

**A SURVEY OF ATTITUDES  
AMONG VOTERS IN  
STATEN ISLAND, NEW YORK**

**January 2005**

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## **A Survey of Attitudes Among Voters in Staten Island, New York**

The following tabulations are based on a survey of 611 voters in the Borough of Staten Island. Trained professionals, working from a central, monitored location, conducted the interviews by telephone during the evening hours between January 9 and 11, 2004. On average, interviews required 15 minutes to complete.

Respondents were randomly selected from an up-to-date file of registered voters in the borough. Some numbers were deliberately altered by computer to ensure the inclusion of those with unlisted, as well as listed, telephone numbers.

Respondents were screened to confirm that they are still registered to vote, and a gender quota was imposed to ensure the sample population is properly representative of the borough-wide electorate.

Each question in the survey has been cross-tabulated by two pages of key demographic, attitudinal and behavioral subgroups. The figures shown in the tabulations are number of respondents and percent. The percentages are column percents, read from top to bottom.

A copy of the topline results, showing the wording of each question and overall results, precedes the tabular section of this report.

**TOPLINE RESULTS**

Sample: 611 voters (21+) in Staten Island, NY  
Interview dates: January 9-11, 2005  
Interview time: 15 minutes

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## TOPLINE RESULTS

### **A Survey Of Attitudes Among Staten Island Voters**

January 2005

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01. Next, do you work in the field of market research, or for a newspaper, radio station, or television station?

YES = TERMINATE

ALL OTHERS = CONTINUE

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02. And are you a current or former elected official, or do you work on the staff on an elected official?

YES = TERMINATE

ALL OTHERS = CONTINUE

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03. Next, do you feel that things on Staten Island are basically heading in the right direction, or do you feel things are pretty seriously off on the wrong track?

Right direction	43
Wrong track	42
(Not sure)	15

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Next, I'm going to mention several different issues affecting Staten Island. For each one, please tell me whether you feel that, in the last two years or so, Staten Island has made progress, stood still, or lost ground in that particular area.

(RANDOMIZE)	Made prgrss	Stood still	Lost ground	(Not sure)
04. Maintaining the overall quality of life	32	28	37	2
05. Improving the public schools	30	24	28	18
06. Creating new jobs	28	26	28	18
07. Improving mass transit	18	24	45	13
08. Improving streets and roads	27	22	50	1
09. Providing basic services, like garbage collection	46	42	11	1
10. Creating affordable housing	18	18	52	12
11. Holding down property taxes	19	25	45	12
12. Limiting overdevelopment	16	10	70	3
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13. Next, which <u>one</u> of the issues I just mentioned is <u>most important</u> to you personally? (RE-READ LIST ONLY IF NECESSARY.)				

Limiting overdevelopment	26
Improving the public schools	16
Maintaining the overall quality of life	12
Improving streets and roads	11
Holding down property taxes	10
Improving mass transit	9
Creating affordable housing	9
Creating new jobs	5
Providing basic services, like garbage collection	1
(Other)	1
(Not sure)	2

14. Thinking now about residential development on Staten Island, do you think that too many new homes, about the right amount, or not enough new homes are being built?

Too many	87
About the right amount	9
Not enough	3
(Not sure)	2

15. And thinking about commercial and retail development on Staten Island, do you think there is too much, about the right amount, or not enough commercial and retail development taking place?

Too much	34
About the right amount	44
Not enough	20
(Not sure)	2

Next, I am going to read the names of some people who have been in the news lately. For each name I mention, please tell me whether your impression of that person is very favorable, favorable, unfavorable, or very unfavorable. If you've never heard of someone, or don't know enough to have an opinion, just say so.

