

Address-Based Sampling With A Voter File: Lessons From A 4-State Poll

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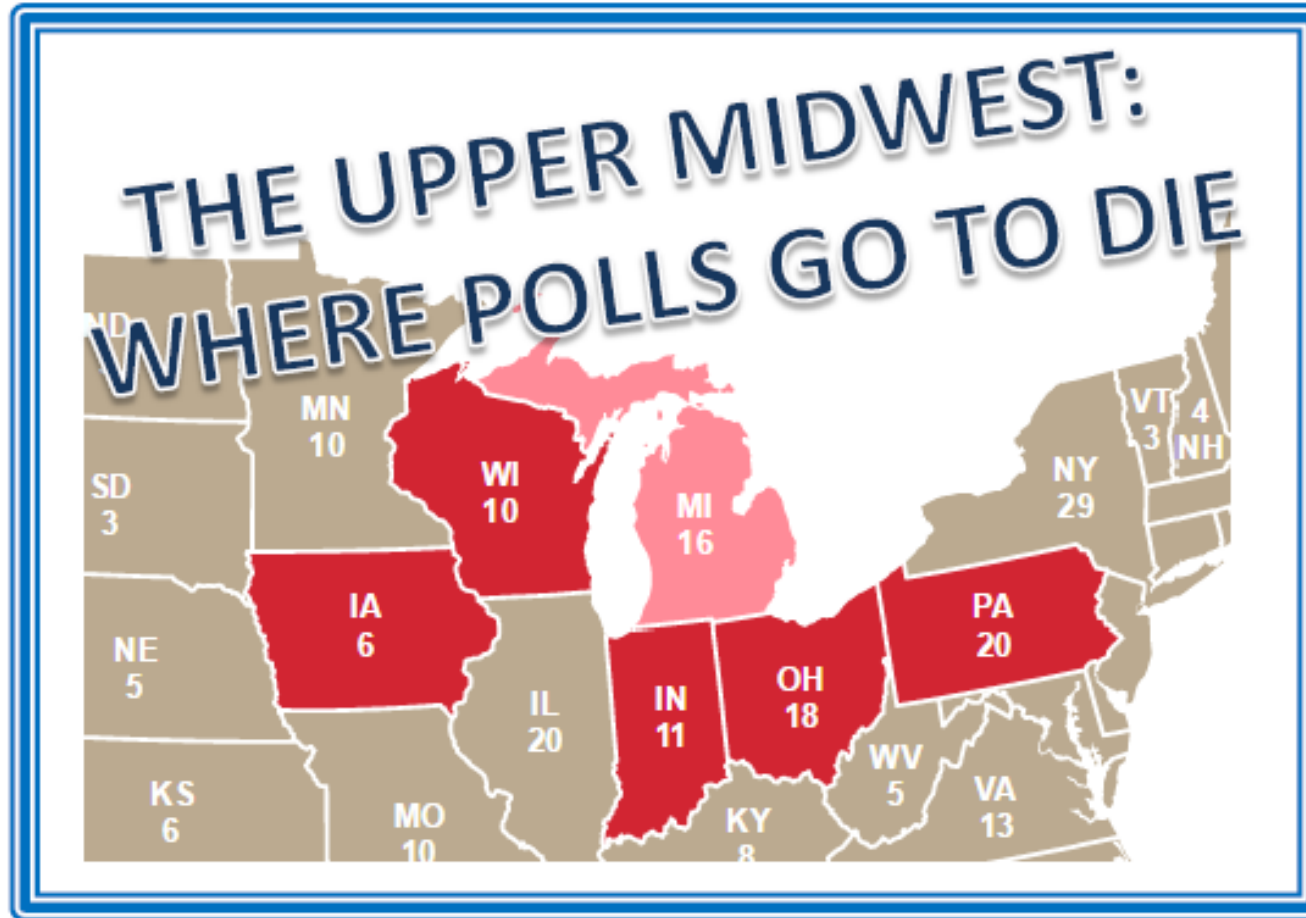
Filling the need for trusted information on national health issues.

In Search Of Registered Voters (RVs)

- Depending on the state, RVs tend to be ~60%-85% of the adult population
- General population surveys using random digit dialing (RDD) tend to have >80% self-identified RVs
 - Non-response bias
 - Misreporting
 - Over-reporting of past vote
- Registration-based sampling (RBS) relies on voter records with names, addresses, and past voting behavior...but only about half have matched telephone numbers

Problem Amplified In State-Based Polling

- Coverage issues
- Increased cost
- 2016 state-level but clearly und



certain contest

Making Addresses The First Point Of Contact

- **We know where to reach them.** Voter files are inherently based on address and registered voters tend to update their addresses when they move.
- **Increase cost-effectiveness.** Contacting voters via addresses decreases concerns of telephone response rates and the cost of telephone surveys.
- **New challenge.** How do we get them to take the survey?

