



Web Panel Studies of the 2008 Election

Mike Dennis, Knowledge Networks

Trevor Tompson, Associated Press

AAPOR in Hollywood, Florida

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Trends – 2004 versus 2008 Election Surveys

Trends	2004	2008
Mode	RDD dominant	Internet & RDD
Cell phone sample supplementation	None	Notable uses
Design	Cross-Sectional Samples	Cross-Sectional and Longitudinal
Analysis	Tracking & correlating candidate preference and vote choices	Causation – evolution of the voter over time

Research Hypotheses

The new longitudinal internet panel surveys are going beyond “horse-race” tracking perspective and instead focus on the individual subject-level change during the election season:

- When do candidate preferences form?
- When an event happens (e.g., pol party conventions), who exactly is moved versus not moved?
- When ad spending peaks, who is moved? On what issues were the ads effective?

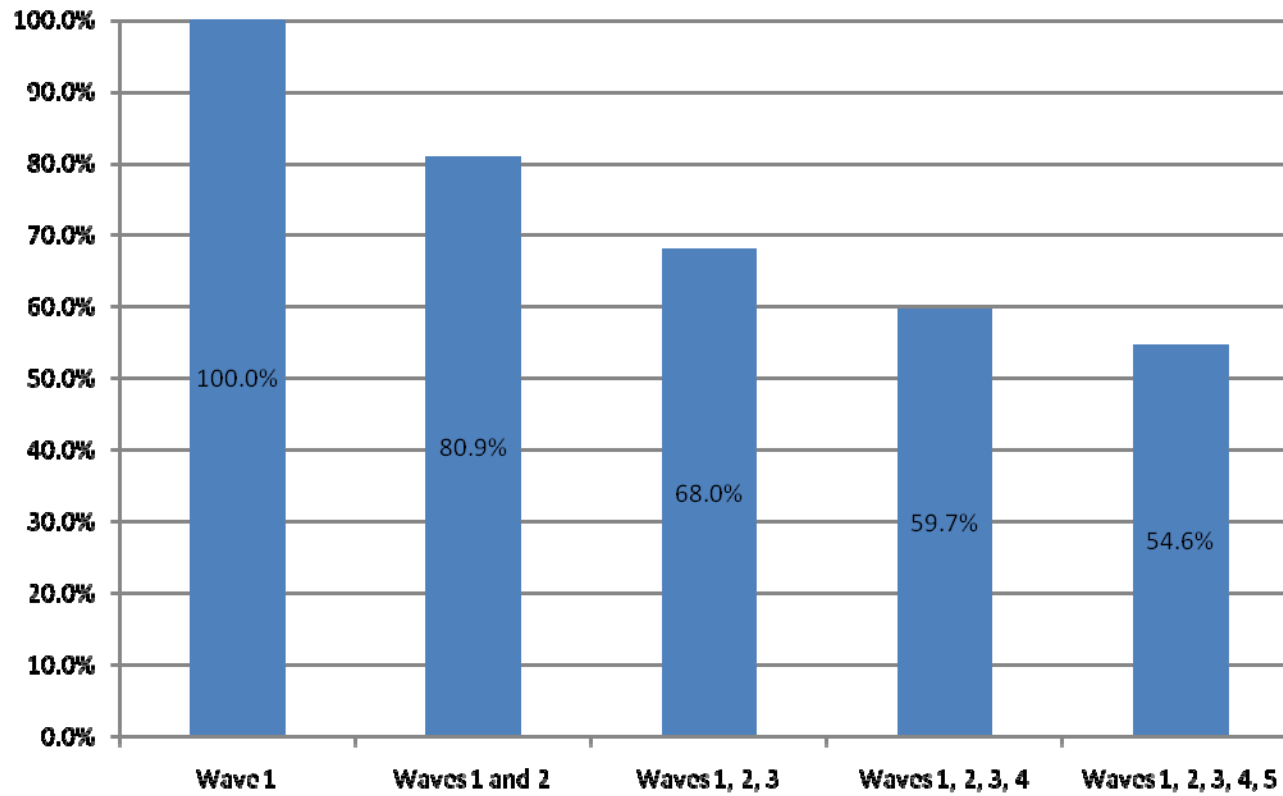
Some of the 2008 Internet panel surveys were in the field continuously. Makes possible measurement of impacts of specific events on candidate preferences.

