

Weekly Field Report  
For  
The National Election Studies Continuous Monitoring  
Jan 11 - Aug. 3 1984

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## SAMPLE DESIGN FOR CONTINUOUS MONITORING

The telephone survey design for continuous monitoring involved RDD sample design issues of some complexity. The sample objective is a uniform number of interviews in each "week" (a 17 day interviewing period) of a 46 week study period. We should be able to treat each of the weekly samples more or less independently. That is, the user should be able to take the weekly samples and aggregate them in various ways to represent time periods (months, quarters, pre-primary intervals). of interest to their research.

The constraints on the sample design were also clear: time and money. Given the strong relationship between time and cost in telephone interviewing operations, the chosen sample design had to be one which minimized the amount of time that interviewers must spend in reaching respondent households. A proven method for reducing contact time is the two-stage RDD design originally suggested by Warren Mitofsky and Joe Waksberg.

Very briefly, this design utilizes the A.T. & T. listing of telephone central office codes. Each record on the listing is an area code-central office code combination, e.g., 313-764; thus each record represents 10,000 distinct telephone numbers (e.g., 313-764-0000 through 313-764-9999). Another way to put it is that each record represents 100 clusters of 100 consecutive telephone numbers (0000-0099, 0100-0199, etc.).

Each primary selection is one such group of 100 consecutive telephone numbers, designated by randomly generating a single 4-digit number. For example if (313-76A) 4424 is generated, the cluster containing numbers 4400-4499 is tentatively designated for selection. These primary numbers are called; if they are not working household numbers, the clusters in which they fall are not selected. If they are working household numbers, their clusters are selected into the sample and a specified number of additional four-digit numbers within the same cluster is generated. For example, if the desired sample size is nine, eight more 4-digit numbers within the hundred series would be selected.

While the Waksberg-Mitofsky method is cost-effective, it sacrifices something in precision because of its clustered nature. The NES implementation of this design for Continuous Monitoring spreads the use of each primary stage sample one-hundred series over the 46 week course of the study -- maximizing the distribution of the sample and minimizing the clustering effects for short time interval analyses. At the end of the 46-week study period, the complete sample will contain roughly 700 primary stage numbers (clusters) of 5 interviews each.

In the Waksberg-Mitofsky two-stage selection, the several numbers selected from each cluster at the second stage are used within the same sample period. In the NES variation, each cluster that is selected produces one telephone number per week. (This telephone number translates into a label of a sample coversheet.) When there is an interview or some other kind of final disposition of the coversheet, the cluster is not used further in the sample week. Clusters of primary numbers are in the sample for two weeks, then rotate out for 8 weeks. The assignment of clusters produces a 50% overlap from week to week the intent of this overlap is to introduce some correlation among observations for short, adjacent intervals of time. If successful, the time 1 to time 2 correlations will yield improved precision for estimates of change between the two periods.

As the study design is implemented, it is important to note that certain coversheet dispositions mean that a cluster can be "re-dialed" within the sample week. For example, if the telephone number on the coversheet is of a business (non-household) then the next number in the primary number series can replace it. Other redialing situations are non-working numbers or non-sample residences (institutions). Some sample coversheets, even though they do not yield an interview, cannot be replaced. These include refusals, non-interviews of valid respondents, and households with no eligible respondents.

Table 1. National Election Study Continuous Monitoring:  
Study Production

January 11 - August 3 1984

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
Wk #	Week Dates	NER	# of Int ref	# of FNL. ref	# non Intv	# SmpI Cvrshft	Resp Rate	N-Samp Cvrshft	#cvrshft Initial Refusal	# Convert Refusal	Convert Refusal	Int. Ref. Samp/Prop	FIRST # Intvw.	TWO DAYS #Completed Cvrshfts	FIRST # Intervws.	SEVEN DAYS Completed Cvrshfts	SEVENTEEN DAYS comp cvrshft
01	Jan11-Jan27	4	78	18	17	113	.69	115	30	10	.36	.27	25	87	61	179	232
02	Jan18-Feb3	2	73	25	17	115	.63	100	33	7	.22	.29	27	79	53	155	217
03	Jan25-Feb10	1	72	31	12	115	.62	131	40	9	.22	.35	24	74	49	139	247
04	Feb1-Feb17	2	62	34	20	116	.53	122	46	10	.23	.4	13	50	36	133	240
05	Feb8-Feb25	1	76	28	11	115	.66	83	37	9	.24	.32	26	83	56	139	199
06	Feb15-Mar2	1	68	30	16	114	.59	101	44	14	.32	.4	22	72	50	143	216
07	Feb22-Mar9	3	75	29	10	114	.65	78	36	6	.17	.31	28	89	63	159	195
08	Feb29-Mar16	2	85	31	12	128	.66	82	36	6	.16	.28	38	92	71	159	212
09	Mar7-Mar23	1	86	22	21	129	.66	89	26	4	.15	.20	35	96	66	157	219
10	Mar14-Mar30	4	86	23	17	126	.68	127	30	4	.15	.24	25	53	69	181	257
11	Mar21-Apr6	3	74	33	19	126	.59	99	33	3	.08	.26	35	103	58	153	228
12	Mar28-Apr13	4	72	38	13	123	.58	89	40	2	.07	.26	16	52	47	127	216
13	Apr4-Apr20	2	79	31	16	126	.62	148	33	2	.06	.28	24	78	60	184	276
14	Apr11-Apr27	4	79	26	20	125	.63	111	36	9	.26	.29	20	62	53	147	240
15	Apr18-May4	1	67	40	18	125	.53	70	41	3	.07	.33	25	61	44	113	196
16	Apr25-May11	2	81	30	13	124	.65	59	38	5	.14	.31	31	74	58	121	185
17	May2-May18	1	81	31	16	128	.63	105	40	7	.18	.32	26	92	55	162	234
18	May9-May25	2	76	33	19	128	.59	120	41	9	.21	.32	22	72	49	158	250
19	May16-Jun1	2	77	29	22	128	.60	114	36	7	.19	.28	13	73	49	156	244
20	May23-Jun8	1	81	20	28	129	.63	125	25	5	.2	.20	25	81	57	168	255
21	May30-Jun15	2	72	26	29	127	.57	110	38	7	.21	.30	17	60	49	147	239
22	Jun6-Jun21	1	77	30	19	126	.61	93	36	5	.14	.29	24	82	53	136	220
23	Jun13-Jun29	2	69	35	21	125	.55	95	32	8	.19	.34	25	80	50	138	232
24	Jun20-Jul6	3	72	26	27	125	.58	88	46	5	.16	.26	27	78	48	122	218
25	Jun27-Jul13	7	67	36	16	119	.56	104	46	10	.22	.39	20	77	43	135	221
26	Jul4-Jul20	6	73	36	11	120	.61	94	46	9	.2	.38	23	79	46	144	214
27	Jul11-Jul27	0	79	30	20	129	.61	114	40	9	.23	.31	28	87	52	157	235
28	Jul18-Aug3	4	80	22	24	126	.63	104	25	2	.08	.20	29	90	58	157	234
TOT		68	2117	823	504	3444	.61	2870	1026	187	.18	.30	704	2118	1509	4169	6371

