

Nature of the Sample: 684 New York City Residents

This survey of 684 New York City residents was conducted on April 21st and April 22nd, 2010. Residents 18 years of age and older were interviewed by telephone. 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. To increase coverage, this land-line sample was supplemented by respondents reached through random dialing of cell phone numbers. The two samples were then combined. Results are statistically significant at $\pm 4.0\%$. There are 415 taxi riders. The results for this subset are statistically significant at $\pm 5.0\%$. There are 471 sugar-sweetened soft drink consumers. The results for this subset are statistically significant at $\pm 4.5\%$. The error margin increases for cross-tabulations.