Technology and New York City Poll | Tech NYC

Using its Dynamic Online Sampling Engine to attain a representative sample, Change Research polled 1,011 likely voters in New York City on behalf of Tech NYC from August 25 - 31, 2020. The margin of error is 3.1%. Weighting was on gender, age, race, borough, and 2016 presidential vote.
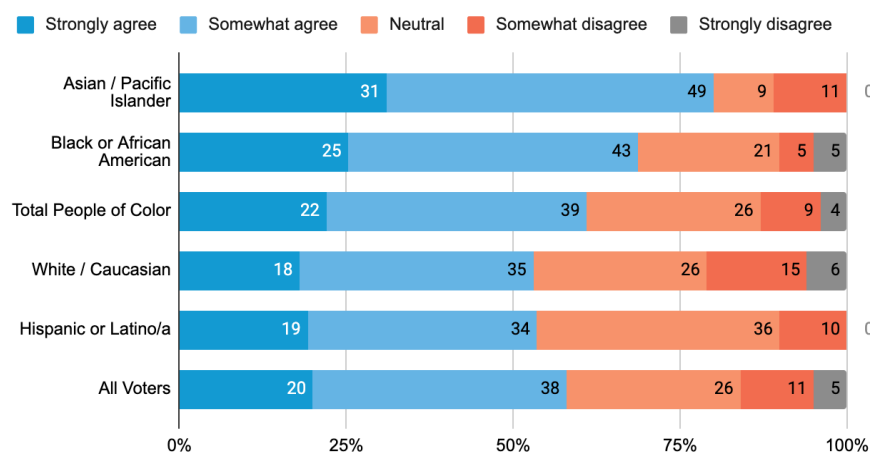
Key Findings

- 68% agree that tech companies are needed now more than ever with the coronavirus to 10% who disagree. 64% agree that NYC should attract more tech companies to 11% who disagree.

- Voters agree rather than disagree by a greater than 6 to 1 ratio that working at a tech company provides economic mobility and would want their family members to work at one.

- Entrepreneurs are + 45 net favorable (55% favorable to 10% unfavorable), startups are + 42, and tech companies are + 27 net favorable.

- There is an opportunity to make the tech industry feel more inclusive: 53% of voters feel that learning tech skills is often expensive, intimidating, and tends to require going to Manhattan.
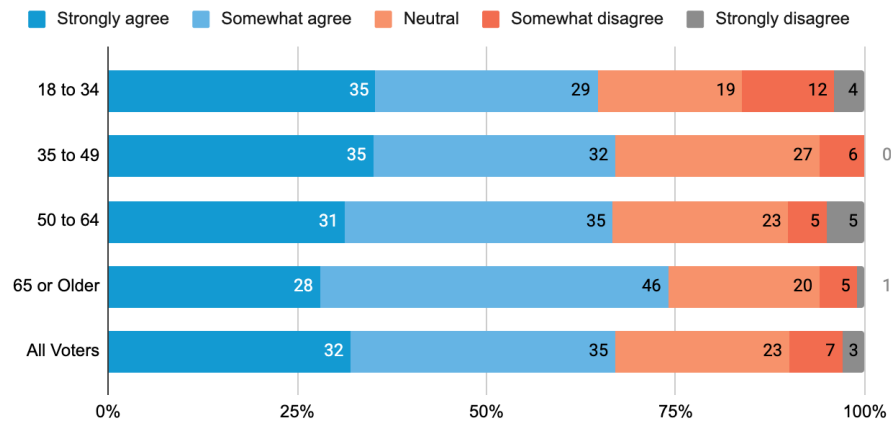
Landscape

- A 58% majority believe that technology companies are having a positive effect compared with just 16% who believe it's a negative effect and 26% are neutral.

Are tech companies having a net positive or net negative effect on how things are going these days?

Legend: Strongly agree | Somewhat agree | Neutral | Somewhat disagree | Strongly disagree

Group	Strongly agree	Somewhat agree	Neutral	Somewhat disagree	Strongly disagree
Asian / Pacific Islander	31	49	9	11	0
Black or African American	25	43	21	5	5
Total People of Color	22	39	26	9	4
White / Caucasian	18	35	26	15	6
Hispanic or Latino/a	19	34	36	10	0
All Voters	20	38	26	11	5

- 36% believe that startups are having a positive effect to 7% negative and these compare favorably to large corporations who are 29% positive to 41% negative effect.

- 65% believe that technology has made their life better during the coronavirus to 5% who believe it's made it worse.

- Voters believe across groups such as age that tech companies are needed more than ever:

Technology companies and the jobs and innovation that they create are needed in New York City now more than ever with the coronavirus pandemic.

Legend: ■ Strongly agree ■ Somewhat agree ■ Neutral ■ Somewhat disagree ■ Strongly disagree

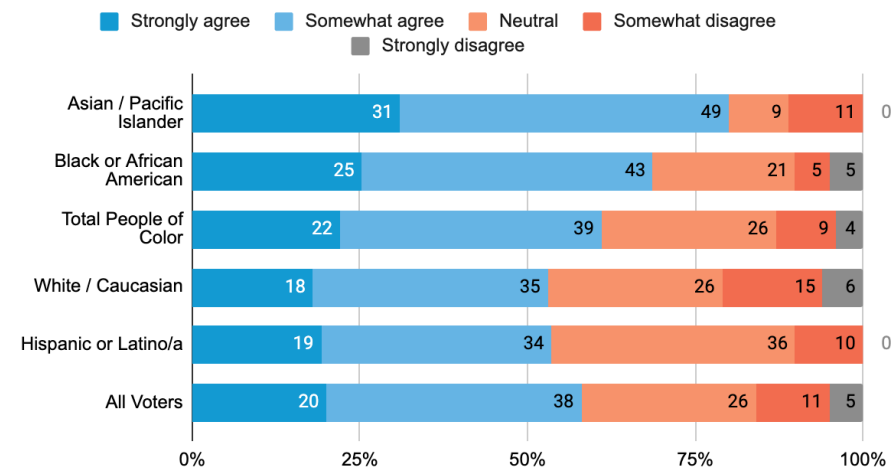| Group	Strongly agree	Somewhat agree	Neutral	Somewhat disagree	Strongly disagree
18 to 34	35	29	19	12	4
35 to 49	35	32	27	6	0
50 to 64	31	35	23	5	5
65 or Older	28	46	20	5	1
All Voters	32	35	23	7	3

- 81% believe that technology helps them live the life that they want to 19% who feel that technology gets in the way of living the life that they want.

Policies

- Voters across diverse backgrounds, including by race and ethnicity, overwhelmingly believe that during these times New York City's government should attract tech:

NYC should work to attract more technology companies.

Legend: ■ Strongly agree ■ Somewhat agree ■ Neutral ■ Somewhat disagree ■ Strongly disagree

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- 82% agree that NYC schools should teach more tech skills by partnering with companies. 81% also agree that NYC's government should provide more tech training programs.