2011

2011 Social Change Impact Report

Walden University

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

Walden University Social Change Impact Report: Global Survey

The Social Change Impact Report: Global Survey was conducted online by Harris Interactive on behalf of Walden University between September 12 and 21, 2011, among a total of 12,208 adults within Brazil (1,007 adults ages 18–59), Canada (1,013 adults ages 18 and older), China (1,011 adults ages 18–60), France (1,010 adults ages 16 and older), Germany (1,013 adults ages 16 and older), Great Britain (1,077 adults ages 16 and older), India (1,010 adults ages 18–64), Japan (1,017 adults ages 18–64), Mexico (1,010 adults ages 18–64), Spain (1,012 adults ages 16 and older), and United States (2,028 adults ages 18 and older) via Harris Interactive's QuickQuery and Global Omnibus.

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	1,007 adults aged 18-59	September 13-21, 2011	Online	Age, gender, region, household income
Canada	1,013 adults aged 18 and older	September 12-20, 2011	General	Age, gender, region
China	1,011 adults aged 18-60	September 13-21, 2011	Online	Age, gender, region, education
France	1,010 adults aged 16 and older	September 13-21, 2011	General	Age by gender, region, education, Internet usage
Germany	1,013 adults aged 16 and older	September 13-21, 2011	General	Age by gender, region, education, Internet usage
Great Britain	1,077 adults aged 16 and older	September 13-21, 2011	General	Age by gender, region, education, Internet usage
India	1,010 adults aged 18-64	September 13-21, 2011	Online	Age, gender, size of place (metro/non-metro), household income, hours online per week, bought online in past month
Japan	1,017 adults aged 18-64	September 13-21, 2011	General	Age by gender, region, education, household income
Mexico	1,010 adults aged 18-64	September 13-21, 2011	Online	Age, gender, region, social grade, education
Spain	1,012 adults aged 16 and older	September 13-21, 2011	General	Age by gender, region, education, Internet usage
United States	2,028 adults aged 18 and older	September 13-15, 2011	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 11 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.