



## Sampling Methodology

A complex sampling plan was designed to represent the US population and allow for an oversampling of New York State (NYS) residents. A total of 1,500 respondents were recruited: 900 from outside NYS, and 600 from within NYS. Of the 600 NYS residents, 62 were included in the national sample.

All respondents were stratified based on the following criteria.

**Household Income and Age of Householder** Percentages of the US population by Household Income and Age of Householder were derived from the Statistical Abstract of the United States. This distribution was used as the basis of the sampling and weighting plan.

**Geographical Representation** To ensure respondents were pulled proportionately from each region of the United States, the sample was segmented into four regions (Northeast, Midwest, South and West) based on state of residence. The most recent population estimate by state was used to determine quota size for each region.

Because the percentage of Age of Householder by state was not available, it was assumed that this characteristic was uniform across all states. However, Household Income was available by state and therefore used to generate the Household Income and Age of Householder sub-quotas for each region.

Finally, quotas were set for male and female respondents based on the latest census data.

**New York State Oversample** NYS residents were oversampled to allow sufficient response for NYS-specific questions. In addition, the NYS respondents were further categorized into three segments – Upstate, Downstate and New York City – based upon their county of residence. However, only those respondents that first filled the national quotas from New York State were included in the national sample.