



NY1/YNN-Marist Poll

Bloomberg Approval Rating Up
More Positive Attitude about City's Direction
Many New Yorkers Face Tough Economic Decisions
*** Complete Tables for Poll Appended ***

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This NY1/YNN-Marist Poll Reports:

Bloomberg Approval Rating Has Edged Up to 44%

Mayor Michael Bloomberg's job approval rating may have dipped in the aftermath of the December 26th blizzard, but his rating is now on the mend. More than four in ten registered voters citywide -- 44% -- approve of the job Bloomberg is doing in office. This includes 10% who say the mayor is doing an excellent job and 34% who report he is doing a good one. About three in ten -- 29% -- rate his performance as fair, and 26% say he is doing poorly. Just 1% is unsure.

When NY1-Marist last reported the mayor's job approval rating in early January, 37% of voters gave the mayor high marks. 34% thought he was doing a fair job, and 26% believed he was performing poorly. Three percent were unsure.

"Mayor Bloomberg still lacks majority support, but seems to be weathering the storm," says Dr. Lee M. Miringoff, Director of The Marist College Institute for Public Opinion.

Mayor Bloomberg continues to struggle in the Bronx where 38% of voters currently approve of his job performance. Last month, 39% shared this view. And, although the mayor enjoys a bump in his approval rating in Brooklyn, his rating is still low. 38% of voters in Brooklyn rate Bloomberg's job performance as above average while 24% thought that way in NY1-Marist's last survey. In Manhattan, half approve of the mayor's job performance while 55% had this opinion last month. Nearly half of voters in Queens and Staten Island -- 49% -- now give Bloomberg kudos while 36% did the same in NY1-Marist's previous survey.

Majority See City as Back on Track

For the first time since October of 2009, a majority of voters think the city is headed in the right direction. 52% currently view the city as moving on the right path while 44% report it is traveling in the wrong direction. Four percent are unsure.

When NY1-Marist last asked this question in early January, a majority -- 53% -- said the Big Apple was moving in the *wrong* direction while 38% said it was on the correct road. Nine percent, at the time, were unsure.

Black Off to a Blue Start as Schools Chancellor

New York City Schools Chancellor Cathie Black has her work cut out for her. About one in five registered voters -- 21% -- think she is doing either an excellent or good job in her new role. Included here are just 2% who believe she is doing an excellent job and 19% who say she is doing a good one. Slightly more than one-third -- 35% -- rate her performance thus far as fair while 19% say she is doing poorly. A notable 26% have either never heard of her or are unsure how to rate her.

Most NYC Voters Want Changes to Union Wage Contracts

Most New York City voters are taking a tough stand on pay raises for union workers. Just 23% believe workers, including teachers and health care workers, should receive increases like the ones they have gotten in the past. Nearly four in ten -- 38% -- report wage increases should be based on merit or performance when their contracts come due, and an additional 27% want union workers to be paid a cost of living increase but nothing else. Eight percent don't think they should get any increase in pay. Five percent are unsure.

NYC Families Face Tough Budget Decisions

Many New York City residents are feeling the economic pinch and some are making difficult decisions to meet their expenses. One in five residents in the city -- 20% -- report they have delayed or have not gone to the doctor when they should have during the past 12 months in order to help manage their family's budget. Not surprisingly, income factors into the decision. One in four residents who earn less than \$50,000 annually -- 25% -- have not gone to the doctor due to financial concerns compared with 16% with higher annual incomes.

Additionally, about one in five city dwellers -- 19% -- have forgone or put off purchasing needed medications in the past 12 months to make ends meet. Once again, income comes into play. More than double the proportion of residents who make less than \$50,000 a year -- 25% -- compared with those earning more -- 12% -- have gone without medicine they needed.

"Government is trying to learn to live within its means, but it's a lesson many New Yorkers already know all too well," says Dr. Lee M. Miringoff, Director of The Marist College Institute for Public Opinion.

Money matters have also forced 15% of New York City residents to relocate in the last year. Here, too, income matters. Nearly one in four residents with income below \$50,000 -- 23% -- report they have relocated to save money. Only 5% of families with higher incomes have done so.

And, 23% of New York City renters have had an added concern during this difficult winter. This is the proportion of renters who have had to complain to their landlord about a lack of heat in the past month. 26% of lower income renters, compared with 15% of those who earn \$50,000 or more annually, have had to contact their landlord to turn up the heat.

City Dwellers Cutting Back on Non-Essentials

Although their choices or circumstances may not be as dire, many New York City residents are cutting back. A majority of residents -- 52% -- have put off purchasing big ticket items like a home, car, or major appliance due to financial worries. Majorities of residents, regardless of income, have delayed making a major purchase.

Smaller purchases have also been put on the financial chopping block. About seven in ten adults -- 69% -- have opted out of buying new clothes to make ends meet. Included here are 75% of those who earn less than \$50,000 and 65% of those who make \$50,000 or more annually.

It is home cooking for nearly two-thirds of New York City residents. 64% say they have eaten out less in the past year to stretch the value of a dollar. While 70% of residents who make less than \$50,000 report this to be true, even a majority of those who earn \$50,000 or more -- 58% -- have made fewer restaurant reservations.

Nearly six in ten residents -- 59% -- have cut their entertainment budget to save some extra cash.

And, 62% of New York City residents who vacation report they have taken fewer trips or have vacationed closer to home in the past year to help manage their family's budget.

