



NY1/YNN-Marist Poll
**Loss of Optimism about Family Finances
Among New York State Voters**
*** Complete Tables for Poll Appended ***

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This NY1/YNN-Marist Poll Reports:

Fewer registered voters in New York State believe their personal family financial picture will improve in the coming year. Less than one in four -- 23% -- think their money matters will get better while 22% say they will get worse, and a majority -- 55% -- reports it will stay about the same.

There has been an eight percentage point drop in the proportion of voters who say their personal finances will improve. When NY1/YNN-Marist last reported this question in May, 31% believed there were better financial days ahead while 22% thought their family finances would decline. At that time, 47% said their family's financial picture would remain the same.

Key points:

- While there has been little change among Democratic voters statewide, fewer Republicans -- 17% -- and non-enrolled voters -- 18% -- think their family's finances will get better. In May, 28% of Republicans and 30% of non-enrolled voters held this view.
- There has been an increase in the proportions of Republicans and non-enrolled voters who believe their family's financial picture will stay about the same. 58% of Republicans and six in ten non-enrolled voters -- 60% -- currently share this view while 47% and 45%, respectively, thought this way in May.
- Regionally, fewer in New York City -- 28% -- and upstate -- 20% -- think their family finances will take a turn for the better. In May, those proportions stood at 38% and 28%, respectively. There has been little change in the suburbs of New York City. 23% expect their family finances to get better while 26% thought that way in May.

One in Four New Yorkers Could Soon Move Out...Younger Residents Still Flight Risk

25% of adults statewide believe they will re-locate in the next five years while nearly seven in ten -- 69% -- plan to stay put. Six percent are unsure.

There has been little change on this question since May. At that time, 26% thought they would leave while 67% reported they would remain in the Empire State. Six percent, at that time, were unsure.

Key points:

- New Yorkers under 30 years old are still the age group most likely to leave town. 38% believe they will put down roots out of state while 36% said the same in May.

Among adults statewide who plan to move out of New York, the economy is most to blame. More than six in ten of these residents -- 62% -- cite economic reasons such as the cost of living, taxes, and jobs. However, 38% say non-economic reasons have influenced their decision. These include the climate, quality of life, retirement, overcrowding, housing costs, schools, and family. In NY1/YNN-Marist's May poll, the same proportions -- 62% and 38%, respectively -- held these views.

What about the overall cost of living in New York State? More than seven in ten adults -- 73% -- think New York is unaffordable. This includes a majority -- 54% -- who believe it is not very affordable and 19% who say it is not affordable at all. One percent, though, says it's very affordable, and one in four -- 25% -- believes living in New York is affordable.

There has been little change on this question since May. At that time, 77% reported that New York is an expensive place to live. One percent said it was very affordable, and 22% believed it was affordable.

Nearly Eight in Ten Think NYS is in a Recession

78% of registered voters think New York State is currently in a recession while one in five -- 20% -- does not. Two percent are unsure.

Key points:

- Regardless of political party or region, more than three in four voters think the state is experiencing an economic recession.

The state of New York's economy is tenuous in the eyes of registered voters. 51% report the economy is about the same. 36% believe it is getting worse. Only 13% think it is getting better.

In May, 47% thought the economy was status quo while 37% reported it was getting worse. 16% said it was improving.

And, a majority of registered voters in New York believe there is more bad economic news ahead for the state. In fact, 54% say the worst is yet to come while 42% think the worst is behind us. Four percent are unsure.

In NY1/YNN-Marist's previous survey, similar proportions shared these views. At that time, 53% believed the worst was ahead while 44% thought the worst of the economic times were behind them. Four percent, then, were unsure.

How the Survey was Conducted

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 25th through October 27th, 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 ± 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 ± 3.5 percentage points. The error margin increases for cross-tabulations.

Nature of the Sample: New York State

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

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.

