



Ipsos Public Affairs

The Social Research and Corporate Reputation Specialists

Methodology for Ipsos/UNICEF Poll Perils and Possibilities: Growing Up Online

The Perils and Possibilities: Growing Up Online poll took place among 18 year olds with internet access in 25 countries around the world. In each country, interviewing took place in cities that were chosen to provide broad geographic dispersion. Respondents were subsequently screened to fit key demographic targets for gender and urban or rural/suburban dwelling. Excluding the U.S. where an online panel was used, the survey was completed face-to-face mostly electronically using computer assistance in-person interviewing (CAPI) methodology; pen-and-paper interviewing was used in several countries instead of or in addition to CAPI. Since strict demographic targets were set and adhered to within a 4% margin of error overall, the data are not weighted.