On a positive note, New Yorkers are trying to live within their means. A slim majority -- 51% -- report they have been able to put aside what they can for a rainy day. Most New York City residents who have or use credit cards report they have tried not to increase their credit card debt during the last twelve months. 42% state they have "charged it" less. Only 12% say they have pulled out the plastic more to deal with their personal finances in the past year. 46% say they have used their credit cards about the same amount as they have in the past.

Glimmer of Optimism about Personal Finances but Worries Remain about NYC Economy

Despite the financial sacrifices Big Apple residents have been making, many are optimistic about the future of their personal finances. 43% think their family financial situation will get better in the coming year, and an additional 44% expect it to stay about the same. Just 13% believe their money matters will get worse.

But, when it comes to the status of the New York City economy, a plurality of residents -- 43% -- think is about the same as it has been. About one-third -- 34% -- believe it is getting worse while more than one in five -- 23% -- report it is getting better.

How the Survey was Conducted

Nature of the Sample: New York City Poll of 657 Adults

This survey of 657 New York City adults was conducted on January 24th through January 31st, 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 ± 4.0 percentage points. There are 508 registered voters. The results for this subset are statistically significant within ± 4.5 percentage points. There are 361 renters. The results for this subset are statistically significant within ± 5.5 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		77%
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	23%
	Latino	28%
	Other	14%
Race	White	35%
	Non White	65%
Generation	Millennials (18-30)	26%
	Gen X (31-46)	26%
	Baby Boomers (47-65)	35%
	Silent-Greatest (Over 65)	13%
Age	Under 45	48%
	45 or older	52%
Gender	Men	48%
	Women	52%
Union Member in Household	Yes	32%
Own or Rent Home	Own	40%
	Rent	58%
Interview Type	Landline	74%
	Cell Phone	26%

NY1/YNN-Marist Poll NYC Adults: Interviews conducted January 24th through 31st, 2011, N=657 MOE +/- 4%. 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 ID	Democrat	66%
	Republican	13%
	Non-enrolled	20%
	Other	<1%
Support Tea Party	Yes	17%
Political Ideology	Liberal	33%
	Moderate	41%
	Conservative	26%
NYC Borough	Bronx	16%
	Brooklyn	30%
	Manhattan	22%
	Queens and Staten Island	32%
Income	Less than \$50,000	49%
	\$50,000 or more	51%
Race	White	36%
	African American	24%
	Latino	28%
	Other	12%
Race	White	36%
	Non White	64%
Generation	Millennials (18-30)	19%
	Gen X (31-46)	28%
	Baby Boomers (47-65)	38%
	Silent-Greatest (Over 65)	15%
Age	Under 45	42%
	45 or older	58%
Gender	Men	46%
	Women	54%
Union Member in Household	Yes	34%
Own or Rent Home	Own	43%
	Rent	56%
Interview Type	Landline	77%
	Cell Phone	23%

NY1/YNN-Marist Poll NYC Registered Voters: Interviews conducted January 24th through 31st, 2011, N=508 MOE +/- 4.5%. Totals may not add to 100 due to rounding.

Nature of the Sample: Renters

Nature of the Sample - NYC Renters		
		NYC Renters
		Col %
NYC Renters		100%
NYC Borough	Bronx	17%
	Brooklyn	34%
	Manhattan	26%
	Queens and Staten Island	23%
Income	Less than \$50,000	70%
	\$50,000 or more	30%
Race	White	27%
	African American	28%
	Latino	30%
	Other	15%
Race	White	27%
	Non White	73%
Age	Under 45	47%
	45 or older	53%
Gender	Men	49%
	Women	51%
Union Member in Household	Yes	26%
Interview Type	Landline	69%
	Cell Phone	31%

NY1/YNN-Marist Poll NYC Renters: Interviews conducted January 24th through 31st, 2011, N=361 MOE +/- 5.5%. Totals may not add to 100 due to rounding.

Mayor Michael Bloomberg Approval Rating

Asked of Registered Voters

Question Wording: Would you rate the job Mayor Michael Bloomberg is doing in office as excellent, good, fair, or poor?

		NYC Registered Voters				
		Would you rate the job Mayor Michael Bloomberg is doing in office as excellent, good, fair, or poor?				
		Excellent	Good	Fair	Poor	Unsure- Never Heard
		Row %	Row %	Row %	Row %	Row %
NYC Registered Voters		10%	34%	29%	26%	1%
Party Registration	Democrat	10%	35%	30%	25%	1%
	Republican	10%	43%	22%	25%	1%
	Non-enrolled	10%	34%	28%	28%	1%
NYC Borough	Bronx	14%	24%	35%	27%	1%
	Brooklyn	8%	30%	32%	28%	2%
	Manhattan	10%	40%	26%	23%	1%
	Queens and Staten Island	10%	39%	24%	26%	1%
Income	Less than \$50,000	5%	29%	34%	30%	1%
	\$50,000 or more	12%	40%	24%	24%	<1%
Race	White	11%	40%	27%	21%	<1%
	African American	9%	26%	43%	22%	1%
	Latino	7%	35%	24%	32%	1%
Education	Not college graduate	8%	30%	32%	30%	1%
	College graduate	13%	36%	27%	23%	1%
Age	Under 45	10%	31%	27%	33%	<1%
	45 or older	10%	37%	30%	22%	2%
Generation	Millennials (18-30)	7%	26%	33%	34%	<1%
	Gen X (31-46)	10%	34%	22%	34%	<1%
	Baby Boomers (47-65)	10%	37%	31%	20%	2%
	Silent-Greatest (Over 65)	12%	39%	30%	19%	1%
Gender	Men	11%	34%	27%	28%	1%
	Women	9%	35%	30%	25%	1%
Households with children under 18	Household with children	9%	31%	27%	32%	1%
	No children in household	12%	34%	31%	23%	1%
Union Member in Household		7%	31%	33%	28%	1%
Own or Rent Home	Own	12%	40%	27%	20%	1%
	Rent	9%	28%	32%	31%	1%
Interview Type	Landline	10%	38%	25%	26%	1%
	Cell Phone	11%	23%	39%	27%	<1%

NY1/YNN-Marist Poll NYC Registered Voters: Interviews conducted January 24th through 31st, 2011, N=508 MOE +/- 4.5%. Totals may not add to 100 due to rounding.

