GfK Knowledge Networks Project Report

Project: **Moral Worldviews Study**

Submitted to: **Stephen Vaisey**
                        Duke University

Date Submitted: **August 6, 2012**

Knowledge Networks Deliverable Authorization			
Printed Name	Signature	Date	Title
J. Michael Dennis, Ph.D.	*Mike Dennis*	08/06/2012	EVP, Government and Academic Research

Study Design & Documentation

Introduction

GfK North America conducted a public opinion poll on behalf of Duke University. Specifically, the study gathered information on people's experiences with and attitude toward various aspects of morality. The survey was conducted using sample from KnowledgePanel®.

Sample Definition

The target population consists of the following: US general population, 18+ years of age.

To sample the population, Knowledge Networks sampled households from its KnowledgePanel, a probability-based web panel designed to be representative of the United States.

Data Collection Field Period & Survey Length

The data collection field periods were as follows

Stage	Start Date	End Date
Main	03/09/2012	03/23/2012

Participants completed the main survey in 42 minutes (median).

Survey Completion and Sample Sizes

The number of respondents sampled and participating in the survey and the survey completion rates are presented below.

Key Survey Response Statistics: Main Interview

N Sampled for Main Survey	Qualified Completes	Cooperation Rate
2492	1519	61%

Survey Cooperation Enhancements

Besides the standard measures taken by KN to enhance survey cooperation, the following steps were also taken:

- Email reminders to non-responders were sent on day three of the field period;
- $5 equivalent incentive for completing the survey

Data File Deliverables and Descriptions

Knowledge Networks prepared and delivered a fully formatted SPSS file containing the collected data, KN demographic profile data, and the appropriate variable and value labels, as described below.
Several supplemental variables were provided to assist the principal investigators in identifying cases that could potentially be of interest.

The table below shows the name and description of each of the supplemental, demographic, and other profile variables delivered to the client.

Supplemental Variables: Weights, Profile Data, and Other

Variable Name	Variable Description
CASEID	Case Identification Number
WEIGHT	Final Post-Stratification Weights
STRATA	Strata variable for SUDAAN variance analyses
TM_START	Date and time interview started
TM_FINISH	Date and time interview ended
DURATION	Duration of interview in minutes
PPAGE	Age
PPAGECAT	Age - 7 Categories
PPAGECT4	Age - 4 Categories
PPEDUC	Education (Highest Degree Received)
PPEDUCAT	Education (Categorical)
PPETHM	Race / Ethnicity
PPGENDER	Gender
PPHHHEAD	Household Head
PPHHSIZE	Household Size
PPHOUSE	Housing Type
PPINCIMP	Household Income
PPMARIT	Marital Status
PPMSACAT	MSA Status
PPREG4	Region 4 - Based on State of Residence
PPREG9	Region 9 - Based on State of Residence
PPRENT	Ownership Status of Living Quarters
PPSTATEN	State
PPT01	Presence of Household Members - Children 0-2
PPT25	Presence of Household Members - Children 2-5
PPT612	Presence of Household Members - Children 6-12

Variable Name	Variable Description
PPT1317	Presence of Household Members - Children 13-17
PPT18OV	Presence of Household Members - Adults 18+
PPWORK	Current Employment Status
PPNET	HH Internet Access

Key Personnel

Key personnel on the study include:

Mike Dennis – Executive Vice President, Government & Academic Research. M. Dennis is based in Palo Alto.
Phone number: (650) 289-2160
Email: mike.deninis@gfk.com

Charles DiSogra – Chief Statistician. C. DiSogra is based in Palo Alto.
Phone number: (650) 289-2185
Email: charles.disogra@gfk.com

Sergei Rodkin – Associate Vice President, Government & Academic Research. S. Rodkin is based in Palo Alto.
Phone number: (650) 289-2041
Email: sergei.rodkin@gfk.com

Stefan Subias – Senior Project Director, Government & Academic Research. S. Subias is based in Palo Alto.
Phone number: (650) 289-2162
Email: stefan.subias@gfk.com

Knowledge Networks Methodology

Introduction

Knowledge Networks, now part of the GfK Group, is passionate about research in marketing, media, health and social policy – collaborating closely with client teams throughout the research process, while applying rigor in everything we do. We specialize in innovative online research that consistently gives leaders in business, government, and academia the confidence to make important decisions. KN delivers affordable, statistically valid online research through KnowledgePanel® and leverages a variety of other assets, such as world-class advanced analytics, an industry-leading physician panel, an innovative platform for measuring online ad effectiveness, and a research-ready behavioral database of frequent supermarket and drug store shoppers.

Knowledge Networks (KN) has recruited the first online research panel that is representative of the entire U.S. population. Panel members are randomly recruited through probability-based sampling, and households are provided with access to the Internet and hardware if needed.

Knowledge Networks recruits panel members by using address-based sampling methods [formerly, KN relied on random-digit dialing methods]. Once household members are recruited for the panel and assigned to a study sample, they are notified by e-mail for survey taking, or panelists can visit their online member page for survey taking (instead of being contacted by telephone or postal mail). This allows surveys to be fielded very quickly and economically. In addition, this approach reduces the burden placed on respondents, since e-mail notification is less intrusive than telephone calls, and most respondents find answering Web questionnaires more interesting and engaging than being questioned by a telephone interviewer. Furthermore, respondents have the freedom to choose what time of day to complete their assigned survey.

Documentation regarding KnowledgePanel sampling, data collection procedures, weighting, and IRB-bearing issues are available at the below online resources.
- http://www.knowledgenetworks.com/ganp/reviewer-info.html
- http://www.knowledgenetworks.com/knpanel/index.html
- http://www.knowledgenetworks.com/ganp/irbsupport/

The GfK Group

The GfK Group offers the fundamental knowledge that industry, retailers, services companies and the media need to make market decisions. It delivers a comprehensive range of information and consultancy services in the three business sectors Custom Research, Retail and Technology and Media. GfK, one of the leading market research organizations worldwide, operates in more than 100 countries and employs over 11,000 staff. In 2010, the GfK Group's sales amounted to EUR 1.29 billion.

For further information, visit our website: www.gfk.com. Follow us on Twitter: www.twitter.com/gfk_group.

Panel Recruitment Methodology

When Knowledge Networks began recruiting in 1999, the company established the first online research panel (now called KnowledgePanel®) based on probability sampling covering both the online and offline populations in the U.S. Panel members are recruited through national random samples, originally by telephone and now almost entirely by postal mail. Households are provided with access to the Internet and a netbook computer, if needed. Unlike Internet convenience panels, also known as "opt-in" panels, that includes only individuals with Internet access who volunteer themselves for research, KnowledgePanel recruitment has used dual sample frames to construct the exisitn panel members. The result is representation from listed and unlisted telephone numbers, telephone and non-telephone households, and cell phone only households, as well as households with and without Internet access. Only persons sampled through these probability-based techniques are eligible to participate on KnowledgePanel. Unless invited to do so as part of these national samples, no one on their own can volunteer to be on the panel.

RDD and ABS Sample Frames

KnowledgePanel members today may have been recruited by either the former random digit dialing (RDD) sampling or the current address-based sampling (ABS) methodologies In this section, we will describe the RDD-based methodology; the ABS methodology is described in a separate section below. To offset attrition, multiple recruitment samples are fielded evenly throughout the calendar year.

KnowledgePanel recruitment methodology has used the quality standards established by selected RDD surveys conducted for the Federal government (such as the CDC-sponsored National Immunization Survey).

KN employed list-assisted RDD sampling techniques based on a sample frame of the U.S. residential landline telephone universe. For purposes of efficiency, KN excludes only those banks of telephone numbers (a bank consists of 100 numbers) that had fewer than two directory listings. Additionally, an oversampling was conducted within a stratum of telephone exchanges that had 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 occurred in about 67-70% of each sample. These address-matched cases were all mailed an advance letter informing them that they had been selected to participate in KnowledgePanel. For purposes of efficiency, the unmatched numbers were most recently under-sampled at a rate of 0.75 relative to the matched numbers. Both the minority oversampling mentioned above and this under-sampling of non-address households are adjusted appropriately in the panel's weighting procedures.

