

SURVEY METHODOLOGY

MIT and Knowledge Networks first conducted the survey from September 24 to October 13, 2003 using an Internet-based survey instrument. The survey was repeated using the same survey instrument but a different sample population from September 8 to September 25, 2006. Both surveys used a national sample representative of the general population of the United States. The samples were drawn from a membership panel maintained by Knowledge Networks that is provided free hardware and Internet access.

In 2003, 1,205 out of 1,710 panelists completed the survey, a 70 percent response rate. In 2006, 1,236 out of 1,596 panelists completed the survey, a 77 percent response rate. Both surveys have a margin of error of +/- 3 percent.

Knowledge Networks has recruited an online research panel designed to be representative of the entire U.S. population and conducts their surveys using the Internet. Knowledge Networks recruits households for their membership panel using a probability sampling technique called random digit dialing. Selected households are provided free hardware and Internet access. When drawing a random sample to complete a survey, Knowledge Networks draws from this large, national membership panel.

To correct for known deviations from the general population, Knowledge Networks develops sample weights. The data represented here are appropriately weighted.

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