

Audience
Research &
Analysis

Mayor's Office of Film, Theatre & Broadcasting

Public Awareness Study



THE CITY OF NEW YORK
MAYOR'S OFFICE
OF FILM, THEATRE
AND BROADCASTING



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Introduction

Last year, the Mayor’s Office of Film, Theatre & Broadcasting (MOFTB) celebrated its 40th anniversary, and recently created the *Made in New York* incentive program. To learn more about New Yorkers’ interest in its work, MOFTB retained Audience Research & Analysis (ARA) to conduct a city-wide study to assess awareness of MOFTB, knowledge and attitudes about its work generally, and, more specifically, about its new program. A second phase of the work was designed to understand how specific neighborhoods reacted to filming in their streets. This report presents the results from the first portion of the study. A separate report will be submitted about the local impact of film production.

Research Objectives

The city-wide study addressed:

- Knowledge of the MOFTB’s role in film, TV and commercial production
- Interest and support of the work of MOFTB as well as its perceived value to the City
- Awareness of co-branded advertising – Made in New York incentive program
- Evaluation of the good will and pride that films and TV made in NY engenders
- Viewership of new Made in NY TV programs
- Respondent profile (geography and demographics)

Methodology

ARA mailed questionnaires to an age-weighted¹, random sample of 8,529 New York City registered voters. A large sample was decided upon for borough-level analyses². In addition, ARA provided a URL link for a web-based version of the questionnaire for those who prefer to complete the survey online. To encourage cooperation, the respondents were invited to participate in a drawing to win a first-prize of a \$100 gift certificate, or one of three signed copies of “Scenes from the City: Filmmaking in New York” by James Sanders.

Survey Schedule

The surveys were mailed on June 12, 2007 with a cut off date of July 6, 2007. A total of 628 mail and online surveys were received, the equivalent of 7.4 response rate.

¹ As registered voters, overall, are considerably older than the New York City adult population, ARA augmented the list of 2006 voters with those who registered after the 2006 election, and added voters under age 40 who voted in an election other than 2006 as well as voters under age 30 who may or may not have yet voted.

² Staten Island was over sampled by a factor of two to increase the size of the respondent sample from that borough. The Staten Island data was then weighted by half to readjust when calculating city-wide totals,

Executive Summary

- More than half (57 percent) of respondents had heard of MOFTB prior to receiving the questionnaire.
 - Awareness was highest among Manhattan residents (70 percent) and lowest in the Bronx (45 percent).
 - Among those aware of MOFTB, nearly four out of ten had read about it, while one-quarter had become aware by seeing a film crew on city streets. About one-fifth heard about it on TV or radio. One out of six became aware through their work in the industry.
- Overall, 88 percent have seen filming take place in New York City.
 - At 95 percent, Manhattan residents reported the highest incidence with Staten Islanders revealing the lowest at 83 percent.
 - Those who had seen actual filming were inclined to share the experience with others and having greater interest in the film or program.
 - Eighty-five percent told someone else about the filming.
 - Eighty-one percent wanted to learn more about the production being filmed.
 - Sixty-two percent watched the film or program when it was released.
 - Forty-nine percent encouraged others to see the film or program.
- The vast majority viewed the work of MOFTB as valuable to New York City.
 - Thirty-eight percent believed the work was *extremely* valuable while 44 percent said it was *very* valuable. Sixteen percent felt it was *somewhat* valuable.
 - Only two percent found the work *not very* or *not at all* valuable.
- One-third (33 percent) were aware of the Made in New York campaign. Awareness was highest in Manhattan (37 percent) and lowest in Staten Island (23 percent).
- Almost three out of ten (29 percent) recalled seeing the Made in New York logo.
 - Among those who recalled seeing the logo, 53 percent said they had seen it on bus shelter posters, while 51 percent cited ads in newspapers or magazines.
 - About one-third, each, saw it on a TV program such as The View, or in a brochure or flyer.

