

**WORLD
VALUES
SURVEY
2005**

Methodological questionnaire

PLEASE WRITE IN THE NAME OF YOUR COUNTRY: United States of America

Section 1: the questionnaire

1. Was the WVS questionnaire translated or adapted in any way from the English master questionnaire?

Yes → **ANSWER Q2**
No → **GO TO Q3**

IF QUESTIONNAIRE TRANSLATED/ADAPTED

2a. Who carried out the translation of the questionnaire?

A specialist translator

A member of the research team

Other (PLEASE WRITE DETAILS BELOW)

b. Was the translated questionnaire then back-translated into English?

Yes

No

c. Was the translated questionnaire pre-tested?

Yes

→ **ANSWER d**

No

→ **GO TO e**

d. **IF 'YES'**

How was the questionnaire pre-tested? How many pre-tests were carried out?

PLEASE WRITE IN:

e. Were there any questions or concepts that caused particular problems when being translated into your language?

Yes

→ **ANSWER f**

No

→ **GO TO Q3**

IF 'YES'

f. Which questions or concepts caused particular problems?

PLEASE WRITE IN:

g. How were these problems solved?
PLEASE WRITE IN:

EVERYONE PLEASE ANSWER

3. Did you use other questionnaires to make the WVS questionnaire

the German questionnaire No

the French questionnaire No

Other (PLEASE WRITE IN BELOW)

4. Have any optional WVS questions and/or items been included?

No

Yes (PLEASE WRITE IN QUESTION AND/OR ITEMNUMBERS BELOW)

V43 (question 8j in questionnaire)
V233a (question 78 in questionnaire)

5. Were country-specific questions, and/or items i. e. neither compulsory nor optional WVS questions, or questions included in the survey?

No country-specific questions included —→ **GO TO Q7**

Country-specific questions were included —→ **ANSWER Q6**

IF THERE WERE COUNTRY-SPECIFIC QUESTIONS

6. Were country specific questions included at the end of the questionnaire, just before the demographics?

Yes —→ **GO TO Q7**

No —→ **GO TO Q6a**

6a Please indicate the location of the country-specific questions which were not at the end of the questionnaire
WRITE IN BELOW

EVERYONE PLEASE ANSWER

7. Were all questions asked in the prescribed order?

Yes

No

8. Were all core WVS questions included in your questionnaire (by core we mean all items except those that were optional)?

No - some question(s) from WVS questionnaire not included → **ANSWER Q9**

No - some demographic question(s) not included → **ANSWER Q9**

Yes - all questions included → **SECTION 2**

IF ANY CORE WVS QUESTIONS WERE NOT INCLUDED

9. Please write in details of the items and the reasons why they were not included.

WVS question number or description of question:

V254 (how interested was respondent?)

Reason(s) not included: Because the survey was self-administered and V254 is for the interviewer.

Demographic question number(s) or description of question(s):

V55 (Marital status)
V56 (Number of children)
V235 (Gender)
V236 (age)
V237 (age)
V238 (education level)
V241 (employment status)
V256 (Race/ethnicity)

Reason(s) not included: Knowledge Networks has similar information currently on file for the panelists and appended those and other supplemental demographic variables to the data file.

Supplemental Variables

Variable Name	Variable Description
serial	Case Identification Number
QFLAG	Qualification flag
weight1	Post-stratification weights: all respondents (breakoffs plus qualified completes)

Variable Name	Variable Description
weight2	Post-stratification weights: Qualified completes only
start	Date/time interview started
finish	Date/Time interview finished
duration	Duration of interview in minutes
ppgender	Gender
ppage	Age
ppagecat	Age - 7 categories
ppagect4	Age - 4 categories
ppethm	Race / Ethnicity
ppeduc	Education (highest degree received)
ppeducat	Education (categorical)
pphouse	Housing Type
pprent	Ownership Status of Living Quarters
ppdualin	Dual Income HH
ppincimp	HH Income (profile and imputed)
ppmarit	Marital Status
pphhhead	Household Head
pphhsiz	Household Size (from Recruitment)
ppt01	Total number of HH members age 1 or younger
ppt1317	Total number of HH members age 13 to 17
ppt18ov	Total number of HH members age 18 or older
ppt25	Total number of HH members age 2 to 5
ppt612	Total number of HH members age 6 to 12
ppwork	Current Employment Status
ppstaten	State (numeric)
ppreg4	Region 4 (based on state of residence)
ppreg9	Region 9 (based on state of residence)
ppmsacat	MSA Status
ppnet	Household Internet Access

