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**Patterns of Response and
Nonresponse on an
Election Day Survey**

The Election Day Survey

- > Purpose was to capture reported actual vote to use for post-election news analysis
- > Methodological experiment to see how successful we could be at a relatively low-cost design to collect data from voters on election day
- > Take advantage of the thousands of pre-election variables on the dataset; mostly only needed to add the vote

Design

- > Fielded the study to all baseline cases plus our infusion of youth sample cases
- > And our supplemental sample that was added for wave 6 only to study racial attitudes
- > Short questionnaire, only about 25 items

Pre-notification

- > We sent pre-notification e-mails out the weekend before the election
- > Followed up with a second pre-notification the day before the election
- > Sent an invitation on election day asking people to participate

On Election Day

- > The survey opened at 5am local respondent time
- > Respondents had been asked to log in as soon as possible after they had voted
- > Respondents who had not completed the survey by 5pm local time were called by an automated call announcement system reminding them to log in and complete the survey
- > No special incentives were offered to respond on Election Day
- > If people logged in before voting but said they planned to vote, we asked them to come back later

Results

- > By 11pm Pacific time 1,352 respondents had completed the survey
- > 41 percent of those who were fielded the study completed the interview on Election Day
- > By keeping the study open after Election Day and sending additional reminders, we were able to complete an additional 1,101 interviews through November 18

The Non-Voters

- > The main characteristic of the election day sample was that it almost completely excluded non-voters
 - Unweighted, just 10 percent of the respondents said they hadn't voted
 - Some measurement error, but mostly people not wanting to take the survey if they hadn't voted

The Voters

- > Unweighted, the distribution of votes was similar to what we see in unweighted pre-election polls
 - 49 percent McCain
 - 48 percent Obama

After Weighting

- > Like exit polls, we adjusted the numbers slightly based on the best estimate of turnout and popular vote at 11pm Pacific time, along with standard panel and demographic weights
 - After weighting:
 - Obama 51 percent
 - McCain 47 percent
 - Did not vote: 35 percent

Compare to Exit polls

	AP-Yahoo	NEP Exit Poll
18-29	17%	18 %
65+	20%	16%
Male	47%	47%
Female	53%	53%
College	39%	44%
Non-College	61%	56%
Democrat	41%	39%
Republican	30%	32%
Independent/None	29%	29%

Conclusions

- > Experiment was successful
- > We can get good cooperation from a continuing panel
- > But only if we care mostly about voters, not non-voters
- > We may need to be prepared to make additional weighting adjustments to make corrections

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