



NY1-Marist Poll

**Low Expectations for NYC Economy...
Brighter Outlook for Personal Finances**
*** Complete Tables for Poll Appended ***

For Immediate Release: Thursday, April 7, 2011

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This NY1-Marist Poll Reports:

New York City residents still don't think the city has turned the economic corner. A plurality of residents -- 44% -- view the Big Apple's economy as about the same as it has been while 36% believe it is getting worse. Only one in five residents -- 20% -- think the New York City economy is getting better.

When NY1-Marist last reported this question in early February, 43% viewed the city's economy as status quo. 34% thought it was declining, and 23% perceived it to be on an upswing.

"New Yorkers aren't seeing signs of the city's economic recovery," says Dr. Lee M. Miringoff, Director of the Marist College Institute for Public Opinion. "In fact, a greater number thinks things here are getting worse, not better, on the economic front. It's a different picture when it comes to their personal finances."

While just 20% of residents say the city's economy is improving, 44% of city dwellers believe their personal family finances will get better in the next year. Another 44% say their financial picture will remain the same, and just 12% think it will get worse.

In NY1-Marist's previous survey, 43% thought their family finances were improving, 44% said they were about the same, and 13% reported their personal economic situation was getting worse.

People under 45 years of age are more optimistic about their finances in the coming year than city residents who are older. 57% of younger adults see a brighter economic picture in the coming months compared with only 32% of their older counterparts. The majority of New Yorkers who are 45 or older -- 52% -- thinks their finances are likely to remain unchanged this year.

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. 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.

New York City Economy

Asked of NYC Adults:

Question Wording: Right now, do you think the New York City economy is getting better, getting worse, or staying about the same?

		NYC Adults		
		Right now, do you think the New York City economy is getting better, getting worse, or staying about the same?		
		Getting better	Getting worse	Staying about the same
		Row %	Row %	Row %
NYC Adults		20%	36%	44%
NYC Registered Voters		19%	37%	44%
Party Registration	Democrat	17%	39%	44%
	Republican	22%	31%	47%
	Non-enrolled	25%	34%	41%
NYC Borough	Bronx	20%	39%	40%
	Brooklyn	20%	33%	47%
	Manhattan	30%	28%	42%
	Queens and Staten Island	14%	40%	46%
Income	Less than \$50,000	15%	38%	47%
	\$50,000 or more	24%	33%	43%
Race	White	24%	32%	45%
	African American	16%	37%	46%
	Latino	20%	41%	39%
Education	Not college graduate	16%	36%	48%
	College graduate	25%	34%	41%
Age	Under 45	21%	30%	48%
	45 or older	20%	40%	40%
Generation	Millennials (18-30)	25%	25%	50%
	Gen X (31-46)	19%	36%	45%
	Baby Boomers (47-65)	18%	45%	37%
	Silent-Greatest (Over 65)	22%	30%	48%
Gender	Men	26%	27%	47%
	Women	15%	44%	42%
Households with children under 18	Household with children	15%	41%	44%
	No children in household	23%	32%	45%
Union Member in Household		18%	35%	47%
Interview Type	Landline	19%	36%	45%
	Cell Phone	24%	32%	44%

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Personal Family Finances

Asked of NYC Adults:

Question Wording: In the coming year, do you expect your personal family finances to get better, get worse, or stay about the same?

		NYC Adults		
		In the coming year, do you expect your personal family finances to get better, get worse, or stay about the same?		
		Get better	Get worse	Stay about the same
		Row %	Row %	Row %
NYC Adults		44%	12%	44%
NYC Registered Voters		40%	12%	47%
Party Registration	Democrat	38%	11%	51%
	Republican	30%	22%	49%
	Non-enrolled	49%	12%	39%
NYC Borough	Bronx	48%	12%	40%
	Brooklyn	50%	9%	41%
	Manhattan	43%	12%	45%
	Queens and Staten Island	37%	15%	48%
Income	Less than \$50,000	50%	11%	39%
	\$50,000 or more	37%	11%	52%
Race	White	31%	14%	55%
	African American	59%	6%	35%
	Latino	49%	11%	40%
Education	Not college graduate	45%	13%	43%
	College graduate	43%	11%	46%
Age	Under 45	57%	7%	36%
	45 or older	32%	16%	52%
Generation	Millennials (18-30)	64%	7%	29%
	Gen X (31-46)	49%	8%	43%
	Baby Boomers (47-65)	34%	17%	49%
	Silent-Greatest (Over 65)	22%	17%	61%
Gender	Men	45%	10%	45%
	Women	43%	13%	44%
Households with children under 18	Household with children	48%	9%	43%
	No children in household	41%	14%	45%
Union Member in Household		38%	10%	52%
Interview Type	Landline	40%	13%	47%
	Cell Phone	61%	5%	34%

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