Following the mailings, telephone recruitment by trained interviewers/recruiters begins for all sampled telephone numbers. Telephone numbers for cases sent to recruiters were dialed for up to 90 days, with at least 14 dial attempts for cases in which no one answers the phone, and for

numbers known to be associated with households. Extensive refusal conversion was also performed. The recruitment interview, about 10 minutes in length, begins with informing the household member that the household had been selected to join KnowledgePanel. If the household does not have a computer and access to the Internet, the household member is told that in return for completing a short survey weekly, the household will be provided with free monthly Internet access and a laptop computer (in the past, the household was provided with a WebTV device). All members of the household are enumerated, and some initial demographic and background information on prior computer and Internet use was collected.

Households that informed recruiters that they had a home computer and Internet access were asked to take KN surveys using their own equipment and Internet connection. Incentive points per survey, redeemable for cash, are given to these "PC" (personal computer) respondents for completing their surveys. Panel members provided with a laptop computer and 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/or for all longer surveys as a modest compensation for the extra burden of their time and participation.

For those panel members receiving a laptop or netbook computer, each unit is custom-configured prior to shipment 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 KN maintains a toll-free telephone line for technical support. The KN Call Center contacts household members who do not respond to e-mail and attempts to restore both contact and participation. PC panel members provide their own e-mail addresses, and we send their weekly survey invitations to that e-mail account.

All new panel members receive an initial survey for the dual purpose of welcoming them as new panel members and introducing them to how online survey questionnaires work. New panel members also complete a separate profile survey that collects essential demographic information such as gender, age, race, income, and education to create a personal member profile. This information can be used to determine eligibility for specific studies and is factored in for weighting purposes. Operationally, once the profile information is stored, it does not need to be re-collected as a part of each and every survey. This information is also updated annually for all panel members. Once new members have completed their profile surveys, they are designated as "active," and considered ready to be sampled for client studies. [Note: Parental or legal guardian consent is also collected for the purpose of conducting surveys with teenage panel members, aged 13 to17.]

Once a household is recruited and each household member's e-mail address is either obtained or provided, panel members are sent survey invitations linked through a personalized e-mail message (instead of by phone or postal mail). This contact method permits surveys to be fielded quickly and economically, and also facilitates longitudinal research. In addition, this approach reduces the burden placed on respondents, since e-mail notification is less intrusive than telephone calls and allows research subjects to participate in research when it is convenient for them.

Address-Based Sampling (ABS) Methodology

When KN first started panel recruitment in 1999, the conventional opinion among survey experts was that probability-based sampling could be carried out cost effectively through the use of a national RDD samples. The RDD landline frame at the time allowed access to 96% of U.S. households. This is no longer the case. In 2009, Knowledge Networks introduced use of the ABS sample frame to panel recruitment to reflect the real changes in society and telephony over recent years. Those changes that have reduced the long-term scientific viability of landline RDD sampling methodology are as follows: declining respondent cooperation in telephone surveys as reflected in "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 of cell phone only households (CPOHH) because such households are excluded from the RDD frame because they have no landline telephone.

According to the Centers for Disease Control and Prevention (January-June 2011), approximately 33.6% of all U.S. households cannot be contacted through RDD sampling—31.6% as a result of CPOHH status and 2% because they have no telephone service whatsoever. Among some age segments, the RDD non-coverage would be substantial: 47% of young adults, ages 18–24, reside in CPOHHs, 58% of those ages 25–29, and 46% of those ages 30–34.[1]

After conducting an extensive pilot project in 2008, KN made the decision to move toward address-based sample (ABS) frame in response to the growing number of cell phone only households that are outside the RDD frame. Before conducting the ABS pilot, we also experimented with supplementing its RDD samples with cell phone samples. However, this approach would was not cost effective—and raised a number of other operational, data quality, and liability issues (for example, calling cell phones while respondents were driving).

The key advantage of the ABS sample frame is that it allows sampling of almost all U.S. households. An estimated 97% of households is "covered" in sampling nomenclature. Regardless of household telephone status, those households can be reached and contacted through postal mail. Second, the KN ABS pilot project revealed several additional advantages beyond expected improvement in recruiting adults from CPOHHs:

- Improved sample representativeness for minority racial and ethnic groups
- Improved inclusion of lower educated and low income households
- Exclusive inclusion of the fraction of CPOHHs that have neither a landline telephone nor Internet access (approximately four to six 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 KnowledgePanel through a series of mailings and, in some cases, telephone follow-up calls to non-responders when a

---

[1] Blumberg SJ, Luke JV. Wireless substitution: Early release of estimates from the National Health Interview Survey, January–June 2011. National Center for Health Statistics. December 2011. Available from: http://www.cdc.gov/nchs/nhis.htm.

telephone number can be matched to the sampled address.   Operationally, invited households have the option to join the panel by one of several ways:

- Completing and returning a paper form in a postage-paid envelope,
- Calling a toll-free hotline maintained by Knowledge Networks, or
- Going to a dedicated KN web site and completing an online recruitment form.

After initially accepting the invitation to join the panel, respondents are then "profiled" online by answering key demographic questions about themselves. This profile is maintained through the same procedures that were previously established for RDD-recruited panel members. Respondents not having an Internet connection are provided a laptop or netbook computer and free Internet service. Respondents sampled from the ABS frame, like those sampled from the RDD frame, are offered the same privacy terms and confidentiality protections that we have developed over the years and that have been reviewed by dozens of Institutional Review Boards.

Large-scale ABS sampling for KnowledgePanel recruitment began in April 2009. As a result, sample coverage on KnowledgePanel of CPOHHs, young adults, and minority population groups has been increasing steadily since that time.

Because current KnowledgePanel members have been recruited over time from two different sample frames, RDD and ABS, KN implemented several technical processes to merge samples sourced from these frames. KN's 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 KnowledgePanel sample is a reduction in the variance of the weights. ABS-sourced samples tend to align more closely to the overall demographic distributions in the population, 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 KnowledgePanel with its dual frame construction.

Survey Administration

For client surveys, samples are drawn at random from among active panel members. Depending on the study, eligibility criteria will be applied or in-field screening of the sample will be carried out. Sample sizes can range widely depending on the objectives and design of the study.

Once assigned to a survey, members receive a notification e-mail letting them know there is a new survey available for them to take. This email notification contains a link that sends them to the survey questionnaire. No login name or password is required. The field period depends on the client's needs and can range anywhere from a few hours to several weeks.

After three days, automatic email reminders are sent to all non-responding panel members in the sample. If email reminders do not generate a sufficient response, an automated telephone reminder call can be initiated. The usual protocol is to wait at least three to four days after the e-mail reminder before calling. 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.

Knowledge Networks also operates an ongoing modest incentive program to encourage participation and create member loyalty. Members can enter special raffles or can be entered into special sweepstakes with both cash rewards and other prizes to be won.

The typical survey commitment for panel members is one survey per week or four per month with duration of 10 to 15 minutes per survey. Some client surveys exceed this time, and in the case of longer surveys, an additional incentive can be provided.

Survey Sampling from KnowledgePanel

Once Panel Members are recruited and profiled, they become eligible for selection for specific client surveys. In most cases, the specific survey sample represents a simple random sample from the panel, for example, a general population survey. Customized stratified random sampling based on profile data can also be conducted as required by the study design.

The general sampling rule is to assign no more than one survey per week to members. Allowing for rare exceptions during some weeks, this limits a member's total assignments per month to four or six surveys. In certain cases, a survey sample calls for pre-screening, that is, members are drawn from a subsample of the panel (such as females, Republicans, grocery shoppers, etc.). In such cases, care is taken to ensure that all subsequent survey samples drawn that week are selected in such a way as to result in a sample that remains representative of the panel distributions.

