

# **Methods Report and User's Guide for the 2010 Science of Generosity Survey**

Christian Smith, Patricia Snell Herzog, and Kraig Beyerlein  
The University of Notre Dame, Notre Dame, IN (2010)

*Science of Generosity Initiative  
University of Notre Dame, Notre Dame, IN*

This document may be freely copied or redistributed, provided it is not altered.

## *Suggested Citation*

Christian Smith, Patricia Snell Herzog, and Kraig Beyerlein. 2010. *Methods Report and User's Guide to the 2010 Science of Generosity Survey*. Notre Dame, IN: University of Notre Dame.

## *Acknowledgments*

Much of the language from this report comes directly from publicly available reports and documentation by Knowledge Networks. The copies of these documents can be found at: <http://www.knowledgenetworks.com/ganp/reviewer-info.html>.

This material is based upon work supported by the John Templeton Foundation. Any opinions, findings and conclusions or recommendations expressed in this material are those of the authors and do not necessarily reflect the views of the John Templeton Foundation or the University of Notre Dame. The Science of Generosity Initiative's Principal Investigator is Christian Smith. Co-Investigators are Kraig Beyerlein, Jessica Collett, Patricia Snell Herzog, and Steven Vaisey. The Science of Generosity Survey director is Patricia Snell Herzog. We are grateful for additional advice and comments pertinent to questionnaire development from Peter Munday, David Sikkink, Mary Ellen Konieczny, Justin Farrell, and others. Data collection was performed by Knowledge Networks, Inc. The Knowledge Networks study director for this project was Sergei Rodkin, in collaboration with Michael Dennis, Charles DiSogra, and Bill McCready.

## *Contact*

The Science of Generosity website address is <http://generosityresearch.nd.edu/>. Any questions not answered on the Science of Generosity website or by this report may be directed to Science of Generosity staff by email at [scigen@nd.edu](mailto:scigen@nd.edu).

## **Contents**

1. Introduction.....	2
2. Survey Questions .....	7
3. Sample Design and Data Collection Procedures .....	7
4. Weights .....	24
5. Appendix A: 2010 Science of Generosity Survey Questions .....	31

## **1. Introduction**

The 2010 Science of Generosity Survey is a cross-sectional survey of a representative sample of adults ages 23 and older who live in U.S. households. The survey was conducted by Knowledge Networks, Inc. of Menlo Park, California. The sample was recruited by telephone random-digit-dial (RDD) and address-based-sampling (ABS) methods, described in detail below. Respondents completed the survey over the Internet between May 19, 2010 to June 2, 2010. Particular strengths of this survey include strong-ties social network data, and a comprehensive inventory of respondents' voluntary financial giving, volunteering, civic involvement, blood donation, political activism, and more.

This “Methods Report and User’s Guide” describes the methods and procedures followed in the design and implementation of the survey. It provides an overview of the study and describes the content of the questionnaires and procedures followed for the sample design, recruitment, and data collection. The guide also discusses the statistical weights constructed so the sample would be representative of the population based on Census data.

### *Study Overview*

The 2010 Science of Generosity Survey is one facet of a larger data-collection project conducted by researchers at the University of Notre Dame as part of the Science of Generosity Initiative. That Initiative is a broad, multi-dimensional project seeking to employ social-science and human-science methods to better understand and explain the sources or origins, manifestations, and consequences of a variety of forms of human generosity.<sup>1</sup> Prior to the fielding of the survey, researchers conducted one year of ethnographies in South Bend, IN-area religious congregations representing different major religious traditions. That first phase of data collection entailed the conducting of 233 personal interviews with congregational members. Findings from those ethnographies and interviews helped inform and shape the content of the 2010 Science of Generosity Survey.

The 2010 Science of Generosity Survey is a telephone- and address-based-recruited Internet-based survey whose sampling frame was constructed by Knowledge Networks, Inc. using the following methods. The sample was partly recruited by telephone using random-digit-dialing (RDD) methods common to telephone surveys, and partly through an address-based-sample method (both detailed below). Prospective respondents were offered an incentive of \$10

---

<sup>1</sup> “Generosity” is defined by the Initiative on its website: <http://generosityresearch.nd.edu/about/>.

per month to complete surveys on the Internet each month for the next 21 months. Households that did not have Internet access were provided a laptop computer and Internet access; in addition, survey case managers provided telephone support for all technically-challenged households that need help connecting their computers to the Internet and accessing their email and Internet surveys. The burden of panel participation is carefully managed to avoid respondent fatigue, by selecting respondents for surveys no more than once a week (and frequently less often) and typically for short surveys. Knowledge Networks' panel maintenance and loyalty programs help respondents feel that they are contributing and are part of larger feedback system for decision-makers in government and the private sector; and reward consistent and long-term panel participation with in-kind giveaways and monetary payouts.

Before completing the Science of Generosity Survey, respondents completed an online "personal profile" survey consisting primarily of questions about their demographic characteristics, as well as a "financial affairs" survey and a "public affairs" survey containing questions about household financial and budgetary conditions and practices and civic and political behaviors and attitudes. The 2010 Science of Generosity Survey sample was selected from Knowledge Networks' larger, national, "KnowledgePanel" sample of respondents. A final N=1,997 was achieved for the 2010 Science of Generosity Survey.

#### *Knowledge Networks Internet-Based Surveys*

The Knowledge Networks samples used for the 2010 Science of Generosity Survey is a probability-based, online, non-volunteer-access panel sample. Panel sample members are recruited using a statistically-valid sampling method with a published sample frame of residential addresses that covers approximately 98 percent 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. The overall sample consists of about 50,000 adult members (ages 18 and older) and *includes persons living in cellular-telephone phone only households* (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).

Hispanic panel members represent the full spectrum of language proficiency, from exclusively Spanish speakers to those proficient in English only. The panel recruitment mail-out materials and telephone-based recruitment are conducted in both English and Spanish. Spanish-

language households are recruited as well by oversampling metro areas that are high-density Latino, with recruitment conducted both by telephone and by mail.

Although the use of RDD- and ABS-recruited (described further below), Internet-completed social surveys is relatively new in the social sciences, Knowledge Networks samples and survey fielding methods have been employed by hundreds of studies and the results have been presented and published in hundreds of professional conferences, journal articles, and books.<sup>2</sup> Knowledge Networks has also become the survey-fielding firm of a number of high-profile, national, NSF-funded projects, including the 2007-2008 American National Election Study, led by scholars at Stanford University. Data collected by Knowledge Networks are rapidly becoming established as the highest-quality Internet-based survey data available in the U.S. today, equal to or superior in quality to RDD-telephone surveys. Prior research on probability Internet-based social surveys examining Knowledge Networks data has concluded that “Internet data collection from a probability sample yields more accurate results than do [simple RDD] telephone interviewing and Internet data collection from nonprobability samples”<sup>3</sup>

---

<sup>2</sup> See the Knowledge Networks 2010 Bibliography, “Knowledge Networks Bibliography: Articles And Presentations Based On Knowledge Networks’ Collected Panel Data, Analysis, Or Methodology,” Working Paper, Palo Alto, CA: Knowledge Networks, Inc. <http://www.knowledgenetworks.com/ganp/docs/KN-Bibliography-3-10.pdf>.

<sup>3</sup> LinChiat Chang and Jon Krosnick. 2009, “National Surveys via RDD Telephone Interviewing versus the Internet Comparing Sample Representativeness and Response Quality.” *Public Opinion Quarterly*. 73(4) (Winter), pp. 641–678. Also see: David Yeager, Jon Krosnick, LinChiat Chang, Harold Javitz, Matthew Levendusky, Alberto Simpser, and Rui Wang. 2009. “Online Supplement To: Comparing the Accuracy of RDD Telephone Surveys and Internet Surveys Conducted with Probability and Non-Probability Samples,” working paper, Stanford University; T. Cameron, J. DeShazo, and J.M. Dennis. 2005. “Statistical Tests of Data Quality in Contingent Valuation Survey using Knowledge Networks Data.” Presented at the 2005 Annual Conference of the American Association for Public Opinion Research; Sunghee Lee. 2006. “An Evaluation of Nonresponse and Coverage Errors in a Prerecruited Probability Web Panel Survey.” *Social Science Computer Review*. 24(4): 460-475; Michael Dennis and Joshua Clinton. 2000. “Mode Effects: A Review and Comparison of Survey Results from the Knowledge Networks Panel and a Random Digit Dial Telephone Survey.” Presented at the October 2000 Week of Workshops Conference of the Advertising Research Foundation; Tom Smith. 2003. “An Experimental Comparison of Knowledge Networks and the GSS.” *International Journal of Public Opinion Research*. 15(2): 167-179; Linda Skitka, LinChiat Chang, and Jon Krosnick. 2002. “Comparing the Quality of Data Obtained from Telephone and Internet Surveys: Field and Laboratory Experiments.” Paper presented at the 2002 FCSM Statistical Policy Seminar Challenges to the Federal Statistical System in Fostering Access to Statistics; Robert Berrens, Alok Bohara, Hank Jenkins-Smith, Carol Silva, and David L. Weimer. 2003. “The Advent of Internet Surveys for Political Research: A Comparison of Telephone and Internet Samples.”

Due to this, and in light of the additional evidence about the quality of Knowledge Networks data and the adjustments made to them discussed below, data users can treat the 2010 Science of Generosity Survey data as a representative sample of the United States population (see more below under “Representativeness of the Knowledge Networks National Sample”).

As explained in more detail below, before 2009, Knowledge Network’s: probability-based recruitment had been based exclusively on a national RDD frame. In 2009, Knowledge Networks initiated the use of an address-based sample (ABS) frame to first supplement the RDD frame and subsequently to replace it. This change in method was in response to the growing number of cell-phone-only households that exist outside the traditional RDD landline telephone frame, and by declining RDD response rates. The ABS method involves probability-based sampling of addresses from the U.S. Postal Service’s Delivery Sequence File. Randomly sampled addresses are first invited to join Knowledge Network sample 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 also join the panel sample by one of several other 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 Knowledge Networks recruitment Internet website and completing the recruitment information online. The address sampling, conducted throughout the year, is done without replacement, meaning that the same numbers are not called again once the household of that number has served as a Knowledge Networks survey respondent. Addresses with matched telephone numbers from the former RDD recruitment samples (for the last five years of calling) are also removed to eliminate duplication.

As a probability-based panel sample,  
by definition, all members of the panel sample (and so of the 2010 Science of Generosity Survey sample) have a known probability of selection. As a result, it is mathematically possible to calculate a proper response rate that takes into account

---

*Political Analysis* 11:1–22; Samuel Best, Brian Krueger, Clark Hubbard, and Andrew Smith. 2001. “An Assessment of the Generalizability of Internet Surveys.” *Social Science Computer Review* 19:131–45; Trudy Cameron, J. R. Deshazo, and Mike Dennis. 2005. “Statistical Tests of Data Quality in Contingent Valuation Survey Using Knowledge Networks Data.” Paper presented at the 2005 Conference of the American Association for Public Opinion Research; Mick Couper. 2000. “Web Surveys: A Review of Issues and Approaches.” *Public Opinion Quarterly* 64:464–94. Also see related papers listed at: <http://www.knowledgenetworks.com/ganp/reviewer-info.html>.

all sources of non-response. By contrast, “opt-in” web survey panels—in which respondents select themselves into a survey—do not permit the calculation of a response rate since the probabilities of selection are unknown. Consequently, opt-in panels are mathematically capable of computing only the survey completion rate representing the final stage of gaining cooperation of survey research subjects, excluding the non-response resulting from panel recruitment, connection, and panel retention.<sup>4</sup>

By employing instead a probability-based, non-volunteer-access panel sample, the 2010 Science of Generosity Survey, therefore, used the far superior method of conducting nationally-representative surveys of populations using new Internet technologies.

The panel sample selection methodology used for this study was developed by Knowledge Networks in recognition of the practical issue that different surveys target different subpopulations. The methodology was also developed to attempt to correct for non-response and non-coverage error in the panel sample that could be introduced at the panel recruitment, connection, and panel retention stages of building and maintaining the panel.<sup>5</sup> The panel sample selection methodology, which has been used by Knowledge Networks since the year 2000, provides statistical control on the representativeness of Knowledge Networks panel survey samples as measured by their proximity to population benchmarks.<sup>6</sup>

It is important to note the distinctions between an RDD telephone or mail sample and Knowledge Networks’ sample, which are different in nature. RDD telephone and mail samples can be compared because they are one-time surveys. However, an online panel survey, such as Knowledge Networks’ sample, is composed of people recruited at different times and who are

---

<sup>4</sup> Page 1027 in Callegaro, Mario and Charles DiSogra. 2008. “Computing Response Metrics For Online Panels,” *Public Opinion Quarterly*, 72(5):1008-1032.

<sup>5</sup> In Knowledge Network’s patented solution (U.S. Patent No. 7,269,570), a survey assignment method uses a weighting factor to compensate for members which may be temporarily removed from a panel due to an earlier draw of sample. This weighting factor adjusts the selection probabilities of the remaining panel members. The sample is drawn using systematic PPS sampling where the panel post-stratification weights will be the Measures of Size (MOS). If the user requirements call for independent selection by stratum, the panel weights (MOS) will be adjusted in the following procedure: Sum the MOS for each stratum, call this sum  $Sh$  for stratum  $h$ . Consider the user-specified or system-derived target sample size for stratum  $h$  to be  $nh$ . Then multiply each MOS for Members in stratum  $h$  by  $nh/Sh$ . Then use an interval of  $k=1$  and apply systematic PPS sampling to achieve the desired yield per stratum.

<sup>6</sup> Page 1027 in Callegaro, Mario and Charles DiSogra. 2008. “Computing Response Metrics For Online Panels,” *Public Opinion Quarterly*, 72(5):1008-1032.

committed to answer many surveys for a period of time and not only one single survey. Further, Knowledge Networks respondents must also complete profiling and affairs surveys, as described below, in order to become members of the panel sample. These differences, which are reflected in the recruitment and profile rates reported below, make directly comparing response rates between one-time surveys and Knowledge Networks surveys somewhat incommensurate, or at least more complicated.<sup>7</sup>

## **2. Survey Questions**

The majority of the 2010 Science of Generosity Survey's questions are exact or revised replications of established questions asked on a variety of surveys fielded in previous years. Some of the questions, however, are original to the survey, constructed by the project investigators with the specific questions and hypotheses of the larger project in mind. These unique questions were pretested prior to the launch of the full survey to confirm reliability of question wording. The survey questions cover a host of topics, but focus especially on manifestations of human generosity and measures and mechanisms thought to help explain variance in generosity. A complete list of the questions, question names, and frequency distributions is provided in Appendix A below.

## **3. Sample Design and Data Collection Procedures**

### *Population and Sample*

The 2010 Science of Generosity Survey is designed to represent the population of U.S. residents age 23 and older as of the first day of the survey fielding. Adult U.S. residents below the age of 23 were intentionally excluded from the sample due to the focus on the study of causal dynamics around issues of generosity among adults beyond the "college age" years of the life course, once adults are presumably more responsible for their own money, time, etc. decisions. The sample consists of individuals who, at the time of recruitment, were born on or before May 19, 1987 and residing in a U.S. household (all 50 states and the District of Columbia) with

---

<sup>7</sup> For details on these matters, see: Mario Callegaro and Charles DiSogra, (2008). "Computing Response Metrics for Online Panels." *Public Opinion Quarterly* 72(5). pp. 1008-1032. The full text of the paper is available on the *Public Opinion Quarterly* webpage: [http://www.oxfordjournals.org/our\\_journals/poq/special.html](http://www.oxfordjournals.org/our_journals/poq/special.html). More papers and reports are available at <http://www.knowledgenetworks.com/quality/index.html>.

addresses known to the U.S. Postal Service or landline telephone numbers (about 99 percent of the population).

*Sampling and Recruitment Procedures*<sup>8</sup>

First, the RDD-recruited sample. The sample for the survey consisted in part of members of households with landline telephones. Knowledge Networks recruited each of these respondents to participate in their Internet-based surveys using a standard random-digit-dial (RDD) method. In this, Knowledge Networks' recruitment methodology employs the quality standards established by selected RDD surveys conducted for the Federal Government (such as the Center for Disease Control-sponsored National Immunization Survey). No standard limit on the number of callbacks existed during the recruitment phase and in practice numbers were called up to 50 times to attempt contact and recruitment. Every effort was made during the recruitment phase to reassure hesitant contacts and to convert initial refusals, in order to increase the household recruitment rate. During recruitment of the sample, residences in which someone initially refused to be interviewed were re-contacted by "refusal conversion" specialists, who made further attempts to complete a recruitment interview.