Section 2: Sampling

10. Was your sample designed to be representative of the entire adult population, i. e. 18 years and older, of your country?

Yes → **GO TO Q12**

No → **ANSWER Q11**

IF NOT DESIGNED TO BE REPRESENTATIVE

11. Which groups were excluded from, under-represented or over-represented in your sample design?

Excluded (PLEASE SPECIFY):

.

Over-represented: (PLEASE SPECIFY):

Under-represented (PLEASE SPECIFY):

EVERYONE PLEASE ANSWER

12. What was the lower age cut-off for your sample?

Yes - please write in cut-off

No cut-off

13. Was there any upper age cut-off for your sample?

Yes - please write in cut-off

No cut-off

14. What were the different stages in your sampling procedure?

PLEASE WRITE IN:

Knowledge Networks Methodology

Introduction

Knowledge Networks has recruited the first online research panel that is representative of the entire U.S. population. Panel members are randomly recruited by telephone and households are provided with access to the Internet and hardware if needed. Unlike other Internet research which covers only individuals with Internet access who volunteer for research, Knowledge Networks surveys are based on a sampling frame which includes both listed and unlisted numbers, and is not limited to current Web users or computer owners.

Knowledge Networks selects households using random digit dialing (RDD). Once a person is recruited to the panel, they can be contacted by e-mail (instead of by phone or mail). This permits surveys to be fielded very quickly and economically. In addition, this approach reduces the burden placed on respondents, since e-mail notification is less obtrusive than telephone calls, and most respondents find answering Web questionnaires to be more interesting and engaging than being questioned by a telephone interviewer.

Panel Recruitment Methodology

Beginning recruitment in 1999, Knowledge Networks (KN) has established the first online research panel based on probability sampling that covers both the online and offline populations in the U.S. The panel members are randomly recruited by telephone and households are provided with access to the Internet and hardware if needed. Unlike other Internet research that covers only individuals with Internet access who volunteer for research, Knowledge Networks surveys are based on a sampling frame that includes both listed and unlisted phone numbers, and is not limited to current Web users or computer owners. Panelists are selected by chance to join the panel; unselected volunteers are not able to join the KN panel.

Knowledge Networks initially selects households using random digit dialing (RDD) sampling methodology. Once a household is contacted by phone and household members recruited to the panel by obtaining their e-mail address or setting up e-mail addresses, panel members are sent surveys over the Internet using e-mail (instead of by phone or mail). This permits surveys to be fielded quickly and economically, and also facilitates longitudinal research. In addition, this approach reduces the burden placed on respondents, since e-mail notification is less obtrusive than telephone calls, and allows research subjects to participate in research when it is convenient for them.

Knowledge Networks' panel recruitment methodology uses the quality standards established by selected RDD surveys conducted for the Federal Government (such as the CDC-sponsored National Immunization Survey).

Knowledge Networks utilizes list-assisted RDD sampling techniques on the sample frame consisting of the entire United States residential telephone population. Knowledge Networks excludes only those banks of telephone numbers (consisting of 100 telephone numbers) that have zero directory-listed phone numbers. Two strata are defined using 2000 Census Decennial Census data that has been appended to all telephone exchanges. The first strata has a higher concentration of Black and Hispanic households and the second strata has a lower concentration relative to the national estimates. Knowledge Networks' telephone numbers are selected from the 1+ banks with equal probability of selection for each number within each of the 2 strata, with the Black and Hispanic strata being sampled at a higher rate than the other strata. Note that the sampling is done without replacement to ensure that numbers already fielded by Knowledge Networks do not get fielded again.

