

Nature of the Sample: 809 New York City Residents

This survey of 809 New York City residents was conducted July 28th through August 5th, 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. Interviews were conducted in both English and Spanish. Results are statistically significant at $\pm 3.5\%$. There are 403 football fans. The results for this subset are statistically significant at $\pm 5.0\%$. The error margin increases for cross-tabulations.