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FM3

**NEW YORK ENERGY ISSUES SURVEY**  
**220-3959-WT**  
**N=802**  
**MARGIN OF SAMPLING ERROR ±4.0% (95% CONFIDENCE INTERVAL)**  
**A/B SPLITS**

Hello, I'm \_\_\_\_\_ from FM3, a public opinion research company. We're conducting a public opinion survey about issues that interest voters in New York state. We are definitely not trying to sell you anything or ask for a donation. We are only interested in your opinions. May I speak with \_\_\_\_\_ ? **(MUST SPEAK WITH VOTER LISTED. IF NOT AVAILABLE, ASK: "Is there another time I may call back to speak to \_\_\_\_\_?")**

A. Before we begin, I need to know if I have reached you on a cell phone, and if so, are you in a place where you can talk safely without endangering yourself or others? **(IF NOT ON A CELL PHONE, ASK: "Do you own a cell phone?")**

- Yes, cell and can talk safely ----- **(SKIP TO QB) - 33%**
- Yes, cell but cannot talk safely----- **TERMINATE**
- No, not on cell, but own one----- **(SKIP TO QB) - 50%**
- No, not on cell and do not own one ----- **(SKIP TO Q1) - 18%**
- (DON'T READ) DK/NA/REFUSED ----- TERMINATE**

**(ASK QB ONLY IF CODES 1 OR 2 "OWN A CELL PHONE" IN QA)**

B. Would you say you use your cell phone to make and receive all of your phone calls, most of your phone calls, do you use your cell phone and home landline phone equally, or do you mostly use your home landline phone to make and receive calls?

- All cell phone----- 28%
- Mostly cell phone----- 18%
- Cell and landline equally ----- 34%
- Mostly landline----- 18%
- (DON'T READ) DK/NA ----- 1%**

**(RESUME ASKING ALL RESPONDENTS)**

1. First, would you say that things in New York are headed in the right direction, or would you say that they are off on the wrong track?

- Right direction----- 44%
- Wrong track----- 41%
- (DK/NA)----- 14%**

**MY NEXT QUESTIONS ARE ABOUT SOME ISSUES THAT  
MAY BE FACING YOUR COMMUNITY.**

2. I'm going to read you a list of issues, and I'd like you to tell me how serious a problem you think each one is in your community. After I read each one, please tell me whether you think it is an extremely serious problem, a very serious problem, a somewhat serious problem, or not a serious problem. **(RANDOMIZE)**

	<u>EXT SER</u>	<u>VERY SER</u>	<u>SMWT SER</u>	<u>NOT SER</u>	<u>(DK/ NA)</u>	<u>EXT/ VERY</u>
<b>(SPLIT SAMPLE A ONLY)</b>						
[ ]a. The cost of health care-----	46%	27%	16%	10%	1%	73%
[ ]b. The amount you pay in taxes -----	40%	26%	18%	14%	1%	66%
[ ]c. Pollution of lakes, rivers, and streams-----	28%	26%	29%	14%	3%	54%
[ ]d. Air pollution-----	24%	23%	28%	22%	3%	47%
[ ]e. The economy and unemployment-----	46%	31%	16%	5%	3%	76%
<b>(SPLIT SAMPLE B ONLY)</b>						
[ ]f. Climate change -----	23%	18%	28%	26%	5%	42%
[ ]g. Too much spending by state government -----	35%	28%	20%	10%	7%	63%
[ ]h. The quality of public education -----	31%	29%	23%	14%	3%	60%
[ ]i. Dependence on foreign oil -----	31%	32%	23%	9%	5%	63%
<b>(SPLIT SAMPLE A ONLY)</b>						
[ ]j. Too much natural gas drilling -----	16%	17%	17%	36%	14%	33%
[ ]k. The cost of natural gas for use in your home-----	16%	20%	25%	32%	8%	35%
<b>(SPLIT SAMPLE B ONLY)</b>						
[ ]l. Not enough natural gas development-----	18%	19%	24%	26%	13%	37%
[ ]m. Gas prices-----	40%	27%	22%	9%	2%	67%

**(RESUME ASKING ALL RESPONDENTS)**

3. Next, I'd like to ask you about energy. Here is a list of specific sources of energy. Please tell me whether you would support or oppose increasing the use of that source of energy to meet your state's future needs. **(IF SUPPORT/ OPPOSE, ASK: "Is that strongly SUPPORT/OPPOSE or just somewhat?") (RANDOMIZE)**