Telephone numbers for which Knowledge Networks is able to recover a valid postal address is about 70%. The telephone numbers for which an address is recovered are selected with certainty; between one-half and one-third of the remainder are subsampled randomly depending on the recruitment period. The resulting cost efficiency more than offsets the decrease in precision caused by the need for sample weights. The address-matched telephone numbers are sent an advance mailing informing them that they have been selected to participate in the Knowledge Networks panel.

Following the mailing, the telephone recruitment process begins for all sampled phone numbers. Cases sent to telephone interviewers are dialed up to 90 days, with at least 10 dial attempts on cases where no one answers the phone, and on phone numbers known to be associated with households. Extensive refusal conversion is also performed. Experienced interviewers conduct all recruitment interviews. The recruitment interview, which typically requires about 10 minutes, begins with the interviewer informing the household member that they have been selected to join the Knowledge Networks Panel. If the household does not have a PC and access to the Internet, they are told that in return for completing a short survey weekly, the household will be given a

WebTV set-top box and free monthly Internet access. All members in the household are then enumerated, and some initial demographic variables and background information of prior computer and Internet usage are collected.

As of August 2002, those RDD households that inform interviewers that they have a home computer and Internet access have been recruited to the panel and asked to take their surveys using their own equipment and Internet connections. Points, which can be redeemed for cash at regular intervals, are given to respondents for completing their surveys and take the place of a free WebTV and monthly Internet access provided to other panel households. Additional incentive points may be added to specific surveys to improve response rates or to compensate for longer surveys.

Prior to shipment, each WebTV unit is custom configured with individual email accounts, so that it is ready for immediate use by the household. Most households are able to install the hardware without additional assistance, though Knowledge Networks maintains a telephone technical support line and will, when needed, provide on-site installation. The Knowledge Networks Call Center also contacts household members who do not respond to e-mail and attempts to restore contact and cooperation. PC panel members provide KN with their email account and their weekly surveys are sent to that email account.

All new WebTV panel members are sent an initial survey to confirm equipment installation and familiarize them with the WebTV unit. For all new panel members, demographics such as gender, age, race, income, and education are collected in a follow-up survey for each panel member to create a member profile. This information can be used to determine eligibility for specific studies and need not be gathered with each survey. Once this survey is completed, the panel member is regarded as active and ready to be sampled for other surveys. Parental or legal guardian consent is also collected for conducting surveys with teenagers age 13-17 as part of the first survey.

Survey Administration

For client-based surveys, a sample is drawn at random from active panel members who meet the screening criteria (if any) for the client's study. The typical sample size is between 200 and 2000 persons, depending on the purpose of the study. Once selected, members can be sent an advance letter by email several days prior to receiving the questionnaire through their WebTV appliance or personal computer to notify them of an important, upcoming survey.

Once assigned to a survey, members receive a notification email on their WebTV or personal computer letting them know there is a new survey available for them to take. The email notification contains a button to start the survey. No login name or password is required. The field period depends on the client's needs, and can range anywhere from a few minutes to two weeks.

Email reminders are sent to uncooperative panel members. If email does not generate a response, a phone reminder is initiated. The usual protocol is to wait at least three days and to permit a weekend to pass before calling. Knowledge Networks also operates an ongoing incentive program to encourage participation and create member loyalty. To assist panel members with their survey taking, each individual has a personalized "home page" that lists all the surveys that were assigned to that member and have yet to be completed.

Survey Sampling from Panel

Once Panel Members are recruited and profiled, they become eligible for selection for specific surveys. In most cases, the specific survey sample represents a simple random sample from the panel. The sample is drawn

from eligible members using an implicitly stratified systematic sample design. Customized stratified random sampling based on profile data is also conducted, as required by specific studies.