For this survey, a nationally representative sample of U.S. adults (18 and older) was selected.

Sample Weighting

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

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

All the above weighting is done before the study sample is drawn. Once a study sample is finalized (all data collected and a final data set made), a set of **study-specific post-stratification weights** are constructed so that the study data can be adjusted for the study's sample design and for survey non-response.

A description of these types of weights follows.

The Base Weight

In a KnowledgePanel 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 to 70% range. Households having telephone numbers with valid addresses are sent an advance letter, notifying them that they will be contacted by phone to join KnowledgePanel. The remaining, unmatched numbers are under-sampled as a recruitment efficiency strategy. Advance letters improve recruitment success rates. Under-sampling was suspended between July 2005 and April 2007. It was resumed in May 2007, using a sampling rate of 0.75. RDD recruitment ended in July 2009.

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 of separate telephone landlines in each selected household. The probability of selecting a multiple-line household is down-weighted by the inverse of the number of landlines. RDD recruitment ended in July 2009.

3. Some minor oversampling of Chicago and Los Angeles in early pilot surveys

Two pilot surveys carried out in Chicago and Los Angeles when the panel was initially being built increased the relative size of the sample from these two cities. With natural attrition and growth in size, that impact is disappearing over time. It remains part of our base adjustment weighting because of a small number of extant panel members from that initial panel cohort.

4. Early oversampling the four largest states and central region states

At the time when the panel was first being built, survey demand in the four largest states (California, New York, Florida, and Texas) necessitated oversampling during January–October 2000. Similarly, the central region states were oversampled for a brief period of time. These now diminishing effects still remain in the panel membership and thus weighting adjustments are required for these geographic areas.

5. Under-sampling of households not covered by the MSN® TV service network

Certain small areas of the U.S. are not serviced by MSN®, thus the MSN®TV units distributed to non-Internet households prior to January 2009 could not be used for those

recruited non-Internet households. Overall, the result is a small residual under-sample in those geographic areas which requires a minor weighting adjustment for those locations. Since January 2010, laptop computers with dial-up access are being distributed to non-Internet households thus eliminating this under-coverage component.

6. RDD oversampling of African American and Hispanic telephone exchanges

As of October 2001, oversampling of telephone exchanges with a higher density of minority households (specifically, African American and Hispanic) was implemented to increase panel membership for those groups. These exchanges were oversampled at approximately twice the rate of other exchanges. This oversampling is corrected in the base weight. RDD recruitment ended in July 2009.

7. Address-based sample phone match adjustment

Toward the end of 2008, Knowledge Networks began recruiting panel members by 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, telephone recruitment was added. Non-responding ABS households where a landline telephone number could be matched to an address were subsequently called and telephone recruitment was 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.

8. ABS oversample stratification adjustment

In late 2009 the ABS sample began incorporating a geographic stratification design. Census blocks with high density minority communities were oversampled (Stratum 1) and the balance of the census blocks (Stratum 2) were relatively under-sampled. The definition of high density and minority community and the relative proportion between strata differed among specific ABS samples. In 2010, the two strata were redefined to target high density Hispanic areas in Stratum 1 and all else in Stratum 2. In 2011, pre-identified ancillary information and not census block data were used to construct and target four strata as follows: Hispanic ages 18-24, Non-Hispanic ages 18-24, Hispanic ages 25+ and Non-Hispanic ages 25+.   An appropriate base weight adjustment is applied to each relevant sample to correct for these stratified designs. Also in 2011, a separate sample targeting only persons ages 18-24 was fielded across the year also using predictive ancillary information. Combined with the four-stratum sample, the base weight adjustment compensates for cases from this unique young adult over-sample. In 2012, a similar four-stratum design is used but the ages have been changed to 18-29 and 30+ for both the Hispanic and Non-Hispanic strata.

The Panel Demographic Post-stratification Weight

To reduce the effects of any non-response and non-coverage bias in the overall panel membership (before the study sample is drawn), a post-stratification adjustment is applied based on demographic distributions from the most recent (February 2012) data from the Current

Population Survey (CPS). The benchmark distributions for Internet access among the U.S. population of adults are obtained from the most recent special CPS supplemental survey measuring Internet access (October 2010).

The overall panel 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)
- Household income (under $10k, $10K to <$25k, $25K to <$50k, $50K to <$75k, $75K to <$100k, $100K+)
- Home ownership status (Own, Rent/Other)
- Metropolitan Area (Yes, No)
- Internet Access (Yes, No)

The Panel Demographic Post-stratification weight is applied prior to a probability proportional to size (PPS) selection of a study sample from KnowledgePanel. This weight is designed for sample selection purposes.

Study-Specific Post-Stratification Weights [

Once the sample has been selected and fielded, and all the study data are collected and made final, a post-stratification process is used to adjust for any survey non-response as well as any non-coverage or under- and over-sampling resulting from the study-specific sample design. Demographic and geographic distributions for the non-institutionalized, civilian population ages 18+ from the most recent CPS are used as benchmarks in this adjustment. The Spanish language proficiency distributions are from the most currently available Pew Hispanic Center Survey (2007).

The following benchmark distributions are utilized for this post-stratification adjustment **[THIS MAY BE DIFFERENT FOR DIFFERENT STUDIES]:**

- 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, Bachelors and higher)
- Household income (under <$25k, $25K to <$50k, $50K to <$75k, $75K+)
- Census Region (Northeast, Midwest, South, West)
- Metropolitan Area (Yes, No)
- Internet Access (Yes, No)

Comparable distributions are calculated by using all completed cases from the field data (n = X). Since study sample sizes are typically too small to accommodate a complete cross-tabulation of

all the survey variables with the benchmark variables, a raking procedure is used for the post-stratification weighting adjustment. Using the base weight as the starting weight, 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 are 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 are then scaled to the sum of the total sample size of all eligible respondents.

Design Effects:

Weight: 1.5387

Trimming Rules:

0.99%, 99.01%

Range on Weights:

Minimum	Maximum	N	Sum	1st Pctl	99th Pctl
0.1398028	3.5586816	1519	1519.00	0.1402011	3.5586816

Age 18+ US Population Benchmarks
Source: February 2012 CPS

v1	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Age 18-29 Male	25160639	10.77	25160639	10.77
Age 18-29 Female	25418019	10.88	50578658	21.66
Age 30-44 Male	29325189	12.56	79903846	34.22
Age 30-44 Female	30495899	13.06	1.104E8	47.27
Age 45-59 Male	31239960	13.38	1.4164E8	60.65
Age 45-59 Female	33001266	14.13	1.7464E8	74.78
Age 60+ Male	26556192	11.37	2.012E8	86.16
Age 60+ Female	32330945	13.84	2.3353E8	100.00

ppethm	Frequency	Percent	Cumulative Frequency	Cumulative Percent
White, Non-Hispanic	1.5525E8	66.48	1.5525E8	66.48
Black, Non-Hispanic	26772520	11.46	1.8202E8	77.95
Other, Non-Hispanic	13986839	5.99	1.9601E8	83.93
Hispanic	34492700	14.77	2.305E8	98.70
2+ Race, Non-Hispanic	3025067	1.30	2.3353E8	100.00

```
                                                   Cumulative    Cumulative
                  v3     Frequency      Percent     Frequency      Percent
-----------------------------------------------------------------------------
Northeast Metro       38199342        16.36       38199342        16.36
Northeast Non-metro    4589755         1.97       42789097        18.32
Midwest Metro         39022963        16.71       81812060        35.03
Midwest Non-metro     11384051         4.87       93196110        39.91
South Metro           70471605        30.18        1.6367E8        70.08
South Non-metro       15835355         6.78         1.795E8        76.87
West Metro            48787100        20.89        2.2829E8        97.76
West Non-metro         5237939         2.24        2.3353E8       100.00


                                                   Cumulative    Cumulative
            ppeducat   Frequency      Percent     Frequency      Percent
-----------------------------------------------------------------------------
Less than HS          29926909        12.82       29926909        12.82
HS                    70450557        30.17        1.0038E8        42.98
Some college          67328612        28.83        1.6771E8        71.81
Bachelor or higher    65822031        28.19        2.3353E8       100.00




              18+ US Population - Internet Access Benchmarks
                   Source:  October 2010 CPS Supplement Data


                                            Cumulative    Cumulative
          ppnet    Frequency      Percent    Frequency     Percent
        -------------------------------------------------------------
           No      57408584        24.95      57408584       24.95
           Yes      1.727E8        75.05      2.3011E8      100.00


              18+ US Population - Household Income Benchmarks
                   Source:  March 2011 CPS Supplement Data


                                                   Cumulative    Cumulative
            income4    Frequency      Percent     Frequency      Percent
-----------------------------------------------------------------------------
Under $25,000         44429600        19.30       44429600        19.30
$25,000-$49,999       53449575        23.22       97879175        42.52
$50,000-$74,999       43503753        18.90        1.4138E8        61.42
$75,000 and above     88796837        38.58        2.3018E8       100.00
```