Mayor Michael Bloomberg Approval Rating Over Time

Asked of Registered Voters

Question Wording: Would you rate the job Mayor Michael Bloomberg is doing in office as excellent, good, fair, or poor?

New York City Registered Voters						
Would you rate the job Mayor Michael Bloomberg is doing in office as excellent, good, fair, or poor?						
	Excellent/ Good	Excellent	Good	Fair	Poor	Unsure
February 2011	44%	10%	34%	29%	26%	1%
January 6, 2011	37%	11%	26%	34%	26%	3%
October 20, 2010	50%	14%	36%	30%	15%	5%
September 10, 2010	49%	11%	38%	31%	18%	2%
August 10, 2010	49%	13%	36%	33%	16%	2%
April 13, 2010	56%	13%	43%	29%	13%	2%
October 30, 2009	54%	14%	40%	33%	12%	1%
October 22, 2009	58%	17%	41%	30%	11%	1%
September 21, 2009	59%	17%	42%	29%	11%	1%
July 8, 2009	58%	15%	43%	27%	13%	2%
May 13, 2009	59%	13%	46%	25%	14%	2%
February 20, 2009	52%	14%	38%	32%	15%	1%
November 2008	59%	21%	38%	28%	11%	2%
October 2008	68%	29%	39%	21%	11%	<1%
February 2008	66%	22%	44%	25%	6%	3%
July 2007	66%	21%	45%	22%	8%	4%
March 2006	65%	20%	45%	24%	10%	1%
November 4, 2005	63%	17%	46%	28%	9%	<1%
November 1, 2005	64%	19%	45%	28%	7%	1%
October 2005	65%	22%	43%	27%	7%	1%
September 2005	61%	15%	46%	30%	8%	1%
August 2005	53%	14%	39%	34%	12%	1%
July 2005	58%	15%	43%	27%	12%	3%
June 10, 2005	49%	11%	38%	35%	15%	1%
June 2, 2005	55%	12%	43%	32%	12%	1%
April 2005	48%	8%	40%	35%	16%	1%
March 2005	43%	8%	35%	34%	21%	2%
December 2004	46%	6%	40%	35%	18%	1%
September 2004	42%	7%	35%	35%	21%	2%
April 2004	40%	7%	33%	38%	19%	3%
March 2002	50%	8%	42%	29%	6%	15%

Marist Poll New York City Registered Voters

New York City Direction

Asked of Registered Voters

Question Wording: In general, thinking about the way things are going in New York City, do you feel things are going in the right direction or that things are going in the wrong direction?

		NYC Registered Voters		
		In general, thinking about the way things are going in New York City, do you feel things are going in the right direction or that things are going in the wrong direction?		
		Right direction	Wrong direction	Unsure
		Row %	Row %	Row %
NYC Registered Voters		52%	44%	4%
Party Registration	Democrat	54%	42%	4%
	Republican	49%	47%	3%
	Non-enrolled	55%	41%	4%
NYC Borough	Bronx	51%	39%	10%
	Brooklyn	56%	41%	3%
	Manhattan	50%	47%	3%
	Queens and Staten Island	51%	45%	4%
Income	Less than \$50,000	48%	46%	6%
	\$50,000 or more	55%	42%	3%
Race	White	53%	43%	4%
	African American	51%	46%	4%
	Latino	53%	43%	4%
Education	Not college graduate	54%	42%	4%
	College graduate	53%	43%	5%
Age	Under 45	55%	41%	4%
	45 or older	49%	46%	5%
Generation	Millennials (18-30)	57%	42%	1%
	Gen X (31-46)	51%	44%	5%
	Baby Boomers (47-65)	48%	46%	6%
	Silent-Greatest (Over 65)	58%	39%	3%
Gender	Men	58%	38%	4%
	Women	47%	48%	5%
Households with children under 18	Household with children	45%	51%	5%
	No children in household	60%	36%	4%
Union Member in Household		46%	50%	4%
Own or Rent Home	Own	56%	42%	3%
	Rent	52%	43%	6%
Interview Type	Landline	52%	44%	5%
	Cell Phone	53%	44%	4%

NY1/YNN-Marist Poll NYC Registered Voters: Interviews conducted January 24th through 31st, 2011, N=508 MOE +/- 4.5%. Totals may not add to 100 due to rounding.

New York City Direction Over Time

Asked of Registered Voters

Question Wording: In general, thinking about the way things are going in New York City, do you feel things are going in the right direction or that things are going in the wrong direction?