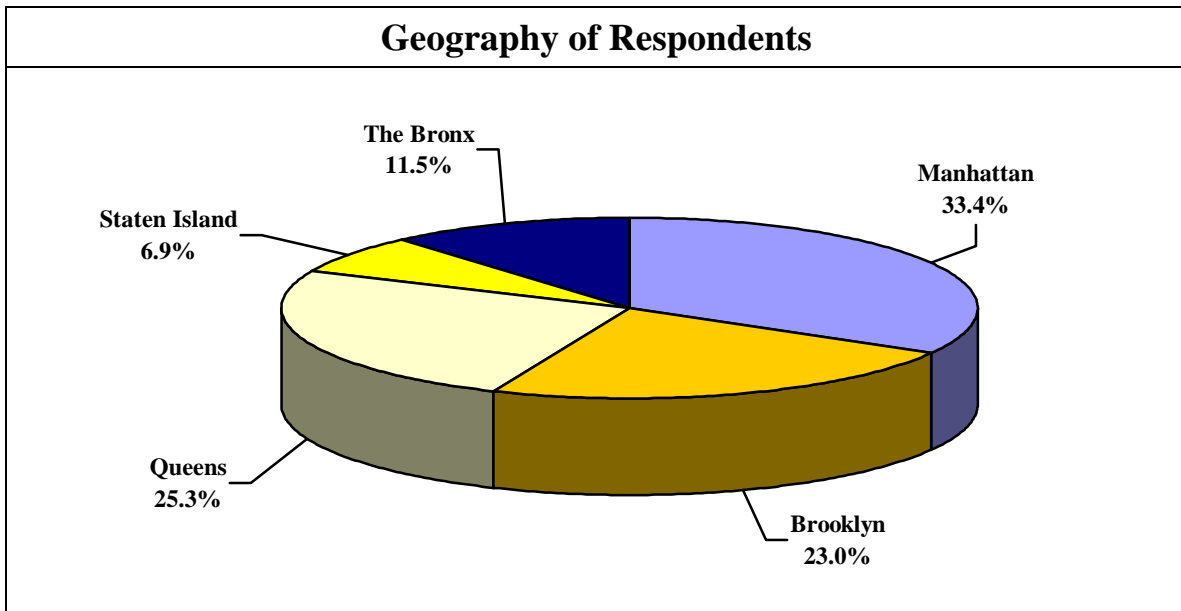
- Films made in New York sent a message to both local residents and visitors.
 - Eighty-six percent agreed that these films *promote New York City to the world*.
 - Eighty-one percent agreed that they *increased the opportunity for work in artistic or creative fields*.
 - Eighty-one percent believed that the films *support tourism to the City*.
 - Seventy-four percent said it *made them proud to be a New Yorker*.
 - Seventy-one percent agreed that they *kept NYC on the top of the mind*.
 - Sixty-eight percent felt the films *exposed parts of NYC not generally known*
 - Fifty-nine percent agreed that filming *supported small businesses in the City*.
- Virtually all respondents had seen at least one film or program made in New York City.
 - The most widely watched films were *West Side Story* (81 percent), *Men in Black* (73 percent), and *Tootsie* (72 percent).
 - The most widely viewed TV programs were *Saturday Night Live* (79 percent), *Law & Order* (78 percent), and *The Late Show with David Letterman* (77 percent).
 - Among cable TV programs, *The Daily Show with Jon Stewart* had been seen by 41 percent while 40 percent had watched *Emeril Live*.
- City-wide, 60 percent had attended a movie theatre at least once in the last 30 days.
 - The incidence of seeing at least one film in a movie theatre was highest in the Bronx and Staten Island (77 percent), and lowest in Queens (52 percent).
 - Thirty-three percent went to a movie theatre two or more times in the last 30 days.
- City residents also watched full-length movies other than at a movie theatre.
 - Sixty-nine percent saw a movie on a cable or satellite channel.
 - Sixty-seven percent watched on a broadcast TV channel. At 76 percent and 77 percent, respectively, Queens and Bronx residents were most reliant on broadcast TV.
 - Sixty-one percent rented a video or DVD.
 - Fifty-one percent viewed movies on a premium movie channel.
 - Twenty-nine percent used Video on Demand. VOD was especially popular in Staten Island (49 percent) and Manhattan (35 percent).
 - Overall, nine percent watched movies on a computer through an online download. Brooklynites used this approach at double the city average.
 - Three percent cited an iPod or similar device. Once again, Brooklyn residents doubled the city average.

- Fifty-three percent visited an art museum in the last 12 months while 45 percent had gone to a natural history or science museum.
 - The incidence of attending art museums ranged from 72 percent of Manhattan residents to only about 30 percent in the Bronx and Staten Island.
 - Natural history museums were attended at a similar level in all five boroughs.
 - Children’s museums were the most popular in Brooklyn (22 percent) and the least so in Manhattan (ten percent).
- Forty-eight percent had seen a Broadway musical in the last 12 months and 43 percent had seen a Broadway play.
 - Thirty-two percent attended Off-Broadway and 21 percent Off-Off Broadway.
 - Manhattan residents were more likely to attend theatre.
 - Fifty-seven percent and 56 percent, respectively attended Broadway plays and musicals.
 - Forty-five percent attended Off-Broadway and 35 percent Off-Off-Broadway.
- City-wide, 22 percent attended a classical music concert or recital, 17 percent opera, 15 percent contemporary or modern dance, and 12 percent ballet. The incidence was highest among Manhattan residents for all performing arts, especially for opera (30 percent) and ballet (21 percent).
- Twenty-nine percent went to a pop or rock music performances, while 20 percent attended jazz or cabaret performances, the latter being more popular among Manhattanites (28 percent).
- Thirty-seven percent had attended professional sports. Queens had an above average incidence at 43 percent, while Staten Island was the highest at 58 percent.
- Demographically, two-thirds were female. Mean age of 51 years. One-half of the respondents were married or partnered. Six out of ten were college graduates. Mean household income was \$105,000.
- Eleven percent were of Hispanic or Latino background. With regard to race, 18 percent were African-American, five percent Asian, 68 percent Caucasian, and nine percent multi-racial or some other race.
- Fifteen percent worked in the fields of education or social services. Nine percent worked in government or civil service. Eight percent worked in the FIRE sector (finance, insurance, real estate).
- About ten percent, overall, worked in the creative arts including four percent in film, theatre, or TV production, four percent in architecture, art, or design, and two percent in acting, dancing and music.

FINDINGS

GEOGRAPHY

The geographic distribution of the respondents was generally in proportion to the sample who received the questionnaire, except for a somewhat higher response rate among Manhattan residents.



The following table compares the distribution of the mailed sample to respondents by borough.

