

# Room For Growth: Long Island's Changing Economy

REGIONAL ATTITUDES TOWARD WORK,  
TECHNOLOGY AND HOUSING

Rauch Foundation  
229 Seventh Street, Suite 306, Garden City, NY 11530-5766  
[www.rauchfoundation.org](http://www.rauchfoundation.org)

Milano Graduate School of Management and Urban Policy  
New School University, 72 Fifth Avenue, New York, NY 10011

## INTRODUCTION

There are 1.215 million people who work on Long Island full-or part-time, according to Census 2000. According to the Current Population Survey (CPS), the median household income for a family of four on Long Island is \$84,346, making it one of the most affluent parts of the United States.<sup>1</sup> Over the past decade, as the forces reshaping the national and world economy made themselves felt locally, the regional economy underwent a far-reaching transformation, marked by the decline of the defense and manufacturing sectors and the rise of information technology, health care, and services. How well is Long Island's economy meeting the needs of those who work and live here? How attractive is the region to those whom it must retain or attract in order to be prosperous?

In 2002, the Rauch Foundation, a family foundation based in Garden City focused on children and families, the environment, and leadership, commissioned a series of three surveys of public opinion. These polls are intended to help establish what Long Islanders think about the region and its place in the New York metropolitan area; to encourage a civic conversation on the issues facing Long Island; and to help establish social indicators to track Long Island's progress in the spheres of quality of life, education, and economic development.

The first survey, completed in December 2002, addressed public perceptions of Long Island's identity, quality of life, environment, and transportation system.<sup>2</sup> The second, conducted in April 2003, dealt with issues facing Long Island's children and education system, with an emphasis on the perceptions of parents.<sup>3</sup> This poll explores issues related to economic and workforce development. It will be followed by a survey tracking responses on quality of life and other issues in the first half of 2004.

This poll was conducted by telephone between October 4 and 18, 2003. The sample on Long Island consisted of 1,200 randomly chosen adult residents of Suffolk and Nassau counties, as well as over-samples of 200 African-Americans and 100 Latinos from those counties. Another oversample, totaling 300 interviews, includes 18-35 year old Long Islanders who are either college educated, considering leaving the region, African American, or Latino, in order to facilitate analysis of the "brain drain" — out-migration by skilled workers. (For Long Island-wide results, responses from each oversample are weighted down to their correct proportion of the regional population.) In addition, we interviewed 600 randomly chosen adult residents of New York City, 300 in the New Jersey suburbs, and 400 in the northern suburbs. Further details on data collection and the responses in each region to all the questions are available in the appendices at the end of this report which, along with previous reports, are on the Rauch Foundation website, [www.rauchfoundation.org](http://www.rauchfoundation.org).

<sup>1</sup> Current Population Survey/Bureau of Labor Statistics can be found at <http://www.bls.gov/cps/home.htm>

<sup>2</sup> *Long Islanders: Who Are We? A Quality of Life Survey of Long Island and the New York Metropolitan Region*, Rauch Foundation, Garden City, 2003.

<sup>3</sup> *Caring for Long Island's Children: Regional Attitudes Toward Children, Families, Education, and Community*, Rauch Foundation, Garden City, 2003.

Three themes emerge from the poll results. The first is the overall state of the economy. An important study this year highlighted the growing economic pressure on middle class families, who faced soaring costs for housing and other necessities while their incomes stagnate, as well as the increasing precarity of employment at all levels of the new economy.<sup>4</sup> Our poll shows that, along with the recession, these phenomena are causing widespread distress and dampening optimism, on Long Island, especially for minority, female-headed, and poor and middle class households.

A second important theme is the recognition of the “three T’s” – technology, talent, and tolerance – for attracting the businesses and skills on which the new information economy depends.<sup>5</sup> In all three of these areas, the survey shows, Long Island has far more to do if it is to retain and attract the people it needs to remain prosperous. It offers the first detailed analysis of the “brain drain,” revealing that Long Island risks losing more than half its 18-35 year olds, primarily due to the high cost of living, housing, and property taxes. Another major economic challenge is building livable communities – distinctive, diverse, interesting places where people want to live – which are key factors in drawing and keeping workers as well as important elements in quality of life.<sup>6</sup>

The third theme in this report concerns poll findings underlining the severity of the housing cost crisis for Long Island’s families. Results indicate that many of the region’s residents are interested in less expensive alternatives to the traditional single family home, such as apartments or townhouses, and in living close to a lively, redeveloped downtown.

## EXECUTIVE SUMMARY

Key findings of the survey include the following:

- » Times are difficult: Long Islanders say the region’s economy is in bad shape and jobs are hard to find.
- » Optimism remains, though dimmer: Long Island residents are still hopeful about the region, but less so than a year ago.
- » The digital divide: Most Long Islanders have Internet access, but nearly a third remains offline and the majority does not know all three basic business-computing applications (e-mail, word processing, and spreadsheets). Improving computer skills is essential to keep the region attractive to technology firms.
- » The business bug: A substantial minority of Long Islanders own or would like to own a small business. Would-be entrepreneurs say their chief problem is access to capital.
- » Brain drain: More than half of Long Island’s young adults, including many with higher education, have considered leaving the region and moving to other parts of the country, particularly the Southeast. Their reasons include living and housing costs, as well as taxes and jobs.

<sup>4</sup> Elizabeth Warren, *The Two-Income Trap: Why Middle-Class Mothers and Fathers are Going Broke* (New York, Basic Books: 2003).

<sup>5</sup> Richard Florida, *The Rise of the Creative Class: And How It’s Transforming Work, Leisure, Community, and Everyday Life* (New York, Basic Books: 2002)

<sup>6</sup> Doug Henton, John Melville, and Kim Walesh, *Civic Revolutionaries: Igniting the Passion for Change in America’s Communities* (San Francisco, Jossey-Bass: 2004).

- » Long Island's attractions: Many talented New York City residents, most of whom are not white, would consider moving to the suburbs. Long Island's green spaces are alluring to the residents of New York City, New Jersey and upstate New York.
- » Long Island's detractions: transportation/traffic problems are the most unappealing factor to New York City residents, as well as those living in the New Jersey suburbs and upstate suburbs.
- » Tolerant, to a point: The majority of Long Islanders are tolerant towards other racial and ethnic groups or lifestyles, but substantial numbers still do not accept them, particularly in the case of gays, Muslims, and new immigrants. Greater tolerance is needed to improve the region's attractiveness to the creative and skilled workers it requires.
- » The housing crunch: Long Island faces a serious crisis of housing affordability. The cost of housing puts a large part of the population in a financial bind, while forcing many young people to live with their parents.
- » Housing preferences: Single-family homes remain the most popular housing type, but a majority of Long Islanders would support building denser, mixed-income and senior housing.
- » Developing downtowns: Long Islanders would be interested in residential and commercial development that revitalized downtowns into hubs of active community life.
- » Thumbs down on an arena: A minority of Long Islanders would like a local NBA team, but a solid majority rejects spending the public funds needed to attract one.

---

## THE REGIONAL ECONOMY

---

*Times are difficult: Long Islanders say the region's economy is in bad shape and jobs are hard to find.*

*Optimism remains, though dimmer: Long Island residents are still hopeful about the region, but less so than a year ago.*

---

### **Times are difficult**

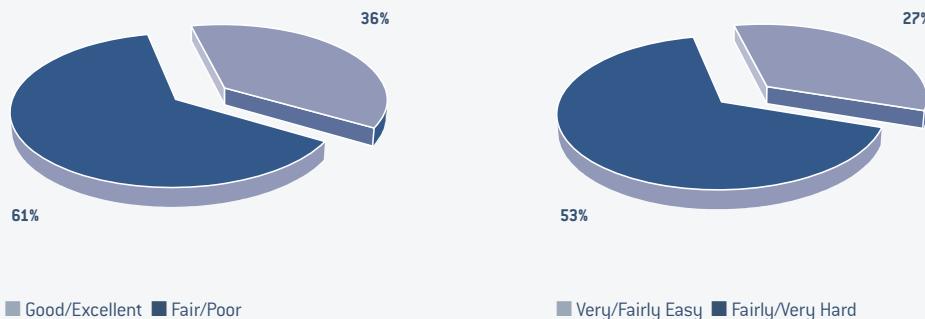
Nassau and Suffolk face serious economic problems, Long Islanders say. (See Chart 1.) Some 61% think the state of their county's economy is fair or poor, including 17% who rate it as poor. Only 36% say it is good or excellent, with a mere 2% choosing excellent. The job market also looks bleak: 53% believe finding a job is hard (19% say it is very hard), while just 27% think it is easy. One in six has seen someone in their household laid off since 2000 and one in three is having trouble making ends meet. The one piece of good news is that more Long Islanders say their incomes rose (23%) than fell (15%) in the past year.