New York City Registered Voters			
In general, thinking about the way things are going in New York City, do you feel things are going in the right direction or that things are going in the wrong direction?			
	Right direction	Wrong direction	Unsure
February 2011	52%	44%	4%
January 6, 2011	38%	53%	9%
October 20, 2010	40%	47%	13%
September 10, 2010	46%	44%	10%
August 10, 2010	44%	47%	9%
April 27, 2010	41%	48%	11%
April 13, 2010	47%	45%	8%
October 30, 2009	56%	34%	10%
October 22, 2009	58%	33%	9%
September 21, 2009	54%	38%	8%
July 8, 2009	52%	38%	10%
May 13, 2009	53%	40%	7%
February 20, 2009	37%	49%	14%
November 2008	45%	47%	8%
March 2006	64%	30%	6%
November 4, 2005	69%	26%	5%
November 1, 2005	68%	23%	9%
October 2005	69%	23%	8%
September 2005	64%	28%	8%
August 2005	60%	31%	9%
July 2005	62%	29%	9%
June 2005	54%	37%	9%
December 2004	54%	41%	5%
September 2004	51%	43%	6%

Marist Poll New York City Registered Voters

New York City Schools Chancellor Cathie Black Approval Rating

Asked of Registered Voters

Question Wording: Would you rate the job New York City Schools Chancellor Cathie Black is doing in office as excellent, good, fair, or poor?

		NYC Registered Voters				
		Would you rate the job New York City Schools Chancellor Cathie Black is doing in office as excellent, good, fair, or poor?				
		Excellent	Good	Fair	Poor	Unsure-Never Heard
		Row %	Row %	Row %	Row %	Row %
NYC Registered Voters		2%	19%	35%	19%	26%
Party Registration	Democrat	2%	17%	35%	19%	28%
	Republican	4%	24%	31%	17%	24%
	Non-enrolled	<1%	20%	43%	20%	17%
NYC Borough	Bronx	2%	17%	40%	17%	23%
	Brooklyn	1%	19%	33%	19%	28%
	Manhattan	2%	17%	31%	20%	30%
	Queens and Staten Island	2%	20%	36%	20%	22%
Income	Less than \$50,000	1%	22%	38%	17%	23%
	\$50,000 or more	2%	14%	34%	22%	28%
Race	White	2%	21%	28%	15%	34%
	African American	<1%	23%	42%	18%	17%
	Latino	2%	13%	40%	26%	20%
Education	Not college graduate	1%	21%	41%	17%	21%
	College graduate	2%	17%	28%	23%	30%
Age	Under 45	<1%	20%	48%	17%	16%
	45 or older	3%	17%	26%	21%	32%
Generation	Millennials (18-30)	<1%	24%	53%	16%	8%
	Gen X (31-46)	<1%	18%	40%	20%	22%
	Baby Boomers (47-65)	3%	15%	28%	21%	33%
	Silent-Greatest (Over 65)	3%	19%	23%	19%	36%
Gender	Men	3%	18%	36%	18%	25%
	Women	1%	19%	34%	20%	26%
Households with children under 18	Household with children	1%	20%	38%	20%	22%
	No children in household	2%	18%	32%	19%	28%
Union Member in Household		2%	16%	31%	24%	27%
Own or Rent Home	Own	1%	21%	30%	21%	28%
	Rent	3%	18%	37%	19%	24%
Interview Type	Landline	2%	15%	32%	20%	31%
	Cell Phone	1%	29%	43%	17%	9%

NY1/YNN-Marist Poll NYC Registered Voters: Interviews conducted January 24th through 31st, 2011, N=508 MOE +/- 4.5%. Totals may not add to 100 due to rounding.

Union Wage Contracts (NYC)

Asked of Registered Voters

Question Wording: What about union workers such as teachers or health care workers. When their contracts come due should they get: No increase in wages, a cost of living increase but no more, wage increases only based on merit and performance, increases that are about the same as what they've gotten in the past?

		NYC Registered Voters				
		What about union workers such as teachers or health care workers. When their contracts come due should they get:				
		No increase in wages	A cost of living increase, but no more	Wage increases only based on merit and performance	Increases that are about the same as what they've gotten in the past	Unsure
		Row %	Row %	Row %	Row %	Row %
NYC Registered Voters		8%	27%	38%	23%	5%
Party Registration	Democrat	7%	31%	33%	23%	6%
	Republican	10%	24%	38%	26%	2%
	Non-enrolled	8%	19%	47%	24%	3%
NYC Borough	Bronx	5%	28%	32%	31%	4%
	Brooklyn	12%	22%	39%	23%	4%
	Manhattan	4%	26%	46%	18%	7%
	Queens and Staten Island	7%	30%	34%	23%	5%
Income	Less than \$50,000	9%	24%	40%	21%	5%
	\$50,000 or more	5%	32%	38%	22%	4%
Race	White	13%	28%	37%	18%	5%
	African American	6%	32%	33%	27%	2%
	Latino	6%	22%	39%	28%	5%
Education	Not college graduate	8%	22%	37%	27%	5%
	College graduate	7%	31%	37%	20%	5%
Age	Under 45	6%	17%	48%	26%	3%
	45 or older	8%	34%	30%	21%	7%
Generation	Millennials (18-30)	9%	8%	55%	29%	<1%
	Gen X (31-46)	5%	22%	41%	27%	6%
	Baby Boomers (47-65)	9%	34%	32%	20%	5%
	Silent-Greatest (Over 65)	8%	41%	25%	16%	10%
Gender	Men	9%	26%	39%	22%	4%
	Women	6%	27%	36%	24%	6%
Households with children under 18	Household with children	7%	25%	37%	26%	5%
	No children in household	8%	28%	37%	21%	5%
Union Member in Household		4%	29%	29%	33%	5%
Own or Rent Home	Own	7%	29%	36%	25%	4%
	Rent	8%	26%	39%	22%	6%
Interview Type	Landline	8%	30%	33%	23%	6%
	Cell Phone	5%	17%	51%	23%	3%

NY1/YNN-Marist Poll NYC Registered Voters: Interviews conducted January 24th through 31st, 2011, N=508 MOE +/- 4.5%. Totals may not add to 100 due to rounding.

