



NY1-Marist Poll

Slim Majority Plans to Visit 9/11 Memorial

*** Complete Tables for Poll Appended ***

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This NY1-Marist Poll Reports:

The National September 11th Memorial will open to the public on September 12th. Do New York City residents plan to visit the memorial shortly after it opens? A slim majority -- 51% -- says it is either very likely or likely that they will visit the memorial in the next six months. This includes 26% who think it is very likely and 25% who report it is likely they will make a trip to the site of the World Trade Center. However, 50% think it is not likely they will visit the memorial.

Federal Gov Should Pay 9/11 Museum Upkeep, Says Half...Most View Fee as Too Much

When the National September 11th Museum opens its doors next year, who should pay for maintaining it? 50% of New York City adults believe the cost for its upkeep should be paid mostly by the federal government. 43% disagree and say people who visit the museum should foot the bill. Seven percent are unsure.

Key points:

- There are generational differences. 57% of Millennials and 52% of New York City residents in Gen X say the cost of maintaining the museum should be up to the government while 47% of Baby Boomers and 46% of those in the Silent-Greatest Generation agree.

Eight in ten residents citywide -- 80% -- say an admission fee of \$25 is too much to maintain the museum's upkeep. 19% report the amount is about right while only 1% says the charge is too little.

Key points:

- Most Manhattan residents -- 86% -- and 82% of those in Brooklyn think \$25 is too much to charge visitors to the museum. 79% of those in Queens and Staten Island and 73% of Bronx residents say the same.
- By generation, Millennials -- 75% -- think \$25 is too high of an admission fee. This compares with 83% of Baby Boomers, 81% of those in Gen X, and 80% of the Silent-Greatest Generation.

How the Survey was Conducted

Nature of the Sample: New York City Poll of 808 Adults

This survey of 808 New York City adults was conducted on July 20th, 2011 through July 27th, 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	53%
	\$50,000 or more	47%
Race	White	35%
	African American	24%
	Latino	28%
	Other	13%
Race	White	35%
	Non White	65%
Generation	Millennials (18-30)	24%
	Gen X (31-46)	30%
	Baby Boomers (47-65)	31%
	Silent-Greatest (Over 65)	16%
Age	Under 45	50%
	45 or older	50%
Gender	Men	48%
	Women	52%
Interview Type	Landline	75%
	Cell Phone	25%

NY1-Marist Poll NYC Adults: Interviews conducted July 20th through 27th, 2011, N=808 MOE +/- 3.5%. Totals may not add to 100 due to rounding.

Plan to Visit National September 11th Memorial in the Next Six Months

Asked of NYC Adults:

Question Wording: The 9-11 memorial at the World Trade Center site will open to the public on September 12th. How likely is it that you will visit the memorial in the next 6 months: very likely, likely, not very likely, not likely at all?

		NYC Adults			
		The 9-11 memorial at the World Trade Center site will open to the public on September 12th. How likely is it that you will visit the memorial in the next 6 months: very likely, likely, not very likely, not likely at all?			
		Very likely	Likely	Not very likely	Not likely at all
		Row %	Row %	Row %	Row %
NYC Adults		26%	25%	26%	24%
NYC Registered Voters		25%	25%	26%	25%
NYC Borough	Bronx	30%	22%	21%	27%
	Brooklyn	22%	29%	23%	25%
	Manhattan	30%	21%	27%	21%
	Queens and Staten Island	24%	24%	30%	22%
Income	Less than \$50,000	20%	27%	26%	28%
	\$50,000 or more	31%	20%	26%	23%
Race	White	24%	24%	28%	24%
	African American	22%	28%	25%	25%
	Latino	30%	21%	24%	24%
Education	Not college graduate	23%	28%	25%	24%
	College graduate	29%	21%	26%	24%
Age	Under 45	25%	28%	24%	23%
	45 or older	26%	22%	28%	24%
Generation	Millennials (18-30)	23%	32%	23%	22%
	Gen X (31-46)	29%	23%	24%	25%
	Baby Boomers (47-65)	26%	25%	30%	20%
	Silent-Greatest (Over 65)	23%	17%	30%	31%
Gender	Men	28%	24%	27%	20%
	Women	24%	25%	24%	27%
Households with children under 18	Household with children	27%	25%	23%	25%
	No children in household	25%	25%	27%	23%
Interview Type	Landline	27%	23%	27%	23%
	Cell Phone	23%	31%	22%	25%

