

## How the Survey was Conducted

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### **Nature of the Sample: NY1/YNN-Marist New York State Poll of 760 Adults**

This survey of 760 New York State adults was conducted April 10<sup>th</sup> through 12<sup>th</sup>, 2012. Adults 18 years of age and older residing in New York State were interviewed by telephone. Telephone numbers were selected based upon a list of telephone exchanges from throughout the state. The exchanges were selected to ensure that each county 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 within  $\pm 3.5$  percentage points. There are 298 adults who ate at a fast food restaurant in the past week. The results for this subset are statistically significant within  $\pm 6.0$  percentage points. The error margin increases for cross-tabulations.