To proceed, Knowledge Networks utilizes list-assisted RDD sampling techniques based on a sample frame of the U. S. residential landline telephone universe. For efficiency purposes, Knowledge Networks excludes only those banks of telephone numbers (a bank consists of 100 numbers) that have less than two directory listings. Additionally, an oversample is conducted among strata of telephone exchanges that have high concentrations of African-American and Hispanic households based on Census data. Note that recruitment sampling is done without replacement, thus numbers already fielded do not get fielded again. A telephone number for which a valid postal address can be matched occurs in about 70 percent of the sample; these address-matched cases are all mailed an advance letter informing them that they have been selected to participate in Knowledge Networks panel sample. For efficiency purposes, the unmatched numbers are under-sampled at a current rate of 0.75 relative to the matched numbers. Both the oversampling mentioned above and this under-sampling of non-address households are then adjusted appropriately in the panel's weighting procedures.

---

<sup>8</sup> This section draws heavily from the report "2007-2008 AP-Yahoo News Election Panel Study: Knowledge Networks Methodology." Retrieved September 27, 2010 (<http://www.knowledgenetworks.com/ganp/election2008/KN-Methodology.html> ).

Following the initial contacts, telephone recruitment begins for all sampled phone numbers using trained interviewer-recruiters. Cases sent to telephone interviewers are dialed for up to 90 days, with a minimum of 14 dial attempts on cases where no one answers the phone (with usually many more attempted contacts), and on numbers known to be associated with households. The recruitment interview, about 10 minutes long, begins with informing the household member that they have been selected to join Knowledge Networks panel survey. If the household does not have a computer and access to the Internet, again, they are told that in return for completing a short survey weekly, they will be provided with a laptop computer (previously a WebTV device was provided) and free monthly Internet access. All members in a household are then enumerated, and some initial demographic and background information on prior computer and Internet use are collected. Households that inform interviewers that they have a home computer and Internet access are asked to take their surveys using their own equipment and Internet connection. Incentive points per survey, redeemable for cash, are given to these respondents for completing their surveys. Panel members who were provided with either a WebTV earlier or currently a laptop computer (both with free Internet access) do not participate in this per-survey points incentive program. However, all panel members do receive special incentive points for select surveys to improve response rates and for all longer surveys as a modest compensation for burden. For those panel members receiving a laptop computer (as with the former WebTV), prior to shipment each 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, although Knowledge Networks maintains a toll-free telephone technical support line. The Knowledge Networks Call Center contacts household members who do not respond to email and attempts to restore both contact and cooperation. PC panel members then provide their own email addresses and we send their weekly surveys to that email account.

When Knowledge Networks started their panel sample recruitment in 1999, the state of the art in the industry was that probability-based sampling could be cost effectively carried out using a national random-digit dial (RDD) sample frame. The RDD landline frame at the time allowed access to 96 percent of the U.S. population. This is no longer the case. As a result, Knowledge Networks introduced the ABS frame to respond to the well-chronicled changes in society and telephony in recent years. Specifically, the following changes have reduced the long-

term scientific viability of the landline RDD sampling methodology: declining respondent cooperation to telephone surveys; do-not-call lists; call screening, caller-ID devices, and answering machines; dilution of the RDD sample frame as measured by the working telephone number rate; and, finally, the emergence and exclusion of cell-phone-only households (CPOHH) because they have no landline phone. According to the Center for Disease Control, approximately 25 percent of U.S. households today cannot be contacted through RDD sampling—22 percent as a result of CPOHH status and 3 percent because they have no phone service whatsoever. Among some segments of society, the sample non-coverage is particularly substantial. For example, more than one-third of young adults, ages 18-24, reside in CPOHHs. After conducting an extensive pilot project in 2008, Knowledge Networks decided to add an address-based sample (ABS) frame in response to the growing number of cell-phone-only households that are outside of the RDD frame. Before conducting the ABS pilot, Knowledge Networks experimented with supplementing their RDD samples with cell-phone samples. However, that approach was not cost effective and raised a number of other operational, data quality, and liability issues (e.g., calling people’s cell phones while they were driving). The key advantage of the ABS sample frame is that it allows sampling of almost all U.S. households. An estimated 99 percent of households are “covered” in sampling nomenclature. Regardless of household telephone status, they can be reached and contacted via the mail. Second, the ABS pilot project revealed some other advantages beyond the expected improvement in recruiting adults from CPOHHs, including improved sample representativeness for minority racial and ethnic groups, improved inclusion of lower educated and low income households, and exclusive inclusion of CPOHHs that have neither a landline telephone nor Internet access (approximately 4 to 6 percent of US households).

ABS involves probability-based sampling of addresses from the U.S. Postal Service’s Delivery Sequence File. Randomly sampled addresses are invited to join Knowledge Networks panel sample through a series of mailings and in some cases telephone follow-up calls 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: (1) by completing and mailing back a paper form in a postage-paid envelope; (2) by calling a toll-free hotline maintained by Knowledge Networks; or (3) by going to a designated Knowledge Networks web-site and completing an online recruitment form. After initially accepting the invitation to join the panel, respondents are then

“profiled” online answering key demographic questions about themselves. This profile is maintained using the same procedures established for the RDD-recruited research subjects. Respondents sampled from ABS frame, like those from the RDD frame are provided the same privacy terms and confidentiality protections that Knowledge Networks has developed over the years, and which have been reviewed and approved by many university Institutional Review Boards.

Because Knowledge Networks has recruited panelists from two different sample frames (RDD and ABS), several technical steps have been taken to merge samples sourced from these frames. The approach preserves the representative structure of the overall panel for the selection of individual client study samples. An advantage of mixing ABS frame panel members in any Knowledge Networks panel sample is a reduction in the variance of the weights. ABS-sourced sample tends to align more true to the overall population demographic distributions and thus the associated adjustment weights are somewhat more uniform and less varied. This variance reduction efficaciously attenuates the sample’s design effect and confirms a real advantage for study samples drawn from Knowledge Networks panel sample with its dual frame construction.

In all communications with prospective participants, possible future studies are referred to in ways that would avoid non-response biases that might result from particular interest (or lack thereof) in the potential subjects of study. In the case of the 2010 Science of Generosity Survey, in order to prevent respondents from associating the study with generosity, financial giving, or another potentially-sample-biasing concept, respondents were presented with this general introduction: “This survey explores various aspects of people's daily lives and different experiences. It focuses on people’s motivations, social relationships, values, and beliefs. It also asks about how people use time, money, and abilities, among other topics. Please answer the questions as things really are for you rather than how you wish they were. Thank you for your interest and cooperation.” The exact title of the study used in all respondent communications before and after the survey was also kept confidential.

The household recruitment rate (RECR) is computed using the AAPOR Response Rate 3 (RR3).<sup>9</sup> If at least one member of the household was recruited, the household as a unit was counted in the household recruitment rate. The recruitment rate for the 2010 Science of

---

<sup>9</sup> The American Association for Public Opinion Research. (2006). *Standard Definitions: Final Dispositions of Case Codes and Outcome Rates Surveys*. 4th edition. Lenexa, KS: AAPOR.

Generosity Survey sample was calculated using the recruitment numbers from the panel recruitment sample's cohort for each study sample member. That is, for each RDD-recruitment-sample replicate fielded that donates a case to its sample, an AAPOR RR3 was calculated. To compute the RECR rate for this study, a number of distinct replicates were involved. The relevant replicate's recruitment numerator and denominator was then assigned to each case in the study sample and averaged across all the cases. Good! Knowledge of both the population and the sample enables analyses and corrective weighting for possible sample distortions due to non-response biases. The attitudes are very similar between the panelists in the KN sample and those who refused to join it.<sup>10</sup>

#### *Demographic Profile and Financial and Public Affairs Surveys*

Before they complete any other survey, all newly recruited Knowledge Networks panel members are sent an initial survey to both welcome them as new panel survey members and to familiarize them with how online survey questionnaires work. They also complete a separate profile survey that collects essential demographic information (such as the respondent's home, who does the household grocery shopping, age and sex of each person living in the household, types of pets, and the respondent's date of birth, marital status, Hispanic origin, race, ability to read and speak English, educational attainment, student status, employment status, income, and alternate email and telephone numbers), in order to create a personal member profile. This information can be used to determine eligibility for specific studies, is used for weighting purposes, and, since it is pre-collected, operationally need not be gathered with each and every survey. This information is updated annually with each panel member. Once a new member is "profiled," in this way, they are designated as "active" and ready to be sampled for client studies. After completing the recruitment interview and the demographic profile, respondents also complete financial-affairs and public-affairs profile surveys online. These surveys also introduce respondents to the online survey format and train them to answer survey questions on the Internet, which was expected to be a novel experience for at least some of the panelists. The financial and public affairs survey questions introduced respondents to questions of the following formats: multiple choice questions allowing one response, multiple choice questions allowing multiple responses, questions with drop-down menus to choose responses, and questions that ask

---

<sup>10</sup> J. Michael Dennis, Cindy Chatt, Rick LI, Alicia Motta-Stanko, and Paul Pulliam. 2005. "Data Collection Mode Effects Controlling for Sample Origins in a Panel Survey: Telephone versus Internet"

the respondent to type words for their answer. Numerous variables drawn from the Knowledge Networks demographic profile, financial affairs, and public affairs surveys were merged into the 2010 Science of Generosity Survey dataset.

The study profile rate was computed as an average of the cohort profile rates for all households in the study sample. Although the average number of profiled panel members per household was usually greater than one, a household is considered “profiled” when at least one member completes a profile survey. The household profile rate for the 2010 Science of Generosity Survey sample was 55.4 percent. Note that prior research on Knowledge Networks samples revealed little evidence of a possible bias in the panel sample as a result of conditioning due to respondents completing the demographic, financial-affairs, and public-affairs profile surveys.<sup>11</sup>

#### *Representativeness of the Knowledge Networks National Sample<sup>12</sup>*

Knowledge Network panel survey samples are well known for resembling the U.S. Census benchmarks for primary demographics. Table 1 below shows the distribution of adult Knowledge Networks panel sample members for primary demographics, weighted only for non-response and non-coverage. This table demonstrates that the Knowledge Networks panel sample at both the *after-recruitment* and *after* the profile and affairs completion stage is highly nationally representative of the U.S. adult population. This means that the larger sample from which the 2010 Science of Generosity Survey sample was randomly drawn is also a highly-representative sample of the adult U.S. population, even after accounting for both the original recruitment rate and the household profile completion rate reported above. Details of the sampling method employed are provided below.

---

<sup>11</sup> Joshua D. Clinton. 2001. “Panel Bias from Attrition and Conditioning: A Case Study of the Knowledge Networks Panel.” Paper presented at the 2001 AAPOR Conference in Montreal, Canada, May 25, 2001; Michael Dennis. 2001. “Are Internet Panels Creating Professional Respondents? The Benefits of Online Panels Far Outweigh the Potential for Panel Effects.” *Marketing Research*, Summer: 34-38.

<sup>12</sup> This section draws heavily from the report by Dennis, Michael. 2010. “KnowledgePanel Sample Representativeness and Self-Selection Bias.” Retrieved August 11, 2010 (<http://www.knowledgenetworks.com/ganp/docs/knowledgepanelr-statistical-methods-note.pdf>).

**Table 1: Comparison of Knowledge Networks Adult Panel Sample Members with U.S. Census Data on the U.S. Adult Population**

Demographics		Adult Panel Members	Adult U.S. Population (June 2009 CPS)
<b>Gender</b>	Male	47.3%	48.3%
	Female	52.7%	51.7%
<b>Age</b>	18–24	10.4%	12.6%
	25–34	17.7%	17.8%
	35–44	19.1%	18.1%
	45–54	18.9%	19.6%
	55–64	18.3%	15.3%
	65 or over	15.7%	16.7%
<b>Race</b>	White	79.5%	81.2%
	Black (African American)	12.4%	11.8%
	Amer. Indian/Alaskan Native	1.1%	0.8%
	Asian	1.8%	4.6%
	Hawaiian or Pacific Islander	0.4%	0.3%
	2+ Races	4.7%	1.3%
<b>Hispanic Ethnicity</b>	Hispanic	14.0%	13.8%
	Non-Hispanic	86.0%	86.2%
<b>Employment Status</b>	In the Labor Force	67.4%	67.6%
	Not in the Labor Force	32.6%	32.4%
<b>Marital Status</b>	Married	53.4%	55.5%
	Not Married	46.6%	44.5%
<b>Housing Ownership</b>	Own	72.9%	71.0%
	Rent/Other	27.1%	29.0%

Additional research reinforces this conclusion. For example, a recent study—the most comprehensive comparison of Knowledge Networks panel survey results to RDD-only telephone and self-selected, opt-in, non-probability web panels—conducted an identical survey with multiple samples across different platforms: seven non-probability Internet survey platforms were compared to a telephone survey using RDD and the Knowledge Networks panel sample (two probability-based survey platforms).<sup>13</sup> The study showed not only that the non-probability Internet surveys were less accurate (not surprising), but also that customary weighting adjustments did not uniformly improve their representation. By contrast, the Knowledge Networks panel sample was the most representative in terms of primary demographics, even more representative than the RDD telephone survey method. Using even unweighted comparisons, the results show that, on average, the Knowledge Networks survey cases were only 2.47 percentage points off from the U.S. Census benchmarks.

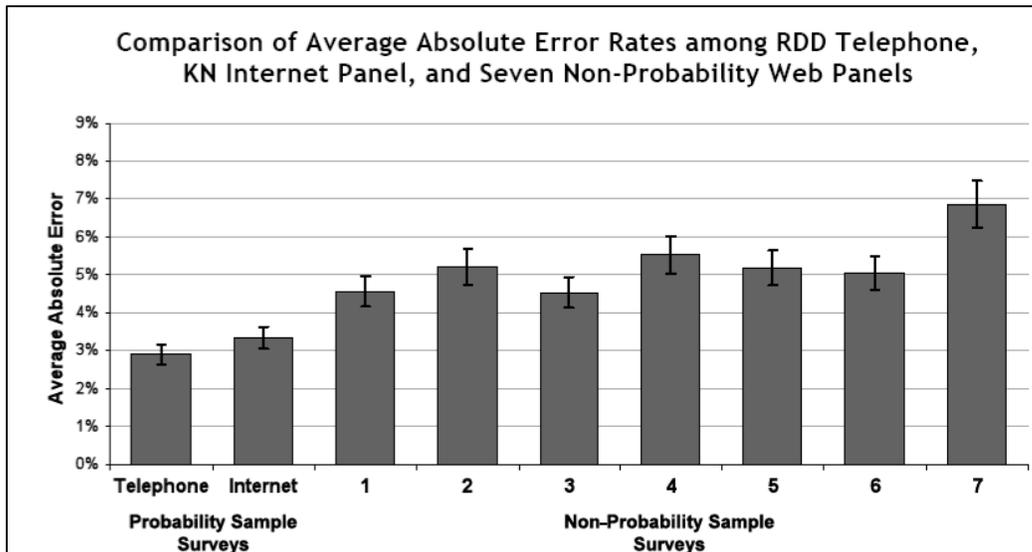
<sup>13</sup> David Yeager, Jon Krosnick, LinChiat Chang, Harold Javitz, Matthew Levindusky, Alberto Simpser, Rui Wang. 2009. “Comparing the Accuracy of RDD Telephone Surveys and Internet Surveys Conducted with Probability and Non-Probability Samples.” <http://www.knowledgenetworks.com/insights/Mode4-Probability-Based-Studies.html>.

Average Error from Benchmarks								
Comparison Table: Six Primary Demographics <sup>c</sup> (Without Post-Stratification)								
Probability Samples		Non-Probability Samples						
Telephone (RDD)	Internet (KnowledgePanel)	1	2	3	4	5	6	7
<b>3.43<sup>b</sup></b>	<b>2.47</b>	<b>4.14<sup>b</sup></b>	<b>4.96<sup>ab</sup></b>	<b>6.44<sup>ab</sup></b>	<b>6.35<sup>ab</sup></b>	<b>7.01<sup>ab</sup></b>	<b>6.05<sup>ab</sup></b>	<b>12.82<sup>ab</sup></b>
<p>a Significantly different from telephone survey at <math>p &lt; .05</math>  b Significantly different from probability Internet survey at <math>p &lt; .05</math>  c Age, Gender, Race, Ethnicity, Education, and Region</p>								

The authors also compared the seven platforms' sample representativeness in terms of secondary demographics, such as marital and employment status. As shown below, the RDD and Knowledge Networks panel representativeness were (using comparisons with unweighted data) comparable (less than four percentage points off of the Census benchmarks), while the non-probability samples were far less representative.

