

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. There are 632 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	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.

Nature of the Sample: Registered Voters

Nature of the Sample - NYC Registered Voters		
		NYC Registered Voters
		Col %
NYC Registered Voters		100%
Party Registration	Democrat	68%
	Republican	10%
	Non-enrolled	20%
	Other	1%
Political Ideology	Liberal	36%
	Moderate	35%
	Conservative	29%
NYC Borough	Bronx	14%
	Brooklyn	31%
	Manhattan	22%
	Queens and Staten Island	33%
Income	Less than \$50,000	51%
	\$50,000 or more	49%
Race	White	37%
	African American	24%
	Latino	27%
	Other	11%
Race	White	37%
	Non White	63%
Generation	Millennials (18-30)	19%
	Gen X (31-46)	29%
	Baby Boomers (47-65)	33%
	Silent-Greatest (Over 65)	18%
Age	Under 45	45%
	45 or older	55%
Gender	Men	46%
	Women	54%
Interview Type	Landline	79%
	Cell Phone	21%

NY1-Marist Poll NYC Registered Voters: Interviews conducted July 20th through 27th, 2011, N=632 MOE +/- 4%. Totals may not add to 100 due to rounding.