

How the Survey was Conducted

Nature of the Sample: New York City Poll of 827 Adults

This survey of 827 New York City adults was conducted on September 20th through September 22nd, 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 623 registered voters. The results for this subset are statistically significant within ± 4.5 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%
NYC Registered Voters		75%
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	28%
	Other	13%
Race	White	35%
	Non White	65%
Generation	Millennials (18-30)	26%
	Gen X (31-46)	26%
	Baby Boomers (47-65)	31%
	Silent-Greatest (Over 65)	17%
Age	Under 45	48%
	45 or older	52%
Gender	Men	48%
	Women	52%
HH with Child in NYC Public School		23%
Interview Type	Landline	79%
	Cell Phone	21%

Marist Poll NYC Adults: Interviews conducted September 20th through September 22nd, 2011, N=827 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	67%
	Republican	11%
	Non-enrolled	20%
	Other	1%
Political Ideology	Liberal	37%
	Moderate	36%
	Conservative	27%
NYC Borough	Bronx	14%
	Brooklyn	30%
	Manhattan	22%
	Queens and Staten Island	34%
Income	Less than \$50,000	48%
	\$50,000 or more	52%
Race	White	39%
	African American	23%
	Latino	26%
	Other	12%
Race	White	39%
	Non White	61%
Generation	Millennials (18-30)	20%
	Gen X (31-46)	25%
	Baby Boomers (47-65)	36%
	Silent-Greatest (Over 65)	19%
Age	Under 45	41%
	45 or older	59%
Gender	Men	47%
	Women	53%
Interview Type	Landline	82%
	Cell Phone	18%

Marist Poll NYC Registered Voters: Interviews conducted September 20th through September 22nd, 2011, N=623 MOE +/- 4%. Totals may not add to 100 due to rounding.