Average Error from Benchmarks								
Comparison Table: Thirteen Secondary Demographics and Non-Demographics (Without Post-Stratification)								
Probability Samples		Non-Probability Samples						
Telephone (RDD)	Internet (KnowledgePanel)	1	2	3	4	5	6	7
<b>3.64</b>	<b>3.96</b>	<b>5.25<sup>ab</sup></b>	<b>5.79<sup>ab</sup></b>	<b>6.05<sup>ab</sup></b>	<b>4.79<sup>a</sup></b>	<b>4.81<sup>a</sup></b>	<b>5.38<sup>ab</sup></b>	<b>8.93<sup>ab</sup></b>
<p>a Significantly different from telephone survey at <math>p &lt; .05</math>  b Significantly different from probability Internet survey at <math>p &lt; .05</math>  c Secondary Demographics: Marital Status, Number of People in Household, Employment Status, Number of Bedrooms in Home, Number of Vehicles Owned, Home Ownership, and Household Income. Non-Demographics: Frequency of Smoking Cigarettes, 12 Drinks of Alcohol or More Lifetime, Average Number of Drinks of Alcohol on Days of Drinking, Ratings of Quality of Their Health, Possession of U.S. Passport, and Possession of a Driver's License.</p>								

This study then summarized the error rates for each of platform. Error rates were calculated as the difference between the objective benchmark and the survey estimate. Again, as shown above, the Knowledge Networks and RDD panel estimates were comparably accurate, and far more accurate than the results from the non-probability web panels.



This study’s key findings, then, were that: (1) Probability sample surveys are consistently more accurate whether they are on telephone or Internet platforms, whereas non-probability sample internet surveys were always less accurate (as expected); (2) Post-stratification with demographics in non-probability survey data sometimes improved and *sometimes reduced* the representativeness of non-probability surveys—therefore that method cannot be relied upon to repair sampling deficiencies in non-probability surveys; and (3) most important for present purposes, relatively low response rates with probability samples do not necessarily mean low levels of accuracy and representation, if efforts are made to recruit and retain as many respondents as possible (i.e., callbacks, follow-ups, incentives), as Knowledge Networks does.

Additional evidence also suggests that the Internet-based platform used by Knowledge Networks may reduce measurement error due to social-desirability effects compared to other methods of fielding surveys. A comprehensive test of the Knowledge Networks panel sample involved a comparison of the Knowledge Networks panel results to those obtained for the General Social Survey (GSS), the considered “gold-standard,” NSF-funded, national survey that tracks social attitude trends in the U.S.<sup>14</sup> The study examined the role of interviewer effects in accounting for differences observed between the telephone and in-person administrations of the GSS items versus online administration of the same items with Knowledge Networks. An experimental design was employed that provided empirical support for the pattern (also

<sup>14</sup> See <http://ijor.mypublicsquare.com/view/more-honest-answers>.

documented elsewhere in the literature) that interviewer-administered surveys can be affected by social desirability bias. The authors concluded the following, based on the experiment:

There are important differences in the survey results that are attributable to the presence of an interviewer for the in-person and telephone modes, and to the absence of an interviewer in the web mode. The direction of the differences in the survey results, as seen in how respondents are more likely to report in the web mode that the country spends “too much” on certain problems in society, is consistent with the conclusion that web panel respondents are more honest and exhibit more candor in their responses, compared to interviewer-administered surveys. This conclusion is reinforced by the experimental design of our study, which controlled for the source of the sample. To be clear, we are not indicating that we know the “true” measure for public opinion, nor are we suggesting that the online mode survey results are closer to the “truth” about U.S. public opinion. However, we do believe that the differences we observe in the survey results are consistent with the hypothesis that online respondents feel less potent pressure to answer questions in socially desirable ways.<sup>15</sup>

These findings support and replicate those of a similar 2004 comparison of the Knowledge Networks panel sample and GSS data.<sup>16</sup>

Research on the question of non-response biases in samples, which is a major difficulty in survey research, also suggests that the Knowledge Networks panel sample does not suffer from such non-response biases. For instance, research supported by the National Institute of Alcohol and Alcoholism of U.S. National Institute of Health (NIH) and conducted by researchers from the Youth Alcohol Center at Boston University provided a thorough examination of the Knowledge Networks panel sample and its usefulness for public health research.<sup>17</sup> The researchers commissioned Knowledge Networks to conduct an epidemiological survey

---

<sup>15</sup> Dennis, J. Michael J.M., and R. Li., 2007. “[More Honest Answers to Surveys? A Study of Data Collection Mode Effects](#),” *Interactive Marketing Research Organization's (IMRO), Journal of Online Research*..

<sup>16</sup> See Tom W. Smith and J. M. Dennis. 2005. Online versus In-Person: Experiments with Mode, Format, and Question Wordings. *Public Opinion Pros*. December issue. Available under “Past Issues” at <http://www.publicopinionpros.norc.org/index.asp>.

<sup>17</sup> Timothy Heeren, Erika Edwards, Michael Dennis, Sergei Rodkin, Ralph Hingson, David Rosenbloom. 2008. “A Comparison of Results From an Alcohol Survey of a Prerecruited Internet Panel and the National Epidemiologic Survey on Alcohol and Related Conditions.” *Alcoholism: Clinical and Experimental Research* 32(2): 222-9.

replicating the gold-standard survey conducted by the U.S. Census Bureau, comparing results from the Knowledge Networks survey to those from the National Epidemiologic Study on Alcohol and Related Conditions (NESARC), a face-to-face probability sample survey of 43,093 adults, with a focus on associations between demographics, age of drinking onset, and alcohol dependence. The study concluded that the Knowledge Networks panel, because it is based on probability sampling, provides a reliable alternative to random-digit-dial telephone surveys and in-person surveys for studies of factors associated with alcohol-related problems. More importantly, the Boston University survey featured a non-response follow-up survey of non-respondents. These non-respondents were randomly selected from the pool of research subjects that refused to join the Knowledge Networks panel at the time of panel recruitment or who joined the Knowledge Networks panel sample but later dropped out of the panel. This non-response follow-up survey, consisting of more than 600 interviews conducted by telephone, provided a means for the direct measurement of the attitudes and behaviors of non-respondents. The study found no associations between the type of sample (non-responders versus the Knowledge Networks panelists) and the risk factors for alcohol dependence (such as family history, risky drinking category, and age of onset on alcohol drinking).

Similarly, RTI International and Knowledge Networks researchers conducted a study of non-response bias and the effects of mode of data collection a few months after 9/11, 2001.<sup>18</sup> The purpose of the research was to explore the potential for Internet panel-based survey research by conducting an experiment to investigate survey error that could hinder the validity of Internet-based survey results. In this experiment, the researchers compared the Knowledge Networks panel methodology to traditional telephone surveys through an experimental design that controls for sample origin. Although previous research done on telephone-Internet surveys had addressed data-collection-mode effects, none had been done which controls for sample origin. The experiment was embedded in the design of the *Survey of Civic Attitudes and Behaviors After 9/11*, a study sponsored by RTI International and co-designed by RTI and the Odum Institute at the University of North Carolina at Chapel Hill. Three randomly selected sample groups completed the *Survey of Civic Attitudes and Behaviors After 9/11*: (1) an Internet survey of

---

<sup>18</sup> See J. Michael Dennis, Cindy Chatt, Rick Li, Alicia Motta-Stanko and Paul Pulliam. 2005. "Data Collection Mode Effects Controlling for Sample Origins in a Panel Survey: Telephone versus Internet." <http://www.knowledgenetworks.com/ganp/rtimode.html>.

active Knowledge Networks panel members; (1) a telephone survey of active Knowledge Networks panel members, and (3) a telephone survey of persons refusing to join the Knowledge Networks panel sample and those Knowledge Networks panel sample members who did not respond to the web survey. The first two random samples were drawn from active Knowledge Networks panelists, but differed in the mode of data collection (Internet versus telephone). The second and third samples overlapped in terms of mode of data collection (both telephone), but the two groups differed in terms of sample origin (active Knowledge Networks panel members versus refusals). The design, therefore, provided a control group of Knowledge Networks panelists who participated using the telephone mode of data collection. Various univariate and multivariate statistical tests were conducted in order to measure differences associated with mode of data collection and sample origins. The sources of error examined were sample representativeness, mode effects, sample effects, panel experience effects, primacy and recency effects, the effects of visual versus aural survey administration, and non-differentiation in survey answers.

Differences among sample groups were found to be due primarily to mode of data collection and panel experience, and somewhat due to sample origin. Basic differences between Internet surveys and telephone interviews were traced back to mode of data collection: the telephone interview data collected from the Knowledge Networks panelists were very similar to the telephone interview data from the Knowledge Networks non-respondents. That indicated that the attitudes and opinions of Knowledge Networks panelists and those that refused to join the Knowledge Networks panel were very similar. The differences found between the mode of data collection in this telephone versus Internet study were very similar to the telephone versus mail mode effects found in civic attitude studies by Tarnai and Dillman (1992)<sup>19</sup> and telephone versus face-to-face mode effects by Krysan, et al. (1994)<sup>20</sup>. Both studies found a tendency for telephone respondents to answer at the extreme positive end of the scale. In addition, this study found that Internet respondents were more likely than the telephone sample to use the full range of response option scales; therefore, non-differentiation of survey responses was more prevalent in the

---

<sup>19</sup> Krysan, M., Schuman, H., Scott, L.J., & Beatty, P. (1994). "Response rates and response content in mail versus face-to-face surveys." *Public Opinion Quarterly* 58: 382-99.

<sup>20</sup> Tarnai, J., and D.A. Dillman. 1992. "Questionnaire context as a source of response differences in mail versus telephone surveys." In N. Schwarz & S. Sudman (Eds.), *Context effects in social and psychological research*. New York: Springer-Verlag.

telephone sample groups. In short, compared to other commonly used methods of survey data collection, the Knowledge Networks panel sample proved a reliable and in some cases superior method for addressing potential problems of non-response data-collection-mode biases.

Research also validates Knowledge Networks' panel sample on the issue of self-selection bias. Knowledge Networks data was employed in statistical tests using the Heckman selection correction technique for the detection of self-selection bias into the panel and self-selection into actual Knowledge Networks Internet panel surveys. The statistical techniques, the ecological databases constructed, and the analysis itself are involved and require no modest amount of effort to understand, much less to evaluate the work that has been done. The most comprehensive test to date was conducted by Professor Trudy Cameron of the University of Oregon.<sup>21</sup> Cameron's research found that application of the Heckman selection correction procedure using a telephone RDD sample frame as the base did not support the hypothesis that attitudes towards regulatory issues are correlated with propensity to participate in a Knowledge Networks panel survey. This test supported the hypothesis that self-selection bias is not an important factor in Knowledge Networks panel surveys on the subject area of attitudes towards government regulation. A second but less sophisticated implementation test of Heckman selection correction procedure also did not support the hypothesis that valuations of water quality are highly correlated with the propensity to participate in a Knowledge Networks panel survey.<sup>22</sup> The use of the Heckman selection correction procedure resulted in an adjusted estimate of -6.16 percent. This test supported the hypothesis that self-selection bias is not an important factor in Knowledge Networks panel surveys on the subject area of valuations of public goods, such as water quality. In the same report, the authors also concluded that valuation results of an ecological public good were independent of Knowledge Networks respondent panel characteristics, such as time in panel, time to complete survey, and high likelihood of quitting panel.

---

<sup>21</sup> Her research is detailed as Appendix D in her paper "The Knowledge Networks Panel and Sample Selection Corrections" for the paper T.A. Cameron and J.R. DeShazo (2008) "[Demand for Health Risk Reductions](#)" (currently in revise resubmit status). The full paper and appendix are available at <http://www.uoregon.edu/~cameron/vita/wpabstracts.htm>.

<sup>22</sup> Joel Huber, W. Kip Viscusi, Jason Bell, 2004, "The Value of Regional Water Improvements: Further Evidence," paper presented at the Valuation of Ecological Benefits Conference, Environmental Protection Agency, October 2004. Also see W. Kim Viscusi, Joel Huber, and Jason Bell. 2004. "The Value of Regional Water Quality Improvements." *Harvard Law and Economics Discussion Paper* No. 477.

### *2010 Science of Generosity Survey Procedures*

Respondents for the 2010 Science of Generosity survey were randomly selected as a nationally representative sub-sample from Knowledge Network's larger, nationally representative panel sample of 50,000 households. The representativeness of Knowledge Networks panel surveys is attributable in part to the methodology employed by Knowledge Networks for drawing survey samples from the panel itself. Once panel members are recruited and become panel members, they become eligible for selection for specific online surveys. In some cases, the specific survey sample represents a simple random sample from the panel. However, for most studies, including the 2010 Science of Generosity Survey, the sample is drawn from eligible members using an implicitly stratified systematic sample design. Customized stratified random sampling based on pre-collected profile data (e.g., demographic, health information, political attitudes, etc.) is also conducted, as required by specific studies.

In September 2007, Knowledge Networks was assigned a U.S. Patent (U.S. Patent No. 7,269,570) for its unique methodology for selecting online survey samples. The selection methodology, which has been used by Knowledge Networks since 2000, assures that panel samples will closely track the U.S. population. The selection methodology was developed by Knowledge Networks in recognition of the practical issue that different surveys target different subpopulations. Often, only panel members with certain characteristics are selected for a survey. This can skew the remaining panel sample and affect the sample representativeness of later surveys. The patented Knowledge Networks methodology also was developed to attempt to adjust or correct for non-response and non-coverage error in the panel sample.

In the sampling approach employed, a survey assignment method uses a weighting factor to compensate for members which are temporarily removed from a panel due to an earlier draw of sample. This weighting factor adjusts the selection probabilities of the remaining panel members. The sample is drawn using systematic probability proportionate-to size sampling (PPS) where the panel post-stratification weights will be the measure of size (MOS). If the user requirements call for independent selection by stratum, the panel weights (MOS) are adjusted as follows: (1) sum the MOS for each stratum, call this sum  $S_h$  for stratum  $h$ ; (2) consider the user-specified or system-derived target sample size for stratum  $h$  to be  $n_h$ ; (3) multiply each MOS for members in stratum  $h$  by  $n_h/S_h$ ; and (4) use an interval of  $k=1$  and apply systematic PPS sampling to achieve the desired yield per stratum. This sampling approach allows for

representative study samples to be drawn from the larger panel sample, even when earlier surveys oversampled different subpopulations.<sup>23</sup> Each demographic category in the remaining panel is monitored to assure that there are enough members in each category to produce representative survey samples. This process is repeated for each study, and was used to sample for the 2010 Science of Generosity Survey.<sup>24</sup>

This implicit stratified systematic sample design has the additional benefit of correcting, in part, for non-response and non-coverage error introduced at the panel recruitment, connection, and panel retention stages of building and maintaining the panel. This correction is made possible by the fact that the selection weights are calculated using the latest Census Bureau (Current Population Survey) benchmarks for age, gender, race-ethnicity, and educational attainment. The samples are drawn using systematic PPS sampling where the panel post-stratification weights are the MOS. Therefore, the PPS-based samples are drawn using a MOS, to correct for under- and overrepresentation of certain demographic segments on the panel.

Thus, once recruited for the broader panel, a panel-sample member in each household was selected to be part of the Science of Generosity survey's sample.<sup>25</sup> 3,072 KN panel

---

<sup>23</sup> To see this more clearly, consider the following example. Suppose Study A requires a 100 percent oversample of Hispanics from the panel. At the beginning of the time period, each panel member will have an original selection weight making the panel selection distributions match the demographic benchmarks from the U.S. Census. After the sample draw for Study A is made, the new and temporary selection weights are calculated making the panel selection distributions match the demographics of the general public. Consequently, the sample draw for Study B will yield a representative sample.

<sup>24</sup> See Dennis, Michael J. 2009. "Description of Within-Panel Survey Sampling Methodology: The Knowledge Networks Approach" for further details.

<sup>25</sup> Between the original recruitment of Knowledge Networks panel sample respondents and the fielding of the 2010 Science of Generosity Survey, a portion of the originally recruited sample dropped out of the Knowledge Networks sample. The retention rate is computed as an average of the cohort retention rates for all members in the study sample. The household retention rate for the study is 41.2 percent. However, the sample for the 2010 Science of Generosity Survey was drawn to be a nationally representative sample at the time of its fielding, and Knowledge Networks figures retention factors into its weighting calculations, so this household retention rate should not affect the representativeness of the survey's sample. Furthermore, prior research on Knowledge Networks samples has revealed little evidence of a possible bias in the panel sample as a result of conditioning due to respondents completing the demographic, financial-affairs, and public-affairs profile surveys (Joshua D. Clinton. 2001. "Panel Bias from Attrition and Conditioning: A Case Study of the Knowledge Networks Panel." Paper presented at the 2001 AAPOR Conference in Montreal, Canada, May 25, 2001). This further increases our confidence

households were invited to participate in this survey. 2,003 accepted the invitation for a cooperation rate of 65.2%. Invitations to complete the survey were sent by email, per Knowledge Network's standard procedure. Respondents were offered \$20 as an incentive to complete the survey (in addition to the standard \$10 per month they receive from Knowledge Networks to be part of the panel sample). Respondent who did not complete the survey within several days were sent reminder emails. Specifically, after three days, automatic email reminders were sent to all non-responding panel members in the sample. If email reminders did not generate a sufficient response after four days, an automated telephone reminder call was initiated. 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. The median time taken to complete the 2010 Science of Generosity survey was 70 minutes. The study final completion rate for the 2010 Science of Generosity Survey is 65.2 percent.