Family Finances in the Coming Year

Asked of NYS Registered Voters:

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

		NYS Registered Voters		
		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 %
NYS Registered Voters		23%	22%	55%
Party Registration	Democrat	29%	19%	52%
	Republican	17%	25%	58%
	Non-enrolled	18%	22%	60%
Tea Party Supporters		12%	35%	54%
Political Ideology	Liberal	24%	17%	58%
	Moderate	23%	18%	59%
	Conservative	22%	30%	48%
Region	New York City	28%	22%	50%
	Suburbs	23%	18%	60%
	Upstate	20%	23%	57%
Income	Less than \$50,000	27%	22%	51%
	\$50,000 or more	20%	20%	60%
Education	Not college graduate	25%	23%	52%
	College graduate	21%	20%	59%
Age	Under 45	31%	22%	47%
	45 or older	18%	22%	61%
Age	18 to 29	30%	22%	49%
	30 to 44	32%	22%	46%
	45 to 59	24%	20%	56%
	60 or older	12%	23%	65%
Generation	Millennials (18-30)	32%	20%	48%
	Gen X (31-46)	30%	22%	47%
	Baby Boomers (47-65)	20%	21%	59%
	Silent-Greatest (Over 65)	11%	23%	66%
Race	White	17%	20%	62%
	Non White	35%	23%	42%
Gender	Men	24%	20%	56%
	Women	23%	23%	55%
Interview Type	Landline	21%	21%	57%
	Cell Phone	29%	22%	49%

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

Family Finances in the Coming Year (Over Time)

Asked of NYS Registered Voters:

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

Registered Voters			
In the coming year, do you expect your personal family finances to get better, get worse, or stay about the same?			
Date	Get better	Get worse	Stay about the same
November 2011	23%	22%	55%
May 2011	31%	22%	47%
February 2011	27%	19%	54%
September 28, 2010	26%	16%	58%
May 12, 2010	27%	19%	54%
April 8, 2010	22%	19%	59%
February 2, 2010	26%	18%	56%
November 24, 2010	24%	20%	56%
September 14, 2010	27%	18%	55%
July 9, 2009	20%	25%	55%
Marist Poll New York Registered Voters			

Plan to Move Out of New York State?

Asked of NYS Adults:

Question Wording: Thinking about five years from now, do you plan to stay in New York State or do you plan to move someplace else?

		NYS Adults		
		Thinking about five years from now, do you plan to stay in New York State or do you plan to move someplace else?		
		Plan to stay	Plan to move someplace else	Unsure
		Row %	Row %	Row %
NYS Adults		69%	25%	6%
Region	New York City	66%	26%	8%
	Suburbs	75%	20%	5%
	Upstate	68%	27%	5%
Income	Less \$50,000	70%	24%	6%
	\$50,000 to just under \$100,000	63%	30%	7%
	\$100,000 or more	74%	21%	5%
Income	Less than \$50,000	70%	24%	6%
	\$50,000 or more	68%	26%	6%
Education	Not college graduate	66%	29%	6%
	College graduate	72%	21%	7%
Age	Under 45	65%	30%	6%
	45 or older	72%	22%	6%
Age	18 to 29	58%	38%	4%
	30 to 44	71%	22%	7%
	45 to 59	67%	28%	5%
	60 or older	76%	16%	8%
Generation	Millennials (18-30)	58%	38%	4%
	Gen X (31-46)	71%	22%	8%
	Baby Boomers (47-65)	67%	27%	6%
	Silent-Greatest (Over 65)	83%	10%	7%
Race	White	73%	22%	6%
	Non White	64%	30%	7%
Gender	Men	64%	29%	7%
	Women	73%	22%	5%
Interview Type	Landline	73%	21%	6%
	Cell Phone	56%	37%	7%

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

Reason Behind Plans to Move Out of New York State

Asked of Adults who Plan to Move Out of NYS:

Question Wording: What is the main reason you plan to move away from the New York State?

		Adults who plan to move out of NYS	
		What is the main reason you plan to move away from New York State?	
		Economic reasons	Non-economic reasons
		Row %	Row %
Adults who plan to move out of NYS		62%	38%
Income	Less than \$50,000	55%	45%
	\$50,000 or more	61%	39%
Education	Not college graduate	58%	42%
	College graduate	64%	36%
Age	Under 45	63%	37%
	45 or older	60%	40%
Race	White	64%	36%
	Non White	52%	48%
Gender	Men	63%	37%
	Women	60%	40%

NY1/YNN-Marist Poll Adults Who Plan to Move Out of New York State: Interviews conducted October 25th through 27th, 2011, N=259 MOE +/- 6%. Totals may not add to 100% due to rounding.

