Walden Social Change Impact Report

Methodology

The survey for the Social Change Impact Report was conducted online within the United States by Harris Interactive on behalf of Walden University between March 16th and March 24th, 2011.

Surveys were conducted among 2,148 U.S. residents of the age 18 or older.

Data were weighted to be representative of the U.S. general population using targets obtained from the U.S. Census. Figures for age, sex, race/ethnicity, education, region and household income were weighted where necessary to bring them into line with their actual proportions in the population. Propensity score weighting was also used to adjust for respondents propensity to be online.

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.