

FOR IMMEDIATE RELEASE

**STATEN ISLANDERS LOVE WHERE THEY LIVE,
SINY SURVEY FINDS;
BUT THEY HATE THE TRAFFIC**

STATEN ISLAND, September 14 – A total of 76 percent of Staten Islanders “love” or “like” the Borough they call home and 79 percent would recommend that friends and family live there, too, according to a new independent poll conducted for SINY by Barry Zepowitz & Associates.

And 86 percent are proud to say they are from Staten Island.

A total of 86 percent of Staten Island residents are “very satisfied” or “somewhat satisfied” with living there, while 13 percent are “somewhat dissatisfied” or “very dissatisfied.”

In an open-ended question, allowing for any answer, residents were asked what they like most about Staten Island:

- 16 percent say it is quiet or peaceful;
- 11 percent cite the country atmosphere;
- 11 percent say it is close to “the City;”
- 10 percent list friendly people;
- 10 percent say home or family.

Asked what they dislike most:

- 45 percent cite traffic congestion/tolls/the commute to work/poor roads or streets;
- 17 percent say it is overcrowded or overdeveloped.

In five years, 75 percent of residents surveyed expect to still be living on Staten Island and 25 said they anticipate moving. Fifty-one percent hope their children remain on Staten Island, while 28 percent do not.

“Staten Islanders take great pride in they place the call home and think overwhelmingly that it is a family-friendly place. Most want their children to stay and a great majority would invite a friend to visit or move here,” said SINY Executive Director Larry Ambrosino.

“Our mission at SINY is to encourage residents of New York City’s most family-friendly borough to take greater advantage of the wonderful attractions here. We also want to raise awareness among those not fortunate enough to live on Staten Island.”

-more-

SI Poll / Page 2

While attitudes about Staten Island are positive, only 52 percent of Islanders visit local historical or cultural attractions. Fifty-one percent of those surveyed with children 17 years or

younger living at home say they visit SI attractions, while 54 percent without children say they visit them.

Of those who go to SI attractions, Snug Harbor Cultural Center and The Botanical Garden are visited by most, with 51 percent. The second most visited attraction, with 11 percent, is the Staten Island Zoo.

They rarely attend live entertainment events on Staten Island, 38 percent say. But 29 percent say that they visit a Staten Island beach or a park once a week.

A total of 38 percent of residents say they eat at a Staten Island restaurant one or more days a week, while 23 percent say a few times a month, with 16 percent dining out once a month and 7 percent dining out five or six times a year.

“Although Staten Islanders enjoy living here, we need to get more of them to enjoy our museums, our nightlife, our zoo and ballpark,” said Ambrosino. “We need to show these folks how many great things there are to do right here at home.”

Staten Island’s reputation in the rest of the U.S. is “very good,” 27 percent say, while 44 percent say it is “only fair” and 14 percent say it is “bad.” This reputation is accurate, 65 percent think.

People in the news media treat Staten Island “unfairly” 45 percent of those surveyed said, while 40 percent think they treat Islanders “fairly.”

Conversely, 39 percent of residents say people in the entertainment field treat Staten Islanders “fairly,” while 36 percent say “unfairly.”

Thirty-five percent of Staten Islanders work on the Island, while 30 percent work somewhere else and 35 percent are not employed.

Of those who commute to work, 66 percent drive all the way. Among others:

- 16 percent take the express bus;
- 8 percent take a local bus and the ferry;
- 4 percent take the train to the ferry.

From August 20 – September 4, Barry Zepowitz & Associates surveyed 800 Staten Island residents with a margin of error of +/- 3.2 percentage points.

About SINY: SINY is an organization dedicated to promoting Staten Island as a great place in which to live and to do business, and as an exciting place to visit.

###

QUESTION 1. LET ME BEGIN BY ASKING IF YOU ARE A RESIDENT OF STATEN ISLAND?

	#	%
1. YES	800	100
TOTAL	800	



QUESTION 2. HOW LONG HAVE YOU LIVED ON STATEN ISLAND?