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Who Should Pay for Maintaining the September 11th Museum?

Asked of NYC Adults:

Question Wording: A proposal to charge a fee to visitors of the September 11th Museum has been suggested in order to cover annual costs of maintaining the museum. Visiting the memorial itself would still be free. Do you think the cost of maintaining the September 11th museum should be paid for mostly by the federal government or mostly by people who visit the museum?

		NYC Adults		
		A proposal to charge a fee to visitors of the September 11th Museum has been suggested in order to cover annual costs of maintaining the museum. Visiting the memorial itself would still be free. Do you think the cost of maintaining the September 11th museum should be paid for mostly by the federal government or mostly by people who visit the museum?		
		Federal government	People who visit the museum	Unsure
		Row %	Row %	Row %
NYC Adults		50%	43%	7%
NYC Registered Voters		48%	46%	6%
NYC Borough	Bronx	46%	46%	8%
	Brooklyn	58%	37%	5%
	Manhattan	50%	44%	7%
	Queens and Staten Island	45%	47%	8%
Income	Less than \$50,000	52%	42%	6%
	\$50,000 or more	45%	50%	4%
Race	White	50%	43%	7%
	African American	55%	38%	7%
	Latino	48%	49%	3%
Education	Not college graduate	54%	39%	8%
	College graduate	45%	50%	5%
Age	Under 45	54%	40%	6%
	45 or older	46%	47%	7%
Generation	Millennials (18-30)	57%	40%	4%
	Gen X (31-46)	52%	42%	6%
	Baby Boomers (47-65)	47%	47%	6%
	Silent-Greatest (Over 65)	46%	45%	10%
Gender	Men	51%	42%	8%
	Women	50%	45%	5%
Households with children under 18	Household with children	49%	46%	5%
	No children in household	51%	41%	8%
Interview Type	Landline	47%	48%	5%
	Cell Phone	60%	29%	11%

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Admission Fee to September 11th Museum

Asked of NYC Adults:

Question Wording: Do you think a \$25 charge to visitors of the museum to maintain its upkeep is:

		NYC Adults		
		Do you think a \$25 charge to visitors of the museum to maintain its upkeep is:		
		Too much	Too little	About the right amount
		Row %	Row %	Row %
NYC Adults		80%	1%	19%
NYC Registered Voters		83%	1%	17%
NYC Borough	Bronx	73%	1%	26%
	Brooklyn	82%	<1%	18%
	Manhattan	86%	1%	13%
	Queens and Staten Island	79%	1%	21%
Income	Less than \$50,000	73%	1%	26%
	\$50,000 or more	87%	<1%	12%
Race	White	88%	1%	12%
	African American	72%	1%	27%
	Latino	77%	1%	23%
Education	Not college graduate	76%	<1%	24%
	College graduate	86%	1%	13%
Age	Under 45	77%	1%	22%
	45 or older	83%	<1%	17%
Generation	Millennials (18-30)	75%	1%	25%
	Gen X (31-46)	81%	1%	18%
	Baby Boomers (47-65)	83%	<1%	16%
	Silent-Greatest (Over 65)	80%	<1%	20%
Gender	Men	80%	1%	20%
	Women	81%	<1%	18%
Households with children under 18	Household with children	78%	<1%	22%
	No children in household	82%	1%	18%
Interview Type	Landline	82%	<1%	17%
	Cell Phone	75%	1%	23%

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