Nature of the Sample: 1026 U.S. Residents

This survey of 1026 United States residents was conducted on October 7th, 8th, and 12th, 2009. Residents 18 years of age and older were interviewed by telephone. Telephone numbers were selected based upon a list of telephone exchanges from throughout the nation. The exchanges were selected to ensure that each region was represented in proportion to its population. To increase coverage, this land-line sample was supplemented by respondents reached through random dialing of cell phone numbers. The two samples were then combined. Results are statistically significant at ±3.0%. There are 578 employed residents. The results for this subset are statistically significant at ±4.0%. There are 421 residents with a profile on a social networking site or twitter account. The results for this subset are statistically significant at ±5.0%. The error margin increases for cross-tabulations.