	#	%
1. ALL YOUR LIFE	163	20
2. MORE THAN 20 YEARS	315	39
3. 10-20 YEARS	159	20
4. 5 TO 10 YEARS	70	9
5. LESS THAN 5 YEARS	93	12
TOTAL	800	



QUESTION 3. HOW SATISFIED ARE YOU LIVING ON STATEN ISLAND?

	#	%
1. VERY SATISFIED	351	44
2. SOMEWHAT SATISFIED	337	42
3. SOMEWHAT DISSATISFIED	65	8
4. VERY DISSATISFIED	42	5
98. NOT SURE	4	1
TOTAL	800	



SATISFIED	688	86%
DISSATISFIED	107	13%
NET SATISFIED	581	73%
SATISFIED : DISSATISFIED	6.4:1	



QUESTION 4. WHEN SOMEONE ASKS WHERE YOU LIVE, ARE YOU PROUD TO SAY STATEN ISLAND OR EMBARRASSED TO SAY WHERE YOU LIVE?

	#	%
1. PROUD	690	86
2. EMBARRASSED	54	7
98. NOT SURE	56	7
TOTAL	800	
NET PROUD	-54	-7%



QUESTION 5. WHAT DO YOU LIKE MOST ABOUT LIVING ON STATEN ISLAND?

	#	%	
0. NOTHING	22	3	
1. CLOSE TO CITY	88	11	
2. FRIENDLY PEOPLE	76	10	
3. COUNTRY ATMOSPHERE	87	11	
4. QUIET/PEACEFUL	129	16	
5. PARKS/TREES	37	5	
6. NOT CROWDED	31	4	
7. SUBURBAN LIFE	61	8	
8. HOME/FAMILY	76	10	
10. NICE PLACE TO LIVE	34	4	
11. CLOSE TO WORK	9	1	
12. SCHOOL SYSTEM	6	1	
13. CLEAN ENVIRONMENT	9	1	
14. SAFE	11	1	
15. BEACH/WATER	6	1	
17. SENSE OF COMMUNITY	10	1	
18. PUBLIC TRANSPORTATION	4	0	
19. SHOPPING/MALL	13	2	
20. CONVENIENT TO EVERYTHING	22	3	
21. DIFFERENT CULTURES	5	1	
96. OTHER	28	4	
98. NOT SURE	36	5	
TOTAL	800		

QUESTION 6. WHAT DO YOU LIKE LEAST ABOUT LIVING ON STATEN ISLAND?

	#	%	
0. NOTHING	79	10	
1. OVERCROWDED	106	13	
2. TRAFFIC CONGESTION	288	36	
3. TOLLS	40	5	
4. COMMUTE TO WORK	25	3	
5. PEOPLE NOT FRIENDLY	22	3	
6. OVERDEVELOPMENT	31	4	
7. POOR PUBLIC TRANSPORTATION	44	5	
8. CRIME	17	2	
9. LANDFILL	29	4	
10. DIRTY PARKS/BEACH	4	1	
11. NOT CONVENIENT	9	1	
12. POOR ROADS/STREETS	11	1	
13. NOISY	4	0	
14. EXPENSIVE	4	1	
15. NEEDS CLEANING UP	7	1	
96. OTHER	53	7	
98. NOT SURE	28	3	
TOTAL	800		

QUESTION 7. WHAT SINGLE IMPROVEMENT WOULD YOU MOST LIKE TO SEE OCCUR ON STATEN ISLAND?

	#	%	
0. NOTHING	36	4	
1. ROADS/STREETS	203	25	
2. PUBLIC TRANSPORTATION	90	11	
3. LESS DEVELOPMENT	76	10	
4. IMPROVE TRAFFIC	121	15	
5. CLEAN UP PARKS/BEACH	36	5	
6. MORE SHOPPING	15	2	
7. BETTER SCHOOLS	19	2	
8. NEIGHBORHOOD CLEAN UP	7	1	
10. TRAIN SERVICE	16	2	
11. FEWER/CHEAPER/NO TOLLS	18	2	
12. MORE POLICE	13	2	
14. ACTIVITES FOR CHILDREN	10	1	
15. MORE HOSPITALS	3	0	
16. MORE PARKS	5	1	
17. BETTER FOR SENIORS	5	1	
18. IMPROVE WATERFRONT	6	1	
19. BETTER QUALITY OF LIFE	8	1	
23. REMOVE BIRDGE	4	1	
24. LOWER PRICE	5	1	
96. OTHER	54	7	
98. NOT SURE	51	6	
TOTAL	800		

QUESTION 8. WHICH OF THE FOLLOWING BEST DESCRIBE YOUR PERSONAL FEELINGS ABOUT STATEN ISLAND?