*On Calculating Response Rates for Internet-Based Probability Surveys.*

The standard conceptual significance of and means of calculating survey response rates presuppose methods of fielding surveys that dominated the twentieth century: mail, household, and telephone RDD modes. In those cases, researchers did not know the characteristics of sampled respondents who did or would not complete surveys. In such cases, it was, by definition, impossible to know the extent of the error introduced by sampling and non-response biases. As a response, maximizing the response rate became the primary means by which to minimize possible non-representativeness of the data collected due to possible non-response biases. The fewer sampled respondents did not complete surveys, the lower the chance that the data collected would not be representative of the population under consideration. Statistical weights could be used to correct for under-represented categories of respondents when reliable benchmarks (e.g., U.S. Census data) for the true population were known for the variables needing correction. Still, in recent decades, social survey response rates have dropped dramatically, increasing uncertainty about survey data representativeness and reliability.

The recent advent of probability-sample, Internet-based survey research—such as the method employed by Knowledge Networks for the 2010 Science of Generosity Survey—however, has changed the underlying context and logic of survey data collection and

---

that the 2010 Science of Generosity Survey data are nationally representative, unbiased by attrition in the panel sample prior to its survey sample being drawn.

representativeness, in ways that have significant ramifications for the meaning and calculation of response rates. The multi-stage sampling afforded by Knowledge Networks' panel sample allows for the statistical correction of the recruited panel sample, using known U.S. Census benchmark information and probability-proportion-to-size (PPS) weighting, before the study sample is drawn. This minimizes any biases that may have affected the panel sample due to non-response during recruiting *before* the study sample is selected (assuming, that the factors by which the possible non-response bias systematically influenced the sample are represented by the variables used in the corrective weighting). Any non-response bias that may have affected the data collected due to survey non-completion then has to be addressed by the use of the study-specific post-stratification weight, as described next.

The cumulative response rate (CUMRR1) accounts for all three stages of the sampling response rates. The  $CUMRR1 = \text{recruitment rate} \times \text{profile rate} \times \text{completion rate}$ . For this survey, the KN household recruitment rate = 18.2%, the profile rate = 55.4%, and the completion rate = 65.2%. This leaves a final cumulative completion rate = 6.6%. If the retention rate is also factored into the cumulative response rate, an additional parameter compounds the calculation, leading to a  $CUMRR2=2.7\%$ .<sup>26</sup>

#### **4. Weights**

Survey weights are designed and calculated to make survey data more-exactly representative of the population of interest. To adjust the data statistically to be more representative, the weights count respondents in proportion to the size of the population group that each individual respondent represents. Weights are thus a means of counting some respondents more than others when using the data, in order to reliably describe the population under study. The weights adjust for unequal probabilities of selection and for non-response bias. In so doing, they account for differences in the number of Americans in the target population represented by each responded in the survey. The weight for the 2010 Science of Generosity Survey was calculated by Knowledge Networks to make several adjustments for probability of selection and for non-response. The final weights are scaled to a mean of 1.000 and a sum equal to the unweighted number of cases. Note, however, that the mean will not necessarily equal

---

<sup>26</sup> Page 1028 in Callegaro, Mario and Charles DiSogra. 2008. "Computing Response Metrics For Online Panels," *Public Opinion Quarterly*, 72(5):1008-1032 and found at: <http://www.knowledgenetworks.com/ganp/election2008/response-rates.html>

1.000 if a subset of the data is used. Therefore the weighted  $N$  does not necessarily equal the number of cases in an analysis if any cases are missing from an analysis.

The design for a Knowledge Networks panel 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 possible 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. We address these sources of sampling and non-sampling error using a panel demographic post-stratification weight as an additional adjustment. Lastly, a set of study-specific post-stratification weights were constructed for the study data to adjust for the study's sample design and survey non-response. A description of these types of weights follows.

*The Base Weight.*<sup>27</sup> In a Knowledge Networks panel sample, there are seven known sources of deviation from an equal probability of selection design. These are corrected in the Base Weight and are described below.

(1) Under-sampling of telephone numbers unmatched to a valid mailing address: An address match is attempted on all the Random Digit Dial (RDD) generated telephone numbers in the sample after the sample has been purged of business and institutional numbers and screened for non-working numbers. The success rate for address matching is in the 60-70 percent range. The telephone numbers with valid addresses are sent an advance letter, notifying the household that they will be contacted by phone to join the Knowledge Networks panel sample. The remaining, unmatched numbers are under-sampled as a recruitment efficiency strategy. Advance letters improve recruitment success rates. Under-sampling stopped between July 2005 and April 2007 and was resumed in May 2007 with a sampling rate of 0.75.

(2) RDD selection proportional to the number of telephone landlines reaching the household: As part of the field-data-collection operation, information is collected on the number

---

<sup>27</sup> This section draws heavily from the report "2007-2008 AP-Yahoo News Election Panel Study: Knowledge Networks Methodology." Retrieved September 27, 2010 (<http://www.knowledgenetworks.com/ganp/election2008/KN-Methodology.html>).

of separate telephone landlines in each selected household. A multiple line household's selection probability is down weighted by the inverse of its number of landlines.

(3) Some minor oversampling of Chicago and Los Angeles due to early pilot surveys: Two pilot surveys carried out in Chicago and Los Angeles when the panel was first being built increased the relative size of the sample from these two cities. With natural attrition and growth in size, the impact has been disappearing over time. It remains part of Knowledge Network's base adjustment weighting due to a small number of extant panel members from that nascent panel cohort.

(4) Early oversampling the four largest states and central region states: At the time when the Knowledge Networks panel sample was first being built, survey demand in the four largest states (California, New York, Florida, and Texas) required over-sampling during January-October 2000. Similarly, the central region states were over-sampled for a brief period. These now-diminishing effects still remain in the panel membership and thus require weighting adjustments for these geographic areas.

(5) Under-sampling of households not covered by the MSN<sup>®</sup> TV service network: Certain small areas of the U.S. are not serviced by MSN<sup>®</sup>, thus Knowledge Networks' MSN<sup>®</sup>TV units cannot be used for recruited non-Internet households. In some of these cases, Knowledge Networks uses other Internet Service Providers for Internet access via the member's personal computer. Overall, the result is a small under-sample of these geographic areas thus requiring a minor weighting adjustment.

(6) Oversampling of African- American and Hispanic telephone exchanges: As of October 2001, Knowledge Networks began over-sampling telephone exchanges with a higher density of minority households (specifically African American and Hispanic) to increase panel membership for those groups. These exchanges are oversampled at approximately twice the rate of other exchanges. This over-sampling is corrected in the base weight.

(7) Address-based sample phone match adjustment: Near the end of 2008, Knowledge Networks began recruiting panel members using an address-based sample (ABS) frame in addition to RDD recruitment. Once recruitment through the mail, including follow-up mailings to ABS non-respondents was completed, a telephone recruitment was added. Non-responding ABS households where a landline telephone number could be matched to an address were subsequently called and a telephone recruitment initiated. This effort resulted in a slight overall

disproportionate number of landline households being recruited in a given ABS sample. A base weight adjustment is applied to return the ABS recruitment panel members to the sample's correct national proportion of phone-match and no phone match households.

*The Panel Demographic Post-Stratification Weight.* To reduce the effects of any non-response and non-coverage bias in the overall panel membership, a post-stratification adjustment is applied using demographic distributions from the most recent data from the Current Population Survey (CPS). Benchmark distributions for Internet access among the U.S. population of adults are obtained by Knowledge Networks during recruitment, since this measurement is not collected as part of the CPS. The post-stratification variables include:

- Gender (Male/Female)
- Age (18-29, 30-44, 45-59, and 60+)
- Race/Hispanic ethnicity (White/Non-Hispanic, Black/Non-Hispanic, Other/Non-Hispanic, 2+ Races/Non-Hispanic, Hispanic)
- Education (Less than High School, High School, Some College, Bachelor and beyond)
- Census Region (Northeast, Midwest, South, West)
- Metropolitan Area (Yes, No)
- Internet Access (Yes, No)

This weighting adjustment was applied prior to the selection of the 2010 Science of Generosity Survey sample. These weights constitute the starting weights for our survey sample selected from the larger panel, meaning that any non-response biases involved in the recruitment and profile-surveying process are adjusted before the sample for the present survey was drawn.

*Study-Specific Post-Stratification Weights.* Once the 2010 Science of Generosity Survey data were returned from the field, Knowledge Networks proceeded with a post-stratification weighting process to adjust for any survey non-response and any non-coverage due to the study-specific sample design. Demographic and geographic distributions for the population ages 18+ from the most recent Current Population Survey (CPS) were used as benchmarks in this adjustment. The following benchmark distributions were utilized for this post-stratification adjustment:

- Gender (Male/Female)
- Age (23-29, 30-44, 45-59, and 60+)

- Race/Hispanic ethnicity (White/Non-Hispanic, Black/Non-Hispanic, Other/Non-Hispanic, 2+ Races/Non-Hispanic, Hispanic)
- Education (Less than High School, High School, Some College, Bachelor and beyond)
- Census Region (Northeast, Midwest, South, West)
- Metropolitan Area (Yes, No)
- Internet Access (Yes, No)

Comparable distributions were calculated using all completed cases from the field data. Since the 2010 Science of Generosity sample size is too small to accommodate a complete cross-tabulation of all the survey variables with the benchmark variables, an iterative proportional fitting was used for the post-stratification weighting adjustment. This procedure adjusts the sample data back to the selected benchmark proportions. Through an iterative convergence process, the weighted sample data are optimally fitted to the marginal distributions. After this final post-stratification adjustment, the distribution of the calculated weights were examined to identify and, if necessary, trim outliers at the extreme upper and lower tails of the weight distribution. The post-stratified and trimmed weights were then scaled to the sum of the total sample size of all eligible respondents, with results as follows.

Trimming: (1.00 %, 99.00%); Design Effect: 1.4998; Range on Weights is following:

Minimum	Maximum	N	Sum	1st Pctl	99th Pctl
0.1574819	3.8627694	2003	2003.00	0.1577973	3.8627694

**23+ US Population Benchmarks, Source: December 2009 CPS:**

Age	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Age 23-29 Male	14635881	7.05	14635881	7.05
Age 23-29 Female	14584141	7.02	29220023	14.07
Age 30-44 Male	29847255	14.38	59067278	28.45
Age 30-44 Female	30391136	14.64	89458414	43.09
Age 45-59 Male	31015803	14.94	1.2047E8	58.03
Age 45-59 Female	32486013	15.65	1.5296E8	73.68
Age 60+ Male	24388319	11.75	1.7735E8	85.43
Age 60+ Female	30256626	14.57	2.0761E8	100.00

Race/Ethnicity	Frequency	Percent	Cumulative Frequency	Cumulative Percent
White, Non-Hispanic	1.4299E8	68.88	1.4299E8	68.88
Black, Non-Hispanic	23241753	11.20	1.6623E8	80.07
Other, Non-Hispanic	11309949	5.45	1.7754E8	85.52
Hispanic	27961511	13.47	2.055E8	98.99
2+ Race, Non-Hispanic	2101670	1.01	2.0761E8	100.00

Cumulative Cumulative

Location	Frequency	Percent	Frequency	Percent
Northeast Metro	33953439	16.35	33953439	16.35
Northeast Non-metro	4097388	1.97	38050827	18.33
Midwest Metro	34745556	16.74	72796383	35.06
Midwest Non-metro	10516458	5.07	83312841	40.13
South Metro	61760202	29.75	1.4507E8	69.88
South Non-metro	14345704	6.91	1.5942E8	76.79
West Metro	43060524	20.74	2.0248E8	97.53
West Non-metro	5125904	2.47	2.0761E8	100.00

Education	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Less than HS	27200814	13.10	27200814	13.10
HS	63522089	30.60	90722903	43.70
Some college	55164202	26.57	1.4589E8	70.27
Bachelor or higher	61718070	29.73	2.0761E8	100.00

**23+ Internet Estimates Benchmarks, Source: Knowledge Networks Panel Sample:**

Internet Access	Frequency	Percent	Cumulative Frequency	Cumulative Percent
No	76797324	36.19	76797324	36.19
Yes	1.354E8	63.81	2.1219E8	100.00

**2010 Science of Generosity Survey - All Respondents, Trimmed and Scaled: Weighted**

Age	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Age 23-29 Male	141.9506	7.09	141.9506	7.09
Age 23-29 Female	140.3408	7.01	282.2914	14.09
Age 30-44 Male	287.145	14.34	569.4364	28.43
Age 30-44 Female	293.5872	14.66	863.0236	43.09
Age 45-59 Male	300.3944	15.00	1163.418	58.08
Age 45-59 Female	315.9444	15.77	1479.362	73.86
Age 60+ Male	234.6012	11.71	1713.964	85.57
Age 60+ Female	289.0364	14.43	2003	100.00

Race/Ethnicity	Frequency	Percent	Cumulative Frequency	Cumulative Percent
White, Non-Hispanic	1387.593	69.28	1387.593	69.28
Black, Non-Hispanic	220.7902	11.02	1608.383	80.30
Other, Non-Hispanic	108.53	5.42	1716.913	85.72
Hispanic	265.2425	13.24	1982.156	98.96
2+ Race, Non-Hispanic	20.8444	1.04	2003	100.00

Location Type	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Northeast Metro	327.8405	16.37	327.8405	16.37
Northeast Non-metro	39.87182	1.99	367.7123	18.36
Midwest Metro	336.4315	16.80	704.1438	35.15
Midwest Non-metro	101.806	5.08	805.9498	40.24
South Metro	588.8021	29.40	1394.752	69.63
South Non-metro	139.6285	6.97	1534.38	76.60
West Metro	418.68	20.90	1953.06	97.51
West Non-metro	49.93957	2.49	2003	100.00

Education	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Less than HS	258.9885	12.93	258.9885	12.93
HS	615.8973	30.75	874.8857	43.68
Some college	535.141	26.72	1410.027	70.40
Bachelor or higher	592.9732	29.60	2003	100.00

Internet Access	Frequency	Percent	Cumulative Frequency	Cumulative Percent
No	728.2675	36.36	728.2675	36.36
Yes	1274.732	63.64	2003	100.00

In addition to these CPS-based adjustments, there were two additional adjustments made on marital and volunteer statuses. The weight associated with marital status (married, widowed, divorced, separated, never married, living with partner) comes from full, active KN panel of 23+ year olds. Whether or not a respondent volunteered was weighted by the proportion of volunteers found in the 2010 CPS Volunteer Supplement data to be 27% volunteers and 73% non-volunteers,

**23+ Marital Status Benchmarks, Source: Active KN Panel**

Marital Status	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Married	1.1315E8	54.33	1.1315E8	54.33
Widowed	10587452	5.08	1.2374E8	59.41
Divorced	23872469	11.46	1.4761E8	70.87
Separated	5828383	2.80	1.5344E8	73.67
Never Married	36261767	17.41	1.897E8	91.08
Living with Partner	18571249	8.92	2.0827E8	100.00

## **Appendix A: 2010 Science of Generosity Survey Questions**

Introduction: “This survey explores various aspects of people's daily lives and different experiences. It focuses on people's, motivations, social relationships, values, and beliefs. It also asks about how people use time, money, and abilities, among other topics. Please answer the questions as things really are for you rather than how you wish they were. Thank you for your interest and cooperation.”

### **Personality & Well-Being Section**

#### **Extrovert-Introvert Scale (EI)**

- EI1. I am talkative.
- EI2. I am reserved.
- EI3. I tend to be full of energy.
- EI4. I generate a lot of enthusiasm.
- EI5. I am generally trusting.
- EI6. I have an assertive personality.
- EI7. I am shy or inhibited.
- EI8. I am outgoing or sociable.
  - 1. Strongly Agree
  - 2. Mostly Agree
  - 3. Slightly Agree
  - 4. Neither Agree nor Disagree
  - 5. Slightly Disagree
  - 6. Mostly Disagree
  - 7. Strongly Disagree

#### **Sensation Seeking & Impulsivity (SS)**

- SS1. I like to explore strange places.
- SS2. I like to do frightening or dangerous things.
- SS3. I like new and exciting experiences, even if I have to break the rules.
- SS4. I prefer friends who are exciting and unpredictable.
- SS5. I am an impulsive person.
  - 1. Strongly Agree
  - 2. Mostly Agree
  - 3. Slightly Agree
  - 4. Neither Agree nor Disagree
  - 5. Slightly Disagree
  - 6. Mostly Disagree
  - 7. Strongly Disagree

#### **Depression Scale (D)**

- D1. In the last 12 months, how often, if at all, have you experienced the following?
  - D1.1. Feeling sad or down.
  - D1.2. Feeling hopeless about things.
  - D1.3. Trouble falling asleep or sleeping too much.
  - D1.4. Little interest or pleasure in doing things.

- D1.5. Poor appetite or overeating.
- D1.6. Feeling tired, everything was an effort, could not get going.
- D1.7. Thoughts of hurting yourself or maybe ending your life.
  - 1. Very often
  - 2. Fairly often
  - 3. Occasionally
  - 4. Rarely
  - 5. Never

**[IF D1.1 IN 1-4, SP]**

D2: How difficult have these problems made it for you to do your work, take care of things at home, or get along with other people?