But most of the region's residents are treading water: 56% report no change in income. Responses on all these issues are almost identical for Nassau and Suffolk residents and similar to the other suburbs around New York, but New York City residents are consistently more pessimistic. Thus, despite improving economic growth and job gains nationally, Long Islanders think the regional economy is in recession.

CHART 1\_HARD TIMES (Q2/3: N:1200)

HOW WOULD YOU RATE THE STATE OF THE ECONOMY IN LONG ISLAND?

IS IT VERY EASY, FAIRLY EASY, FAIRLY HARD, OR VERY HARD TO FIND A JOB NOW?



As usual in a bad economy, the hardest-hit groups include women heading households, minorities, and low-income families. High proportions of single mothers (63%), widows (46%), and separated and divorced women (41%) are having trouble making ends meet. Economic pressures are also greater on African Americans and Hispanics: 52% of African-Americans are having difficulty paying bills, as are 41% of Latinos, compared to 31% of whites. Not surprisingly, almost half (49%) of Long Island's poorest families, those with yearly incomes under \$20,000, are also struggling.

However, the poll shows that the lower middle class, (families with annual incomes between \$20,000 and 60,000), is also being squeezed.<sup>7</sup> Fully 45% of Long Island's lower middle class has trouble making ends meet, almost as many as among the under-\$20,000 group. Three in five lower middle class residents say it is hard to find work, and one in five reports layoffs in their families, the highest proportions in any income category. Moreover, in the past year, lower middle class Long Islanders were likelier to lose ground economically (19%) than gain it (17%), while higher-income residents raced ahead of them. (In the \$60,000-plus group, people with rising incomes outnumbered losers by over two to one, 33% to 15%). The lower middle class is already feeling the pinch on Long Island — and growing income inequality means it is being left behind.

<sup>7</sup> This definition covers families roughly from the poverty line up to the US median national family income and includes about 35-40% of Long Island residents.

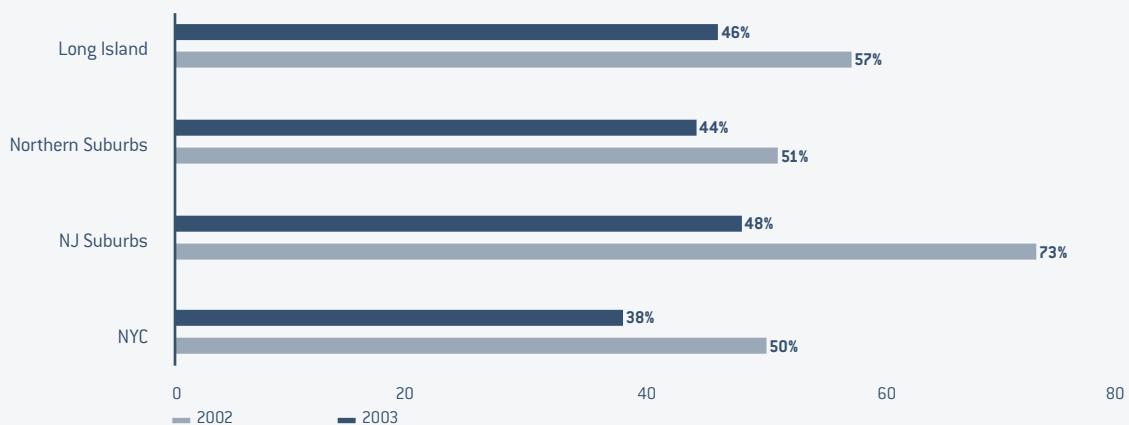
Our findings also reveal that on Long Island today, prosperity is fragile for everyone. The national economic recession and the re-structuring of industry towards services and shorter-term employment have made secure jobs rare. Only 43% of working Long Islanders consider their jobs very secure. Education is no protection: just 40% of high school educated and 44% of college educated workers say their jobs are very secure. Their families are also equally likely to have experienced layoffs (19% of high school educated, 17% of those who have been to college).

#### **Optimism remains, though dimmer**

Although they remain positive about the region's future, in the wake of these troubles optimism among Long Islanders declined substantially. (See Chart 2.) The proportion of Long Island residents who say their county is headed in the right direction is 46%, down 11 points since September 2002, while 29% say it is headed in the wrong direction. The results in the other suburban regions were similar, as were the changes. The trend was even sharper in New York City, which moved from 50% optimistic, 30% pessimistic to the reverse: 38% now say it is going in the wrong direction, only 35% think it is headed in the right one. Everywhere, those who thought the economy was bad were much likelier to say the region was headed in the wrong direction.

CHART 2 **STILL HOPEFUL, BUT LESS** [Q1/N = LI 1200, NJ SUBURBS 300, NRN SUBURBS 400, NYC 600]

PERCENT SAYING REGION HEADED IN RIGHT DIRECTION



On Long Island, the least optimism is found among the groups under the most economic pressure. These include single mothers (37% right direction, 25% wrong), African Americans (38% wrong direction, 35% right), and the lower middle class (39% right direction, 35% wrong). In other words, Long Islanders and other suburbanites still feel fairly hopeful about their regions, but doubts about the future have spread throughout the metropolitan area along with economic distress.

---

### TECHNOLOGY, TALENT, AND TOLERANCE<sup>8</sup>

---

*The digital divide: Most Long Islanders have Internet access, but nearly a third remain offline, and three in five do not know all three basic business-computing applications (e-mail, word processing, and spreadsheets). Improving computer skills is essential to keep the region attractive to technology firms.*

*The business bug: one quarter of Long Islanders owns or would like to own a small business. Would-be entrepreneurs say their chief problem is access to capital.*

*Brain drain: More than half of Long Island's young adults, including many of those with higher education, have considered leaving the region and moving to other parts of the country, particularly the Southeast. Their reasons include living and housing costs, as well as taxes and jobs.*

*Long Island's attractions: Many talented New York City residents, most of whom are not white, would consider moving to the suburbs. But they tend to find Long Island unappealing due to concerns about traffic, jobs, and intolerance.*

*Tolerant, to a point: The majority of Long Islanders are tolerant towards other racial and ethnic groups or lifestyles, but substantial numbers still do not accept them, particularly in the case of gays, Muslims, and new immigrants. Greater tolerance is needed to improve the region's attractiveness to the creative and skilled workers it requires.*

---

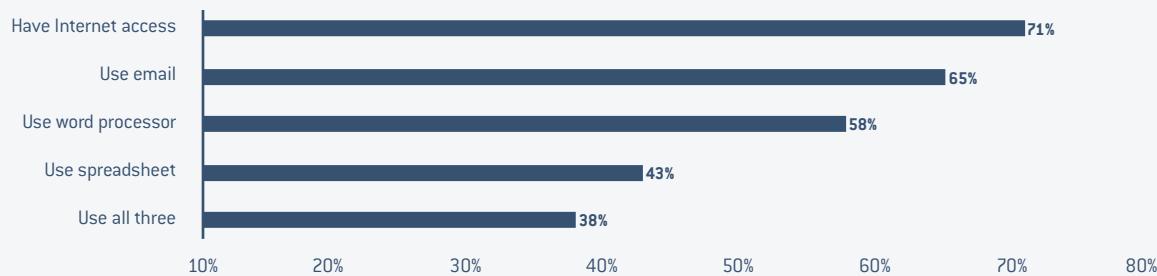
#### **The digital divide**

Information technology is a fact of life on Long Island today, as in the rest of the country. Most Long Island residents (71%) have access to the Internet. (See Chart 3.) For most of them (64%), this is at home, but 23% connect up at work and 4% at school. Yet while Long Islanders can go online, most are not acquainted with all three of the basic programs required for office work today – e-mail, word processing, and spreadsheet packages. Some 65% say they use e-mail and 58% say they know how to use word processing software like Microsoft Word or WordPerfect, while 43% say they can use spreadsheet programs such

as Excel. On each of these measures, Long Island equals or leads slightly the other suburban regions, and it is well ahead of New York City. But the proportion of Long Islanders able to use all three of these office mainstays – a key to getting many jobs today — is only 38%.