Geographic Distribution	Mailed Sample (Number)	Mailed Sample (Percent)	Response (Weighted)
Manhattan	2,068	24.2	33.4
Brooklyn	2,375	27.8	23.0
Queens	1,900	22.3	25.3
The Bronx	1,183	13.9	11.5
Staten Island	1,003*	11.8*	6.9
Total	8,529	100.0	100.0

* Reflects over-sampling by a factor of two

Awareness of MOFTB

Overall, more than half (57 percent) of respondents had heard of MOFTB before receiving the questionnaire. At 70 percent, awareness of the Office was highest among Manhattan residents. Queens came in second at 56 percent, followed by Brooklyn and Staten Island, 50 percent and 49 percent, respectively. Bronx residents scored the lowest at 45 percent.

How First Became Aware of MOFTB

Among those who were aware of the Office, nearly four out of ten *read about it somewhere*, and one out of four *saw a crew filming on city streets*. *Heard about it on TV or radio* and *work in the industry* were mentioned by one out of five and one out of six, respectively. Manhattan residents were comparatively more likely to become aware of the Office through their own *work in the film, TV or theatre industry*. On the other hand, Brooklyn residents were relatively more likely to become aware of MOFTB through *someone [else] who worked in the film/TV industry*. Among Queens residents, awareness of the office most often came about by *reading about it* or through *TV or radio*. *Seeing a crew filming on the streets* was a primary source for Bronx residents.

How First Became Aware of MOFTB Percent	Total ³	Manhattan	Brooklyn	Queens	Staten Island*	The Bronx*
Read about it somewhere	38.5	36.1	39.1	46.3	36.8	27.6
Saw a crew filming on city streets	24.8	20.3	26.6	26.3	28.9	34.5
Heard about it on TV or radio	21.5	18.8	18.8	28.8	31.6	13.8
Work in the film, TV or theatre industry	16.6	23.3	17.2	10.0	5.3	10.3
Know someone who works in film/TV production	7.1	6.0	10.9	5.0	10.5	6.9
Saw it on the official NYC website	6.5	3.8	4.7	12.5	0.0	10.3
Attended a special event, exhibit or panel discussion	0.6	0.0	1.6	1.3	0.0	0.0
Other**	6.5	6.0	9.4	5.0	5.3	6.9

Multiple responses accepted

*Small sample size, results are directional.

**Included film credits (3 mentions), CUNY TV show, City employee/former employee (3), own T-Shirt Made in New York (2), Block Association meeting, called the office to make noise complaint, license plate, from 311, job posting, know someone who works there, NYU student in film, print ads with logo Soprano's billboard, visit from Katherine Oliver, worked in the industry (each one mention).

³Adjusted for the 57 percent of respondents who had heard of MOFTB, the figures in the "total" column translate to 22 percent (read about it), 14 percent (saw a crew), 12 percent (heard on TV or radio), 9 percent (work in industry), 4 percent (know someone), 0.3 percent (attended an event), and 4 percent (other) of all survey respondents.

Seeing Filming in New York City

Seven out of eight have, at some point, seen filming take place in New York City. Manhattan residents reported the highest incidence at 95 percent. The incidence at other boroughs ranged from 83 percent to 87 percent.

Percent	Total	Manhattan	Brooklyn	Queens	Staten Island	The Bronx
Seen Filming Take Place	87.9	94.7	86.9	82.9	82.5	84.6

Action Taken When Actual Filming is Seen

Among those who have seen actual filming, for the majority it spurred them to *tell someone else that the film was being filmed in New York City, made [them] interested to learn more about the production*. Only one in two said they *encouraged others to see the film or show because it was shot in New York City*.

Action Taken Among Those Who Have Seen Filming Take Place – Total	Percent	Yes	No
Did you tell someone else that the film or show was being filmed in NYC?		85.2	14.8
Did it make you interested to learn more about the production being filmed?		81.1	18.9
When that film or program was released, did you see it?		61.9	38.1
Did you encourage anyone else to see the film or show because it was shot in NYC?		48.8	51.2

Overall, Queens and Staten Island residents were more enthusiastic about seeing filming take place in their neighborhood. They were more likely to *tell someone else about it, learn more about the production, see it, and encourage others to see it*.

Action Taken Among Those Who Have Seen Filming Take Place	Percent	“Yes” Responses				
		Manhattan	Brooklyn	Queens	Staten Island*	The Bronx
Did you tell someone else that the film or show was being filmed in NYC?		82.4	78.4	92.7	93.9	88.7
Did it make you interested to learn more about the production being filmed?		79.3	80.4	89.2	84.4	76.9
When that film or program was released, did you see it?		56.4	57.8	70.1	75.0	64.7
Did you encourage anyone else to see the film or show because it was shot in NYC?		35.8	48.5	62.5	59.4	59.6

*Small sample size, results are directional.