- 1. Not difficult at all
- 2. Somewhat difficult
- 3. Very difficult
- 4. Extremely difficult

**Happiness Scale (HP)**

HP1. Taking all things together, how happy or unhappy are you with your life these days?

- 1. Very happy
- 2. Somewhat happy
- 3. Neither happy nor unhappy
- 4. Somewhat unhappy
- 5. Very unhappy

**Trauma: (TU)**

TU1. Have you experienced a personally traumatic event(s) in:

- TU1.1. last 12 months.
- TU1.2. my adult life prior to the last 12 months.
- TU1.3. my childhood.
  - 1. Yes
  - 2. No

**Physical Health (D)**

D1.7. Overall, would you say your physical health is:

- 1. Excellent
- 2. Very Good
- 3. Good
- 4. Fair
- 5. Poor

D2. My daily activities in the past 12 months were limited because of my health or physical condition.

- 1. Strongly Agree
- 2. Mostly Agree
- 3. Slightly Agree
- 4. Neither Agree nor Disagree
- 5. Slightly Disagree

6. Mostly Disagree
7. Strongly Disagree

**Gratitude: (KK)**

KK1. Long amounts of time can go by without me feeling grateful to something or someone.

KK2. I am grateful to a wide variety of people.

KK3. I have so much in life to be thankful for.

KK4. When I look at the world, I don't see much to be grateful for.

1. Strongly Agree
2. Mostly Agree
3. Slightly Agree
4. Neither Agree nor Disagree
5. Slightly Disagree
6. Mostly Disagree
7. Strongly Disagree

**Orientation to Personal Growth: (JJ)**

JJ1. I often do not feel interested in working on personal growth in my life.

1. Strongly Agree
2. Mostly Agree
3. Slightly Agree
4. Neither Agree nor Disagree
5. Slightly Disagree
6. Mostly Disagree
7. Strongly Disagree

**Purpose: (MM)**

MM1. I don't have a good sense of what it is I'm trying to accomplish in life.

MM2. My life often seems to lack any clear goals or sense of direction.

MM3. Some people wander aimlessly through life, but I am not one of them.

1. Strongly Agree
2. Mostly Agree
3. Slightly Agree
4. Neither Agree nor Disagree
5. Slightly Disagree
6. Mostly Disagree
7. Strongly Disagree

**Locus of Control: (NN)**

NN1. I have little control over the things that happen to me.

NN2. What happens to me in the future mostly depends on me.

NN3. There is really no way I can solve some of the problems I have.

NN4. I can do just about anything I really set my mind to do.

NN5. Sometimes I feel that I am being pushed around in life.

NN6. I often feel helpless in dealing with the problems of life.

1. Strongly Agree

2. Mostly Agree
3. Slightly Agree
4. Neither Agree nor Disagree
5. Slightly Disagree
6. Mostly Disagree
7. Strongly Disagree

**Fear: (QQ)**

- QQ1. Criticism and scolding hurt me quite a bit.  
 QQ2. I feel pretty worried or upset when I think or know somebody is angry at me.  
 QQ3. If I think something unpleasant is going to happen, I usually get pretty “worked up.”  
 QQ4. I feel worried when I think I have done poorly at something important.  
 QQ5. I have very few fears compared to my friends.  
 QQ6. I worry about making mistakes.

1. Strongly Agree
2. Mostly Agree
3. Slightly Agree
4. Neither Agree nor Disagree
5. Slightly Disagree
6. Mostly Disagree
7. Strongly Disagree

**Prosocial Orientations Section**

**Generosity Willingness: (GW)**

D1. Do you have a specific condition that prevents you from giving blood or not, such as a diagnosed medical condition, sexually transmitted disease, not meeting weight requirements, or having visited an at-risk country?

1. Yes
2. No
3. Don't know

[ROTATE GW2-6, KEEP GW5 AND GW6 IN A PAIR WITH GW5 FIRST IN PAIR]

- GW1. How willing or not would you be to give blood if you are able to?  
 GW2. How willing or not would you be to do volunteer work for an issue of concern to you?  
 GW3. How willing or not would you be to give money for an issue of concern to you?  
 GW4. How willing or not would you be to include a charitable donation in your will or trust?  
 GW5. How willing or not would you be to participate in protests, marches, or demonstrations for an issue of concern to you?  
 GW6. How willing or not would you be to participate in other political activities, such as contacting an elected official or signing a petition for an issue of concern to you?

1. Extremely willing
2. Very willing
3. Somewhat willing
4. Not very willing, or
5. Not willing at all

**Self-Identity (P)**

P1. Overall, when it comes to giving away **money**, what kind of person do you consider yourself to be?

P2. Overall, when it comes to **volunteering** your time for others, do you consider yourself to be?

P3. Overall, **in relationships**, when it comes to making yourself available to other people being emotionally open, and being hospitable, do you consider yourself to be?

1. Extremely Ungenerous
2. Very Ungenerous
3. Somewhat Ungenerous
4. Neither Generous Nor Ungenerous
5. Somewhat Generous
6. Very Generous
7. Extremely Generous

**[SP/GRID]**

P4. It is very important to me to be a generous person.

P5. I would be very unhappy about myself if I thought that I was not a generous person.

1. Strongly Agree
2. Mostly Agree
3. Slightly Agree
4. Neither Agree nor Disagree
5. Slightly Disagree
6. Mostly Disagree
7. Strongly Disagree

**Relational Attachment: (FF)**

FF1. It is easy for me to become emotionally close to others.

FF2. I am uncomfortable getting very close to other people.

1. Strongly Agree
2. Mostly Agree
3. Slightly Agree
4. Neither Agree nor Disagree
5. Slightly Disagree
6. Mostly Disagree
7. Strongly Disagree

**Empathy: (YY)**

YY1. I often have tender, concerned feelings for people less fortunate than me.

YY2. Sometimes I don't feel very sorry for other people when they are having problems.

YY3. When I see someone being taken advantage of, I feel somewhat protective towards them.

YY4. Other people's misfortunes do not usually disturb me a great deal.

1. Strongly Agree
2. Mostly Agree
3. Slightly Agree
4. Neither Agree nor Disagree
5. Slightly Disagree

6. Mostly Disagree
7. Strongly Disagree

**Moral Reasoning: (MR)**

- MR1. My decisions are usually based on my concern for other people.  
MR2. My decisions are usually based on what is the most fair and just way to act.  
MR3. I choose alternatives that are intended to meet everybody's needs.  
MR4. I choose a course of action that considers the rights of all people involved.

1. Strongly Agree
2. Mostly Agree
3. Slightly Agree
4. Neither Agree nor Disagree
5. Slightly Disagree
6. Mostly Disagree
7. Strongly Disagree

**Social Trust: (PP)**

- PP1. Generally speaking, most people can be trusted.  
PP2. You can't be too careful in dealing with people.  
PP3. Most people would try to take advantage of you if they got the chance.  
PP4. Most of the time people try to be helpful to others.  
PP5. People mostly just look out for themselves  
PP6. Most people don't really care what happens to the next person.

1. Strongly Agree
2. Mostly Agree
3. Slightly Agree
4. Neither Agree nor Disagree
5. Slightly Disagree
6. Mostly Disagree
7. Strongly Disagree

**Social Self-Efficacy: (W)**

- W1. Overall, how much impact do you personally think that you can have on community and political affairs?

1. No impact
2. A small impact
3. A moderate impact
4. A big impact, or
5. A huge impact

**Social Solidarity (vs. Individualism): (AA )**

- AA1. People owe it to each other to help take care of each other.  
AA2. Each person is only responsible to take care of themselves and their own family.  
AA3. Life is ultimately more about survival than sharing with others.  
AA4. Taking care of other people beyond one's own family is an important part of being human.  
AA5. I feel connected to other people because we are all members of one human family.

AA6. People are dependent upon the societies in which they live and so owe a lot back to those societies in return.

1. Strongly Agree
2. Mostly Agree
3. Slightly Agree
4. Neither Agree nor Disagree
5. Slightly Disagree
6. Mostly Disagree
7. Strongly Disagree

**Patriotism: (US)**

US1. I have a strong love for the United States.

US2. Sometimes it is necessary to criticize or challenge the United States government.

1. Strongly Agree
2. Mostly Agree
3. Slightly Agree
4. Neither Agree nor Disagree
5. Slightly Disagree
6. Mostly Disagree
7. Strongly Disagree

**Social Networks Section**

**Social Networks: (SN)**

SN1. In the last 12 months, how many adults have you felt close to, including a spouse or romantic partner, adult children or other adult family members, friends, neighbors, coworkers, or people involved in groups or organization that you are involved in?

0. None.
1. One.
2. Two.
3. Three.
4. Four.
5. Five or more.

[IF SN1 IN 1-5, TXT/NUM RANGE 00-99, DISPLAY SAME # OF ROWS AS VALUE IN SN1]

SN2a. Now we have some questions about this person or people. To make answering them easier, please enter some means of uniquely identifying him, her, or them for yourself (e.g., initials or first name). If there are more than five adults to whom you feel close, think of the five adults to whom you feel closest. Please also mark how many years you have known each person.

Person 1: Name/Initials \_\_\_\_\_ Number of Years Known: \_\_\_\_\_ ....

[IF SN1 IN 1-5, MP/GRID, N OF COLUMNS = SN1, 5 MAX, SHOW NAME/INITIAL AT THE TOP OF A COLUMN; RANDOMIZE LIST BUT KEEP 1-2, 10-11, 13-14, 15-18, 20-24, 25-28, 29-31, 33-34 TOGETHER AND BEGIN WITH 1-11 RANDOMIZED AND THEN 12-34 RANDOMIZED WITH THE PREVIOUS EXCEPTIONS DESCRIBED. PROGRAM INSTRUCTIONS TO READ PERSON IF SN1A=1 AND PEOPLE IF SN1A=2-5]

SN2b The next set of questions asks about certain characteristics of the [SHOW IF SN1="One"] person [SHOW IF SN1="Two, Three, Four, or Five or more"] people you feel close to. Check all the characteristics that apply for each person during the past 12 months.

[If the same person is not checked for 15 but is checked for 16 display error message that says "We noticed that you checked that (fill in name or initials) is someone you participate with in political action but that they are not someone who participates in political action. Can you please double check your responses?"]

[If the same person is not checked for 20 but is checked for 21 display error message that says "We noticed that you checked that (fill in name or initials) is someone you volunteer with but that they are not someone who volunteers. Can you please double check your responses?"]

	Is this person...	Person 1	Person 2	Person 3	Person 4	Person 5
1	your spouse or romantic partner	<input type="checkbox"/>				
2	a member of your family other than a spouse or romantic partner	<input type="checkbox"/>				
3	a parent or person who raised you	<input type="checkbox"/>				
4	a different race or ethnicity than you	<input type="checkbox"/>				
5	female	<input type="checkbox"/>				
6	living in your neighborhood or community	<input type="checkbox"/>				
7	close to you in age	<input type="checkbox"/>				
8	a source of emotional support for you	<input type="checkbox"/>				
9	religious	<input type="checkbox"/>				
10	a member or regular attendee of your religious congregation	<input type="checkbox"/>				
11	involved in some other group or organization you are involved in	<input type="checkbox"/>				
12	someone you get together with in person once a month or more	<input type="checkbox"/>				
13	someone you discuss social or political issues with	<input type="checkbox"/>				
14	someone who agrees with you about social or political issues	<input type="checkbox"/>				
15	someone who participates in political activism	<input type="checkbox"/>				
16	someone you participate with in political activism	<input type="checkbox"/>				
17	someone who has asked or encouraged you to participate in political activism in the last 12 months	<input type="checkbox"/>				
18	someone you have asked or encouraged to participate in political activism	<input type="checkbox"/>				

19	someone who would be <b>un</b> supportive of you participating in political activism	<input type="checkbox"/>				
20	someone who does volunteer work for charitable causes	<input type="checkbox"/>				
21	someone you do volunteer work for charitable causes with	<input type="checkbox"/>				
22	someone who has asked or encouraged you to do volunteer work for charitable causes	<input type="checkbox"/>				
23	someone you have asked or encouraged to do volunteer work for charitable causes	<input type="checkbox"/>				
24	someone who would be <b>un</b> supportive of you doing volunteer work for charitable causes	<input type="checkbox"/>				
25	someone who you know donates money to charitable or religious causes	<input type="checkbox"/>				
26	someone who has asked or encouraged you to donate money to charitable or religious causes in the last 12 months	<input type="checkbox"/>				
27	someone you have asked or encouraged to donate money to charitable or religious causes	<input type="checkbox"/>				
28	someone who would be <b>un</b> supportive of you donating money to charitable or religious causes	<input type="checkbox"/>				
29	someone who donates blood	<input type="checkbox"/>				
30	someone who would be <b>un</b> supportive of you donating blood	<input type="checkbox"/>				
31	someone who has asked or encouraged you to give blood in the last 12 months	<input type="checkbox"/>				
32	someone you view as a very generous person	<input type="checkbox"/>				
33	someone who gambles (casino, lottery playing, betting online)	<input type="checkbox"/>				
34	someone who would be <b>un</b> supportive of you gambling	<input type="checkbox"/>				

[IF SN2B\_25 CHECKED FOR ANY PERSON, SHOW FOR AS MANY AS CHECKED, 5 MAX.]

SN2c. If you had to guess, what percentage of their household income would you estimate [INSERT NAME/INITIAL FROM SN2A] gives to charitable or religious causes (make your best guess)?

1. 0-less than 2%
2. 2-less than 5%
3. 5-10%
4. More than 10%

**Group Identity: (GI)**

G11. We all belong to different groups or categories. Some are more important to us than others when we think of ourselves.

G1.1 In general, which in the following list is **more central to who you are?**

1. Occupation (current or former)
2. Race and ethnic background
3. Gender
4. Age group
5. Religion
6. Political party
7. Nationality
8. Marital status
9. Parental status
10. Social Class
11. Region of residence
12. Hobby or special interest
13. Other: \_\_\_\_\_
14. Don't Know

[SP, IF G1.1 IN 1-12, DO NOT SHOW OPTION PICKED IN G1.1]

G1.2 In general, which in the following list is **second most central to who you are?**

1. Occupation (current or former)
2. Race and ethnic background
3. Gender
4. Age group
5. Religion
6. Political party
7. Nationality
8. Marital status
9. Parental status
10. Social Class
11. Region of residence
12. Hobby or special interest
13. Other: \_\_\_\_\_
14. Don't Know

[SP, IF G1.2 IN 1-12, DO NOT SHOW OPTION PICKED IN G1.1 AND G1.2]

G1.3 In general, which in the following list is **third most central to who you are?**

1. Occupation (current or former)

2. Race and ethnic background
3. Gender
4. Age group
5. Religion
6. Political party
7. Nationality
8. Marital status
9. Parental status
10. Social Class
11. Region of residence
12. Hobby or special interest
13. Other: \_\_\_\_\_
14. Don't Know

**Neighborhood Section**

**Residence: (RA)**

RA1. How long have you lived in your current residence? [NUM, RANGE 00-99]

Years: \_\_\_\_\_ Months: \_\_\_\_\_

[PROMPT IF 4 OR 5 OR 6 IS SELECTED BUT NO TEXT IN CORR. BOX(ES)]

RA2. Where did you live prior to your current residence, or have you always lived at your current residence?

1. I have always lived at my current residence.
2. Same neighborhood, different residence
3. Different neighborhood, but same city
4. Different city, but same state  
City name: [specify] \_\_\_\_\_
5. Different state  
State name: [specify] \_\_\_\_\_ City name: [specify] \_\_\_\_\_
6. Different country  
Country name: [specify] \_\_\_\_\_ City name: [specify] \_\_\_\_\_

**Neighborhood Activities & Collective Efficacy: (TA)**

*For the following several questions, please think about the area that you consider to be the neighborhood that you live in. Neighborhoods, as residential areas, can look different and vary in size depending on the locations. Please think of the general residential area that you consider to be your neighborhood.*

TA1. How willing or not would you be to engage in the following types of activities or organizations in your neighborhood?

- TA1.1. Work
- TA1.3. Primary or secondary school
- TA1.4. Arts or cultural activities (museums, arts & crafts in community center, etc.)
- TA1.5. Religious (church, mosque, temple) activities
- TA1.6. Neighborhood clubs and associations
- TA1.7. Other non-profit activities (volunteering, mentoring, service)

- TA1.8. Recreation (visiting parks, neighborhood fairs, block parties, etc.)
- TA1.9. Neighborhood cleanups (raking yards for others, picking up litter, etc.)
- TA1.10. Political campaigning (asking neighbors to vote, sign petitions, etc.)
- TA1.11. Grocery store or retail shopping
- TA1.12. Banking
  1. Extremely willing
  2. Very Willing
  3. Somewhat willing
  4. Not very willing
  5. Not willing at all

TA2. Do you engage in any of the following types of activities or organizations in your neighborhood? Mark all that apply.