The primary sampling rule is not to assign more than one survey per week to members. In certain cases, a survey sample calls for pre-screening, that is, members are drawn from a sub-sample of the panel (e.g., females, Republicans). In such cases, care is taken to ensure that all subsequent survey sample drawn that week are selected in such a way as to result in a sample that is representative of the panel distributions.

Weighting and Estimation

Whereas in principle the sample design is an equal probability design that is self-weighting, in fact there are several known deviations from this guiding principle. Furthermore, despite our efforts to correct for known sources of deviation from equal-probability design, there are several other sources of survey error that are an inherent part the process. We address these sources of survey error globally through the poststratification weights, which we describe below.

Sample Design Weights

The eight sources of deviation from epsem design are:

1. Half-sampling of telephone numbers for which we could not find an address,
2. RDD sampling rates proportional to the number of phone lines in the household,
3. Minor oversampling of Chicago and Los Angeles due to early pilot surveys in those two cities,
4. Short-term double-sampling the four largest states (CA, NY, FL, and TX) and central region states,
5. Under-sampling of households not covered by MSN TV,
6. Oversampling of minority households (Black and Hispanic),
7. Oversampling of households with PC and Internet access
8. Selection of one adult per household.

A few words about each feature:

1. Once the telephone numbers have been purged and screened, we address match as many of these numbers as possible. The success rate so far has been in the 70% range. The telephone numbers with addresses are sent a letter. The remaining, unmatched numbers are half-sampled in order to reduce costs. Based on previous research we suspect that the reduced field costs resulting from this allocation strategy will more than offset increases in the design effect due to the increased variance among the weights. We are currently quantifying these balancing features.
2. As part of the field data collection operation, we collect information on the number of separate phone lines in the selected households. We correspondingly down-weight households with multiple phone lines.
3. Two pilot surveys carried out in Chicago and Los Angeles increased the relative size of the sample from these two cities. The impact of this feature is disappearing as the panel grows.
4. Since we anticipated additional surveying in the four largest states, we double-sampled these states during January-October 2000. Similarly, the central region states were over-sampled for a brief period.
5. Certain areas of the U.S. are not serviced by MSN®. We select a smaller sample of phone numbers in those areas and use other Internet Service Providers for Internet access of recruited households in those areas.

6. As of October 2001, we began oversampling minority households (Black and Hispanic) to increase panel capacity for those subgroups.
7. As of August 2002, we began oversampling households with PCs and Internet access to reduce the cost of WebTV set-up and maintenance.
8. Finally, for most of our surveys, we select panel members across the board, regardless of household affiliation. For some surveys, however, we select members in two stages: households in the first stage and one adult per household in the second stage. We correct for this feature by multiplying the probabilities of selection by $1/a_i$ where a_i represents the number of adults (18 and over) in the household.

15. What was the final number of clusters or sampling points?

No clusters

WRITE IN:

16. What was the sampled unit you got from office sampling?

Address → ANSWER Q17

Household → ANSWER Q17

Named individual → GO TO Q18

Other (PLEASE WRITE IN DETAILS BELOW) → ANSWER Q17

IF NAMED INDIVIDUAL WAS NOT THE SAMPLED UNIT

17. What selection method was used to identify a respondent?
PLEASE SPECIFY:

18. Were there any quota-controls on the type of individual selected to take part in the survey (for example, age or sex controls)?

Yes → ANSWER Q19

No → GO TO Q20

IF QUOTA CONTROLS

19. In what way were quota controls used?
PLEASE WRITE IN:

EVERYONE PLEASE ANSWER

20. Was substitution permitted at any stage of your selection process or during fieldwork?

Yes → ANSWER Q21

No → GO TO Q22

IF 'YES'

21. In what way was substitution permitted?
PLEASE WRITE IN:

EVERYONE PLEASE ANSWER

22. Did you use any stratification factors when drawing your sample?

Yes → ANSWER Q23

No → GO TO Q24

IF STRATIFICATION FACTORS USED

23. What stratification factors were used, and at what stage(s) of selection?
PLEASE WRITE IN:

Sample was stratified by **age** (18-29, 20-44, 45-59, 60+), **education** (less than HS, HS, some college, Bachelor's +), **ethnicity** (white non-hispanic, black non-hispanic, other non-hispanic, Hispanic, 2+ races non-hispanic), and **gender**.

