**AAPOR Transparency Initiative Disclosure**

| Disclosure Element | Detail / Description |
|---|---|
| **Poll Name** | Quarterly Index of Consumer Sentiment and Social/Cultural Series |
| **1. Data Collection Strategy** | A study contacting New York State residents, aged 18 years and older. |
| **2A. Research Sponsor** | Siena University |
| **2B. Research Conducted By** | Siena Research Institute/ReconMR |
| **3. Measurement Tools/Instruments** | Included with web release |
| **4. Population Under Study** | New York State adults, 18 years and older |
| **5A. Sampling Method** | A probability sample of telephone numbers weighted to known population patterns was sampled. The randomized stratified dual-frame telephone sample of New York state residents was purchased from Marketing Systems Group (MSG). Respondents with a cell phone were asked to participate in the survey with a text-to-web invitation followed up by phone calls to nonrespondents. The interviewed telephone sample was also supplemented by a proprietary online panel sourced through Cint. |
| **5B. Sampling Specification** | Both the landline and cell phone sampling frame acquired from MSG were stratified by region. Approximately half of those interviewed were drawn from the telephone sample. The remaining interviewers were drawn from a proprietary online panel sourced from Cint. |
| **5C. Quotas** | For the telephone sample, regional quotas by mode of data collection were used. For the panel sample, regional and demographic quotas were used. |
| **5D. Incentives** | No incentives were offered or paid to survey respondents who were drawn from the telephone sample. Participants from the online panel who passed data quality checks and completed the entire interview received a small incentive. |
| **6A. Modes of Data Collection** | Data was collected over the phone by live telephone interviewers, on the web from text message invitations, and from invitations sent to panel members. |
| **6B. Languages Offered** | Interviews were conducted in English. |
| **7. Dates of Data Collection** | The survey was fielded between September 1 - October 3, 2026. |
| **8A. CATI Surveys** | Surveys completed with a live telephone interviewer: N = 223 |
| **8B. Text to Web Surveys** | Surveys online from a text message invitation: N = 159 |
| **8C. Web Panel Surveys** | Surveys online via an online panel invitation: N = 426 |
| **8D. Margin of Error** | +/- 3.8 percentage points including the design effects resulting from weighting. |
| **8E. Data Coding** | All coding of open-ended responses were conducted by human coders. |
| **9. Weighting Procedures** | Demographic variables were weighted to match estimates for New York State's population using data from the Census Bureau's 2023 U.S. American Community Survey (ACS), on age, region, race/ethnicity, and gender to ensure representativeness. The sample was also weighted to match current patterns of party registration using data from the New York State Board of Elections. |

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| **10. Data Processing and Quality** | All telephone interviews were subject to random quality assurance monitoring. Data are only discarded if interviews fail key quality benchmarks. Interviews from the panel conducted online are excluded from the sample and final analysis if they fail any data quality attention check question. Duplicate responses are identified by their response ID and removed from the sample. Three questions were asked of online respondents, including a honey-pot question to catch bots and two questions that ask respondents to follow explicit directions. The proprietary panel also incorporates measures that safeguard against automated bot attacks, deduplication issues, fraudulent VPN usage, and suspicious IP addresses. As an added layer of security, Research Defender, a proprietary fraud-prevention platform, was used to screen respondents and block bots, duplicate entries, and low-quality survey takers before and during the interview. |
| **11. Statement of Limitations** | Sampling error is only one of many potential sources of error and there may be other unmeasured error in this or any other public opinion poll. Real-world error includes sources of error beyond sampling error, such as nonresponse bias, question order effects, question wording effects, and coverage error. |
| **12. AI Use Disclosure** | This research included no use of AI in questionnaire development, data collection, data analysis, or presentation of data. |