

## How the Survey was Conducted

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### **Nature of the Sample: New York State Poll of 1,030 Adults**

This survey of 1,030 New York State adults was conducted on October 25<sup>th</sup> through October 27<sup>th</sup>, 2011. Adults 18 years of age and older residing in New York State were interviewed by telephone. Telephone numbers were selected based upon a list of telephone exchanges from throughout the state. The exchanges were selected to ensure that each county 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  $\pm 3.0$  percentage points. There are 855 registered voters. The sample of registered voters was adjusted for turnout in statewide elections. The results for this subset are statistically significant within  $\pm 3.5$  percentage points. The error margin increases for cross-tabulations.

## Nature of the Sample: New York State

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		Nature of the Sample - New York State	
		NYS Adults	NYS Registered Voters
		Col %	Col %
NYS Adults		100%	
Registered Voters		83%	100%
Party	Democrat	n/a	44%
Registration	Republican	n/a	25%
	Non-enrolled	n/a	29%
	Other	n/a	1%
Support Tea Party		n/a	21%
Support Occupy Wall Street		n/a	44%
Political	Liberal	n/a	26%
Ideology	Moderate	n/a	46%
	Conservative	n/a	28%
Region	New York City	42%	30%
	Suburbs	21%	24%
	Upstate	37%	46%
Income	Less than \$50,000	47%	43%
	\$50,000 or more	53%	57%
Race	White	61%	68%
	African American	13%	11%
	Latino	16%	14%
	Other	9%	7%
Race	White	61%	68%
	Non White	39%	32%
Generation	Millennials (18-30)	25%	18%
	Gen X (31-46)	26%	26%
	Baby Boomers (47-65)	33%	37%
	Silent-Greatest (Over 65)	16%	19%
Age	Under 45	48%	41%
	45 or older	52%	59%
Gender	Men	48%	47%
	Women	52%	53%
Interview	Landline	73%	76%
Type	Cell Phone	27%	24%

NY1/YNN-Marist Poll NYS Adults: Interviews conducted October 25th through 27th, 2011, N=1030 MOE +/- 3%. NYS Registered Voters: N=855 MOE +/- 3.5%. Totals may not add to 100 due to rounding.