EVERYONE PLEASE ANSWER

24. All in all, what are the known limitations of your realized sample?

For example: non-response rate; is there differential coverage of particular groups, either because of sample design or response differences?

Overall Completion and Incidence Rates

Sampled for Main Survey	Responded to Invitation and Began Survey	Completed Survey	Survey Completion Rate (Completed / Sampled)	AAPOR RR #3
1,710	1,249	1,201	70.2%	29.3%

Knowledge Networks selected 1,710 members of its panel to participate in the survey. While 1,249 responded to the invitation to participate, forty-eight did not complete the entire self-administered Web survey.

Because Knowledge Networks utilizes a panel methodology, we also report a separate panel recruitment response rate (AAPOR RR #3). This measure is the mean response rate for all panel recruitment cohorts from which these 1,710 panelists belong.

25. Please fill in the following details about your sample. If some categories do not apply, please complete to the highest level of detail possible and use the 'other' box to give more information.

- Total number of starting names/addresses
- addresses which could not be traced at all
- addresses established as empty, demolished or containing no private dwellings
- selected respondent too sick/incapacitated to participate
- selected respondent away during survey period
- selected respondent had inadequate understanding of language of survey
- no contact at selected address
- no contact with selected person
- refusal at selected address
- proxy refusal (on behalf of selected respondent)
- personal refusal by selected respondent
- other type of unproductive (please write in full details in the box below)
- full productive interview
- partial productive interview

IF 'OTHER' CATEGORY USED

26. Please specify

Section 3: Fieldwork

27. If interviews were not face-to-face, please specify the way of interviewing:
Self-administered Internet interview.

28. The next group of questions are about interviewers.
If no interviewers were used at any point in the WVS survey, please go to Q32.

IF INTERVIEWERS USED

a. Were interviewers paid according to performance (for example, according to the number of interviews they obtained)?

Yes

No

b. Which, if any, of these rules governed how an interviewer approached an address/household?
PLEASE TICK THOSE THAT APPLY

Calls must be made at different times of day

Calls must be made on different days of week

Neither of the above

c. Were interviewers required to make a certain number of re-calls before they stopped approaching an address or household?

Minimum number of re-calls required - please write in number

No minimum re-call requirement

d. Were any interviews supervised?

Yes - please write in approximate proportion %

No

e. Were any interviews back-checked?

Yes - please write in approximate proportion %

No

EVERYONE PLEASE ANSWER

29. Please write in the approximate start and end dates of fieldwork.

D D M M Y Y

Start date

1	9	0	9	0	6
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End date

2	9	0	9	0	6
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30. Please write in the name of the institute which has done the fieldwork.

Knowledge Networks
Government & Academic Research
(www.knowledgenetworks.com/ganp)

Section 4: Data

31. Were any measures of coding reliability employed?

Yes → **ANSWER Q31a**
No

31a. Which one? Please specify

Our survey platform allows generation of test cases, which was applied prior to fielding the instrument. In addition to reviewing test cases, Knowledge Networks monitored early survey completions for proper data capture.

