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.
- 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.**

  - 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.**

  - 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.