	#	%	
1. I LOVE STATEN ISLAND	232	29	
2. I LIKE STATEN ISLAND	374	47	
3. MIXED FEELINGS/STATEN ISLAND	153	19	
4. I DISLIKE STATEN ISLAND	22	3	
5. I HATE STATEN ISLAND	16	2	
98. NOT SURE	3	0	

QUESTION 9. HOW FREQUENTLY DO YOU EAT AT A RESTAURANT ON STATEN ISLAND?

	#	%	
1. MORE THAN ONCE A WEEK	132	17	
2. ONCE A WEEK	169	21	
3. ONCE A MONTH	128	16	
4. COUPLE OF TIMES A MONTH	181	23	
5. FIVE OR SIX TIMES A YEAR	57	7	
6. RARELY	110	14	
7. NEVER	23	3	
TOTAL	800		

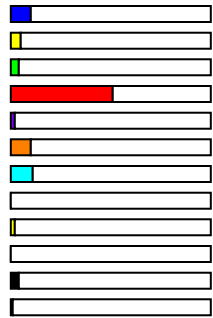
QUESTION 10. DO YOU VISIT HISTORICAL OR CULTURAL ATTRACTIONS ON STATEN ISLAND?

	#	%	
1. YES	412	52	
2. NO	388	48	
TOTAL	800		

NET YES 24 3%
 YES : NO 1.1:1

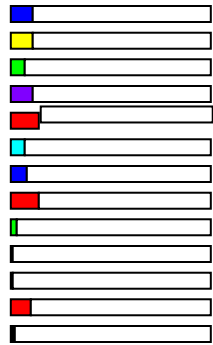
QUESTION 11. WHICH ONES WOULD THAT BE?

	#	%
1. ALICE AUSTEN HOUSE	41	10
2. FORT WADSWORTH	20	5
3. MARCHAIS MUSEUM/TIBETAN ART	17	4
1. 4. SNUG HARBOR/BOTANICAL GARDEN	209	51
5. ST. GEORGE THEATER	8	2
6. SI CHILDREN'S MUSEUM	42	10
7. STATEN ISLAND ZOO	47	11
8. CAROUSEL FOR ALL CHILDREN	1	0
9. RICHMONDTOWN	7	2
96. OTHER	1	0
98. NOT SURE	16	4
99. REFUSED	3	
TOTAL	412	



QUESTION 12. SECOND MENTIONED

	#	%
0. NONE	44	11
1. ALICE AUSTEN HOUSE	44	11
2. FORT WADSWORTH	26	7
3. MARCHAIS MUSEUM/TIBETAN ART	43	11
4. SNUG HARBOR/BOTANICAL GARDEN	53	14
5. ST. GEORGE THEATER	29	7
6. SI CHILDREN'S MUSEUM	30	8
7. STATEN ISLAND ZOO	56	14
8. CAROUSEL FOR ALL CHILDREN	11	3
9. RICHMONDTOWN	5	1
96. OTHER	5	1
98. NOT SURE	40	10
99. REFUSED	7	
TOTAL	393	



QUESTION 13. HOW OFTEN DO YOU ATTEND LIVE ENTERTAINMENT EVENTS ON STATEN ISLAND, SUCH AS A PLAY OR MUSICAL SHOW OR A PERFORMANCE AT A RESTAURANT, BAR OR NIGHT CLUB?