Managing Family Budget: Delay or Forgo Visit to a Doctor

Asked of NYC Adults

Question Wording: Have you done any of the following in the past 12 months to help manage your own family budget: Delay or not go to a doctor when you should have?

		NYC Adults	
		Have you done any of the following in the past 12 months to help manage your own family budget: Delay or not go to a doctor when you should have?	
		Yes	No
		Row %	Row %
NYC Adults		20%	80%
NYC Registered Voters		20%	80%
Party Registration	Democrat	22%	78%
	Republican	13%	87%
	Non-enrolled	21%	79%
NYC Borough	Bronx	16%	84%
	Brooklyn	23%	77%
	Manhattan	19%	81%
	Queens and Staten Island	20%	80%
Income	Less than \$50,000	25%	75%
	\$50,000 or more	16%	84%
Race	White	18%	82%
	African American	21%	79%
	Latino	21%	79%
Education	Not college graduate	23%	77%
	College graduate	16%	84%
Age	Under 45	19%	81%
	45 or older	21%	79%
Generation	Millennials (18-30)	19%	81%
	Gen X (31-46)	18%	82%
	Baby Boomers (47-65)	26%	74%
	Silent-Greatest (Over 65)	10%	90%
Gender	Men	17%	83%
	Women	22%	78%
Households with children under 18	Household with children	23%	77%
	No children in household	17%	83%
Union Member in Household		21%	79%
Own or Rent Home	Own	14%	86%
	Rent	23%	77%
Interview Type	Landline	20%	80%
	Cell Phone	20%	80%

NY1/YNN-Marist Poll NYC Adults: Interviews conducted January 24th through 31st, 2011, N=657 MOE +/- 4%. Totals may not add to 100 due to rounding.

Managing Family Budget: Delay or Forgo Medication

Asked of NYC Adults

Question Wording: Have you done any of the following in the past 12 months to help manage your own family budget: Delay or not purchase medications that you needed?

		NYC Adults	
		Have you done any of the following in the past 12 months to help manage your own family budget: Delay or not purchase medications that you needed?	
		Yes	No
		Row %	Row %
NYC Adults		19%	81%
NYC Registered Voters		18%	82%
Party Registration	Democrat	18%	82%
	Republican	6%	94%
	Non-enrolled	25%	75%
NYC Borough	Bronx	16%	84%
	Brooklyn	19%	81%
	Manhattan	21%	79%
	Queens and Staten Island	18%	82%
Income	Less than \$50,000	25%	75%
	\$50,000 or more	12%	88%
Race	White	14%	86%
	African American	19%	81%
	Latino	20%	80%
Education	Not college graduate	23%	77%
	College graduate	14%	86%
Age	Under 45	19%	81%
	45 or older	17%	83%
Generation	Millennials (18-30)	23%	77%
	Gen X (31-46)	16%	84%
	Baby Boomers (47-65)	20%	80%
	Silent-Greatest (Over 65)	10%	90%
Gender	Men	15%	85%
	Women	22%	78%
Households with children under 18	Household with children	19%	81%
	No children in household	18%	82%
Union Member in Household		17%	83%
Own or Rent Home	Own	12%	88%
	Rent	23%	77%
Interview Type	Landline	17%	83%
	Cell Phone	22%	78%

NY1/YNN-Marist Poll NYC Adults: Interviews conducted January 24th through 31st, 2011, N=657 MOE +/- 4%. Totals may not add to 100 due to rounding.

Managing Family Budget: Relocate to a Cheaper Home or Apartment

Asked of NYC Adults

Question Wording: Have you done any of the following in the past 12 months to help manage your own family budget: Move to a cheaper home or apartment?

		NYC Adults	
		Have you done any of the following in the past 12 months to help manage your own family budget: Move to a cheaper home or apartment?	
		Yes	No
		Row %	Row %
NYC Adults		15%	85%
NYC Registered Voters		12%	88%
Party Registration	Democrat	11%	89%
	Republican	13%	87%
	Non-enrolled	14%	86%
NYC Borough	Bronx	20%	80%
	Brooklyn	19%	81%
	Manhattan	10%	90%
	Queens and Staten Island	11%	89%
Income	Less than \$50,000	23%	77%
	\$50,000 or more	5%	95%
Race	White	7%	93%
	African American	19%	81%
	Latino	27%	73%
Education	Not college graduate	21%	79%
	College graduate	6%	94%
Age	Under 45	18%	82%
	45 or older	11%	89%
Generation	Millennials (18-30)	20%	80%
	Gen X (31-46)	14%	86%
	Baby Boomers (47-65)	15%	85%
	Silent-Greatest (Over 65)	3%	97%
Gender	Men	15%	85%
	Women	14%	86%
Households with children under 18	Household with children	18%	82%
	No children in household	11%	89%
Union Member in Household		10%	90%
Own or Rent Home	Own	5%	95%
	Rent	20%	80%
Interview Type	Landline	10%	90%
	Cell Phone	28%	72%

NY1/YNN-Marist Poll NYC Adults: Interviews conducted January 24th through 31st, 2011, N=657 MOE +/- 4%. Totals may not add to 100 due to rounding.

Complained to Landlord About Lack of Heat

Asked of NYC Adults who Rent Their Home

Question Wording: Have you complained to your landlord in the past month about not having enough or any heat?