v1	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Age 18-29 Male	160.6157	10.57	160.6157	10.57
Age 18-29 Female	159.8674	10.52	320.4831	21.10
Age 30-44 Male	192.2431	12.66	512.7263	33.75
Age 30-44 Female	199.2354	13.12	711.9616	46.87
Age 45-59 Male	204.6297	13.47	916.5913	60.34
Age 45-59 Female	216.3856	14.25	1132.977	74.59
Age 60+ Male	174.0984	11.46	1307.075	86.05
Age 60+ Female	211.9247	13.95	1519	100.00

PPETHM	Frequency	Percent	Cumulative Frequency	Cumulative Percent
White, Non-Hispanic	1015.317	66.84	1015.317	66.84
Black, Non-Hispanic	174.6501	11.50	1189.967	78.34
Other, Non-Hispanic	87.31793	5.75	1277.285	84.09
Hispanic	221.8202	14.60	1499.105	98.69
2+ Race, Non-Hispanic	19.89523	1.31	1519	100.00

v3	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Northeast Metro	247.6385	16.30	247.6385	16.30
Northeast Non-metro	30.09546	1.98	277.734	18.28
Midwest Metro	252.5199	16.62	530.2539	34.91
Midwest Non-metro	74.68307	4.92	604.937	39.82
South Metro	459.6057	30.26	1064.543	70.08
South Non-metro	103.8456	6.84	1168.388	76.92
West Metro	317.1906	20.88	1485.579	97.80
West Non-metro	33.4212	2.20	1519	100.00

PPEDUCAT	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Less than HS	193.6052	12.75	193.6052	12.75
HS	458.5184	30.19	652.1236	42.93
Some college	436.6689	28.75	1088.793	71.68
Bachelor or higher	430.2075	28.32	1519	100.00

PPNET	Frequency	Percent	Cumulative Frequency	Cumulative Percent
No	379.7951	25.00	379.7951	25.00
Yes	1139.205	75.00	1519	100.00

income4	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Under $25,000	295.181	19.43	295.181	19.43
$25,000-$49,999	351.5057	23.14	646.6867	42.57
$50,000-$74,999	288.9044	19.02	935.5911	61.59
$75,000 and above	583.4089	38.41	1519	100.00

Appendix A: Questionnaire

GENERAL INSTRUCTION:

[RECORD TIMING VARIABLES ON ALL ITEMS]
[DO NOT SHOW QUESTION NAME UNLESS OTHERWISE NOTED]
[RANDOMIZE ORDER OF ALL BLOCKS]
[PLEASE COLLECT RESPONSE LATENCIES ON ALL ITEMS]

[PLEASE RANDOMIZE PRESENTATION ORDER OF ALL BLOCKS OF ITEMS]

[UNLESS OTHERWISE NOTED, ALL RESPONSES SHOULD USE RADIO BUTTONS]

[DISPLAY]
Thank you for agreeing to take part in this study. Please read all instructions, and answer as honestly as you can. Remember that there are no right or wrong answers, and your responses will remain confidential.

Please answer the following questions.

Cosmopolitanism
[BLOCK1]
[RANDOMIZE PRESENTATION ORDER OF C1 TO C3]
[GRID/SP]
Please indicate to what extent you agree/disagree with the following statements.
C1. More needs to be done to restrict foreign influences on American culture
C2. The USA should welcome ideas from foreign cultures
C3. The USA should cooperate with other countries only when in its own interests
  1. Strongly Agree
  2. Agree
  3. Neither/Neutral
  4. Disagree
  5. Strongly Disagree

Identity Measures
[BLOCK2]
[RANDOMIZE PRESENTATION ORDER OF I1-I8 BLOCK, I9, I10, AND RFQ1-3]
[GRID/SP; RANDOMIZE I1-I8]
[PRESENT ITEMS I1-I8 IN A GRID]

How important to your sense of identity is …

I1. being a citizen of the United States?
I2. your job?
I3. your home town?
I4. your home state?
I5. your religion?
I6. your social class?

I7. your preferred political party?
I8. your favorite sports team?
   1. Extremely important
   2. Very important
   3. Somewhat important
   4. Not very important
   5. Not at all important

[SP]
I9. Religiously, I consider myself
   1. Very religious
   2. Religious
   3. Somewhat religious
   4. Religious in name only
   5. Not religious
   6. Anti-religious

[SP]
I10. Spiritually, I consider myself
   1. Very spiritual
   2. Spiritual
   3. Somewhat spiritual
   4. Not spiritual
   5. Anti-spiritual

Santa Clara Strength of Religious Faith Questionnaire, Short-Form

[RANDOMIZE PRESENTATION ORDER OF QUESTIONS, INCLUDE IN PREVIOUS BLOCK WITH IDENTITY MEASURES]

[GRID/SP; RANDOMIZE RFQ1-3]
Please indicate to what extent you agree/disagree with the following statements.

RFQ1. My faith is extremely important to me.
RFQ2. My religious faith impacts many of my decisions.
RFQ3. I look to faith for meaning and purpose in my life.
   1. Strongly agree
   2. Agree
   3. Somewhat agree
   4. Neither agree/disagree
   5. Somewhat disagree
   6. Disagree
   7. Strongly disagree

The Rational/Experiential Inventory

[RANDOMIZE PRESENTATION ORDER OF QUESTIONS IN THIS BLOCK]
[PRESENT ITEMS REI1-4 IN A GRID]

[BLOCK3]
[GRID/SP; RANDOMIZE REI1 – 4]
Please indicate to what extent each of the following statements represents you.

REI1. I prefer my life to be filled with puzzles that I must solve.
REI2. I believe in trusting my hunches.
REI3. I do better when I try to figure out people and situations logically than when I rely on my feelings.
REI4. I think it is worse to be too sentimental than to be too analytic.
1. Definitely not true of myself
2. Somewhat not true of myself
3. Neither true/untrue of myself
4. Somewhat true of myself
5. Definitely true of myself

Moral Relativism

[RANDOMIZE PRESENTATION ORDER OF QUESTIONS IN THIS BLOCK]
[PRESENT ITEMS MR1-3 AND EPQ1-3 IN THE SAME GRID]
[BLOCK4]
[GRID/SP; RANDOMIZE MR1 TO EPQ3]
Please indicate to what extent you agree/disagree with the following statements.

MR1. What is right and wrong is up to each person to decide.
MR2. Right and wrong should be based on God's law.
MR3. American children should be raised to believe in God.
EPQ1. Moral standards should be seen as individualistic: what one person considers to be moral may be judged as immoral by another person.
EPQ2. Question of what is ethical for everyone can never be resolved because what is moral or immoral is up to the individual to decide.
EPQ3. Moral standards are simply personal rules that indicate how a person should behave, and should not be used when making judgments of others.
1. Strongly agree
2. Agree
3. Somewhat agree
4. Neither agree/disagree
5. Somewhat disagree
6. Disagree
7. Strongly disagree

Lakoff Scales

[RANDOMIZE PRESENTATION ORDER OF QUESTIONS IN THIS BLOCK]
[PRESENT ITEMS L1-L16 IN A GRID]
[BLOCK5]
[GRID/SP; RANDOMIZE L1-16]
Please indicate to what extent you agree/disagree with the following statements.