**CHART 3 ONLINE AND ACTIVE** (Q20-23/N = 585)

PERCENT WHO:



There are some groups of Long Islanders where the majority does not have a chance to use the Internet. (See Table 1.) These include residents over 65, of whom 58% lack access, African Americans with incomes below \$60,000 (57%), Long Islanders of all races with incomes below \$20,000, non-working women (52%), and those with high school education or less (51%). In geographic terms, there are three Long Island towns where more than 30% of the population lacks Internet access: Hempstead (33%), Brookhaven (32%), and Islip (31%). Those are the groups and towns on the wrong side of the digital divide – where age, poverty, education, unemployment, and racial barriers are keeping people away from the most important economic frontier of the 21st century.

**TABLE 1 THE DIGITAL DIVIDE** (Q20/N = 585)

GROUPS WHERE MAJORITY LACKS INTERNET ACCESS

65+	58%
African American <60K	57%
Income <20K	54%
Non-working women	52%
High School or less	51%
All Long Island	29%

Lack of computer skills is an even more widespread issue. Large majorities of the groups without Internet access are, of course, also unable to use any of the three key software packages. However, what is really striking is how few are the groups where a majority has command of these skills. The only groups where a majority is skilled in the three basic applications are the college educated, whites earning over \$60,000 per year, and men working full time. This lack of knowledge represents another digital divide, almost as serious, that can keep people out of the jobs that lead to better pay and opportunities. If Long Island is to retain and encourage the development of knowledge- and tech-based industries, bridging the access gaps and upgrading computer skills across-the-board must be an urgent priority.

#### **The business drive**

More than one in four Long Islanders have an entrepreneurial bent: some 13% of working Long Islanders currently own a small business and another 13% would like to start one. Residents between 35 and 49, the college educated, and women working part-time are the most likely to be current business owners. However, the survey also pointed to several untapped veins of business talent. Although they are less likely to own a business than the average Long Islander today, men under 35 (20%), African Americans (20%), and Latinos (19%) displayed the strongest interest in acquiring a small business of any of the social groups in the poll.

The principal obstacle cited by would-be business owners was lack of access to capital, mentioned by 65%. After that came the need for an office or a shop (26%), a better economy (20%), and business training and necessary equipment (both mentioned by 14%).

#### **The brain drain**

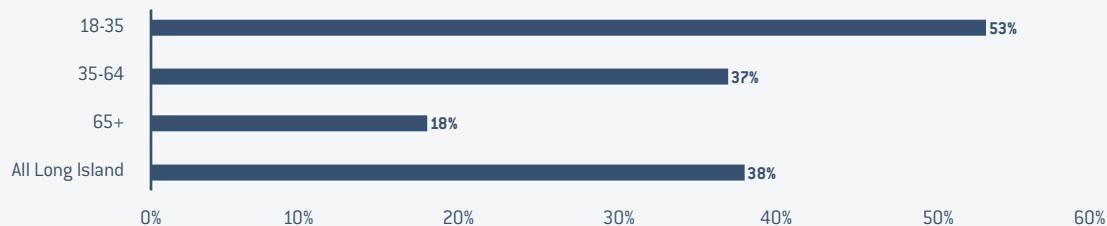
The survey points to another challenge for the Long Island economy: a high proportion of talented young Long Islanders is considering leaving. Having technically skilled people and entrepreneurs is not enough to maintain Long Island's economic strength: it has to keep these people, too. But the survey shows that 53% of Long Islanders between 18 and 35 have considered moving out of the region, including 42% of those with a college education.<sup>9</sup> (See Chart 4.) The young adults thinking about leaving are mostly working, white, US-born, and middle class. These young people represent part of the future of the region – a future at risk if they depart *en masse*. Long Islanders themselves worry about the brain drain: the survey showed that 61% of the region's residents think the departure of talented young people is a serious problem.

<sup>9</sup> Some 38% of all Long Islanders have considered moving, but the proportions among older age groups are much lower: 37% among 35-64 year olds and 18% among those over 65.

---

**CHART 4 GOING PLACES** (Q20-23/N = 585)

PERCENT WHO HAVE CONSIDERED LEAVING LONG ISLAND



The places calling young potential emigrants from Long Island are other parts of the country – above all the Southeast. Fully 47% of 18-35 year old college grads who have considered leaving thought about moving to the Southeast. After that, the regions most attractive to them are the Southwest (35%), Northeast (26%), and Northwest (8%). New York City was a draw for only 13%, while the other metropolitan area suburbs were the least attractive options of all (Northern 7%, New Jersey 5%).

The reasons why young Long Islanders say they might move are principally economic. College grads between 18 and 35 who are considering moving say the principal reasons are the cost of living (44%), housing (28%), and taxes (28%), followed by job opportunities. These are also the major factors for all young adults considering moving: 54% of them complain that they are having trouble making ends meet. Similarly, among 18-35 year olds who find living on Long Island unappealing, the main reasons are high taxes, lack of jobs, and housing. These reasons are not very different than those given by young people who wish to leave New Jersey (housing costs and cost of living), the suburbs of northern New York (cost of living and job opportunities), or New York City (cost of living and housing costs).

For young people who might leave Long Island, the problem is that they can't afford it, not that they don't like it. Among 18-35 year olds who have considered leaving, fully 57% find living on Long Island appealing, while only 41% say it is unappealing. Likewise, among young adults who have considered leaving, working on Long Island is appealing to 54% and unappealing to 34%, with the main complaint of the latter being that jobs are hard to find.

### **Long Island's attractions**

People are thinking about moving to Long Island as well as leaving it – and new arrivals are an important potential source of talent. New York City was and remains the principal source of in-migrants to Long Island. One New York City resident in three has considered leaving the city. Of these, almost half (46%) have thought about moving to the suburbs and one in four (24%) of those to Long Island. Their reasons, too, for wanting to leave are principally economic – living and housing costs and lack of jobs (though taxes play a smaller role than among Long Islanders). Their living standards are under pressure: three in five are having trouble making ends meet and 32% report someone in their family lost their job. Yet 56% of them have a post-secondary education and the proportion who know the three basic office software applications (47%) is higher than the corresponding figure for the young adults considering leaving Long Island. New York's potential out-migrants are looking for an area with reasonable housing costs, job opportunities, and good schools.

The bad news is that to most potential emigrants from New York to the suburbs, Long Island does not look very attractive. Only 38% find either living or working on Long Island appealing, while the majority thinks both would be unappealing (61% for living, 58% for work). Those who see living in the region as appealing like it for the same reasons Long Islanders themselves do: its parks and environment and its job opportunities, communities, and schools. Those not drawn to living or working here both offer the same principal reason: the traffic. Other factors cited are expectations of difficulty finding jobs and fears they would encounter a lack of diversity and tolerance.

The largest proportions of potential out-migrants from New York City the poll found are in Brooklyn and Queens, the traditional sources of population for Long Island. Those interested in moving to the suburbs are roughly three-fifths female and single and predominantly lower middle class (46% have incomes between \$20,000 and 60,000). However, there is one important way in which they differ from previous in-migrants to Long Island: their race. Approximately three-fifths of the potential suburbanites in the survey are not white: 26% are African American, 28% Hispanic, and 4% Asian American, while just 39% are white. This is half the proportion of whites in the current population of Long Island (78%).

