

2012

2012 Social Change Impact Report

Walden University

Follow this and additional works at: http://scholarworks.waldenu.edu/social_change_report

This Article is brought to you for free and open access by the University Publications at ScholarWorks. It has been accepted for inclusion in Social Change Impact Report by an authorized administrator of ScholarWorks. For more information, please contact ScholarWorks@waldenu.edu.

Walden University's 2012 Social Change Impact Report

The 2012 Social Change Impact Report was conducted online by Harris Interactive on behalf of Walden University between February 27 and March 7, 2012, among a total of 8,953 adults within Brazil (1,025 adults ages 18-59), Canada (1,034 adults ages 18 and older), China (1,024 adults ages 18-60), Germany (1,004 adults ages 16 and older), India (1,023 adults ages 18-64), Jordan (612 adults ages 18 and older), Mexico (1,020 adults ages 18-64) and U.S. (2,211 adults ages 18 and older). Data for each country were weighted to the general or online population within each country.

Details on data collection and the weighting of data for each country are provided below.

| Country | Sample | Field Dates | Population Represented | Variables Adjusted Where Necessary by Weighting |
|---------------|--------------------------------|---------------------------|------------------------|--|
| Brazil | 1,025 adults ages 18-59 | February 28-March 7, 2012 | Online | Age, gender, region, household income |
| Canada | 1,034 adults ages 18 and older | February 28-March 7, 2012 | Online | Age, gender, region, education, household income, race |
| China | 1,024 adults ages 18-60 | February 28-March 7, 2012 | Online | Age, gender, region, education |
| Germany | 1,004 adults ages 16 and older | February 28-March 7, 2012 | General | Age by gender, region, education, Internet usage |
| India | 1,023 adults ages 18-64 | February 28-March 7, 2012 | Online | Age, gender, size of place (metro/non-metro), household income, hours online per week, bought online in past month |
| Jordan | 612 adults ages 18 and older | March 1-March 7, 2012 | Online | Age, gender |
| Mexico | 1,020 adults ages 18-64 | February 28-March 7, 2012 | Online | Age, gender, region, social grade, education |
| United States | 2,211 adults ages 18 and older | February 27-28, 2012 | General | Age, gender, region, race/ethnicity, education, household income |

Data for each individual country is representative of that country. The "Average Result" is the arithmetic average across all 8 countries. This measure does not account for differences in population size and thus is not representative.

All sample surveys and polls, whether or not they use probability sampling, are subject to multiple sources of error which are most often not possible to quantify or estimate, including sampling error, coverage error, error associated with nonresponse, error associated with question wording and response options, and post-survey weighting and adjustments. Therefore, Harris Interactive avoids the words "margin of error" as they are misleading. All that can be calculated are different possible sampling

errors with different probabilities for pure, unweighted, random samples with 100% response rates. These are only theoretical because no published polls come close to this ideal.

Respondents for this survey were selected from among those who have agreed to participate in Harris Interactive surveys. The data have been weighted to reflect the composition of the adult populations of the respective countries. Because the sample is based on those who agreed to participate in the Harris Interactive panel, no estimates of theoretical sampling error can be calculated.