L1. In order to truly nurture people national authorities need to be empathic.
L2. People should be empowered by their government so that they can do what they aspire to.
L3. The government should encourage people to be cooperative rather than competitive.
L4. It's essential that political leaders promote empathy towards each other.
L5. It takes toughness from the part of national authorities to mold people into good members of society.
L6. It's very important that citizens are physically clean and not filthy, which is a sign of weak character.
L7. Citizens must always behave calmly and orderly in public.
L8. People must be disciplined through strict rules in society.
L9. Parents should empower children as much as possible so that they may follow their dreams.
L10. Children must learn to see the world through other people's eyes.
L11. In order to truly nurture children, one needs to be empathic.
L12. Children shouldn't feel obligated to care about the well-being of people they do not know.
L13. I will not have my child talk back to me.
L14. Children need to be disciplined in order to build character.
L15. "Tough love" is required to raise a child right.
L16. Obedience must be instilled in children.
1. Strongly disagree
2. Disagree
3. Somewhat disagree
4. Neither agree nor disagree
5. Somewhat agree
6. Agree
7. Strongly agree

Dispositional Positive Emotion Scales
[BLOCK6]
[GRID/SP; RANDOMIZE DPES1-21]
In this series of questions we are interested in learning about your beliefs and feelings about the world, as well as some of your typical day-to-day actions. Each item below contains a statement. We want to know how strongly you agree or disagree with each of these statements. Think about each statement separately, and decide how much you agree with it. There are no right or wrong answers.

[RANDOMIZE PRESENTATION ORDER OF QUESTIONS IN THIS BLOCK]
[PRESENT ITEMS DPES1-21 IN A GRID]
DPES1. I get great pleasure from pursuing my goals.
DPES2. I enjoy the feeling of anticipation when I'm looking forward to some event.
DPES3. I enjoy getting new things for myself.
DPES4. I am generally a contented person.
DPES5. When I think about my life I experience a deep feeling of contentment.
DPES6. I feel satisfied more often than most people.
DPES7. I take great pride in my achievements.
DPES8. It feels good to know that people look up to me.
DPES9. I feel strong positive emotion when I do something well.
DPES10. I enjoy forming emotionally intimate relationships.
DPES11. I develop strong emotions toward people I can rely on.

DPES12. I grow to love people who are kind to me.
DPES13. Nurturing others gives me a warm feeling inside.
DPES14. I enjoy being a caregiver in my relationships.
DPES15. I am a very compassionate person.
DPES16. I find humor in almost everything.
DPES17. Many things are funny to me.
DPES18. There is a lot of humor in my life.
DPES19. I often feel awe.
DPES20. I feel wonder almost every day.
DPES21. My life is full of wonder.
1. Strongly disagree
2. Disagree
3. Somewhat disagree
4. Neither agree nor disagree
5. Somewhat agree
6. Agree
7. Strongly agree

DIT – Heinz and the Drug
[BLOCK7]
[DISPLAY]
The purpose of this section is to help us understand how people think about social problems. Different people have different opinions about questions of right and wrong. There are no "right" answers to such problems in the way that math problems have right answers.

[DISPLAY]
Please read the following scenario and then answer the questions that follow.

In Europe a woman was near death from a special kind of cancer. There was one drug that doctors thought might save her. It was a form of radium that a druggist in the same town had recently discovered. The drug was expensive to make, but the druggist was charging ten times what the drug cost to make. He paid $200 for the radium and charged $2,000 for a small dose of the drug. The sick woman's husband, Heinz, went to everyone he knew to borrow the money, but he could only get together about $1,000, which is half of what it cost. He told the druggist that his wife was dying, and asked him to sell it cheaper or let him pay later. But the druggist said, "No, I discovered the drug and I'm going to make money from it." So Heinz got desperate and began to think about breaking into the man's store to steal the drug for his wife.

[SP]
DIT0. Should Heinz steal the drug?
1. Yes, he should steal the drug
2. I can't decide
3. No, he should not steal the drug

[GRID/SP]
Second, read each of the items below and think of the issue that the item is raising. Then mark how important that issue was in making your decision about Heinz and the drug.

DIT1. Whether a community's laws are going to be upheld.

DIT2. Isn't it only natural for a loving husband to care so much for his wife that he'd steal?

DIT3. Is Heinz willing to risk getting shot as a burglar or going to jail for the chance that stealing the drug might help?

DIT4. Whether Heinz is a professional wrestler, or has considerable influence with professional wrestlers.

DIT5. Whether Heinz is stealing for himself or doing this solely to help someone else.

DIT6. Whether the druggist's rights to his invention have to be respected.

DIT7. Whether the essence of living is more encompassing than the termination of dying, socially and individually.

DIT8. What values are going to be the basis for governing how people act towards each other.

DIT9. Whether the druggist is going to be allowed to hide behind at worthless law which only protects the right anyhow.

DIT10. Whether the law in this case is getting in the way of the most basic claim of any member of society.

DIT11. Whether the druggist deserves to be robbed for being so greedy and cruel.

DIT12. Would stealing in such a case bring about more total good for the whole society or not.

1. Not important
2. Little importance
3. Some importance
4. Much importance
5. Great importance

Now, thinking of all the items you rated above, please choose 4 most important considerations, with '1' as the most important, '2' as the second most important, '3' as the third most important, and '4' as the fourth most important.

DIT1. Whether a community's laws are going to be upheld.

DIT2. Isn't it only natural for a loving husband to care so much for his wife that he'd steal?

DIT3. Is Heinz willing to risk getting shot as a burglar or going to jail for the chance that stealing the drug might help?

DIT4. Whether Heinz is a professional wrestler, or has considerable influence with professional wrestlers.

DIT5. Whether Heinz is stealing for himself or doing this solely to help someone else.

DIT6. Whether the druggist's rights to his invention have to be respected.

DIT7. Whether the essence of living is more encompassing than the termination of dying, socially and individually.

DIT8. What values are going to be the basis for governing how people act towards each other.

DIT9. Whether the druggist is going to be allowed to hide behind at worthless law which only protects the right anyhow.

DIT10. Whether the law in this case is getting in the way of the most basic claim of any member of society.
DIT11. Whether the druggist deserves to be robbed for being so greedy and cruel.
DIT12. Would stealing in such a case bring about more total good for the whole society or not.

Many people are used to thinking about morality as it relates to a few controversial public-policy issues: abortion, gay marriage, gun control, the death penalty, etc. This survey is instead about the things that people do in their own daily lives. Below you'll be presented with a variety of situations and be asked to say whether certain behaviors in those situations would be morally wrong. Please use the following scale from 1 to 7, to indicate the degree to which you judge the behavior to be wrong (if at all).

1	2	3	4	5	6	7
Not at all wrong; has nothing to do with morality						Very wrong; an extremely immoral action

MELS1. Lying about a test score when reporting performance to a teacher.
MELS2. Faking an injury to collect on insurance.
MELS3. Parking in a handicapped parking spot when not handicapped.
MELS4. Using someone else's toothbrush without his or her permission.
MELS5. Packing for a trip at the last minute.
MELS6. Choosing to wake up late, despite having a busy day ahead.
MELS7. Ignoring a woman struggling to carry bags of groceries.
MELS8. Ignoring a driver whose car is stuck in the snow.
MELS9. An 18-year-old girl breaking an abstinence vow to have premarital sex.
MELS10. Drinking 10 beers at a party and vomiting several times.
MELS11. Defecating, not washing one's hands, and then preparing dinner for oneself.
MELS12. Wearing a pair of pants for three weeks without washing them.

Please select TWO issues.