### **Tolerance**

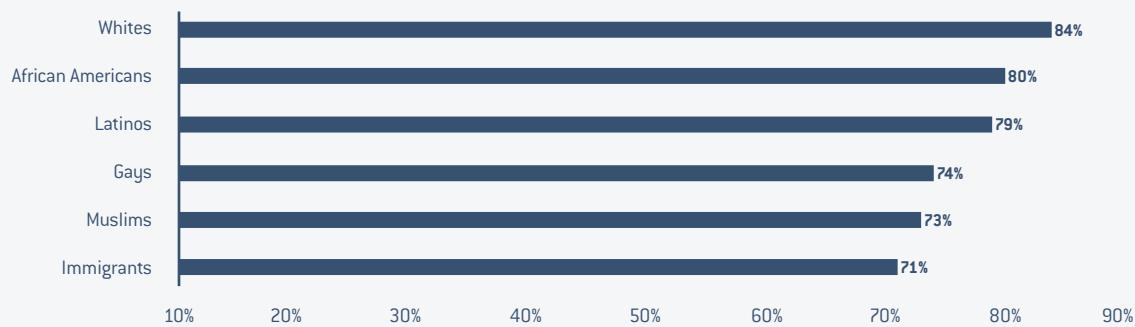
To test racial and ethnic tolerance, we asked people whether they would accept each of six groups (whites, African Americans, Latinos, gays, Muslims, and new immigrants) in three different situations: as neighbors, co-workers, and friends.<sup>10</sup> (See Chart 5.) The overall level of tolerance is fairly high: for every group their acceptability across the three issues averaged between 71% and 84%. These were, in fact, higher averages than recorded

<sup>10</sup> These specific situations are drawn from a "social distance scale," a standard test used by social psychologists.

for New York City in the poll. A couple of caveats are in order. People tend to overstate their tolerance in surveys, and this is likely to be true of Long Islanders. Moreover, given the high level of segregation on Long Island by race, income, and education, residents may assume that neighbors, workmates, and friends would share their background, so these questions may not elicit their prejudices about typical members of other groups.

CHART 5 TOLERANT, EXCEPT FOR... (042-47/N = 585)

AVERAGE OF PERCENT WHO WOULD ACCEPT GROUP AS NEIGHBOR, CO-WORKER, OR FRIEND:



Despite these generally positive responses, however, the results show significant room for improvement in inter-group relations on Long Island. Some 15-20% of Long Islanders did not say they would accept members of different racial and ethnic groups. Intolerance of differing lifestyles was even higher: between 25% and 30% of Long Islanders, on average, would not accept gays, Muslims, or immigrants.<sup>11</sup> The extent of intolerance is highlighted by the fact that almost half (47%) of Long Islanders would not accept one or more of the 18 possible combinations of groups and situations. The average Long Islander would not accept four of them and 27% would not accept eight or more. Moreover, intolerance was widespread: while the old, whites, and the non-college educated were a bit less tolerant, in every racial, educational, and age group the average member would not accept between three and five of the 18 cases described.

Tolerance is an important issue for Long Island from an economic as well as a social perspective. Richard Florida has shown that tolerance of non-conformity and alternative lifestyles such as homosexuality is closely linked to a community's attractiveness to the "creative class" who are the innovators in the information economy. The region's economic viability also depends, in part, on its ability to provide an environment where African Americans, Latinos, Muslims, and new immigrants feel accepted.

<sup>11</sup> This corresponds to the results of another question on the survey, which found that 57% of Long Islanders think new immigrants are an asset to the local economy, while 29% regard them as a problem.

---

## BUILDING LIVABLE COMMUNITIES

---

*The housing crunch: Long Island faces a serious crisis of housing affordability. The cost of housing puts a large part of the population in a financial bind, while forcing many young people to live with their parents.*

*Housing preferences: Single-family homes remain the most popular housing type, but a majority of Long Islanders would support building denser, mixed-income and senior housing.*

*Developing downtowns: Long Islanders would be interested in residential and commercial development to make revitalized downtowns into hubs of active community life.*

*Thumbs down on an arena: A minority of Long Islanders would like a local NBA team, but a solid majority rejects spending the public funds needed to attract one.*

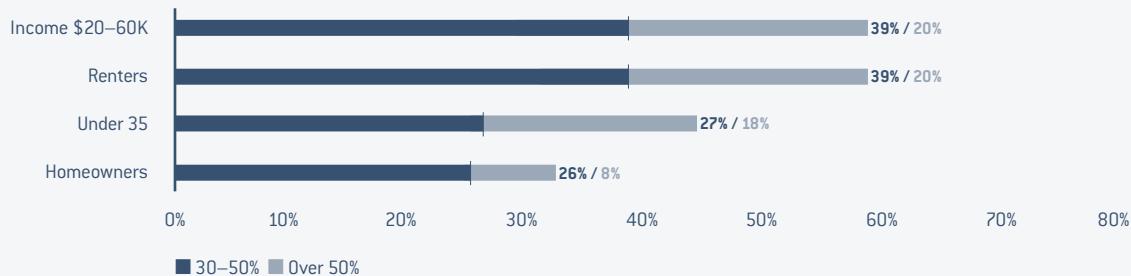
---

Long Island remains a land of homeowners: seven in ten (71%) of Long Island residents own their homes.<sup>12</sup> Most are fairly modest: some 43% are less than \$350,000 in value, while just 13% are worth more than \$500,000. One Long Islander in four rents their home. Renters tend to have lower family incomes (52% earn under \$60,000, compared to just 25% of homeowners). In terms of housing types, around three in four residents live in single family homes, almost all owned by their occupants, while 14% live in apartments, 6% in condominiums, and 2% in attached townhouses, all largely rental.

Although the majority of Long Islanders have achieved the suburban dream of owning their own home, housing costs weigh heavily on many. Among homeowners, one-third say they pay more than 30% of their income in housing – the conventional yardstick for “affordable” housing – and 8% pay over half. (See Chart 6.) The burden is more severe for renters, of whom three-fifths pay more than 30% and one-fifth spend more than 50% of their earnings on housing. Housing costs also burden two other groups: the lower middle class and young adults. Among those earning between \$20,000 and \$60,000, almost three-fifths pay over 30% for housing, the highest proportion of any income group, and almost one in five pay over 50%. Under-35s with homes of their own are in the same bind: just under three fifths pay over 30% and almost one in four pays over 50% of their income for housing. Half or more of renters (53%), the lower middle class (49%), and under-35s on their own (53%) say they are having difficulty paying their housing costs, along with 27% of homeowners.

<sup>12</sup> Higher figures for home ownership on Long Island have been reported. The 2000 Census, for example, puts home ownership at 80%. Long Island traditionally has a high rate of home ownership when compared with other metropolitan areas.

---

**CHART 6 STRETCHED (Q27/N =615)****PERCENT OF INCOME PAID ON HOUSING**

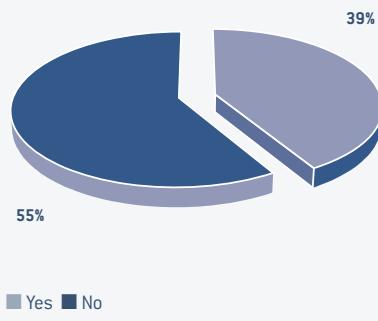
Conscious of the region's high housing costs, Long Islanders themselves favor a more diverse mix of housing types, including denser, mixed-income, and senior housing. While single family homes are still the most popular type to build (favored by 42%), almost as many Long Islanders think priority should be given to other types of housing, such as apartments (18%), townhouses (10%), and condominiums (9%). Even many of those whose first choice is not denser housing construction would still accept it: 28% would accept multi-family housing, 17% mixed-use buildings with shops and apartments, and 12% multi-story housing. There is awareness of the need for economic diversity as well: 65% of Long Islanders would favor having more housing available in their communities for people earning less than \$60,000, while only 22% would be opposed. By an even larger 67% to 21% margin, the region's residents favor building more housing for seniors in their communities. Long Islanders are open to "smart growth" development that could make their towns more distinctive, more diverse — and more viable for the middle class.

Long Islanders also would like to breathe new life into their downtowns. A surprisingly high proportion — 60% — would be interested in living within easy walking distance of the downtown of their town or village. One in five would be very interested; these tended to be singles, especially single and college-educated women. They also mentioned a number of amenities that would make living downtown more appealing. Top of the list were shops (mentioned by 44%) and entertainment and restaurants (both cited by 36%). Next came apartments and condominiums (11%), government services (11%), public transportation (9%), parking (8%), and a library (8%). Long Islanders want to make their downtowns into more interesting places, places that attract the creative and talented people Long Island needs to keep its economy growing.