	#	%
1. ONCE A WEEK	29	4
2. ONCE A MONTH	45	6
3. COUPLE OF TIMES A MONTH	55	7
4. FIVE OR SIX TIMES A YEAR	106	13
5. RARELY	300	38
6. NEVER	266	33
TOTAL	800	



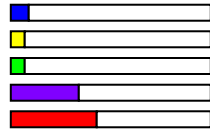
QUESTION 14. ARE YOU AWARE THERE IS A MINOR LEAGUE STATEN ISLAND YANKEE TEAM ON STATEN ISLAND?

	#	%
1. YES	746	93
2. NO	54	7
TOTAL	800	
NET YES	693	87%
YES : NO	13.9:1	



QUESTION 15. DO YOU ATTEND STATEN ISLAND YANKEES GAMES?

	#	%
1. ONCE A WEEK DURING BASEBALL	70	9
2. COUPLE OF TIMES A MONTH	52	7
3. ONCE A MONTH	49	7
4. RARELY	254	34
5. NEVER	320	43



TOTAL 746

QUESTION 16. IN FIVE YEARS, DO YOU STILL EXPECT TO BE LIVING ON STATEN ISLAND?

	#	%
1. YES	602	75
2. NO	198	25



TOTAL 800

NET YES 404 50%
YES : NO 3.0:1

QUESTION 17. WOULD YOU RECOMMEND STATEN ISLAND TO AN OUT-OF-TOWN FRIEND OR RELATIVE AS A NICE PLACE TO VISIT?

	#	%
1. YES	667	83
2. NO	133	17



TOTAL 800

NET YES 534 67%
YES : NO 5.0:1

QUESTION 18. WOULD YOU RECOMMEND STATEN ISLAND TO AN OUT-OF-TOWN FRIEND OR RELATIVE AS A NICE PLACE TO LIVE?

	#	%
1. YES	634	79
2. NO	166	21

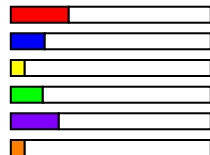


TOTAL 800

NET YES 469 59%
YES : NO 3.8:1

QUESTION 19. HOW FREQUENTLY DO YOU GO TO THE BEACH OR VISIT A PARK ON STATEN ISLAND?

	#	%
1. ONCE A WEEK	234	29
2. COUPLE OF TIMES A MONTH	139	17
3. ONCE A MONTH	52	7
4. FIVE OR SIX TIMES A YEAR	124	16
5. RARELY	191	24
6. NEVER	59	7



TOTAL 800

QUESTION 20. WHAT DO YOU THINK STATEN ISLAND'S REPUTATION IS IN THE REST OF THE UNITED STATES?

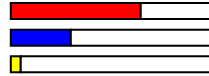
	#	%
1. VERY GOOD	218	27
2. ONLY FAIR	352	44
3. BAD	110	14
98. NOT SURE	120	15



TOTAL 800

QUESTION 21. DO YOU THINK THIS REPUTATION IS ACCURATE OR NOT ACCURATE?

	#	%
1. ACCURATE	444	65
2. NOT ACCURATE	205	30
98. NOT SURE	32	5

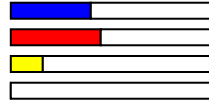


TOTAL 680

NET ACCURATE 239 35%
ACCURATE : NOT ACCURATE 2.2:1

QUESTION 22. DO YOU THINK PEOPLE IN THE NEWS MEDIA TREAT STATEN ISLAND FAIRLY OR UNFAIRLY?

	#	%
1. FAIRLY	317	40
2. UNFAIRLY	358	45
98. NOT SURE	124	16
99. REFUSED	1	

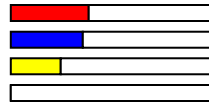


TOTAL 800

NET FAIRLY -42 -5%
FAIRLY : UNFAIRLY 1:1.1

QUESTION 23. DO YOU THINK PEOPLE IN THE ENTERTAINMENT FIELD TREAT STATEN ISLAND FAIRLY OR UNFAIRLY?

	#	%
1. FAIRLY	313	39
2. UNFAIRLY	284	36
98. NOT SURE	203	25
99. REFUSED	1	



TOTAL 800

NET FAIRLY 29 4%
FAIRLY : UNFAIRLY 1.1:1

QUESTION 24. DO YOU WORK ON STATEN ISLAND OR SOMEWHERE ELSE?