		NYC Renters	
		Have you complained to your landlord in the past month about not having enough or any heat?	
		Yes	No
		Row %	Row %
NYC Renters		23%	77%
NYC Borough	Bronx	30%	70%
	Brooklyn	20%	80%
	Manhattan	21%	79%
	Queens and Staten Island	25%	75%
Income	Less than \$50,000	26%	74%
	\$50,000 or more	15%	85%
Race	White	17%	83%
	African American	29%	71%
	Latino	20%	80%
Education	Not college graduate	24%	76%
	College graduate	22%	78%
Age	Under 45	30%	70%
	45 or older	17%	83%
Gender	Men	21%	79%
	Women	25%	75%
Households with children under 18	Household with children	28%	72%
	No children in household	19%	81%
Union Member in Household		27%	73%
Interview Type	Landline	20%	80%
	Cell Phone	30%	70%

NY1/YNN-Marist Poll NYC Renters: Interviews conducted January 24th through 31st, 2011, N=361 MOE +/- 5.5%. Totals may not add to 100 due to rounding.

Managing Family Budget: Delay of Major Purchase

Asked of NYC Adults

Question Wording: Have you done any of the following in the past 12 months to help manage your own family budget: Delay a major purchase such as a home, car or major appliance?

		NYC Adults	
		Have you done any of the following in the past 12 months to help manage your own family budget: Delay a major purchase such as a home, car or major appliance?	
		Yes	No
		Row %	Row %
NYC Adults		52%	48%
NYC Registered Voters		55%	45%
Party Registration	Democrat	54%	46%
	Republican	55%	45%
	Non-enrolled	59%	41%
NYC Borough	Bronx	46%	54%
	Brooklyn	50%	50%
	Manhattan	51%	49%
	Queens and Staten Island	59%	41%
Income	Less than \$50,000	52%	48%
	\$50,000 or more	55%	45%
Race	White	50%	50%
	African American	54%	46%
	Latino	54%	46%
Education	Not college graduate	54%	46%
	College graduate	52%	48%
Age	Under 45	53%	47%
	45 or older	52%	48%
Generation	Millennials (18-30)	51%	49%
	Gen X (31-46)	55%	45%
	Baby Boomers (47-65)	56%	44%
	Silent-Greatest (Over 65)	39%	61%
Gender	Men	45%	55%
	Women	59%	41%
Households with children under 18	Household with children	62%	38%
	No children in household	46%	54%
Union Member in Household		62%	38%
Own or Rent Home	Own	54%	46%
	Rent	54%	46%
Interview Type	Landline	51%	49%
	Cell Phone	56%	44%

NY1/YNN-Marist Poll NYC Adults: Interviews conducted January 24th through 31st, 2011, N=657 MOE +/- 4%. Totals may not add to 100 due to rounding.

Managing Family Budget: Reduced Spending on Clothes

Asked of NYC Adults

Question Wording: Have you done any of the following in the past 12 months to help manage your own family budget: Reduce spending on new clothes?

		NYC Adults	
		Have you done any of the following in the past 12 months to help manage your own family budget: Reduce spending on new clothes?	
		Yes	No
		Row %	Row %
NYC Adults		69%	31%
NYC Registered Voters		70%	30%
Party Registration	Democrat	68%	32%
	Republican	70%	30%
	Non-enrolled	76%	24%
NYC Borough	Bronx	68%	32%
	Brooklyn	73%	27%
	Manhattan	58%	42%
	Queens and Staten Island	73%	27%
Income	Less than \$50,000	75%	25%
	\$50,000 or more	65%	35%
Race	White	65%	35%
	African American	74%	26%
	Latino	74%	26%
Education	Not college graduate	71%	29%
	College graduate	69%	31%
Age	Under 45	70%	30%
	45 or older	69%	31%
Generation	Millennials (18-30)	69%	31%
	Gen X (31-46)	74%	26%
	Baby Boomers (47-65)	71%	29%
	Silent-Greatest (Over 65)	57%	43%
Gender	Men	63%	37%
	Women	75%	25%
Households with children under 18	Household with children	77%	23%
	No children in household	65%	35%
Union Member in Household		76%	24%
Own or Rent Home	Own	71%	29%
	Rent	70%	30%
Interview Type	Landline	71%	29%
	Cell Phone	65%	35%

NY1/YNN-Marist Poll NYC Adults: Interviews conducted January 24th through 31st, 2011, N=657 MOE +/- 4%. Totals may not add to 100 due to rounding.

Managing Family Budget: Eat Out Less

Asked of NYC Adults

Question Wording: Have you done any of the following in the past 12 months to help manage your own family budget: Eat out less?

		NYC Adults	
		Have you done any of the following in the past 12 months to help manage your own family budget: Eat out less?	
		Yes	No
		Row %	Row %
NYC Adults		64%	36%
NYC Registered Voters		65%	35%
Party Registration	Democrat	63%	37%
	Republican	67%	33%
	Non-enrolled	74%	26%
NYC Borough	Bronx	59%	41%
	Brooklyn	66%	34%
	Manhattan	63%	37%
	Queens and Staten Island	64%	36%
Income	Less than \$50,000	70%	30%
	\$50,000 or more	58%	42%
Race	White	61%	39%
	African American	72%	28%
	Latino	60%	40%
Education	Not college graduate	63%	37%
	College graduate	64%	36%
Age	Under 45	69%	31%
	45 or older	60%	40%
Generation	Millennials (18-30)	69%	31%
	Gen X (31-46)	68%	32%
	Baby Boomers (47-65)	62%	38%
	Silent-Greatest (Over 65)	50%	50%
Gender	Men	61%	39%
	Women	66%	34%
Households with children under 18	Household with children	71%	29%
	No children in household	57%	43%
Union Member in Household		64%	36%
Own or Rent Home	Own	63%	37%
	Rent	65%	35%
Interview Type	Landline	63%	37%
	Cell Phone	64%	36%

NY1/YNN-Marist Poll NYC Adults: Interviews conducted January 24th through 31st, 2011, N=657 MOE +/- 4%. Totals may not add to 100 due to rounding.