(RANDOMIZE)	Total Fav	Total Unfav	Very fav	Fav	Unfav	Very unfav	(Never heard)	(Don't know)
16. Mayor Michael Bloomberg	54	42	10	44	26	15	*	4
17. Former Bronx Borough President Fernando Ferrer	34	18	3	31	15	3	8	40
18. Councilman Andrew Lanza	37	6	6	30	6	1	20	37
19. Manhattan Borough President C. Virginia Fields	16	11	2	14	10	2	23	49
20. State Island Borough President James Molinaro	56	30	7	49	22	8	3	11
21. Congressman Vito Fossella	69	15	19	50	12	3	5	11
22. Councilman James Oddo	51	8	6	44	7	1	13	29
23. Councilman Michael McMahon	43	5	11	32	4	*	15	38
24. City Council Speaker Gifford Miller	21	13	2	19	11	2	21	45
25. Former Staten Island Borough President Guy Molinari	61	29	12	50	19	9	2	8
26. Congressman Anthony Wiener	15	9	2	13	8	1	27	49
27. Staten Island attorney John D'Amato	35	7	4	32	6	1	14	44

28. Next, are you satisfied with the current number of discount retail chains that have stores on Staten Island, or would you like to see more discount retail stores on the island?

Satisfied with the current number	58
Would like to see more	39
(Not sure)	3

Now I'm going to mention the names of some major discount retail chains and for each one, please tell me whether your overall impression of that retail chain is very positive, positive, neutral, or negative, or very negative. If you have never heard of a particular chain, just say so.

(RANDOMIZE)	<u>Total Pos</u>	<u>Total Neg</u>	<u>Very pos</u>	<u>Pos</u>	<u>Neutrl</u>	<u>Neg</u>	<u>Very neg</u>	<u>(Never heard)</u>	<u>(Not sure)</u>
29. Home Depot	81	8	19	62	10	6	2	*	1
30. Target	64	6	22	43	14	5	1	6	10
31. Sam's Club	25	8	6	19	21	5	2	25	21
32. K-Mart	62	22	11	50	15	19	3	1	1
33. Kohl's	52	8	9	42	21	7	*	7	12
34. BJ's Wholesale Club	39	6	7	33	24	5	1	15	16
35. Costco	82	5	28	54	8	5	1	1	3
36. Wal-Mart	59	13	20	40	15	8	5	3	9

Now I'm going to mention several projects that are being considered for Staten Island. For each one, please tell me whether you would be inclined to favor or oppose that project, or whether you are not sure how you feel about it yet.

(RANDOMIZE)	<u>Favor</u>	<u>Opp</u>	<u>(Not sure)</u>
37.			
38. Opening a Wal-Mart general merchandise store on a major commercial street in the Tottenville section of the South Shore	61	31	8
39. Building a major shopping center next to the proposed NASCAR auto racetrack in Bloomfield	40	48	12
40. Replacing the Goethals Bridge	65	22	13
41. Building a major residential development at Camp Saint Edwards, near Mount Loretto	23	58	19
42. Developing a new shopping mall, to be called Bricktown Center, in Charleston	47	34	19

Next, there is a site available in the Tottenville section of the South Shore that would be suitable for a major retail development, such as a Wal-Mart store. I'm going to mention some of the advantages of such a project, if it were to go forward. For each one, please tell me if you feel that is a very important, fairly important, only somewhat important, or not very important advantage.

	Very imp	Fairly imp	Only smwt imp	Not very imp	(Not sure)
(RANDOMIZE)					
43. This project would create about 350 permanent new jobs that would pay more than ten dollars an hour, and provide good health-care benefits to both full- and part-time employees	64	13	5	16	2
44. Having a Wal-Mart here in Staten Island would mean more shoppers would spend their money and generate sales-tax revenue here in New York, rather than at nearby Wal-Marts in New Jersey	50	14	8	25	2
45. Wal-Mart has a national reputation for running its stores very well and not creating problems for the surrounding community	53	16	8	19	4
46. The project site is next to a Staten Island Railroad stop, which would provide easy access to the store for customers and employees	44	20	9	24	2
47. Building the new store would generate several hundred unionized construction jobs	54	15	8	22	1
48. The project would bring Wal-Mart to Staten Island, making it easier for residents who currently have to drive to New Jersey to shop at a Wal-Mart	47	15	10	26	2
49. Traffic studies show that the area around the store could easily handle any increased automobile traffic, and the project site has ample room for parking	56	13	5	21	4
50. This project would be built in what is now an abandoned factory building on a former hazardous-waste site, which would be completely cleaned up by the developer	57	12	10	18	3
51. Having a Wal-Mart here on Staten Island would give residents easy access to a wide array of high-quality products at deep discount prices	48	16	10	24	2
52. Now that we have talked about it some, let me ask you – if a Wal-Mart store were to be built in the Tottenville section of the South Shore, would you be inclined to <u>favor</u> or <u>oppose</u> this project?					