	#	%
1. STATEN ISLAND	282	35
2. ELSEWHERE	238	30
3. NOT WORKING	279	35
99. REFUSED	1	



TOTAL 800

QUESTION 25. HOW DO YOU USUALLY COMMUTE TO WORK?

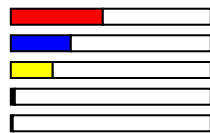
	#	%
1. DRIVE ALL THE WAY	335	66
2. EXPRESS BUS	81	16
3. LOCAL BUS AND FERRY	39	8
4. DRIVE AND FERRY	6	1
5. WALK AND FERRY	6	1
6. TRAIN AND FERRY	20	4
7. WALK	23	4
99. REFUSED	10	



TOTAL 520

QUESTION 26. HOW WOULD YOU RATE YOUR COMMUTE TO WORK?

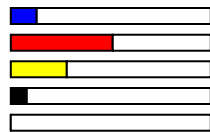
	#	%
1. GOOD	239	46
2. ONLY FAIR	157	30
3. POOR	110	21
98. NOT SURE	9	2
99. REFUSED	5	



TOTAL 520

QUESTION 27. DO YOU HOPE YOUR CHILDREN REMAIN ON STATEN ISLAND?

	#	%
0. NO CHILDREN	106	13
1. YES	407	51
2. NO	223	28
98. NOT SURE	61	8
99. REFUSED	3	

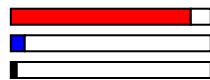


TOTAL 800

NET YES 185 23%
YES : NO 1.8:1

QUESTION 28. DO YOU THINK STATEN ISLAND IS A FAMILY-FRIENDLY PLACE TO BE?

	#	%
1. YES	718	90
2. NO	56	7
98. NOT SURE	27	3

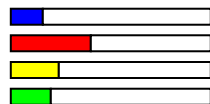


TOTAL 800

NET YES 662 83%
YES : NO 12.9:1

QUESTION 29. AGE GROUP

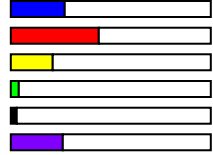
	#	%
1. 18-30	128	16
2. 31-50	320	40
3. 51-65	192	24
4. OVER 65	160	20



TOTAL 800

QUESTION 30. HOUSEHOLD INCOME

	#	%
1. UNDER \$50,000	174	27
2. \$50,000-\$100,000	282	44
3. \$100,000-\$200,000	135	21
4. OVER \$200,000	23	4
98. NOT SURE	21	3
99. REFUSED	164	



TOTAL 800

QUESTION 31. DO YOU HAVE CHILDREN 17 YEARS OR YOUNGER WHO LIVE AT HOME WITH YOU?

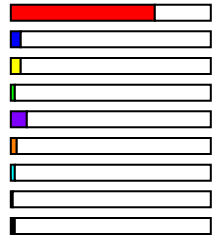
	#	%
1. YES	295	43
2. NO	399	57



TOTAL 694

QUESTION 32. FROM WHAT NEWSPAPER OR OTHER MEDIA SOURCE DO YOU GET YOUR NEWS INFORMATION ABOUT STATEN ISLAND?

	#	%
1. STATEN ISLAND ADVANCE	578	72
2. NEW YORK DAILY NEWS	41	5
3. NEW YORK POST	41	5
4. NEW YORK TIMES	18	2
5. NEW YORK 1	65	8
6. INTERNET	21	3
7. TV NEWS	16	2
96. OTHER	6	1
98. NOT SURE	13	2



TOTAL 800

QUESTION 33. DO YOU LIVE NORTH OR SOUTH OF THE STATEN ISLAND EXPRESSWAY?

	#	%
1. NORTH	298	37
2. SOUTH	391	49
98. NOT SURE	107	13
99. REFUSED	5	



TOTAL 800

QUESTION 34. GENDER

	#	%
1. MALE	368	46
2. FEMALE	432	54



TOTAL 800