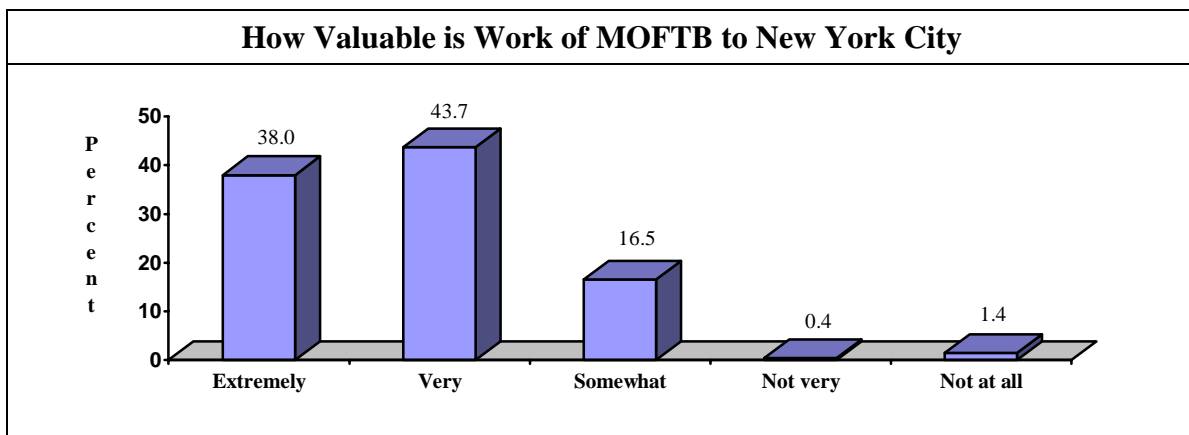
Value of the Work MOFTB Does for New York City

The respondents were asked to read the following description about MOFTB:

As the first film commission in the country, the Mayor's Office of Film, Theatre and Broadcasting markets New York City as a location for entertainment production and facilitates the production of films, television shows and commercials throughout the City's five boroughs. The office is a one-stop-shop for all production needs in New York City including free permits, free public locations, and free police assistance – making it easier and less costly to shoot on location in New York City. The office also tries to minimize any inconvenience in neighborhoods where filming is taking place.

In 2006, a record number of location shooting days, 34,718, took place in New York City. The production industry employs 100,000 New Yorkers and has an economic impact of \$5 billion on the local economy.

Then they were asked to rate how valuable the work MOFTB performs is for New York City. The majority, 82 percent, believed it was *extremely* or *very* valuable.



Brooklyn residents perceived the value the work MOFTB did to be lower than residents of other boroughs.

How Valuable is Work of MOFTB to New York City Percent	Manhattan	Brooklyn	Queens	Staten Island*	The Bronx
Extremely	41.7	37.3	36.6	43.6	34.9
Very	38.0	38.1	50.0	46.2	50.8
<i>Extremely/Very</i>	<i>79.7</i>	<i>75.4</i>	<i>86.6</i>	<i>89.8</i>	<i>85.7</i>
Somewhat	17.1	23.8	11.3	7.7	14.3
Not very	0.5	0.0	0.7	2.6	0.0
Not at all	2.7	0.8	1.4	0.0	0.0

*Small sample size, results are directional.

Awareness of Made in New York Program

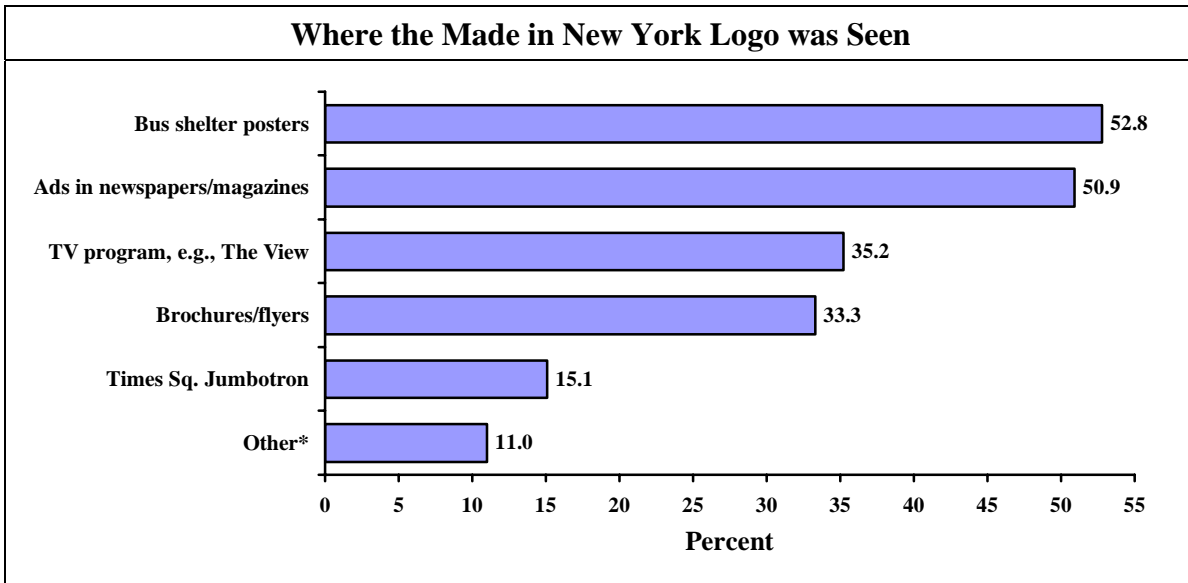
Respondents were asked to read an additional description about MOFTB and its Made in New York incentive program, following which they were asked questions to measure their awareness and sources of information.

*In 2006, MOFTB celebrated its 40th anniversary of supporting film and TV productions in New York City. The agency also recently created the **Made in New York** incentive program, which offers tax incentives for films which complete 75 percent of their work in New York City and other discounts and services that make it attractive to shoot in the five boroughs.*

Overall, 33 percent were aware of the *Made in New York* campaign, while 29 percent recalled seeing the logo shown at the right. Awareness of the campaign was somewhat higher among Manhattan and Queens residents, 37 percent and 35 percent, respectively, compared to 32 percent in both Brooklyn and the Bronx. At 23 percent, Staten Island respondents were the least aware of the program. Recognition of the logo was higher in Queens and Brooklyn, 34 percent and 31 percent, respectively, compared with about 25 percent in the other three boroughs.



