

**FROM: TIMES SQUARE NEW YEAR'S EVE**

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***FOR IMMEDIATE RELEASE***

**DESPITE MIXED FEELINGS POST-ELECTION, MAJORITY OF AMERICANS HOPEFUL FOR 2017 ACCORDING TO AP-TIMES SQUARE NEW YEAR'S EVE POLL**

*Poll Finds Top Three News Stories of 2016 include the U.S. Election, Worldwide Terror Attacks, and Civilian and Police Shootings*

*Poll Finds Top Three Pop Culture and Sports Stories of 2016 include the Chicago Cubs World Series Victory, the Losses of Musical Greats, and U.S. Women's Gymnastics Rio Wins*

*On New Year's Eve, 61 Percent of Americans, or Approximately 198 million people, Will Watch the Times Square New Year's Eve Celebration.*

**New York, N.Y. (December 26, 2016) - The Times Square Alliance and Countdown Entertainment**, co-organizers of Times Square New Year's Eve, along with **The Associated Press**, today unveiled the results of the fourth annual **AP-Times Square New Year's Eve poll**.

The poll showed that Americans' personal outlook is markedly more optimistic about the year to come than they were last year. A majority (**55 percent**) believes 2017 will be better than 2016, far more than the 43 percent of the population who were optimistic last year.

"While there are clearly mixed feelings about the elections, it is heartening to see that Americans always come together with optimism for the future," said **Tim Tompkins, President of the Times Square Alliance**. "New Year's Eve for most Americans is a time of reflection and looking forward, and in Times Square we are proud to provide a unified moment where all can come together and celebrate."

"Each year, I look forward to sharing the anticipation and excitement for the upcoming year with the millions of people who celebrate with us from around the world," said **Jeffrey Straus, President of Countdown Entertainment**. "New Year's Eve is a singular moment when the world can unite together in celebration and hope for the upcoming year."

Many Americans considered the past year through a political lens with a large shift seen in the opinions of Republicans and Democrats. Democrats are more likely than Republicans to say 2016 was worse than 2015 for the country, **41 percent to 30 percent**, respectively. A year ago the opposite was true, with Democrats being more optimistic. Republicans are also more likely than Democrats to feel that 2017 will be an even better year for them personally, **75 percent to 41 percent**, respectively.

The poll also highlighted the public's opinions about the most important news stories and most memorable political, pop culture, and sports moments of 2016.

When asked to rate the importance of 10 top news stories, a vast majority, **77 percent** of Americans, said the victory of Donald Trump and the 2016 election were very or extremely important for them personally.

**63 percent** of Americans described worldwide attacks in Orlando, Belgium, Turkey, Pakistan and France as very or extremely important to them personally and **51 percent** said the shooting deaths of Alton Sterling, Philando Castile, and police officers in three states were very or extremely important to them personally.

2016 was a big year for sports, with a majority of Americans (**55 percent**) saying November's World Series win for the Chicago Cubs was a memorable event. Unsurprisingly, this number includes **70 percent** of Midwesterners who looked forward to the win after a 108 year drought.

Half the public, including **56 percent** of women, called the U.S. women's gymnastics team's Olympic victories memorable.

The loss of iconic musicians Prince, David Bowie and Leonard Cohen were noted as memorable events of 2016 by **51 percent** of people.

Approximately half of Americans (**49 percent**) plan to celebrate the New Year at home, **18 percent** at the home of a friend or family member, and another **9 percent** plan to celebrate at a bar, restaurant or organized event.

On New Year's Eve, **61 percent of Americans**, or approximately 198 million people, will watch the Times Square New Year's Eve Celebration.

People can watch the Times Square New Year's Eve Webcast online at [TimesSquareNYC.org](http://TimesSquareNYC.org), [NewYearsEve.nyc](http://NewYearsEve.nyc), [Livestream.com/2017](http://Livestream.com/2017) and [TimesSquareBall.net](http://TimesSquareBall.net). The Times Square 2017 Webcast is also available for live viewing on Android and Apple devices with the [Times Square Ball App](#).

The Associated Press-Times Square New Year's Eve Poll was conducted December 9-11, 2016 by GfK Public Affairs & Corporate Communications – a division of GfK Custom Research North America. The poll is based on a nationally-representative probability sample of 1,007 general population adults age 18 or older. The margin of sampling error is plus or minus 3 percentage points at the 95 confidence level.

To see the complete list of survey findings, please visit: <http://ap-gfkpoll.com/>

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### **About Times Square New Year's Eve:**

The Times Square Alliance and Countdown Entertainment are the organizers of Times Square New Year's Eve. The Times Square Alliance works to improve and promote Times Square so that it retains the energy, edge and distinctiveness that have made it an icon of entertainment, culture and urban life. Countdown Entertainment represents the owners of One Times Square and the New Year's Eve Ball.

For more information about Times Square New Year's Eve, visit [www.TimesSquareNYC.org](http://www.TimesSquareNYC.org).

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