

# Methodology

## Timing and Sample Qualifications

- This report discusses the findings for 1,441 College Students (age 18–24) and 1,412 Employees (21–29) who completed an online survey between May 13 and June 8, 2011.
- The survey was translated and fielded in 14 countries to gain approximately 100 completes for each subgroup in each country (~200 total completes per country).
- Countries: United States, Canada, Mexico, Brazil, United Kingdom, France, Spain, Germany, Italy, Russia, India, China, Japan, Australia
- Respondents were screened to meet the following criteria:
  - College Graduate or Higher
  - Employed Full Time in a Non-IT role
  - Does not work for a company in the Market Research or Non Profit Industry
  - Works for an organization that employs 10+ people worldwide
- Quotas were set to ensure an even distribution of completes by gender.

## Subgroup Analysis

- Statistical differences between country subgroups were tested at the 95% confidence level and are indicated with capital letters in the analysis that follows.