Those who recalled the *Made in New York* logo were asked where they had seen it. *Bus shelter posters* and *ads in newspapers or magazines* were mentioned equally each by about one out of two, while *TV programs* and *brochures and flyers* were each mentioned by one-third. Both *TV programs* and the *Times Square Jumbotron* were more likely to be mentioned residents of the boroughs other than Manhattan.



Multiple responses accepted

*Included own or saw it on a T-shirt (5 mentions), can't remember (3), and official NYC store downtown, on hats, radio, NBC, Internet, S.I. Ferry, subway cars, free postcard at Barnes & Noble, industry events, jobs I had (one mention each).

The Message Films Made In New York City Sends to Residents and Visitors

With regard to the message films made in New York sends to the public, the vast majority, 86 percent, strongly agreed they *promoted the City to the world*. Another eight out of ten confirmed that they *increased opportunities for people to work in artistic and creative fields* as well as *supported tourism in the City*. Six out of ten saw it as a means to *support small businesses in the City*⁴. In general, Queens residents tended to be more positive than other borough residents, particularly Manhattan, in seeing value in films made in the City. The areas they valued most were that filming *exposed parts of New York City not generally well known*, *kept New York City on the top of the mind*, and *supported small business*. Manhattanites expressed less optimistic positions on all three. Detailed tables are in the appendix.

Message Films Made in New York Sends to Residents and Visitors Percent	Agreement Rating					Mean Rating
	Strongly Agree 5	4	3	2	Strongly Disagree 1	
Promotes New York City to the world	61.5	24.5	10.6	1.8	1.6	4.42
Increases opportunities for people to work in artistic and creative fields	55.3	26.1	12.7	2.7	3.2	4.28
Supports tourism in the City	51.9	29.3	14.6	2.6	1.6	4.27
Makes me proud to be a New Yorker	54.1	20.3	17.5	4.9	3.2	4.17
Keeps NYC on the top of the mind	40.0	30.9	20.9	5.5	2.7	4.00
Exposes parts of NYC that are not generally well known	41.4	26.5	22.9	6.1	3.1	3.97
Supports small businesses in the City	36.1	23.4	28.4	7.9	4.2	3.79

⁴ The analysis is based on combined top two boxes (*strongly agree* “5”, and “4” ratings).

Productions Made In New York Respondents Have Seen

Respondents were asked to indicate films, TV and cable TV programs made in New York City that they have seen. Nearly everyone had seen at least one of the films (98 percent) or TV programs (97 percent), while seven out of ten had seen at least one of the cable TV programs. The distribution by borough is included in the Appendix.

Films

West Side Story was the most mentioned made in New York film seen by the respondents. Both *Men in Black* and *Tootsie* were cited by seven out of ten. Among films that were released within the last ten years, including *Men in Black* (1997), *Godzilla* (1998), *Spider-Man* (2002), and *I Think I Love My Wife* (2007), the last movie had the lowest incidence of viewership.

Films Made in New York You Have Seen	Percent
West Side Story (1961)	81.0
Men in Black (1997)	72.7
Tootsie (1982)	72.0
Breakfast at Tiffany's (1961)	68.0
Spider-Man (2002)	68.0
King Kong (1976)	60.0
Midnight Cowboy (1969)	52.4
Malcolm X (1992)	50.0
Godzilla (1998)	44.1
Six Degrees of Separation (1993)	35.3
I Think I Love My Wife (2007)	9.6

Multiple responses accepted

TV Programs

The three most watched TV programs included *Saturday Night Live*, *Law & Order* and *The Late Night Show*. Excluding *Cagney & Lacey* (a long ceased program), *The Sopranos* was the least watched TV program, with about a 60 percent incidence.

TV Programs Made in New York You Have Seen	Percent
Saturday Night Live	78.8
Law & Order (1988 - present)	78.2
The Late Night Show with David Letterman	77.4
Live with Regis and Kelly	63.8
Sesame Street	62.0
The Sopranos	58.1
Cagney & Lacey (1982 - 1988)	53.7

Multiple responses accepted

Cable TV Programs

The incidence of seeing the cable TV programs made in New York ranged from 35 percent to 41 percent, the *Daily Show* being relatively more popular among Manhattanites, *Emeril Live* among Queens residents, and *Court TV* among the Bronx respondents (see appendix).

Cable TV Programs Made in New York You Have Seen	Percent
The Daily Show with Jon Stewart	41.3
Emeril Live	39.6
Court TV	35.2

Multiple responses accepted

Frequency of Going to a Movie Theatre

Bronx and Manhattan residents were more likely to have been to a movie theatre multiple times compared to the residents of other boroughs. One out of four had not gone to any movie theatres in the last 30 days, the incidence being highest among Queens residents.

Number of Times Went to a Movie Theatre in the Last 30 Days	Total	Manhattan	Brooklyn	Queens	Staten Island	The Bronx
Percent						
One	27.0	26.5	29.2	23.8	32.5	27.7
2 to 3	24.9	28.0	21.5	21.7	25.0	29.2
4 to 5	5.5	7.4	3.8	4.2	5.0	6.2
6 or more	2.8	3.7	0.8	2.1	5.0	4.6
None	39.9	34.4	44.6	48.3	32.5	32.3

Full-Length Movies Watched Elsewhere

Respondents were also asked to indicate where else they usually watch full-length movies. Close to seven out of ten cited *cable/satellite channels*, two-thirds said *broadcast TV channels*, while six out of ten usually *rent a video or DVD*. Queens and the Bronx residents were most reliant on *broadcast TV channels*. The use of *video on demand* was highest among Staten Islanders and Manhattanites, while Brooklyn residents reported the highest incidences of watching films on a *computer* and an *iPod*.

