

## How the Survey was Conducted

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### **Nature of the Sample: New York State Poll of 1,031 Adults**

This survey of 1,031 adults was conducted on October 18<sup>th</sup> through October 21<sup>st</sup>, 2012. Adults 18 years of age and older residing in the state of New York 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 region was represented in proportion to its population. To increase coverage, this landline sample was supplemented by respondents reached through random dialing of cell phone numbers. The two samples were then combined and balanced to reflect the 2010 census results for age, gender, income, race, and region. Results for adults are statistically significant within  $\pm 3.1$  percentage points. There are 874 registered voters. The results for this subset are statistically significant within  $\pm 3.3$  percentage points. Registered voters were balanced to reflect the difference in registration in New York City, the suburbs, and upstate New York as reported by state election officials. There are 565 likely voters defined by a probability turnout model. This model determines the likelihood respondents will vote in the 2012 presidential election based upon their chance of vote, interest in the election, and past election participation. The results for this subset are statistically significant within  $\pm 4.1$  percentage points. The error margin increases for cross-tabulations.