	<u>STR SUPP</u>	<u>SMWT SUPP</u>	<u>SMWT OPP</u>	<u>STR OPP</u>	<u>(DK/ NA)</u>	<u>TOT SUPP</u>	<u>TOT OPP</u>
[ ]a. Solar-----	76%	15%	3%	4%	2%	92%	7%
[ ]b. Coal-----	18%	23%	24%	28%	8%	40%	52%
[ ]c. Natural gas -----	50%	31%	8%	5%	6%	81%	13%
[ ]d. Wind-----	69%	20%	3%	3%	5%	89%	6%
[ ]e. Hydropower -----	52%	24%	7%	4%	13%	76%	11%
[ ]f. Nuclear-----	18%	20%	20%	32%	10%	38%	52%
[ ]g. Fracking-----	17%	12%	12%	36%	22%	29%	48%

**MY NEXT QUESTIONS DEAL WITH A DIFFERENT SUBJECT.**

4. First, have you seen, heard or read anything about hydraulic fracturing, the process sometimes involved in natural gas extraction commonly known as “fracking?” **(IF YES ASK: “Have you heard a great deal or just a little bit about fracking?”)**

- Yes, a great deal----- **(GO TO Q5)**--33%
- Yes, a little -----**(GO TO Q5)**--32%
- No ----- **(SKIP TO Q8)**--34%
- (DON'T KNOW)** -----**(SKIP TO Q8)**--1%

**(ASK Q5-7 ONLY IF “YES” – CODES 1 OR 2 - IN Q4)**

5. In a few words of your own, what have you heard about it? **(OPEN-END; RECORD VERBATIM RESPONSES AND CODE)**

- Dangerous/environment/pollution/air/land----- 31%
- Water/contaminated/polluted ----- 21%
- Controversial/most don't like/approve/not good ----- 12%
- Process to extract gas/oil----- 12%
- Safe/ff done correctly -----8%
- Chemicals/toxic/injected with water -----7%
- Very little/nothing -----5%
- Another source of energy/cost less -----5%
- Good for jobs/economy -----4%
- Earthquakes -----3%
- Heard on radio/TV/newspapers/friends/family -----3%
- Could reduce dependency on foreign oil -----2%
- Banned in New York -----1%
- Big oil/profits-----1%
- Safe for water/environment -----1%
- Concerns over the process of fracking-----1%
- Need further study/testing -----0%
  
- Other mention -----3%
- DK/NA/unsure -----2%
- Other mention - positive -----1%
- Other mention - negative -----1%
- Undecided/need more information -----1%

6. From what you have heard, would you support or oppose the use of fracking to extract natural gas in New York? **(IF SUPPORT/ OPPOSE, ASK: “Is that strongly SUPPORT/OPPOSE or just somewhat?”)** **(RANDOMIZE)**

**TOTAL SUPPORT -----37%**

Strongly support ----- 25%

Somewhat support ----- 12%

**TOTAL OPPOSE -----56%**

Somewhat oppose----- 13%

Strongly oppose ----- 43%

**(DON'T READ) DK/NA -----6%**

7. Next, please listen to the following list of feelings and emotions, and tell me which one or two best describe how you feel about fracking. **(RANDOMIZE; ACCEPT NO MORE THAN TWO RESPONSES)**

Happy -----4%

Indifferent -----5%

Alarmed----- 22%

Grateful -----2%

Frustrated -----7%

Hopeful ----- 20%

Uncertain ----- 22%

Content-----5%

Helpless-----1%

Scared -----8%

**(OTHER - SPECIFY) \_\_\_\_\_ 1%**

**(DON'T KNOW) -----4%**

**(RESUME ASKING ALL RESPONDENTS)**

8. Next, let me tell you a little more about this process. Hydraulic fracturing, or fracking, is a method of oil and natural gas extraction that involves forcing hundreds of thousands of gallons of water into each well, mixed with sand and chemicals, under high pressure deep into the earth. Fracking breaks up underground rock formations to allow the extraction of oil and natural gas that might be otherwise hard to reach. Having heard this, do you support or oppose the use of fracking to extract natural gas in New York? **(IF SUPPORT/ OPPOSE, ASK: “Is that strongly SUPPORT/OPPOSE or just somewhat?”)** **(RANDOMIZE)**