Managing Family Budget: Go Out for Entertainment Less

Asked of NYC Adults

Question Wording: Have you done any of the following in the past 12 months to help manage your own family budget: Go out for entertainment less?

		NYC Adults	
		Have you done any of the following in the past 12 months to help manage your own family budget: Go out for entertainment less?	
		Yes	No
		Row %	Row %
NYC Adults		59%	41%
NYC Registered Voters		59%	41%
Party Registration	Democrat	58%	42%
	Republican	61%	39%
	Non-enrolled	65%	35%
NYC Borough	Bronx	51%	49%
	Brooklyn	59%	41%
	Manhattan	55%	45%
	Queens and Staten Island	66%	34%
Income	Less than \$50,000	62%	38%
	\$50,000 or more	59%	41%
Race	White	53%	47%
	African American	62%	38%
	Latino	60%	40%
Education	Not college graduate	62%	38%
	College graduate	58%	42%
Age	Under 45	61%	39%
	45 or older	58%	42%
Generation	Millennials (18-30)	57%	43%
	Gen X (31-46)	65%	35%
	Baby Boomers (47-65)	64%	36%
	Silent-Greatest (Over 65)	41%	59%
Gender	Men	56%	44%
	Women	62%	38%
Households with children under 18	Household with children	66%	34%
	No children in household	55%	45%
Union Member in Household		65%	35%
Own or Rent Home	Own	59%	41%
	Rent	61%	39%
Interview Type	Landline	57%	43%
	Cell Phone	64%	36%

NY1/YNN-Marist Poll NYC Adults: Interviews conducted January 24th through 31st, 2011, N=657 MOE +/- 4%. Totals may not add to 100 due to rounding.

Managing Family Budget: Change Vacation Plans

Asked of NYC Adults who Vacation:

Question Wording: Have you done any of the following in the past 12 months to help manage your own family budget: Vacation less or closer to home?

		NYC Adults who Vacation	
		Have you done any of the following in the past 12 months to help manage your own family budget: Vacation less or closer to home?	
		Yes	No
		Row %	Row %
NYC Adults who Vacation		62%	38%
NYC Registered Voters		62%	38%
Party Registration	Democrat	62%	38%
	Republican	65%	35%
	Non-enrolled	62%	38%
NYC Borough	Bronx	62%	38%
	Brooklyn	65%	35%
	Manhattan	52%	48%
	Queens and Staten Island	66%	34%
Income	Less than \$50,000	65%	35%
	\$50,000 or more	62%	38%
Race	White	61%	39%
	African American	62%	38%
	Latino	65%	35%
Education	Not college graduate	62%	38%
	College graduate	63%	37%
Age	Under 45	61%	39%
	45 or older	63%	37%
Generation	Millennials (18-30)	61%	39%
	Gen X (31-46)	63%	37%
	Baby Boomers (47-65)	68%	32%
	Silent-Greatest (Over 65)	48%	52%
Gender	Men	58%	42%
	Women	67%	33%
Households with children under 18	Household with children	65%	35%
	No children in household	60%	40%
Union Member in Household		70%	30%
Own or Rent Home	Own	60%	40%
	Rent	65%	35%
Interview Type	Landline	63%	37%
	Cell Phone	61%	39%

NY1/YNN-Marist Poll NYC Adults who Vacation: Interviews conducted January 24th through 31st, 2011, N=567 MOE +/- 4.5%. Totals may not add to 100 due to rounding.

Managing Family Budget: Save More

Asked of NYC Adults

Question Wording: Have you done any of the following in the past 12 months to help manage your own family budget: Save more?

		NYC Adults	
		Have you done any of the following in the past 12 months to help manage your own family budget: Save more?	
		Yes	No
		Row %	Row %
NYC Adults		51%	49%
NYC Registered Voters		50%	50%
Party Registration	Democrat	48%	52%
	Republican	54%	46%
	Non-enrolled	55%	45%
NYC Borough	Bronx	59%	41%
	Brooklyn	52%	48%
	Manhattan	44%	56%
	Queens and Staten Island	52%	48%
Income	Less than \$50,000	50%	50%
	\$50,000 or more	55%	45%
Race	White	43%	57%
	African American	58%	42%
	Latino	67%	33%
Education	Not college graduate	49%	51%
	College graduate	54%	46%
Age	Under 45	60%	40%
	45 or older	45%	55%
Generation	Millennials (18-30)	67%	33%
	Gen X (31-46)	53%	47%
	Baby Boomers (47-65)	49%	51%
	Silent-Greatest (Over 65)	30%	70%
Gender	Men	55%	45%
	Women	48%	52%
Households with children under 18	Household with children	55%	45%
	No children in household	48%	52%
Union Member in Household		60%	40%
Own or Rent Home	Own	51%	49%
	Rent	50%	50%
Interview Type	Landline	50%	50%
	Cell Phone	56%	44%

NY1/YNN-Marist Poll NYC Adults: Interviews conducted January 24th through 31st, 2011, N=657 MOE +/- 4%. Totals may not add to 100 due to rounding.

Managing Family Budget: Credit Card Use

Asked of NYC Adults who Have/Use Credit Cards

Question Wording: Have you used your credit cards more, less, or about the same in the past 12 months to help manage your own family budget?

