

**WORLD  
VALUES  
SURVEY  
2010**

***Methodological questionnaire***

**PLEASE WRITE IN THE NAME OF YOUR COUNTRY: U.S.**

## 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)

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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

the French questionnaire

Other (PLEASE WRITE IN BELOW)

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

No

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

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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:*

*Reason(s) not included:*

## 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:*

We used an internet sample designed by Knowledge Networks. A description follows:

#### KNOWLEDGEPANEL® OVERVIEW

KnowledgePanel®, created by Knowledge Networks, is a probability-based online Non-Volunteer Access Panel. Panel members are recruited using a statistically valid sampling method with a published sample frame of residential addresses that covers approximately 97% of U.S. households. Sampled non-Internet households, when recruited, are provided a laptop computer and free internet service so they may also participate as online panel members. KnowledgePanel consists of about 50,000 adult members (ages 18 and older) and includes persons living in cell phone only households. Hispanic panel members represent the full spectrum of language proficiency from exclusively Spanish speakers to those proficient in English only. In addition to the adult members, the KN panel also includes approximately 3,000 teens, ages 13 to 17, whose parents or legal guardians, usually themselves panel members, have provided consent. Due to voluntary withdrawal, involuntary retirement of high-tenured members, and the addition of new panelists from the on-going recruitment, actual panel size fluctuates across the year.

Address-based Sample (ABS) Recruitment Methodology

Recruitment to KnowledgePanel® was first conducted in 1999 using random-digit dial (RDD) methods. At that time, all recruited households were given a MSN® TV WebTV to use for answering surveys. In August 2002, KN began allowing households to use their own computers connected to the Internet for taking surveys. Since January 2009, Windows-based laptop computers are provided to non-Internet households instead of WebTV units.

Until recently, KnowledgePanel's probability-based recruitment had been based exclusively on a national RDD frame. In 2009, KN initiated the use of an address-based sample (ABS) frame to first supplement the RDD frame and subsequently replace it. This was in response to the growing number of cell phone only households that are outside the traditional RDD landline telephone frame. Also, this switch was motivated by declining RDD response rates. ABS involves probability-based sampling of addresses from the U.S. Postal Service's Delivery Sequence File. Randomly sampled addresses are invited to join KnowledgePanel through a series of mailings (English and Spanish materials) and by telephone follow-up to non-responders when a telephone number can be matched to the sampled address. Invited households can join the panel by one of several means: completing and mailing back an acceptance form in a postage-paid envelope; calling a toll-free hotline staffed by bilingual recruitment agents; or going to a dedicated KN recruitment Website and completing the recruitment information on line.

The address sampling, conducted throughout the year, is done without replacement. Addresses with matched telephone numbers from the former RDD recruitment samples (for the last five years of calling) are also removed to eliminate duplication.

In addition, in 2008 KN constructed KnowledgePanel LatinoSM taking quality of online panel representation to the next level by providing netbooks and Internet service for the roughly 40% of Latinos who do not have Internet access at the time of recruitment. The sample for KnowledgePanel Latino uses a dual frame design. The main sample is recruited through the mail using English and Spanish materials. This address-based sample (ABS) is drawn from the U.S. Postal Service's Computerized Delivery Sequence file that covers approximately 97% of the physical addresses in all 50 states. The ABS mail sample represents all households whether they have only cellular telephone service, a landline telephone or no telephone service. The ABS sample is further supplemented with a smaller random-digit dial (RDD) telephone recruitment that specifically targets high density Hispanic areas across the country. This RDD sample is designed to exclusively recruit additional Spanish-dominant households. As a result, KnowledgePanel Latino has the most complete coverage of the U.S. Hispanic population.

For all new panel members, demographic information such as gender, age, race/ethnicity, income, education, and for Latino members, language proficiency are collected in an online "profile" survey. This information is used to determine eligibility for specific studies and eliminates the need for gathering basic demographic information on each panel survey. After this survey is completed, the panel member is regarded as active and ready to be sampled for other surveys.

As of May 2010, all of the active KN panel households initially provided a MSN® TV unit had been transitioned to taking KN panel surveys on a laptop computer provided by Knowledge Networks.

#### Panel Survey Sampling

Once panel members are profiled, they become "active" for selection for specific surveys. Samples are drawn from among active members using a probability proportional to size (PPS) weighted sampling approach. Customized stratified random sampling based on profile data is also conducted, as required by specific studies.

In September 2007, KN was assigned a patent (U.S. Patent No. 7,269,570) for its unique methodology for selecting multiple online survey samples from a panel. The selection methodology, which has been used by KN since 2000, assures that multiple sequential KN panel samples from a finite panel membership will each reliably represent the U.S. population.

