

## How the Survey was Conducted

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

This survey of 808 New York City adults was conducted on July 20<sup>th</sup>, 2011 through July 27<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  $\pm 3.5$  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>78%</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>53%</b>
	<b>\$50,000 or more</b>	<b>47%</b>
<b>Race</b>	<b>White</b>	<b>35%</b>
	<b>African American</b>	<b>24%</b>
	<b>Latino</b>	<b>28%</b>
	<b>Other</b>	<b>13%</b>
<b>Race</b>	<b>White</b>	<b>35%</b>
	<b>Non White</b>	<b>65%</b>
<b>Generation</b>	<b>Millennials (18-30)</b>	<b>24%</b>
	<b>Gen X (31-46)</b>	<b>30%</b>
	<b>Baby Boomers (47-65)</b>	<b>31%</b>
	<b>Silent-Greatest (Over 65)</b>	<b>16%</b>
<b>Age</b>	<b>Under 45</b>	<b>50%</b>
	<b>45 or older</b>	<b>50%</b>
<b>Gender</b>	<b>Men</b>	<b>48%</b>
	<b>Women</b>	<b>52%</b>
<b>HH with Child in NYC Public School</b>		<b>23%</b>
<b>Interview Type</b>	<b>Landline</b>	<b>75%</b>
	<b>Cell Phone</b>	<b>25%</b>

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.