32. Were the data from the questionnaire keyed subsequent to the interview (that is, non-CAPI surveys)?

Yes → **ANSWER Q33**
No → **GO TO Q34**

IF DATA KEYED

33. Was keying verified?

Yes - please write in approximate level of verification %
No

EVERYONE PLEASE ANSWER

34. Were any reliability checks made on derived variables?

Yes
No

35. Were data checked/edited to ensure that filter instructions were followed correctly?

Yes
No

36. Were data checked/edited for logic or consistency?

Yes
No

37. Were data checked/edited to ensure they fell within permitted coding ranges?

Yes
No

38. Have you answered 'yes' on any or all of questions 32 to 34 above?

Yes → **ANSWER Q39**
No → **GO TO Q40**

IF DATA CHECKED/EDITED

39. Were errors corrected individually or automatically (through, for example, a 'forced' edit)?

Yes - individual correction

Yes - automatic correction

No - not corrected

EVERYONE PLEASE ANSWER

40. Did you add a weight variable?

Yes → **ANSWER Q.41**

No → **SECTION 5**

IF WEIGHT VARIABLE ADDED

41. Please describe the weighting or post-stratification strategy used.

Post-stratification Weights

The primary purpose of a post-stratification adjustment to survey weights is to reduce the sampling error for characteristics highly correlated with reliable demographic and geographic totals – called population benchmarks. To implement post-stratification, we employed the following weighting techniques:

1. Calculate a base design weight for all sampled cases.
2. Modify this base design weight for the cases that completed the survey by calculating post-stratification weights against CPS population benchmarks for the adult age group. The raking variables are:
 - age: 18-29, 30-44, 45-59, 60 and over
 - gender: male, female
 - race/ethnicity: white (non-Hispanic), black (non-Hispanic), other (non-Hispanic), Hispanic
 - region: northeast, midwest, south, west
 - education - highest level achieved: less than high school, high school, some college, college degree or more

In order to calculate final weights, we derive weighted sample distributions along various combinations of the above variables. Similar distributions are calculated using the most recent U.S. Census Bureau's Current Population Survey data and the Knowledge Networks panel data. Cell-by-cell adjustments over the various univariate and bivariate distributions are calculated to make the weighted sample cells match those of the U.S. Census and the Knowledge Networks panel. This process, known as raking, is repeated iteratively until there is convergence between the weighted sample and benchmark distributions (CPS distributions). Occasionally, collapsing of post-stratification cells is necessary. This is dependent on the size of the sample and topology of the sample universe.

Final post-stratification weights are provided. The final weights are censored at the extreme tails (1%, 99%). WEIGHT2 is scaled to the number of qualified completes cases (qflag=1).

Section 5: Characteristics of National Population

45. Each WVS member is asked to provide information on known characteristics of its national population, from census or the best available estimates from government surveys or other high-quality data-sources:

- sex distribution of the population
- age distribution of the population
- education (years of schooling) of the population
- other characteristics (PLEASE SPECIFY)

Please specify also the sources which have been used. Please note that the number of characteristics is what is minimal required. You can add as many characteristics as you like, but do not forget to specify them.

In the table below please present the information from census or from other government surveys or other high-quality data (column SOURCE 1) and the proportions obtained in your data, before and after weighting.

	Source: U.S. Current Population Survey	Unweighted data	Weighted data
Gender			
Female	51.8%	50.0%	51.7%
Male	48.2%	50.0%	48.3%
Source Details: U.S. Current Population Survey			
Age Groups			
18-29	21.9	17.5	21.7
30-44	28.8	27.2	28.1
45-59	28.1	29.3	27.7
60 and over	21.2	26.0	22.5
Source Details: U.S. Current Population Survey			
Years/Schooling Groups*			
Bachelor or higher	25.7	24.8	26.0
Some college	27.1	26.7	27.2
High School diploma or equivalent	31.7	33.3	32.2
Less than High School	15.5	15.2	14.6
Source Details: U.S. Current Population Survey			
Race / ethnicity			
White, non-Hispanic	69.9	73.8	69.7
Black, non-Hispanic	11.2	10.2	11.4
Other, non-Hispanic	3.2	2.9	4.9
Hispanic	12.7	9.9	12.9
2+ Races, non- Hispanic	3.0	3.2	1.1
Source details: U.S. Current Population Survey			
Household Internet Access (at time of panel recruitment)			

Yes	60.2	63.7	60.5
No	39.8	36.3	39.5
Source Details: Knowledge Networks Panel Recruitment and Profile data			

THANK YOU VERY MUCH !

PLEASE RETURN THE QUESTIONNAIRE TO JAIME DIEZ MEDRANO jdiezmed@terra.es