



2021 WBI U.S. WORKPLACE BULLYING SURVEY

The Fifth National Scientific WBI Study
Zogby Analytics, Pollster

12.

ZOGBY ANALYTICS METHODOLOGY

Gary Namie, PhD
Director

workplacebullying.org

FUNDING FROM GENEROUS GOFUNDME CONTRIBUTORS

12. ZOGBY ANALYTICS POLL METHODOLOGY

US Adults
1/23/21 – 1/25/21

Zogby Analytics was commissioned by Workplace Bullying Institute to conduct an online survey of 1,215 adults in the US.

Using internal and trusted interactive partner resources, thousands of adults were randomly invited to participate in this interactive survey. Each invitation is password coded and secure so that one respondent can only access the survey one time.

Using information based on census data, voter registration figures, CIA fact books and exit polls, we use complex weighting techniques to best represent the demographics of the population being surveyed. Weighted variables may include age, race, gender, region, party, education, and religion.

Based on a confidence interval of 95%, the margin of error for 1,215 is +/- 2.8 percentage points. This means that all other things being equal, the identical survey repeated will have results within the margin of error 95 times out of 100.

Subsets of the data have a larger margin of error than the whole data set. As a rule we do not rely on the validity of very small subsets of the data especially sets smaller than 50-75 respondents. At that subset we can make estimations based on the data, but in these cases the data is more qualitative than quantitative.

Additional factors can create error, such as question wording and question order.

##

About Zogby Analytics:

Zogby Analytics is respected nationally and internationally for its opinion research capabilities. Since 1984, Zogby has empowered clients with powerful information and knowledge critical for making informed strategic decisions.

The firm conducts multi-phased opinion research engagements for banking and financial services institutions, insurance companies, hospitals and medical centers, retailers and developers, religious institutions, cultural organizations, colleges and universities, IT companies and Federal agencies. Zogby's dedication and commitment to excellence and accuracy are reflected in its state-of-the-art opinion research capabilities and objective analysis and consultation.

Zogby Analytics
901 Broad St
Utica, NY 13501
www.zogbyanalytics.com