MOPS1. Please indicate which two issues are the MOST important challenges you think our country is dealing with today:

❍ Abortion
❍ The unemployment rate
❍ Illegal immigration
❍ Education
❍ Same sex marriage
❍ The environment
❍ Social security
❍ Health care reform
❍ The deficit
❍ The housing crisis
❍ Income inequality
❍ Taxes

[RECORD SELECTIONS IN DOV_MOPS1]

[RANDOM ORDER OF ITEMS][REMOVE THE ITEMS SELECTED IN MOPS1]
[PROMPT IF ONLY ONE IS SELECTED WITH MESSAGE BELOW]

Please select TWO issues.

MOPS2. Please indicate which two issues are the LEAST important challenges you think our country is dealing with today:

❍ Abortion
❍ The unemployment rate
❍ Illegal immigration
❍ Education
❍ Same sex marriage
❍ The environment
❍ Social security
❍ Health care reform
❍ The deficit
❍ The housing crisis
❍ Income inequality
❍ Taxes

[RECORD SELECTIONS IN DOV_MOPS2]

[IF THE TOTAL NUMBER OF ITEMS SELECTED IN MOPS1 AND MOPS2 ARE LESS THAN 4, RANDOMLY SELECT THE NECESSARY NUMBER OF ITEMS TO MAKE UP 4 SELECTIONS; RECORD FOUR ITEMS IN DOV_MOPS3]

[RANDOMLY SELECT ANOTHER 2 ITEMS FROM THE LIST AND RECORD IN DOV_MOPS4. THESE 2 ITEMS SHOULD BE DIFFERENT FROM ITEMS IN DOV_MOPS3]

[GRID/SP]
[GENERATE THE LIST BY COMBINING DOV_MOPS3 AND 4]

[Present the participants with the two most important issues, two least important issues, 2 randomly selected issues; presented in RANDOM order]

MOPS3-MOPS8. To what extent is your position on each of the following a reflection of your core moral beliefs and convictions?
1. Not at all
2. Slightly
3. Moderately
4. Much
5. Very much

Moral Foundations Sacredness Scale – Short Version

[BLOCK9]
[RANDOMIZE PRESENTATION ORDER OF QUESTIONS IN THIS BLOCK]
[PRESENT ITEMS MFSS1-18 IN A GRID]

[GRID/SP; RANDOMIZE MFSS1-18]
Try to imagine *actually doing* the following things, and indicate how much money someone would have to pay you, (anonymously and secretly) to be willing to do each thing. For each action, assume that nothing bad would happen to you afterwards. Also assume that you cannot use the money to make up for your action.

MFSS1. Cheat in a game of cards played for money with some people you don't know well
MFSS2. Throw out a box of ballots, during an election, to help your favored candidate win
MFSS3. Sign a secret-but-binding pledge to only hire people of your race in your company
MFSS4. Say something bad about your nation (which you don't believe to be true) while calling in, anonymously, to a talk-radio show in a foreign nation
MFSS5. Break off all communications with your immediate and extended family for 1 year
MFSS6. Burn your country's flag, in private (nobody else sees you)
MFSS7. Curse your parents, to their face. (You can apologize and explain one year later)
MFSS8. Make a disrespectful hand gesture to your boss, teacher, or professor
MFSS9. Throw a rotten tomato at a political leader you dislike. (remember, you will not get caught)
MFSS10. Sign a piece of paper that says "I hereby sell my soul, after my death, to whoever has this piece of paper"
MFSS11. Get a blood transfusion of one pint of disease-free, compatible blood from a convicted child molester
MFSS12. Attend a performance art piece in which all participants (including you) have to act like animals for 30 minutes, including crawling around naked and urinating on stage
MFSS13. Sit in a bathtub full of ice water for 10 minutes
MFSS14. Wear a sign on your back for one month that says, in large letters, "I am an idiot."
MFSS15. Experience a severe headache for two weeks
MFSS16. Kick a dog in the head, hard
MFSS17. Make cruel remarks to an overweight person about his or her appearance
MFSS18. Stick a pin into the palm of a child you don't know
1. $0 (I'd do it for free)
2. $10
3. $100
4. $1,000

5. $10,000
6. $100,000
7. $1 million dollars or more
8. never for any amount of money

Moral Identity
[BLOCK10]
[RANDOMIZE ORDER OF MI1-10]
[RANDOMIZE PRESENTATION ORDER OF QUESTIONS IN THIS BLOCK]
[PRESENT ITEMS IN A GRID]
Listed alphabetically below are some characteristics that might describe a person:

Caring, Compassionate, Fair, Friendly, Generous, Helpful, Hardworking, Honest, Kind

The person with these characteristics could be you or it could be someone else. For a moment, visualize in your mind the kind of person who has these characteristics. Imagine how that person would think, feel, and act. When you have a clear image of what this person would be like, answer the following questions.

1	2	3	4	5	6	7
Completely Disagree	Mostly Disagree	Slightly Disagree	Neutral	Slightly Agree	Mostly Agree	Completely Agree

MI1.	It would make me feel good to be a person who has these characteristics.
MI2.	Being someone who has these characteristics is an important part of who I am.
MI3.	I often wear clothes that identify me as having these characteristics.
MI4.	I would be ashamed to be a person who had these characteristics.
MI5.	The types of things I do in my spare time (e.g. hobbies) clearly identify me as having these characteristics.
MI6.	The kinds of books and magazines that I read identify me as having these characteristics.
MI7.	Having these characteristics is *not* really important to me.
MI8.	The fact that I have these characteristics is communicated to others by my membership in certain organizations.
MI9.	I am very involved in activities that communicate to others that I have these characteristics.
MI10.	I strongly desire to have these characteristics.

[BLOCK11]
[SP]
CRQ1. The following are descriptions of four general relationship styles that people often report. Please select the item corresponding to the style that <u>best</u> describes you, or is closest to the way you are.

    A. It is easy to become emotionally close to others. I am comfortable depending on others and having others depend on me. I don't worry about being alone or having others not accept me.
    B. I am uncomfortable getting close to others. I want emotionally close relationships, but I find it difficult to trust others completely, or to depend on them. I worry that I will be hurt if I allow myself to become too close to others.
    C. I want to be completely emotionally intimate with others, but I often find that others are reluctant to get as close as I would like. I am uncomfortable being without close relationships, but I sometimes worry that others don't value me as much as I value them.
    D. I am comfortable without close emotional relationships. It is very important to me to feel independent and self-sufficient, and I prefer not to depend on others or have others depend on me.

[GRID/SP; ITEM LIST FROM CRQ1]
CQR2. Now, please rate <u>each</u> of the above relationship styles according to the <u>extent</u> to which you think each description corresponds to your general relationship style. Select the number from 1("not at all like me") to 7 ("very much like me") for each relationship style. Feel free to use any number from 1 to 7.

	Not at all like me			Somewhat like me			Very much like me
Style A	1	2	3	4	5	6	7
Style B	1	2	3	4	5	6	7
Style C	1	2	3	4	5	6	7
Style D	1	2	3	4	5	6	7

[BLOCK12]
[GRID/SP; RANDOMIZE IS1-10]
[RANDOMIZE PRESENTATION ORDER OF QUESTIONS IN THIS BLOCK]
[PRESENT ITEMS IS1-10 IN A GRID]

Please rate how much you agree or disagree with the following statements.

IS1. It is foolish to tell the truth when big profits can be made by lying.
IS2. Regardless of concerns about principles, in today's world you have to be practical, adapt to opportunities, and do what is most advantageous for you.
IS3. The reason it is important to tell the truth is because of what others will do to you if you don't, not because of any issue of right and wrong.
IS4. The true test of character is a willingness to stand by one's principles, no matter what price one has to pay.
IS5. There are no principles worth dying for.
IS6. If one believes something is right, one must stand by it, even if it means losing friends or missing out on profitable opportunities.
IS7. Lying is sometimes necessary to accomplish important, worthwhile goals.
IS8. If done for the right reasons, even lying or cheating are OK.
IS9. One's principles should not be compromised regardless of the possible gain.
IS10. Some transgressions are wrong and cannot be legitimately justified or defended regardless of how much one tries.
 1. Strongly disagree
 2. Disagree
 3. Neither disagree nor agree
 4. Agree
 5. Strongly agree

Schwartz Values
[BLOCK13]
[GRID/SP; RANDOMIZE SV1-21]
[RANDOMIZE PRESENTATION ORDER OF QUESTIONS IN THIS BLOCK]
[PRESENT ITEMS SV1-21 IN A GRID]

How much does each of the following statements sound like you?