#### NOTES AND DEFINITIONS

- Column 1. Each "week" is actually a 17 day interviewing period. The aim is to achieve 75 interviews in this period, with 2/3 of these coming in the first 7 days.
- Column 3. No Eligible Respondent: no person of U.S. citizenship (or over 18) in the household associated with this telephone number. Telephone numbers are not regenerated when this occurs. However, the NERS are also not included in the denominator of the response rate calculation.
- Column 4. The number of interviews includes partial interviews (break-offs) accepted by the study staff.
- Column 5. Number of final refusals, i.e., coversheets logged in to the control file with some kind of refusal code. These refusals could come from recontacted households, or households which refused initially and were never recontacted.
- Column 6. The number of telephone numbers which are logged in as non-interviews, for reasons other than refusal or no eligible respondent. These are "sample" coversheets and include circumstances such as deaf or senile respondents, respondents who don't refuse outright but never keep scheduled appointments and so on. Also, all coversheets remaining at the expiration of the 17 days on which no other determination has been made, are logged in this category. Telephone numbers which ring but are never answered (and for which we cannot get confirmation from a telephone business office as being a business or out-of-order or not a real number) are coded into this category, which is incorporated into the response rate denominator.
- Column 7. The number of sample coversheets is the sum of columns 4, 5 and 6, and is the denominator in response rate calculation.
- Column 8.  $\text{Column 4} / \text{Column 7}$
- Column 9. Non-sample coversheets are non-working numbers, business phones, telephones to non-sample residences like barracks, YMCAs, etc.
- Column 10. This is the number of randomly-generated telephone numbers (coversheets) which were initial refusals.
- Column 11. Number of initial refusals for which we were able to obtain an interview. A refusal conversion code will be in the released data file.
- Column 13. This is the number of initial refusals divided by the number of sample coversheets (column 7).
- Column 14 & Column 15. In a short time period, production during the first two days is an important indicator of whether the study will meet the 75 per sample period goal. The number of completed coversheets in the first two days may be thought of as a very crude index of staffing levels during this critical period. It is important to know that non-sample coversheets can be replaced during a study. Thus, it is very much to the study's advantage if coversheets/telephone numbers which are non-sample can be determined early and replaced early.
- Column 16. The goal is 50 interviews in the first 7 days.
- Column 18. Completed coversheets is the sum of columns 3 (NER), 7 (Sample coversheets) and 9 (Non-sample coversheets.)

A Calendar of Administrative Events

<u>Date</u>	<u>Weeks</u>	<u>Events</u>
Jan 22	1 & 2	Super Bowl Sunday
April 22	14&15	Easter Sunday-Telephone Facility Closed
May 13	17&18	Mother's Day - "all circuits busy"
July 4th	24,25,26	Telephone Facility Closed
Jan 7		New interviewers hired
February 4		New interviewers hired
June 2		New interviewers hired
July forward		Refusal conversion randomized

A Calendar of Some Political Events

Feb 20	Iowa precinct caucuses
Feb 28	New Hampshire Primary
March 13	Alabama, Florida, Georgia, Montana, and Rhode Island primaries
July 12	Ferraro announcement
July 16-20	Democratic National Convention
April 3	New York Primary
May 8	North Carolina, Indiana, Maryland, Ohio, Primaries
June 5	California, Minnesota, Montana, New Jersey, New Mexico, South Dakota, West Virginia primaries End of Primaries