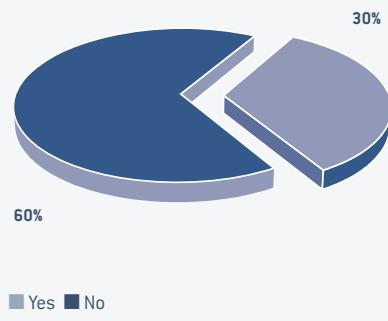
There is one type of development, however, that does not interest Long Islanders, according to the poll: building a basketball arena to replace the Nassau Coliseum. (See Chart 7.) Most Long Islanders (55%) would not be interested in attending home games of a local NBA team, while only 39% would be interested. (The groups most interested were men under

CHART 7. **AN ARENA? NO THANKS!** (037 / N = 1200)

PERCENT INTERESTED IN ATTENDING LOCAL NBA GAMES:



PERCENT SUPPORTING PUBLIC FUNDS FOR AN NBA ARENA:



35 and African Americans. There was almost no difference between residents of Nassau and Suffolk.) There was even stronger opposition to spending public funds on an arena to house such a team. After being informed that the cost of a world-class arena would be \$100- to \$400-million, 60% of Long Islanders opposed covering part of the cost with public funds and just 30% favored it. It is important to understand the limitations of these findings: the results do not mean that Long Islanders oppose redeveloping the Coliseum area. But the poll shows that residents do not favor spending taxpayer money to build an NBA arena there.

## CONCLUSION

Long Island is one of the country's richest regions – but this survey shows that it faces important challenges if it is to maintain its prosperity in the face of the evolution of the national and global economies. Most residents think Long Island's economy is in poor condition, reflecting the cyclical downturn as well as the squeeze on the middle class and the growing insecurity that characterize the new economy. As to the three qualities needed to attract information era-businesses, the region's technology skills need upgrading, it has trouble retaining talent because of housing, taxes, and living costs, and it needs to promote tolerance to become more attractive to creative souls and potential in-migrants who are not white. Communities are becoming unaffordable for many residents, and less diverse for all. Due to the high price of housing, many want alternatives to single-family homes far from downtown. None of these problems are insoluble – but none will be solved through inaction or the unaided workings of the market. To address the challenges facing Long Island, a collective regional solution is needed, and Long Islanders will succeed or fail together.

## METHODOLOGY

This study was conducted as a telephone survey via random-digit dialing around the New York metropolitan area to reach a representative sample of adult respondents (18 or older). The poll was conducted in four regions:

- » Long Island: 1200 interviews of the general population of Nassau and Suffolk counties, along with several oversamples. These included 200 African-Americans and 100 Latinos, as well as 300 18-35 year olds in the following categories: college educated (100), considering leaving (125), African American (25), and Latino (50).
- » New York City: 600 interviews citywide.
- » The Northern suburbs: 400 interviews in Westchester, Rockland, Orange, and Fairfield counties.
- » The New Jersey suburbs: 300 interviews across the New Jersey counties that fall within the Census Bureau's New York Standard Metropolitan Statistical Area, Bergen, Passaic, Hudson, Hunterdon, Middlesex, Somerset, Monmouth, Mercer, Warren, Ocean, Essex, Morris, Sussex, and Union.

The results for each of the four regions were tabulated separately. In the case of Long Island, for Island-wide results the over-samples were weighted down to their correct proportion of the regional population. Some questions were only asked of particular sub-sets of respondents, such as those with jobs or living on Long Island.

This yields the following error margins for the different regions:

- » Long Island: +/- 2.8%
- » New York City: +/- 4%
- » Northern suburbs: +/- 4.9%
- » New Jersey suburbs: +/- 5.7%

Interviewing was conducted from October 4-18, 2003. Interviews were conducted in English or Spanish, depending upon the preference of the respondent.

The results of the survey were weighted slightly in order to make them correspond to the demographics of each region within the metropolitan area. The weighted data closely reflect the demographics of Long Island as measured by the results of the 2000 Census (See Table 2).

---

**TABLE 2. SURVEY AND CENSUS RESULTS**

	Rauch Survey %	2000 Census %
<b>Gender</b>		
Male	48	48
Female	52	52
<b>Age</b>		
18-34	25	27
35-49	33	33
50-64	23	21
65+	18	18
<b>Race/Ethnicity</b>		
White	78	??
African American	8	8
Hispanic	9	10
Other/Refused	3	6

NB: Totals may not add to 100% due to rounding of individual percentages

This research was supervised by Dean Edward Blakely, of the Milano School of Urban Policy and Public Management at New School University in New York City. Dr. Craig Charney, Senior Research Fellow at the Milano School and President of Charney Research, a New York City polling firm wrote this report. Amy Marsman of Charney Research managed the survey. The Regional Plan Association supplied demographic and other regional data. The Rauch Foundation provided funding and guidance, with particular thanks due to Dr. Nancy Douzinas and Carrie Gallagher for their assistance and support.

## NEW YORK METRO REGIONAL SURVEY 3

Interview Dates: October 4-18, 2003

Random Samples: 1,200 Long Island, 600 New York City, 400 Northern Suburbs, 300 New Jersey Suburbs

Long Island Oversamples: 200 Blacks, 100 Latinos, 100 ages 18-35 college educated, 125 ages 18-35 considered leaving Long Island, 25 ages 18-35 black, 50 ages 18-35 Latino.

Hello, this is (caller name), calling for North American Research. I'd like to ask you some questions about issues facing your community today.

If respondent cannot understand english: Se habla espanol? ("say HA-bla es-pon-YOL?")  
If yes or si, code 2 and forward respondent details to spanish Interviewer.

Code interview language:

English

Spanish

I am NOT selling anything, I will NOT ask for a donation, and all responses are confidential.  
Since this is a scientific survey, we need a balance of men and women. May I speak to the youngest man at home now who is 18 or over and lives in

Nassau/Suffolk sample: Nassau or Suffolk?

New York City sample: New York City?

New Jersey sample: the New Jersey Suburbs?

Northern Suburbs: Westchester, Rockland, Orange, or Fairfield counties?

If respondent, go to Q.1, if new male respondent, repeat intro.

If no male: Okay, may I speak to the youngest woman at home now who is 18 or over and lives in... [Appropriate Area]?

(Repeat introduction for new respondent and continue)

	L.I.	NORTH	NJ	NYC
<b>I. Mood</b>				
1. Generally speaking, do you think things in [New York City only:] New York City [Suffolk:] Suffolk County [Nassau:] Nassau County [Elsewhere:] your county today are headed in the right direction or in the wrong direction?				
RESPONDENTS	1200	600	400	300
Right direction	46	34	44	48
Wrong direction	29	38	25	27
Mixed direction/both ways/going nowhere	20	24	25	18
Don't know/not sure	5	4	6	7
2. How would you rate the state of the economy in [New York City only:] New York City [Suffolk:] Suffolk County [Nassau:] Nassau County [Elsewhere:] your county – excellent, good, fair, or poor?				
Excellent	2	1	2	3
Good	34	22	36	30
Fair	45	40	45	46
Poor	17	34	14	17
Don't Know	3	3	3	3
Excellent/Good	36	23	38	33
Fair/Poor	61	75	59	64
3. Generally speaking, do you think that in [New York City only:] New York City [Suffolk:] Suffolk County [Nassau:] Nassau County [Elsewhere:] your county it is very easy, fairly easy, fairly hard, or very hard to find a job now?				
Very easy	2	2	1	8
Fairly easy	25	12	21	20
Fairly hard	34	38	38	33
Very hard	19	39	20	17
Don't Know	20	10	20	22
Easy	27	13	22	28
Hard	53	76	58	50
4. Has anyone in your household been laid off from a job in the past three years?				
Yes	17	26	18	21
No	82	73	82	79
Don't know / no response	1	1	0	0
5. How difficult was it for your family to make ends meet last month?				
Very difficult	8	11	4	7
Fairly difficult	26	35	26	28
Not very difficult	37	34	42	37
Not difficult at all	27	19	26	26
Don't know / no response	2	1	2	2
Difficult	34	46	30	35
Not difficult	64	53	68	63

