

Nature of the Sample: 602 New York City Residents

This survey of 602 New York City residents was conducted on November 16, 2009. Telephone numbers were selected based upon a list of telephone exchanges from throughout the city. The exchanges were selected to ensure that each borough was represented in proportion to its population. A mixed-mode methodology was used to interview respondents. Interviews were conducted either by live telephone interviewers or by an interactive voice response (IVR) technology. In addition, in an effort to increase coverage, this land-line sample was supplemented by respondents reached through random dialing of cell phone numbers. Results for residents are statistically significant at +/- 4%. The error margin increases for cross-tabulations.