- TA2.1. [IF PPWORK IN 1, 2] Work in your neighborhood
- TA2.2. Primary or secondary school in your neighborhood
- TA2.34. Arts or cultural activities (museums, arts & crafts in community center, etc.) in your neighborhood
- TA2.5. Religious (church, mosque, temple) activities in your neighborhood
- TA2.6. Neighborhood clubs and associations
- TA2.7. Other non-profit activities (volunteering, mentoring, service) in your neighborhood
- TA2.8. Recreation (visiting parks, neighborhood fairs, block parties, etc.) in your neighborhood
- TA2.9. Neighborhood cleanups (raking yards for others, picking up litter, etc.)
- TA2.10. Political campaigning (asking neighbors to vote, sign petitions, etc.) in your neighborhood
- TA2.11. Grocery store or retail shopping in your neighborhood
- TA2.12. Banking in your neighborhood

**Neighborhood Neighborly: (TB)**

- TB1. I know some people by name and face in my neighborhood.
- TB2. I do not think my neighbors are friendly.
- TB3. I believe my neighbors would help me in an emergency.
  1. Strongly Agree
  2. Mostly Agree
  3. Slightly Agree
  4. Neither Agree nor Disagree
  5. Slightly Disagree
  6. Mostly Disagree
  7. Strongly Disagree
- TB4. I visit with my neighbors in their homes or have neighbors over to my house.
- TB5. I borrow things from or exchange favors with my neighbors.
  1. Never
  2. Once or twice a year
  3. Once or twice a month
  4. Every week
  5. Every day

**Neighborhood Safety: (TC)**

TC1. I do not feel safe in my neighborhood.

TC2. I feel safe in this city, town, or rural area.

TC3. I think crime in my neighborhood is **d**ecreasing.

1. Strongly Agree
2. Mostly Agree
3. Slightly Agree
4. Neither Agree nor Disagree
5. Slightly Disagree
6. Mostly Disagree
7. Strongly Disagree

**Neighborhood Incivilities: (TD)**

In the last year...

TD1. has your neighborhood had vacant homes or buildings?

TD2. have you suspected drug dealing occurring in your neighborhood?

TD3. have any of the houses in your neighborhood been burglarized?

TD4. has your neighborhood had any incidents of street robberies, assaults, or gang activity?

TD5. has your neighborhood experienced graffiti?

1. Not that I know of.
2. Yes, but rarely.
3. Yes, a few times.
4. Yes, many times.

**Neighborhood Collective Efficacy: (TE)**

TE1. I talk with my neighbors regarding neighborhood issues or problems.

TE2. I keep watch on neighbors' homes while they are away.

TE3. In the past year, I contacted a local official about issues in my neighborhood.

1. Never
2. Once or twice a year
3. Once or twice a month
4. Every week
5. Every day

**Neighborhood Attachment: (TF)**

TF1. I take pride in keeping up the appearance of the place I live.

TF2: I take pride in keeping up the appearance of my neighborhood.

1. Strongly Agree
2. Mostly Agree
3. Slightly Agree
4. Neither Agree nor Disagree
5. Slightly Disagree
6. Mostly Disagree
7. Strongly Disagree

**Neighborhood In-Groups and Out-Groups: (TG)**

TG1. There are groups of people in my neighborhood that I wish would move away.

TG2. People in my neighborhood are all one race or ethnicity.

1. Strongly Agree
2. Mostly Agree
3. Slightly Agree
4. Neither Agree nor Disagree
5. Slightly Disagree
6. Mostly Disagree
7. Strongly Disagree

[IF TG2 IN 4-7 DISPLAY TG3 & TG4]

TG3. People in my neighborhood group together based on their race or ethnicity.

TG4. I do not feel comfortable with people in my neighborhood who are a different race or ethnicity than me.

1. Strongly Agree
2. Mostly Agree
3. Slightly Agree
4. Neither Agree nor Disagree
5. Slightly Disagree
6. Mostly Disagree
7. Strongly Disagree

**Neighborhood Sense of Community: (TH)**

TH1. I feel like I belong in my neighborhood.

TH2. I think of myself as different from most of the other people in my neighborhood.

TH3: Living in my neighborhood gives me a sense of community.

1. Strongly Agree
2. Mostly Agree
3. Slightly Agree
4. Neither Agree nor Disagree
5. Slightly Disagree
6. Mostly Disagree
7. Strongly Disagree

**Neighborhood Attraction: (TI)**

TI1. Overall, I am satisfied with living in my neighborhood.

TI2. I plan to remain a resident of my neighborhood for a number of years.

TI3. Given the opportunity, I would like to move out of my neighborhood.

1. Strongly Agree
2. Mostly Agree
3. Slightly Agree
4. Neither Agree nor Disagree
5. Slightly Disagree
6. Mostly Disagree
7. Strongly Disagree

**Miscellaneous Section**

**Gambling (GB)**

GB1. In the past 12 months, how often, if at all, have you gambled at a casino - that is, a large gambling hall with many different kinds of games, for example the kind of casino that you might find in a resort hotel, on tribal land, or on a riverboat.

1. Never
2. One to two times a year
3. Several times a year
4. Once a month
5. A few times a month
6. Once a week
7. More than once a week

GB2. In the past 12 months, how often, if at all, have you bought a lottery ticket for games like Lotto or Powerball, dailies like pick-4, or instants and scratch-offs?

1. Never
2. One to two times a year
3. Several times a year
4. Once a month
5. A few times a month
6. Once a week
7. More than once a week

GB3. In the past 12 months, how often, if at all, have you placed a wager for money on any type of game using a computer on the Internet?

1. Never
2. One to two times a year
3. Several times a year
4. Once a month
5. A few times a month
6. Once a week
7. More than once a week

GB4. [If GB1, GB2, or GB3>1] In the past 12 months, how often, if ever, has your gambling caused you problems at work, with your family or friends, at school, or with your finances?

1. Very often
2. Fairly often
3. Occasionally
4. Rarely
5. Never

**School: (SC)**

SC1. Which type of school did you primarily attend for...	Public (1)	Catholic (2)	Conservative Protestant or "Christian School" (3)	Other Christian (4)	Other religion (5)	Non-religious private (6)	Home schooling (7)
Elementary school (grades 1-8)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
High school?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## Religion Section

### Religion: (RRRR)

RRRR1. How often, if ever, do you normally attend religious services (not counting weddings, baptisms, and funerals)?

1. More than once a week
2. Once a week
3. Three times a month
4. Twice a month
5. Once a month
6. Several times a year
7. One to two times a year
8. Never

RRRR2. Approximately how many people are members and regular attendees at your current place of worship? [ASK IF RRRR1=1-6]

1. Less than 100
2. 100-200
3. 200-400
4. 400-700
5. 700-1000
6. 1000-2000
7. More than 2000

RRRR3. When you were **growing up**, generally how often, if ever, did you attend religious services?

1. More than once a week
2. Once a week
3. A few times a month
4. Once a month
5. Many times a year
6. One or two times a year
7. Never
8. Don't know

RRRR4. About how many miles do you drive (or walk, bike) to get from your house to your religious congregation? \_\_\_\_\_ [IF RRRR1 IN 1 - 7, NUM, RANGE 000-999]

RRRR5. How important is your religious faith in providing guidance in your day-to-day living?

1. Extremely Important
2. Very
3. Somewhat
4. Not very, or
5. Not Important at all

RRRR6a. Religiously, do you consider yourself to be Protestant, Catholic, Jewish, Mormon, Muslim, not religious, or something else? If more than one, click the one you consider yourself to be most:

1. Protestant
2. Catholic
3. Just Christian
4. Jewish

5. Mormon
6. Muslim
7. Eastern Orthodox
8. Buddhist
9. Hindu
10. Not Religious
11. Something else
12. Don't Know

**[IF RRRR6a=1, 3 OR 11, SP] RRRR6b.** What specific religious denomination or tradition do you consider yourself to be? *(If consider yourself to be more than 1, answer for 1 you attend most?)*

1. Adventist
2. Anabaptist
3. Anglican
4. Assemblies of God (Assembly of God)
5. Association of Unity Churches
6. Baptist
7. Bible Church/Believing
8. Brethren
9. Charismatic
10. Christian or just Christian
11. Christian and Missionary Alliance (CMA)
12. Christian Science (Christian Scientist)
13. Church of Christ (Churches of Christ)
14. Church of God
15. Church of England
16. Church of the Nazarene
17. Calvary Chapel
18. Congregationalist
19. Disciples of Christ
20. Episcopalian
21. Evangelical
22. Evangelical Covenant Church
23. Evangelical United Brethren
24. Evangelical Free Church
25. Four Square
26. Free Methodist Church
27. Friends
28. Fundamentalist
29. Holiness
30. Independent
31. Inter-Denominational Protestant
32. Jehovah's Witness
33. Just Protestant
34. Lutheran
35. Mennonite
36. Methodist

37. Missionary Church
38. Moravian
39. Nazarene
40. Native American
41. Non-denominational Protestant
42. Pagan
43. Pentecostal
44. Presbyterian
45. Quaker
46. Reformed
47. Salvation Army
48. Unitarian-Universalist
49. United Church of Christ (UCC)
50. Unity Church
51. Vineyard Fellowship
52. Wesleyan church
53. Wiccan
54. Willow Creek Association church
55. Other [Specify]
56. Don't know

**[IF RRRR6b = 2, SP] RRRR6c. What kind of Anabaptist church is that?**

1. Amish
2. Brethren
3. Brethren in Christ
4. Church of the brethren
5. Evangelical Friends Alliance
6. Friends
7. General Conference of Mennonite Church
8. Just Anabaptist
9. Mennonite
10. Mennonite brethren
11. Moravian
12. Quaker
13. Other Anabaptist
14. Don't know

**[IF RRRR6b = 6, SP] RRRR6d. With which Baptist group is your church associated?**

15. American Baptist Association
16. American Baptist Churches in the USA (American Baptist Churches USA)
17. Baptist Bible Fellowship
18. Baptist Brethren
19. Baptist General Conference
20. Baptist Missionary Association
21. Charismatic Baptist
22. Conservative Baptist Association of America
23. Free will Baptist
24. Fundamentalist Baptist (no denominational ties)

25. General Association of Regular Baptists (GARB)
26. General Baptist
27. Independent Baptist
28. Just Baptist
29. Missionary Baptist
30. National Baptist Convention of America, or USA, Inc.
31. National Missionary Baptist Convention of America
32. North American Baptist Conference
33. Northern Baptist
34. Primitive Baptist
35. Progressive National Baptist Convention, Inc.
36. Reformed Baptist
37. Southern Baptist (Convention)
38. United Baptist
39. United Free Will Baptist
40. Other Baptist
41. Don't know

**[IF RRRR6b = 36, SP] RRRR6e.** With which Methodist group is your church associated?

1. African Methodist Episcopal (AME)
2. African Methodist Episcopal (AME) Zion
3. Christian Methodist Episcopal (CEM)
4. Free Methodist (Free Methodist Church)
5. Just Methodist
6. United Methodist/United Methodist Church
7. Wesleyan Methodist
8. Other Methodist
9. Don't know

**[IF RRRR6b = 44, SP] RRRR6f.** With which Presbyterian group is your church associated?

1. Associate Reformed Presbyterian
2. Bible Presbyterian Church
3. Cumberland Presbyterian
4. Evangelical Presbyterian Church (EPC)
5. Just Presbyterian
6. Orthodox Presbyterian Church (OPC)
7. Presbyterian Church in America (PCA)
8. Presbyterian Church in the USA (PCUSA)
9. Reformed Presbyterian Churches of North America
10. Other Presbyterian
11. Don't know

**[IF RRRR6b = 34, SP] RRRR6ff.** With which Lutheran group is your church associated?

1. American Lutheran Church
2. Evangelical Lutheran Church in America
3. Free Lutheran
4. Lutheran Brethren
5. Lutheran Church in America
6. Just Lutheran

7. Missouri synod
8. Wisconsin synod
9. Other Lutheran
10. Don't know

**[IF RRRR6b = 46, SP] RRRR6g** With which Reformed group is your church associated?

1. Christian Reformed Church (CRC)
2. Dutch Reformed
3. Just Reformed
4. Reformed Church in America (RCA)
5. Other Reformed
6. Don't know

**[IF RRRR6b = 18, SP] RRRR6h.** With which Congregational group is your church associated?

1. Congregational Bible Church
2. Conservative Congregational Christian
3. Congregational Christian Churches
4. Just Congregational church
5. United Church of Christ (UCC)
6. Other Congregational
7. Don't know

**[IF RRRR6b = 10, SP] RRRR6i.** When you say you attend a "Christian Church," do that mean that church you attend is associated with the Christian Church-Disciples of Christ, some other Christian group, or is the church you attend just Christian?

1. Christian Church-Disciples of Christ
2. Just Christian
3. Other Christian group

**[IF RRRR6b = 19, SP] RRRR6j.** With which Church of Christ is your church associated?

1. Church (Churches) of Christ
2. Church of God in Christ
3. United Church of Christ (UCC)
4. Just Church of Christ
5. Other Church of Christ group
6. Don't know

**[IF RRRR6b = 14, SP] RRRR6k.** With which Church of God group is your church associated?

1. Church of God, General Conference
2. Church of God, Holiness
3. Church of God in Christ
4. Church of God of Anderson, Indiana
5. Church of God of Cleveland, Tennessee
6. Church of God of Huntsville, Alabama
7. Church of God of Prophecy
8. Church of God of the Apostolic Faith
9. Just Church of God
10. Pentecostal Church of God
11. Worldwide Church of God
12. Other Church of God
13. Don't know

**[IF RRRR6b = 43, SP] RRRR6l.** With which Pentecostal group is your church associated?

1. Apostolic Pentecostal
2. Assemblies of God (Assembly of God)
3. Church of God, General Conference
4. Church of God, Holiness
5. Church of God in Christ
6. Church of God in Christ, International
7. Church of God of Anderson, Indiana
8. Church of God of Cleveland, Tennessee
9. Church of God of Huntsville, Alabama
10. Church of God of Prophecy
11. Church of God of the Apostolic Faith
12. Four Square Gospel
13. Full Gospel
14. Just Pentecostal
15. Pentecostal Church of God
16. Pentecostal Holiness Church
17. Spanish Pentecostal
18. United Pentecostal Church International
19. Other Pentecostal
20. Don't know

**[IF RRRR6A = 1 or 3, MP] RRRR7.** Thinking about your own religious faith, would you describe yourself as a: (Select all that apply.)

1. Fundamentalist
2. Evangelical
3. Pentecostal
4. Mainline Protestant
5. Liberal Protestant
6. Other: \_\_\_\_\_
7. Don't know

**[IF RRRR6A = 2, MP] RRRR8a.** Thinking about your own religious faith, would you describe yourself as a: (Select all that apply.)

1. Traditional Catholic
2. Moderate Catholic
3. Liberal Catholic
4. Social Justice Catholic
5. Other: \_\_\_\_\_
6. Don't know

**[IF RRRR6A = 2, SP] RRRR8b.** How positive or negative do you feel these days about the Catholic Church?

1. Very positive
2. Somewhat positive
3. A little positive
4. Neither positive nor negative
5. A little negative
6. Somewhat negative

7. Very negative
8. Don't know

[IF RRRR6A = 1 -7 OR 9, SP] RRRR9. When it comes to your **religious** beliefs (not political beliefs), compared to other religious Americans, do you usually think of yourself as:

1. Very liberal
2. Liberal
3. Moderate
4. Conservative
5. Very conservative
6. Don't know

RRRR10. Which do you tend to agree with more?:

1. Religious faith is mostly about helping you meet your personal needs and wants.
2. Religious faith is mostly about learning how God wants you to live.
3. Don't know
4. None

RRRR11. Which of the following statements comes closest to your own views?

1. There is very little truth in any religion
2. There are basic truths in many religions
3. There is truth in one religion
4. Don't know

RRRR12. If you were unsure of what was right or wrong in a particular situation, how would you decide what to do? Would you most likely...

1. Do what would make you feel happy
2. Do what would improve your personal situation
3. Go with what your friends think is best
4. Follow the advice of a parent or someone else you respect
5. Do what you think God or scripture tells you is right

[IF RRRR1<7] RRRR13. My religious congregation does an excellent job at communicating its overall mission and priorities to the congregation.

RRRR14. My religious congregation does an excellent job at communicating about its financial goals, priorities, and budget to the congregation.

RRRR15. I personally feel part of the planning of the vision and mission of my religious cong.

RRRR16. I feel a lot of personal "ownership" of the process of developing the priorities, vision, and mission of my religious congregation.

1. Strongly Agree
2. Mostly Agree
3. Slightly Agree
4. Neither Agree nor Disagree
5. Slightly Disagree
6. Mostly Disagree
7. Strongly Disagree

RRRR17. When your religious congregation communicates to its people about money and finances, does the message tend to be:

1. More about **need and scarcity**
2. More about **vision and opportunity**
3. My religious congregation says nothing about money

- RRRR18. When your religious congregation talks about giving money, does it tend to talk about:
1. People's responsibility to help pay the congregation's bills, or
  2. Opportunities for spiritual growth and vision for the religious congregation's mission?