		L.I.	NORTH	NJ	NYC
<b>II. THE BRAIN DRAIN</b>	<b>6. Ask of all: Have you considered moving out of [New York City:] New York City? [Long Island (Nassau + Suffolk)]: Long Island? [New Jersey suburbs] the New Jersey suburbs? [Northern suburbs] Westchester, Rockland, Orange, or Fairfield?</b>				
Yes, have considered moving – Continue	38	33	31	28	
No, have not considered moving – Go to Q.9	60	63	68	68	
Don't know – Go to Q.9	2	4	1	5	
<b>7. If yes: Why? [Open end with pre-coded responses, do not read out, code two]</b>					
<b>RESPONDENTS</b>	456	201	123	83	
Cost of living	47	43	36	29	
Housing costs	25	26	13	16	
Jobs opportunities	15	22	22	19	
Taxes	29	13	22	20	
Stress/pace of life/noise	6	11	6	8	
Quality of life (general)	3	9	9	11	
Traffic	3	6	5	3	
Commuting costs	2	1	0	5	
Crime/safety/police/terrorism	2	13	6	9	
Community/neighbors	2	6	5	0	
Schools	2	4	3	6	
Higher education opportunities	2	3	1	4	
High utility costs	2	2	2	5	
Cultural/social activity	2	1	4	0	
Want multi-racial/diverse community	1	0	0	0	
Other	15	10	15	20	
Don't know	1	1	0	0	
<b>8. To where have you considered moving? [Up to two responses allowed]</b>					
S.E.(Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, Missouri, North Carolina, South Carolina, Tennessee, Virginia, West Virginia)	38	20	17	22	
S.W. (Arizona, California, Colorado, Hawaii, Kansas, Nevada, New Mexico, Oklahoma, Texas, Utah)	29	24	18	15	
N.E. (Connecticut, Delaware, Illinois, Indiana, Iowa, Maine, Maryland, Massachusetts, Michigan, Minnesota, New Hampshire, Ohio, Pennsylvania, Rhode Island, Vermont, Wisconsin)	28	13	24	16	
New York City (Manhattan, Brooklyn, Bronx, Queens, Staten Island)	17	15	16	11	
Long Island (Nassau / Suffolk)	10	16	13	21	
Westchester, Rockland, Orange, or Fairfield Counties	9	15	26	14	
New Jersey suburbs	9	19	25	29	
N.W. (Alaska, Idaho, Montana, Nebraska, North Dakota, Oregon, South Dakota, Washington, Wyoming)	9	21	15	24	
Don't know / not sure	28	33	23	25	

	L.I.	NORTH	NJ	NYC
9. In choosing where to live, which two of the following are most important to you? Read list, rotate start point, code two responses				
RESPONDENTS	1200	600	400	300
Housing costs	48	48	47	54
Good schools	33	24	29	31
Sense of community	29	23	22	24
Economic opportunity	28	37	31	30
Green spaces	17	9	16	18
Easy commute	13	15	15	17
Cultural life	10	12	13	10
Racial diversity	4	10	8	3
Don't know	5	6	5	2
10. Is the idea of living on Long Island very appealing, somewhat appealing, somewhat unappealing, or very unappealing to you?				
Very appealing	42	9	6	6
Somewhat appealing	37	22	16	17
Somewhat unappealing	12	22	19	20
Very unappealing	7	36	49	43
Don't know	2	11	10	15
Appealing	79	31	22	23
Unappealing	19	57	68	63
11.A Why is it appealing? [Open end with pre-codes, do not read, code up to two]				
RESPONDENTS	947	188	88	68
Environment/green spaces/beaches/open spaces/parks	37	47	38	49
Close to relatives	22	9	15	12
Strong communities	21	16	17	17
Residents friendly/people nice	20	10	23	10
Schools	12	13	8	12
Housing	9	13	10	12
Jobs	8	24	18	9
Wouldn't want to move	7	1	4	1
Distance to NYC	5	4	2	10
Traffic/transportation/long commutes	2	2	3	1
Wouldn't want to change jobs	1	0	3	1
Property Taxes	1	1	0	0
Other taxes (income, sales)	1	1	1	0
Crime	1	2	1	0
Local leaders/government	1	0	0	0
Sprawl/over-development	0	0	0	0
Lacks racial and ethnic diversity/intolerance	0	0	2	1
Lacks cultural life	0	0	0	0
People unsophisticated/don't like them	0	0	0	0
Far from relatives	0	0	2	0
Other	15	12	8	11
Don't know	3	5	4	8

	L.I.	NORTH	NJ	NYC
<b>11.B Why is not appealing? (Open end with pre-codes, do not read, code up to two)</b>				
RESPONDENTS	228	345	274	188
Property Taxes	24	7	11	8
Jobs	17	8	5	3
Housing	16	7	3	4
Traffic/transportation/long commutes	14	23	23	32
Sprawl/over-development	13	4	14	4
Other taxes (income, sales)	13	6	5	4
Crime	6	4	8	7
People unsophisticated/don't like them	6	5	8	4
Environment/green spaces/beaches/open spaces/parks	5	5	2	2
Far from relatives	4	6	5	5
Lacks racial and ethnic diversity/intolerance	4	5	3	4
Residents friendly/people nice	4	2	0	0
Close to relatives	3	2	2	5
Distance to NYC	3	7	3	3
Lacks cultural life	3	3	2	1
Wouldn't want to move	2	25	21	24
Schools	2	3	2	1
Wouldn't want to change jobs	1	5	4	4
Strong communities	1	1	0	0
Local leaders/government	0	0	2	1
Other	22	14	17	17
Don't know	1	3	6	5

**12. Is the idea of working on Long Island very appealing, somewhat appealing, somewhat unappealing, or very unappealing to you?**

	1200	600	400	300
RESPONDENTS	1200	600	400	300
Very appealing	31	8	2	3
Somewhat appealing	36	17	14	15
Somewhat unappealing	12	19	22	18
Very unappealing	11	41	50	50
Don't know	11	15	12	15
Appealing	66	25	16	17
Unappealing	23	60	72	68

	L.I.	NORTH	NJ	NYC
13.A Why is it appealing? (Open end with pre-codes, do not read responses, code up to two) Long Island only: record verbatim response.				
RESPONDENTS	796	151	64	52
I live there	25	2	1	1
Satisfied with my job	24	9	6	6
Commute/transportation/traffic	23	11	5	2
I grew up there	9	5	7	1
Jobs easy to find	7	23	25	21
Wouldn't want to move	7	6	1	0
Physical environment	6	11	16	21
The people	5	7	3	5
I would like to live there	1	19	19	22
Not satisfied with my job	1	5	0	4
Jobs hard to find	1	0	1	1
Couldn't find right kind of job	0	0	0	0
Lacks racial and ethnic diversity/intolerant	0	0	0	0
Other	8	17	22	10
Don't know	3	12	2	19
13.B Why is it not appealing? (Open end with pre-codes, do not read responses, code up to two) Long Island only: record verbatim response.				
RESPONDENTS	273	359	289	203
Jobs hard to find	22	9	8	5
Commute/transportation/traffic	12	33	32	32
Not satisfied with my job	7	0	1	0
Couldn't find right kind of job	6	2	2	3
Physical environment	4	3	5	2
Wouldn't want to move	4	23	17	20
Satisfied with my job	4	10	14	6
The people	3	5	3	5
I live there	2	1	0	0
I grew up there	1	1	1	0
Lacks racial and ethnic diversity/intolerant	1	3	1	1
I would like to live there	0	1	2	1
Jobs easy to find	0	1	0	0
Other	41	21	23	27
Don't know	3	4	6	7

		L.I.	NORTH	NJ	NYC
<b>14. Long Island only: Some people on Long Island are concerned that young adults who are educated and skilled are moving out of Long Island. Do you personally think that the number of talented young people leaving Long Island is a problem or not?</b>					
<b>RESPONDENTS</b>	1200	0	0	0	0
Very serious problem	21	—	—	—	—
Serious problem	41	—	—	—	—
Not very serious problem	20	—	—	—	—
No problem at all	9	—	—	—	—
Don't know	10	—	—	—	—
Serious problem	61	—	—	—	—
Not a serious problem	29	—	—	—	—
<b>III. Workforce Development</b> <b>15. Ask all: Are you currently working full time, working part-time, a stay-at-home parent, retired, a student, or unemployed?</b>					
<b>RESPONDENTS</b>	1200	600	400	300	300
Working full time – Go to Q.16	50	49	48	41	41
Working part time – Go to Q.16	11	10	11	11	11
A stay-at-home parent – Go to Q.20	7	5	5	8	8
Retired – Go to Q.20	21	18	20	22	22
Student – Go to Q.20	5	4	5	6	6
Unemployed – Go to Q.20	6	12	9	10	10
Don't know/refused – Go to Q.20	1	1	2	1	1
Start split A here. If not-working, go to Q.20					
<b>16. If working: Do you think your job is very secure, fairly secure, fairly insecure, or very insecure from layoffs?</b>					
<b>RESPONDENTS</b>	347	170	125	68	68
Very secure	43	35	33	31	31
Fairly secure	40	41	48	46	46
Fairly insecure	11	16	14	14	14
Very insecure	5	4	4	7	7
Don't know	1	3	1	3	3
Secure	83	76	81	77	77
Insecure	16	21	18	20	20