Full-length Movies	Total	Manhattan	Brooklyn	Queens	Staten Island*	The Bronx
Cable/satellite channel (e.g., TNT or AMC)	69.0	68.1	66.9	67.8	79.5	72.3
Broadcast TV channel (2, 4, 5, 7, 9, 11, 13)	66.9	58.0	63.1	76.2	71.8	76.9
Rent a video or DVD (in-store or by mail)	61.2	60.1	66.2	58.7	60.3	60.0
Premium movie channel (e.g., HBO, Showtime)	51.0	49.5	46.9	49.7	61.5	60.0
Video on Demand	29.2	35.1	24.6	24.5	48.7	20.0
On your computer (online download)	8.6	5.3	17.7	5.6	9.0	6.2
On an iPod or similar device	3.0	1.6	6.2	2.1	5.1	1.5
Other**	6.8	8.5	4.6	4.9	11.5	7.7

Multiple responses accepted

* Small sample size, results are directional.

**Included own/buy DVD (20 mentions), borrow from the library (10), on planes/buses or at hotels (4), movies in the parks (2), PSP or PlayStation 2 (2), mobile vehicle (1).

Places Visited in New York City

Overall, the vast majority (91 percent) of the New Yorkers visited or attended at least one cultural organization or sports event in the last 12 months. *Art* and *natural history museums* were the leading visual arts organizations they visited, while attending *Broadway musicals* or *plays* led both *sports* and *performing arts*.

Places Visited or Attended in New York City in the Last 12 Months Percent	Total	Manhattan	Brooklyn	Queens	Staten Island*	The Bronx
Museums						
Art or design	53.1	72.0	55.5	45.5	29.5	30.8
Natural history or science	45.1	45.5	43.1	46.2	42.3	47.7
History, society or culture	30.5	38.1	29.2	29.4	16.7	24.6
Children's	15.5	9.5	22.3	16.8	21.8	15.5
Theatre/Performing Arts						
Broadway musical	47.7	56.1	39.2	47.6	51.3	41.5
Broadway play	43.2	57.1	35.4	37.1	42.3	40.0
Off-Broadway (100 to 499 seats)	31.7	45.0	24.6	27.3	26.9	29.2
Pop or rock music performance	28.8	29.1	30.0	28.0	42.3	24.6
Classical music concert or recital	21.8	34.4	16.9	16.8	14.1	13.8
Off-Off-Broadway (under 100 seats)	20.9	34.9	16.9	11.9	12.8	18.5
Jazz or cabaret performance	20.0	28.0	19.2	14.7	7.7	18.5
Opera	16.8	30.2	8.5	14.0	5.1	9.2
Contemporary or modern dance	15.3	21.2	16.2	10.5	5.1	16.9
Ballet	11.8	21.2	6.9	9.8	6.4	3.1
Other						
Professional sports	37.4	34.4	31.5	42.7	57.7	32.3
Other (write-ins)**	7.5	3.2	9.2	11.2	5.1	7.7

Multiple responses accepted

* Small sample size, results are directional.

** Included comedy club (5 mentions), botanical garden (3), circus (2), R&B or rap concerts (2), zoo (2), theatre in the parks, and music in the parks (one mention each).

DEMOGRAPHICS

Overall, two-thirds of the respondents were female⁵.

Gender	Percent	Total	Manhattan	Brooklyn	Queens	Staten Island	The Bronx
Male		33.2	32.4	33.3	34.5	37.5	29.2
Female		66.8	67.6	66.7	65.5	62.5	70.8

The overall mean age was 51 years. At 54 years of age, residents of Queens were slightly older than those living in other boroughs.

Age	Percent	Total	Manhattan	Brooklyn	Queens	Staten Island	The Bronx
Under 25 years		4.4	1.1	5.4	7.7	7.7	3.1
25 to 34		18.1	18.0	22.5	12.6	17.9	21.5
35 to 49		22.8	27.5	22.5	16.1	20.5	26.2
50 to 64		33.8	33.9	31.0	32.2	41.0	38.5
65 to 74		10.6	11.6	6.2	16.8	10.3	3.1
75 and over		10.3	7.9	12.4	14.7	2.6	7.7
<i>Mean age (years)</i>		<i>50.7</i>	<i>50.8</i>	<i>49.1</i>	<i>53.8</i>	<i>48.0</i>	<i>48.2</i>

One-half of the respondents were *married* or *partnered*. The incidence of *married* couples was lowest among the Bronx respondents.

Marital Status	Percent	Total	Manhattan	Brooklyn	Queens	Staten Island	The Bronx
Single (never married)		27.5	27.4	31.0	25.0	20.0	31.3
Married		42.3	40.3	41.3	43.6	62.5	34.4
Partnered (live with someone as a couple)		7.9	11.3	7.9	2.1	5.0	12.5
Separated, divorced, or widowed		22.3	21.0	19.8	29.3	12.5	21.9

⁵ Fifty-seven percent of the mailed sample was female. We believe that the female of a couple household is more likely to complete a questionnaire sent to the residence.