**TOTAL SUPPORT -----35%**  
 Strongly support ----- 19%  
 Somewhat support ----- 16%

**TOTAL OPPOSE -----56%**  
 Somewhat oppose----- 16%  
 Strongly oppose ----- 40%

**(DON’T READ) DK/NA -----9%**

9. Right now, there is a moratorium, or a temporary halt, to fracking in New York state, meaning that no fracking can occur until scientific studies of its safety are conducted, and until the Department of Environmental Conservation creates rules to ensure fracking can be conducted safely. Do you support or oppose the moratorium that is temporarily stopping fracking in New York? **(IF SUPPORT/ OPPOSE, ASK: “Do you SUPPORT/OPPOSE strongly or somewhat?”)**

**TOTAL SUPPORT -----79%**  
 Strongly support ----- 60%  
 Somewhat support ----- 18%

**TOTAL OPPOSE -----17%**  
 Somewhat oppose----- 6%  
 Strongly oppose ----- 10%

**(DON’T READ) DK/NA -----4%**

10. In general, how confident are you that fracking can be done safely? Would you say that you are:

**VERY/SMWT CONFIDENT -----35%**  
 Very confident----- 12%  
 Somewhat confident----- 23%

**NOT TOO/NOT CONFIDENT -----53%**  
 Not too confident ----- 22%  
 Not at all confident ----- 31%

**(DON’T READ) DK/NA ----- 12%**

11. Next, please tell me if you think fracking would have a positive impact, negative impact, or no impact at all on each of the following aspects of life in New York. **(IF POSITIVE/NEGATIVE, ASK: “Do you think it will have a very POSITIVE/ NEGATIVE impact or just somewhat of one?”)** **(RANDOMIZE)**

	<u>VERY POS IMP</u>	<u>SMWT POS IMP</u>	<u>NO IMP</u>	<u>SMWT NEG IMP</u>	<u>VERY NEG IMP</u>	<u>(DK/NA)</u>	<u>TOT POS IMP</u>	<u>TOT NEG IMP</u>
<b>(SPLIT SAMPLE A ONLY)</b>								
[ ]a. Tourism -----	10%	6%	46%	15%	15%	7%	16%	30%
[ ]b. Wildlife -----	9%	6%	17%	29%	33%	6%	15%	62%
[ ]c. The cost of energy-----	21%	29%	13%	14%	11%	12%	50%	25%
[ ]d. Jobs -----	33%	36%	12%	8%	5%	6%	69%	13%
[ ]e. Air pollution-----	10%	6%	24%	26%	22%	13%	16%	47%
<b>(SPLIT SAMPLE B ONLY)</b>								
[ ]f. The availability of water for people and farming-----	8%	8%	15%	26%	30%	13%	16%	56%
[ ]g. Farms near drilling operations-----	11%	8%	9%	27%	33%	11%	20%	61%
[ ]h. The natural beauty of New York state-----	9%	8%	24%	22%	28%	9%	17%	50%
[ ]i. Our nation's supply of domestic energy -----	23%	30%	14%	10%	9%	14%	53%	19%
[ ]j. The state budget -----	15%	19%	19%	13%	14%	20%	34%	27%
<b>(ASK SPLIT SAMPLE A ONLY)</b>								
[ ]k. Drinking water quality-----	9%	5%	18%	22%	37%	10%	14%	59%
[ ]l. The overall quality of life in communities near drilling sites -----	12%	10%	11%	24%	34%	10%	21%	57%
<b>(ASK SPLIT SAMPLE B ONLY)</b>								
[ ]m. The quality of water in rivers, lakes and streams-----	8%	7%	15%	25%	34%	12%	15%	58%
[ ]n. The overall quality of life in your community -----	15%	11%	21%	19%	22%	12%	26%	41%

**(RESUME ASKING ALL RESPONDENTS)**

12. Now I am going to read you some pairs of statements. Please tell me which statement comes closest to your own view, even if neither of the statements matches your views exactly. **(ROTATE QUESTIONS, AND STATEMENTS WITHIN QUESTIONS)**

[ ]a. [ ] Fracking generally is good for local communities because it brings jobs, tax revenue, and economic development ----- 27%

**OR**

[ ] Fracking is generally bad for local communities because it has negative impacts on water, land, and our health ----- 55%

**(DON'T READ)**

**(BOTH)**-----6%

**(NEITHER)** -----3%

**(DON'T KNOW/NA)**-----8%

[ ]b. [ ] We should place a higher priority on developing new supplies of natural gas to create jobs and reduce energy costs----- 25%

