

How the Survey was Conducted

Nature of the Sample: NY1-Marist New York City Poll of 814 Adults

This survey of 814 New York City adults was conducted November 28th and November 29th, 2012. Adults 18 years of age and older residing in New York City 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. An oversample of Staten Island residents was interviewed to allow for analysis of results in that borough. To increase coverage, this landline sample was supplemented by respondents reached through random dialing of cell phone numbers. The samples were then combined and balanced to reflect the 2010 census results for age, gender, income, race, and borough. Results for adults are statistically significant within ± 3.4 percentage points. There are 673 registered voters. The results for this subset are statistically significant within ± 3.8 percentage points. The error margin increases for cross-tabulations.