RBS Push-to-Web

- Start with a **probability-based sampling frame** with full coverage
 - Allows for non-response bias estimates
- Allow voters to take the survey **when** and **how** they want to
 - Take online (computer & mobile) **WHENEVER**
 - Call an in-bound phone number to take the survey or schedule a call-back
- Additional methods to contact hard-to-reach groups
 - Over-sample areas with lower-education levels, this groups also received a \$10 post-incentive
 - Outbound calls to contact who are less likely to go online (older, more conservative)

Blue Wall Voices Project

- A joint partnership survey conducted by Kaiser Family Foundation and The Cook Political Report
- Fieldwork was conducted by SSRS
- Four state-based polls conducted in Michigan (767), Minnesota (958), Wisconsin (745), and Pennsylvania (752)
- September 23- October 15, 2019

<https://www.kff.org/other/report/blue-wall-voices-project/>

What Happens When Participants Choose The Mode Of Contact?

Mode	TOTAL	MI	MN	PA	WI
Online	2,763	651	839	631	642
Desktop/Laptop	1,527	309	492	351	375
Smartphone	1,018	295	279	226	218
Tablet	218	47	68	54	49
Phone	459	116	119	121	103
Inbound	255	66	64	71	54
Outbound	204	50	55	50	49
Total Interviews	3,222	767	958	762	745

Four Lessons Learned

- Weighting can be complex but doesn't translate to large design effects
- Need to pay **A LOT** of attention to questionnaire design because of multi-modes and possible mode effects
- RBS with listed phone numbers **DO LOOK DIFFERENT** than full RBS sample
- ABS push-to-web/multi-mode surveys could indicate an increase in response rates

Lesson #1: Complex weighting but design effects still <1.7

	N (unweighted)	M.O.S.E	deff
All	3,222	±2 percentage points	1.6
Michigan	767	±4 percentage points	1.4
Minnesota	958	±4 percentage points	1.3
Pennsylvania	752	±4 percentage points	1.3
Wisconsin	745	±4 percentage points	1.3

Lesson

- 2,763 over
- Contr either “imm
- No vo inbou outbo

	mode			
	Inbound	Outbound	total phone	Web
	Column N %	Column N %	Column N %	Column N %
WEB BLANK	0%	0%	0%	0%
Definitely going to vote for President Trump	19%	34%	26%	22%
Probably going to vote for President Trump	7%	5%	6%	11%
Probably going to vote for the Democratic nominee	7%	10%	9%	8%
Definitely going to vote for the Democratic nominee	30%	35%	33%	33%
Undecided	35%	15%	25%	22%
Not planning to vote	0%	0%	0%	1%
Vote for someone else (Vol. for phone)	1%	0%	1%	4%
Refused (Vol. for phone)	1%	0%	0%	0%

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Lesson #2: Multi-mode and mode effects

- Job approval questions (online respondents were allowed to skip, DK/Ref was only coded if it was volunteered by phone respondents).
 - About 12% of phone interviews were DK/Ref compared to <3% of online interviews that skipped those questions.
- Need to better understand how to allow volunteered DK responses in online survey format.

Lesson #3: RBS w/ listed phones v. RBS w/o listed phones

- About 80% of our sample had listed telephone numbers.
- The sample w/o listed phone numbers were less white, younger, and larger shares identified as political independents.
- If we limit our sample to just those with listed telephone numbers and rerun the weights.
 - Most numbers stay relatively the same (within MOSE)
 - However, Democratic primary horserace numbers flip with Biden now leading in most states and not Warren
 - Likely voter model

Lesson #4: Increased Response Rates

Final Disposition	MI	MN	PA	WI
Eligible				
Completed questionnaire	767	958	752	745
Breakoff	121	138	112	96
Non-Complete	6	14	8	8
Unknown				
Eligibility Unknown	5,008	4,671	4,832	3,739
Ineligible (Net)				
Non-deliverable	212	193	289	133
No one by that name-web	27	21	9	4
No one by that name-phone	10	5	8	6
Total sample	6,151	6,000	6,010	4,731
RR3	13.4%	16.9%	13.4%	16.4%

surveys conducted in each year.

Source: Pew Research Center telephone surveys conducted 1997-2018.

PEW RESEARCH CENTER



Thank you.