## **Religion & Consumerism Section**

### **Tithing: (TI)**

- TI1. I regularly donate at least 10% of my income to religious, charitable, or other good causes.
1. Yes
  2. No

### **Prosperity Gospel: (PG)**

- PG1. God wants to bless me with lots of money and possessions.
- PG2. God blesses spiritually faithful people with material prosperity.
1. Strongly Agree
  2. Mostly Agree
  3. Slightly Agree
  4. Neither Agree nor Disagree
  5. Slightly Disagree
  6. Mostly Disagree
  7. Strongly Disagree
  8. I don't believe in God

### **Asceticism & Living Simply: (AL) [IF RRRR1<7]**

- AL1. My religious faith teaches people to live modestly or simply.
- AL2. My religious faith teaches people to buy fewer material things than they can afford.
1. Strongly Agree
  2. Mostly Agree
  3. Slightly Agree
  4. Neither Agree nor Disagree
  5. Slightly Disagree
  6. Mostly Disagree
  7. Strongly Disagree

### **Congregational Context That Challenges Consumerism: (CC) [IF RRRR1<7]**

- CC1. Leaders at my religious congregation teach that materialism and consumer culture are problems for our society.
1. Strongly Agree
  2. Mostly Agree
  3. Slightly Agree
  4. Neither Agree nor Disagree
  5. Slightly Disagree
  6. Mostly Disagree
  7. Strongly Disagree
- CC2. My religious congregation teaches the principle of tithing 10 percent of my income.
1. Yes
  2. No

### **Dualism & Sacralizing: (DS)**

DS1. Money and material possessions don't have much to do with spiritual or religious issues.

DS2. I believe that all of my money ultimately belongs to God, not to me.

DS3. Part of my spiritual life involves using my money and possessions faithfully and generously in ways that please God.

1. Strongly Agree
2. Mostly Agree
3. Slightly Agree
4. Neither Agree nor Disagree
5. Slightly Disagree
6. Mostly Disagree
7. Strongly Disagree
8. I don't believe in God [DO NOT SHOW FOR DS1]

## **Generous Backgrounds Section**

### **Parental Modeling and Teaching: (EE)**

EE1. To the best of your memory, when you were growing up, how often, if ever, did the people who raised you (your parent(s) or parental figure(s)) **give money** to needy organizations, causes, or people, either religious and non-religious?

EE2. To the best of your memory, how often, if ever, did the people who raised you **volunteer their time and skills** for an organization or cause, either religious or non-religious?

1. Never
2. Seldom
3. Occasionally
4. Somewhat frequently
5. Very frequently
6. Cannot remember

EE3. Did the people who raised you **explicitly teach** you while you were growing up that it is good to **donate money** to needy people, causes, or organizations?

EE4. Did the people who raised you **explicitly teach** you while you were growing up that it is good to **volunteer** your time to needy people, causes, or organizations?

1. Yes
2. No
3. Cannot remember

### **Beneficiary of Generosity: (BB)**

BB1. I have benefited a lot from the love and generosity of other people toward me.

BB2. I have mostly had to take care of myself in life without a lot of help from others.

BB3. Growing up, I found most people around me to be stingy and uncaring.

BB4. The people who raised me were extremely loving, caring, and generous toward me.

1. Strongly Agree
2. Mostly Agree
3. Slightly Agree
4. Neither Agree nor Disagree
5. Slightly Disagree

6. Mostly Disagree
7. Strongly Disagree

**Belief: (A)**

A1. It is good for people to give away some of their money to other causes or people in need.

A2. There is something wrong with people who spend all of their money on themselves rather than sharing some of it with others.

A3. It is the wealthy who are really responsible for giving money to charity, not ordinary people.

A4. I only feel responsible to give money to needy causes and people when I have extra to give.

1. Strongly Agree
2. Mostly Agree
3. Slightly Agree
4. Neither Agree nor Disagree
5. Slightly Disagree
6. Mostly Disagree
7. Strongly Disagree

S5. How morally responsible or not do you personally feel to take action against wrongs and injustice in life?

S6. How morally responsible or not do you personally feel to help other people who are in need?

1. Extremely responsible
2. Very responsible
3. Somewhat responsible
4. Not very responsible, or
5. Not responsible at all

S7. Which two, if any at all, of the following do you think has **the greatest responsibility** for helping poor and needy people? (**check up to two**)

1. The government
2. Churches and religious groups
3. Non-religious private charities
4. The poor and needy themselves
5. Concerned individuals and families
6. The needy person's family and friends
7. Someone or something else [**ALWAYS LAST**]

**Awareness: (SSS)**

SSS1. I know there are a lot of real needs in the world.

SSS2. The problems of the world often seem far removed from my everyday life.

1. Strongly Agree
2. Mostly Agree
3. Slightly Agree
4. Neither Agree nor Disagree
5. Slightly Disagree
6. Mostly Disagree
7. Strongly Disagree

RRRR19a. How often in the last 12 months have you heard messages from people or organizations about the importance of helping other people in need, such as learning to care for others, doing good by being good, “paying it forward”, the Good Samaritan, the Golden Rule, or Karma?

1. Never
2. Seldom
3. Occasionally
4. Somewhat frequently
5. Very frequently
6. Cannot remember

[MP, IF RRRR19A IN 2 – 6, RANDOM] RRRR19b. Where have you heard these messages in the last 12 months?

1. Friends or acquaintances
2. Religious congregations
3. Other religious groups or organizations
4. Non-religious volunteer or nonprofit organizations
5. Radio or television
6. School
7. Workplace
8. Internet
9. Newsletters and magazines
10. Other

**Desire: (B)**

B1. Would you like to volunteer more than you do, less than you do, or are you content with the amount of time that you volunteer for charitable, religious, or other needy people or causes?

1. Would like to volunteer more
2. Content with current amount
3. Would like to volunteer less

**Clarity: (C)**

C1. I have some problems, concerns, or objections about the idea of giving away more money that probably keep me from giving more.

1. Strongly Agree
2. Mostly Agree
3. Slightly Agree
4. Neither Agree nor Disagree
5. Slightly Disagree
6. Mostly Disagree
7. Strongly Disagree

**Perspective: (D)**

D1. When I look at my financial situation and possessions, I don't see much to be happy about.

D2. I am so thankful for my income and material possessions, however limited they may be.

D3. I don't have the kind of money and possessions that I'd like to have in my life.

D4. I know that I enjoy more material abundance than many less fortunate people in the world.

1. Strongly Agree
2. Mostly Agree
3. Slightly Agree
4. Neither Agree nor Disagree
5. Slightly Disagree
6. Mostly Disagree
7. Strongly Disagree

**Decision: (E)**

E1. Have you ever in your life made a conscious decision to give away more of your money to charitable, religious, or other good causes? Or has your financial giving mostly happened without a lot of planning and intention?

1. Have made a conscious decision to give more money away.
2. Financial giving has just happened.
3. I do not give money for charitable, religious, or other causes.

**Options: (F)**

F1. If I decided to give away more money to charitable, religious, or other good causes than I currently give, I really don't know who I would give it to or exactly how to give it.

F2. I know how to get information about worthy causes, people, and organizations to which I might potentially be interested in donating money.

F3. It is pretty obvious to me who could really use financial donations and how to get those donations to them.

F4. There are so many needy causes, people, and organizations asking for money that it's hard to keep them all straight.

1. Strongly Agree
2. Mostly Agree
3. Slightly Agree
4. Neither Agree nor Disagree
5. Slightly Disagree
6. Mostly Disagree
7. Strongly Disagree

**Enthusiasm: (G)**

ENT1. Thinking about the kinds of things that my donated money could accomplish doesn't really do much to excite me.

1. Strongly Agree
2. Mostly Agree
3. Slightly Agree
4. Neither Agree nor Disagree
5. Slightly Disagree
6. Mostly Disagree
7. Strongly Disagree

**Trust: (TR)**

TR1. How much do you generally trust the leaders of non-profit charities, philanthropies, and other humanitarian organizations to responsibly and effectively handle and allocate donated money?

[SHOW ONLY IF RRRR1<7] TR2 How much do you generally trust the leaders of your own religious congregation to responsibly and effectively handle and allocate donated money?

1. Totally trust them
2. Mostly trust them
3. Somewhat trust them
4. Barely trust them
5. Do not trust them

TR4. Most leaders of non-profit charities, philanthropies, and other humanitarian organizations are honest, wise, and trustworthy when it comes to managing money.

TR5. There is a lot of waste, fraud, and abuse of resources by many leaders of non-profit charities, philanthropies, and other humanitarian organizations.

H6. Not-for-profit organizations that get their money through voluntary donations are probably less careful and trustworthy in how they use that money than organizations which have to earn their own money, like businesses.

1. Strongly Agree
2. Mostly Agree
3. Slightly Agree
4. Neither Agree nor Disagree
5. Slightly Disagree
6. Mostly Disagree
7. Strongly Disagree

**Support: (J) [IF PPMARIT IN 1, 6]**

J1. My spouse (or partner) and I share the same values, outlook, and priorities when it comes to the issue of voluntary financial giving to charity, religion, or other good causes.

J2. My spouse (or partner) and I disagree and sometimes have conflicts about how much money we should be giving to charitable, religious, or other good causes.

1. Strongly Agree
2. Mostly Agree
3. Slightly Agree
4. Neither Agree nor Disagree
5. Slightly Disagree
6. Mostly Disagree
7. Strongly Disagree

**Planning: (K)**

K1. The adult(s) in my household who handle(s) money matters is well organized and “on top of” issues of income, budgets, and expenses.

K2. The adult(s) in my household who handle(s) money matters keeps close tabs on how much money flows into and out of this household.

K3. We do not have a very accurate sense in this household how our money is spent or used.

1. Strongly Agree

2. Mostly Agree
3. Slightly Agree
4. Neither Agree nor Disagree
5. Slightly Disagree
6. Mostly Disagree
7. Strongly Disagree

K4. How often, if ever, do you disagree or have conflicts in your household about how to handle money matters?

1. Never or I live alone
2. Seldom
3. Occasionally
4. Somewhat frequently
5. Very frequently

**Sucker-Aversion: (O)**

O1. I often worry about getting a bad deal or being taken advantage of.

O2. If you look like you don't know what you are doing, people will take advantage of you and try to get more of your money.

O3. The problem with trying to help people out is that they often end up taking advantage of me.

O4. Being nice is just asking to get "suckered."

1. Strongly Agree
2. Mostly Agree
3. Slightly Agree
4. Neither Agree nor Disagree
5. Slightly Disagree
6. Mostly Disagree
7. Strongly Disagree

**Materialistic Values: (LLL)**

LLL1. I admire people who own expensive homes, cars, and clothes.

LLL2. I would be happier if I could afford to buy more things.

LLL3. I try to keep my life simple as far as possessions are concerned.

LLL4. Shopping and buying things gives me a lot of pleasure.

LLL5. I buy as many things as my income allows.

LLL6. I intentionally buy less than I am able to afford, in order to resist consumerism or to use my money for other things (e.g., giving away, helping people, saving).

1. Strongly Agree
2. Mostly Agree
3. Slightly Agree
4. Neither Agree nor Disagree
5. Slightly Disagree
6. Mostly Disagree
7. Strongly Disagree

**Moral Relativism: (RR)**

RR1. Morality is relative - there are no definite rights and wrongs for everybody.

RR2. It is sometimes okay to break moral rules if it works to your advantage and you can get away with it.

RR3. Morality should be based on an absolute, unchanging standard.

RR4. There are no absolute truths about what is right and wrong, good and evil.

1. Strongly Agree
2. Mostly Agree
3. Slightly Agree
4. Neither Agree nor Disagree
5. Slightly Disagree
6. Mostly Disagree
7. Strongly Disagree

**Time, Energy, Attention Crowding: (Y) [NUM/GRID, RANGE 000-238]**

Y1. About how many hours per week on average do you spend watching **television, videos, and DVDs?**

Y2. About how many hours per week on average do you spend on the **computer or Internet** doing things **not** related to work - such as shopping, surfing the web, or checking email or social networking websites?

Y3. About how many hours per week on average do you spend **shopping** for non-essential goods (not food or essential clothes) during an average week?

**Belief in Benefit: (BB)**

BB1. I believe that it is more blessed to give than to receive.

BB2. People who give good things to others in need benefit just as much as those who receive.

BB3. Giving money to needy causes or people means they benefit and you lose.

1. Strongly Agree
2. Mostly Agree
3. Slightly Agree
4. Neither Agree nor Disagree
5. Slightly Disagree
6. Mostly Disagree
7. Strongly Disagree

**Info Feedback: (IF)**

IF1. When I give money to what seem to be worthy charitable, religious, or other causes it seems that I never end up finding out what my money actually achieved.

IF2. I do what I can to find out from the people or organizations I have given money to exactly what my contributions accomplished.

IF3. Finding out what my financial contributions have achieved gives me a warm feeling inside.

IF4. I have read reports or newsletters, viewed videos, or heard presentations describing the good things that the money I have donated to charitable, religious, or other causes has helped to accomplish.

IF5. I have had the opportunity to see first-hand some of the good things that the money I have donated to charitable, religious, or other causes has helped to accomplish.

1. Strongly Agree
2. Mostly Agree

3. Slightly Agree
4. Neither Agree nor Disagree
5. Slightly Disagree
6. Mostly Disagree
7. Strongly Disagree

**Confidence: (L)**

L1. If in the past you have given money away generously, how much if any of a financial hardship did that create for you?:

1. A major financial hardship
2. A moderate financial hardship
3. A minor financial hardship
4. No financial hardship
5. Giving money away actually increased the amount of money I had
6. I have not in the past given money away generously, does not apply

**Routine: (M)**

M1. The following are five different methods by which some people decide how much money to contribute to charitable and religious organizations. Which comes closest to your own approach in deciding how much money to give?

1. I do not give money away
2. I give spontaneously, depending on the situation
3. I give whatever it seems like I can afford for a period of time
4. I decide on a monthly or annual dollar amount that I give per month or year
5. I decide on a percent of my annual income to give

M2. When it comes to voluntary financial giving, do you follow regular, structured systems or routines that help you be consistent in your giving? Or do you always only give in a spontaneous or situational way?

1. Follow systems or routines
2. More spontaneous or situational
3. I do not give money away

**Reinforcement: (N)**

N1. I had the personal experience in the last few years of feeling great about the good for others that my donated money, time, or help has done.

1. Very often
2. Fairly often
3. Occasionally
4. Rarely
5. Never

**Public Identity: (Q)**

Q1. I do what I can to try to encourage other people I know to be generous toward others with their money.

Q2. I tell other people that I support specific organizations, causes, or people with my money.

Q3. I recommend to other people a specific organization, cause, or people that I think deserves

financial support.

Q4. I have spoken publicly in a group about the importance or value of voluntary financial giving to support some worthy organization, cause, or needy person.

1. Very often
2. Fairly often
3. Occasionally
4. Rarely
5. Never

## Generosity Perceptions Section

### **Perception of Income & Giving Levels: (PGL) [NUM/GRID, RANGE 000,000-999,999]**

PGL1. For the next two questions, please think **about the United States as a whole**:

PGL1.1. If you had to guess, what would you say is the income of the average household in the United States?

- 1 = Less than \$5,000
- 2 = \$5,000 to \$7,499
- 3 = \$7,500 to \$9,999
- 4 = "\$10,000 to \$12,499
- 5 = \$12,500 to \$14,999
- 6 = "\$15,000 to \$19,999
- 7 = \$20,000 to \$24,999
- 8 = \$25,000 to \$29,999
- 9 = \$30,000 to \$34,999
- 10 = \$35,000 to \$39,999
- 11 = \$40,000 to \$49,999
- 12 = \$50,000 to \$59,999
- 13 = \$60,000 to \$74,999
- 14 = \$75,000 to \$84,999
- 15 = \$85,000 to \$99,999
- 16 = \$100,000 to \$124,999
- 17 = \$125,000 to \$149,999
- 18 = \$150,000 to \$174,999
- 19 = \$175,000 or more

PGL1.2. If you had to guess, what would you say is the amount of money the typical U.S. household contributed to charitable causes over the last 12 months? [TYPE IN DOLLAR AMOUNT IN NUMBERS] [NUM/GRID, RANGE 000,000-999,999]

PGL2. For the next two questions, please think about the **people who live around you in your neighborhood or community**.

PGL2.1. If you had to guess, what would you say is the income of the average household in your neighborhood?

