



SIENA COLLEGE RESEARCH INSTITUTE

SIENA COLLEGE, LOUDONVILLE, NY

www.siena.edu/scri

Methodology Statement

The American Values Study (AVS) measures Americans' belief in and commitment to core values including equality, liberty and progress as well as the degree to which they believe others, our institutions and culture embody those values.

The Siena College Research Institute (SCRI) completed online interviews with a representative sample of 6,077 Americans including respondents from all 50 states and the District of Columbia from April 23- May 3, 2021. The credibility interval for the total sample is +/- 1.3%.

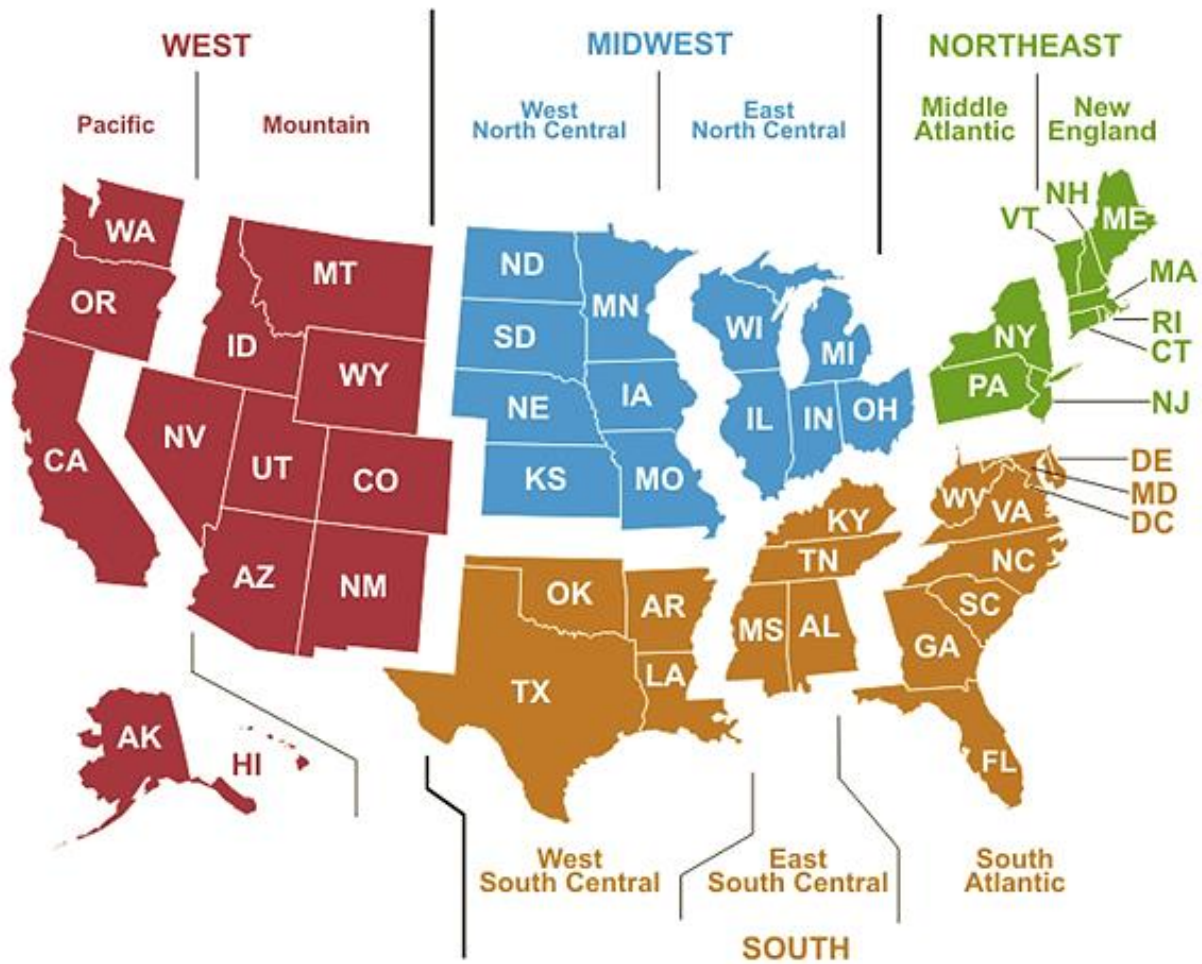
Respondents indicated the degree to which they subscribe to, and are personally guided by 34 indicator statements that during testing had been submitted to factor analysis and found to load on the three factors of equality, liberty and equality. Additionally, respondents assessed other people, our institutions, most specifically our government and our culture on three quintessentially American statements – one for equality, one for liberty and one for progress.

The survey also, in addition to demographics, asked respondents about their support for or opposition to four current issues – voting rights, abortion, assault weapons regulation and immigration – as well as their view of the media and their position on whether the 2020 election was or was not stolen from former President Donald Trump. Submitting those six questions to cluster analysis, the AVS was able to place every respondent in one of three groups – right of center, left of center or centrist.

Data was collected online with respondents filling quotas across nine census regions. Post data collection, the data was weighted by age, gender, education, region, race and 2020 vote choice. The online sample was provided by Lucid, a market research platform that runs an online exchange for survey respondents. The samples drawn from this exchange matched a set of demographic quotas on age, gender, and region. Respondents were sent from Lucid directly to survey software operated by the Siena College Research Institute. All respondents that take the survey online completed an attention check before taking the survey. Additional attention checks were placed in the survey to ensure proper attention was being paid throughout the entire survey. Online surveys were conducted in English.

Census Region	Number of Completed Surveys	Credibility Interval
New England	305	+/-5.8%
Mid Atlantic	765	+/-3.9%
South Atlantic	1269	+/-2.9%
East North Central	859	+/-3.6%
East South Central	350	+/-5.5%
West North Central	387	+/-5.3%
West South Central	716	+/-3.9%
Mountain	448	+/-5.1%
Pacific	978	+/-3.4%
NY, NJ, PA	596	+/-4.3%

Map of Nine Census Regions



Take the American Values Survey

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