

## **SURVEY METHODOLOGY**

Using an Internet-based survey instrument, MIT and Knowledge Networks conducted a survey from September 10 to October 13, 2003 and again from September 8 to September 25, 2006. The survey was repeated from September 10 to September 22, 2009 using the same survey instrument but a different sample population from previous samples. All 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. In 2009, 1,296 out of 1,846 panelists completed the survey, a 70 percent response rate. All 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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