	L.I.	NORTH	NJ	NYC
<b>17. If working: What is your occupation?</b>				
Administrative Support	12	8	4	10
Agricultural, Fishery, Forestry Occupations	2	1	4	1
Artisan	1	2	1	2
Civil Service	5	5	3	4
Construction Trade	5	5	7	3
Machine Trades/Factory	6	9	9	14
Managerial, Executive	13	7	13	7
Military	0	1	0	0
Processing/Manufacturing Occupations	3	6	5	2
Professional, Technical	24	23	27	27
Sales	13	13	11	12
Service	16	20	15	18
Don't know/refused	0	0	0	0
<b>18. If working: Do you own a small business? If no: Are you interested in starting your own business?</b>				
Yes, small business owner – Go to Q.20	13	6	11	6
No, but would be interested in starting one – Go to Q.19	13	19	14	13
No, and would not like to start one – Go to Q.20	73	72	71	79
Don't know – Go to Q.20	2	4	4	1
<b>19. If would like to start business: What help would you need to do so? Open end with pre-codes, do not read responses, code all mentioned</b>				
RESPONDENTS	45	32	17	9
Capital/loans	65	71	72	82
Office/Shop/facility	26	19	8	0
A better economy/more demand	20	8	8	8
Training in business management	14	22	17	0
Equipment	14	7	27	21
Training in the field	5	15	10	6
Staffing	5	6	19	16
Other	6	3	0	0
Don't know	11	9	7	5
<b>20. Ask all: Do you have Internet access at home, work or school? Code all mentioned</b>				
RESPONDENTS	585	304	200	145
Home	64	51	63	69
Work	23	20	19	19
School	4	5	10	5
None of the above	28	42	29	27
Don't know	1	1	1	0

	L.I.	NORTH	NJ	NYC
<b>21. Do you use email?</b>				
Yes	65	55	61	65
No	34	45	39	34
Don't know	1	0	0	1

Please tell me if you know how to use any of the following:

**22. Word processing software like Microsoft Word or WordPerfect**

Yes	58	47	55	53
No	39	48	39	42
Not sure	3	5	7	5

**23. Spreadsheet software like Microsoft Excel**

Yes	43	39	37	41
No	53	55	56	48
Not sure	4	5	7	11

---

**IV. Housing – Split B**

**24. Do you rent or own your home?**

RESPONDENTS	615	295	200	155
Own – Go to Q.25	72	30	67	66
Rent – Go to Q. 26	25	68	30	33
Don't know/no response – Go to Q.26	4	2	2	1

**25. If own: Roughly how much is your home worth? Read until respondent indicates their category**

RESPONDENTS	441	89	134	102
Under \$200,000	6	14	8	13
\$200 – 350,000	37	38	26	43
\$350,000 – 500,000	24	15	28	16
\$500,000 – \$1 million	11	8	12	7
Over 1 million	2	3	3	3
Don't know/refused	19	22	23	18

	L.I.	NORTH	NJ	NYC
26. How much does your household pay monthly in housing costs including rent or mortgage, and property taxes?				
RESPONDENTS	615	295	200	155
Less than \$500	3	7	5	3
\$501 – \$750	3	13	4	5
\$751 – \$1,000	5	14	11	11
\$1,001 – \$1,250	9	9	7	10
\$1,251 – \$1,500	8	8	8	8
\$1,501 – \$1,750	4	3	1	2
\$1,751 – \$2,000	7	5	8	6
More than \$2,000	12	4	11	9
Don't know	24	18	27	27
Refused	24	19	17	19
27. What percentage of your monthly income does this represent? Is this under 30%, between 30% and 50%, or over 50% of your monthly total household income?				
Under 30%	24	22	33	22
Between 30% and 50%	29	38	27	32
Over 50%	11	15	11	10
Don't know/refused	37	25	30	35
28. In an average month, how difficult does your family find it to pay the rent or mortgage? Would you say it is very difficult, somewhat difficult, not very difficult, or not difficult at all?				
Very difficult	7	8	4	2
Somewhat difficult	28	40	20	35
Not very difficult	31	29	34	35
Not difficult at all	25	18	36	23
Don't know/refused	9	5	6	4
Difficult	34	48	24	37
Not difficult	57	47	70	59
29. How many adults 18 or over live in your home?				
0	12	25	20	15
1	62	50	60	62
2	18	16	13	16
3	5	6	5	5
4	2	1	1	2
5	0	1	0	0
6	1	0	0	0
Don't know/refused	1	1	0	0

	L.I.	NORTH	NJ	NYC
<b>30. How many children under 18 live in your home?</b>				
0	53	56	57	53
1	19	18	17	24
2	17	16	18	14
3	7	5	6	8
4	2	2	1	0
5	0	1	2	0
Don't know/refused	1	1	0	1
<b>31. Do you live in a single family home, condominium, apartment, or townhouse?</b>				
Single Family Home	76	30	71	68
Rental Apartment	14	56	19	20
Condominium	6	7	7	5
Townhouse	2	4	2	5
Other	1	1	0	0
Don't know	0	2	0	0
<b>32. Is your neighborhood racially mixed or mostly of one racial or ethnic group?</b>				
Racially mixed	53	79	53	56
Mostly one racial or ethnic group	44	20	47	39
Don't know/refused	3	1	1	5
<b>33. In order to meet the housing needs of our growing population, we need more housing. Which do you think is the most important to build? Read list, rotate start point</b>				
Single Family Homes	42	21	39	38
Apartments	18	38	24	21
Townhouses	10	8	7	7
Condominiums	9	9	11	11
Other	3	3	3	1
Don't know	18	20	17	22
<b>Non Long Island go to Q42</b>				
<b>34. Long Island only: Please tell me which, if any, of the following you would favor being built in your community? Read list, code all respondent says they would accept</b>				
RESPONDENTS	615	0	0	0
Multi-family housing with units				
two or more bedrooms [i.e. attached houses, apartments]	28	—	—	—
New buildings that mix shops and apartments	17	—	—	—
Multi-story housing	12	—	—	—
None of these	32	—	—	—
Don't know	15	—	—	—

	L.I.	NORTH	NJ	NYC
35. Long Island only: When new housing is built, part of it may be allocated to lower-income families. How favorable would you be to having more housing available in your community to those who earn less than \$60,000? Would you be very favorable, somewhat favorable, somewhat opposed, or very opposed?				
Very favorable	23	—	—	—
Somewhat favorable	42	—	—	—
Somewhat opposed	15	—	—	—
Very opposed	8	—	—	—
Don't know	13	—	—	—
Favorable	65	—	—	—
Opposed	22	—	—	—

#### V. ECONOMIC DEVELOPMENT PLAN ISSUES (Long Island only. Both splits)

36. Long Island only: If there were a Long Island team in the National Basketball Association, would you be interested in attending home games, or not?

Interested	39	—	—	—
Not interested	55	—	—	—
Don't know	6	—	—	—

37. Long Island only: A world-class sports arena to attract professional sports to Long Island would cost between \$100 million and \$400 million. Would you be very favorable, somewhat favorable, somewhat opposed, or very opposed to taxpayer money going to a portion of the cost?

Very favorable	7	—	—	—
Somewhat favorable	23	—	—	—
Somewhat opposed	23	—	—	—
Very opposed	37	—	—	—
Don't know	10	—	—	—
Favorable	30	—	—	—
Opposed	60	—	—	—

38. Long Island only: Would you be very interested, somewhat interested, not very interested, or not interested at all in living within easy walking distance of the downtown area of your town or village?

