	30%
	Baby Boomers (47-65)	34%
	Silent-Greatest (Over 65)	18%
Age	Under 45	44%
	45 or older	56%
Gender	Men	48%
	Women	52%
Union Member in Household		38%
Parents with Children in NYC Public School		26%
Interview Type	Landline	85%
	Cell Phone	15%

NY1-Marist Poll NYC Registered Voters: Interviews conducted March 22nd through 24th, 2011, N=605 MOE +/- 4%. Totals may not add to 100 due to rounding.