

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. 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.