Very interested	19	—	—	—
Somewhat interested	41	—	—	—
Not very interested	16	—	—	—
Not interested at all	16	—	—	—
Don't know	8	—	—	—
Interested	60	—	—	—
Not interested	32	—	—	—

	L.I.	NORTH	NJ	NYC
39. Long Island only: If the following were within easy walking distance of downtown, which two would make living downtown most appealing to you? Read list, rotate start point, code two responses				
Shopping	44	—	—	—
Entertainment	36	—	—	—
Restaurants	36	—	—	—
Apartments & Condos	11	—	—	—
Government services (post office, town hall, etc.)	11	—	—	—
Access to public transportation	9	—	—	—
Parking	8	—	—	—
Public Library	8	—	—	—
None of these	14	—	—	—
40. Long Island only: Would you strongly favor, somewhat favor, somewhat oppose, or strongly oppose building more housing for senior citizens in your community?				
Strongly favor	32	—	—	—
Somewhat favor	36	—	—	—
Somewhat oppose	13	—	—	—
Strongly oppose	9	—	—	—
Don't know	0	—	—	—
Favor	67	—	—	—
Oppose	21	—	—	—
41. If oppose: Why is that?				
RESPONDENTS	255	0	0	0
Already enough housing for seniors	66	—	—	—
Seniors tend to vote down school budgets	9	—	—	—
Inadequate services to support elderly population	9	—	—	—
Other	14	—	—	—
Don't know	2	—	—	—

## VI. Tolerance – Split

Ask of all, Now I'd like to ask how you feel about some groups of people

Read the three alternatives, code all where respondent would accept, code "none" does not accept any

RESPONDENTS	585	304	200	145

## 42. Would you accept gay people?

On your street as neighbors	81	74	73	76
To work beside in an office	72	69	63	63
As regular friends	68	61	59	59
None of these	10	13	18	16

	L.I.	NORTH	NJ	NYC
<b>43. Would you accept black people?</b>				
On your street as neighbors	82	80	84	81
To work beside in an office	77	72	73	72
As regular friends	81	78	75	76
None of these	5	3	6	6
<b>44. Would you accept white people?</b>				
On your street as neighbors	87	82	90	87
To work beside in an office	79	75	78	74
As regular friends	86	80	82	79
None of these	2	2	0	3
<b>45. Would you accept Hispanic/Latino people?</b>				
On your street as neighbors	82	81	87	85
To work beside in an office	78	73	76	76
As regular friends	78	79	76	75
None of these	5	3	3	3
<b>46. Would you accept Muslims?</b>				
On your street as neighbors	78	78	80	80
To work beside in an office	72	71	69	70
As regular friends	70	71	65	67
None of these	11	6	9	7
<b>47. Would you accept new immigrants?</b>				
On your street as neighbors	77	75	77	76
To work beside in an office	68	67	64	65
As regular friends	67	69	65	69
None of these	13	9	13	11
<b>48. How would you rate the role of new immigrants in your local economy – as a substantial asset, something of an asset, something of a problem or a substantial problem?</b>				
Substantial asset	13	26	19	18
Something of asset	44	43	46	38
Something of a problem	21	17	20	27
Substantial problem	8	7	10	8
Don't know/refused	15	7	5	8
Asset	57	69	65	56
Problem	29	25	30	35

		L.I.	NORTH	NJ	NYC
<b>VII. Demographics</b>	Finally, we need to ask a few questions for statistical purposes only.				
RESPONDENTS		1200	600	400	300
<b>49. How old are you?</b>					
18 – 24	9	13	10	11	
25 – 29	5	10	7	10	
30 – 34	11	13	10	8	
35 – 39	13	11	11	13	
40 – 44	10	9	11	10	
45 – 49	10	10	10	8	
50 – 54	9	8	10	6	
55 – 59	7	6	6	5	
60 – 64	7	5	6	8	
Over 64	18	15	18	20	
(Don't know/refused)	0	0	1	0	
<b>50. If under 35: Are you living with your parents?</b>					
RESPONDENTS	287	216	112	88	
Yes	34	35	34	29	
No	64	64	62	71	
Don't know	1	1	3	0	
<b>51. What is the highest grade in school you completed?</b>					
Grade school	1	2	2	0	
Some high school	9	22	15	14	
High school graduate	27	27	24	28	
Some college	25	21	22	23	
College graduate	23	16	20	23	
Graduate school	14	11	15	10	
Technical school	1	1	2	1	
Don't know/refused	0	0	0	0	
<b>52. What is your marital status – married, single, widowed, or divorced?</b>					
Married	68	46	62	57	
Single	19	38	23	23	
Separated/Divorced	8	9	8	12	
Widowed	6	6	6	7	
Don't know/refused	0	1	0	1	

	L.I.	NORTH	NJ	NYC
<b>53/54. What is your race?</b>				
White	78	40	73	68
Black/African-American/Caribbean-American	8	22	10	12
Hispanic/Latino	9	25	12	12
Asian	3	10	4	6
Native American	0	0	0	0
Other	1	3	1	1
Don't know/refused	0	0	0	0
<b>55. Where were you born?</b>				
US (includes Puerto Rico, US possessions)	91	74	83	87
Europe	2	5	4	2
Latin America or Caribbean	3	11	5	4
Asia (outside Middle East)	2	7	4	6
Middle East	1	2	3	0
Africa	0	1	0	0
Don't know/refused	1	1	1	0
<b>56. Are you a US citizen and registered to vote? If yes: As a Republican, Democrat, or Independent?</b>				
Yes, Republican	32	14	23	28
Yes, Democrat	30	50	36	34
Yes, Independent	23	19	21	22
Yes, Other – Must be volunteered	2	1	1	1
No	7	13	13	9
Don't know	5	4	6	6
<b>57. What is your home zip code?</b>				
Hempstead	27	—	—	—
North Hempstead	9	—	—	—
Oyster Bay	10	—	—	—
Glen Cove	1	—	—	—
Long Beach	1	—	—	—
Babylon	7	—	—	—
Brookhaven	16	—	—	—
East Hampton	1	—	—	—
Huntington	7	—	—	—
Islip	10	—	—	—
Riverhead	0	—	—	—
Shelter Island	0	—	—	—
Smithtown	4	—	—	—
Southampton	3	—	—	—
Southold	2	—	—	—
Don't know/refused	0	—	—	—

	L.I.	NORTH	NJ	NYC
<b>58. Compared to a year ago, is your total household income higher, lower, or about the same?</b>				
Higher	23	19	24	20
Lower	15	19	18	18
About the same	56	56	53	56
Don't know/refused	6	5	4	7

**59. For statistical purposes only, we need to know your total household income for 2002. Will you please tell me which of the following categories best represents your total family income? [Read categories aloud.]**

Less than \$20,000	5	16	7	7
\$20,000 – \$34,999	13	22	18	17
\$35,000 – 59,999	22	26	20	26
\$60,000 – 99,999	25	18	24	24
\$100,000 plus	15	6	19	8
Don't know/refused	20	11	12	18

**60. Your answers to this survey are confidential. However, if researchers or the press want to follow up on this poll, could someone interview you on these topics? If yes: What is your first name?**

Yes	29	29	27	23
No	71	71	73	77

<b>Post-Codes</b>	<b>61. Interview Language</b>			
	English	98	92	94
	Spanish	2	8	6

**62. Gender**

Male	48	46	47	47
Female	52	54	53	53

**63. Area of residence**

Nassau/Suffolk	100	0	0	0
Westchester, Rockland, Orange, Fairfield	0	100	0	0
New Jersey Suburbs	0	0	100	0
New York City	0	0	0	100

**64. Sample**

Random sample	78	100	100	100
LI Oversample: African American random	4	0	0	0
LI Oversample: Latino random	4	0	0	0
LI Oversample: 18 – 35 college educated	4	0	0	0
LI Oversample: 18 – 35 African American	2	0	0	0
LI Oversample: 18 – 35 Latino	2	0	0	0

	L.I.	NORTH	NJ	NYC
<b>65. County of residence</b>				
Nassau	49	0	0	0
Suffolk	51	0	0	0
Westchester	0	37	0	0
Rockland	0	13	0	0
Orange	0	14	0	0
Fairfield	0	36	0	0
Bergen	0	0	14	0
Passaic	0	0	7	0
Hudson	0	0	9	0
Hunterdon	0	0	2	0
Middlesex	0	0	10	0
Somerset	0	0	6	0
Monmouth	0	0	9	0
Mercer	0	0	5	0
Warren	0	0	4	0
Ocean	0	0	7	0
Essex	0	0	11	0
Morris	0	0	6	0
Sussex	0	0	4	0
Union	0	0	6	0
Manhattan	0	0	0	21
Brooklyn	0	0	0	30
Queens	0	0	0	29
Staten Island	0	0	0	5
Bronx	0	0	0	15





