New York State Green Jobs Survey: Appendix A

Appendix A: Sample Selection, Data Collection, and Map of Regions

Survey Sample Selection

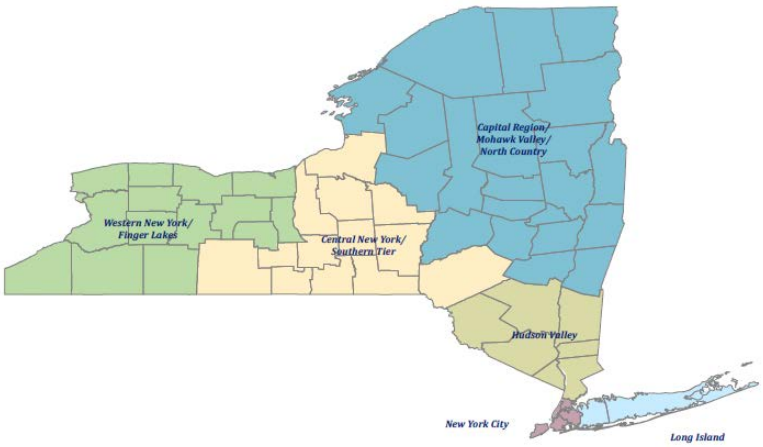
The sample was drawn from the Quarterly Census of Employment and Wages (QCEW) Program[1]. A stratified random sample of approximately 20,000 employers was selected in order to allow for analysis by three areas of interest: geographic region, industry cluster, and firm size.

- The state was partitioned into 6 geographic regions: Capital District/North Country/Mohawk Valley, Central New York/Southern Tier, Hudson Valley, Long Island, New York City, and Western New York/Finger Lakes. (See map below.)
- The seven[2] industry clusters (Construction Trades; Component Manufacturing; Building Services; Professional Services; Electric Power Generation, Transmission, Distribution; Financial Services; and Legal Services) were defined by 6-digit level North American Industry Classification System (NAICS) codes[3].
- Employers were grouped into three size classes, by employment: small (1-25), medium (26-100), and large (more than 100). All employers in the large and medium size classes and approximately 20 percent of employers in the small size class were sampled.

Data Collection

Data was collected through various modes (mail, online, phone, email, and fax) from December 2010 to February 2011. Employers were mailed letters that requested participation in an online version of the survey accessible by a unique survey ID code. In order to increase response rates two subsequent mailings were sent, each with a print version of the survey enclosed. After all of the mailings were sent, critical non-respondents were identified and called for phone interviews. These additional efforts resulted in a robust 42% response rate, with more than 8,000 firms participating statewide!

New York State Green Jobs Survey Regions



[1] 2010 Quarter 4
[2] Based on response rates, analysis was focused on the first four industry clusters listed.
[3] See Appendix B for a list of 6-digit NAICS codes included in selected industry clusters.

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