

Document 1259

[21259001]

The Wall Street Journal "American Way of Buying" Survey consists of two separate, door-to-door nationwide polls conducted for the Journal by Peter D. Hart Research Associates and the Roper Organization.

[21259002]

The two surveys, which asked different questions, were conducted using national random probability samples.

[21259005]

Responses were weighted on the basis of age and gender to conform with U.S. Census data.

[21259007]

The margin of error for subgroups—for example, married women with children at home—would be larger.

[21259008]

In addition, in any survey, there is always the chance that other factors such as question wording could introduce errors into the findings.