		Adults who plan to move out of NYS
		Col %
What is the main reason you plan to move away from New York State?	Cost of living	26%
	Taxes	15%
	Jobs	12%
	Climate	5%
	Quality of life	5%
	Retirement	5%
	Overcrowded	4%
	Housing costs	3%
	Schools	3%
	Move near family	3%
	Finish college-school	2%
	Not convenient-Location	2%
	In Army	2%
	Transportation-Roads, Water-Air	1%
	Time for change	1%
	Other	9%

NY1/YNN-Marist Poll Adults Who Plan to Move Out of New York State: Interviews conducted October 25th through 27th, 2011, N=259 MOE +/- 6%. Totals may not add to 100% due to rounding.

Cost of Living in New York State

Asked of NYS Adults:

Question Wording: Overall, would you describe the cost of living in New York State for the average family as very affordable, affordable, not very affordable, or not affordable at all?

		NYS Adults			
		Overall, would you describe the cost of living in New York State for the average family as very affordable, affordable, not very affordable, or not affordable at all?			
		Very affordable	Affordable	Not very affordable	Not affordable at all
		Row %	Row %	Row %	Row %
NYS Adults		1%	25%	54%	19%
Region	New York City	1%	24%	54%	20%
	Suburbs	1%	16%	61%	22%
	Upstate	2%	31%	51%	16%
Income	Less \$50,000	2%	29%	48%	21%
	\$50,000 to just under \$100,000	1%	25%	60%	14%
	\$100,000 or more	1%	16%	61%	22%
Income	Less than \$50,000	2%	29%	48%	21%
	\$50,000 or more	1%	21%	60%	18%
Education	Not college graduate	2%	27%	49%	22%
	College graduate	1%	23%	61%	16%
Age	Under 45	1%	31%	49%	19%
	45 or older	2%	20%	59%	19%
Age	18 to 29	1%	38%	47%	14%
	30 to 44	1%	24%	51%	23%
	45 to 59	2%	16%	60%	22%
	60 or older	2%	24%	57%	17%
Generation	Millennials (18-30)	1%	38%	46%	15%
	Gen X (31-46)	2%	24%	52%	22%
	Baby Boomers (47-65)	2%	17%	59%	22%
	Silent-Greatest (Over 65)	1%	25%	60%	14%
Race	White	2%	23%	57%	18%
	Non White	2%	29%	49%	21%
Gender	Men	2%	26%	50%	22%
	Women	1%	24%	58%	17%
Interview Type	Landline	2%	22%	56%	21%
	Cell Phone	1%	33%	50%	16%

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

NYS in a Recession?

Asked of NYS Registered Voters:

Question Wording: Do you think that New York State is currently in a recession, or not?

		NYS Registered Voters		
		Do you think that New York State is currently in a recession, or not?		
		Yes	No	Unsure
		Row %	Row %	Row %
NYS Registered Voters		78%	20%	2%
Party Registration	Democrat	77%	20%	2%
	Republican	80%	19%	1%
	Non-enrolled	77%	21%	2%
Tea Party Supporters		81%	16%	3%
Political Ideology	Liberal	74%	24%	1%
	Moderate	77%	21%	2%
	Conservative	81%	17%	2%
Region	New York City	77%	21%	2%
	Suburbs	80%	18%	2%
	Upstate	77%	21%	2%
Income	Less than \$50,000	78%	20%	2%
	\$50,000 or more	78%	21%	1%
Education	Not college graduate	78%	20%	2%
	College graduate	78%	21%	1%
Age	Under 45	77%	22%	1%
	45 or older	80%	18%	2%
Age	18 to 29	73%	26%	1%
	30 to 44	79%	20%	1%
	45 to 59	81%	17%	2%
	60 or older	79%	19%	2%
Generation	Millennials (18-30)	73%	25%	1%
	Gen X (31-46)	79%	20%	1%
	Baby Boomers (47-65)	83%	16%	1%
	Silent-Greatest (Over 65)	74%	22%	4%
Race	White	77%	21%	2%
	Non White	78%	20%	2%
Gender	Men	75%	23%	2%
	Women	80%	18%	2%
Interview Type	Landline	79%	19%	2%
	Cell Phone	74%	25%	1%

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

New York State Economy

Asked of NYS Registered Voters:

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

		NYS Registered Voters		
		Right now, do you think the New York State economy is getting better, getting worse, or staying about the same?		
		Getting better	Getting worse	Staying about the same
		Row %	Row %	Row %
NYS Registered Voters		13%	36%	51%
Party Registration	Democrat	16%	30%	54%
	Republican	10%	42%	48%
	Non-enrolled	11%	38%	51%
Tea Party Supporters		14%	49%	38%
Political Ideology	Liberal	13%	31%	56%
	Moderate	15%	35%	50%
	Conservative	11%	42%	47%
Region	New York City	15%	34%	52%
	Suburbs	14%	34%	52%
	Upstate	11%	39%	50%
Income	Less than \$50,000	11%	37%	52%
	\$50,000 or more	12%	36%	52%
Education	Not college graduate	12%	37%	51%
	College graduate	14%	36%	51%
Age	Under 45	14%	34%	52%
	45 or older	12%	38%	50%
Age	18 to 29	14%	28%	58%
	30 to 44	14%	39%	47%
	45 to 59	12%	40%	48%
	60 or older	12%	37%	51%
Generation	Millennials (18-30)	16%	27%	57%
	Gen X (31-46)	14%	38%	48%
	Baby Boomers (47-65)	11%	40%	49%
	Silent-Greatest (Over 65)	14%	36%	51%
Race	White	11%	37%	52%
	Non White	17%	33%	51%
Gender	Men	13%	32%	55%
	Women	13%	40%	47%
Interview Type	Landline	12%	37%	50%
	Cell Phone	14%	34%	52%

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

New York State Economy (Over Time)

Asked of NYS Registered Voters:

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

Registered Voters			
Right now, do you think the New York State economy is getting better, getting worse, or staying about the same?			
Date	Getting better	Getting worse	Staying about the same
November 2011	13%	36%	51%
May 2011	16%	37%	47%
February 2011	19%	31%	50%
September 28, 2010	12%	46%	42%
May 12, 2010	15%	48%	37%
April 8, 2010	12%	54%	34%
February 2, 2010	11%	49%	40%
November 24, 2009	15%	39%	46%
September 14, 2009	19%	29%	52%
July 9, 2009	8%	46%	46%
Marist Poll New York Registered Voters			

New York State Economy: Will It Get Worse?

Asked of NYS Registered Voters:

Question Wording: When thinking about the New York State economy, which statement comes closer to your view:

		NYS Registered Voters		
		When thinking about the New York State economy, which statement comes closer to your view:		
		The worst is yet to come	The worst is behind us	Unsure
		Row %	Row %	Row %
NYS Registered Voters		54%	42%	4%
Party Registration	Democrat	48%	47%	5%
	Republican	63%	32%	5%
	Non-enrolled	55%	42%	4%
Tea Party Supporters		62%	33%	5%
Political Ideology	Liberal	50%	45%	5%
	Moderate	55%	42%	3%
	Conservative	55%	39%	6%
Region	New York City	56%	39%	5%
	Suburbs	43%	52%	5%
	Upstate	58%	38%	4%
Income	Less than \$50,000	60%	36%	4%
	\$50,000 or more	52%	44%	3%
Education	Not college graduate	56%	39%	5%
	College graduate	52%	44%	4%
Age	Under 45	56%	43%	1%
	45 or older	54%	39%	7%
Age	18 to 29	55%	45%	0%
	30 to 44	57%	42%	1%
	45 to 59	58%	36%	5%
	60 or older	51%	42%	8%
Generation	Millennials (18-30)	57%	43%	0%
	Gen X (31-46)	54%	44%	2%
	Baby Boomers (47-65)	58%	37%	4%
	Silent-Greatest (Over 65)	48%	42%	11%
Race	White	53%	42%	5%
	Non White	56%	42%	3%
Gender	Men	55%	42%	3%
	Women	53%	41%	6%
Interview Type	Landline	53%	42%	5%
	Cell Phone	57%	40%	3%

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New York State Economy: Will It Get Worse? (Over Time)

Asked of NYS Registered Voters:

Question Wording: When thinking about the New York State economy, which statement comes closer to your view:

	NYS Registered Voters		
	When thinking about the New York State economy, which statement comes closer to your view:		
	The worst is yet to come	The worst is behind us	Unsure
	Row %	Row %	Row %
November 2011	54%	42%	4%
May 2011	53%	44%	4%
February 2011	47%	49%	4%
Marist Poll New York Registered Voters			