Overall, six out of ten were *college graduates*. Manhattan residents were the best educated: About three out of four had a *college degree* including one-third with a *graduate or professional degree*.

Level of Schooling Percent	Total	Manhattan	Brooklyn	Queens	Staten Island	The Bronx
Some high school or less	4.3	3.7	6.2	3.5	2.5	4.6
High school graduate	11.2	4.8	11.6	14.1	17.5	18.5
Some college	21.5	15.0	22.5	28.2	27.5	20.0
College graduate	30.2	31.0	34.1	28.9	20.0	29.2
Some graduate school	6.2	11.2	3.1	4.2	5.0	3.1
Graduate or professional degree	26.6	34.2	22.5	21.1	27.5	24.6

City-wide, mean annual household income was \$105,000. Manhattan residents reported the highest mean income, about \$150,000, while the Bronx had the lowest at \$67,000.

Annual Household Income Percent	Total	Manhattan	Brooklyn	Queens	Staten Island	The Bronx
Less than \$50,000	36.7	26.9	42.6	42.2	26.3	46.8
\$50,000 to \$74,999	18.0	13.5	22.1	18.0	13.2	25.8
\$75,000 to \$99,999	14.4	14.0	12.3	14.8	23.7	12.9
\$100,000 to \$149,999	13.8	13.5	9.8	18.0	21.1	9.7
\$150,000 to \$249,999	10.7	18.1	8.2	5.5	13.2	4.8
\$250,000 to \$349,999	2.1	3.5	2.5	0.8	2.6	0.0
\$350,000 to \$499,999	2.3	5.8	0.8	0.8	0.0	0.0
\$500,000 or more	1.9	4.7	1.6	0.0	0.0	0.0
Mean income (\$)	104,990	149,634	90,778	79,101	99,341	66,733

Overall, one in nine identified themselves as being of *Hispanic or of Latino family background*. The incidence was highest in the Bronx, at more than one out of four.

Ethnic Background Percent	Total	Manhattan	Brooklyn	Queens	Staten Island	The Bronx
Hispanic, Latino or Spanish family background	11.0	10.7	7.9	8.6	7.5	26.6

Two-thirds of the respondents were *Caucasian*, nearly one out of five *African-American*, and one in twenty *Asian*. Respondents from the Bronx and Brooklyn were more likely to be *African-American*.

Racial Background	Percent	Total	Manhattan	Brooklyn	Queens	Staten Island	The Bronx
African-American or Black		18.3	8.3	31.0	16.2	2.5	37.1
American Indian or Alaskan Native		0.2	0.6	0.0	0.0	0.0	0.0
Asian/Pacific Islander		5.0	5.5	3.2	8.8	2.5	0.0
Caucasian or White		67.7	77.9	58.7	69.1	85.0	41.9
Other race		2.4	1.1	2.4	2.2	5.0	4.8
Multiracial		6.4	6.6	4.8	3.7	5.0	16.1

Respondents were asked to indicate their current field of employment. The leading fields included *education/social services*, *government/civil service*, and *finance (banking, insurance and real estate)*. Only two percent said they worked in the *performing arts (acting, dancing and music)*. One out of five of the respondents was *retired* while one out of nine was *not currently employed*.

Field of Employment	Percent	Total	Manhattan	Brooklyn	Queens	Staten Island	The Bronx
Education, social services		15.1	11.2	14.0	19.1	14.3	20.3
Government, civil service		8.9	3.7	12.4	7.8	9.5	18.8
Financial, insurance, real estate		8.2	10.7	10.1	8.5	2.4	0.0
Medical, dental, therapeutic		6.2	6.4	6.2	5.0	9.5	6.3
Film, theatre, TV production		4.3	7.0	4.7	0.7	2.4	4.7
Retail, restaurant, travel		3.7	2.1	2.3	7.8	2.4	3.1
Architecture, art, design		3.6	7.0	4.7	0.0	2.4	0.0
Legal, accounting		3.6	5.3	0.8	2.8	7.1	3.1
Advert., marketing, PR, publishing		2.7	5.9	0.8	2.1	0.0	0.0
Acting, dancing, music		2.3	3.7	3.1	0.7	0.0	1.6
Telecom, IT, engineering		1.6	2.1	1.6	1.4	2.4	0.0
Other field		9.2	8.6	9.3	6.4	14.3	14.1
Retired		19.7	18.2	17.1	28.4	19.0	10.9
Not currently employed		11.0	8.0	13.2	9.2	14.3	17.2

Across the five boroughs, Queens had the highest incidence of people working in *education/social services*, as well as *retired* individuals, but reported the lowest incidence of those working in *film, theatre or TV*. The Bronx had the highest relative incidence of people working in *government* as well as individuals who were *not currently employed*. Those working in creative arts including *film, theatre, or TV* and *architecture, art or design* were more likely to live in Manhattan. *Actors, dancers and musicians*, however, were equally likely to live in Manhattan and Brooklyn.

Appendix

The following tables show the films and TV productions made in New York City that respondents have seen tabulated by borough.