SV1. Thinking up new ideas and being creative is important to me. I like to do things in my own original way.
SV2. It is important to me to be rich. I want to have a lot of money and expensive things.
SV3. I think it is important that every person in the world be treated equally. I believe everyone should have equal opportunities in life.
SV4. It's very important to me to show my abilities. I want people to admire what I do.
SV5. It is important to me to live in secure surroundings. I avoid anything that might endanger my safety.
SV6. I think it is important to do lots of different things in life. I always look for new things to try.
SV7. I believe that people should do what they're told. I think people should follow rules at all times, even when no-one is watching.
SV8. It is important to me to listen to people who are different from me. Even when I disagree with them, I still want to understand them.
SV9. It's important to me to be humble and modest and not to draw attention to myself.
SV10. Having a good time is important to me. I like to "spoil" myself.

SV11. It is important to me to make my own decisions about what I do. I like to be free and not depend on others.

SV12. It's very important to me to help the people around me. I want to care for their well-being.

SV13. Being very successful is important to me. I hope people will recognize my achievements.

SV14. It is very important to me that the government ensures my safety against all threats. I want the state to be strong so it can defend its citizens.

SV15. I look for adventure and like to take risks. I want to have an exciting life.

SV16. It is important to me to always behave properly. I avoid doing anything people would say is wrong.

SV17. It is important to me to get respect from others. I want people to do what I say.

SV18. It is important to me to be loyal to my friends. I want to devote myself to people close to me.

SV19. I strongly believe that people should care for nature. Looking after the environment is important to me.

SV20. Tradition is important to me. I try to follow the customs handed down by my religion and family.

SV21. I seek every chance I can to have fun. It is important to me to do things that give me pleasure.

1. Very much like me
2. Like me
3. Somewhat like me
4. A little like me
5. Not like me
6. Not like me at all

TET Identities

[BLOCK14A]
[DISPLAY; DISPLAY AND GRID ON THE SAME SCREEN]
Please mark the response that corresponds to your opinion.

[RANDOMIZE PRESENTATION ORDER OF QUESTIONS IN THIS SUB-BLOCK]
[PRESENT ITEMS IN EACH SUB-BLOCK IN A GRID]

In terms of these characteristics:

Controlled, Tough, Unyielding, Competitive

[GRID/SP; RANDOMIZE TET1-5]
TET1. Being someone who has these characteristics is an important part of who I am.
TET2. Other people I know think I have these characteristics.
TET3. My friends think I have these characteristics.
TET4. I strongly desire to have these characteristics.
TET5. My family thinks I have these characteristics.

1. Strongly disagree
2. Disagree
3. Neither agree nor disagree
4. Agree

5. Strongly agree

[BLOCK14B]

[DISPLAY; DISPLAY AND GRID ON THE SAME SCREEN]
Please mark the response that corresponds to your opinion.

In terms of these characteristics:

Caring, Compassionate, Merciful, Cooperative

[GRID/SP; RANDOMIZE TET6-10]
TET6. Being someone who has these characteristics is an important part of who I am.
TET7. Other people I know think I have these characteristics.
TET8. My friends think I have these characteristics.
TET9. I strongly desire to have these characteristics.
TET10. My family thinks I have these characteristics.
  1. Strongly disagree
  2. Disagree
  3. Neither agree nor disagree
  4. Agree
  5. Strongly agree

[BLOCK14C]
[DISPLAY; DISPLAY AND GRID ON THE SAME SCREEN]
Please mark the response that corresponds to your opinion.

In terms of these characteristics:

Reflective, Thoughtful, Inventive, Reasonable

[GRID/SP; RANDOMIZE TET11-15]
TET11. Being someone who has these characteristics is an important part of who I am.
TET12. Other people I know think I have these characteristics.
TET13. My friends think I have these characteristics.
TET14. I strongly desire to have these characteristics.
TET15. My family thinks I have these characteristics.
  1. Strongly disagree
  2. Disagree
  3. Neither agree nor disagree
  4. Agree
  5. Strongly agree

Moral Dilemmas
[BLOCK15]

[RANDOMIZE so that each respondent receives only one of the two versions for each of the three dilemmas. Response options should be "Is appropriate" and "Is not appropriate"]
[DISPLAY]
In this task you will be presented with a moral dilemma.
When the dilemma appears on the screen read through it silently and carefully. After you have finished reading it, your job is to judge whether the course of action in the dilemma is appropriate or inappropriate.

There are no "right" or "wrong" answers to this problem. You will not, in any case, be asked to justify your response. Do not worry about whether the action is legal or illegal. Simply respond in whatever manner you believe to be morally correct.

Situation 1

[VERSION 1]
[SP]
A runaway trolley is heading down the tracks toward five workmen who will be killed if the trolley proceeds on its present course. You are standing next to the track on which the trolley is traveling, but you are too far away from the workmen to warn them of the impending danger.

Next to you there is a very large stranger who is minding his own business.

It occurs to you that if you pushed this person onto the tracks in front of the trolley, it would stop the trolley and save the five workmen from certain death.

However, this would most certainly kill the stranger.

Is it appropriate for you to push this stranger onto the tracks to save the five workmen?
   1. Is appropriate
   2. Is not appropriate

[VERSION 2]
[SP]
A runaway trolley is heading down the tracks toward five workmen who will be killed if the trolley proceeds on its present course. You are standing next to the track on which the trolley is traveling, but you are too far away from the workmen to warn them of the impending danger.

Next to you there is a control switch for the tracks that can reroute the trolley.

You could divert the trolley onto another track and spare the five workmen from certain death.

However, there is another workman on the new track that will certainly die if you divert the trolley.

Is it appropriate for you to divert the trolley and kill the lone workman in order to save the five workmen?
1. Is appropriate
2. Is not appropriate

Ethical Values Assessment
[BLOCK16]
[GRID/SP; RANDOMIZE EVA1-12]
[RANDOMIZE PRESENTATION ORDER OF QUESTIONS IN THIS BLOCK]
[PRESENT ITEMS EVA1-12 IN A GRID]

What moral values do you think are important to how you should live **at this time in your life?**

EVA1. I should take responsibility for myself.
EVA2. I should take care of my family.
EVA3. I should aim for spiritual salvation.
EVA4. I should be fair to other individuals.
EVA5. I should aim to live a holy life.
EVA6. I should respect other individuals' rights.
EVA7. I should follow God's law.
EVA8. I should be cooperative.
EVA9. I should strive for social harmony.
EVA10. I should try to achieve my personal goals.
EVA11. I should know my place or role in a group.
EVA12. I should strive for spiritual purity.
1. Not at all Important
2. Slightly Important
3. Moderately Important
4. Very Important
5. Completely Important

Dictator Game
[BLOCK17; DO NOT RANDOMIZE WITH OTHER BLOCKS]
[ROTATE RESPONDENTS TO SEE ONE OF THE TWO VERSIONS]
[CREATE A DOV_GAME WITH DEFAULT VALUE OF 3]
1- SHOW VERSION 1
2- SHOW VERSION 2
[RANDOMLY ASSIGN PARTICIPANTS TO ONE OF THE FOLLOWING TWO VERSIONS]

[VERSION 1]

Now we are going to give you the chance to win $10.

Here's how it works:

You have an odd numbered participant ID.
Participants in odd numbered sessions are assigned to be DECIDERS.