**OR**

[ ] We should place a higher priority on developing clean, renewable energy sources to protect water quality, natural areas, and wildlife habitat ----- 61%

**(DON'T READ)**

**(BOTH)**-----9%

**(NEITHER)** -----2%

**(DON'T KNOW/NA)**-----4%

[ ]c. [ ] Jobs created by fracking are likely to be temporary; they will last as long as drilling is taking place, and then go away ----- 60%

**OR**

[ ] Jobs created by fracking are likely to be permanent; drilling will lead to economic revitalization that will create long-term jobs in communities ----- 26%

**(DON'T READ)**

**(BOTH)**-----3%

**(NEITHER)** -----4%

**(DON'T KNOW/NA)**-----8%

13. Next, I'm going to read you a list of potential actions that are being considered related to fracking and natural gas development in New York. After I read each one, please tell me whether it sounds like something you would support or oppose. **(IF SUPPORT/ OPPOSE, ASK: "Is that strongly SUPPORT/OPPOSE or just somewhat?") (RANDOMIZE)**

	<u>STR</u> <u>SUPP</u>	<u>SMWT</u> <u>SUPP</u>	<u>SMWT</u> <u>OPP</u>	<u>STR</u> <u>OPP</u>	<u>(DK/</u> <u>NA)</u>	<u>TOT</u> <u>SUPP</u>	<u>TOT</u> <u>OPP</u>
<b>(SPLIT SAMPLE A ONLY)</b>							
[ ]a. Continuing the temporary halt on fracking while the state studies its potential impacts and determines how best to address them-----	62%	15%	8%	10%	5%	77%	18%
[ ]b. Enacting strict regulations to prevent or fix negative impacts that fracking may have on nearby communities, wildlife and water supplies-----	58%	19%	5%	10%	7%	78%	15%
[ ]c. Allowing drilling for natural gas in state parks and forests -----	15%	9%	14%	56%	5%	24%	71%
<b>(SPLIT SAMPLE B ONLY)</b>							
[ ]d. Prohibiting fracking entirely-----	33%	17%	17%	22%	11%	50%	39%
[ ]e. Establishing a fee on natural gas drilling, and dedicating a percentage of the revenue to fund conservation of local land, water and wildlife-----	42%	24%	10%	13%	11%	66%	23%
[ ]f. Prohibiting drilling for natural gas in state parks and forests -----	51%	15%	12%	16%	6%	66%	28%

**(RESUME ASKING ALL RESPONDENTS)**

**NOW I WOULD LIKE TO READ SOME STATEMENTS ABOUT FRACKING IN NEW YORK.**

14. First, here are some statements from people who support the moratorium that is temporarily stopping fracking in New York State. After hearing each statement, please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to support the moratorium. If you do not believe the statement, please tell me that too. **(RANDOMIZE)**

	<u>VERY</u> <u>CONV</u>	<u>SMWT</u> <u>CONV</u>	<u>NOT</u> <u>CONV</u>	<u>DON'T</u> <u>BEL</u>	<u>(DON'T</u> <u>READ)</u> <u>DK/NA</u>	<u>VERY/</u> <u>SMWT</u> <u>CONV</u>
<b>(ASK SPLIT SAMPLE A ONLY)</b>						
[ ]a. <b>(WATER USE)</b> Fracking uses up water that we rely on for drinking and agriculture. Each well uses as much as hundreds of thousands of gallons of water, much of which is never usable again.-----	59%	16%	13%	8%	5%	75%