Films Seen That Were Made in New York Percent	Total	Manhattan	Brooklyn	Queens	Staten Island	The Bronx
West Side Story (1961)	81.3	86.2	75.4	80.4	82.1	80.0
Men in Black (1997)	73.1	72.5	72.3	72.7	79.5	73.8
Tootsie (1982)	72.1	79.9	66.9	73.4	79.5	52.3
Spider-Man (2002)	68.5	64.0	65.4	74.8	73.1	70.8
Breakfast at Tiffany's (1961)	67.9	75.7	59.2	68.5	78.2	55.4
King Kong (1976)	59.6	55.0	53.1	65.7	70.5	66.2
Midnight Cowboy (1969)	52.7	63.0	46.2	50.3	47.4	44.6
Malcolm X (1992)	50.1	49.7	50.8	45.5	34.6	69.2
Godzilla (1998)	44.0	35.4	36.9	49.0	61.5	61.5
Six Degrees of Separation (1993)	35.7	46.0	35.4	30.1	25.6	24.6
I Think I Love My Wife (2007)	9.6	4.2	11.5	9.8	11.5	20.0

TV Programs Seen That Were Made in New York Percent	Total	Manhattan	Brooklyn	Queens	Staten Island	The Bronx
Saturday Night Live	79.5	84.1	73.8	74.8	84.6	84.6
Law & Order (1988 - present)	78.7	77.8	80.0	77.6	83.3	78.5
The Late Night Show with David Letterman	78.1	79.9	73.1	80.4	84.6	73.8
Live with Regis and Kelly	64.0	48.7	60.0	72.0	82.1	87.7
Sesame Street	62.4	61.4	60.0	62.2	74.4	63.1
The Sopranos	58.1	58.7	56.9	56.6	71.8	53.8
Cagney & Lacey (1982 - 1988)	53.7	47.6	56.9	57.3	61.5	52.3

Cable TV Programs Seen That Were Made in New York Percent	Total	Manhattan	Brooklyn	Queens	Staten Island	The Bronx
The Daily Show with Jon Stewart	41.8	54.5	36.2	37.8	42.3	24.6
Emeril Live	40.0	39.7	32.3	46.2	62.8	29.2
Court TV	34.7	27.5	27.7	43.4	39.7	47.7

The following tables show, by borough, the degree to which respondents agreed or disagreed with various statements.

Promotes New York City to the world Percent	Total	Manhattan	Brooklyn	Queens	Staten Island	The Bronx
Strongly disagree "1"	1.6	2.2	0.0	2.2	0.0	3.2
2	2.0	3.2	1.6	0.7	2.4	1.6
3	10.7	13.5	11.1	7.2	9.8	9.5
4	24.2	23.2	23.0	25.4	22.0	28.6
Strongly agree "5"	61.5	57.8	64.3	64.5	65.9	57.1

Exposes parts of New York City that are not generally well known Percent	Total	Manhattan	Brooklyn	Queens	Staten Island	The Bronx
Strongly disagree "1"	3.1	4.3	1.6	3.6	2.4	1.6
2	6.1	8.7	7.9	2.2	4.9	4.8
3	23.1	31.5	23.6	15.9	14.6	19.0
4	26.8	26.1	26.0	23.9	29.3	34.9
Strongly agree "5"	40.9	29.3	40.9	54.3	48.8	39.7

Supports tourism in the City Percent	Total	Manhattan	Brooklyn	Queens	Staten Island	The Bronx
Strongly disagree "1"	1.6	2.2	1.6	0.7	0.0	3.2
2	2.7	3.3	1.6	2.2	5.1	3.2
3	14.6	20.2	16.8	10.1	5.1	9.7
4	29.6	30.6	27.2	29.7	25.6	33.9
Strongly agree "5"	51.4	43.7	52.8	57.2	64.1	50.0

Increases opportunities for people to work in artistic and creative fields Percent	Total	Manhattan	Brooklyn	Queens	Staten Island	The Bronx
Strongly disagree "1"	3.3	5.5	4.0	1.4	0.0	1.6
2	2.9	3.3	1.6	2.9	2.4	4.7
3	12.3	13.1	11.9	11.6	14.6	10.9
4	26.4	26.2	25.4	29.7	22.0	25.0
Strongly agree "5"	55.1	51.9	57.1	54.3	61.0	57.8

Keeps New York City on the top of the mind Percent	Total	Manhattan	Brooklyn	Queens	Staten Island	The Bronx
Strongly disagree "1"	2.6	4.4	2.4	2.2	0.0	0.0
2	5.5	7.7	2.4	5.1	5.0	6.5
3	21.4	26.2	29.6	10.9	20.0	14.5
4	30.7	28.4	24.8	36.2	32.5	35.5
Strongly agree "5"	40.0	33.3	40.8	45.7	42.5	43.5

Supports small business in The City Percent	Total	Manhattan	Brooklyn	Queens	Staten Island	The Bronx
Strongly disagree "1"	4.0	7.1	2.4	3.6	2.5	0.0
2	7.8	11.0	8.8	4.3	5.0	6.3
3	28.8	33.0	28.8	24.6	27.5	27.0
4	23.9	20.9	21.6	27.5	22.5	30.2
Strongly agree "5"	35.4	28.0	38.4	39.9	42.5	36.5

Makes me proud to be a New Yorker Percent	Total	Manhattan	Brooklyn	Queens	Staten Island	The Bronx
Strongly disagree "1"	3.3	4.3	3.2	3.6	2.5	0.0
2	4.9	7.1	6.4	1.4	2.5	4.8
3	17.5	21.2	18.4	13.0	12.5	17.5
4	20.5	22.3	17.6	21.0	22.5	19.0
Strongly agree "5"	53.8	45.1	54.4	60.9	60.0	58.7