

## How the Survey was Conducted

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### **Nature of the Sample: New York City Poll of 500 Adults**

This survey of 500 New York City adults was conducted on June 6<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  $\pm 4.5$  percentage points. There are 379 registered voters and 378 Internet users. The results for each of these subsets are statistically significant within  $\pm 5.0$  percentage points. The error margin increases for cross-tabulations.

## Nature of the Sample: 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>76%</b>
<b>Internet Users</b>		<b>76%</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>Income</b>	<b>Less than \$50,000</b>	<b>52%</b>
	<b>\$50,000 or more</b>	<b>48%</b>
<b>Race</b>	<b>White</b>	<b>35%</b>
	<b>African American</b>	<b>24%</b>
	<b>Latino</b>	<b>27%</b>
	<b>Other</b>	<b>14%</b>
<b>Age</b>	<b>Under 45</b>	<b>49%</b>
	<b>45 or older</b>	<b>51%</b>
<b>Gender</b>	<b>Men</b>	<b>48%</b>
	<b>Women</b>	<b>52%</b>
<b>Interview Type</b>	<b>Landline</b>	<b>82%</b>
	<b>Cell Phone</b>	<b>18%</b>

NY1-Marist Poll NYC Adults: Interviews conducted June 6th, 2011, N=500 MOE +/- 4.5%. Totals may not add to 100 due to rounding.

## Nature of the Sample: Registered Voters

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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>65%</b>
	<b>Republican</b>	<b>13%</b>
	<b>Non-enrolled</b>	<b>21%</b>
	<b>Other</b>	<b>1%</b>
<b>NYC Borough</b>	<b>Bronx</b>	<b>14%</b>
	<b>Brooklyn</b>	<b>29%</b>
	<b>Manhattan</b>	<b>21%</b>
	<b>Queens and Staten Island</b>	<b>36%</b>
<b>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>39%</b>
	<b>African American</b>	<b>26%</b>
	<b>Latino</b>	<b>23%</b>
	<b>Other</b>	<b>13%</b>
<b>Age</b>	<b>Under 45</b>	<b>43%</b>
	<b>45 or older</b>	<b>57%</b>
<b>Gender</b>	<b>Men</b>	<b>46%</b>
	<b>Women</b>	<b>54%</b>
<b>Interview Type</b>	<b>Landline</b>	<b>84%</b>
	<b>Cell Phone</b>	<b>16%</b>

NY1-Marist Poll NYC Registered Voters: Interviews conducted June 6th, 2011, N=379 MOE +/- 5%. Totals may not add to 100 due to rounding.