The longitudinal surveys represent more difficult analysis challenges.

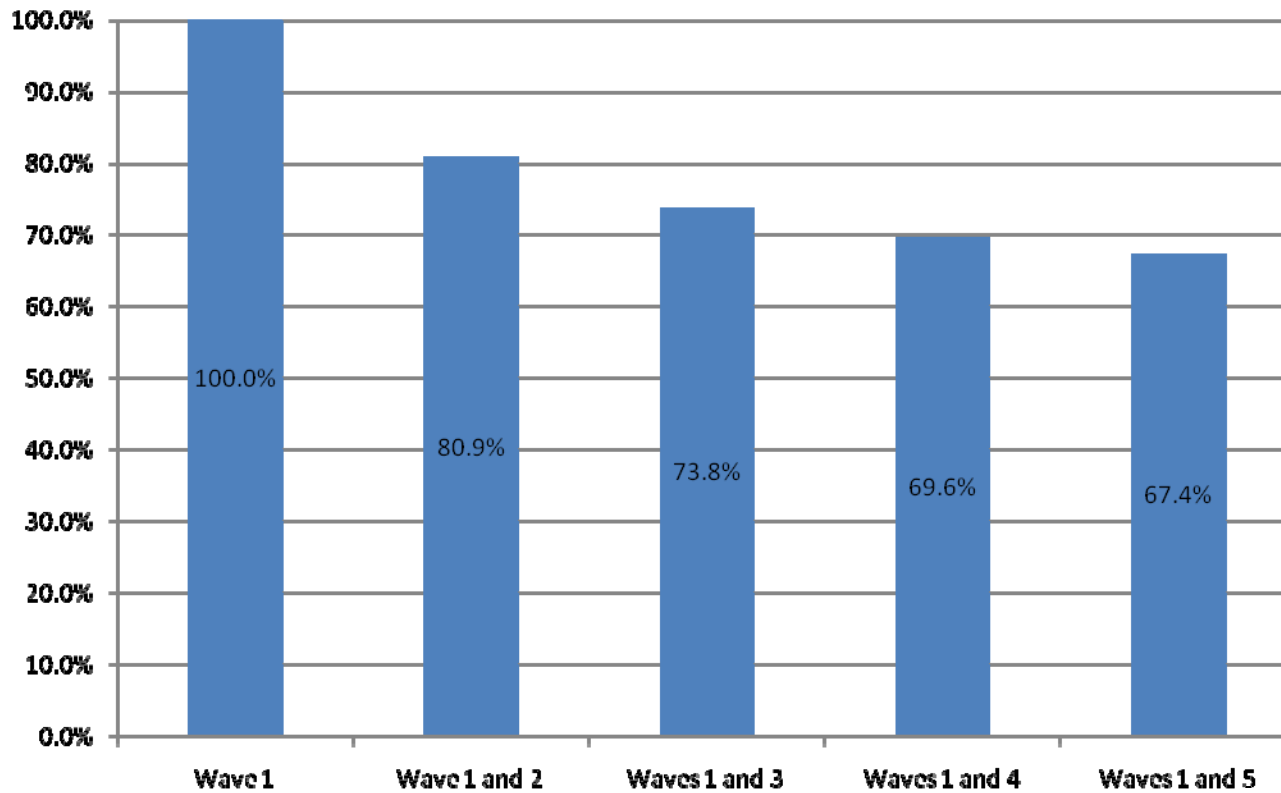
Notable 2008 Internet Election Surveys

ANES Web Panel	Internet	Prob	Longitudinal / 21 waves	n=2,000
AP/Yahoo! Election Survey	Internet	Prob	Longitudinal / 9 waves	n=2,000
National Annenberg Election Survey	Internet	Prob	Longitudinal / 5 waves	n=20,000
Economist/YouGov	Internet	Non-Prob	Cross-sectional	n=1,000 wkly
Coop. Campaign Analysis Project	Internet	Non-Prob	Longitudinal / 6 waves	n=20,000

