

Nature of the Sample: 779 New York City Residents

This survey of 779 New York City residents was conducted September 2nd through September 7th, 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. Interviews were conducted in both English and Spanish. Results are statistically significant at $\pm 3.5\%$. The error margin increases for cross-tabulations.