		NYC Adults who Have/Use Credit Cards		
		Have you used your credit cards more, less, or about the same in the past 12 months to help manage your own family budget?		
		More	Less	About the same
		Row %	Row %	Row %
NYC Adults who Have/Use Credit Cards		12%	42%	46%
NYC Registered Voters		11%	42%	47%
Party Registration	Democrat	9%	43%	48%
	Republican	12%	41%	47%
	Non-enrolled	14%	37%	48%
NYC Borough	Bronx	9%	53%	38%
	Brooklyn	12%	38%	50%
	Manhattan	10%	34%	56%
	Queens and Staten Island	14%	46%	40%
Income	Less than \$50,000	14%	50%	36%
	\$50,000 or more	12%	37%	52%
Race	White	14%	30%	57%
	African American	9%	54%	36%
	Latino	9%	53%	37%
Education	Not college graduate	11%	52%	37%
	College graduate	12%	33%	55%
Age	Under 45	16%	40%	44%
	45 or older	8%	44%	48%
Generation	Millennials (18-30)	16%	45%	39%
	Gen X (31-46)	15%	37%	48%
	Baby Boomers (47-65)	8%	50%	42%
	Silent-Greatest (Over 65)	6%	29%	64%
Gender	Men	10%	41%	50%
	Women	14%	43%	43%
Households with children under 18	Household with children	16%	43%	41%
	No children in household	8%	41%	50%
Union Member in Household		13%	44%	43%
Own or Rent Home	Own	11%	37%	52%
	Rent	12%	47%	41%
Interview Type	Landline	11%	38%	51%
	Cell Phone	14%	55%	31%

NY1/YNN-Marist Poll NYC Adults who Have/Use Credit Cards: Interviews conducted January 24th through 31st, 2011, N=510 MOE +/- 4.5%. Totals may not add to 100 due to rounding.

Personal Family Finances (NYC)

Asked of NYC Adults

Question Wording: In the coming year, do you expect your personal family finances to get better, get worse, or stay about the same?

		NYC Adults		
		In the coming year, do you expect your personal family finances to get better, get worse, or stay about the same?		
		Get better	Get worse	Stay about the same
		Row %	Row %	Row %
NYC Adults		43%	13%	44%
NYC Registered Voters		40%	13%	47%
Party Registration	Democrat	41%	11%	48%
	Republican	34%	14%	51%
	Non-enrolled	42%	16%	42%
NYC Borough	Bronx	58%	9%	33%
	Brooklyn	50%	10%	39%
	Manhattan	38%	14%	49%
	Queens and Staten Island	34%	17%	49%
Income	Less than \$50,000	53%	13%	34%
	\$50,000 or more	31%	13%	56%
Race	White	26%	14%	60%
	African American	54%	11%	34%
	Latino	53%	13%	34%
Education	Not college graduate	48%	14%	37%
	College graduate	37%	12%	51%
Age	Under 45	52%	10%	38%
	45 or older	36%	15%	49%
Generation	Millennials (18-30)	59%	10%	31%
	Gen X (31-46)	45%	10%	45%
	Baby Boomers (47-65)	40%	14%	46%
	Silent-Greatest (Over 65)	20%	18%	63%
Gender	Men	48%	9%	43%
	Women	39%	16%	45%
Households with children under 18	Household with children	48%	15%	37%
	No children in household	40%	12%	49%
Union Member in Household		37%	15%	48%
Own or Rent Home	Own	32%	14%	53%
	Rent	50%	13%	37%
Interview Type	Landline	36%	14%	50%
	Cell Phone	63%	10%	27%

NY1/YNN-Marist Poll NYC Adults: Interviews conducted January 24th through 31st, 2011, N=657 MOE +/- 4%. Totals may not add to 100 due to rounding.

New York City Economy

Asked of NYC Adults

Question Wording: Right now, do you think the New York City economy is getting better, getting worse, or staying about the same?

		NYC Adults		
		Right now, do you think the New York City economy is getting better, getting worse, or staying about the same?		
		Getting better	Getting worse	Staying about the same
		Row %	Row %	Row %
NYC Adults		23%	34%	43%
NYC Registered Voters		24%	33%	43%
Party Registration	Democrat	26%	32%	42%
	Republican	13%	40%	47%
	Non-enrolled	30%	27%	44%
NYC Borough	Bronx	17%	32%	50%
	Brooklyn	25%	37%	38%
	Manhattan	32%	33%	34%
	Queens and Staten Island	19%	32%	48%
Income	Less than \$50,000	19%	39%	42%
	\$50,000 or more	28%	29%	43%
Race	White	25%	34%	41%
	African American	21%	32%	47%
	Latino	20%	37%	42%
Education	Not college graduate	24%	37%	40%
	College graduate	24%	29%	46%
Age	Under 45	24%	34%	42%
	45 or older	23%	35%	42%
Generation	Millennials (18-30)	23%	43%	34%
	Gen X (31-46)	24%	26%	50%
	Baby Boomers (47-65)	27%	35%	38%
	Silent-Greatest (Over 65)	17%	30%	54%
Gender	Men	29%	30%	41%
	Women	18%	38%	44%
Households with children under 18	Household with children	23%	41%	36%
	No children in household	24%	27%	49%
Union Member in Household		21%	30%	49%
Own or Rent Home	Own	25%	32%	43%
	Rent	22%	34%	43%
Interview Type	Landline	22%	34%	44%
	Cell Phone	29%	33%	38%

NY1/YNN-Marist Poll NYC Adults: Interviews conducted January 24th through 31st, 2011, N=657 MOE +/- 4%. Totals may not add to 100 due to rounding.