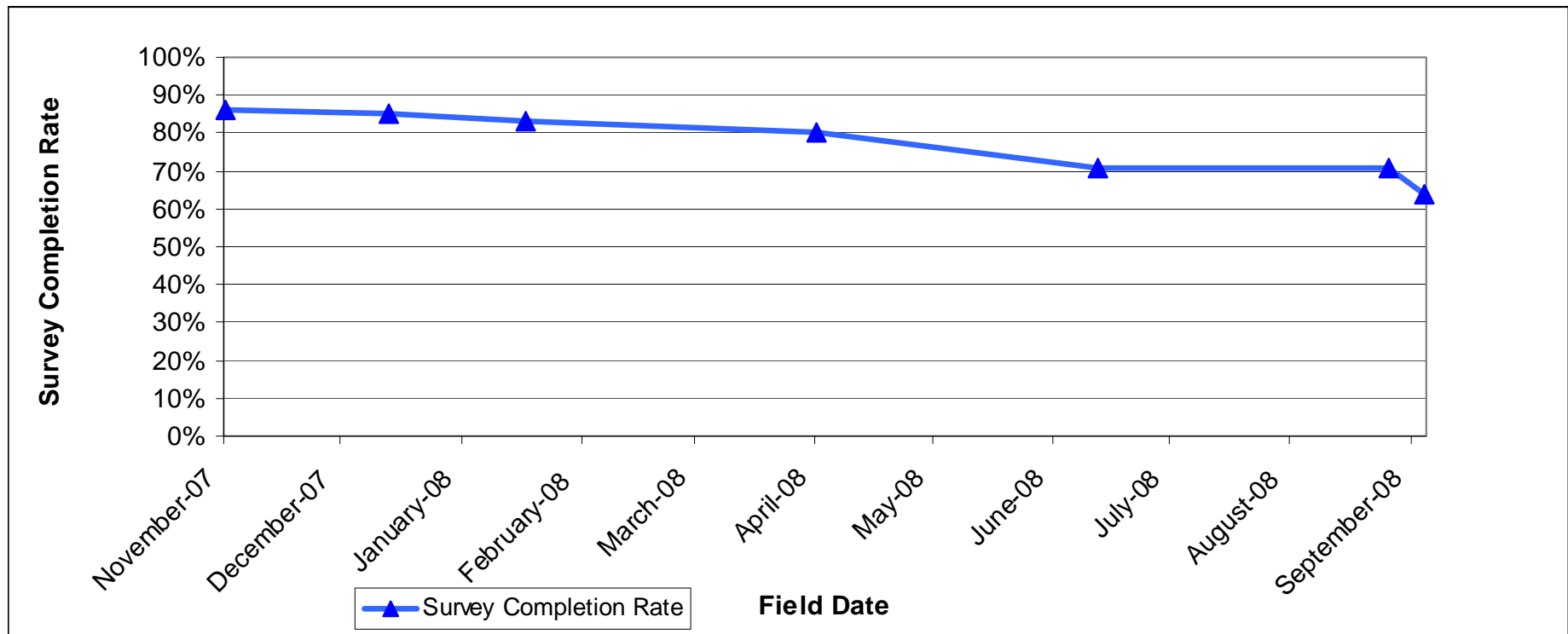
NAES Cases that Completed All 5 Waves



NAES Cases that Completed Wave 1 and At Least One of the Follow-ups



AP-Yahoo! Follow-up Survey Completion Rate



1. KnowledgePanel web panel sample
2. Field periods shorter for later waves of data collection
3. Denominator is n interviews from the baseline survey

Notable Non-Net Surveys

Study Name	Mode	Sample	Design	Sample Size
ANES (Traditional)	In-Person	Prob	Longitudinal / 2 waves	n=1,800
National Annenberg Election Survey	RDD Phone	Prob	Cross-sectional	n=55,000
Gallup Poll Daily Tracking	RDD Phone	Prob	Cross-sectional	n=30,000 per month
Pew Research	RDD Phone	Prob	Cross-sectional	several at n=1,500

Public Use File Analysis Frenzy

ANES Web Panel

Dec 2009 (partial release
earlier this year)

Annenberg Election Survey

Approx Jan 2010

AP-Yahoo!

Approximately Dec 2009

YouGov/Polimetrix

Summer 2010



Thank You for Attending For More Information

Contact:

Mike Dennis

mdennis@knowledgenetworks.com

(650) 289-2160