As a DECIDER, you are automatically given 10 raffle tickets for the prize. Each ticket is equal to one entry into the raffle. The 10 tickets are yours to keep. However, the participant after you (with the evennumbered participant ID) will be a RECEIVER. This means that the next participant will not have any raffle tickets to start with, but will get any tickets that you decide to transfer to him or her. Thus, it is up to you to determine how to divide up the number of raffle tickets you and the next participant will receive.

How many of your 10 raffle tickets would you like to transfer to the next participant?
    0 1 2 3 4 5 6 7 8 9 10

You will automatically be entered into a Sweepstakes for a chance to win a $10. Alternatively, you can just enter the Sweepstakes by agreeing to the Sweepstakes Official Rules and providing the entry information . In that case, you will need to access the website at www.Moral.knpanel.com and follow the directions, including reading and agreeing to the Sweepstakes Official Rules.

[VERSION 2]

Now we are going to give you the chance to win $500.

Here's how it works:

You have an even numbered participant ID.
Participants in even numbered sessions are assigned to be DECIDERS.

As a DECIDER, you are automatically given 10 raffle tickets for the prize. Each ticket is equal to one entry into the raffle. The 10 tickets are yours to keep. However, the participant after you (with the odd numbered participant ID) will be a RECEIVER. This means that the next participant will not have any raffle tickets to start with, but will get any tickets that you decide to transfer to him or her. Thus, it is up to you to determine how to divide up the number of raffle tickets you and the next participant will receive.

How many of your 10 raffle tickets would you like to transfer to the next participant?
    0 1 2 3 4 5 6 7 8 9 10

You will automatically be entered into a Sweepstakes for a chance to win an $500. Alternatively, you can just enter the Sweepstakes by agreeing to the Sweepstakes Official Rules and providing the entry information . Inthat case, you will need to access the website at www.Moral.knpanel.com and follow the directions, including reading and agreeing to the Sweepstakes Official Rules.

Free Response Question
[PROFILE QUESTIONS ARE ALWAYS AT THE END]

Computer Usage Technology Profile 2010 [SNO 14221]

[ASK IF XCOMP=2]

[GRID - SP ACROSS, MP DOWN]
Q1.   Below is a list of statements, which may or may not be used to describe your attitudes toward technology, entertainment, and your lifestyle. **[SHOW ON SCREEN 1 ONLY]**
[SPACE]
Please indicate whether you agree or disagree with the following statements.

Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree	Not Applicable or Not Familiar
			I consider the illegal downloading of movies, music and other digital content to be as bad as shoplifting		

Financial Services Profile 2010 [SNO 14219]
[ASK IF XFINA=2]
[SP]
Q42.   Generally, how would you rate the U.S. economy these days?

Excellent 1
Good 2
Fair..3
Poor 4
Not sure 5

[SP]
Q43.   How would you rate your own personal finances these days?

Excellent 1
Good 2
Fair..3
Poor 4
Not sure 5

[SP]
Q44.   Are your personal finances getting better these days, or worse?

Better 1
Worse 2
Same 3
Not sure 4

[GRID; SP ACROSS, MP DOWN]

Q45. For the following statements, please indicate how much you agree or disagree with each one.

	Strongly Disagree	Somewhat Disagree	Somewhat Agree	Strongly Agree

[RANDOMIZE ITEMS]

I am in control of my life
I have a positive self-image
I have no idea if I'm managing my money well; I just hope for the best
Generally, I live from paycheck to paycheck
I enjoy reading about finances and ways to better manage my money
I am in control of my finances
I am usually the first of my friends to try new products and services

Health 1 Profile 2011 [SNO 14928]
[ASK IF XHEAL=2]
[SP]
Q1.   In general, would you say your physical health is…

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

[SP]
Q4.   Have you had a serious or chronic illness, injury, or disability that has required A LOT of medical care in the past 2 years?

Yes.. 1
No.. 2

[MP]
Q19.   Have you been diagnosed by a physician or other qualified medical professional with any of the following medical conditions?

Anxiety disorder 2
Depression 6
Mental health condition 25
Sleep disorders such as sleep apnea or
      insomnia 18
None of these [SINGLE SELECT]...................... 21

[ASK Q20 FOR EACH OF Q19 SELECTION]
[MP]
Q20_Loop. Which of these statements describes the steps you are taking to manage each of your medical conditions?

[INSERT CONDITION NAME FROM Q19]

I am under the care or supervision of a doctor or other qualified medical professional 1
I take a prescription drug on a regular basis..... 2
I take an over-the-counter medication on a regular basis 3
I manage my condition with diet and exercise 5
I do something else 6
I don't do anything... 7

[SP]

Q35.   During an average week, how often do you exercise?

[SPACE]

Examples of exercising are aerobics, walking or running, bicycling, playing tennis, lifting weights, calisthenics, etc.

Never... 1
Less than once a week 2
1-2 times a week.. 3
3-5 times a week.. 4
6 or more times a week.................................. 5

[SP]

Q36.   Have you smoked at least 100 cigarettes in your ENTIRE LIFE?

Yes.. 1
No.. 2

[ASK Q37 IF Q36="YES"]
[SP]

Q37.   Do you NOW smoke cigarettes every day, some days, or not at all?

Every day 1
Some days 2
Not at all.. 3

Hispanic Profile 2011 [SNO 15203]
[ASK IF XHISP=2]
 [SP]
 [PROMPT]

Q3.   In what country were you born?

Argentina 1
Bolivia 2
Chile 3

[NUMBER BOX; RANGE 0-100; DO NOT ALLOW DECIMALS]
[CAP ANSWER AT AGE, NO ANSWER SHOULD BE GIVEN THAT IS LARGER THAN AGE]
[PROMPT]

Q5.   In total, how many years have you lived in the United States?
      [SPACE]

      Please count the total number of years across all of the times you have lived in the U.S.

[GRID - SP ACROSS, MP DOWN]
[PROMPT]

Q12. Please tell us whether you agree or disagree with the following statements.

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree

Anyone who comes to this country and intends to stay must learn to speak English

[GRID - SP ACROSS, MP DOWN]

Q14. Listed below are things other people tell us they do in order to be successful in the U.S. Please indicate how willing you are to do each of the following in order to be successful in this country.

	Very willing	Somewhat willing	Not too willing	Not willing at all

Work long hours at the expense of your personal life
Get along with people of different races and cultures
Do what is best for yourself rather than what is best for others

Lifestyle 1 Profile 2011 [SNO 15182]
[ASK IF XLIFE=2]
[GRID - SP ACROSS, MP DOWN]
Q1.   Using the scale below, please tell us how much you agree or disagree with the following
         statements about your work and life.

Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree	Not Applicable

[RANDOMIZE RESPONSE LISTS WITHIN HEADERS – DO NOT SHOW SUB-TITLES]
<u>Screen 1</u>

         No matter how hard I work, I can't seem to get ahead
         I feel good about where my career is headed
         It's getting harder to provide my family with the basic
           necessities
<u>Screen 2</u>
         Most of my friends are from the same racial or ethnic
           group as me
         Life is so busy that I find I have less time to spend
           with family and friends
         It is hard for me to find the time to be involved in
           local/community matters
         It is becoming increasingly difficult to find the time to
           relax and unwind
<u>Screen 3</u>
         I feel stressed most of the time
         I live a healthy lifestyle
         I love to shop
         I just don't have enough money to live the life I would
           like to live

[NUMBER BOX, RANGE 0-168]
Q2.   In a typical week, about how many hours do you work?

[SP]
Q3.   In a typical week, about what proportion of your time do you spend communicating with your
         friends and family?

25-49%... 3
50-74%... 4
75-100%... 5

[GRID - SP ACROSS, MP DOWN]
Q12.   For each of the following activities and hobbies, please tell us if you regularly, occasionally, or never participated during the past year.

Regularly	Occasionally	Never

Shopping

[TEXT BOX RESPONSE][ALWAYS AT THE END]

FR1. Is there anything else you would like to tell us about what you think it means to lead a moral or ethical life?