DOHMH 2011 RESTAURANT GRADING POLL OF NEW YORK CITY

METHODOLOGY

This telephone poll of a random sample of 502 adults in New York City was conducted by Baruch College Survey Research, School of Public Affairs, Baruch College, City University of New York for the New York City Department of Health and Mental Hygiene from July 15-20, 2011. Landline telephone interviews were conducted with 413 New York City residents who have landline phones, and 89 cell phone interviews were conducted among a separate cell-phone only sample.

The landline sample was based on a random digit dial (RDD) design which draws numbers from all existing landline telephone exchanges in the five boroughs of New York City, giving all phone numbers, listed and unlisted, a proportionate chance of being included. Respondents in the landline sample were selected randomly within the household. This sample was supplemented by a randomly selected cell phone sample using a wireless/mobile number database that contains all possible numbers in 100-blocks dedicated to wireless service and 100-blocks providing shared services but that have no directory-listed telephone numbers in the five counties in New York City. Respondents were screened for residence in New York City and were offered the option of being interviewed in Spanish. Of the 502 interviews completed, 479 interviews were conducted in English and 23 in Spanish. The data was weighted to the US Census 2009 American Community Survey age, sex, race, Hispanic origin and borough data for New York City adults.

The estimated average sample tolerance for data from the poll is ± 4.4 percentage points for the full sample of 502. That is, the chances are about 19 out of 20 that if all New York City households with landline or cell phones were surveyed with the same questionnaire, the results of the complete census would not be found to deviate from the poll findings by more than 4.4 percentage points. Error for subgroups is higher. Sampling is only one source of error. Other sources of error may include question wording, question order and interviewer effects.