***Internet Enabled Part-Time Small Businesses
Bolster U.S. Economy***

Methodology

This survey was conducted online by Harris Interactive within the United States from June 10-28, 2013 among 10,031 adults (aged 18 and over) who are the primary owners of a part-time business that uses the Internet in one of the following ways to run their business: has a dedicated website, sells or buys goods and services, monetizes user generate content, advertises or markets business, uses search engine optimization, uses online or cloud based services, uses social media, uses software available on the Internet, or uses Internet computing technologies. Figures for age, sex, race/ethnicity, education, region and household income were weighted where necessary to bring them into line with their actual proportions in the online population. Propensity score weighting was used to adjust for respondents' propensity to be online.

The economic impact figures – number of employees and total revenue generated - were calculated using government data, the number of households as determined by the 2012 Current Population Survey and 2011 U.S. Gross Domestic Product figures.

The number of workers employed by part-time Internet enabled businesses was calculated by estimating the proportion of part-time Internet enabled businesses that have employees and the median number of workers employed in these kind of businesses. Harris Interactive then applied

these figures to the household figures from the 2012 CPS to estimate the total number of workers employed by these businesses.

The revenue data is derived similarly. We estimated the average revenue earned by part-time Internet enabled businesses, based on self-report, to the U.S. 2011 GDP.

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, and error associated with non-response, 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 adult population. Because the sample is based on those who agreed to participate in the Harris Interactive panel, no estimates of theoretical sampling error can be calculated.