Favor	67
Oppose	28
(Not sure)	5

53. What concerns or reservations, if any, might you have about the idea of opening a Wal-Mart store on the South Shore? (RECORD VERBATIM. ACCEPT ONLY ONE RESPONSE.)

Traffic/Congestion	27
Area is overdeveloped already/too many stores, don't need another	7
Treat workers badly/anti-union	6
Put smaller/local businesses out of business	6
Location not convenient, won't shop there	3
Toxic waste site/safety	3
It's a residential area, may ruin the neighborhood	2
Taxes	1
Other	2
Don't know/depends/not sure	2
No reservations	38
Refused	2

(IF OPPOSE/CODE 2 IN Q 52:)

54. Would you be inclined to favor this project if it involved a different retail chain, or would you be against any retail development at this location?

Favor if different retail chain	25
Against any retail development	66
(Not sure)	10

(RESUME ALL:)

55. Regardless of whether you favor this idea or not, which do you feel is the stronger reason to build a Wal-Mart store in the South Shore – (ROTATE) that this project would create more than 350 full- and part-time jobs OR that this project would make it more convenient for residents to shop at Wal-Mart?

Create more than 350 jobs	58
Make it more convenient	18
(Both equal)	13
(Neither/Oppose under any circumstances)	9
(Not sure)	2

201. These last few questions are only for tabulation purposes and are strictly confidential. First, in which category does your age fall? (READ LIST OF CATEGORIES)

Under 25	5
25 to 29	9
30 to 34	9
35 to 39	5
40 to 44	10
45 to 49	10
50 to 54	13
55 to 59	12
60 to 64	8
65 and over	20

202. What was the last grade of school you completed?

Grade school or less	1
Some high school	2
High school grad	25
Vocational/Technical	1
Some college/2-yr coll	25
Four-year college grad	29
Post graduate work	15
(Refused)	1

203. Next, have you ever shopped at a Wal-Mart store before? (IF YES:) Do you shop at Wal-Mart frequently, occasionally, or only rarely?

<b>Total yes</b>	<b>81</b>
Yes, frequently	16
Yes, occasionally	29
Yes, only rarely	36
No, haven't shopped at Wal-Mart	18
(Not sure)	1

(IF CODE 1 OR 2 IN Q 203:)

204. Is the Wal-Mart where you shop most often in New York State, in New Jersey, or somewhere else?

In New York State	12
In New Jersey	75
Somewhere else	13
(Not sure)	*

(RESUME ALL:)

205. Are you or is anyone in your household a member of a labor union or an employee association?

<b>Total union</b>	<b>35</b>
Yes, self	18
Yes, household member	10
Yes, both	7
No, not a union household	65

206. Are you currently registered as a Democrat, a Republican, a Conservative, a Liberal, a Right-to-Life voter, an Independent, or something else?

Democrat	45
Republican	30
Conservative	2
Liberal	1
Right to Life	*
Independent	15
Something else	*
(Not sure/refused)	6

207. If you were asked to use one of these given names for the economic class you belong to, which would you say you belong in—upper class, upper middle-class, middle class, working class, or lower class?

Upper class	2
Upper middle-class	22
Middle-class	53
Working class	18
Lower class	2
Other	*
(Not sure)	3

208. For tabulation purposes only, can you tell me whether your total household income is below \$35,000; between \$35,000 and \$74,000; between \$75,000 and \$100,000; between \$100,000 and \$150,000 or is above \$150,000?

Below \$35,000	12
\$35,000-\$74,000	32
\$75,000-\$100,000	21
Between \$100,000-\$150,000	12
Above \$150,000	6
(Refused)	16

210. Gender:

Male	48
Female	52

"THANK YOU FOR YOUR COOPERATION"