This sampling methodology was developed by KN in recognition of the practical issue that different survey samples may target different panel subpopulations. It is not unusual that only panel members with certain characteristics are selected for a survey. This selectivity can skew the remaining panel membership demographics and affect the representativeness of later survey samples. The patented sampling methodology was developed to correct for this in panel sampling; see U.S. Patent No. 7,269,570 for more information.

#### Survey Frequency & Burden

To minimize panel attrition, surveys are usually kept short (from 5 to 20 minutes in length). For surveys requiring 16 or more survey minutes, survey participation is rewarded with a variety of incentives (small cash awards, gift prizes, raffle opportunities).

Further, steps are taken to ensure that panel members are not overburdened with survey requests. The primary sampling rule is to assign no more than one survey per week to members. This level of survey frequency helps to keep panelists engaged as part of the panel. On average, most KN panelists participate in about two surveys a month. This is closer to four per month for panel segments that may be in higher demand depending on the projects being fielded.

KN operates a Panel Relations program to encourage participation and member loyalty. Members can enter special

raffles or be entered into special sweepstakes with both cash and other prizes to be won.

Response Rates

As a member of AAPOR, KN follows the AAPOR standards for response rate reporting. However, the AAPOR standards were not established for web panels. KN survey scientists, Mario Callegaro and Charles DiSogra, recently published an article in Public Opinion Quarterly to provide a standard for web panel response rate calculations. See Callegaro and DiSogra (2008) for examples of response rates calculated for KnowledgePanel surveys and for details on the formulae used.

Statistical Weighting

KnowledgePanel® sample begins as an equal probability sample that is self-weighting with several enhancements incorporated to improve efficiency. Since any alteration in the selection process is a deviation from a pure equal probability sample design, statistical weighting adjustments are made to the data to offset known selection deviations. These adjustments are incorporated in the sample's base weight.

There are also several sources of survey error that are an inherent part of any survey process, such as non-coverage and non-response due to panel recruitment methods and to inevitable panel attrition. These sources of sampling and non-sampling error are addressed using a panel demographic post-stratification weight as an additional adjustment.

However, prior to this adjustment, a separate sample of Spanish-speaking Latino panel members are weighted so as to be merged into the overall panel. This language-specific group is recruited through a geographically targeted dual frame sample that is screened for Spanish-language dominant households. The weighting of this unique sample involves a Spanish-language base weight that incorporates several adjustments including ones that address geographic frame and language proficiency. The panel demographic post-stratification weight is then calculated for all panel members and proportionally adjusts for the merged Spanish-speakers.

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?

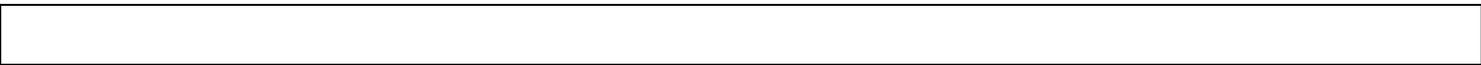
Yes  → ANSWER Q23

No  → GO TO Q24

**IF STRATIFICATION FACTORS USED**

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

See above sampling description



**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?

% response or % non-response: PLEASE WRITE IN:

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:

Internet panel described above

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.

June 9, 2011-July 5, 2011

**D D M M Y Y**

Start date 

09		06			11
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End date 

05		07			11
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30. Please write in the name of the institute which has done the fieldwork.

\_\_\_\_\_ Knowledge Networks \_\_\_\_\_

**Section 4: Data**

31. Were any measures of coding reliability employed?

Yes  → **ANSWER Q31a**  
No

31a. Which one? Please specify

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?  
SEE FIELDWORK DESCRIPTION ABOVE FOR THESE ITEMS

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.

## 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:	Unweighted data	Weighted data
<b>Gender</b>			
Female	%	%	
Male	%	%	
<b>Age Groups</b>			
	%	%	
	%	%	
	%	%	
	%	%	
	%	%	
	%	%	
	%	%	
	%	%	
	%	%	
<b>Years/Schooling Groups</b>			
	%	%	
	%	%	
	%	%	
	%	%	
	%	%	
	%	%	
	%	%	
	%	%	
	%	%	
	%	%	
<b>Other characteristics</b> Please specify			
	%	%	
	%	%	
	%	%	
	%	%	

**THANK YOU VERY MUCH !**

PLEASE RETURN THE QUESTIONNAIRE TO JAIME DIEZ MEDRANO [jdiezmed@jdsurvey.net](mailto:jdiezmed@jdsurvey.net)