- 1 = Less than \$5,000
- 2 = \$5,000 to \$7,499
- 3 = \$7,500 to \$9,999
- 4 = "\$10,000 to \$12,499

- 5 = \$12,500 to \$14,999
- 6 = \$15,000 to \$19,999
- 7 = \$20,000 to \$24,999
- 8 = \$25,000 to \$29,999
- 9 = \$30,000 to \$34,999
- 10 = \$35,000 to \$39,999
- 11 = \$40,000 to \$49,999
- 12 = \$50,000 to \$59,999
- 13 = \$60,000 to \$74,999
- 14 = \$75,000 to \$84,999
- 15 = \$85,000 to \$99,999
- 16 = \$100,000 to \$124,999
- 17 = \$125,000 to \$149,999
- 18 = \$150,000 to \$174,999
- 19 = \$175,000 or more

PGL2.2. If you had to guess, what would you say is the amount of money the typical household in your neighborhood contributed to charitable causes over the last 12 months? [TYPE IN DOLLAR AMOUNT IN NUMBERS]

## **Recession Impact Section**

### **Recession: (RC)**

RC1. How hard have you been hit financially by the recent economic recession?

1. Extremely hard
2. Very hard
3. Somewhat hard
4. A little hard
5. Not hard at all

### **Recipient of Help: (RH)**

RH1. In the last 5 years, have you been the recipient of financial or volunteer help from others, not including help from the government, friends, or family? **Check all that apply.**

1. Yes, I have received financial help from others.
2. Yes, I have received volunteer help from others.
3. Neither

**Forms of Generosity Section – Donating, Volunteering, Political Action (DV)**

[RANDOMIZE LIST—EXCEPT KEEP 20-21, 18/22-23, 24-25, TOGETHER AND 31-35 AT THE END. PROMPT EACH ROW WITH ERROR MESSAGE TO CHECK NOT APPLICABLE IF THE CAUSE OR ISSUE DOES NOT APPLY – DO NOT PROMPT IF ROWS 32-36 ARE LEFT BLANK, OK TO LEAVE THOSE ROWS BLANK.]

DV1a. The following is a list of causes or issues that people sometimes donate money, possessions, time or volunteer work (not for pay), or engage in political activities to support. *They may be religious or not religious, faith-based or secular - including held in a religious congregation.* Which, if any, of the following have you supported **in the last 12 months** through giving money, time, possessions, or by taking political action of any kind? Check all that apply. If the cause or issue is not something that you have been involved in, check “Not Applicable.”

	<b>In the last 12 months...</b>	<b>I Gave Money Possessions (1)</b>	<b>I Gave Time or Volunteered (2)</b>	<b>I Took Political Action (3)</b>	<b>Not Applicable (4)</b>
1	<b>Family &amp; Neighbors</b> , such as helping a family member or neighbor, working on issues to strengthen families or neighborhoods, crime prevention	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	<b>Health, physical, mental, and emotional,</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	<b>Adult Education</b> , such as tutoring, education, ESL, computer training, etc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	<b>Children &amp; Youth</b> , such as tutoring, mentoring, education, after-school programs, ESL, recreational sports, camps, or 4-H, etc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6	<b>Homelessness</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7	<b>Poverty</b> , such as low-income housing, welfare programs, job location, microcredit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8	<b>Alcohol &amp; Drug Abuse</b> , such as counseling or education about substance abuse	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9	<b>Prisoners</b> , such as visiting prisoners, writing letters to inmates, prison ministry	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10	<b>Abused women or children</b> , such as domestic violence or child neglect	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11	<b>Elderly</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12	<b>Immigrant, migrant, and refugee populations</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13	<b>Arts, culture, and humanities</b> , such as performing arts, cultural or ethnic groups, museums, art exhibits, public television/radio	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14	<b>Animals</b> , such as promoting animal welfare, ending animal cruelty, or protecting endangered species	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

15	<b>Environment</b> , such as recycling, reducing pollution, promoting “green” living	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16	<b>Food issues</b> , such as supporting local farmers, community-supported agriculture, sustainable agriculture, Co-Ops	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17	<b>Community Development</b> , such as community revitalization, park cleaning, community gardens	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18	<b>Civil Rights</b> , such as helping to promote racial, ethnic, or gender equality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
19	<b>Separation of church and state</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
20	<b>Supporting Military Troops</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
21	<b>Anti-War</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
22	<b>Supporting gay and lesbian rights</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
23	<b>Supporting heterosexual marriage</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
24	<b>Prolife</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
25	<b>Prochoice</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
26	<b>Political campaigns</b> , such as supporting political candidates, nonpartisan political groups, and community groups	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
27	<b>Disaster relief</b> , such as humanitarian aid, e.g. for the Haitian or Chilean earthquakes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
28	<b>Human rights</b> , such as domestic and international violations, including torture, political imprisonment, religious freedom, death penalty	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
29	<b>Labor issues</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
30	<b>Umbrella charities</b> , such as United Way, community foundations, thrift stores	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
31	<b>Religious</b> , such as activities that are <u>solely</u> religious and not included in the above activities, such as teaching Sunday school, leading Bible studies, or serving as lay leaders for ministries, including as deacons, elders, etc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
32	Or is it some <b>other kind of cause or issue?</b> Other: (SPECIFY)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
33	Other: (SPECIFY)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
34	Other: (SPECIFY)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
35	Other: (SPECIFY)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
36	Other: (SPECIFY)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

[IF ANSWERS NOT APPLICABLE FOR ALL, SKIP TO DV4A]

IF DV1A = 1 FOR ANY, MP/NUM GRID, SHOW ONLY ITEMS WHERE DV1A = 1, RANGE 00000001 -99999999]

DV2a. For those causes and issues which you checked you give money or possessions to support, please fill in a dollar value given in the past 12 months and check all of the following that apply.

	<b>Total dollar value of money or possessions given in past 12 months (1)</b>	Money or possessions given for <b>local causes (2)</b>	Money or possessions given for <b>national causes (3)</b>	Money or possessions given for <b>global causes (4)</b>	Money or possessions given <b>through an organization (5)</b>	Money or possessions given <b>not through an organization (6)</b>
-causes...	_____ (1)	<input type="checkbox"/> (2)	<input type="checkbox"/> (3)	<input type="checkbox"/> (4)	<input type="checkbox"/> (5)	<input type="checkbox"/> (6)

[Prompt if NEITHER 5 or 6 are selected for each item. Prompt text should read "Please select a box from the last two columns for each item. IF NONE OF THE ITEMS IN DV1a/b = 2 OR 3, skip to DV3a.]

IF DV1A = 2 FOR ANY, MP/NUM GRID, SHOW ONLY ITEMS WHERE DV1A = 2, RANGE 00001 -99999]

DV2b. For those causes and issues which you checked you volunteer to support, please fill in an hour value of time spent volunteering for each cause in a typical month during the past year and check all of the following that apply.

	<b>Total hours volunteered in a typical month (1)</b>	Gave time or volunteered for <b>local causes (2)</b>	Gave time or volunteered for <b>national causes (3)</b>	Gave time or volunteered for <b>global causes (4)</b>	Gave time or volunteered <b>through an organization (5)</b>	Gave time or volunteered <b>not through an organization (6)</b>
-causes...	_____ (1)	<input type="checkbox"/> (2)	<input type="checkbox"/> (3)	<input type="checkbox"/> (4)	<input type="checkbox"/> (5)	<input type="checkbox"/> (6)

[Prompt if BOTH NEITHER 5 or 6 are selected for each item. Prompt text should read "Please select a box from the last two columns for each item. IF DV2B = 5 FOR ANY, MP/GRID, SHOW ONLY ITEMS WHERE DV2B = 5]

DV2c. For volunteering through an organization, which type of activities listed below did you perform? Check all that apply.

	<b>Worked directly with the people the organization serves (1)</b>	<b>Performed administrative and paperwork tasks (2)</b>	<b>Performed professional or technical services (3)</b>	<b>Worked on maintenance or upkeep (e.g. cleaning, repairs) (4)</b>	<b>Attended meetings (5)</b>	<b>Served in a leadership role (6)</b>
-causes...	<input type="checkbox"/> (1)	<input type="checkbox"/> (2)	<input type="checkbox"/> (3)	<input type="checkbox"/> (4)	<input type="checkbox"/> (5)	<input type="checkbox"/> (6)

IF DV1A = 3 FOR ANY, MP/GRID, SHOW ONLY ITEMS WHERE DV1A = 3]

DV2d. For the political action that you took, which type of activities listed below did you perform? Check all that apply.

	<b>Contacted an elected official</b> (1)	<b>Signed a petition</b> (2)	<b>Attended a political campaign, meeting, or rally</b> (3)	<b>Participated in a prayer vigil or community candlelight vigil</b> (4)	<b>Participated in a protest, march, or demonstration</b> (5)
-causes...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

IF DV1A = 3 FOR ANY, MP/GRID, SHOW ONLY ITEMS WHERE DV1A = 3]

DV2e. For those causes and issues which you checked you took any political action to support, please fill in an hour value of time spent taking action for each cause in a typical month during the past year and check all of the following that apply.

	<b>Total hours spent taking political action in a typical month</b> [RANGE 0-200] (1)	<b>Took political action for local causes</b> (2)	<b>Took political action for national causes</b> (3)	<b>Took political action for global causes</b> (4)	<b>Took political action through an organization</b> (5)	<b>Took political action not through an organization</b> (6)
-causes...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

[Prompt if BOTH NEITHER 5 or 6 are selected for each item. Prompt text should read "Please select a box from the last two columns for each item. IF DV2A = 5 FOR ONE OR MORE CAUSES, TXT/SP GRID, NUMBER OF ENTRIES = NUMBER OF CAUSES WHERE DV2A = 5]

[Prompt: “We would like to know the type of organization with which you did this activity, even if you or do not fill in the organization’s name.”]

DV3a. For the donations that you give through an organization, what is the name and type of the specific organization(s) you give to or through?

1. Organization Name (Be as specific as possible.): \_\_\_\_\_  
 Drop down options:
  - a. Non-religious nonprofit
  - b. My religious congregation
  - c. Another religious congregation
  - d. Religious nonprofit or other religious organization

2. Organization (Be as specific as possible.) ...

**[IF DV2B = 5 FOR ONE OR MORE CAUSES, TXT/SP GRID, NUMBER OF ENTRIES = NUMBER OF CAUSES WHERE DV2B = 5.]**

DV3b. For the volunteering that you do through an organization, what is the name and type of the specific organization(s) you volunteer for?

1. Organization Name (Be as specific as possible.): \_\_\_\_\_  
 Drop down options:
  - a. Non-religious nonprofit
  - b. My religious congregation
  - c. Another religious congregation
  - d. Religious nonprofit or other religious organization

2. Organization (Be as specific as possible.) ...

**[IF DV2E = 5 FOR ONE OR MORE CAUSES, TXT/SP GRID, NUMBER OF ENTRIES = NUMBER OF CAUSES WHERE DV2E = 5]**

DV3c. For the political action that you do through an organization, what is the name and type of the specific organization(s) you took political action through?

1. Organization Name (Be as specific as possible.): \_\_\_\_\_  
  - a. Non-religious nonprofit
  - b. My religious congregation
  - c. Another religious congregation
  - d. Religious nonprofit or other religious organization

2. Organization Name : (Be as specific as possible.) ...

DV4a. We are interested in ways besides giving money or possessions, volunteering time, or taking political action that people might be involved in groups or organizations. In the last 12 months, have you been involved in any organization in any other ways? You may list organizations you listed above if you have participate in those organizations in a way other than giving money or possessions, volunteering time, or taking political action.

1. Yes
2. No

**DV4b. [If DV4a=1. LIST 10 LINES FOR POSSIBLE ORGANIZATIONS.]**

Organization Name (1)	Participated in Meetings (2)	Played a Leadership Role (3)	Organized Activities (4)
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Giving Changes (GC)**

GC1. [If checked column one (for any cause or issue) in DV1a] In the past three years, overall have you significantly increased or decreased the amount of money or possessions that you give to needy causes or issues?

1. Increased giving a lot
2. Increased giving a little
3. Gave about the same
4. Decreased giving a little
5. Decreased giving a lot

**Giving Blood (D)**

D2. [If D1>1] In the past year (12 months), have you **donated blood** for which you did not receive pay?

6. Yes
7. No

D3. Are you a registered organ donor?

1. Yes
2. No

**Estate Giving (G)**

G1. Have you prepared a will or trust in order to pass on your wealth or property when you die?

1. Yes
2. No

[IF G1 = 1, SP] G2. Does your will or trust contain provisions to donate at least some of your wealth or property to any non-profit organizations outside of your family?

3. Yes
4. No

[IF G2 = 1, SP] G3. Are these non-profit organizations to which your will or trust provides to donate at least some of your wealth religious, not religious, or both?

1. Religious
2. Not religious
3. Both religious and not religious

**Lending Possessions (H)**

H1. During the last year (12 months), did you loan a valuable personal possession of yours - such as a tool, book, appliance, or other item of value - to a friend or an acquaintance who needed it or might benefit from it?

1. Yes
2. No

[IF H1=1] H2 When you loaned that possession, were you sure that it would be returned to you or did you know there was a chance that you might not get it back?

1. Sure it would be returned
2. Knew might not get it back

**Saving (SV)**

SV1. In the last 12 months I have been working hard to save money for a big expense, such as a house down payment, car purchase, college tuition.

1. Yes
2. No

**Socially and Environmentally Conscious Spending (SCP)**

SCP1. I buy environmentally-friendly, organic, or fair trade products even if they cost more money.

1. Very often
2. Fairly often
3. Occasionally
4. Rarely
5. Never

**Environmentalism: (EV)**

EV1. I would be willing to accept cuts in my standard of living in order to better protect the environment.

EV2. People worry too much about human progress harming the environment.

EV3. I do **not** believe in the recent scientific and political claims about the threat of global warming and climate change.

1. Strongly Agree
2. Mostly Agree
3. Slightly Agree
4. Neither Agree nor Disagree
5. Slightly Disagree
6. Mostly Disagree
7. Strongly Disagree

**Relational Generosity (F)**

F1. When one of my loved ones needs my attention, I really try to slow down and give them the time and help they need.

F2. I am known by family and friends as someone who makes time to pay attention to others' problems.

F3. I'm the kind of person who is willing to go the "extra mile" to help take care of my friends, relatives, and acquaintances.

F4. When friends or family members experience something upsetting or discouraging I make a special point of being kind to them.

F5. When it comes to my personal relationships with others, I am a very generous person.

F6. It makes me very happy to give to other people in ways that meet their needs.

F7. It is just as important to me that other people around me are happy and thriving as it is that I am happy and thriving.

F8. My decisions are often based on concern for the welfare of others.

F9. I am usually willing to risk my own feelings being hurt in the process if I stand a chance of helping someone else in need.

F10. I make it a point to let my friends and family know how much I love and appreciate them.

1. Strongly Agree
2. Mostly Agree
3. Slightly Agree
4. Neither Agree nor Disagree
5. Slightly Disagree
6. Mostly Disagree
7. Strongly Disagree

F11. How **often**, if ever, would you say you have done these things during the last year (12 months)?

F11.1 visited family relatives in person or had them visit you?

F11.2 had friends over to your home?

F11.4 taken care of other people's children?

F11.5 watched over the house or property of friends who were away?

F11.6 helped a friend or neighbor with a job at their house or property?

1. more than once a week
2. about once a week on average
3. twice a month
4. about once a month on average
5. 5-9 times during the year
6. 2-4 times during the year
7. a few times during the year or less
8. never

## Household Finances Section

Q1FIN. When it comes to making decisions regarding your household's financial activities (such as banking and investing decisions), which of the following statements best describes your level of involvement?

1. I am the primary decision maker
2. Another household member and I share in the decisions
3. Another household member makes most of the decisions

Q22FIN. Thinking about any money you may have saved and/or invested, excluding the value of your primary residence, which of the following categories best represents the total value of your assets?

4. Less than \$24,999
5. \$25,000 to 49,999
6. \$50,000 to \$99,999
7. \$100,000 to \$149,999
8. \$150,000 to \$249,999
9. \$250,000 to \$499,999
10. \$500,000 to \$999,999
11. \$1,000,000 to 4,999,999
12. \$5,000,000 or more

Q23FIN. Do you own one or more credit cards?

1. Yes
2. No

[ASK Q32FIN IF Q23FIN = "YES"]

Q32FIN. Which of the following best describes how you pay your credit card bills?

- |   |   |
|---|---|
| Always pay entire balance.....                                    | 1 |
| Almost always pay entire balance.....                             | 2 |
| Usually pay more than the minimum but not the entire balance..... | 3 |
| Almost always pay the minimum.....                                | 4 |
| Always pay the minimum.....                                       | 5 |
| Sometimes cannot even pay the minimum.....                        | 6 |

## In-Person Interview Consent (IV)

IV1. We are interested in contacting some of the people who completed this survey to ask some follow-up questions in an in-person interview. Our study will compensate those we contact again with a very generous money incentive for participating families. Would you be willing to possibly be contacted for a follow-up interview regarding this study?

1. Yes
2. No

*[Note: Numerous other Knowledge Networks demographic profile, financial affairs, and public affairs measures are provided on 2010 Science of Generosity Survey participants.]*