	<u>VERY CONV</u>	<u>SMWT CONV</u>	<u>NOT CONV</u>	<u>DON'T BEL</u>	<u>(DON'T READ) DK/NA</u>	<u>VERY/ SMWT CONV</u>
<b>(ASK SPLIT SAMPLE A ONLY CONTINUED)</b>						
[ ]b. <b>(EARTHQUAKES)</b> Geologists at the Ohio Department of Natural Resources believe fracking operations caused several small earthquakes in Pennsylvania. We need more information about the geological impact of fracking before allowing it to move forward.	57%	19%	13%	7%	4%	76%
[ ]c. <b>(AIR POLLUTION)</b> The fracking process causes health-threatening air pollution, increasing the levels of toxic ozone, and cancer-causing benzene in the air we breathe.	53%	18%	13%	10%	7%	70%
[ ]d. <b>(QUALITY OF LIFE)</b> Fracking threatens natural areas, farmland, and water resources, which provide outdoor recreational opportunities that are important to our quality of life in New York.	54%	22%	12%	8%	5%	76%
[ ]e. <b>(TRUCKS/TRAFFIC)</b> Fracking brings large numbers of trucks and heavy equipment into small communities and pristine natural areas, causing traffic, noise, and other quality of life problems.	50%	24%	19%	3%	3%	74%
<b>(ASK SPLIT SAMPLE B ONLY)</b>						
[ ]f. <b>(DRINKING WATER)</b> In many communities, fracking has polluted the drinking water with toxic chemicals such as benzene, threatening the health of humans, crops and wildlife.	61%	16%	13%	5%	5%	76%
[ ]g. <b>(CLIMATE CHANGE)</b> Fracking will make climate change worse by putting more carbon and methane pollution into the air.	47%	18%	20%	8%	7%	65%
[ ]h. <b>(PIPELINE SPILLS)</b> The pipelines which carry natural gas from fracking can leak. For example, a spill in Ohio last year leaked thousands of gallons of oil into a nature preserve.	58%	18%	15%	5%	4%	76%
[ ]i. <b>(RESIDENTIAL NEIGHBORHOODS)</b> In other states, fracking operations have been located in the middle of suburban residential communities, creating major industrial operations that cause pollution near homes, schools, and businesses. We should not allow that here in New York.	58%	19%	15%	4%	4%	77%

	<u>VERY CONV</u>	<u>SMWT CONV</u>	<u>NOT CONV</u>	<u>DON'T BEL</u>	<u>(DON'T READ) DK/NA</u>	<u>VERY/ SMWT CONV</u>
<b>(ASK SPLIT SAMPLE B ONLY CONTINUED)</b>						
[ ]j. <b>(FUTURE GENERATIONS)</b> We owe it to our children and grandchildren to protect New York's clean water and natural areas. We need to make sure fracking will not threaten their future before it is allowed in New York.	63%	20%	12%	3%	3%	82%
<b>(RESUME ASKING ALL RESPONDENTS)</b>						
[ ]k. <b>(CHOICE)</b> New York has a choice: use more natural gas and fossil fuels, or change the sources of energy we rely on. Instead of more fracking, we should move to clean renewable energy sources such as wind and solar power.	59%	19%	14%	4%	4%	78%
15. Now that you have heard a little more information, let me ask you again: do you support or oppose the moratorium that is temporarily stopping fracking in New York until scientific safety studies can be conducted and safety rules can be created? <b>(IF SUPPORT/OPPOSE, ASK: "Do you SUPPORT/OPPOSE strongly or somewhat?")</b>						

**TOTAL SUPPORT -----76%**

Strongly support ----- 59%

Somewhat support ----- 17%

**TOTAL OPPOSE -----19%**

Somewhat oppose-----7%

Strongly oppose ----- 12%

**(DON'T READ) DK/NA -----5%**

16. Now, here are some statements from people who want to remove the moratorium in order to allow fracking in New York. After hearing each statement, please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to allow more fracking in New York. If you do not believe the statement, please tell me that too. **(RANDOMIZE)**

	<u>VERY CONV</u>	<u>SMWT CONV</u>	<u>NOT CONV</u>	<u>DON'T BEL</u>	<u>(DON'T READ) DK/NA</u>	<u>VERY/ SMWT CONV</u>
<b>(ASK SPLIT SAMPLE A ONLY)</b>						
[ ]a. <b>(JOBS)</b> Natural gas development can bring millions of dollars in new investment and hundreds of jobs to communities that are struggling in the current economy. -----	22%	28%	38%	8%	4%	50%
[ ]b. <b>(SAFE)</b> Studies have shown that when fracking is done properly, with modern technology, it is safe for our air, water, and health. -----	16%	25%	37%	18%	4%	42%
[ ]c. <b>(NATIONAL SECURITY)</b> Dependence on other countries for our energy threatens our national security. Natural gas development can help make us safer and more independent. ----	26%	24%	36%	10%	4%	50%
<b>(ASK SPLIT SAMPLE B ONLY)</b>						
[ ]d. <b>(TAXES)</b> Royalties and fees from natural gas development can make a big difference in our state and community's budgets, helping pay for schools, roads, and other essential services. -----	24%	21%	39%	11%	5%	45%
[ ]e. <b>(ENVIRONMENTALISTS)</b> Opposition to fracking in our state comes mainly from a small group of extreme environmentalists, who want to take away communities' right to determine whether and how to allow natural gas drilling. -----	18%	16%	41%	17%	7%	34%
[ ]f. <b>(CLEANER FUTURE)</b> Natural gas is cleaner and less polluting than oil or coal, and is part of a path to a healthier, more sustainable energy future. -----	27%	25%	33%	9%	7%	52%

