



Employment Report

UNITED STATES



5 YEARS TRACKING CONFIDENCE

Methodology

This August 2010 SFN Group Employment Tracker was conducted online within the United States by Harris Interactive on behalf of SFN between August 9-11, 2010 among a U.S. sample of 1,087 employed adults, aged 18 years and older (July 2010 n=1,371). Results were weighted as needed for age, sex, race/ethnicity, income, education, and region. 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.

Respondents for this survey were selected from among those who have agreed to participate in Harris Interactive surveys. The data have been weighted to reflect the composition of the U.S. adult population. Because the sample is based on those who agreed to be invited to participate in the Harris Interactive online research panel, no estimates of theoretical sampling error can be calculated.