



Field Report

Election 2008 & Beyond Waves 1-2

**Conducted for
University of Chicago**

**Submitted to Cathy Cohen, Ph.D.
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Introduction

Knowledge Networks conducted two waves of a study focusing on attitudes, knowledge, and behaviors of U.S. adults leading up to, and following, the November 2008 general election, on behalf of the University of Chicago. There will be one additional follow-up survey for sample members occurring approximately four months after the second round.

The Wave 1 survey was fielded between October 17 and November 3, 2008. The survey was available in both English and Spanish, depending on respondent preference. Information on the initial and resulting sample sizes, by age/race-ethnicity and overall, and resulting completion rates are provided in Table 1.

Table 1. Wave 1 Sample Size and Completion Rates

Sample Group	Sampled	Completed Survey	Survey Completion Rate
White 18-34	426	269	63.1%
White 35+	896	713	79.6%
African American 18-34	473	233	49.3%
African American 35+	969	612	63.2%
Asian 18-34	132	101	76.5%
Asian 35+	387	320	82.7%
Hispanic 18-34 (English Version)	466	254	54.5%
Hispanic 35+ (English Version)	620	265	42.7%
Hispanic 18-34 (Spanish Version)	555	178	32.1%
Hispanic 35+ (Spanish Version)	609	236	38.8%
Total	5,593	3,181	56.9%

The Wave 2 survey was fielded between May 30 and July 24, 2009. As before, the survey was available in both English and Spanish, depending on respondent preference. All Wave 1 respondents still on the Knowledge Networks panel were invited to take the Wave 2 survey. In addition, Wave 1 respondents who had left the panel since the initial survey were contacted and asked to complete the Wave 2 survey. Finally, to augment numbers in selected age/race-ethnicity groups, fresh sample was also fielded. Information on Wave 2 initial and resulting sample sizes for the longitudinal and fresh samples, by age/race-ethnicity and overall, and resulting completion rates are provided in Table 2.

Table 2. Wave 2 Sample Size and Completion Rates

Sample Group	Wave 1 Respondents			Fresh Sample			Total Sample		
	Sampled	Completed Survey	Survey Completion Rate	Sampled	Completed Survey	Survey Completion Rate	Sampled	Completed Survey	Survey Completion Rate
White 18-34	244	199	82%	124	65	52%	368	264	72%
White 35+	629	553	88%	0	0	0	629	553	88%
African American 18-34	214	166	78%	293	129	44%	507	295	58%
African American 35+	579	467	81%	297	139	47%	876	606	69%
Asian 18-34	110	82	75%	63	37	59%	173	119	69%
Asian 35+	279	270	97%	153	74	48%	432	344	80%
Hispanic 18-34 (English Version)	234	179	76%	22	8	36%	256	187	73%
Hispanic 35+ (English Version)	247	233	94%	244	132	54%	491	365	74%
Hispanic 18-34 (Spanish Version)	138	96	70%	67	51	76%	205	147	72%
Hispanic 35+ (Spanish Version)	190	152	80%	247	170	69%	437	322	74%
Total	2,864	2,397	84%	1,510	805	53%	4,374	3,202	73%

Data File Deliverables and Descriptions

Data are provided in SPSS format, and a sampling weight for each case is included in the final file. A series of flag variables appear in the file to denote the order in which response categories or other items to be randomized actually appeared to respondents. The variable names for these flags all begin with the letter “x” to facilitate their identification.

In addition to the data from the survey, selected demographic variables from the existing Knowledge Networks panel profile for respondents completing the Election 2008 & Beyond surveys are included. These profile variables are owned by Knowledge Networks and licensed to the University of Chicago for analysis and reporting. Table 3 on the next page shows the name and description of supplemental and profile variables included with the survey data.

Table 3. Supplemental and Profile Variables

Variable Name	Variable Description
caseid	Unique case identification number
weight1	Post-stratification Weight: Total Respondents
weight2	Post-stratification Weight: Race/Ethnicity Groups
tm_start	Interview start date and time
tm_finish	Interview finish date and time
ppgender	Gender
ppage	Age
ppagecat	Age - 7 categories
ppagect4	Age - 4 categories
ppethm	Race / Ethnicity
ppeduc	Education (highest degree received)
ppeducat	Education (categorical)
pphouse	Housing Type
pprent	Ownership Status of Living Quarters
ppincimp	HH Income (profile and imputed)
ppmarit	Marital Status
pphhhead	Household Head
pphsize	Household Size (from Recruitment)
ppt01	Total number of HH members age 1 or younger
ppt1317	Total number of HH members age 13 to 17
ppt18ov	Total number of HH members age 18 or older
ppt25	Total number of HH members age 2 to 5
ppt612	Total number of HH members age 6 to 12
ppwork	Current Employment Status
ppstaten	State (numeric)
ppreg4	Region 4 (based on state of residence)
ppreg9	Region 9 (based on state of residence)
ppmsacat	MSA Status
ppnet	Household Internet Access
pppeg0042-pppeg0054	Languages Spoken by Respondent
pppeg0055-pppeg0068	Languages Spoken by Household Members
race1-race15	Detailed Race Identification
pppa0046/0070	Religion
pppa0306/0071	Evangelical Christian Identification
pppa0005/0003	Voter Registration Status
partyid7	Party Identification
pppa0015/0012	Political Ideology
pppeg0120	U.S. Citizenship Status
pppeg0121	Born/Naturalized Citizenship Status
pppeg0123	Country of Prior Citizenship
pppeg0125	Country of Current Citizenship

Key Personnel

Key personnel on the Election 2008 & Beyond project include:

Mike Dennis – Senior Vice President, Government & Academic Research. M. Dennis is based in the Menlo Park office of Knowledge Networks.

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Study Incentive Structure

A variety of incentives were used to maximize survey response for both study waves. A summary of these incentives by wave is provided in Table 4, along with an implementation timeline. Incentives were provided via Knowledge Networks survey point system unless otherwise noted.

Table 4. Incentives by Wave

Wave 1	Incentive	Group(s) Receiving Offer	Date of Implementation
		\$10	African American and Asian nonrespondents
Wave 2	Incentive	Group(s) Receiving Offer	Date of Implementation
	\$5	African Americans and Hispanics aged 18-34	05/30/2009
	\$10	Former panelists who completed Wave 1	05/30/2009
	\$10	Asian nonrespondents	06/25/2009
	\$5	African American nonrespondents aged 18-34 (bringing total incentive to \$10)	07/01/2009
	\$5 cash in priority mailing	African American and Asian nonrespondents aged 18-34 (bringing total incentive to \$15)	07/14/2009