**(RESUME ASKING ALL RESPONDENTS)**

17. Sometimes over the course of a survey like this people change their minds, and sometimes they do not. Let me ask you one last time: do you support or oppose the moratorium that is temporarily stopping fracking in New York until scientific safety studies can be conducted and safety rules can be created? **(IF SUPPORT/ OPPOSE, ASK: "Is that strongly SUPPORT/OPPOSE or just somewhat?"**

**TOTAL SUPPORT -----73%**  
 Strongly support ----- 55%  
 Somewhat support ----- 17%

**TOTAL OPPOSE -----23%**  
 Somewhat oppose-----8%  
 Strongly oppose ----- 15%

**(DON'T READ) DK/NA -----4%**

**HERE ARE MY LAST QUESTIONS, AND THEY ARE FOR STATISTICAL PURPOSES ONLY.**

18. How financially dependent are the people in your household on the natural gas industry for their livelihood: **(READ LIST)**

Very dependent, ----- 12%  
 Somewhat dependent, or----- 18%  
 Not at all dependent ----- 68%  
**(DK/NA/REFUSED) -----2%**

19. How would you describe yourself politically: Are you a liberal, moderate, or conservative? **(IF LIBERAL/CONSERVATIVE ASK: "Is that very liberal/conservative or just somewhat?"**)

Very liberal ----- 17%  
 Somewhat liberal ----- 12%  
 Moderate ----- 36%  
 Somewhat conservative ----- 16%  
 Very conservative----- 14%  
**(DON'T READ) DK/NA/Refused-----6%**

20. Within the last three years, have you had a license to hunt or fish in New York?

Yes, hunting only -----2%  
 Yes, fishing only -----9%  
 Yes, both -----9%  
 No, neither ----- 79%  
**(DON'T READ) DK/NA/Refused-----2%**

21. With which racial or ethnic group do you identify yourself: Latino or Hispanic, African-American or Black, White or Caucasian, Asian or Pacific Islander, or some other ethnic or racial background?

Latino/Hispanic ----- 9%  
 African-American/Black----- 10%  
 White/Caucasian ----- 70%  
 Asian/Pacific Islander ----- 2%  
 Other ----- 4%  
**(DON'T READ)** DK/NA/Refused----- 5%

22. I don't need to know the exact amount, but I'm going to read you some categories for household income. Would you please stop me when I have read the category indicating the total combined income for all the people in your household before taxes in 2013?

\$30,000 a year or less ----- 14%  
 \$30,001 to \$50,000 ----- 17%  
 \$50,001 to \$75,000 ----- 19%  
 \$75,001 to \$100,000----- 11%  
 Over \$100,000----- 13%  
**(DON'T READ)** DK/NA/Refused----- 26%

**THANK AND TERMINATE**

**SEX:** By observation

Male ----- 47%  
 Female----- 53%

**PARTY REGISTRATION:**

Democrat----- 50%  
 Republican----- 26%  
 Other----- 24%

**FLAGS**

P06----- 17%  
 G06----- 55%  
 P08----- 8%  
 G08----- 80%  
 P10----- 21%  
 G10----- 65%  
 P12----- 7%  
 G12----- 87%  
 BLANK----- 4%

**GEOGRAPHY**

Oversample Counties (Allegany,  
 Broome, Tioga, Steuben, Chemung,  
 Orange, Ulster, Dutchess) ----- 7%  
 Rest of State ----- 93%

**REGION**

New York City ----- 34%  
 NYC Suburbs----- 23%  
 Upstate Urban ----- 17%  
 Upstate Rural ----- 26%

**AGE**

18-29 ----- 13%  
 30-39 ----- 13%  
 40-49 ----- 17%  
 50-64 ----- 29%  
 65-74 ----- 16%  
 75+----- 12%

**MEDIA MARKET**

Albany/Schenectady/Troy ----- 6%  
 Binghamton----- 3%  
 Buffalo ----- 12%  
 Burlington/Plattsburgh ----- 1%  
 Elmira ----- 2%  
 New York ----- 63%  
 Rochester----- 6%  
 Syracuse----- 5%  
 Utica ----- 1%  
 Watertown ----- 1%